

SUCCESSFUL STRATEGIES FOR ONLINE BEAUTY PRODUCTS MARKETING

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ABSTRACT

The continually increasing in online searching and purchasing of Thai consumer behaviors contributed the online trading opportunities were abroad and expand to 600 million consumers. Cosmetic and beauty products were the top 5 popular products in Thailand since 2014. This research aimed to study online marketing strategies for beauty products and was a qualitative research. Sample group were 8 entrepreneurs who operate online business in beauty products, and 7 consumers who bought beauty products through online, collecting data through in-depth interview and analyzed results with content analysis. The result of the study was a descriptive presentation, the findings found that the successful strategies for beauty products online marketing were: 1) knowing your business. 2) knowing of social network 3) using influencers in online society. 4) having variety of channels and applications 5) using social network and 6) connecting online to offline mode.

Keyword: online marketing, beauty products, success

INTRODUCTION

At present online business in Thailand was a one of very interesting businesses, in the past 3-4 years online business was a business in high competitive market with expanding and continually growing every year and with the widespread internet expansion contributed the internet usage rate was increasing as well, which according to current consumer behaviors that mainly focused on convenience and speed, caused both of small and large entrepreneurs more realize the importance of technology and online communication, therefore expanded channels of trading products and services through new marketing which were online marketing or called e-commerce business. Online marketing or e-commerce had come to Thailand for about 10 years and was increasing rapidly, with the strength of online marketing or e-commerce that were fast and convenient because of just having a website, that was like having a store around the world and unlimited time matters, because of products and services availability 24 hours a day, every day, no holidays, that caused to be more competitive in terms of timing responding to the needs of customer product, customers needed products immediately and paid more to try new products and services before anyone else.

Therefore, the current online business was important that contributed to increase the amount of products and services, including various types of fast distribution made competitive advantage in first delivering products to customers and customer needed new products all times. (Panuwat Rattanadit, 2012). The rise of the beauty business and various consumer behavior changing due to develop beauty products in responding to consumer needs, especially the development of product sales channels through online media. In the past, Thailand's e-commerce business had stepping growth, businesses viewed e-commerce as the main sales

channel of consumers entrant and also the entrancing of service provider from abroad causing competition in services to meet the consumers need as much as possible both of online payment systems that had plenty of developments in terms of safety and reliability or having a product management system and transporting to the destination with cash on delivery.

Studying about successful online business strategies, therefore it was interesting in order to use the information obtained from research studies to develop strategies in the beauty products business including related businesses. The development of potential business in accordance with the behavior of consumers that changed according to the social environment and technology, contributed to meet the needs of consumers in order to create sustainable income for the country and became an online business globally leader in beauty products.

Objective

To studied online beauty product marketing strategies.

LITERATURE REVIEWS

E-business marketing concepts contributed in highly benefits to organization, due to clearly identified who were the consumers and what were their purposes via email. The chatroom was able to record consumer information and resulted to anticipate the consumers need, which contributed to effectively respond to customer satisfaction with maximum benefits. In addition the benefits of e-marketing were including 1) Sell: increasing sales due to the more channels contributed in serving of current and new customers 2) Service: easy access anytime 3) Speak: reducing the gap between entrepreneurs and consumers through communications 4) Save: reducing costs or substitute operating costs.5) Sizzle: Making the brand more known that contributed to formulate online marketing strategies which was extremely important especially for products or online service providers and necessary to understand new marketing models among technology changing also, penetrated into target with maximum efficiency and customer access through online marketing principles.

Online marketing was not just about having a website, Facebook or online marketing tools. The information that can respond to customer needs was important. The e-marketing processes which reached directly and maximize benefits to target with the following marketing procedures

1. Situation analyzing by considering the organizational factors and market positioning in any aspects in order to know the current organizational position that included with marketing situations, products, competition, distribution and other factors which contributed to opportunities analysis and

be aware of treats in order to determine development direction of marketing plans.

2) Objective was what the organization wanted to be, which were due to formulated the objectives. The objective explained the reasons or the consequences that arose from electronic marketing.

