

ANALYSIS OF ESTÉE LAUDER'S MARKETING STRATEGY IN CHINA

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ABSTRACT: Economic globalization and regional integration are developing rapidly, and the degree of market openness is gradually deepening. The economic connections between countries are becoming increasingly inseparable, allowing for the free flow of capital and goods on a global scale. As the second largest economy in the world, China has been steadily advancing since the reform and opening, with an expanding proportion of the middle class in society and a continuous increase in population, accompanied by increasing demands for living standards. Therefore, the development prospects of China's cosmetics market are very promising and are becoming the most promising part of the world cosmetics market, providing a good development prospect for Estée Lauder in China. This paper will take the Estée Lauder brand as an example, combine its internal and external environment, use SWOT analysis method to study and analyze Estée Lauder, and put forward corresponding suggestions based on the implementation status of the international marketing strategy of Estée Lauder brand in China and the 4Ps marketing mix theory. The market competition is extremely fierce, and the development of brands is becoming more and more important. I hope that through the analysis of the international marketing strategy of Estée Lauder Group, the importance of brand management and brand image building for an enterprise can be reflected.

Key words: *Estée Lauder; Marketing strategy; SWOT analysis*

I. INTRODUCTION

Facing the increasingly fierce competition in the global market, the global economy is becoming more and more integrated, and the risks of brand survival and development are also gradually increasing. Moreover, the outbreak has seriously affected many foreign trade enterprises. As the largest developing country, China has a large and unsaturated consumer market. Therefore, the cosmetics market in China has become the main target for many multinational enterprises to compete for the market. Firstly, this paper gives a brief introduction to Estée Lauder Group and analyses its competitive strategy in the China market. The fierce market competition makes the importance of brand development increasingly prominent. It is hoped that through the analysis of Estée Lauder Group's international operation strategy in China, the importance of corporate brand building will be reflected. It can provide reference for the formulation of scientific and reasonable brand marketing strategies for domestic cosmetics brands, as well as some useful suggestions for China cosmetics enterprises on how to establish competitive advantages and shape brand image.

II. ANALYSIS OF ESTÉE LAUDER'S MARKETING ENVIRONMENT IN CHINA

2.1 The Macroenvironment

2.1.1. Economic Environment

As the world's second largest consumer of cosmetics and the first largest emerging market for cosmetics, China's economic development is steady and promising, and its domestic demand potential is continuously released. In recent years, with the economic development and the continuous improvement of residents' consumption level, China's cosmetics industry has ushered in a golden period of rapid development. According to the "2020 China Cosmetics Industry Development Trend Report" data, the market size of China's cosmetics industry increased from 113.3 billion yuan in 2014 to 286 billion yuan in 2020, with an annual compound growth rate of 11.4%. Under the influence of the COVID-19 epidemic, the market scale of China's cosmetics industry still achieved positive growth in 2020.

On January 17, data released by the National Bureau of Statistics showed that China's gross domestic product (GDP) in 2022 was 1,120.7 billion yuan, up 3% year-on-year; Following the successive breakthroughs of RMB100 trillion and RMB110 trillion in 2020 and 2021, GDP has jumped to a new level. On a quarterly basis, year-on-year growth was 4.8% in the first quarter, 0.4% in the second quarter, 3.9% in the third quarter and 2.9% in the fourth quarter. From a month-on-month perspective, GDP in the fourth quarter was flat with that in the third quarter.

By industry, the added value of the primary industry was 883.5 billion yuan, up 4.1% year-on-year; The added value of the secondary industry was 481.64 billion yuan, up 3.8%. The added value of the tertiary industry was 638.98 billion yuan, up 2.3%. As a tertiary industry, the development prospect of daily chemical industry in China should not be underestimated. With the epidemic prevention and control entering a new stage, the implementation of various policies will continue to be refined, production and living order is expected to accelerate the recovery, and the endogenous power of economic growth will continue to accumulate and strengthen. China's economy will be generally better in 2023. Not only that, in recent years, the e-commerce industry has developed at a high speed and the scale of transactions has continued to expand in the "internet plus" wave. In the tide, a new form of cosmetics e-commerce emerged and developed rapidly, which triggered a "online shopping of cosmetics" boom. The cosmetics market in China is expanding continuously, and online shopping of cosmetics by consumers has become a fashion. Therefore, it is not difficult to see that China's cosmetics market has great potential and is becoming the most potential part of the world's cosmetics market, which provides a huge opportunity for Estee Lauder's development in China.

