

C 空调企业直播营销策略研究

**Research On Direct Broadcast Marketing Strategy Of C Air
Conditioning Enterprises**

摘 要

随着互联网的飞速发展，网络直播与营销活动的结合逐渐成为了一种互联网文化，同时伴随着疫情爆发、消费者偏好变化等因素，网络直播的销售形式赋予了企业市场营销新的活力，使其成为了品牌发展不可缺少的市场工具。在互联网直播日益为广大消费者所接受的今天，传统的营销方式已经不能完全适应市场的发展，只有通过转变销售模式，不断拓展自己的品牌受众，才能在新的时代潮流中获得可持续发展。空调属于耐用消费品，产品销售一直依赖于线下渠道，但面对激烈的市场竞争、影响销售的不确定性事件频发，如何稳定企业的销售渠道，维持企业的正常运营是空调企业必须要面对的问题。现如今，国内的网络直播市场规模巨大，市场前景较好，探索适合空调企业的网络直播营销模式，形成线上线下相结合的销售模式，才能把握住互联网的发展契机，提高品牌的竞争力，实现品牌的跨越式发展。

在本论文的研究过程中，首先介绍了直播营销快速发展，空调企业需要更新营销模式的研究背景与研究意义，并通过梳理国内外现有研究，得出现有文献的不足以及本文的创新点；其次，运用 PEST 分析法和波特五力模型对 C 空调企业的外部营销环境进行了分析；第三，以 C 空调企业直播营销现状为切入点，探讨了目前存在的问题及原因；在此基础上，运用 STP 营销理论，确定 C 空调企业的市场定位，并以 AISAS 理论为指导，从引起注意、产生兴趣、搜寻信息、产生行动以及体验分享共五个方面制定了相应的直播营销策略。同时，制定了组织、制度、人力以及技术共四方面的保障措施，为公司的市场战略实施提供了有力的支持。

基于此，本文主要得到了以下研究结论：首先，在外部营销环境方面，空调企业的网络直播营销具有庞大的市场基础，前景良好，但国家“低碳环保”的倡议对空调企业的技术水平提出一定挑战，同时，空调市场头部效应明显，C 空调企业面临寡头市场的竞争格局；其次，在直播营销方面，C 空调企业目前还存在直播营销活动开展效率低、用户对品牌感知度较低、直播中关注与交互不足、品牌用户的购买力不足、用户自传播效应不足共六大问题。再次，利用 STP 工具将企业定位于中高端市场，最好，结合 AISAS 理论，提出了多方式种草扩大蓄水范围、创新直播内容、更新直播形式以及精准营销的营销策略。

关键词：网络直播；空调企业；直播营销；营销策略

Research on Direct Broadcast Marketing Strategy of C Air Conditioning Enterprises

Abstract

With the rapid development of the Internet, the combination of network broadcast and marketing activities has gradually become an Internet culture. At the same time, with the outbreak of the epidemic, the change of consumer preferences and other factors, the sales form of network broadcast has given new vitality to the marketing of enterprises, making it an indispensable market tool for brand development. In today's Internet live broadcast is increasingly accepted by the majority of consumers, the traditional marketing way has been unable to fully adapt to the development of the market, only by changing the sales mode, constantly expand their own brand audience, in order to achieve sustainable development in the new trend of The Times. Air conditioners are durable consumer goods, and product sales have been relying on offline channels. However, in the face of fierce market competition and frequent uncertainties, how to stabilize the sales channels and maintain the normal operation of enterprises is a problem that air conditioning enterprises must face. Nowadays, the domestic network broadcast market is huge and has a good market prospect. Only by exploring the network broadcast marketing mode suitable for air conditioning enterprises and forming the sales mode combining online and offline, can we grasp the development opportunity of the Internet, improve the competitiveness of the brand and realize the leap-forward development of the brand.

In the research process of this paper, first introduced the rapid development of live marketing, air conditioning enterprises need to update the marketing model of the research background and research significance, and by combing the existing domestic and foreign research, the shortcomings of existing literature and the innovation of this paper; Secondly, the external marketing environment of C air conditioning enterprise is analyzed by PEST analysis method and Porter's five forces model. Thirdly, the present situation of live marketing of C air conditioning enterprise is taken as the entry point, and the existing problems and reasons are discussed. On this basis, STP marketing theory is used to determine the market positioning of C air conditioning enterprises. Under the guidance of AISAS theory, the corresponding live marketing strategies are formulated from five aspects: attracting attention, generating interest, searching information, generating action and sharing experience. At the same time, the organization, system, manpower and technology of the development of a total of four aspects of the safeguard measures, for the company's marketing strategy to provide strong support.

Based on this, this paper mainly draws the following conclusions: First, in terms of external marketing environment, the network broadcast marketing of air conditioning enterprises has a huge market foundation and a good prospect, but the national initiative of "low carbon and environmental protection" poses certain challenges to the technical level of air conditioning enterprises. At the same time, the top effect of air conditioning market is obvious, and C company faces the competition pattern of oligopoly market. Secondly, in terms of livestreaming marketing, C still has six problems: low efficiency of livestreaming marketing activities, low brand perception of users, insufficient attention and interaction in livestreaming, insufficient purchasing power of brand users, and insufficient self-propagation effect of users. Thirdly, STP tools are used to position the enterprise in the middle and high-end market. Fourthly, combined with AISAS theory, it puts forward the marketing strategy of multi-way live broadcast publicity, innovating live broadcast content, updating live broadcast form and precision marketing.

Key Words: Live webcast; Air conditioning enterprise; Live broadcast of the marketing; The marketing strategy

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