

Research on the Optimization of Cosmetic Marketing Strategies Based on Consumer Behavior Analysis

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Abstract: With the improvement of people's living standards and the change of consumer attitudes, cosmetics have gradually become a necessity in daily life. With a large population base and huge market potential, China has rapidly emerged as one of the largest cosmetic consumer markets in the world. At the same time, the growing diversity of consumer groups, especially in terms of gender and age, has led to a more complex and diversified demand characterizing the cosmetics market. This change not only promotes the vigorous development of the cosmetics industry, but also brings new challenges and opportunities for brands. This paper analyzes the behavioral characteristics of cosmetic consumers and discusses the application of consumer behavior theory in cosmetic marketing. Through the study of the influencing factors and behavioral patterns of consumers' purchasing decisions, the optimization path of cosmetic marketing strategy based on consumer behavior is proposed from four perspectives: product design, brand promotion, channel selection and pricing strategy, aiming to help brands better understand consumers' needs, and enhance brand loyalty and market competitiveness.

Keywords: Consumer Behavior; Cosmetic Marketing; Behavior-Driven; Purchase Decision-Making

1. Introduction

In recent years, China has become one of the largest cosmetic markets in the world due to steady economic growth, rising income levels and a large population base. On the one hand, after people's basic material life has been satisfied, they begin to pursue a higher quality of life, and cosmetics are increasingly becoming an indispensable part of their lives. On the other hand, people's consumption

concepts have also undergone significant changes, cosmetics are no longer the exclusive products of women, more and more men, the elderly and children have become the new volume of cosmetics consumption. [1] According to the latest "Research Report on the Operation Status and Development Trend of China's Cosmetics Market in 2024-2025" released by iiMedia Research, a third-party data mining and analysis institution in the global new economy industry, the market size of China's cosmetics industry in 2023 is about 516.09 billion yuan, an increase of 6.4%. It is expected to increase to 579.10 billion yuan by 2025. The study of cosmetic consumer behavior is a study on the behavioral habits of individual or groups of consumers in the process of choosing, purchasing, and using cosmetic products, as well as their expectations and preferences for cosmetic products. Consumers' purchasing decisions are not only influenced by personal factors, but also by social, cultural and other external factors [2]. Therefore, the consumer behavior of different types of consumers presents different characteristics and changes over time.

This paper will analyze the characteristics of consumer behavior, combined with consumer behavior theory, to reveal the key drivers of consumer behavior in the cosmetic market, and based on this, put forward the optimization path of marketing strategy in four aspects: product design, brand promotion, channel selection and pricing strategy, which will provide strong support and guidance for the brand in the fierce market competition.

2. Analysis of the Association between Consumer Behavior and Cosmetic Industry

2.1 The Basic Theory of Consumer Behavior

2.1.1 The concept of consumer behavior

Foreign scholars have given their own views on the definition of consumer behavior. Early scholars paid more attention to consumer

behavior itself. Consumer behavior is to describe or explain the choice and purchase behavior of consumers at a particular time or over a period of time, and is the decision-making activities involved in the purchase and use of products or services [3]. Consumer behavior its research can be classified into two categories: empirical and non-positivist. Positivism encompasses rational, behavioral, and cognitive perspectives, so it has had to gather new theoretical material from other disciplines, a shift that has resulted in a leap forward in consumer behavior. Cost-effectiveness is no longer what consumers simply seek, consumers are an “economic man”, “social man” emotional and social and many other factors affect their purchases and decisions [4]. Later scholars synthesize the knowledge of other disciplines, the study of consumer behavior is no longer limited, but develops to focus on the holistic, no longer singularly equate consumer behavior with purchasing behavior, but to combine all aspects of the factors, the consumer behavior is viewed as a decision-making process, including the cognition of the needs, the choice of the product, the purchasing decision, the use and the evaluation of the process of the chain of processes. Consumer behavior is all the activities, opinions and influences related to the consumer in the process of purchasing a product or labor [5], an act, process, and the result of the experience of obtaining and using all types of products, services, and other resources of individuals, groups, and organizations that exist in the social closure [6]. Consumer behavior as cited in this study refers to the idea of how individual consumers are informed, select, purchase, and dispose of goods and services in order to satisfy their needs and desires [7]).

