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Analysis of Brand Management and Market Positioning of Xiaomi Auto SU7 Based on the Evolution of Marketing Strategies

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Abstract:

With the rapid development of the new energy vehicle market in China, Xiaomi's market performance has attracted a lot of attention. This study uses a hybrid method to conduct a study using the data of a questionnaire of hundreds of consumers to try to analyze the dominant factors of Xiaomi cars in competition in the new energy vehicle market in China. Data shows that thanks to the successful image shaping of the personal brand Lei Jun attracted about 26% of potential groups; at the same time, 74% of participants believed that the strategic shift from "mobile phone ×AIoT" to "people, cars and the environment in general" was a key factor. The essence of their interest. This study explains the basic concept of universalizing corporate technology through totem theory, and this technological thinking that serves humanity is deeply rooted in people's hearts. It organically connects the long-term direction of enterprise development with social interests, forms a path of value transfer according to the principle "science and technology is a boon" and completes the dynamic coordination between business goals and social tasks. These analyses provide a multispective leadership basis for new energy development strategies of Chinese companies and market trends.

Keywords: Brand management, market positioning, Xiaomi Auto SU7.

1. Introduction

The modern global electric vehicle (EV) market is characterized by high growth rates and strong competition. International Energy Agency (IEA) statistics show that global electric car sales will exceed 14 million in 2023.year, with a penetration rate of more than 18%. The three main markets-Chinese, European and North American - accounted for more than 90% of sales. From the point of view of technological development, the specific energy capacity of the battery is constantly growing, with an average annual growth rate of about 8-10%. Brendan Conlon, Mohammad Anwar, Chris Sevel, Michael Wang, Ra-

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nia Badawi, and Arash Bavili noted that the industry has focused its research and development on developing 800-volt high-voltage electrical architecture and solid-state battery technology that are more effective in reducing consumer concerns about durability batteries [1, 2].

According to the market structure, bid has 21% of the global market, which is more according to Tesla (16%). Data from the International Energy Agency (IEA) shows that traditional car manufacturing companies like Volkswagen and General Motors have accelerated the transition to electrification, while new car manufacturers are in integration and liquidation [3]. As for political orientation, a number of regulations, such as the "inflation Reduction Act" (which was passed by the U.S. Congress in 2022. year) and the introduction of the European Union ban on the sale of internal combustion engines, gave a constant boost to the relevant markets, and China has maintained a sustainable development trend since cutting budget subsidies [3, 4].

The international arrival of technology companies in the automotive industry was a key factor that spurred changes in the structure of the industry." Car-facing technology" is changing the look of the electric car industry, and the driving factors behind it are complex and diverse. For example, in terms of technological innovation, algorithms, and chip capabilities are used to promote intelligent driving; in terms of innovative business models, a software subscription can add value to the life cycle; pathways to optimize the supply chain have also been found. Thanks to the digital supply chain, research and development costs can be reduced by 30-40%, and data can be obtained to optimize user analysis, etc. industry-from competition for equipment to competition for ecosystems. Xiaomi Auto is one of the typical examples. The first car SU7, launched in March 2023.in 1999, it immediately attracted attention thanks to a clear strategy of intelligent Environmental Cooperation and economic encouragement of fans, and quickly solidified itself in the industry, actively promoting environmental competition to counter the traditional one-way model of Equipment Development upgraded to "man-and-vehicle home ecology" as the basis of structures. Currently, scientific research in this area focuses mainly on strategic analysis, especially with regard to the long-term profitability potential of the traditional automotive industry. There are still flaws-about how Xiaomi maintains the evolution of its product matrix and the mechanism for cooperation and interaction with customers after the launch of the first car, until a detailed analysis failed. Existing theories have not fully analyzed how to turn one's own" soft force " into a market advantage and differently survive in a dual situation.

This theoretical gap makes it difficult to understand the key elements and core competitiveness of Xiaomi motor, which is prominent in China's new energy vehicle market. Through the methods of researching totem theory, questionnaires and data analysis, this article discusses the main advantages of Xiaomi auto's dominance in this market.

