

Analysis of Chanel's Marketing Under The Global Epidemic and Consumption "Younger"

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Abstract. In the era of gradually "younger" consumption, luxury goods are still a category of products sought after by consumers, and Chanel is one of the many sought-after luxury brands. The purpose of this article was to explore what advantages Chanel has in marketing to secure its position in luxury goods and how Chanel can better develop in the future in the context of "younger" consumption and the global impact of the Corona Virus Disease 2019. This article utilized the Marketing Mix Theory in the SWOT analysis method to analyze Chanel. This article concludes that Chanel has the characteristics of high-quality products. This meets the needs of different consumers and can gain customer loyalty to a large extent. However, the target group of the product is locked, which makes the male customers the potential to lose. The means of promotion is too single, and the market positioning of place is too It is too limited. As a result, the consumer group does not increase but decreases, and there are problems in the location of publicity and physical stores, which will lead to the loss of potential customers.

Keywords: Marketing, SWOT analysis, Marketing Mix Theory.

1. Introduction

1.1 Research Background

In today's new era, shopping consumption has become a daily pastime of people, and luxury goods are the most enduring items that people are keen to buy. Different industries have flourishing development times, and will eventually face the risk of decline. However, luxury goods are indeed the ablest to fight against time and trends. People's admiration for luxury goods has never been reduced. Nowadays, the whole world is shrouded in the haze of the epidemic (novel coronavirus), and many industries, businesses, and enterprises are affected by it. Major luxury brands are also facing this situation, but luxury is also the one with less impact. At the beginning of 2020, the epidemic began to spread all over the world. Because luxury goods are often sold at different retail prices by region, and the price difference is sometimes very large, people used to choose to go abroad to buy luxury goods or look for overseas purchasing agents to obtain their favorite items, but the emergence of the epidemic limited all these behaviors. Luxury markets in various countries have begun to enter the era of localization, and the prospect of marketing is facing constant reshaping. Facing this situation, to meet the growing demand of the local market, luxury brands have begun to step up the establishment and expansion of supply networks while taking into account the quality of products, which is the most critical period to test whether major luxury brands can complete a good job in marketing in the face of an emergency.

Chanel is one of many well-known luxury brands, and the brand's development is also booming. Chanel started as a small millinery store. At the beginning of the 20th century, the brand was founded in 1910. Chanel originated in France, and today it mainly deals in high-end leather bags and perfumes. Chanel is known as the eternal Chanel, not because it is a luxury, but because Chanel represents female autonomy and is also a symbol of women in the new era. Affected by the epidemic, Chanel's overall sales revenue fell sharply, and the European market was the most affected. The Asia-Pacific region was not affected much due to the return of overseas consumption to the local market and its better ability to withstand pressure. However, due to the restrictions of the epidemic People's travel, Chanel's airport duty-free shops in various regions are facing closures, and marketing has stopped.

Regarding Chanel's marketing, Chanel's marketing has penetrated people's daily life and affects the pursuit of beauty, Zinaida and Taran conducted exploration in 2015 on how Chanel's marketing attracts consumers through brand strategy. They mentioned marketing: How to change people's perceptions, Chanel weaves a tapestry of personal stories, history and colorful historical anecdotes [1]. In their analysis, Chanel's marketing through advertising to promote historical stories was revealed. Here it is demonstrated that Chanel applied for the position in perfect marketing, and also gained a large number of consumers who are keen on Chanel. To establish the status of its brand in the luxury market, Chanel has done more than just publicity and marketing. As early as 2012, there was an analysis of Chanel's organizational management and product innovation. The main content of the analysis was to emphasize Chanel's advantages. The strength of the brand stems from the continuous progress of the founder Coco Chanel's creativity and the company's originality, brand identity, and corporate identity [2]. Therefore, the stability of Chanel's position is not only due to marketing, but also to the company's internal organization and management, the continuous design and update of products, and the uniqueness of product originality are its advantages.

