

Analysis of influencing factors of Chinese female college students' lipstick purchasing decisions

Li Zhixuan, Gao Hanchen, Liang Feifan

International College of Business and Technology, Tianjin University of Technology, Tianjin, 300384, China

Keywords: Chinese female college students; Lipstick; Marketing Strategy

Abstract: With the deepening of society's concept of beauty makeup, "lipstick" has become one of the essential cosmetics for young women. In the beauty industry, where luxury brands compete with each other, it is difficult for domestic brands to gain a foothold in the market. In this paper, the target consumer group of Chinese female college students is analyzed from two aspects of psychological factors and external environmental factors, combined with primary and secondary data, to analyze the influencing factors of their consumption decisions on lipstick. Based on the above analysis, relevant suggestions on marketing strategies for domestic beauty brands are proposed.

1. Introduction

With the emergence of youth groups "lipstick" culture, many scholars have been aware of the importance of the lipstick in the beauty industry. Also, many scholars have realized the competitiveness of lipstick among international luxury brands, so it is very difficult for domestic-produced lipstick to occupy the market share. Therefore, most scholars will focus on the analysis of competition of the lipstick industry, and analyse the successful marketing case of luxury brands lipstick, and then refer to the domestic brand of lipstick. However, few scholars focus on the consumer group itself, explore the decision-making process of target consumers, analyze the internal and external factors that affect their decisions, dig into the essence of phenomena from a new perspective, and help marketers consider problems from the perspective of consumers, so as to formulate relevant marketing strategies.

2. Market Overview

"You can do without makeup, but you can't do without lipstick." is a popular saying in today's fashion circles. According to figure 1, among lipstick/lip gloss, BB/CC cream and foundation products, consumers have the strongest preference for lipstick/lip gloss, accounting for nearly 2/3. Thus, the position of lipstick in the cosmetics industry is evident

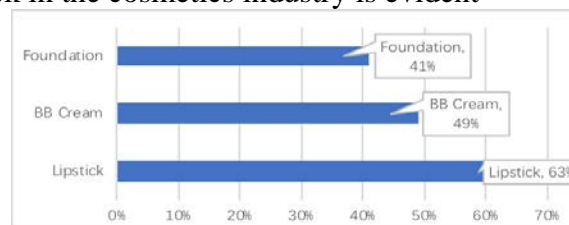


Figure 1: preference of consumers on three kinds of cosmetics in 2018

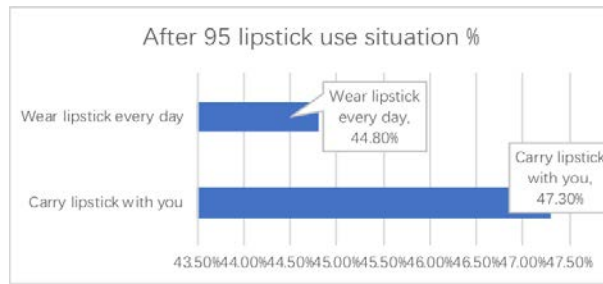


Figure 2 After 95 lipstick use situation %

Among all consumers who use lipstick, a large proportion are women born in the 1990s, especially college students and young women who just started to work. According to the statistics of Ali big data, more than 3 million female users buy more than 5 lipsticks in a year. “Post-90s” as the main force of lipstick consumption accounted for 62%. Among the post-1995 generation (female college students), 44.8 percent wear lipstick every day, 47.3 percent carry lipstick with them, and more than 20 percent own more than five lipsticks. Chinese female college students, as the main consumers of lipstick, are creating great wealth in the lipstick industry.

Even though female college students or young women entering the workforce do not have much disposable income each month, they spend much time and energy on luxury brands of lipstick. According to statistical data, the most popular lipstick brands among young people today are mainly saint Laurent, Dior, Chanel and Givenchy, which are all internationally renowned luxury brands. Among the top 10 most-watched brands, only one is from China. It can be seen that, when international luxury brands are gaining popularity in the Chinese market, it is difficult for existing domestic brands to gain a foothold in the young market, let alone emerging domestic lipstick brands.

In order to explore the root cause of female college students' preference for international luxury brand lipstick, I will analyze the psychological factors and external factors of target consumers.

3. Psychological Factor Analysis

In this part of the analysis, I will mainly analyze consumer motivation and personality two aspects.

3.1 Motivation

Motivation is the driving force that can promote individual behavior. When human beings have a certain unsatisfied need, they will have consumption motivation. Therefore, I first analyze the demand of female college students for lipstick.

