

Marketing Management of Pechoin Company Strategy Research

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Abstract: With the rapid development of the global economy, consumers' demand and purchasing power for cosmetics are increasing. The rise of logistics and e-commerce industry gives consumers a broader choice space, market competition intensifies, the cosmetics market is gradually occupied by cosmetics companies in Europe, America, Japan and South Korea, the consumer recognition of domestic cosmetics products is not high, and the development trend of enterprises is not optimistic. As a time-honored cosmetics brand in China, Pechoin has undergone many adjustments to products, corporate structure and marketing strategies, eliminating brand stereotypes and rejuvenating its vitality. Taking Pechoin as the research object, this paper analyzes the marketing management strategy based on the enterprise marketing concept through literature analysis method and case analysis method, and puts forward the improvement method of marketing strategy.

Keywords: Pechoin; Cosmetics; Marketing Strategy; Marketing

1. Introduction

In recent years, the cosmetics industry in China has developed rapidly. Many enterprises have realized the importance of corporate marketing strategies, and some enterprises have adopted appropriate marketing management strategies, which have achieved good results. With the development of e-commerce, logistics and other industries, the market brings more choices to consumers, more opportunities to enterprises, improves the competitiveness of the industry and promotes the diversification of marketing strategies.

Pechoin Company is a century-old brand of cosmetics in China, with mature technology, advanced instruments and professional product research and development team. With the entry of foreign products into the China market, the market competition is becoming increasingly fierce, which makes the sales volume of Pechoin's products decrease day by day, and the recognition of consumers decreases. In the current upsurge of e-commerce and purchasing, it is of great significance for a mature enterprise like Pechoin to find a brand-new development model and increase its market share.

2. Analysis of marketing concept

2.1 Big marketing: product rejuvenation strategy

Large-scale marketing means that in order to enter the market, enterprises coordinate the use of economic and public relations to obtain cooperation and support from relevant parties, which is an innovation and development of traditional marketing mix strategy. Pechoin launched a new product portfolio and innovative technology, giving the product the concept of "herbal skin care". Brand rejuvenation does not cater to young consumers. Pechoin's innovation from product to marketing essentially meets the needs of consumers of all ages and creates a marketing effect that the original consumers can recognize and the young consumers love.

2.2 Personalized marketing: establishing emotional communication with customers

Pechoin, based on content marketing, combined with young people's preferences and the current trend of Internet marketing, launched inspirational videos such as "Unhappy New Year" and "Han Meimei Run". While promoting the products, it penetrated the people's hearts with the product concept and made emotional communication and resonance with the target group. For example, "Han

Meimei Run" mentioned "I wish you a lifetime and come back to know girls". The three parts of the advertisement are all related to the real situation of women, calling on women to persist in being themselves and be brave and confident. This advertisement was praised by the Central Committee of the Communist Youth League.

2.3 Innovative Marketing: Building a Representative Brand of Oriental Aesthetics

As a classic domestic brand, Pechoin has advantages in the marketing process. It combines Chinese ideas with science and technology, puts forward the concept of "Great Beauty in the East", and links brand products with traditional culture. Its nostalgia gives people a refreshing feeling and attracts many consumers. Sanshenghua series products mainly focus on skin care and beauty products, and the packaging has unique oriental beauty, attracting many young female consumers to buy; The series of Qiyun, Xiaoquxing and Pechoin Male are introduced, which are unique from packaging design to product name, so that the classic elements of traditional culture collide with modern elements, improve the attractiveness of products to consumers, promote brand transformation and get good results.

3. Analysis of marketing status quo

3.1 Current situation of marketing strategy management

3.1.1 Current situation of product strategy

The market positioning of Pechoin brand extends from middle-aged and elderly consumers to young people, and the products are suitable for consumers of different ages. While preserving the original classic products, Pechoin develops high-end cosmetics to provide consumers with broader choices. In terms of product mix strategy, Pechoin is committed to product innovation, increasing industrial chain and product mix to provide consumers with more comprehensive services; In terms of packaging, Pechoin introduced the concept of Hong Kong designers, including China traditional cultural elements and concepts, forming a unique style of Pechoin products.

