

Research on Joocyee Marketing Model under 4C Theory

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Abstract: In recent years, with the rapid development of China's economy, people's living standards are changing with each passing day, and with the impact of multiple factors such as China's consumption upgrading and industrial structure adjustment, the scale of China's beauty makeup market is also expanding. From a global perspective, China's cosmetics consumer market is developing rapidly in the world, especially in the field of high-end cosmetics. However, the Chinese beauty market has always been dominated by foreign investors, and it is very difficult for domestic beauty brands to occupy a place in the fierce market competition. And Joocyee as an emerging domestic brand, overtaking in a short time curve, established a good reputation, of which Joocyee's marketing model is no shortage of thought-provoking. Based on the 4C model, this paper makes an in-depth study of Joocyee's marketing model.

Keywords: Marketing Model; 4C Theory; Joocyee

Introduction

In 2022, the annual sales of Orange Yi Group reached 1.76 billion yuan, an increase of nearly 30%, among which, Joocyee's annual sales exceeded 750 million yuan in 2022, and the two-year performance increased by more than 7 times. In this year's "618" promotion, Joocyee ranked TOP3 in the growth rate of new sharp makeup, and won the results of domestic lipstick TOP1, domestic lip makeup TOP4, and domestic eyeshadow TOP3 in category sales. "Debut" just 3 years, the total sales of goods reached 500 million, how is Joocyee quickly grasp the traffic password of the makeup industry? Based on this problem, this paper studies the Joocyee marketing model, and then provides reference for enterprises in the same industry.

Company profile

Joocyee was founded in 2019 in Shanghai. Joocyee advocates a traditional and modern, eastern and western fusion of modern beauty, hoping to conform to the Oriental aesthetic basis, into a diverse modern style, which also comes from the brand in the current many Chinese women observed a unique philosophy - a gentle without losing strength, restrained and expressive attitude. Joocyee hopes that on the basis of re-understanding the skin color, skin type and bone image of Chinese women, using design thinking to observe the different faces of each person, understand the needs of consumers, accurately solve the problem, and determine a more suitable makeup solution for Chinese women's skin measurement.

Research on Joocyee's marketing model under 4C theory

American scholar Professor Robert Lauterborn put forward the 4Cs Marketing theory in his article "New Marketing Litany: Four Ps Passe: C-Words Take Over". This marketing theory resets four basic elements of marketing mix based on consumer demand, namely Customer (customers' needs and expectations), Cost (customers' costs), Convenience (customers' convenience in purchasing) and Communication (customers' communication with enterprises).

Customer

Remember customer needs and expectations. Because customers are groups with different consumption needs, and different consumer groups have different consumption needs. Therefore, enterprises should bear in mind the needs and expectations of customers, and provide products or services through the effective allocation of production or service elements.

Joocyee belongs to the cosmetics industry, and the audience is mainly women. Because women exist in this world in order to pursue

beauty, and women, their love of beauty is reflected in the pursuit of beauty. In order to achieve the pursuit of beauty, we must start from two aspects: on the one hand, the quality of the product itself is through; On the other hand, whether the performance of the product can achieve women's pursuit of beauty.

First of all, from the perspective of product quality, Joocyee's product quality is up to standard. Through the relevant software, the author screened the ingredients of various Joocyee products and found that the ingredients were green, that is, the ingredients would not bring adverse effects to users, and the skin safety was guaranteed. According to the Tmall list, most of Joocyee's products, such as lipstick, eyeshadow, blush, etc., are included in the buyback list of the Tmall list, which also reflects the affirmation of consumers for the quality of Joocyee products.

Secondly, in terms of product performance, the author conducted a survey and interview with some Joocyee users around him. The survey results showed that they were comfortable with the texture of Joocyee's lipstick, and it was not easy to pull dry, so it felt good to use. For eyeshadow, it is easier to get started, the color is not easy to make mistakes, and it is more suitable for daily travel; For blush, it means that it is easier to get started, the color is not easy to make mistakes, and it is more suitable for daily travel. As can be seen from the above statement, most of them are very satisfied with Joocyee's lipstick, eyeshadow and blush.

Cost

From the perspective of cost, the enterprise must first consider the effective purchasing power (payment ability) of the consumer or customer, and then consider the cost of its product or service, and the price should be determined in the range between the maximum limit locked by the customer's tolerance and the minimum limit locked by the enterprise's cost.

