

# Enhancing Marketing to Young Chinese Car Buyers by Inspiring Automotive Cultural Experience with Their Behavioral Personalities

Chen Jiandou<sup>1</sup>, Rahinah Ibrahim<sup>2\*</sup>, Athira Azmi<sup>3</sup>

<sup>123</sup>Faculty of Design and Architecture, Universiti Putra Malaysia, 43300, Serdang, Malaysia

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## ABSTRACT

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Younger consumers have become a dominant force in the Chinese automobile market. However, the aspiration of younger consumers to experience ownership of luxurious cars contradicts with their abilities to purchase them. Hence, a study was initiated to develop an alternative positive car-user experience to boost automotive sales with these customers' desires in mind. This paper presents the results of a systematic literature review synthesis that has been conducted on 92 articles to identify methods for enhancing the car user's experience, focusing on the topic of in-car experience, car user personality, and automotive emotion. This study found a combination of personal cultural customization, simplicity, accessibility, and affordability of technology and sensory modalities could improve the in-car experience and satisfaction of younger Chinese car buyers, hence, leading to a satisfied car-user experience. The results are significant in introducing cultural behavior preferences to enhance marketing based on positive customers' cultural experiences. Future research is recommended to determine the specific preferences and aspirations of younger Chinese car buyers from the perspective of targeted cultural-induced market experience when designing and marketing cars.

**Keywords:** Automotive Marketing; Car-User Experience; Young Customers' Personalities; Automotive Culture; Sustainable Design Informatics