2.12 Social Environment

The epidemic of New Coronavirus Pneumonia has had a significant impact on most beauty brands around the world. Therefore, each major beauty brand continuously adjusts its marketing strategy and organizational structure to improve its cash flow reserve and profitability in order to cope with the impact of the epidemic.

In May 2019, Estee Lauder announced that it would buy Kylie Cosmetics, Tiatin's parent company, for \$1.5 billion. This is the first time Estee Lauder Group has acquired an Asian skin care brand. In a statement, Estee Lauder said: "Tijia Ting is one of the world's well-known professional skin care brands. The acquisition will further expand our scale and influence in the Asian market and provide further development opportunities for Tijia Ting."

In the face of changing market trends and consumer buying behavior, enterprises respond to changing risks by constantly developing new brands or products, or by acquiring niche brands. With a series of measures to adjust and improve, the global major beauty makeup group's revenue is expected to rebound in the next year. No matter it is research and development or acquisition, the competition of major foreign beauty cosmetics brands in China will enter a climax.

2.13 Political Environment

Affected by the supply-side structural reform, China's relevant policies support the development of the industry, and the government intends to attract outstanding foreign enterprises that are beneficial to the supply-side structural reform, which provides a good opportunity for the development of foreign-funded enterprises in China.

On January 1, 2021, the State Council issued the Regulation on the Supervision and Administration of Cosmetics, which means that the supervision of cosmetics will have a new legal basis. Not only has the basic requirements for cosmetics production and operation been clarified, but also various aspects of supervision and management have been standardized, further strengthening the regulatory responsibilities of the regulatory authorities for the quality and safety of cosmetics. Only when enterprises regulate their production and operation in accordance with the regulations can they ensure product quality and safety and protect consumers' health rights and interests. This will raise the threshold for entry into the cosmetics industry, have a greater impact on small and medium-sized cosmetics production and operation enterprises with imperfect quality systems, and be beneficial to the management of cosmetics enterprises with standardized production behavior and large production scale. This will greatly enhance the industry concentration. As one of the giants in the beauty empire, Estee Lauder is largest cosmetic and perfume company, has always been a professional brand. Therefore, this policy will be beneficial to Estee Lauder's long-term development in our country.

2.2 Microenvironment

2.21 Analysis of Estee Lauder's Internal Environment

Estee Lauder has always adhered to the business philosophy of "every woman can become beautiful and moving", while maintaining the continuity of classic products, continuously developing new products, continuously integrating new and high technologies, and establishing a unique brand image to refresh consumers. Since Estee Lauder entered the China market in 1993, they have established the first exclusive research and development laboratory in China and continue to invest in research and development, hoping to bring better products and services to consumers. Estee Lauder regards the localization strategy as the main strategy to narrow the distance with consumers. Through understanding the preferences of Chinese consumers in various aspects, Estee Lauder conducts demand research and development on the localization of international brands.

3 Analysis of Estee Lauder's Competitor

From the perspective of competitors, European and American brands have been established for a long time and have strong market competitiveness, such as L'Oréal and P&G; Japanese and Korean beauty brands are not far behind, such as Shiseido, Flower King, Amore, etc. Not only that, but also with China Brands of Tumeizhuang, such as Shanghai Jiahua and Baiqueling, grab market share in China. The market competition will never stop and the market situation changes rapidly. Estee Lauder needs to formulate flexible marketing strategies to cope with the fierce market competition.

