

Research on Personalized Marketing Strategy of Domestic Beauty Cosmetics Brands

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Abstract

With the continuous improvement of the level of social and economic development, the quality of life continues to climb, people's pursuit of quality of life is also gradually improving. In recent years, people's demand for beauty products is increasing day by day, and they have higher expectations for the development of beauty cosmetics industry. Therefore, the beauty makeup industry has broad prospects in the future development. Meanwhile, the progress of science and technology has brought new opportunities and broader development channels for the development of the beauty makeup industry. This paper will combine the characteristics of the beauty makeup industry, from product features, product pricing, market division and other aspects to provide personalized marketing strategy ideas for beauty cosmetics enterprises.

Keywords

Marketing Strategy; Brand Marketing; Chinese Beauty Makeup.

1. Product Strategy -- Keep Improving and Explore Product Features

Product is the root and foundation of enterprise brand development. Focusing on brand marketing strategy research, we should start from the excavation of product characteristics.

1.1. Increase Investment in Product r&d

For enterprises, maintaining high investment in product research and development is the key point for enterprises to have sustainable competitiveness. Therefore, in the process of the brand's continuous expansion of sales scale and expansion of sales market, enterprises need to continue to increase the investment in core products to ensure continuous high investment and RESEARCH and development rate to support product research and development. Compared with L'Oreal group, a world famous brand, its R&D rate is around 3.5%. The group invests heavily in product research and development, and the continuous emergence of new products and technologies enables L'Oreal to continue to meet the needs of consumers and occupy a high market share in a long-term and stable way. Therefore, the enterprise can be more attention in the process of development of enterprise's r&d revenue proportion of the index, so as to measure degree of attention to the product research and development enterprises, when there is a research and development costs accounted for the proportion of revenue is lower than the target value, enterprise should take timely measures to increase investment in research and development to ensure that the enterprise products to meet the market demand, timely replacement.

In addition, through joint cooperation with universities and colleges, enterprises can transform medical research achievements into medical beauty products, and at the same time, explore differentiated competition paths belonging to their own brands to strengthen brand strength and promote the formation of strong brand competitiveness.

1.2. Reflect Traditional Chinese Element Design

As a domestic and localized old brand, domestic beauty brand can deeply promote Chinese design features in product design. In this era of "appearance horizontality", more attention should be paid to product packaging to attract more consumers.

Based on the connotation of Chinese traditional elements features of Chinese traditional cultural elements into product design to make it as a carrier of traditional culture, can promote the Chinese traditional elements and creative thinking, the organic integration of modern culture, realize the integration of brand product innovation design, beauty makeup products and can fully meet the public aesthetic taste and spiritual needs, To achieve a high degree of unity of practicality, artistry and culture. Throughout most of the existing domestic products and international brand products on the market, their packaging mostly adopts the "simple and atmospheric" design style, therefore, how to add the localization design under the premise of the overall simple packaging and smooth use of color bars has become an important topic worth exploring for enterprises.

1.3. Guarantee Product Quality

If the packaging design of the product is an important reason to attract customers, then the quality of the product is an important premise to "retain customers". High word-of-mouth product satisfaction can cause word of mouth among consumers, so as to drive more consumers to join the ranks of purchase and promote sales growth. Therefore, in the future development process, beauty brands should strictly focus on product quality to ensure high product strength. Therefore, developing in the future, only pay more attention to product quality, to establish high-quality brand awareness, continuously introduce the high-quality product, do a good job in every tiny link, adopt the comprehensive quality management, cengcengbagan, comply with the specifications detailed in place, will kill product quality hidden trouble in each starting stage and the creation of the source, to retain more customers, Brand products will have greater competitiveness.

1.4. Implement Product Differentiation Strategy

The differentiation strategy needs to be reflected from the inside and outside of the brand products. As an important part of the product, the appearance design can become the identification point to distinguish different brand products with its packaging, shape creativity, implication and style. Beauty cosmetics enterprises should distinguish between new and old brand products. The packaging design of brands that have been around for a long time can focus more on culture, while the packaging design of new brands has less burden and can focus more on the characteristics of products themselves for creative design.

The selling point process can make the process more special by adding special elements of the brand itself. In the process of selling, we can make use of the process of cooperation with universities and research institutes to design it as a delightful selling point. And can set such as formula process - plant extraction synthesis and other names, make full use of the selling point of the process element.

Function efficacy is the most intuitive factor that can be recognized by consumers, and the most direct reason for customers to be willing to pay. From skin research to raw material innovation, they have mastered the core technology, that is, to achieve product differentiation in function and efficacy. For example, Estee Lauder invests a lot in research on the function of skin care products to repair the damage of skin cells and activate their own cells to remove debris and damage. Therefore, in the future development process, product efficacy upgrading and pain points that can be solved are still important topics worthy of in-depth study for all brands.