2.1.2 Aspects of consumer behavior influencing factors

Consumer behavior is influenced by different factors when it occurs, and changes occur in each segment. This change will affect the consumer's decision-making and finally form the consumer's purchasing behavior. Scholars study the influencing factors of consumer behavior and its mechanism so as to achieve the purpose of promoting consumption. The two-factor theory believes that consumer behavior is mainly influenced by two factors: personal and environmental. Individual factors

mainly include the individual's income level, age and gender, occupation, education level, personality and lifestyle. These are factors about the consumers themselves and are not formed in the short term. Environmental factors mainly include external factors that influence consumer behavior such as reference groups, social class, family, role and status [8]. The three-factor theory believes that in addition to personal and environmental factors, the seller's marketing factors are also one of the important factors affecting consumer behavior, highlighting the important role of marketing methods, marketing activities, and marketing strategies on consumer behavior [9]. The four-factor theory includes cultural, social, personal, and psychological factors [10].

2.1.3 Basic theoretical framework of consumer behavior

Consumer behavior refers to a variety of psychological and behavioral processes exhibited by individuals or groups in selecting, purchasing, using and dealing with products or services. Based on the research of different scholars, consumer behavior can be understood through the following theoretical framework:

a. Decision Process Model: This model describes the stages consumers go through in the purchase process, including problem recognition, information search, evaluation and selection, purchase decision, and post-purchase behavior. This process helps companies identify consumers' needs and pain points at different stages, as shown in Figure 1.

b. Psychological Factors Model: This model emphasizes how psychological factors such as consumers' motivation, cognition, emotions and attitudes influence their behavior. Freud's theory of motivation and Fishbein's multi-attribute attitude model are the key theoretical underpinnings of this field, as shown in Figure 2.

c. Socio and Cultural Influence Model: This model focuses on the moderating effect of external factors such as family, group, social class and culture on consumer behavior, such as the influence of reference groups and the shaping of aesthetic standards of cosmetic products by cultural background, as shown in Figure 3.

By combining these theoretical frameworks, the purchasing behavior of cosmetic consumers can be better understood, and companies can more systematically understand

the driving forces behind consumer behavior

and develop precise marketing strategies.