Judging from the product segments, the small brown bottle series of Estee Lauder brand is similar to the market segments of Shiseido Red Waist and Lancome Black Bottle, while the platinum series of Estee Lauder is similar to the market segments of SKII series, Helena Rubinstein Green Bottle series and Lancome Pure series. Most of these competitors are foreign beauty cosmetics brands, and they also have good market response and high popularity in China. Although Estee Lauder is the best among them, it will be a big challenge how to stand out and become the focus.

2.22 Analysis of Estee Lauder Consumers

Since the reform and opening up, China's economy has developed steadily, which reflects the huge consumption potential of the China market. The expansion of the middle class makes skin care more and more important in life. For Asian consumers, they prefer whitening skin care products, while Estee Lauder's small brown bottle series and platinum series focus on anti-aging and firming, while focusing on whitening and spot fading, which will attract more local consumers in China.

The economic development is accompanied by the continuous improvement of people's requirements for product quality, which will motivate Estee Lauder brand to research and develop international products closer to the skin quality of China. Only by combining technology with the needs of consumers in China can it meet the strict requirements of consumers in China and win the favor of consumers in China.

III. THE SWOT ANALYSIS OF ESTEE LAUDER BRAND

3.1 Strengths

3.11 Strong ability of research and innovation

R&D innovation capability is the vitality of an enterprise and an important factor in whether a brand can keep up with the pace of the market and consumers. If an enterprise does not have the ability of independent research and development, it will not be able to maintain its technological leadership and participate in international competition, thus losing the foundation for its survival.

Estee Lauder places great emphasis on research and development and innovation. On September 24, 2022, Estee Lauder China Innovation and Research Center was officially opened in Shanghai. The center is Estee Lauder's third largest research and development center in the world, bringing together scientists, engineers and designers from all over the world. The center is committed to exploring the new integration of cutting-edge technology and China's creativity, creating "hard core" technology in the field of beauty makeup, and continuously driving innovation "acceleration" in the field of high-end beauty makeup. The research and development center has an experienced research team with diverse backgrounds, including academicians, senior experts and famous scholars from China Academy of Sciences and China Academy of Engineering.

Estee Lauder Group not only foresees the demand for high-level talents for research and development and continues to recruit talents, but also continuously trains and reserves future talents through internship program and two-year management trainee rotation program. This research and development center will soon become the first LEED and WELL Platinum-class dual-certified facility of Estee Lauder Group, and the Group's concept of sustainability is fully embodied here.

3.12 Good Brand Image

Brand image can indirectly reflect the degree of public recognition of a brand, and is also the standard of whether a brand is accepted by consumers. Brand image is directly proportional to consumer loyalty. Therefore, once a brand establishes a good brand image, it can not only retain existing customers, but also affect potential customers, making them gradually develop into loyal customers of the brand. This requires the brand to provide high-quality products and quality services. As a high-end international brand, Estee Lauder has high-quality products. The quality of the products will not be different due to different time or place, and the level of comfort of consumers will be improved.

3.2 Weaknesses

3.21 Taking the traditional channel as the main sales channel, it is greatly affected by the epidemic.

Due to Estee Lauder's noble and elegant style, physical stores are usually only opened in prosperous areas. In recent years, this traditional sales method has been severely impacted by the epidemic. However, apart

from the objective impact of the epidemic, Estee Lauder's future in China will not be smooth sailing in the face of increasingly fierce competition in the China market. Compared with the emerging online sales method, the disadvantages of Estee Lauder's traditional channel sales are increasingly obvious.

In FY2022, Estee Lauder's annual net sales amounted to US\$ 17.74 billion, representing a year-on-year increase of 9%. Net income is US\$ 2,408 million, a year-on-year decrease of 16%. The Asia-Pacific market, which had previously led the way in growth, did not perform well during the reporting period. After a rare 4% drop in the third quarter, it ultimately failed to reverse the situation throughout the financial year, with a 1% drop. Affected by various factors, a huge challenge has been given to the much-anticipated China market, and the results in the first half of the year remain under pressure.