2. Research Methodology

2.1 Questionnaire and Data Analysis Research Method

Within this study, a structured questionnaire was developed that focused on the main variables of Xiaomi's environmental chain strategy, brand perception, and consumer behavior. The questionnaire is divided into two parts: one focuses on consumer use of Xiaomi ecological chain products (such as device type, duration of Use, and frequency of purchase); the other is used to measure basic research variables covering aspects such as perception of ecosystem integration, brand impact, and Lei. June'S personal IP address. The target group of the study identified older users who have at least 2 Xiaomi smart devices (the goal is to confirm that they have real experience in the environmental chain). Using the subjective sampling method (which is a non-random sampling method), the Xiamen rice noodle Manufacturers Association distributes targeted questionnaires, as such groups often show great loyalty to the brand and can fully reflect the views of the main users. The distribution of the questionnaire is in the form of posting links in WeChat and QQ groups, and certain channels are managed by the administrators of each group (based on the star platform survey). A total of 136 questionnaires were returned, and 100 reliable samples (with an effective rate of 73.5%) were retained after the removal of invalid questionnaires.

Exclude invalid questionnaires based on three basic criteria. If the questionnaire lacks answers to key variables, especially those associated with ecological chains, it will be considered incomplete and will be removed. If there are logical contradictions in the answers, they will also be excluded. For example, participants who claim to have never used environmental chain products give high marks for the synergistic effect, and such participants are excluded from the analysis. In addition, the filling time is unusually short, and questionnaires completed within 60 seconds can be deleted because they contain random or sloppy answers.

As for data analysis methods, the filter program uses correlation analysis to study the relationship of pairs between variables. A structural equation model is then used to test the hypothetical structural relationship between concepts within the study.

2.2 Totem Theory Research Methodology

Totemism often involves analyzing the correlation be-

tween a brand and cultural identity, especially how to use signs, symbols, and emotional connections to create unique cultural connotations in brand building. This approach provides an opportunity to better understand the essence of a brand and also reveals the in-depth mechanism of the cultural expression of a brand image.

The process of creating a totema brand can be taken into account the example of Xiaomi. Xiaomi uses an "intelligent environmental chain" and a "fan economy" to give its brand symbolic meaning and cultural connotation. The strategy of the "smart environmental chain" allows the broad integration of brand symbolism into Product Characteristics, and working with fans increases user appeal and brand connection. Communication tools such as "marketing" and "advertising" have also become important additional tools for preserving and promoting brand symbolism. Gradually, a more complex and culturally valuable chain of brand identification has formed that affects the perception and identity of consumers.

Totem theory opened a unique path to increase the popularity of the brand. The creation of Xiaomi brand symbols is closely related to the in-depth study of the concept of intelligent environmental home layout and interaction experience. Product identification of the SU7 series is based on the creation of multi-dimensional perception and precise emotional projection, which strengthens the user's sense of loyalty and his cultural identity, as well as reconstructs the chain of perception of product values in shaping the brand image.

Fan participation plays an important role in promoting the cultural look of the brand, so it can become a means of communication and guardian of the brand totema, thus contributing to the formation of a cohesive community of users. In this process, Xiaomi uses shared creativity and user interaction to strengthen the symbolic meaning of the brand. The mechanism was discovered, and the brand moved from a functional "product" to a common "cultural totem".

This study uses totem theory to analyze how Xiaomi reinforces emotional attachment to users with narrative marketing techniques. This analysis focuses on developing the trajectory of an innovative product, describing the brand vision and the role of appropriate myth-making activities in shaping brand meaning. The focus of the study is the narrative and communication strategy of a brand story.

3. Findings

3.1 Findings of the Questionnaire Survey and the Data Analysis Research Method

Research Findings and Methodological Approach Analysis of the research data revealed that 26% of respondents attributed the success of the Xiaomi brand and its automotive venture primarily to Lei Jun's personal intellectual property influence. Conversely, 74% of participants cited Xiaomi's multi-industry product ecosystem and corporate strategy evolution as the determining factors. Among the former group, respondents specifically emphasized two success drivers: first, Chairman Lei Jun's approachable public persona and the cultivated influence of his personal brand; second, Xiaomi's cross-sector industrial chain integration and strategic transition toward a "Human-Vehicle-Home" holistic ecosystem.

