

Exploring Current Trends and Strategies in Online Marketing for National Beauty Brands: A Case Study of Perfect Diary

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Abstract. Focusing on The Perfect Diary, this article discusses the rise of national beauty brands and delves into the significance of online end-to-end marketing. The context of the article highlights the rise of national brands globally and emphasises the growth of the Chinese beauty industry. The Perfect Diary is used as a case study because of its historical importance and online marketing success. The development of national beauty brands reflects the rise of the Chinese economy and the evolution of consumer preferences. The analysis includes the evolution of online marketing, Perfect Diary's strategy and the role of online marketing in the beauty industry. Challenges include increased market competition, changing consumer demands, and the evolution of the online marketing environment. Perfect Diary's strategy includes innovative marketing on emerging platforms, interaction experiences, and enhanced brand storytelling. The analysis also emphasizes the importance of adapting to the dynamic digital landscape, where Perfect Diary must continually assess and integrate new technologies and trends in social media and e-commerce to maintain a competitive edge in the rapidly evolving beauty industry. In conclusion, Perfect Diary's success is due to its adaptability, innovation and consumer-centric approach. The article recommends that domestic beauty brands continue to innovate, enhance their brand culture, adopt a diversified marketing strategy and develop a long-term growth plan in order to thrive in a dynamic market.

1 Introduction

In the vibrant global landscape of beauty, domestic brands are increasingly capturing the limelight. As Chinese consumers' tastes evolve and the calibre of homegrown products rises, we're witnessing an unprecedented surge in the sector's growth. This study intends to delve into the background and the importance of online terminal marketing to the rise of national beauty brands, as well as the reasons for choosing The Perfect Diary as a case study.

The emergence of national beauty brands in the global market not only reflects the new image of Made in China, but also reveals the significant increase in Chinese consumers' trust and recognition of local beauty brands. Behind this trend, a series of key issues have emerged, the most noticeable of which is the key role of network terminal marketing in the beauty industry.

As an indispensable part of the beauty industry, network terminal marketing has greatly shaped brand image and promoted product sales. Against this background, Perfect Diary is chosen as a case study, aiming at revealing its successful experience and strategy in online terminal marketing through an intensive study of a representative national beauty brand with a long history. This not only helps to deeply understand the development path of the national beauty brand, but also provides valuable experience reference for other brands.

The objectives and scope of this study include a comprehensive analysis of the present conditions of national beauty brands with respect to online terminal marketing with the aim of exploring effective online marketing strategies. Through in-depth research in this area, the author hopes to provide useful insights into the development of national beauty brands in network era and to facilitate the sustained expansion of the beauty trade.

2 Overview of the development of national beauty brands

2.1 The development of national beauty brands

In the evolution of China's beauty industry, national beauty brands have gone through a period from a start to a rise. What started as an analogue of international brands has gradually evolved into a process of forming their own unique style. This evolution is attributed to the rise of China's economy and consumers' pursuit of quality and local culture.

National beauty brands occupy a growing share of the domestic market, not only dominating in 1st and 2nd tier cities, but also making significant progress in 3rd and 4th tier cities and rural markets. Consumer groups are gradually diversifying, attracting widespread attention and support from the younger generation to the

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middle-aged group. With the development of science and technology, the online terminal marketing has become a key driving force for the rapid expansion of national beauty brands. Through e-commerce platforms, social media and live broadcasting, brands are able to interact directly with consumers and increase brand awareness. The convenience of online sales channels provides brands with a wider range of market opportunities.

2.2 The development of online marketing

2.2.1 The rise of online marketing

With the booming development of Internet technology, online marketing has gradually emerged. In the last 20 years, the explosive development of the population of Chinese Internet users has provided a broad space for the development of Internet marketing. The beauty industry realises brand promotion, product promotion and sales through online platforms.

