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Marketing Strategy of China Heavy Duty VGV Based on 4P Theory

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Abstract. China National Heavy Duty Truck (CNHTC) is a famous brand in China. China National Heavy Duty Truck (CNHTC) is a well-known domestic automobile brand, which occupies a certain market share in the automobile market and is recognized and supported by many consumers. However, China National Heavy Duty Truck Corporation (CNHTC) mainly focuses on heavy-duty truck products, and the development of its VGV light-duty vehicle has not been very good in the past decade, which needs to readjust its marketing strategy. This study takes China National Heavy Duty Truck Corporation (CNHTC) VGV as the research object, and explores its marketing market environment, competitive environment, etc., to find out the current marketing status of the company, and the dilemmas that appear in marketing: slow product updating, solidified brand image, lack of effective supervision and flexibility in price positioning, lack of on-line channels, inadequate management of dealers, single means of promotion, and lack of innovation in advertisement. Targeted to put forward to speed up the product update speed, pay attention to brand building, pricing and product positioning, strengthen the effective supervision of product price, online and offline channels combined, reasonable planning product channel layout and other countermeasures.

Keywords. China National Heavy Duty Truck Corporation (CNHTC) VGV automobile; marketing; strategy

1Introduction

Due to the improvement of people's living standard, the automobile industry has been developed to a certain extent. As more and more enterprise brands appear, the competition in the automobile market is getting hotter and hotter, and segmentation and specialization have become the main trend of the marketing of automobile enterprises. Under this circumstance, automobile companies slowly focus on new markets, optimize their marketing strategies, increase their scientific and technological research and development, and hope to create new market competitiveness and occupy more market share. In the article, after analyzing the sales market environment analysis, competitors' environment analysis, and SWOT data analysis of the domestic Heavy Duty Truck VGV car company, and then analyzing the company's current sales market situation, from the four P's theory to find out the problems faced in the process of automobile marketing, and targeted to give some optimized marketing countermeasures for the car market.

Chapter 2 China Heavy Duty VGV Vehicle Marketing Market Environment Analysis

2.1 Macro Environment Analysis

2.1.1 Political environment analysis

Since joining the WTO, under the background of trade liberalization, our government's support for the automobile industry has been restricted to a certain extent, and there is no way to provide long-term protection for domestic automobiles, which requires automobile enterprises to give full play to their core competitiveness in order to gain a place for themselves in the market competition. The promulgation of "Fuel Consumption Limit for Passenger Vehicles" has effectively suppressed the growth of energy demand; although the "Automobile Industry Development Policy" clearly states that individual residents are encouraged to purchase automobiles, and at the same time need to make the corresponding market contingency countermeasures according to the actual development of the automobile market and the changes, but at the current stage, there are still some phenomena of indiscriminate charging, however, the demand of purchasing a car has already become the daily life of a family. The demand for car purchase has become the daily consumption demand of the middle and high end products in the family [1]. But the procedures for buying a car are relatively cumbersome and take about two weeks, and it takes longer to make a purchase in installments. From the beginning of 2018, China's automobile whole vehicle tax rate appeared to be adjusted, the tax reduction rate is as high as 40%, while some tax rates for auto parts are as low as 6%, and the average rate of tax reduction is 46%. The import tariffs of automobiles appeared to be reduced, which makes the domestic competitive market become more intense, in addition, with the development of Internet technology, the heavy truck VGV is also able to be the same as the domestic car, directly on the Internet can realize the sales. In 2017, China also promulgated the "Medium and Long-term Development Plan of Automobile Industry", which points out the direction of forward for the heavy truck VGV automobile industry.