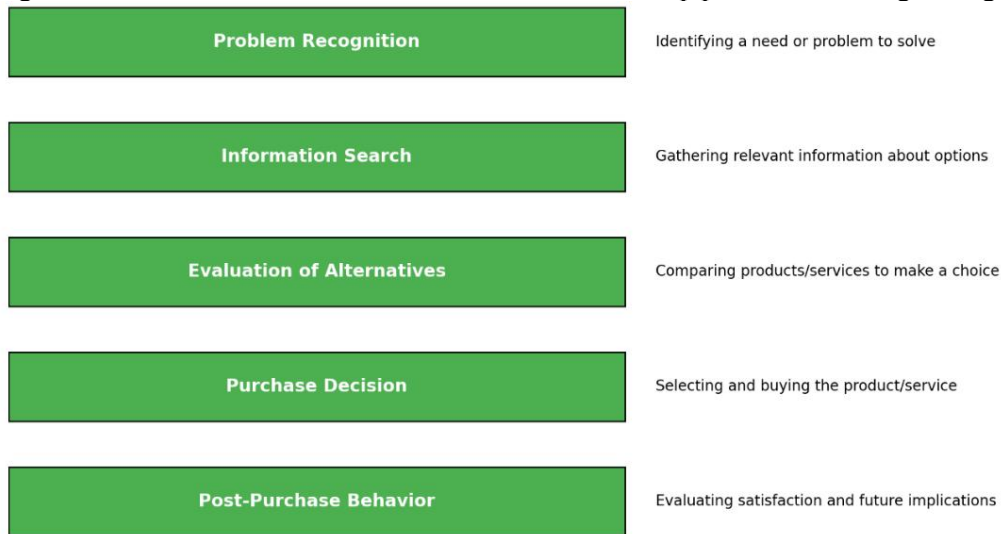


Figure 1. Consumer Decision Process Model

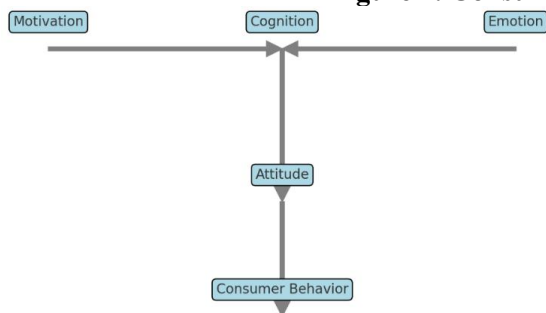


Figure 2. Psychological Factors Model of Consumer Behavior

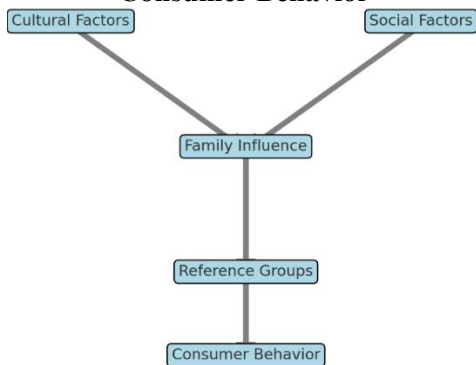


Figure 3. Socio and Cultural Influence Model of Consumer Behavior

2.2 Characteristics of Consumer Behavior in the Cosmetics Industry

Based on the above consumer behavior theory, the behavioral characteristics of cosmetic consumers and their specific impact on the development of the industry can be further analyzed.

2.2.1 Behavioral characteristics of cosmetic consumers

The cosmetics market is evolving with the trend of diversification and emotionalization of

consumer needs, and brands are facing fierce competition and market changes in the process. The behavioral characteristics of cosmetic consumers can be analyzed from multiple dimensions, mainly including the following aspects:

(1) Main consumer of women

The main consumer of the cosmetics market is women, especially in modern society, where women's emphasis on appearance, skin care and personal image has propelled them to become the main purchasing group of cosmetics. As women's economic status improves and their sense of independent consumption increases, their demand for cosmetics is not only limited to basic beauty functions, but also extends to skin care, anti-aging, natural and environmental protection and other areas. In order to take advantage of the fierce competition in the market, brands need to understand the psychology and needs of female consumers more accurately, so as to provide products and services that meet their expectations.

(2) Diversity of needs

As consumers' demands for their personal image continue to change, the demand for cosmetics is gradually becoming more diverse. In addition to traditional skin care and makeup products, consumers' focus on products not only includes functionality, but also covers comfort, personalization, and the need for natural ingredients. At the same time, environmental protection and sustainability have become one of the key considerations for consumers when shopping for cosmetics. An

increasing number of brands selling non-hazardous, animal-test-free, and natural ingredients have emerged in the market. These diverse needs have prompted the cosmetics industry to continue innovating and launching personalized products to meet consumers' evolving expectations.

(3) Emotional purchasing decisions

Cosmetic purchase decisions often have a strong emotional color, consumers in the choice of products, not only rely on its functionality, but also driven by brand image, social media influence and celebrity endorsements and other emotional factors. Especially in the context of the growing development of social media, many consumers learn about and buy products through social platforms, and often by peers, friends, netizens and other people's recommendations and emotional resonance. Brands need to establish a deep connection with consumers through emotional marketing to increase brand identity.

(4) Brand loyalty and repeat purchase

Cosmetic consumers tend to develop strong loyalty to certain brands after a certain period of time, especially if the brand can meet their long-term needs and maintain a certain level of innovation. However, as new products continue to be introduced in the market, consumers may also be tempted to try new brands and products, so brands need to continue to innovate while maintaining the loyalty of existing customers. Consumers' identification with and trust in the brand will directly influence their decision to make repeat purchases.

(5) Social and Group Influence

Cosmetics purchasing behavior is increasingly influenced by social circles and groups, especially on social media platforms (e.g., Instagram, TikTok, etc.), where consumers make their purchasing decisions through Netflix, bloggers, and friends' recommendations. Social effects and word-of-mouth communication play an important role, as consumers are not only influenced by advertisements and brand promotions, but also refer to the feedback and reviews of others after use. The influence of celebrity endorsers and internet celebrities also makes consumers pay more attention to social identity and emotional belonging when purchasing cosmetics.

2.2.2 Influencing factors of cosmetics

consumption behavior

Cosmetic consumption behavior as individual behavior, first affected by personal factors, such as individual consumer demand, motivation, attitude, personality and other psychological factors. At the same time, it is also affected by the influence from society, economy, culture and family.

(1) Economic factors

Economic factors and their influence is reflected in two aspects: first, the cost-effectiveness of cosmetics is a decisive factor in determining whether consumers buy. That is, when consumers have a demand for a certain commodity, the first thing to consider is the ability to pay and the money paid for the purchase of this commodity can make their own needs to be satisfied; Second, the law of diminishing marginal utility. That is, consumers always make reasonable purchasing decisions within the range of their income in order to maximize utility. Under the condition that consumers' purchasing power is certain, they always spend their money on commodities that maximize their marginal utility.