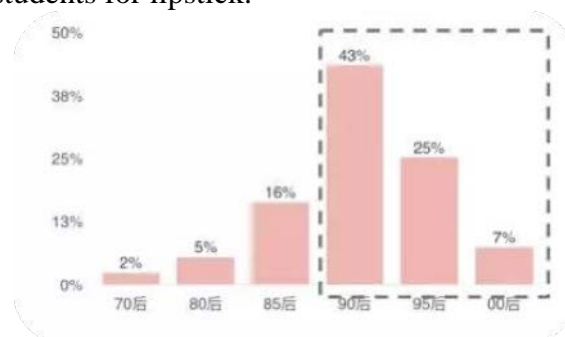


Figure 3 The proportion of women 's attention to makeup

1) External beauty-seeking motivation

“The love of beauty is universal.” Since ancient times, people have expressed their need for beauty in different ways. With the continuous development of society, “beauty makeup” has become synonymous with contemporary young women. The figure shows that women born in the 1990s pay close attention to beauty makeup, which is the main way for modern women to pursue

beauty, accounting for nearly 80% of all female consumers. This shows that Chinese female college students in all female consumer groups for beauty psychology is particularly obvious. As stated above, lipstick, as the most important part of cosmetic products, naturally plays an indelible role in promoting beauty. In the preliminary research, I distributed 300 questionnaires to Chinese female college students, of which 289 were valid. According to the survey data, 63.7 percent of Chinese female college students said they wear lipstick just for beauty. Some famous makeup artists said that lipstick can really play a role in improving the color, lip shape and enhance temperament. To sum up, female college students in China have an obvious demand for beauty, and can greatly meet this demand by wearing lipstick, which forms the motivation for female college students to buy lipstick. How to make target consumers feel their beauty seeking is greatly satisfied in the decision-making process of purchasing lipstick is the key issue that marketers need to think about.

2) Fame-seeking motivation

According to Maslow's hierarchy of needs, after meeting physiological needs, safety needs and social needs, self-needs need to be satisfied. And Self-needs include prestige, status and self-respect. College students born in the 1990s often show their status and arouse social respect by consuming luxury products, which is called conspicuous consumption by American economist Van Buren. ⁽⁴⁾The post-90s college students are keen to pursue individuality, ignore the family economic situation, advocate the trend, and show off the concept of comparing consumption. In their eyes, owning luxury goods is just like having a high-end social status, which can make them gain respect and improve their social status. However, college students don't have much disposable income each month, but they seem to have found a central point where they can balance their disposable income and meet their own needs. "Buying lipstick is the easiest way for me to own luxury goods." Lipstick from luxury brands has won the favor of college students because of its relatively low price in luxury goods. For around 300 RMB, they can own a luxury brand item, which is undoubtedly a beautiful thing in their mind. According to the questionnaire survey, a total of 57.14% female college students said that their lipstick of luxury brands accounted for more than one third of their total lipsticks, indicating that female college students do not have a low degree of preference for luxury lipstick. Therefore, I think domestic lipsticks should be carefully considered in terms of product positioning, image promotion and pricing.

3.2 Personality

1) Emotional personality traits

Previous researches have shown that, at present, the overall trend of college students' consumption behavior after "90" is relatively good, and rational consumption is still the mainstream phenomenon of college students' consumption after "90". However, due to their lack of social experience, their consumption concept is not mature and their self-control is weak. The problems of emotional consumption, blind consumption and stimulating consumption are increasing among college students after "90", which cannot be ignored. ⁽⁵⁾Among them, compared with male college students, female college students have more significant problems in emotional consumption, and they are particularly sensitive to external stimulation.

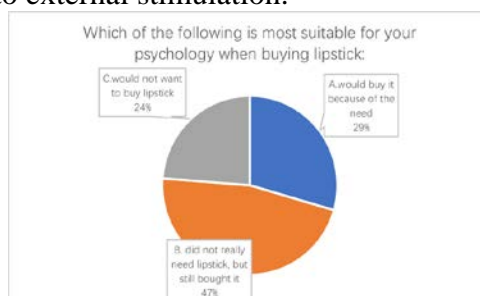


Figure 4 Which of the following is most suitable for your psychology when buying lipstick