2.1.2 Analysis of economic environment

At the current stage, although the domestic economy is affected by the new coronavirus, however, due to the government's strict control of the epidemic, the sales performance of the automobile market has not declined significantly. From an overall point of view, the automobile industry is still in a prosperous stage, and people's demand for automobiles is increasing with the growth of population, and there is still some room for development in the future. From Figure 3-1, it can be clearly concluded that due to the social and economic growth year by year and the improvement of the people's quality of life, the consumption demand of the masses for automobiles is also increasing year by year. By the end of 2020, China's car ownership is 281 million, the use of time is 8-10 years, mileage is 50-60 million kilometers. Due to the increase of car ownership, the scrapping volume of used cars will also increase year by year, which represents that China's automobile market has a relatively large space for development.

2.1.3 Technical environment analysis

First of all, the current automobile technology is updated at a relatively fast speed, which enables the popularity of China National Heavy Duty Truck (CNHTC) VGV automobile brand to be continuously improved. Secondly, China National Heavy Duty Truck Corporation (CNHTC) VGV will rely on the three major technology platforms of U+, F, and R, and comprehensively lay out the field of light-duty vehicles with pickup trucks as the core, covering

VAN, SUV, and MPV models. But with the current domestic SUV and other cars for technical comparison, the advantage is not obvious. Toyota Dynamic Force series 2.5L engine, this engine in hybrid mode, thermal efficiency can be as high as 41%; Honda's home 1.5T engine thermal efficiency reached 38%; Mazda SKYACTIV-X 2.0L thermal efficiency reached 43%.

2.1.4 Analysis of social and cultural environment

The era of consumer personalization, that is, entering the era of high-end customization, China National Heavy Duty Truck VGV enterprises in the process of development, also attaches great importance to the uniqueness of customer needs, hoping to provide customers with a full range of services. China National Heavy Duty Truck VGV to pickup trucks as the core of a comprehensive layout of the light vehicle field, can be very good to meet the consumers who prefer pickup trucks, in addition to the VGV also actively explore the SUV and other markets.

2.2 Micro-environment Analysis

2.2.1 Analysis of existing competitors

At this stage, China's automobile brands are numerous and the competition is very fierce, and its industrial pattern is dominated by joint ventures occupying the middle and high-end markets and independent enterprises occupying the low-end markets. Now China's independent automobile brands are not well known, so the competitiveness in the market competition is not very strong, but China National Heavy Duty Vehicle (VGV) is working hard to open up the high-end market, and reorganize and consolidate its own industrial structure. Compared with Wuling and other automobile brands, Wuling durable, positioning market for youth pickup trucks, the name in the development of new energy and other markets, Red Flag to sedan as the main position, focusing on the middle and low models of automobile products, BYD is a new energy, hybrid power as the main position, also through the price to attract customers, in the automobile market, are occupying a small share. China National Heavy Duty Truck VGV original main market for heavy trucks, want to get found among the market of pickup trucks, SUVs and new energy, it needs to be further developed, it is already difficult to survive the price war, it should be technology to achieve innovation.

2.2.2 Threat of Entry of Potential Competitors

The first is that the current stage of the automobile market has become saturated, which reduces the emergence of a large number of competitors, the second is that the automobile product update speed is very rapid, the capital requirements for entering the market is getting higher and higher, and entering the automobile market will be more difficult compared to entering other fields, coupled with the government's support for environmental protection, the structure of the automobile industry standards have become more stringent. And China National Heavy Duty Truck VGV itself has a certain price advantage, even if there is a potential competitor machine to enter, in the price cost does not occupy any advantage. Although the newly established LeTV, Azure, FMC and Xiaopeng have entered the automobile market, they have low popularity and low customer recognition, and do not occupy too much share in the market.

2.2.3 Bargaining power of buyers

Although China National Heavy Duty Truck VGV is oriented to the majority of individual consumers, there are many brands available in the automobile industry, and

consumers can choose various brands at will, and the switching cost for consumers is extremely low. However, consumers usually do not buy in large quantities and therefore have weak bargaining power. In addition, although the competition in the automobile market is fierce, the quality standard is unified, which makes the bargaining risk faced by China National Heavy Duty Truck VGV vehicles at the current stage is not high.