3.22 The price of products in China market is high

Due to the high cost of beauty products and the 17% value-added tax and 30% consumption tax that the China market requires consumers to bear, the final product is priced higher. The overseas high-end products have a wide range of types and relatively affordable prices. Not only that, some countries and regions will also set up tax refund zones or duty-free shops, which will attract a large number of China consumers to spend, and the final sales will be counted into the corresponding overseas regions.

3.3 Opportunities

Affected by the COVID-19 epidemic, offline sales performance was weak, the e-commerce industry rose, and online live marketing developed rapidly, generating new brand marketing power. Online shopping is an important branch of e-commerce. As a typical representative of the new format of digital economy, the scale of online shopping transactions continues to maintain a rapid growth and has become an important force to promote the expansion of consumption. In 2020, in the face of the sudden COVID-19 epidemic, the role of online shopping in promoting consumption, hedging the impact of the epidemic and stabilizing economic growth has become more prominent.

In 2021, online retail sales reached RMB13.1 trillion, up 14.1% year-on-year. From the perspective of user size, the number of online shopping internet application users reached 842 million in 2021, and the utilization rate of internet users reached 81.6%. Through the establishment of online stores and real-time streaming media, also known as "live broadcast", the goal is to increase the brand's exposure and deepen the communication with customers. Therefore, Estee Lauder needs to put online marketing and brand promotion into practice, so as to more clearly identify and meet the actual needs of customers, thus enhancing customer satisfaction and loyalty. 2. China Beauty Makeup Market Has Great Potential With the continuous expansion of the opening up of the international market, the economic ties between countries have become closer, and capital and products are free to move around the world. As the second largest economy in the world, China's economy has been developing continuously since the reform and opening up. At the same time, people's demand for living standard has been increasing. Under the influence of the COVID-19 epidemic, the consumption capacity of the China market is still strong. China's overall economy is also showing a recovery trend. It can be seen from this that China's overall beauty market has strong resilience and good development prospects.

3.4 Threats

After nearly a century of deposition, Estee Lauder and L 'Oré al, as the leading brands in the beauty industry, have achieved great success in their international operations. L 'Oreal is a strong competitor to Estee Lauder in terms of brand structure, brand concept and sales strategy.

3.4.1 Brand Structure

In terms of acquisition strategy, L 'Oré al's brand structure is pyramid-shaped, i.e. tiered according to price: the closer to the top, the higher the price. Share technology and data across multiple brands within the Group, share data across multiple brands to analyze consumer needs and preferences, and allocate cost ratios based on hierarchical weights. L 'Oré al also emphasizes brand separation by segmenting different brands through brand positioning, marketing strategies and sales channels to meet the different needs of consumers of different ages.

3.4.2 Brand Concept

Different from Estee Lauder's core concept of "elegance and beauty", L 'Oré al's slogan of "you deserve to have" has spread to this day. L 'Oré al Group adheres to the concept of "meeting the ultimate needs of consumers with reasonable prices, the latest technology and the best quality products". Product quality and product packaging are at the same level as the counter brand. L 'Oré al Group continuously develops new products, improves service quality, and enables consumers to have the idea of "I deserve" L 'Oré al products, thus generating value recognition for L 'Oré al products.

3.4.3 Marketing Strategy

Advertising is a means to stimulate the potential of consumers. Although the founder of L'Oréal Group, Ou Ren, started his business through research and development and was not good at face-to-face sales, he realized that good products cannot be achieved only through good technology. First, he must let the public know and understand the product itself, and think it is worth it. Therefore, he began to use advertising to build the company's brand and reputation, and constantly innovate. In 1953, Ou Ren won the Oscar for his outstanding promotion ability and advertising planning ability. His creative marketing has made this brand lasting and become a model in the history of brand promotion in the world.

