
沃尔沃汽车在中国市场营销策略研究

摘要

21 世纪，企业对品牌的关注以及重视程度达到了很高的水平，各企业为了拥有强势品牌使尽浑身解数，品牌并购更是得到很多企业的青睐。但收购只是获得品牌资产的第一步，如何维护和提升品牌价值更为关键，这也是大多数企业面临的问题。沃尔沃汽车一直以北欧豪华车著称，其品牌的价值核心是环保、安全与品质，但吉利并购沃尔沃汽车后，是否能延续和提升沃尔沃品牌的核心竞争力仍有待考究。

本文通过对沃尔沃品牌数据的整理与归纳，分析了沃尔沃在中国地区的营销情况，通过运用市场营销学、管理学与消费心理学找出沃尔沃汽车在中国区市场营销策略中存在的问题，针对沃尔沃汽车在中国市场的营销策略问题，提出具体的可落地实施的营销方案，同时给沃尔沃汽车在中国市场的营销策略给予保障计划。

关键词：沃尔沃汽车；核心竞争力；市场营销

Abstract

In the 21st century, enterprises have paid much attention to and attached great importance to brands. In order to own strong brands, enterprises have tried their best, and brand mergers and acquisitions are favored by many enterprises. However, acquisition is only the first step to acquire brand equity, and how to maintain and enhance brand value is more critical, which is also a problem faced by most enterprises. Volvo cars has long been known for its Nordic luxury cars, and its brand value core is environmental protection, safety and quality. However, whether geely can continue and improve the core competitiveness of Volvo after acquiring Volvo cars remains to be seen.

This article through to the Volvo car brand induction and collation of data, analysis of the current situation of Volvo cars in the Chinese market marketing, through the use of marketing, management and consumption psychology to find Volvo cars in China, the problems existing in the marketing strategy, marketing strategy for Volvo cars in the Chinese market problems, put forward concrete implement the marketing plan can be born, at the same time give Volvo cars in the Chinese market marketing strategy to guarantee scheme.

Key Words: Volvo cars;Core competence;Marketing Mangagement

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