2.2.2 Online Marketing Strategies in the Beauty Industry

Beauty brands have adopted a variety of strategies for online marketing, including promotion through social media, using microblogging, WeChat and other social platforms to build their brand image and interact with users. There are also signing cooperation with online celebrities such as famous beauty bloggers to increase brand exposure [1]. Equilibrium theory can explain the way in which clients assess business information obtained through digital communication in order to provide potentially useful insights[2]. Specifically, shoppers (followers) rate messages higher if they feel a good match with the influencer and when the influencer appears to be a good match within the context of the substance it is promoting (e.g., product, brand, clothing). If any of these elements do not evoke a sense of fit, the convincing process of communication aimed at encouraging consumers to accept the attractiveness and suitability of the marketed brand or product for their spending is probably going to fail. Also, the research verifies that when the degree of influence and consumption are fixed and relatively high, a high degree of influence and product fit (low fit) leads to a high degree of consumer-product fit (low fit). Greater levels of consumer-product fit are linked to a better relationship with the sponsored product and a higher willingness to buy and refer to the product. At the same time, beauty brands show the effect of product usage through live broadcasting platforms, interacting with viewers in real time and prompting merchandise sales.

2.3 The role and influence of online marketing in the beauty industry

Online marketing provides a wider brand communication channel for national beauty brands. Through content creation and brand storytelling, brands can better communicate their core values and attract the attention

of potential consumers. The data of 2021 Tmall Golden Makeup Award shows that of the 8,000,000,000 shoppers on Ali Tmall's platform, nearly 200 million are post-95 consumers, 40% of whom buy highly aesthetic and cost-effective Chinese national cosmetics, including products with distinctive Chinese content, such as Perfect Diary National Geographic Colour Cosmetic Collection, Flower Xizi Sculpted Flower Lipsticks, and Maogoping Oriental Collection, among others. In addition, among young consumers nowadays, people's sense of ethnic proudness has gradually increased after the Pandemic, and Gen Z has keen and diverse sense of identity with the trend of ethnic culture consumption and personalised vision[3].

Internet marketing provides diversified sales channels for beauty brands. In addition to traditional offline shop sales, brands can directly reach consumers across the country or even around the world through e-commerce platforms, social media direct sales and other means to achieve the expansion of sales channels. Livestreaming is particularly effective in the introduction and sales of experiential products such as clothing and cosmetics. For instance, clothing and makeup account for nearly 60 % of Taobao's livestreaming sales in 2019[4].

Through social media and online live streaming, beauty brands can establish closer interaction with consumers. Responding to users' questions and feedback in a timely manner and listening to their needs can help improve the brand's user satisfaction and form a good reputation.

3 Analysis of the current situation of the perfect diary network terminal marketing

3.1 Perfect Diary Introduction

Perfect Diary is a native beauty brand originating from China, founded in 2017. The brand was created with the aim of providing cost-effective, innovative, and fashionable make-up products for young women. Since its establishment, Perfect Diary has been expanding its market with its unique positioning and innovative products, and gradually become one of the leaders in China's cosmetics industry. Perfect Diary's market positioning mainly focuses on young, fashionable and individuality-seeking consumer groups. The brand is committed to providing colorful make-up products to meet the needs of female consumers of different age levels and make-up levels. Through close-to-consumer product pricing and diversified product lines, Perfect Diary has successfully attracted a wide range of target consumers.

3.2 Analysis of online marketing strategies

Perfect Diary actively carries out product promotion, brand activities and interaction with users through media platforms for communication and entertainment (SMEs) such as Weibo and Xiaohongshu. Through the release of new product information, make-up tutorials, user sharing and other forms, it increases brand exposure. At the same time, it cooperates with major e-commerce platforms, providing a convenient shopping experience and expanding sales channels through online sales channels such as the Tmall flagship shop and Jingdong Beauty Zone. Perfect Diary has signed cooperation with famous beauty bloggers and fashionistas to promote its products through their influence. These collaborations have increased brand awareness and conveyed the effects and characteristics of product usage.

Perfect Diary has created an attractive brand image through creative content production, including short videos, pictures and stories. Brand storytelling enhances the emotional connection with consumers, and the sensory appeal, vivid content and character interaction of short videos are significant factors in enhancing the sentimental enjoyment of the experience, which in turn promotes consumer recognition and fidelity to the brand. [5]. There is also the combination of products and traditional Chinese culture here. As national self-pride and ethnic sentiment increase in the aftermath of pandemics, the tendency to nationalise cultural consumption grows in popularity, and this predilection for ethnic goods creates a sense of nationhood, which is shaped by the consumer's love of his or her homeland as a citizen of the country [6]. Ethnocentric orientation and individual acculturation of consumers have a significant impact on their intention to purchase ethnic goods [7].

