基于AHP及Logit回归的新能源汽车市场预测建模研究

Market Forecasting Modeling Study for New Energy Vehicle Based on AH

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中文摘要

    根据消费者效用极大化原理，利用层次分析法分析中国消费者购买新能源汽车的成本、可靠性、动力性、形象、安全性和便利
与消费者效用的Logit回归分析，构建基本、一般和激进三种政府规制场景下的中国新能源汽车乘用车市场份额的预测模型。结果表明
5年基本、一般和激进三种场景下新能源汽车占14%、23%、37%左右，混合动力和纯电动汽车是市场份额最大的两种车型，燃料电池汽

英文摘要

    According to China consumer purchase behavior and utility maximum, AHP method is used to analyze the weight of
reliability, dynamic performance, image, safety and conveniences. China NEV market share forecasting model is establ
USA, Europe and Japan NEV market share and customer utility. The forecasting model studies three different governmen
scenario and radical scenario. The results of the model indicate that government regulations have obvious impact on
to account for 14% market share under basic scenario, 23% under general scenario and 37% under radical scenario. Hyb
take account of the biggest market share under three scenarios, Fuel Cell Vehicle accounts for the least market shar
scenarios.