2. Price Strategy -- To Make Reasonable Product Prices

Among the numerous series of products in the market, the price fluctuation is a common problem of cosmetics brands. Judging from consumer feedback, the public is very sensitive to price changes. When live broadcasting is very hot, there were claims that it is not good for brand value and brand image to appear in the form of low price or discount price in the live broadcasting room for a long time. Although price increase is a very normal thing in the process of brand development, when consumers are used to buying products at a low price, it will be difficult to accept the price increase or normal selling price of products. At the same time, the rapid price rise and large price fluctuations will leave consumers with negative impressions of "product premium" and "unreliable", which is also detrimental to the long-term development of the brand.

Therefore, in the formulation of product prices, on the one hand, large price fluctuations should be avoided as far as possible, and on the other hand, the purchasing power of existing consumer groups should be paid attention to. Although currently in an era of consumption upgrading, consumers generally pursue quality, personality, high-end packaging, diversified brand products, but it cannot be ignored that more consumers are still in the passive average level, there is still a distance from common prosperity. In China, high-level consumers tend to choose brands with higher visibility and better identity, so when choosing personal care products, international brands prevail. However, most of the remaining people are at the popular level of consumption power, and they tend to pursue "cost-effective" products. Therefore, how to grasp the large and scattered mass market or even the sinking market is a problem that beauty cosmetics enterprises need to keep thinking about.

3. Channel Strategy -- Science and Technology Integration, and Actively Explore Overseas Markets

3.1. Use Big Data for Market Selection

The overall social retail of skin care market remains high, so this industry will have more development opportunities in the future. Therefore, beauty cosmetics enterprises should actively open overseas marketing channels, and make reasonable and effective analysis of the distance and market size of the target market in the process of international development to make targeted classification of overseas market targets. Determining reasonable overseas market is the premise of implementing international development strategy.

3.2. Carry out Strategic Cooperation with Well-Known Foreign Institutions

Through the selection of well-known foreign research and production institutions to carry out strategic cooperation, in-depth research from top raw materials to formula logic, is conducive to ensure product quality from the source, improve the production strength of enterprises, so as to further open up the overseas market.

3.3. Recruiting International Professionals

International talents are not only helpful for product research and development, but also easier for beauty cosmetics enterprises to open foreign marketing channels, which is conducive to the internationalization of beauty cosmetics enterprises. For example, when entering the markets of countries along the "Belt and Road", faced with large language, culture and economic differences, it is more beneficial for enterprises to open the market by recruiting professionals who understand the development status, cultural customs and market conditions of these countries. For domestic skin care enterprises, these talents are in a scarce state, which leads to many problems faced by cosmetics brands when entering the market, thus affecting the promotion of brand international value.

3.4. Use "Internet Plus" to Expand Marketing Channels

Actively play the role of "Internet plus", constantly expand marketing channels, expand the international market share. In order to achieve the strategic development goal of "going global", beauty cosmetics enterprises must adapt to the current development trend of information technology, establish "Internet +" thinking, give full play to the advantages of information technology to broaden marketing channels, and make full use of cross-border e-commerce platforms and big data technology to open the international market. In addition, enterprises can also consider the acquisition of foreign mature international brands, through the reorganization of resources to establish a marketing network in line with their own development needs, to achieve the strategic development goals of further expanding overseas markets.

3.5. Innovate Brand Marketing Activities

Enterprises can also carry out innovative brand marketing activities to enhance brand value. The value of brand comes from the recognition and loyalty of consumers, and the value of brand internationalization comes from the relationship between enterprises and the international market. In order to better open the international market, it is necessary for the beauty brand to integrate and adapt the characteristics of its brand with the culture of foreign target market countries in the continuous cultural exchanges, and use the brand localization strategy to integrate the national characteristics and brand design to meet the needs of the target market.

4. Marketing Model -- Accurate and Precise

4.1. Identify Marketing Channels

1. Channel innovation under fast consumption mode

(1) Deep cultivation channel, reduce binding

At present, live streaming has driven the rapid development of the entire e-commerce industry, in this process, perfect Diary and other beauty brands stand out from the live broadcast room. A large number of brands with live model realized the outbreak on the sales, but they should not be ignored is that live with goods of course can make brand awareness enhanced rapidly, and even let brand product sales to achieve large-scale breakthrough, but at the same time, the brand also needs to have the consciousness of the deep channel, otherwise it may cause the majority of consumers are attracted to the host or the price, Rather than being attracted by the brand, in the long run, may let the brand's hematopoietic ability greatly weakened. Once problems caused by non-brand factors occur, many consumers may give up choosing this brand and turn to other brands. Therefore, in the fast consumption mode, what beauty enterprises need to do more is to recognize brand positioning and strengthen the hard power of their products, rather than relying on the head anchor effect.

(2) Use scenes to embed in life

Beauty enterprises need to realize how to open the inner channel of consumers, shape the brand belief, and meet the personalized needs of consumers, to leave a deeper and special brand in consumers' hearts. The essence of brand appreciation is to change the product from practical orientation to quality orientation and meet the spiritual needs of consumers. A brand name or symbol may be cold to consumers, but once a "human" care is set up in the brand, so that consumers can form a sense of identity to the brand from the inside out, will be conducive to the fast pace of consumption mode to establish a brand image belonging to the brand.