2.2.4 Analysis of Substitute Products

The alternative products of automobile are mainly airplanes, electric cars, bicycles, motorcycles, shared bicycles, etc. Despite the rapid development of China's railroads and other means of transportation, it is still more convenient to choose automobile to travel and automobiles to a certain extent represent a symbol of one's status, therefore, although threatened by substitutes, the uniqueness of CSCV VGV automobile is still advantageous.

2.2.5 Bargaining Power of Suppliers

Heavy Vehicle VGV relies on Heavy Vehicle Group, has certain independent R&D capability, and the key parts can be self-sufficient, so it will make the bargaining cost of the suppliers greatly reduced, and the transportation cost will also be reduced. Only some parts with less usage will be purchased through bidding. As for imported equipment, despite the need to pay more costs, but the technology, quality is relatively high, the product residual rate is not very high, the cost control is also good after the equalization. In general, the bargaining power of VGV suppliers is weak.

Chapter 3 Analysis of Problems in China Heavy Duty Truck VGV Vehicle Marketing

3.1 Slow updating of products and curing of brand image

Due to the improvement of people's quality of life, the demand for purchasing automobile use has changed from the original single demand to diversified demand. Driven by this customer demand, China National Heavy Duty Truck Corporation (CNHTC) VGV also needs to be further refined according to the market demand when carrying out product design. However, at this stage, China National Heavy Duty Truck Corporation (CNHTC) VGV still adheres to the traditional car-making idea in product design, and its innovation ability is relatively poor. Compared with Chery and other vehicles, the personalized design of VGV is mainly focused on power and decoration. Due to the lack of product personalization, the attractiveness to customers is greatly weakened. Meanwhile, with the emergence of the new energy market, it also puts forward new requirements for the research and development of new energy models of China National Heavy Duty Truck VGV. Before the emergence of China National Heavy Duty Truck VGV brand, the former brand was Yingzhi, and at that time, the Yingzhi brand had four models on sale, namely, two SUVs, the G3 and the G5, and two MPVs, the 737 and the 727. the G5 model, which was the latest to be listed on the market, was also launched in October 2016, and the G5 model, which was the latest to be listed on the market, was also launched in October 2016. Last year, a large number of dealers asked to withdraw from the network, mainly due to the slow pace of new car rollout. 2017 will see the production and launch of a mid-size SUV called U80 and P80 pickup truck. However, till now these two models have not been launched for sale. If you want to break the product sales dilemma, then as a new brand VGV, you must readjust the product update speed.

China National Heavy Duty Truck Corporation (CNHTC) has been focusing on heavy-duty trucks as its key marketing products. 2013 saw the birth of the Yingzhi brand, which was

not well received in the market, with dismal sales. Dealers in Wuhan area who represent the sales of Yingzhi brand said, "At the end of 2014, we officially started to sell heavy-duty truck brand cars, and up to now all dealers are in a loss-making situation, with a loss of 6 to 7 million yuan each." In order to be able to break the predicament of heavy automobile passenger cars, the establishment of a new sub-brand VGV, the second big entry into the light vehicle field. But the image of Heavy Duty Vehicle Group's main focus on heavy trucks has been deeply rooted, and it is still difficult to break people's traditional concepts and gain a certain market share in the passenger car category. The original brand and segment positioning of SAIC makes its image in the minds of consumers solidified, which is not conducive to the opening of more areas of China Heavy Duty VG, such as SUV, new energy consumer market.