IV. MARKETING STATUS OF ESTEE LAUDER BRAND IN CHINA

4.1 Estee Lauder Brand Profile

Estee Lauder Group was born in 1946 and named after the founder of the brand, Estee Lauder. At first, it mainly sold a few skincare products. Estee Lauder Group has a history of several hundred years and has always been committed to developing and expanding its beauty business. At present, the company has grown into the world's largest manufacturer of cosmetics and skincare products, with more than 14,000 sales outlets, selling well in more than 130 countries and regions. Estee Lauder Group owns a number of brands: Estee Lauder, Aquamarine Mystery, Barbie Brown, TF, Clinique, Yuemu Source, etc. In the course of hundreds of years of development, Estee Lauder has been committed to technological innovation and breakthrough, adhering to the purpose of bringing beauty to every woman and telling the charm of women, and continuously focusing on the research and development and promotion of cosmetics. Estee Lauder, as one of the Group's well-known brands, owns a number of best-selling products with high degree of technological innovation and excellent product quality. It enjoys a good reputation in the industry and is well received by consumers all over the world.

4.2 Estee Lauder Brand Development in China

China's growing population and steady economic trend have enabled Estee Lauder Group to see the huge potential of the cosmetics market in China. Among them, the most important reason why Estee Lauder values the consumption market in China is the expansion of the middle class in China, which is also an important opportunity for Estee Lauder to develop rapidly in China. Estee Lauder has seized this opportunity and the senior management of the Group has continuously invested capital in China in the past 30 years, hoping to continuously expand its market share in China. So far, China has become one of Estee Lauder's fastest growing markets.

Since 1993, Estee Lauder Group has entered the China market. Until now, Estee Lauder's products in China include four series of products, including skin care, make-up, perfume and boutique products. Among them, the best-selling star product is Estee Lauder's Little Brown Bottle Series. Since its listing in 2006, Estee Lauder has been the best-selling beauty product in China market for 14 consecutive years. Estee Lauder has grown rapidly in the China market in the past 30 years and is well known and accepted by women consumers in China. China has almost become Estee Lauder's second hometown.

Although China's online sales and emerging markets provide Estee Lauder with good development opportunities, they also have some adverse effects. For example, the costs associated with Brexit in 2020 and the impact on China tariffs; In 2022, due to a new outbreak of the epidemic, the Hong Kong market in China suffered huge losses; In March 2022, there were many outbreaks in mainland China, which also caused certain market pressure. In addition, adverse exchange rate fluctuations will also have a certain adverse impact on the sales results in China and Hong Kong.

4.3 Estee Lauder Brand Marketing Shortcomings in China

Even though Estee Lauder is one of the best-known brands in the industry, it is difficult to avoid wrong marketing strategies in a complicated marketing environment. The problems are as follows:

4.3.1 Disadvantages of Traditional Sales Channels Appeared

The increasingly fierce market competition has prompted the retail industry to continuously open up new sales channels. Affected by the epidemic, new changes have taken place in the consumption environment and consumer behavior, with the traditional physical store sales first affected. Under the continuous impact of the COVID-19 epidemic, Estee Lauder closed down 10%-20% of its offline independent stores in the European and American markets, and announced a "Post Epidemic Plan" lasting for two years, while implementing large-scale layoffs to cope with changes in consumer behavior and consumption environment. In the process of adapting to the new changes, the advantages of traditional channels and offline stores have decreased, and the problem of single e-commerce channels has gradually emerged.

4.3.2 Value-added Services Are Less Attractive

Up to now, Estee Lauder's value-added services for different levels of users are relatively general and have low differentiation. The gifts received by consumers after purchasing products are only limited to trial-use clothes or small objects. Similar to other brands in the same industry, Estee Lauder does not have any special outstanding features and is not attractive to consumers.

4.3.3 Advertising and revenue are not equal.

In order to cope with the impact of the COVID-19 epidemic on sales, Estee Lauder chose to increase its advertising efforts. At the same time, all kinds of social media platforms, boastful marketing accounts and mixed marketing videos have the phenomenon of excessive duplication of content, which easily causes consumers to become bored and resistant. It may have a negative impact on the promotion of brand image, and it cannot tap potential users and lacks of identity. Therefore, in terms of promotion and marketing, the advertising of Estee Lauder brand is not accurate, ignoring the segmentation of market and product categories, which will result in marketing waste.