Through sales data and market feedback, Perfect Diary can evaluate the effectiveness of different marketing strategies. For example, whether the launch of new products is popular or not, and whether the marketing activities have increased sales. It also analyses consumer reviews and feedback to understand the product's strengths and points of improvement. Also, monitor the brand reputation through social media and other platforms to maintain a good brand image.

Perfect Diary comprehensively covers social media, e-commerce platforms, KOL cooperation and content creation through diverse online marketing strategies. These strategies have effectively increased brand exposure, expanded sales channels, and built a positive brand image through interaction with consumers. However, brands still need to continuously focus on user feedback, innovation as well as adapting their policies and tactics to meet the changing dynamics of the market.

4 Challenges and problems

4.1 Increasing competition in the market

With the trend of Globalization, the entry of international beauty brands has sharpened competition in the market. These brands have strong resources and extensive international influence, posing competitive pressure on local brands. The fierce competition in the

beauty market has led to national beauty brands, including Perfect Diary, needing more competitive products and innovative strategies to stand out in the market. At the same time, the rise of emerging brands has had an impact on the market. The emergence of new local brands such as Flower Knows may break the existing market landscape and increase the intensity of competition. These new brands are competing for consumer attention through innovation and differentiated strategies, with hedonistic and the value of meritocratic purchases[8]driving buyer behavior, which poses a challenge to traditional beauty brands. This will require established brands such as Perfect Diary to be more flexible in responding to changes in the market and continue to innovate and optimize their product lines. In order to increase the uniquely assumed willingness to purchase cosmetics m-commerce while shopping online, various factors, such as visual attractiveness, interpersonal impact and accessibility, are crucial.

4.2 Changes in consumer demand

4.2.1 Characteristics and needs of young consumer groups

The current consumer group of cosmetic products is showing a trend of youth. The younger generation of consumers have more diversified and personalised needs. Their expectations of products do not only remain in the basic functions, but also focus more on the emotional empathy of the goods as well as the sociality of brand, also the brand's social responsibility, sustainability and other aspects. Perfect Diary needs to adapt to younger consumers' pursuit of brand image and culture, with hedonistic and utilitarian browsing likely to be the core determinants driving consumer intent [9].

4.2.2 Consumers' expectations of quality and innovation

Consumers' expectations of national beauty products do not only stop at price, but also focus on product quality and innovation. Brands need to continuously improve their product development capabilities to meet consumer demand for high-quality beauty products. Displaying goods/services can have a major impact on make-up. Websites with good graphical screens and appealing colour schemes will engage shoppers [10]. Visual appeal is as important as making a first impression. Therefore, the authors advise make-up merchandising executives to give adequate attention to their online visionary information.

4.3 Changes in the online marketing environment

4.3.1 Changes in social media platform policy

Policy changes in social media platforms may have an impact on brand promotion and interaction. Frequent

changes in policies may affect the effectiveness of brand promotion and publicity on these platforms. Perfect Diary needs to be flexible to respond to platform policy adjustments, maintain a good social media presence and find new ways to promote.

4.3.2 Online marketing regulations and ethical issues

As online marketing evolves, regulatory and ethical issues are of increasing concern. Brands need to ensure that they follow relevant regulations and ethical guidelines in online marketing, and deal with ethical issues in advertising, privacy, false advertising, etc., in order to avoid potential legal risks and safeguard the brand's legal rights and reputation. For example, the Advertising Standards Authority in the United Kingdom has set out a fresh guidance to assure the legality and honesty of influencer communications by revealing the influencer's possible commercial relationship with the brand [11]. In the wake of the ban, the amount of Netflix content that publicly indicates a sponsored nature increased by a massive 200 per cent for the period between 2018 and 2019[12]. Social media users are also more aware than ever of the substance of influencer's adverts. Therefore, marketers must be aware of how social media users interpret sponsorship disclosures and influence advertising effectiveness.