The most notable thing is that Chanel itself mainly designs women's products and speaks for women, which has built a good brand reputation for the brand. In an article in 2017, the female aspect of Chanel's brand promotion was discussed. The theme highlights some important aspects of the brand and its identity, without ignoring the mythological and historical aspects, which identify its friendly foundations with the concept of femininity [3]. Today the Chanel name is synonymous with femininity, just this, Chanel has virtually gained a large number of female consumers and people who speak for women, and the brand strategy has been established in this way.

1.2 Research Gap

Although there are many investigations on luxury brands, the outbreak of the global epidemic in 2020 has become a turning point for all major industries. As one of many luxury brands, Chanel has also been affected. No matter the marketing strategy, target market, and market positioning, there have been changes. The brand strategy also has a new development trend. At the same time, consumer groups have changed significantly in recent years, and youth is the development trend of the new era. Therefore, in addition to the impact of the epidemic, Chanel is also faced with how to keep up with the new rhythm of the times, so that brand products and brand markets become younger.

One of Chanel's main products is designed for women, but now men also pay attention to personal appearance, skin care, wear, and fashion. The demand for Chanel's admirers is rising, however, Chanel's main products do not touch every aspect, in this way, many potential consumers may lose and even lead such consumers to competitors, weakening their competitiveness. On the other hand, the epidemic has severely damaged Chanel's sales network. The channels such as tourist purchases and overseas agency purchases cannot maintain the normal sales level. The distribution channel is the key to marketing. The reduction or stagnation of the distribution channel will directly affect the final sales revenue. However, Chanel itself has the problem that product localization is not deep enough. Although the number of offline stores is expanding, Chanel has not designed representative products for a specific region. Especially in the current epidemic situation, when consumption returns to the local market, the importance of local elements becomes more prominent, which also leads to the loss of competitive intangible assets. The emergence of a series of problems is a new challenge to Chanel, which is precisely why a new exploration of Chanel is needed. Therefore, the following content will also focus on the analysis of Chanel's new marketing model in the new environment affected by the epidemic.

1.3 Fill the Gap

The change in Chanel's current marketing mode that will be discussed next will be analyzed and studied through 4P marketing theory. The analysis method adopts the SWOT analysis method. In the process of changing the market, efforts to improve the company's strategic development process have led to a series of methods, the most popular of which is SWOT analysis [4]. Therefore, this article

will combine the 4P theory and SWOT analysis method to verify and discuss and summarize the improvement and shortcomings of Chanel's overall marketing strategy.

2. Literature Review

2.1 Definition of 4Ps

Marketing mix theory, which is generated with the marketing mix theory. The marketing mix theory mainly analyzes the marketing from different marketing elements that will affect the marketing variables to better conduct marketing. The four "Ps" of 4P marketing theory represent the product, price, channel, and promotion respectively.

The product represents not only the sales field of the product but also the quality of the product itself and the after-sales service of the product. The product and service are integrated, and both should be considered to maximize the role of the product. Therefore, some scholars have studied the field of 4P marketing theory for a long time and state that when brands or enterprises provide observable signals to transmit product quality information, this issue is particularly meaningful to marketing [5]. The selling point of the product also lies in the design and efficacy of the product itself. Only by focusing on the unique selling point and maintaining the function and quality of the product can the marketing be competitive.

Price is the key factor to determine the purchase group. Some early scholars made an investigation in this regard and concluded that emerging markets show one of the four constraints, that is, constraints related to wealth [6]. The price positioning interval determines the level of consumer groups. Exploit market positioning to customize reasonable prices, and apply price strategies to create value. Brand strategies of different enterprises are based on product pricing, and the brand gold content will change substantially according to different product pricing.

Place, a good distribution channel will establish a good relationship between a brand or enterprise and consumers. Enterprises will not directly face consumers. Most enterprises will contact consumers through dealers and different sales networks. After consumers contact the products of the enterprise or brand, the relevant feedback will also be fed back to the enterprise through the distribution channel, and the enterprise will make corresponding strategies to respond to consumers.