4.3.4 Frequent Increases in Product Prices

The reasons for the regular increase in the retail price of Estee Lauder's medium and high-end products are as follows: First, it is affected by various cost fluctuations such as logistics, raw materials, technology research and development, labor and so on; Secondly, the brand hopes to gain more market share in China by raising the brand premium; Finally, Estee Lauder incurred high marketing expenses in order to raise the brand awareness and establish the brand image by putting in a large number of advertisements.

The constant increase in product prices by brand parties may lead to two situations. First, consumers' desire to buy the same goods at the same price or at a lower price is becoming more and more intense, leading them to prefer to purchase through unofficial channels. Products in unofficial channels are often difficult to distinguish between true and false, which makes it difficult for brand parties to establish a good image and reputation. Second, rising commodity prices will cause consumers to choose other brands with more affordable prices as substitutes, which will reduce Estee Lauder's product demand and sales volume.

4.3.5 The Number of Explosive Products Is Small

Although Estee Lauder has a wide range of skin care products, there are few products as popular as the ANR Brown Bottle Series. For the TimeZone series and the Red Pomegranate series, social awareness is low, loyal consumers are few, and the public's desire to buy is not strong. Therefore, the brand party should not only pay attention to the great contribution made by the small brown bottle series to the performance, but also pay more attention to the operation and sales of other unpopular products.

Table 4-1 Effects of Different Series of Estee Lauder

Family name	Main efficacy	For skin problems
Repair and activation series	Activating and repairing	Years cause skin to be damaged, dry and rough.
Red pomegranate series	Discharging turbidity and brightening skin	Tired, dull, and yellowish skin
Multi-effect Zhiyan Series	Activating and repairing	(Mature Muscle) Wrinkles, Relaxation
Specializing in the research of tight plastic series	Anti-aging and skin rejuvenation	(Mature Muscle) Wrinkles, Relaxation
Crystal clear white series	Whitening and speckle reduction	Pigmentation, melanin and dull complexion
Elastic compaction series	Compact and elastic	(mature muscle) contour is not obvious
Youth Anti-wrinkle Moisturizing Series	Moisturize and resist wrinkle	(light mature muscle) fine lines and fine lines
High purity deep seaweed series	Toning skin and removing oil	(oily skin) too much oil and large pores

V. SUGGESTIONS ON THE IMPROVEMENT OF ESTEE LAUDER BRAND'S MARKETING STRATEGY IN CHINA - USING 4PS MARKETING MIX STRATEGY

5.1 Products

As the most important factor in marketing, products need brand parties to identify the needs of consumers to provide the corresponding products and bring various additional values and services around the products. Estee Lauder can pay attention to product mix in marketing and design various explosive combinations to enhance consumers' sense of use as well as sales volume and increase customers' stickiness. Estee Lauder can also integrate resources to add value to the product, making consumers feel that the value of the product is much higher than the price of the product, so as to maximize the benefits of users' use costs. Estee Lauder also needs to focus on how to enhance the added value of the products. For example, during the epidemic period, people stayed at home longer. The Estee Lauder brand can change the products' giveaways from product samples or other beauty makeup surroundings into home products, and integrate brand aesthetics into consumers' daily lives. At the same time, consumers should pay attention to the integrity of the use of products after purchase, not only focus on brand extension, how to avoid market homogenization is one of the important topics in product marketing.

5.2 Promotion

The main purpose of promotion strategy is to determine the theme of promotion, select promotion methods, formulate promotion plans, design promotion plans and a series of processes through the analysis of consumer demand, and finally realize the sale of goods.

Advertising is an important means of promotion. When formulating advertising strategies, Estee Lauder brand should design differentiated communication channels and methods, use novel advertising forms, segment functional skin care needs, create differentiated brand experience, and enhance consumers' purchase desire.