According to the questionnaire survey, when asked which of the following is the most suitable for your psychology when buying lipstick, 46.75% of people said they did not really need lipstick, but still bought it, 29.50% said they would buy it because of the need, and only 23.75% said they

would not want to buy lipstick. It can be seen that when Chinese female college students buy lipstick, emotional purchase accounts for a large proportion. In many cases, they are not really need a lipstick, also have no plan to purchase in advance or consideration, just because the stimulation by different forms of outside information, such as shopping malls counters of arbitrary color, browse all kinds of fashion APP or web page by page advertisement, or related control review attract, or play a role of star effect, result in emotional impulse buying. This may be due to women's more delicate mind, psychological quality and mental willpower are more vulnerable than men. Moreover, in today's society, the post-90s college students are mainly the only child, so girls are more likely to receive more attention and love than boys in the family, which leads to the girls' weak ability to deal with problems alone and poor self-control. Therefore, in many cases, the behavior of female college students will be affected by emotions, resulting in irrational consumption. Therefore, marketers of domestic lipstick brands should make good use of the emotional personality of female college students.

2) Diverse personality traits

Nowadays, China's information is developing rapidly, and due to the reason of "economic globalization", goods from all over the world are flooding into China, and communication between countries is increasingly extensive. Post-90s college students grow up in such an open environment and have a strong ability to accept new things. Under the constant impact of new things and new concepts, the personalities of the post-90s generation show unprecedented diversity. They are willing to break the previous routine and can even show different personalities in different situations. According to the questionnaire data, 53.91% of people agree that different lipstick colors, textures, paste shapes and appearance packages will produce different effects, more than half of the total. Among them, the largest number of people agree that different colors of lipstick can show their different personalities, accounting for 62.28%, reflecting the rich role of red. While the other question asked about lipstick, most female college students agreed to buy more lipstick, the variety of lipstick needs to be rich and varied. Based on the above data, it can be concluded that female college students have a strong willingness to show personality diversity. In addition, through the collection of various data, it can be concluded that the lipstick general color classification and corresponding personality characteristics are: partial pink -- lovely and pure, partial purple -- elegant and dignified, partial orange -- vitality and youth, positive red -- atmospheric publicity, other derived lipstick are in these four basic colors to be dark or mixed harmonic. However, many luxury lipstick brands share the common features of rich colors. There are more than one hundred kinds of lipstick colors. If the scale of domestic lipstick brands cannot reach such a high level, marketers will try to propose marketing schemes combining lipstick color with their personality diversity based on the diverse characteristics of female college students.

4. External Factor Analysis

4.1 Social classes

Based on the monthly income statistics of college students in China, this paper classifies social classes by economic factors. According to the data of China industry information network, the disposable income of college students in 2018 is 1,501-2,000 yuan per month. Therefore, this paper puts female college students in the middle and lower economic layer and conducts relevant analysis. According to data from the China industry information network, the disposable income of college students in 2018 was more than 1,501-2,000 yuan per month, accounting for 47 percent. Meanwhile, according to the big data survey, the monthly consumption of Chinese college students in cosmetics accounted for 16.24% of the total consumption in 2018. To sum up, most college students spend between 250-325 per month on cosmetics, so they do not have enough ability to buy luxury cosmetics. According to my questionnaire survey, 49.47% female college students said that they bought lipstick 5-10 times in a year, accounting for nearly half. Meanwhile, according to the questions in the previous questionnaire, a total of 57.14% female college students said that they own more than one third of the lipstick of luxury brands. That means female college students in

China buy luxury brands of lipstick about three times a year on average.

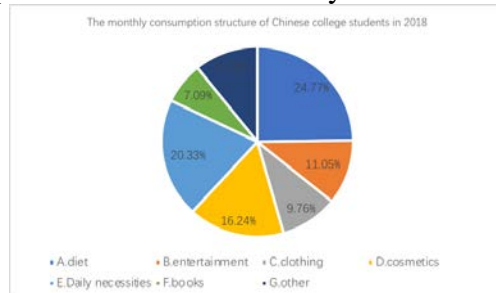


Figure 5 The monthly consumption structure of Chinese college students in 2018

It can be seen that female college students show enough preference for luxuries even though they don't have enough economic conditions to purchase luxuries with such frequency.

In the field of economics, there is often referred to as the “lipstick effect”, which refers to the interesting phenomenon of hot lipstick sales caused by the economic depression. Also called “low price preference trend.” Sales of lipstick tend to rise during economic downturns because it is considered a cheap luxury. Although China is currently in the development and change of the new normal of economy, most female college students distinguish the lower social class by their monthly disposable income, which falls into the establishment condition of “lipstick economy”. At present, lipsticks launched by luxury brands, such as Dior, Chanel, YSL and MAC, are priced from 100 to 500 yuan for each, which is not far from the economic capacity of most young people.