3) Strategy meant a method of strategic plan to drive the organization into an objective or according to setting-up success through strategic tools which according to formulated strategies.

4) Tactics meant planning operations through tools and marketing mix which were the approaches contributed the marketers to formulate structures and methods to reach the target group.

5) Action meant procedure that demonstrate the potential of the formulated marketing plan to achieve the established marketing objectives and strategies, indicated obvious procedures of how to work, when, with whom, cost and responsible person in departments.

6) Control was considered the final part of the marketing plan in order to monitor the progress or action of the marketing plan which measured the results. Analytical thinking was necessary to marketing aspects together contributed to control the action plan according goals and change monitoring (Smith & Chaffey, 2005)

The success of online marketing.

Online marketing had 5 principles as following

1. Data management planning, the advantage of online marketing was measuring the number of people who clicked to visit the website or the person who registered for participation with enormous information. Marketers must plan manage of current information that were truly desirable due to collect useful data storage.

2. Unforced consumers, internet users had many options for long time waiting. If the website took too long to appear or unavailable information, consumers decided to leave the website. This reason, it had to be advertised seamlessly with the website content or to enter creativity into content for advertisement consumer participation.

3. Easy and fast, the world wide web had many interesting websites, so advertisement on the internet should present only the details that consumers want, too much words or colorful contents were not desirable, even using the advertising bar or banner should bring consumers to the website were useful because of without many times click.

4. Monitor the brand image regularly that to know what was social online talking, the negative talking should be solved immediately for products or products improvement and understood to handle negatively branded communication.

5. Use the internet to eliminate weaknesses of other media. Online media used to eliminate the weaknesses of other media, such as repeating full version of ads on website contributed to eliminate unrepeatable media on television with high expenses. In addition, online also contributed to eliminate the disadvantages of event due to limited participants by using live broadcasts on the website that spread knowledge to non-participation (Marketeer, 2007).

METHODOLOGY

This research was a qualitative research. The sample were 8 entrepreneurs who at least 3 years operated online beauty products business beauty products and 7 consumers who bought online at least once a month on beauty product, The tools used in the research were 2 interview forms, one for entrepreneur interview and the one for consumers. Data collection with in-depth interview, analyzed results with content analysis and summarized the findings on descriptive approach.

FINDINGS

The findings from interviewing to successful strategies of online marketing strategies with the following techniques

1. Knowing your own business that what you wanted to sell and whom, who was the target group and which group can be penetrated to become customers then knowing these contributed to make marketing plan and found out what the target was interested in both of current popularity and applied to business.

2. Knowing social Network that connected everyone around the world and Thailand together. More than 14 million Thai people who not only used Facebook and tended to rise every day but Youtube, Line, Twitter or Instagram also that approached towards social.

3. Using social online influencers, who influenced to social online through following, net idols, actors or celebrities who will participate and have a role in creating and influencing the decisions of followers. Making people conform their thinking that obviously indicated Facebook or online celebrities made sales and reviews for interested people as the channel which made the trust in business and increasing sales.

4. There were the various communication channels and apps., there were increasing number of online communication channels and applications that made it easier to communicate with customers.

5. Using social network as online social network that connected business owners, marketers or entrepreneurs with customers through easier communication. There were also many new adding features which planned to spread widely for information and as much as possible sharing.

6. Connecting online to offline mode, online marketing was important to business in order to stimulate and connect the offline world or the store business more, whether receiving transaction information via QR Code at the point of sale, advertising or discount linkage, restaurant promotions, various products via online that contributed to expand the customer and increase sales

RECOMMENDATIONS

1. Online entrepreneurs should study trends of social media online and the popularity which can extend their businesses.

2. Online entrepreneurs should expand channels and applications that more facilitated and interacted with customers than previous apps such as Line, Instagram, Twitter, Facebook, Messenger which the more channels the more customer access.

3. Entrepreneurs must create content or interesting things to mass of public via sharing, forwarding, access and awareness

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