

# 建筑装饰材料市场的竞争状况与营销策略研究

## 摘要

壁纸是一种非常有代表性的墙面装饰材料，在我国装饰材料市场发展过程中，壁纸的应用范围及用量随着房地产市场的飞速发展实现了快速的提升。壁纸在美国、欧洲、日韩等国家的室内装饰中铺贴率达到八成以上，而中国的壁纸铺贴率在室内装饰中占比不到15%，因此，壁纸在我国的发展潜力拥有很大的提升空间。

壁纸行业发展快速的当下，也反映出一些问题，本文从市场营销理论出发，以C企业为研究对象，通过4P、SWTO等理论为基石，再根据实地考察、文献剖析法、对比研究法、走访等所获得的资料，提出能够真正帮助研究对象C企业正视企业自身营销策略存在的问题，对其进行优化，从而避免受到宏观环境的影响。

**关键词：**4P；SWTO；壁纸；市场营销

## ABSTRACT

Wallpaper is a kind of typical wall decoration material. With the rapid development of the real estate market, the application scope and amount of wallpaper have been improved rapidly. Wallpaper in the United States, Europe, Japan and South Korea and other countries in the interior decoration paste rate of more than 80% , and China's wallpaper paste rate in the interior decoration accounted for less than 15% , so, wallpaper in China's development potential has a great room for improvement.

With the rapid development of the wallpaper industry, it also reflects some problems. Starting from the marketing theory, this paper takes c enterprise as the research object and uses 4P, SWTO and other theories as the cornerstone, then, based on the data obtained from field investigation, literature analysis, Comparative Study and interviews, the paper puts forward that it can really help the research object C enterprises face up to the problems existing in their own marketing strategies and optimize them, to avoid being affected by the macro environment.

**Keywords:**4P; SWTO; Wallpaper; Marketing Strategies

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