Therefore, in the future marketing mode, brands can choose to integrate brand products into the scene more, so that consumers can have more experience and deepen their cognition of the brand. Such as pearl ya in 2022 New Year invited 27 from industry field, under the background of the poet to write down different poetry in the subway station intensive, create a poetic text

and fast-paced life integration of marketing, the so-called "poetry and the distance", the brand into the scene, make the brand culture in your daily life more and more people in the heart, thus establish a good brand image, enhance consumer identity.

In addition, once innovative brand image marketing is formed in a certain scene, more Internet celebrities will pay attention to the brand marketing location in the city, which is conducive to the formation of natural communication marketing through word of mouth. In an era when people's attention is scarce, how to focus and how to make use of crowd effect is an important way for beauty cosmetics enterprises to approach more consumers. Compared with hard communication, flexible communication like scene cannot show immediate effects in a short time, but its "smooth things silently" characteristics will make the brand image gradually become popular in the process of longer time.

(3) Precise positioning, whole network marketing

Each enterprise needs to make clear product positioning for its brand products, and comprehensively consider the sales price of main products from brand positioning, consumer preference, product cost, target consumer income and other aspects to meet the needs of consumers of different ages and different needs. In terms of marketing methods, we can choose to cooperate with popular stars for product endorsement, to create topics and attract more attention, so that products can quickly enter people's vision and be known, paid attention to and accepted by consumers.

(4) Create explosive products and launch new products

In the fast consumption mode, the enterprise brand marketing needs to catch the attention of consumers. Therefore, to establish a brand product image is very critical. As a brand explosion, obviously worthy of a greater degree, more investment in the publicity. Therefore, it can be summarized as creating explosive products. Secondly, while producing explosive products, actively seize the attention of consumers, continue to launch new products, strike while the iron is hot, which plays an important role in meeting the new era of the pursuit of skin care needs of consumers of all ages, show its brand charm and assertiveness, as well as brand awareness.

2. Offline operation

As an established enterprise, in addition to the young and middle-aged consumers who are good at online shopping, a considerable number of elderly consumers are also worthy of attention. Therefore, in the future development process, it is still necessary to retain the line of offline development, innovate and develop sales channels of franchise stores, close inefficient stores and support efficient stores. Online channel will open up to a certain extent for offline channels have a certain impact, but as long as the company timely adjust the offline channel strategy, dig new retail mode, adjust the customer demand as the starting point, and consumers really need products, using big data technology and AI technology improve data assets, finally realizes the effective production, effective marketing, Take the initiative to change the service system to meet the needs of consumers and adapt to the development of market changes.

4.2. Target Consumer Groups

(1) Purchasing power positioning

The research shows that domestic brands mainly attack the market of middle and low consumers, and in the high-end consumer market, their market share is less than that of foreign cosmetics brands, so they do not have obvious advantages. In terms of consumer group positioning, beauty cosmetics enterprises should form a relatively clear classification idea and set the target market according to consumers' purchasing power classification. Develop different series of product lines for consumers with different purchasing power to provide consumers with more accurate product choices, so that more consumers can trust the brand.

(2) Age orientation

The survey results show that domestic brands are more popular among young people aged 25 and below.

The reason why young groups prefer domestic brands is that, on the one hand, the price of most products is lower than that of international brands and the cost performance is higher. On the other hand, young groups are vulnerable to environmental rendering and have higher consumption enthusiasm for the rising national hot tide. Therefore, in order to capture this consumer group, it is necessary to ensure the quality and consider the price range reasonably.

4.3. Product Marketing by Category

(1) Beauty brands

As mentioned above, only with brand characteristics can products have a broader space for development. For example, Shanghai Jahwa has many beauties makeup brands, such as Meijia Net, Herborist, Gough, Yuze and so on. The products in these brands have different product positioning, such as shuangmei's positioning is a high-end brand, and its marketing focus on the crowd should be more purchasing power consumer users. Meijiajing brand can be mainly targeted at young users (20 years old and below), who have simple needs for skin management, so they do not pursue extreme product efficacy, and pay more attention to characteristics of packaging, material safety and other factors in design. Therefore, beauty cosmetics enterprises should make product positioning for their brand products and carry out classified marketing to achieve the best marketing effect.

(2) a family cleaning class

As a stable product with large demand in daily life, Gehujiaqing products can maintain their previous characteristics in the development, but they should also actively pursue innovation, study new characteristics, improve product strength, and carry out cross-border joint marketing to maintain traffic and constantly drive brand rejuvenation.

5. Summary

Suitable for the development of brand marketing strategy, is the enterprise brand marketing effective results of important premise and foundation, therefore, through the formulation of reasonable and effective brand strategy, price strategy, channel strategy in order to form enterprise brand marketing strategy of "combination", helps to guide the enterprise to find is advantageous to the brand new way of sustainable development, and health In order to go further and more firmly in the market development tide.

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