Discussion and Analysis of the Price and Exhibit of Beauty Commodities Sold in Large-Scale Retail Channels

Mei-Li Chou¹, Cheng-Che Chiang², Jr-Ching Chiu³, Dai-Chi Yang⁴
1: Associate Professor, Department of Marketing and Logistics, Far East University
2: Assistant Professor, Department of Business Administration, Far East University
3: Graduate Student, Department of Literature, Nanhua University
4: Student, Department of Industrial and Business Management, Far East University

Abstract

Beauty commodities sold in large-scale retail channels is a common phenomenon at present. It appears prosaic in the ways of the beauty commodity positions, the prices, and the promotion techniques; however, many commercial thoughts are involved. In this paper, four large-scale retail channels (RT-mart, Carrefour, Fe-geant, Taisugar) are as the research objects of observation. The sale prices and the exhibition ways of beauty commodities in the four channels were analyzed and evaluated. Based on the research findings, even though the price differences among over-the-counter beauty commodities in the four channels were shown, the common principles referring to the commodity arrangement were found. It is hoped that the research results can become references to observe the marketing developments and thoughts of beauty commodity practitioners.

Keywords: retail channel, price, beauty commodity