

Research on Brand Measures of New Domestic Cosmetics Enterprises from the Perspective of E-commerce

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Abstract: The cosmetics market has always been dominated by foreign brands. In recent years, with the development of the country, consumers' recognition of domestic products has gradually increased. Many new domestic cosmetics companies have developed, fully utilizing their innovation advantages, especially some emerging brands, which gain great popularity among young people. However, to ensure the long-term effectiveness of the brand, relevant personnel not only need to understand the brand effect, but also actively carry out brand management to promote the development of the enterprise. Based on this, this paper analyzes the significance of brand management in new domestic cosmetics enterprises from the perspective of e-commerce, clarifies specific management measures, in order to help staff strengthen brand awareness, improve management mechanisms, and promote the progress and development of the industry.

Key words: E-commerce; New Domestic Cosmetics Enterprises; Brand Measures

1. Introduction

With the rapid development of the Internet and the rapid rise of e-commerce, more and more consumers are inclined to online shopping, and the cosmetics industry is no exception. In this context, new Chinese brands are gradually emerging, and many brands are emerging in the domestic and international markets through e-commerce platforms, becoming popular brands for young consumers.

From this, it can be seen that as an important part of China's cosmetics industry, new domestic brands have broad prospects for future development. However, in order to establish a foothold and achieve sustainable development in the fiercely competitive cosmetics market, it is necessary to find suitable marketing strategies, shape a good

brand image, and combine the actual situation to promote the advantages of domestic brands and promote the transformation and development of the industry.

2. The Significance of Brand Management in New Domestic Cosmetics Enterprises from the Perspective of E-Commerce

2.1 Provide Diversified Marketing Methods

Due to the lack of a mature brand system in marketing for domestic cosmetics companies in the past, it is necessary to develop different marketing strategies based on the stage of brand development. Under the influence of e-commerce, new domestic cosmetics companies can adopt different marketing strategies based on their own brand development stages. For example, in the early stages of brand development, they can use celebrity endorsements, topic hype, and other methods to expand brand awareness.

In the mid-term of brand development, product quality can be improved by establishing professional laboratories and collaborating with professional colleges. In the later stage of brand development, product sales can be expanded through live streaming sales and other methods, fully leveraging the advantages of online channels to provide consumers with diversified consumption choices. In addition, with the addition of e-commerce, the informatization level of the cosmetics industry has been significantly improved. At this time, new domestic cosmetics enterprises can use this to carry out publicity activities, such as using portal websites, We-chat official account, etc.

2.2 Strengthen Brand Image

From the perspective of e-commerce, the brand image of the new domestic cosmetics industry is crucial, so the brand management of new domestic cosmetics enterprises should be based on consumer needs. It can be said that consumers' needs determine the direction of

brand management. In this regard, new domestic cosmetics companies will fully consider the psychological needs of consumers in their development, achieve stable improvement in product quality, and then continuously innovate and upgrade to make products more differentiated.

At the same time, new domestic cosmetics companies will pay more attention to shaping and promoting their brand image, continuously improving brand awareness and reputation. In addition, new domestic cosmetics companies always take product quality on top priority, ensuring product quality through scientific and strict production processes and management systems, providing consumers with more high-quality and healthy products, which can strengthen brand image and enhance brand influence.

3. Strategies for Brand Management of New Domestic Cosmetics Enterprises from the Perspective of E-Commerce

With the rapid development of China's economy and the strong support of national policies, a large number of domestic brands have risen up. They have quickly opened the market through various marketing means in the new era. At the same time, with the development of domestic e-commerce, more and more domestic brands have begun to go to the world through the Internet. At this point, brand management for new domestic cosmetics companies becomes particularly important. For cosmetics companies, brand management is the top priority for their development. Managers need to use a series of management methods to enhance consumer recognition and loyalty to product brands, thereby promoting product sales and revenue growth. They also need to standardize their own development models. Specific measures are as follows:

3.1 Strengthen Brand Awareness

Domestic cosmetics companies need to attach importance to the importance of brand strategy, strengthen brand awareness, and enhance their own brand management capabilities. In the development process of traditional domestic cosmetics enterprises, there are deficiencies in brand strategy management. This is mainly reflected in the lack of self positioning and understanding of the brand value of the enterprise.

With the rapid development of China's economy, domestic cosmetics companies have gradually grown and occupied a certain market share in the domestic market. However, due to the overall low level and weak competitiveness of Chinese cosmetics companies, domestic cosmetics companies need to recognize the importance of brand awareness in the development process of traditional domestic cosmetics companies, clarify their own brand value and positioning, identify their product characteristics and advantages, and strengthen brand awareness. In addition, it is necessary to determine one's own brand characteristics, highlight strengths and avoid weaknesses, and use flexible packaging reasonably.

3.2 Enhance Product Specialization

In the context of e-commerce, as a rising brand, domestic cosmetics companies should fully leverage their own advantages, increase product research and development efforts, cooperate with well-known domestic research institutions, and promote their high-quality products and R&D teams to the market.

For example, when developing cosmetics, they need to focus on sensitive skin and repair issues to meet the urgent needs of the public. Subsequently, in terms of marketing, the new domestic cosmetics industry should actively innovate marketing methods, using experiential marketing, fan economy, emotional marketing and other marketing methods.

In addition, it is necessary to establish a sound quality control mechanism and improve various aspects such as product research and development, production, and sales. Only by continuously improving one's professional level from all aspects can one stand out in the fierce market competition, gradually satisfy customers, and get rid of misunderstandings that are not in line with the name.

3.3 Promote Brand Cooperation

For new domestic cosmetics companies, building their own brand is not an overnight process, it requires a long-term process. Therefore, companies should actively cooperate with other cosmetics brands and leverage each other's brand influence to achieve their own development.

In this regard, it should be noted that by collaborating with other brands, they can fully leverage their brand resource advantages,

jointly create products, and also jointly launch joint products, thereby increasing consumers' purchasing interest. But in this process, new domestic cosmetics companies should pay attention to maintaining their own relationships with other cosmetics brands. When cooperating with other brands, they should always consider their own interests, especially in the process of cooperation, and not harm their own interests. In addition, relevant personnel need to rely on existing images and elements to carry out redesign, and also engage in cross-border cooperation, using set-up cosmetics and hiring spokespersons for promotion, in order to increase customer stickiness and achieve expected goals.

4. Conclusion

To sum up, with the rapid development of society, the popularity of the Internet and the awakening of consumer self-awareness, the consumer market has shown the characteristics of diversification, personalization and experience, and consumers' purchase behavior has gradually changed from offline to online. At this point, in order to maintain a

competitive advantage in the market, new domestic cosmetics companies must leverage their brand advantages, actively improve product quality, product innovation capabilities, and brand marketing capabilities, seize opportunities, increase investment, and create a new domestic cosmetics brand with good market awareness and competitiveness, so as to stand out in the fierce market competition.

References

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