Promotion is a part of the knowledge of promotion. The focus of promotion is not on sales, but a marketing method for the industry to advertise brand products through public relations, media, e-commerce, etc. Whether the product is really good or not is not just because the developer asserts its quality is excellent and its function is complete. If the consumer knows nothing about the product and cannot access the product, the product marketing is useless. Therefore, the significance of promotion is to improve product familiarity through reasonable publicity.

2.2 Important Results

Each link of the 4P theory has a role that cannot be underestimated in marketing, and the 4P theory has laid the foundation for the theoretical development of marketing.

Product. Regarding the product, as mentioned earlier, the quality and function of the product all affect the consumer's willingness to buy and the customer's preferences. The performance of the product in all aspects determines the degree of attractiveness of the product to consumers or the market. The better the product, the larger the number of customers it attracts, which is directly proportional. This idea has already been confirmed by many scholars. In 1962, two scholars, Kuehn and Day studied what kind of product features are attractive to what percentage of the market through comparative tests when they were investigating product quality strategies, and what is the most promising direction for new or improved products [7]. Through these analyses, they outline the impact of product differentiation on consumer identification and the strong link between product characteristics and consumer preference matching. In a 1978 analysis, some scholars once again applied the quality marginal valuation method to confirm that the monopoly demand condition may be that the complete separation of all markets will not bring benefits to the seller, but will gather

customers with different tastes with the same product [8]. This also reflects that different products are to meet the needs of different consumers, and both product quality and the product itself determine the division of the consumer market. A few years later, Jacobson & Aaker further recognized the importance of product quality. Whether in the market or in the evaluation of an enterprise itself, the results obtained by the two scholars when discussing the strategic role of product quality show that product quality is important. In importance, successful implementation of a quality strategy can promote high profits, both in the context of focus and market share [9].

Price. Regarding the price in the 4Ps, price is an uncertain and variable factor, and different prices correspond to consumer groups with different living standards. However, no matter how high or low the price is, there are always people who are willing to consume products that they assert are worthwhile, but this consumption is still based on consumers' adaptability to price and perception of products, so products and prices will be consistent with consumers' preferences related. Prof. Researchers have demonstrated the relationship between product price and consumer preference in his analysis of product-perceived pricing strategies. Prof. Lambert showed that, within a product line, preference for higher prices is related to consumers' preference for product-specific features. Perceived about [10]. Some studies further verify that the factors that affect product prices come from many aspects, and consumer acceptance is only one of them. Singh mentioned in his article on the 4P theory of marketing that the most important factor in pricing is to determine the cost of the product, the marketing strategy Costs related to distribution, advertising, or any kind of price changes in the market [11]. This is a further discovery and analysis of the factors that influence prices. Therefore, in the subsequent investigation also based on the Marketing mix of 4P's, some scholars have summarized the factor of price, which is considered to be the only element of the marketing mix, generating revenue and the most important factor of customer satisfaction and loyalty [12]. The article combines the relationship between the price factor in the 4Ps and the various factors in the market for consumers and businesses.

Place. Regarding place, place refers not only to a product's selected target market but also to the distribution channel of the product. The place is also a link in serving consumers, which to some extent affects customer-facing convenience. The place has a direct impact on the company's position in the competitive market, so some scholars have long concluded that the place of the distribution channel is crucial to the physical distribution when they analyze the elements of 'the marketing mix because the place It is the arena where marketing and logistics finally enter the consumer transaction [13]. Only with good place selection can industries directly hit consumers and products can be better marketed. As one of the marketing tools, the place can help companies or brands to formulate relevant marketing strategies within a certain period. In addition to enhancing the competitiveness of the industry, some scholars have also added that place as a role in the investigation of the marketing mix. Tools that can be exploited to develop long-term strategies as well as short-term strategies [14]. At a later time, Dominici concluded that place is all that is necessary to smooth the exchange process, and this application in a digital environment requires adding elements of the buying process to the mix as a key feature of place [15]. This goes further and Demonstrates the power and importance of place in marketing.