3.2 Lack of Effective Regulation and Flexibility in Price Positioning

According to the analysis of the market price of domestic and joint venture cars, the market price of joint venture SUV cars is in the range of 200,000-300,000 yuan, and the average price of domestic cars is around 100,000 yuan, while the just-launched U75 SG version is priced at 124,900 yuan, which is very good at filling the gap of the range of 100,000-150,000 yuan, so that it can obtain a certain price advantage in the range of 100,000-15,000 yuan, and consumers can obtain a certain price advantage by spending a small amount of money. Consumers spend a small amount of money to be able to get a more richly equipped midsize SUV. However, in addition to the U75 SG version of the price is better, China National Heavy Duty Truck VGV other product pricing does not have much advantage, for example, the U75 Platinum VP version of the market price, and economic SUVs do not maintain the same, the market pricing is 26 million yuan, which is the first time that the enterprise's first test of water. But U75 Platinum VP Edition is not very cost-effective, not only does not have outstanding brand effect, and the price of 260,000 yuan in the independent brand of medium-sized SUVs are very capable of picking one, it is difficult to obtain consumer recognition, sales naturally is not high. Price positioning is not flexible, no price design according to the actual needs of high-end customers, the design of the product does not match the market target customers, the natural added value of the brand can not be mentioned.

Regardless of the brand, there is a region where multiple dealers compete. How to coordinate the relationship between these dealers is always a difficult problem to solve. Some of the same brand dealers, there is also vicious competition, not only is not conducive to the promotion of the brand image, but also allows consumers to appear resentful of the mood. In terms of price regulation, although the pricing decision of VGV products is in the hands of the headquarter, in the process of distribution, some dealers, in order to maximize their personal economic interests, will tamper with the goods or reduce the price of a certain model in order to grab customers in violation of the regulations, resulting in chaos in the market order, damaging the brand image of VGV, and the loss of customer resources. Customer resources. If it goes on for a long time, it is even more unfavorable to the long-term development of Heavy Vehicle VGV.

3.3 Lack of online channels and inadequate management of dealers

First of all, online channels are missing. At this stage, the lack of online channels of VGV is manifested in the problems of incomplete online platform and poor coverage, resulting in a low online turnover. The reason is that the company's investment is relatively small, and its own practice on e-commerce is not a lot. Consumers have some distrust of online marketing, because the price of cars is too high, consumers will be more cautious to buy. Due to the arrival

of O2O experiential retailing era, consumers will be more rational when purchasing cars. 4S stores at this stage of brand sales are weak, which has become one of the main factors restricting its development. At this stage, the heavy automobile VGV in the field of e-commerce marketing is still in the initial stage of development, all the construction is immature, when the enterprise is able to online with the effective integration of offline channels. The use of online promotion to achieve the expansion of offline activities, not only to maximize its brand awareness, but also to create more economic gains for the enterprise.

The second is that there are certain problems in the management of dealers. Although dealers and manufacturers are in a supply chain, due to the differences in the customers they serve and their different positions in the supply chain, VGV has paid too much attention to pre-development in channel management, but later maintenance has been neglected. Because the company's sales channels do not utilize the group's original resources, but are reconstructed after the establishment of the sub-brand. When the brand was just established, in order to be able to obtain a certain sales performance in a short period of time, for the interests of the dealers did not pay attention to, which led to the economic interests of some dealers were damaged, and had no choice but to withdraw. At the same time on the marketing objectives, the company's marketing objectives do not meet the company's actual situation, resulting in some dealers did not complete the task within the expected time, there is no way to ensure the economic benefits, so the brand's marketing is not much attention, coupled with the brand influence of the heavy VGV with the joint venture brand comparison, there is still a certain gap, when the dealer for the brand marketing initiative When the dealers are not high, the stable development of the enterprise will not be guaranteed.

3.4 Single means of promotion and lack of innovation in advertisement

Vehicle promotion refers to the product information communication activities carried out by the automobile company to automobile consumers, and the company can use these methods to convey more favorable messages to consumers for automobile marketing activities, including the introduction of automobile product characteristics and other aspects, so that consumers will know more about the automobile company and trust the automobile products. Therefore, the automobile industry of China Heavy Duty VGV should carry out automobile promotional activities from the aspects of brand publicity and activity communication. The focus of marketing and publicity in the automobile industry of China National Heavy Duty Truck VGV is mainly on the promotional activities for dealers and consumers. For consumers to take: price cuts, gifts, according to the hours of discount, trade-in, loan to buy a car and other strategies; and for dealers are mainly used: cash incentives and sales rebates and other methods. At the same time, China Heavy Vehicle VGV also carries out automobile marketing competition to encourage marketing staff and dealers. At the same time, participating in large auto shows to promote sales realized the purpose of promoting the brand and increased the recognition of the company. Because of the previous marketing effect is not very good, China National Heavy Duty Truck Corporation (CNHTC) VGV's online marketing has not formed a system, and needs to be further optimized, focusing on the online and offline is not effectively combined. The launch of online products needs the support of offline services, but obviously the two are not docked well.