Estee Lauder should not be confined to a single industry. It can realize cross-border marketing to promote the public's understanding and cognition of the brand, enhance the brand image and promote sales. Generally speaking, cross-border marketing is also known as "joint brand", which is a kind of communication and collision between the trend of cultural aesthetics and high-quality products. The greatest advantage of cross-border cooperation is that the user experiences are complementary, the brands are integrated with each other, and the publicity is deeper and wider.

5.3 Price

Prices affect demand. For Estee Lauder Brown Bottle Series, the product price is regularly increased, which will lead to a decrease in demand. In the long run, consumers will not pay for the brand premium if the brand just pursues it. Therefore, Estee Lauder brand should make a product price strategy from three aspects of cost, customers and competitors. For high-end positioned products, a write-off pricing approach can be used as the demand for such products is subject to less price volatility; for mid-tier products, product pricing should be carefully considered to prevent over-pricing from reducing product sales.

5.4 Channels

In the whole marketing process, the selection of marketing channels is a very important link, which is directly related to whether an enterprise can successfully achieve its sales growth and strategic objectives. The brand should pay attention to various e-commerce channels such as B2C and O2O, so as to obtain competitive advantages and continue to expand its market share.

With the continuous development of science and technology and the acceleration of the pace of life, Estee Lauder should pay more attention to how to provide customers with a faster and more convenient way of shopping. For offline stores, considering that some consumers have differences in age and habits of using electronic products, the face-to-face shopping guide service will still be retained to provide customers with help and suggestions to optimize the shopping experience of consumers. For online stores, true efficiency and convenience are required. Let consumers understand various products through one mobile phone and realize purchase. It not only provides convenience for consumers, but also saves the operating cost of the brand and reduces the workload of staff.

VI. CONCLUSION

In this paper, according to Estee Lauder's marketing environment and its current marketing situation in China, using SWOT analysis and 4Ps marketing mix theory to analyze Estee Lauder's marketing advantages and disadvantages, put forward corresponding suggestions and draw the following conclusions:

The beauty industry is in the stage of product upgrading and technology development. Estee Lauder can strengthen cooperation with first-class laboratories to shorten the development time and quickly occupy the market. Diversified commodity combinations can maximize the benefits of commodities and reduce the price sensitivity of customers. Scientific pricing of best-selling goods to improve customer loyalty to the brand.

Whether it is an emerging online sales channel or an offline traditional sales channel, it should be used rationally, not to lose sight of one thing and lose sight of the other. It should be made clear that the purpose of sales is to meet the needs of consumers and enhance their shopping experience. Estee Lauder should focus on corporate culture and brand spirit, and focus on training a professional marketing, public relations, online sales and after-sales team to reduce marketing errors and avoid blind expansion. Based on the differentiated needs of consumers, the consumer groups and the market are subdivided, so as to achieve the purpose of accurate marketing, ensure the successful implementation of the marketing mix strategy, strengthen the brand image, and ultimately achieve the strategic goal of brand marketing.

In the international marketing strategy, brand management is an indispensable part and occupies a pivotal position. Brand equity is a very important concept, which is closely related to brand loyalty and is still used to measure the overall value of a brand. Therefore, Estee Lauder's marketing strategy needs to dig deeper into brand equity. In addition, the company's resources, products, services, consumer habits, competitors, etc., are all factors that need to be considered. On this basis, according to the actual needs of customers, a marketing strategy suitable for the customers' needs is quickly worked out, so that the brand image of the enterprise can be synchronized with the development of the enterprise and the brand advantage of the enterprise can be established. In the context of global economic integration, Estee Lauder should, while developing, consider the brand concept, brand structure, brand image and other aspects according to her own national conditions, take products and customers as the core of marketing, and formulate a set of scientific and reasonable marketing strategies according to her own actual conditions, so as to gain a firm foothold in the competitive China market for a long time.

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