(2) Social factors

Social factors mainly include the influence of reference groups and families on cosmetic consumption behavior. First, reference groups have an impact on cosmetic consumption behavior. The so-called reference group is the group that individuals use as a point of reference for comparison when forming their general or special values and forming their attitudes or behaviors. A reference group is a group that individuals use as a frame of reference in their consumption choices or decisions; second, the influence of the family on cosmetic consumption behavior. People's consumption behavior is first learned from the family; at the same time, the social status and economic conditions of the family also determine the consumption structure and consumption level of family members, and the family is the most important social factor affecting consumption behavior.

(3) Cultural factors

The influence of culture on consumption behavior. Every individual is a product of culture, not only the daily clothing, food, housing, transportation and so on by the influence of cultural background, but also in the market economy conditions, the

consumer's purchasing psychology, purchasing behavior is also subject to cultural constraints. China is an ancient civilization with a long history and has its own unique culture. Under the environment of China's cosmetic market, the cosmetic purchasing behavior of Chinese consumers has very obvious differences compared with that of foreign countries: firstly, focus on human feelings and the motive of seeking common ground; secondly, the consumption concept of thrift and frugality; thirdly, the national character of subtlety; fourthly, the consumption concept of focusing on the family. Therefore, in the cosmetics consumer market dominated by Chinese people, individual consumer behavior should not only consider their own needs, but also take into account the consumption needs of the whole family.

3. Application of Consumer Behavior Theory in Cosmetics Marketing

The application of consumer behavior theory in cosmetic marketing can help brands better understand consumers' needs and decision-making process, so as to develop more accurate marketing strategies. By analyzing consumers' purchase motives, psychological factors, social influence, etc., brand loyalty and purchase frequency can be effectively enhanced.

3.1 Meeting Consumer Needs: Personalized Recommendation

According to Maslow's Hierarchy of Needs, human needs are hierarchical, rising from physiological needs to self-actualization needs. In the cosmetics market, consumers' needs are not only limited to basic beauty functions, but also include personalized and customized requirements. For example, consumers choose cosmetics based on different skin types, age groups, and seasonal changes. To meet this diverse demand, brands need to provide consumers with a personalized experience.

Sephora has successfully leveraged augmented reality (AR) technology to provide consumers with personalized product recommendations through its "Sephora Virtual Artist" tool. Consumers are able to virtually try on different cosmetics to see how they match their skin tone and needs, a personalized experience that not only increases customer interest in purchasing, but also strengthens their brand

loyalty. Through such personalized recommendations, Sephora was able to satisfy consumer demand for a customized experience, while at the same time increasing consumer satisfaction and brand identity.

3.2 Enhancing Brand Loyalty: Emotional Marketing

Emotional factors are often more important than rational factors in cosmetic purchasing decisions. According to Emotional Theory, when consumers choose cosmetics, they not only consider their functionality, but also are influenced by brand image and emotional resonance. The purchase decision of cosmetics is not only the pursuit of beauty, but also the embodiment of self-realization and social identity. Therefore, through emotional marketing, brands can better establish a deep emotional connection with consumers.

Estée Lauder's "Beautiful" campaign is a classic example of how emotional marketing can successfully increase brand loyalty. The ads show the image of a confident, independent modern woman, conveying that the brand not only cares about external beauty, but also about internal confidence and emotional needs. Through this emotional resonance, Estée Lauder has effectively strengthened consumers' emotional attachment to the brand, making it one of the preferred brands. The success of emotional marketing not only strengthens consumers' brand loyalty, but also promotes long-term purchasing behavior.

3.3 Increasing Purchase Frequency: Social Media Marketing

Modern consumers are increasingly relying on social media to obtain information and make purchasing decisions. According to Social Learning Theory, consumers are often influenced by others' recommendations and social circles in the purchase decision process. Therefore, through social media interaction and content dissemination, brands can effectively increase consumers' purchase frequency and brand attention.

Fenty Beauty has had great success through social media marketing. The brand has successfully inspired a large number of consumers to make purchases by showcasing its extensive product line and diverse skin tone adaptations through platforms such as

Instagram, as well as utilizing celebrity spokespeople and consumer sharing. Through interactions on social platforms, Fenty Beauty has built a strong community with consumers, making them not only loyal fans of the brand, but also frequent purchasers of new products. Social media marketing enhances the engagement between the brand and consumers, which further promotes the frequency of purchase.