Promotion. Promotion is a bridge of communication between customers and the industry. Different promotion methods can build connections with consumers. Salespeople are the key element of initial promotion. As early as 1998, scholars have been investigating promotion in marketing. When it comes to business-to-business marketing transactions, the salesperson is an important agent in establishing the relationship between customers and institutions [16]. This confirms the role of salespersons as part of the promotion chain. In the subsequent market development process, more companies put the focus of promotion on advertising and promotion, and advertising has become another key element. Based on the previous exploration, some scholars have further explored that there are two marketing variables in particular. Worth watching: Advertising and promotion, the expenditures on advertising and promotion are large compared to other forms of marketing activities [17]. However, the analysis of scholars such as Steenkamp in 2018 showed that advertising promotion

also has certain limitations, and there are better ways than advertising promotion. Price promotions are more common than advertising revenue, price promotions usually yield faster results than advertising [18]. So, there are many ways to promote promotions, but each will change in effectiveness over time, but promotions are still One of the main ways businesses are willing to spend time and effort to build brand awareness and attract consumers.

2.3 Summary

As mentioned above, the above analysis of some related theories well reflects the role of marketing theory in marketing, and also reflects the reason why the article chooses to apply marketing mix theory to analyze Chanel's marketing. 4P marketing theory will help me to better analyze Chanel's product performance and characteristics in this article, visually evaluate how it conducts product services to attract consumer groups so that consumers can actively consume Chanel's price strategy. At the same time, explorers can also explore how Chanel can quickly recover its sales revenue under the impact of the epidemic through its promotion and distribution channels. On the other hand, according to the views of different investigator, this article will deeply analyze whether Chanel has applied the 4P theory perfectly and whether more marketing factors will be applied to affect Chanel's marketing variables in the future.

3. Method

3.1 Research Design

The four letters of "SWOT" represent strengths, weaknesses, opportunities, and threats respectively. Through the analysis of these four aspects, it is easy to explore what enterprises can complete and what enterprises may be able to conduct. The focus of SWOT is to analyze the strategic actions proposed by the organization [19]. Based on the previous investigation, this analysis method can well analyze the current situation of the enterprise and can better formulate future development strategies and plans based on the analysis results. And Rizzo and Kim also mentioned in 2005 that SWOT analysis is a commonly applied framework in the business world to analyze the factors that affect a company's competitive position in the market. With a view to the future, it can be effectively applied to evaluate and guide any organization that aims to accomplish its mission. organized human effort [20].

At the same time, combining qualitative analysis is an effective method of analysis, and stereotyped case studies lie in their ability to explain commonalities in real-world situations [21]. It is an established analysis method. Therefore, although there are many general methods for the exploration and discussion of Chanel, the fields adapted to each method are also different, and each has its advantages and disadvantages. Chanel belongs to a luxury brand and the market it is in is based on its competitiveness and its status Looking at the potential for future development, the SWOT analysis method can better analyze it. Therefore, this article will conduct a qualitative analysis of Chanel, using the SWOT analysis method to explain it.

3.2 Data collection

Chanel is a luxury company specializing in haute couture and ready-to-wear, luxury goods, and accessories. Among the global luxury brands, Chanel is one of the largest brands alongside LVMH's Louis Vuitton. The results of the analysis show that Chanel's approach to achieving its goals through the utilization of basic business resources such as corporate philosophy, human resources, organization, technology, and skills inheritance has enabled it to maintain its status as a top luxury brand since the company's inception [22]. Chanel is enduring Enduring, eternal, and keeping pace with the development of the times, in a sense, its brand status is unshakable. At present, due to the global invasion of the epidemic, all walks of life have been affected, and Chanel is no exception. In the early days of the epidemic, due to policy restrictions at airports around the world, the sales of various brand counters were severely damaged, and even almost closed. A large part of Chanel's sales

revenue came from global tourism consumption, as well as the consumption season income of major duty-free shops. However, at the moment of the epidemic, this part of the sales revenue is facing stagnation. Chanel has announced a shutdown for the safety of employees and consumers during the epidemic. But during the shutdown, Chanel is also making a series of preparations for the recovery after the epidemic. Until now, Chanel is still struggling with how to market under the epidemic.