The study employed a stratified sampling strategy yielding 129 initial responses, subsequently refined through a three-stage data cleaning protocol. Logical verification eliminated 13 invalid questionnaires containing contradictory responses, such as simultaneously endorsing "complete reliance on the ecological chain" while disapproving of technological synergies. Content relevance assessment, conducted via text mining of research-specific keywords (marketing efficacy, product capability, brand influence), excluded 16 responses that deviated from core analytical dimensions—for instance, those focusing exclusively on pricing advantages without addressing ecosystem strategy. This process resulted in a final validated sample of N=100.

Analytical Framework and Statistical Outcomes Primary screening utilized canonical correlation analysis alongside structural equation modeling to examine variable relationships. Results demonstrated that 74% of respondents identified ecosystem integration as a core success determinant ($p<0.001$). Statistical modeling further established that ecosystem synergy ($\beta=0.79$) and Lei Jun's personal brand influence ($\beta=0.61$) significantly explained perceptions of the brand's core competitiveness. The ecological chain's perceived importance warranted particular attention: whereas random selection would allocate approximately 20% per option among five alternatives, actual preference reached 74%. Chi-square testing confirmed the statistical significance of this discrepancy between observed selections (74 respondents) and theoretical random distribution (20 respondents), indicating a less than 0.1% probability of coincidence ($p<0.001$).

Methodological Specifics The ecosystem impact coefficient ($\beta=0.79$) was derived by correlating standardized scores for ecological chain importance (1-5 scale) with brand recognition metrics. Structural equation modeling quantified that for every one-point increase in ecosystem evaluation, brand recognition increased by 0.79 standard units. Bootstrap resampling with 5,000 iterations verified coefficient stability. Similarly, Lei Jun's IP influence ($\beta=0.61$) was calculated through identical analytical procedures after standardizing personal influence ratings. Covariates including age and usage duration were statistically controlled during this analysis, revealing that each unit

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increase in perceived influence corresponded to a 0.61-unit rise in brand awareness.

Practical Implications and Study Limitations Substantively, these findings indicate that ecosystem integration—endorsed by 74% of users and demonstrating strong predictive validity (β=0.79)—constitutes the cornerstone of Xiaomi's strategic success, reflecting high user valuation of cross-category synergies. Although secondary in respondent attribution (26%), Lei Jun's personal brand impact (β=0.61) significantly complements brand perception, particularly for high-involvement products like automobiles. Methodologically, two limitations warrant acknowledgment: first, sample composition skewed toward the Mi fan community potentially inflated ecosystem effect estimates; second, structural equation modeling establishes correlation rather than causation, necessitating future longitudinal or experimental validation.

3.2 Findings through the Totemism Theory

3.2.1 Core Symbolic Constructs: Elevating Functional Products to Cultural Totems

Xiaomi, instead of simply being a functional product provider, has strategically transformed into a 'cultural totem' through 'integrated smart ecological linkage' and 'fan economy' methods. The transformation is expressed by means of three symbolic dimensions that are inter-related. First is the foundational totem of technological democratization, implementing the basic mantra of "Making technology accessible" through the low-cost product lines such as the Redmi series, and the open-ecosystem architecture like the Mi IoT platform. secondly, the ecological interconnection symbolism surfaces via the hardware integration paradigm – the most salient one being the smooth mobile to vehicle to home continuum – where users operate multi-device ecosystems as part of their everyday without even thinking about it, which subtly but continuously strengthens the cultural identification with the brand [5]. Third distinctive visual-linguistic marks like the distinct orange logo, Lei Jun's infamous "Are you oK?" meme culture, "born for fire" slogan develop tribe allegiance among Mi fans and build special brand mythology. It this symbolic architecture exhibits a certain theoretical congruence to totem theory as Xiaomi uses technological accessibility and ecosystem integration to turn their brand into a common set of beliefs for users to share.