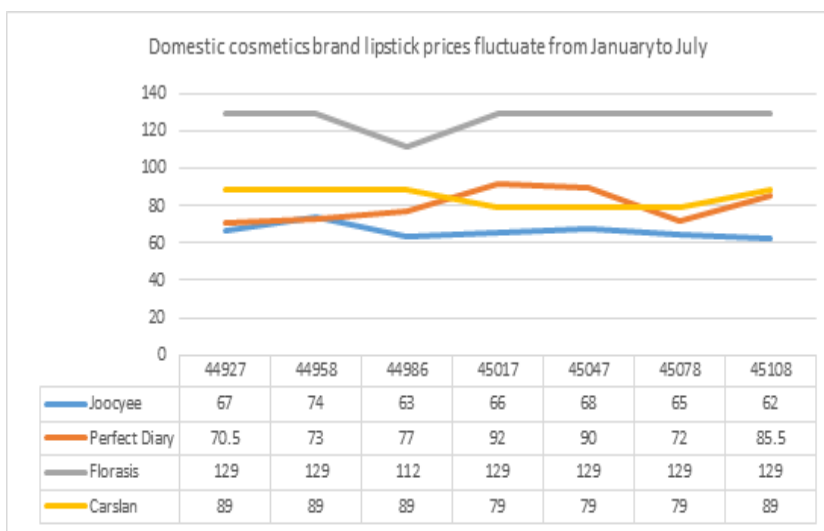


Figure1 Domestic cosmetics brand lipstick prices fluctuate from January to July

As shown in Figure 1, compared with other brands of popular lipsticks, Joocyee lipsticks have a lower price and a relatively flat variation. For other brands with larger premium, Joocyee lipsticks are more likely to be loved by consumers. In addition, although the price level of Perfect diary lipstick is also in a low state, but the study found that the lipstick of Perfect Diary - small skinny lipstick is only 0.8g, which is equivalent to a single gram value of about 90 yuan, which is more like a consumption trap for consumers.

In addition to lipstick and other products, Joocyee's main business, such as eyeshadow, concealer and other makeup products, products priced between 59 and 279 yuan, this price range is in line with most people's needs for makeup.

Convenience

In the commercial war of the current era, the competition for customers can no longer just stay at the level of product quality and price.

The quality is general, and the products with high prices will of course not be favored by consumers, but the products with good quality and appropriate prices are not necessarily able to maintain good sales. Most of the reasons are because they can't grasp customers psychologically and in time and space. The key to capture customers is to facilitate customers, including facilitating customer transactions and consumption.

Joocyee has made it easier for women to become more beautiful through her own mini app. So what's amazing about this little program is that Joocyee has come up with a nasty solution to a dilemma consumers might face. At present, the professional endorsement of domestic makeup brands still relies on the positioning of professional makeup artists, and Joocyee's first research and customization line integrates color theory and Asian skeletal contour skin color. After scientific analysis of the skin color, skin type and contour characteristics of Chinese women, Joocyee built an original skin theoretical system, introduced the three dimensions of hue, brightness and saturation in the basic theory of color as tools, invited 360 girls to sample and analyze skin color, and created a "color philosophy" theory. Through the self-developed skin profile test mini program, to help consumers quickly understand their skin characteristics and recommend suitable makeup products, Joocyee in the conventional skin color hue (cold and warm), skin color brightness (light) dimension, increase the influence of red and green color, will be common. Women's skin color is divided into 12 kinds, forming a "12 skin color ring", and then provide consumers with a more clear idea of beauty. Secondly, Joocyee launched the try before buy project, consumers buy goods by buying samples, which can reduce the cost of trial and error of consumers, and then enable consumers to spend less money and time to choose the most suitable.

Communication

Customers and enterprises are equal subjects, and most consumers are rational, but also have feelings. Enterprises and those major consumers to strengthen communication, provide information, build feelings, is an effective means to keep old customers and open up new customers.

Joocyee communicates with its customers primarily online. Compared with Perfect Diary's communication with consumers through Xiaowanzi, Joocyee's communication with consumers is mainly through online communication and the distribution of coupons to old customers to increase customer stickiness. In addition, it is worth praising Joocyee's attitude towards problem improvement. For example, before some users pointed out that Joocyee crystal frozen lipstick on the mouth of the lard feeling is very strong, shortly after, Joocyee on the product to update and upgrade, and some users pointed out that the new upgraded version of lipstick use experience has become a lot, the mouth feels very good, a touch can be coated with jelly lips, that is, the paste is very soft. Joocyee responds to consumers with practical actions and impresses consumers with products, which is the most effective communication with consumers.

Conclusion

The success of the Joocyee brand cannot be separated from the help of the Internet era, but also from the attraction and creativity of the product itself. Joocyee has become a leader in the cosmetics industry, not only because of the quality of its own products can impress consumers, but more because of the added value it can provide consumers. Joocyee, the future looks good.

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