The advertisement video picture of VCD of heavy automobile still keeps the original traditional design concept, which is not bold enough to make a breakthrough. At this stage, most of the car brand advertisements have a fixed pattern, and the main body of most advertisements is a car brand, the color of the car and the light have been beautified and adjusted, and the

background is either a highway or a field. As for the copywriting of the advertisements, most of them use the car as a metaphor for a person, and the words chosen are leading, successful and so on. If you want to attract the attention of customers and make them desire to buy, then you have to pay attention to the design of the advertisement. In addition to the necessary publicity for the product, the advertisement also needs to communicate effectively with the user to realize the emotional resonance and meet the customer's individual needs. The design of the advertisement must be creative so that it can be recognized by consumers and brand awareness can be further enhanced. Competition in the automobile market has been in a very fierce state, domestic cars want to get their own piece of land in the market, then not only to pay attention to their own products and technology to build, but also need to strengthen their own brand publicity, pay attention to the innovative design of advertising. If you simply copy the advertisements of other brands, then not only can not play the effect of publicity, but also due to imitation caused by brand image damage and so on.

Chapter 4 Marketing Optimization Strategies of China National Heavy Duty Truck VGV Vehicles

4.1 Accelerate the speed of product updating and emphasize brand building

No matter which automobile product has a certain life cycle, in order to maximize the life cycle of its products, or in order to maintain the operation of the enterprise, the company must pay attention to the research and development of automobile products. In order to solve the shortcomings of its own products, Heavy Vehicle VGV needs to pay more attention to the research and development work, maximize the strengthening of automotive product performance, reduce the quality of the body, and provide customers with personalized product services. The VGV brand has not been built for a long time, and it is an independent brand re-established under the background of the Heavy Duty Truck Group. As it has just been established, there is still a certain gap between the manufacturing technology of engines, transmissions and other materials and the well-known foreign brands. In order to minimize this gap, the company must pay attention to technical research and development, and it also needs to actively cooperate with foreign investors, introduce the most advanced automotive technology through Sino-foreign cooperation, and maximize the improvement of its own product technology.

First, with regard to clean energy, SAIC VGV needs to pay attention to the investment in hydrogen energy technology. With the arrival of the 5G era, SAIC Crisis Crisis should cooperate effectively with professional Internet enterprises and other professional enterprises, so as to make automotive products more intelligent and more high-end. In addition, VGV should also pay attention to the research and development of new energy vehicles, which can not only enrich the series of automotive products, but also cater to the environmental protection concept of consumers at this stage, in addition to continuing to adjust and optimize the core technology, which is the same as the heavy vehicle, the crisis crisis is always the pursuit of the quality of the goal is the same. Only to speed up the speed of product updates, to be able to provide consumers with timely products in line with individual needs.

Second, pay attention to brand building. First of all, we must understand the construction of the brand, but also to the quality of the product as a fundamental, the quality of the product determines the brand building road can go far. If the product is high quality, then the brand image of the enterprise will naturally be able to maintain a good long-term. But once the product has problems, then the image of the enterprise will be damaged. For China National Heavy Duty Truck VGV, in the process of development, also need to adhere to the product

quality first standard. Secondly, we also need to pay attention to the service in brand building. With the intensification of competition in the automobile market, the technical difference between automobile brands will not be too big, and many customers pay more attention to after-sales work and customer maintenance. Therefore, heavy truck VGV must pay attention to service construction in the process of brand promotion. In the pre-sale to provide customers with samples to try a good service experience, in the sales process should take the initiative to answer questions for customers, to provide customers with free door-to-door service; after-sales service should be regularly communicated with customers, asking about the use of the car. Through the pre-sale, sale, after-sales service can maximize customer loyalty, and further broaden the enterprise customer market.