In the process of in-depth interview, people also said that when they are not rich, they are willing to reduce their spending on food and entertainment to meet their desire to buy luxury brand lipsticks, even willing to choose “Huabei” and other overdrafts to buy luxury brand lipsticks. According to a 2018 article published in the ‘Global circulation economy’, more than half of college students now use Huabei, and gender factors have a significant effect on whether they use it, with female students was exceed male students by about 10 percentage points.⁽⁶⁾ Emerging transaction forms such as “Huabei” also play a certain role in promoting the purchase of luxury goods by female college students.

4.2 Factor of subculture

With the development of mobile network, many short video platforms have been born, providing a stage for countless short video “cyber celebrity” to show themselves. Internet culture has gradually become a unique subculture among the post-90s group, and Internet reputation is also one of the main influencing factors for female college students to buy lipstick.

Among the tens of thousands of video contents on the short video platform every day, video, such as lipstick evaluation, color test, comment and sharing, has become its distinctive network culture due to its high thumb up rate. Take Weibo web celebrity@DaLaoTian'er as an example. As a beauty makeup blogger and well-known aobao cosmetics store owner, she attracted 3.46 million fans by mainly recommending lipstick and other brands' cosmetics. Basically, each lipstick measured over 10 thousand on weibo thumb up, indicating the ability of lipstick to attract and attract powder on the network platform.

It can be seen that most female college students trust the Internet word of mouth information. 46% of college students believe in online word-of-mouth, believing that if the product has received many and favorable comments, they will buy it because of the comments, which also reflects the psychology of college students' conformity. At the same time, 37% college students, as the new generation of consumers, will have a favorable impression on the merchants or brands when they think that the products they buy can meet their own needs, so that they will leave favorable comments and make the next purchase. 33% of college students will recommend good products to their friends, and they will share good products with their friends, thus influencing their friends' purchase decisions. If the product itself is not well evaluated, 42% of them will resolutely not buy the product, which fully reflects the importance of online reputation in the purchase decision of female college students.

4.3 Corporate marketing mix strategy

1) Product factors

As stated above, female college students have a relatively common psychology of pursuing famous brands. From the perspective of external factors, it may also be because domestic lipsticks have always given people a cheap and poor use experience. In 2018, in the “hand the question and answer” web site published a “talk about your opinion of domestic lipstick” questions in the comments section, an average of 10 reply, only 2-3 holds obvious positive attitude on domestic lipstick, the rest of the negative reviews mainly focus on domestic lipstick easily makeup is not lasting, the insecurity and appearance of the ingredients on the low side. Lipstick is a special type of makeup that can enter the body like food through the mouth because it touches the lips directly. According to the questionnaire survey, 37.27% of female college students said they would pay the most attention to lipstick ingredients. I think the reason is that domestic lipsticks are not clearly labeled as edible. Compared with luxury brand lipsticks, most female college students believe that luxury brand lipsticks are safer to use, contain light aroma and are more natural than domestic lipsticks. At the same time, young people now pay more attention to lip care, they are willing to buy lipsticks with skin-nourishing ingredients that can protect lips. Lipstick packaging also occupies a certain proportion in the purchase decision. Most of the popular brands of lipstick among college students are mirror metal texture packaging, which gives people a feeling of high-end atmosphere and accords with the psychology of college students seeking fame. The survey also showed that almost no one can use up a whole lipstick, and the amount of lipstick paste is not the main factor.

2) Price factor

Most domestic lipsticks are priced at the low and middle price (below 100). Due to people's negative stereotype of domestic cheap lipsticks, consumers have doubts about the ingredients and safety level of their products. As a result, lipstick is not as expensive as international luxury products, nor as high as its sales.

3) Marketing factors

The survey data in this paper show that lipstick, as a symbol of modern fashion, combined with Chinese traditional culture, can arouse the purchasing desire of female college students and promote the revitalization of Chinese traditional culture. For example, at the end of 2018, People's Daily online published an article ‘Forbidden City lipstick’ is finally born! The color number draws inspiration from the clothes of the empress of the Qing dynasty ‘introducing the first deep IP cooperation between Runbaiyan and the Palace Museum, and launched the lipstick series of the Palace Museum. A set of six designs, paste color, lipstick tube design, color name and other aspects reflect the traditional Chinese culture and Oriental aesthetic art. Although half a year has passed till now, its monthly sales volume on Tmall platform is still as high as 2300, and it also attracts a large number of users on short video platform to praise ancient culture and Han Chinese Clothing culture.