3.3 SWOT analysis

3.3.1 Strength

Chanel has a stable development because Chanel has a corresponding marketing advantage in every aspect of the marketing mix in marketing. Chanel has advantages in its products. As mentioned before, Chanel speaks for women, and its products are mainly women's products. The design and quality of the products exude a noble and simple charm. Chanel has conquered a lot by taking advantage of this. of female consumers. The most successful thing Chanel products execute is that the logo design of the product makes the product unique. In this way, the appearance of the product is applied to improve the recognition of the brand. Chanel's logo is composed of simple black and white. These two colors and the two "Cs" in its logo represent the characteristics of Chanel products [23]. Similarly, from the beginning of development to the present, Chanel's main products are although It is perfume, leather bags, and clothing, Chanel's boutique accessories, and cosmetics are also loved by consumers. Chanel utilizes different products to create different markets and captures the preferences of consumers of different classes, bags, and clothing products. Accurately targeting the high-class consumer, for this group of consumers, Chanel will also provide customized high-end products, to a certain extent, to capture the consumer's pursuit of brand and quality psychology. And make-up products are enough for low- and middle-class people to consume. For every product, Chanel has clear and accurate planning [24]. This is the advantage of Chanel itself in the product. Combined with Chanel's division of products for consumer groups, it can be seen that Chanel also has its strengths in price strategy. Although Chanel is a luxury brand, the price of Chanel is priced according to different products. Clothes and bags may cost several thousand yuan, but there are also customized models that cost tens of thousands of yuan. The right to choose the product depends on the standard of living, rather than the Chanel product to choose the consumer. Chanel hardly discounts on the price, but skincare and cosmetics are cheap, and the variety of products makes the price advantage of Chanel's popularity. High quality and high price can bring high value [25]. Chanel applies its products and price advantages to build the brand value of the enterprise.

These advantages are also the key to increasing Chanel's sales. The unique and recognizable logo will make consumers consume Chanel products to reflect their social status, making the Chanel logo a symbol of high living standards, and good quality will make consumers more state that the brand will conduct repo. Chanel's market segmentation can attract different levels of consumers. Compared with other big brands, middle and lower-class consumers will choose to buy Chanel, because Chanel provides products that they can also consume. At the same time, private customization services also Will retain high-class consumers.

3.3.2 Weakness

Unfortunately, Chanel's products are both advantages and disadvantages. Chanel has always been concerned about the design and promotion of women's products, but in the current era, young men have also become the main force in the consumer group. Men also pay attention to their image and their pursuit of the brand. Although Chanel has begun to expand its product categories, products for men still account for very little of all Chanel products. This will invisibly lose some male consumers. Compared with the products and prices in the 4P theory, the distribution and promotion in Chanel's place are not so good, and may even become Chanel's disadvantage in market competition. Chanel has no agents or wholesalers. Chanel products can only be purchased at the counters of physical stores or official flagship stores online. Although procurement service is also the most popular purchasing

channel among consumers, this channel reflects Chanel's disadvantage in distribution, because, for Chanel, the products purchased through procurement service will not generate sales revenue without consumers coming to the store. The sales revenue obtained from the purchase is more because after the consumer arrives at the store, the salesperson can still conduct some marketing methods, and the consumer may finally generate other consumption besides their target product. Moreover, most of Chanel's store locations are in those more luxurious shopping malls, which brings inconvenience to consumers in remote areas. As for Chanel's promotional methods, Chanel's marketing is different from other big brands in that it is not willing to put advertisements in various places. Advertising and marketing are not applied by Chanel. This is a traditional style of theirs. More publicity is getting the spotlight through the news of some famous people gaining a place in the fashion industry. However, now is a younger age, the consumer group's attention platform is no longer guided by the news, but by major shopping platforms, social platforms, and some video promotion platforms, thus, Chanel shows a certain disadvantage in this. Therefore, due to these reasons, Chanel's competitiveness will be weakened among its peers.