3.4 Influencing Purchase Decisions: Word-of-Mouth and User Reviews

According to Cognitive Dissonance Theory (CDT), consumers experience certain psychological conflicts when making purchase decisions, especially when faced with numerous choices. At this point, consumers tend to refer to other people's reviews and word-of-mouth to minimize this cognitive dissonance and confirm their purchase decisions. By accumulating positive user reviews and spreading word-of-mouth, cosmetic brands can effectively influence potential customers' decision-making, thereby increasing purchase conversion rates and brand loyalty.

Glossier is a cosmetic brand that successfully utilizes word-of-mouth communication and user reviews. The brand actively interacts with consumers through social platforms, encouraging them to share their experiences and displaying these real user reviews on the brand's website and social media. This word-of-mouth marketing has not only helped Glossier build a strong community, but has also promoted repeat purchases from the brand's loyal users. By accumulating positive word-of-mouth, Glossier continues to expand its market share, and brand loyalty and purchase frequency have increased significantly.

4. Marketing Strategy Optimization Driven by Consumer Behavior

Based on consumer behavior insights, cosmetic brands should optimize their marketing strategies in multiple dimensions. Consumer behavior analysis can help brands understand the needs of their target groups, psychological motivation and the driving factors of purchase decisions, so as to provide data support for product design, brand promotion, channel selection and pricing

strategy.

4.1 Product Design Optimization

Consumers' needs are increasingly diversified, especially in the cosmetics industry, where consumers not only pay attention to the basic functions of products, but also pay more and more attention to personalization, customization and brand values. Based on consumer behavior insights, cosmetic brands should innovate their products according to the changing needs of different consumer groups and create products that meet consumer needs. For example, considering women's heightened interest in skincare effects, products specifically targeting sensitive skin, anti-aging or sun protection functions can be developed. In addition, with the rise of green consumption, consumer demand for natural ingredients and environmentally friendly packaging has increased, and brands should optimize product design in these areas.

4.2 Brand Promotion Optimization

Brand promotion needs to establish a connection with consumers' emotions. Consumers not only choose high-quality products, but also prefer brands that can trigger emotional resonance. Through emotional marketing, brands can take advantage of the emotional drivers of consumer behavior to enhance brand value. For example, cosmetic brands can use celebrity endorsements, advertisements and brand stories to convey emotional values such as caring, self-confidence and independence, thereby increasing consumer loyalty to the brand. Social marketing is also an important means to enhance brand identity. Brands can interact with consumers and listen to their feedback through social media to build a strong community effect.

4.3 Optimize Channel Selection

With the rapid development of e-commerce and social media, traditional retail channels are gradually facing challenges. Changes in consumer shopping behavior require brands to make corresponding adjustments in channel selection. Based on the analysis of consumer behavior, brands should balance the allocation of resources between traditional retail and e-commerce platforms. On e-commerce platforms, brands can attract consumers and

increase brand exposure through online advertising, social media platforms, live streaming and other means. In traditional retail channels, brands can increase consumers' tactile experience through store experience and trial, etc., so as to enhance consumers' purchase intention. Combining online and offline channel strategies can help brands maximize the reach of different levels of consumer groups.

4.4 Pricing Strategy Optimization

Consumers' price sensitivity varies greatly among different groups, so brands should adjust their pricing strategies based on consumer behavior analysis. For example, for consumers who pursue high quality and unique experience, they can launch high-end series products and set higher prices, while for those who emphasize on cost-effectiveness, they can provide mid- to low-priced options. In addition, brands can increase consumers' purchase frequency and loyalty through promotional means such as coupons and membership points. A flexible pricing strategy can better adapt to changes in market demand and also meet the expectations of different consumer groups.

5. Conclusion

With the continuous growth of China's economy and the improvement of consumers' living standards, the cosmetics market has shown unprecedented prosperity and vitality. Especially in the context of increasingly diversified consumer groups, the consumer behavior of the cosmetics industry has become more complex and diversified. Through consumer behavior analysis, cosmetic brands can optimize their product design, brand promotion, channel selection and pricing strategies to better adapt to changes in consumer demand. The strategy proposed in this paper shows the interconnections and logical synergies among the components from the perspective of consumer behavior: innovation in product design lays the

foundation for brand promotion, the success of brand promotion further strengthens the flexibility of channel selection, and channel selection and pricing strategy work together to support the brand's maximization of market benefits. This systematic strategy optimization path not only enhances consumer satisfaction and brand loyalty, but also provides the cosmetics industry with sustainable momentum in the face of fierce competition.

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