4.2 Combination of pricing and product positioning, strengthen the effective supervision of product price

In the process of product pricing, the consumer group is generally segmented, and then formulate pricing strategies. Take the pricing of U75 Platinum VP Edition, the market positioning of the car is "high-end SUV", the market price of 260,000 yuan. But for consumers, some consumers are not particularly rich in funds to buy a car, will be more inclined to choose the price in the range of 9-15 million yuan, such as Haval H3, H5, H6, etc. But for consumers who have enough money to buy a car, they will be more inclined to choose the price in the range of 9-15 million yuan. But for those who have enough money to buy a car, they will usually choose a car priced at 300,000 yuan, such as the Volkswagen Touguan. Therefore, the market pricing of U75 Platinum VP Edition is not appropriate and the target customers are not particularly clear. Therefore, when Heavy Vehicle VGV carries out product pricing, it needs to do a good job of product positioning first, and the market positioning and pricing should be kept unified. Break the original product pricing model to achieve "leapfrog" pricing.

This pricing method can maximize product sales and gain more market share. And heavy truck VGV needs to be adjusted according to the specific conditions of the market, to ensure that the price can be in the dynamic change. In other words, VGV needs to pay attention to the competitors' market price, if the peer price adjustment, sales area has changed, the company should be targeted price adjustment, so as to be able to grab more customers in the hands of competitors. However, it should be noted that in the process of adjusting prices, relevant factors should be taken into account, such as the economic interests of dealers, etc., to ensure that the adjustment of prices will not jeopardize the interests of any relevant stakeholders.

Heavy Vehicle VGVs need to strengthen the supervision and management of product prices. As some dealers may violate the company's system to adjust the price of automobiles privately in order to obtain more personal interests, especially in the same region among some sales areas, there may be price wars, resulting in excessive price differences between different areas, thus causing the problem of tampering. The company needs to build a strict management system of lower-level dealers, the performance of dealers to carry out a full range of investigation, but also need to set up a special supervision and management department, the regional car prices to carry out dynamic supervision, to ensure that the product price unity, will not appear dealers to adjust the price of the problem of private. Once found that the dealer has a private price adjustment, it is necessary to carry out severe punishment, the punishment is mainly to stop the supply, etc., and for the excellent performance of the dealer should be given corresponding rewards, mainly through the giving of rebates and other ways.

4.3 Combination of online and offline channels, rational planning of product channel layout

At this stage, with the arrival of the Internet era, for the development of various industries have caused a relatively large impact, many companies have to realize the increase in sales through online channels, but the relevant data concluded that the new car e-commerce accounted for only 3% or so, it can be seen that the Internet plus the automotive development model has a good prospect for development. Based on the Internet technology to build an online sales platform, VGV needs to develop positive communication and interaction with customers through appropriate means, so as to accumulate more potential customers. Integrating online and offline channels is an inevitable trend for the company's development and the key to strengthening its market competitiveness. Webcasting and jittery publicity can be utilized to maximize sales share.

Regarding channel planning, in addition to continuing to establish specialized 4s stores in first and second-tier cities, it is also necessary to pay attention to customer resources in small and medium-sized cities. The consumption level of residents in third and fourth tier cities is average, and there is a certain gap between the per capita income and first and second tier cities. However, with the advancement of urbanization, the income of residents in these cities will increase year by year, which will further promote the improvement of automobile consumption. At this stage, most of the sales channels of VGV are in the first and second-tier cities, and the development of small and medium-sized cities is not paid special attention to. Therefore, VGV should pay attention to the development of second-tier dealers, especially in the third and fourth-tier cities where the economy is more developed, and make efforts to build a second-tier dealers' network, and broaden the share of the third and fourth-tier cities under the premise of guaranteeing the sales in the first and second-tier cities.