These disadvantages will seriously affect the willingness of consumers to purchase, and women's products account for the majority, which in fact will invisibly lose some male consumers. Male consumers will choose other brands whose products are mainly designed by men. Distribution channels will also directly affect the purchasing power of consumers. For customers who are keen on purchasing agents and online shopping, brick-and-mortar stores are a way of purchasing that they will not choose. In addition, some brick-and-mortar stores only exist in luxury shopping malls, thus, the comfort zone of life is not there. Consumers near that mall will be less willing to buy. The "younger" consumption also loses major consumer groups because Chanel is not good at advertising. The people with the strongest purchasing power will pay more attention to various online platforms, while traditional news and star fashion shows cannot become the focus of attention. will simply disappear.

3.3.3 Opportunity

For Chanel, opportunities come from both its strategy and the entire market environment. Chanel already has its own sales stores in many countries and regions, and the market scale has expanded, but it can further segment the market to make consumer groups. It has also been further expanded. As mentioned before, it is not necessary to choose the most luxurious shopping mall in each area, but should consider how to meet the needs of more customers. Looking at the entire luxury goods industry from a market perspective, it is clear that the Chinese market is a major component, and Chinese consumers are indispensable contributors to this industry [26]. Consumers in China like to buy luxury goods to reflect their social status. After China entered the (World Trade Organization) WTO, the tariffs on luxury goods entering the Chinese market declined, so Chanel should seize these similar opportunities in terms of market segmentation to deal with the disadvantage under pressure from peers. Combined with the current situation, under the influence of the epidemic, Chanel's sales in the Chinese market have returned to the mainland, and the sales of Hainan duty-free stores and Shanghai flagship stores have increased rather than decreased after the outbreak. Secondly, because Chanel is a luxury brand, although it already has mid-to-high-end consumer products, it can try to further shift to low-end consumer products to lock in more target markets to create specific products. Through these opportunities, if Chanel can seize the opportunity at the right time, it will not only gain consumers but also consumers' loyalty to the brand.

Seizing these opportunities, people's willingness to buy will be greatly improved, the market scale will expand, and the number of stores will increase. It is not only people who live in luxury business districts who can buy but also consumers who live in other areas who already have a good impression of Chanel. Will directly generate the desire to buy. During the epidemic, entering the Chinese market is undoubtedly the best way to increase sales. The return of sales to the mainland will give consumers who cannot go abroad to buy Chanel a strong desire to buy, and the purchasing power of local consumers will skyrocket.

3.3.4 Threaten

Threats coexist with opportunities, and Chanel can seize the opportunity to enter different markets, such as the Chinese market, but at the same time, Chanel is not the only luxury brand that pays attention to the Chinese market. Many big names will enter the market with entry-level products, such as lipsticks, perfumes, and skincare products. Entering a new market requires a good combination with local culture, but Chanel's tradition is to maintain its style. Other brands may have already added Chinese elements to their products, but Chanel is still promoting its flagship fragrance. To maintain the status of women, most of the products are mainly for women, but none of the fragrances are specially designed for oriental women. Women in different regions have different requirements for the same type of products, but Chanel did not pay attention to these while maintaining its brand image and brand tradition. The biggest threat to Chanel in the epidemic environment is that the global economy is showing a downward trend, companies are facing the risk of bankruptcy, and many people have lost their jobs, which will directly affect the purchasing power of consumers [27].

Consumers will buy products because of some gimmicks. If Chanel can combine the local culture to enter the market to design products, or even create limited editions, these gimmicks will not only increase consumers' willingness to buy but the products will also be sold out.

4. Results & Discussion

Through the above analysis of Chanel by SWOT analysis, it can be seen that some factors are both its advantages and its disadvantages, indicating that it still has a lot of room for development and improvement. As for Chanel in the 4P theory, there are advantages and disadvantages. First, about products, the uniqueness of products has created its brand value and also It has improved people's recognition of Chanel, but the consumer groups targeted by the products are still limited. Some consumers who pursue Chanel products may look for other products to replace Chanel because of this limitation. churn. Although Chanel is an international brand, its price advantage allows consumers of different levels to enjoy Chanel's products and services. Chanel's distribution channels and various promotional methods are the current disadvantages of Chanel. The limitations of channels and the traditional nature of publicity methods make it impossible to meet the needs of some consumers, which also reduces Chanel's acquisition of more consumer channels.