5. Marketing strategy Suggestions

Through questionnaire survey and data analysis, this paper draws the following conclusions:

Among the psychological factors influencing the lipstick purchase decision of Chinese college students, there are two consumption motives, such as seeking beauty and fame, as well as emotional personality and diversified personality. At the same time, Chinese female college students are also influenced by social class, subculture and enterprise marketing mix strategy, making different purchasing decisions. Therefore, through the above analysis, this article puts forward marketing strategy Suggestions for domestic lipsticks.

In my opinion, if domestic lipstick brands want to occupy the college students' consumer group from luxury lipstick, they can comply with the psychological and external influencing factors of college students' purchasing decisions from three aspects: product design, product pricing and brand promotion.

1) Product design

Through advertising, counter lighting, sales staff introduction and other methods to highlight the

brand lipstick can really improve the color, lip shape and enhance temperament play a role, highlight the brand lipstick can bring changes to consumers, meet the motivation of female college students to pursue beauty. Secondly, try to use gold as the background color of the tube department decoration, to create the high-end image of the lipstick brand, to meet the consumer group for the fame motive. Through image matching mining and attract more potential customers, using a variety of color, and the corresponding number directly reflect the characteristics of the young people personality color name, such as “youth” “publicity” “meet the parents color” “night club”, to fit the Chinese college students' unique individuality psychological factors, build and maintain the consumers to the brand loyalty. At the same time, we should pay attention to the uniqueness of the brand image, and adopt differentiated marketing strategies according to the consumption psychology of female college students.

2) Brand promotion

If domestic cosmetics brands want to occupy a large consumer group of female college students in China, the use of web celebrity effect is also an essential method. As the export of fans' consumption opinions, web celebrity evaluation of high cost performance lipstick products can meet the psychological expectations of fans. Domestic lipstick brands can increase investment in cooperation with existing well-known beauty makeup bloggers, so as to achieve rapid, efficient and low-cost fan growth among college students and promote the activity of online celebrities and fans on the platform. At the same time, the survey shows that Chinese college students lipstick consumer group has gradually become an important consumer group in the lipstick industry. They not only value the quality of the product itself, but also pay attention to the cultural flavor of the brand. This paper holds that lipstick is a symbol of modern fashion, and domestic lipstick brands can combine with Chinese traditional culture, such as the introduction of lipstick tube packaging and the symbolic color of each dynasty. Through paste color, lipstick tube design, color number naming and other aspects to reflect the traditional Chinese culture and Oriental aesthetic art. In the advertisement, the model is invited to wear the lipstick corresponding to the characteristics of the dynasty in video, with exquisite ancient makeup, as the promotion of modern beauty makeup and traditional Chinese culture.

3) Product pricing

Throughout the current domestic lipstick market, even if most brands limit their pricing to a low level, domestic lipstick sales have not seen a great improvement. On the contrary, according to the positioning of MAC brand in Canada, the price of each lipstick is 170 yuan, which is only slightly lower than the price of luxury brands, but it has achieved great success in the global market. This paper argues that domestic lipsticks should avoid consumers' doubts about the product ingredients and safety caused by low level pricing, and limit the pricing to a level similar to that of MAC brand lipsticks. It should put its energy into brand publicity, and really establish its brand reputation in the hearts of domestic college students. It can combine the current attitude of college students towards lip care and launch the activity of buying lipstick and sending lip balm. At the same time, in order to meet the different psychology of this consumer group, limited styles such as Spring Festival limited products can be sold in traditional festivals to show the independent characteristics of domestic brands. Domestic brands can also promote a main color number named “The palace color” for multi-angle publicity, and strive to establish the halo effect of domestic college students on their brands.

References

- [1] Analysis on the development trend of lipstick industry in 2018,Prospective research institute, 2018
- [2] Forward economist APP
- [3] Analysis on the development trend of lipstick industry in 2018,Prospective research institute, 2018

- [4] Jin Ling, Sun Zhiyan. An empirical analysis of the consumption concept structure and influencing factors of post-90s college students[J]. Guide to science and education, 2017(10):185-187
- [5] Han Ping. Research on irrational consumption behavior of post-90s college students [J]. Journal of Anhui university of science and technology (social science edition), 2017,19(02):33-36.
- [6] Cai Qingru, Ke Huiyu. An empirical study on the impact of Internet finance on college students' consumption behavior -- taking "HUABEI" as an example [J]. National circulation economy, 2019(08):5-6
- [7] Zhao Tirong. Short video platform lipstick powder phenomenon, 2019, pp.2096-2106.