4.4 Diversified promotional strategy, improve the degree of advertising innovation

First, to maximize the scope of publicity, through the Internet, TV variety shows, network advertising and other diversified ways to achieve a combination of publicity, pay attention to cooperation with Baidu, Sina and other mainstream portals of the Internet, to ensure that customers search for automotive brands on the Internet, can be the first time to see the heavy truck VGV; secondly, efforts to build the online virtual heavy truck VGV4S stores, can be made through the AR technology to make users feel as if they are in a real world, to have an in-depth understanding of the automotive products, and to have an in-depth understanding of the automotive products. Secondly, we strive to build an online virtual VGV4S store, which can make users feel as if they are in the virtual store through AR technology, so that they can have an in-depth understanding of the automobile products without going out. At the same time, through the platform to organize "see the car, compare the car, evaluate the car" and other related thematic activities to improve the enthusiasm of users to participate in activities, and to be based on the existing 4S store form, through the lottery, travel and other diversified means, to further expand the publicity efforts. In 4S stores should follow the trend of launching car test drive activities, so that customers personally experience the product, have a clear understanding of the product, so as to believe in the quality of the product, and then purchase behavior occurs.

Second, pay attention to the application of VR and other technologies in advertising and publicity to maximize the customer experience. Due to the advanced development of automobile technology, VR technology has also been applied to the field. Through the immersive VR learning environment, VR advertisements can put users in the fictional

simulation environment of automobile brands, so that consumers feel as if they are in the realm, and produce good interactive behavior, thus having an all-round cognition of the specifications and functions of automobile products of SAIC VGV, and enhancing the customers' experience of the brand of SAIC VGV. This will enhance the customer's experience of the brand of VGV, improve their satisfaction with the automobile products, and then generate purchasing behavior. In addition, the VGV technology platform can further analyze the functions that consumers are interested in in VR advertisements, and understand the user's preference for purchasing cars, so as to make further adjustments to the marketing strategy of advertisements. In addition, it can also cooperate with network Vs on social platforms such as Weibo and Jieyin, and utilize live broadcasts and short videos to promote the brand of VGV. It can also make use of experts and scholars in different divisions of the automobile industry, such as rally drivers, engineers, or car models with considerable recognition, to produce short videos that highlight the sales focus of the enterprise's products for publicity and placement.

Chapter 6 Conclusion

Due to the improvement of people's quality of life, the consumer concept and demand for certain adjustments, consumer demand for automobiles is more diversified and personalized. Coupled with the increasingly hot competition between independent and joint venture brands, the survival and development of China's domestic automobiles should not be underestimated, and it is especially critical to pay attention to their own brand marketing. This paper takes VGV of Heavy Duty Vehicle as an example, and draws the following conclusions by studying the marketing strategy of brand automobile.

In marketing, automobile companies must make targeted marketing strategies according to the actual situation of the target market, and develop and design different grades of models based on marketing strategies. This study takes China National Heavy Duty Vehicle (VGV) as the research object, and explores its marketing market environment and competitive environment to find out the current marketing status of the company, and discovers the dilemmas in the marketing: low investment in product research and development, the original brand image is solidified, the positioning is narrow, and the products are updated slowly, the problems in the product pricing strategy include lack of flexibility in the price positioning, and the lack of effective price supervision; the problems in the channel strategy include lack of online channels, and the lack of effective supervision of the price. The problems of product pricing strategy include lack of flexibility in price positioning and lack of effective supervision of price; the problems of channel strategy include lack of online channel and management of dealers; the problems of promotional strategy include single promotional means and lack of creativity in advertisements. product channel layout, diversified promotional strategy, improve the degree of advertising innovation and other automotive marketing development countermeasures.

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