And Chanel can make some improvements based on the 4Ps in the marketing mix to deal with future developments and threats today. Here are some strategic suggestions based on the analysis:

From the product itself, based on the previous investigation, it is obvious that products are affected by consumer preferences, therefore, Chanel should pay more attention to male consumers, and better transform products to meet the needs of more consumers, Although Chanel has launched men's fragrances before, it should complete better design exploration and development in men's clothing, bags, and other products. From the price point of view, although Chanel already has exclusive pricing and services for high-end and mid-to-high-end customers, it can try to expand to low-end consumer groups. The main perfume can be expanded to children's, car perfume, etc. This can not only ensure the sales income of the original consumer groups but also harvest new consumer groups. From the perspective of place, Chanel not only needs to further segment the market, seize the trend of sales returning to the local market brought about by the epidemic, and enter more markets but at the same time, it must combine the local culture and consumer needs of different regions to design representative products. products to attract the purchasing power of customers in different regions. As for promotional methods, now Chanel has begun to employ stars in various regions as image ambassadors so that the high quality and high value of products can be displayed through star images. Promotion, such as video platforms, social platforms, major shopping platforms, etc. It can also be applied as a means of publicity through consumer feedback, which is more authentic and easier to gain consumer loyalty.

Through these, the original image and brand value of the brand can be maintained to a certain extent, and the market scale can be better expanded, the consumer group can be expanded, the needs

of more consumers can be met, the source of customers can be retained, and better competition can be created.

5. Conclusion

In this article, based on the context of the global epidemic and the gradual "younger" consumption of luxury brands in the current era, this article conducts a marketing analysis on Chanel and explores how Chanel is in the current and future of the epidemic in luxury brands. develop and maintain market competitiveness. Through the analysis of each factor of the 4P theory of marketing mix, combined with the previous exploration of the 4P theory, and by using the SWOT analysis method for Chanel, the influence of each of Chanel's marketing mix factors on Chanel itself was analyzed, and the final result was obtained. The conclusion is that Chanel has its advantages and opportunities in different marketing mix factors, but also faces a series of disadvantages and threats. The opinion given in the discussion is that Chanel should pay more attention to the combination of the 4P theory and the actual market situation. While maintaining its traditions and maintaining brand culture, it should focus on combining with local cultures in different regions while expanding the market size to meet the needs of different consumers in different cultures, attract more purchasing power and gain consumers' Loyalty to the brand.

This article also provides a new framework to analyze the strengths and weaknesses of brands, as well as the opportunities and threats they face, combined with the brand's practical application of the 4P theory in the marketing mix. The SWOT analysis method itself can intuitively see the problems faced by the industry and the advantages it can maintain. Incorporating the marketing mix into the analysis can better provide enterprises with the basis for formulating new marketing strategies in the future. By analyzing this framework, the industry can better enhance its competitiveness, so that in the future development of the same industry, it can better stand at the forefront of the same industry by responding to the update and iterations of marketing.

The combination of other scholars' exploration literature in the previous Literature Review also verified the practicability of the 4P theory in the marketing analysis of an industry or brand. Through the application of the 4P theory in marketing, it can be seen from the literature review that the theory is too single in the analysis of some factors and there will be more influencing factors in the future. The 4P theory is only a part of it. The analysis of these aspects is not comprehensive enough, and it can be improved in the future.

Based on the above summary analysis, it is all personal opinions and evaluations, and there are some subjective influences. There will be differences in the opinions of other scholars in the article, but each investigation has significance in different fields, and the contribution of each scholar is respected. This article is based on the analysis of Chanel's marketing in the context of the global impact of the epidemic and the "younger" consumers. For the future development of the market, there will still be certain limitations due to the change in market development trends.

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