5 Strategies and recommendations

5.1 Innovative marketing strategies

5.1.1 Using emerging social media platforms

It can try to build up the brand image on emerging social media platforms, such as posting interesting and creative content on short video platforms and emerging social applications to attract more young users. As the internet has become more popular, online media is now an invaluable method for online campaigns [13], describing the connotations of a destination from a civilian's point of view is a practical approach, as vivid content also positively affects the emotional experience of consumers. Purposeful short videos can be combined with narrative communication strategies to evoke the user's emotive energy. For example, sitcoms, science fiction and blogs can be used. Building an emotive link with buyers through characterisation as well as story threads can give a destination brand a unique connotation. Brand identity and core loyalty to the destination will be rapidly developed, a key to facilitating the transition from temporary churn to permanent branding of the destination's identity [5].

5.1.2 Innovative interactive and experiential marketing

To create unique online and offline interactive activities, such as virtual make-up try-on experiences and online

make-up teaching, in order to enhance user engagement and product experience. Online interaction is increasingly emerging as an essential way to improve the transmission of commercial web sites [14].

5.1.3 Strengthen brand story and cultural connotation

Create a stronger storytelling brand image by digging deeper into the history and cultural connotations of the brand to enhance the emotional connection with consumers. Research has shown that consumers' tendency towards ethnocentrism and individual acculturation orientation impacts positively to their desire to purchase ethnic goods. Brand familiarisation is related to and influenced by consciousness of the ethnic product, meaning that ethnic brands that are well known better represent the national identity in the mind of the consumer [7].

5.2 Enhancing product and service quality

5.2.1 Strengthen product development and innovation

Increase investment in product research and development and launch more innovative and differentiated products to meet consumers' pursuit of quality and uniqueness in beauty products.

5.2.2 Improve service quality and customer satisfaction

Establish a perfect customer service system, strengthen the training of the online customer service team, improve the service level, better meet customer needs and enhance customer satisfaction.

5.3. Sustainable development strategies

5.3.1 Integration of environmental protection concepts and social responsibility

Pursue an environmentally friendly packaging policy to reduce the use of plastics, advocate sustainable consumption, and work with consumers to focus on environmental protection. The notion of sustainability has been adopted recently for worldwide consistency of both consuming and producing to achieve the United Nations goals for sustained progress to be realised by 2030[13-15]. Make-up organisations are expected to respond to such threats by making the transition to sustainable development, challenges in pursuit of economic profitability, preservation of the environment and protection of public health[16]. Therefore, the cosmetics industry needs a long-term sustainable perspective on the green transition[17], as well as the necessity to reconsider and reintroduce solutions for more environmentally and sustainably produced and consumed goods and services.

6 Conclusion

In reviewing Perfect Diary's successes and challenges in online end-to-end marketing, it can be seen that this national beauty brand has excelled in adapting to changes in the market, innovating its marketing strategies, and focusing on consumer needs. Its proactive response to changes in social media platforms and creative use of emerging social media, as well as its success in attracting the younger generation of consumers by strengthening its brand story and improving product quality.

However, as market competition intensified, national beauty brands faced new challenges. The rise of emerging brands, changing consumer needs and the complexity of the online marketing environment require brands to maintain keen insights and continuous innovation.

Predictions and suggestions for the future development trend of national beauty brands are as follows:

1. Continuous innovation and differentiation

In the future, national beauty brands need to continuously strengthen their investment in product research and development, push forward new ideas, and provide more innovative and personalized products to meet changing consumer needs.

2. Strengthen brand culture and social responsibility

In brand building, focus on deepening the brand story and cultural connotation, so that consumers can better understand the core value of the brand. At the same time, it integrates the concept of environmental protection and social responsibility, and actively participates in public welfare undertakings in order to enhance the brand image.

3. Diversified online marketing strategy

In the face of changes in emerging social media platforms, national beauty brands should maintain flexibility and continuously adjust their online marketing strategies, including exploring new platforms and innovating interactive experiences, to stay connected with young consumers.

4. Long-term development plan:

Develop a clear long-term development plan, including international market expansion and sustainable development strategies, to ensure that the brand has a more robust competitiveness in the future market.

In future development, national beauty brands can learn from the experience of successful brands such as Perfect Diary, insisting on innovation, focusing on consumers, quality and social responsibility, in order to meet the challenges of the future market and continue to grow their influence on the international stage.

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