3.1.2 Current situation of pricing strategy

Pechoin carries out differential pricing according to different consumer groups, covering multiple price stalls from 50 yuan to 500 yuan, focusing on middle and low-priced products, and building a complete system from low-end products to high-end products. The pricing of Pechoin products mostly meets the mantissa pricing strategy, which makes consumers feel the price is low and promotes the increase of sales. In terms of channel pricing strategy, Pechoin implements different discount strategies for different sales channels, and Pechoin's online flagship store provides discounts with gifts; Different agent prices are sold at high prices or at low prices; Offline stores generally sell at the original price.

3.1.3 Current situation of channel strategy

Pechoin used to have a single sales channel, with physical marketing stores and supermarket sales as the main ways. After the reform, Pechoin mainly developed supermarket channel, CS franchise store channel and online e-commerce channel, and vertically expanded the terminal of enterprise industrial chain. Nowadays, the sales ratio of Pechoin online e-commerce platform, CS franchise store and KA supermarket channel is 1:2:7. With the development of e-commerce, Pechoin has actively adjusted its sales channels, established cooperative relations with platforms such as JD.COM and Taobao, and achieved good results.

3.2 Innovation strategy of marketing methods

Cross-border marketing of Pechoin includes horizontal cross-border marketing and vertical cross-border marketing. Vertical cross-border marketing, Pechoin and makeup brand Mary Daijia "color protection combination", renewed new impetus; Cooperate with the Voice of China to spread the concept of "nature does not stimulate". Horizontal cross-border marketing, Pechoin and Disney jointly launched Xiaobailing to build a brand of child care; The cross-border cultural designer of the Forbidden City launched the "Yanlai Baibaoyu" gift box to present the traditional palace jewelry culture to consumers. Cross-border marketing has made Pechoin brand younger, and achieved remarkable results by innovating and transforming the image of the brand in consumers' minds through marketing means.

4. Shortcomings in marketing

4.1 Product mix difference is small

Pechoin Company's main brand product series consists of 13 categories, of which 5 categories are basically used to replenish water and moisturize, and the distinction of efficacy is vague, and the difference of product mix is small, which makes the service personnel unclear about this definition. In the sales experience, consumers will have distrust of the brand, making it difficult for customers to choose, the product efficacy is low, and the product characteristics are not clearly reflected, which increases the difficulty for customers to choose products and limits the sales scope of products.

4.2 The price strategy is not perfect.

The sales channels of Pechoin products have not formed a unified price front, which not only produces price conflicts, but also makes consumers question the price. The price of online channels is relatively low, manufacturers discount and give gifts, and online sales channels also have the situation that products are inferior and agents and Wechat business sell products at low prices, and selling the same products even exists in the situation that buyers negotiate privately; There are almost no discount activities in offline stores such as supermarkets and department stores.

4.3 Poor corporate service

Cosmetic salespeople are employees directly facing consumer groups, and their sales quality level, service personnel image, service attitude and product understanding determine the sales volume of products to some extent. However, there are still some phenomena in Pechoin's offline stores, such as employees' unfamiliarity with products, inactive service attitude and low business level, which make consumers have a negative impression on the brand and affect product sales to some extent.

5. Countermeasures and suggestions

5.1 Enhance the differences of product mix

Pechoin should integrate the product mix, reduce and optimize the product mix, reflect the differences between the product mix, and give consumers and sales staff a clear product positioning. The product positioning of Pechoin focuses on "China is traditional, natural, gentle and non-irritating", which is very similar to other similar products. The characteristic ingredients of Pechoin products are only reflected in the ingredient list, and the target customers don't know the characteristics and efficacy of the products. Therefore, Pechoin can integrate it into the packaging through artistic means to realize its "natural" positioning.

5.2 Formulate a sound price strategy.

Pechoin can adopt the price equality scheme to avoid product price confusion, distinguish the promotion activities of different channels and formulate different promotion and preferential schemes. At the same time, manufacturers should cooperate closely with agents, support the promotion activities of agents through subsidies, formulate pricing rules and monitor malicious competition. The sales period of different types of cosmetics is divided into off-season and peak season. Pechoin can change the price according to specific market conditions by selling discounted products in the off-season to speed up the efficiency of capital flow for the company.

5.3 Improve online and offline service quality

For online channels, Pechoin should recruit professional customer service personnel, train them in knowledge, and answer the questions of consumers who buy products online; For the problems in the process of mailing and after-sales, friendly consultations should be held with consumers. In online marketing, we can learn from other brands' good service models to enhance consumers' brand loyalty to Pechoin. For offline channels, we should recruit service personnel who are patient and have good image quality, improve the awareness of products, and win the love of consumers.

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