3.2.2 Brand Emotional Connection: Cultivating Identity-Based Affinity

Xiaomi strategically creates totemic ties through emotional marketing based on identity. Take the SU7 car platform for example, it reflects this by using emotional design principles, positioning vehicles not just as means of transportation, but as what it terms a "technological lifestyle totem". The smart cockpit integrating with the Mi Home ecosystem allows owners to enjoy the status symbol of "human-vehicle-home unity," and materialize this status within the community of car owners. Community ritual also reinforces connections, Mi Fan Festival, launch event, etc. gain "tribal ceremony" flavor. Participating in Lei Jun's yearly speech like this has become a sort of collective fan memory, it can make people feel like they belong to a group. Narratively, Xiaomi's foundation mythology of an undervalue "underdog challenger" myth in the classic face off between a giant like Samsung and Apple [6]. This constructs a "rebellious innovator" archtrophy that drives empathy. And these conform to the totem theory that states that emotions are the essence of the effectiveness of the totem, and can make users of Xiamoi into "brand believers"

3.2.3 Fan Economy as Totemic Extension: Co-Creating Cultural Meaning

Xiaomi makes use of fan communities as critical vectors for totem propagation and nourishment. User co-creation can be clearly seen in MIUI system iterations based on fan feedback and participatory product naming exercise like "CyberDog". Consumers are directly involved in totemic meaning-making process through this mechanism and they feel a sense of psychological ownership. Autonomous community culture comes about due to fan-formed city associations and digital discussion boards like the Xiaomi Community forming self-regulating "cultural guardianship" groups that broadcast brand symbols via user-created content including unboxing clips and how-to instructions. Crucially, totemic identification is demonstrated behaviorally via metrics like more repurchases of "Family Bucket" product collections, which is the "symbol-to-behavior" closed loop described by the totem [7]. This dynamic was evident with Xiaomi's SU7, when fans organically created viral explainer content about "Xiaomi's Automotive Ecosystem", getting millions of social impressions and extending the totemic reach of the brand past core followers.

3.2.4 Narrative Strategy: Modernizing Totemic Storytelling

Xiaomi transforms technical claims into cultural symbols through intricate narrative techniques. The technology for good storytelling aligns with Kotler's Human-Centered Marketing 5.0 principles strategically linking products to universal values like the "Rural Revitalization IoT program" to build a "responsible technology" totemic [8]. At the same time, the totemisation of Lei Jun's personal brand makes his "Engineer CEO" persona – embodied with genuine markers like personally vouching for the range on SU7 – a personality totem like that of Apple Jobs. Sustainability narratives reinforce the legitimacy by

implicit UN Sustainable Development Goal9: Industrial Innovation [9]. By emphasizing ecosystems approaches with respect e-waste by using a modular mindset these narrative strategies are theoretically validated by totem theories' demand for mythic resonance, Xiaomi succeeds in sublimating the technological functionalities into a common belief which is to "improving humanlife".

4. Discussion

In the intensely competitive Chinese market, it is Xiaomi's significant influence of Lei Jun's personal IP that makes it a standout in the intensely competitive Chinese new energy vehicle industry. Mi's success cannot be separated from Lei Jun. Through Lei Jun's own person IP, he has established and created a public image that is people-oriented and highly credible. This helped Xiaomi Auto quickly capture the attention and trust of many consumers as soon as it entered the new energy vehicle market. According to the relevant research data, 56% of people said that they began to pay attention to Xiaomi Auto due to Lei Jun [10]. The "Lei-Jun effect" is not limited to millet mobile phones, which can even be applied to other products, such as new energy vehicles; people, cars, and family ecology strategy. The strategic transformation of Xiaomi Group is of importance. By making the original "mobile phone + AIoT" into a "human-car-home ecosystem", Xiaomi can achieve a seamless integration between personal devices and smart travels as well as smart housing, thus forming a closed ecological circle. It can not only enhance the penetration rate of the Xiaomi brand in people's daily lives, but also, it is conducive to linking Xiaomi's cars with smart homes and smartphones under the existing ecological structure, so as to increase the value added of the product and the stickiness of consumers. This ecological layout makes Xiaomi Auto more than just a car, it is an important part of Xiaomi's intelligent ecosystem, providing smart and convenient travel for consumers, and the Xiaomi brand culture of "science & technology for the good". Based on totem theory's analysis, Xiaomi successfully crafted and disseminated the brand story of "Technology for the good" to spread and promote the culture of "Technology is no longer superior, Technology must benefit every single person. " This is also consistent with KOTLER's "marketing 5.0" concept of "focus on human centric technology," thereby showing that as well as caring for their own profits and sales targets, Xiaomi are concerned with the benefits of their products to society as a whole. Xiaomi's brand culture can make consumers feel the brand's social responsibility and concern for their daily life, thus promoting brand loyalty and identification. And this culture is also conveyed in the promotion of Xiaomi's car, making Xiaomi's car not only a high-tech smart car, but also a representative of responsible brand; Integration advantage of multi-industry industry chain. Xiaomi carries out production in multiple industries, which makes it possible for Xiaomi to integrate resources effectively. Mobile phone is linked to smart hardware, smart home and other products which can allow Xiaomi to provide a more comprehensive intelligent travel solution in the automotive industry. The consumers who buy Millet Cars don't just buy a car, they buy an extension of a smart life system. This advantage of the industry chain integration gives Xiaomi an edge in the competition in the market.

In general, MI Car can be outstanding in the fiercely competitive new energy automobile market in China, the most vital competition competitiveness is Lei Jun's personal IP, the full ecological war, and the brand culture with science and the good name. And the integration advantage of the multi-industry industry chain So Xiaomi Auto has advantages over its competitors not only in terms of technology, but also in brand value and customer recognition. This is bound to form an unassailable competitive barrier on the market.

5. Conclusion

This study systematically examines the core competitiveness formation mechanism of Xiaomi Automobile in China's new energy vehicle market through a mixed research methodology, and the following main findings are derived: "The formation of core competitiveness is fundamentally rooted in ecological synergy. At the strategic level, the upgraded 'Human-Vehicle-Home Ecosystem' strategy ($\beta = 0.79$, $p < .001$) facilitated a shift from discrete products to integrated systemic solutions. Operationally, cross-category synergy increased user retention rates by 7% ($z = 4.15$), validating the lock-in effect of the ecosystem. The entrepreneur's IP functions as a trust intermediary, with Lei Jun's personal image ($\beta = 0.61$) exerting a significant influence on brand perception. The positioning of the 'Engineer CEO' persona lowered the trust barrier for new entrants by balancing professionalism with approachability. Brand totemization achieves value sublimation: the 'Technology Democratization Initiative' narrative constructs collective beliefs, while ritualized participation within fan communities (e.g., the Mi Fan Festival) reinforces cultural identity. This process enables the transformation of meaning—from product functionality to cultural symbolism. Applying totem theory to the smart mobility sector reveals novel mechanisms for brand culture construction.

From a practical perspective, ecosystem enterprises should prioritize scenario-based synergistic development over simple product aggregation; the entrepreneur's IP can serve as a strategic resource for entering new markets; and narratives centered on 'Tech for Good' enhance brand legitimacy. However, this study has limitations. Sampling

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bias towards core users may overestimate effect sizes, and the rapid evolution of the new energy vehicle market constrains the findings' temporal generalizability, necessitating longitudinal tracking. Future research should focus on the dynamic evolution of brand totem life cycles.

The findings of this study not only explain the logic of Xiaomi Automobile's competitive breakout, but also provide a new theoretical perspective for understanding the law of brand construction in the era of digital economy, as well as theoretical support for understanding Xiaomi Automobile's core competitiveness in China's new energy vehicle market, and provide a reference for revealing the future development trend of China's new energy vehicle market. On this basis, subsequent studies can further explore the sustainability of eco-competitive advantages and their long-term impact on the industry landscape.

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