

**KEY FACTORS INFLUENCING PEOPLE TO BUY COSMETICS
PRODUCT IN CHINA**



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KEY FACTORS INFLUENCING PEOPLE TO BUY COSMETICS PRODUCT IN CHINA

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ABSTRACT

With the continuous development of the economy, people's pursuit of life is not limited to material. People have begun to slowly meet their spiritual needs and their own needs for beauty. For Chinese people, beauty is divided into internal beauty and external beauty. For internal beauty, it depends on people's knowledge, and for external beauty, it depends on clothes. Cosmetics happen to be one of the most intuitive expressions of external beauty. In China, more and more people have begun to use different cosmetics, and cosmetics have gradually occupied a large part of people's daily consumption of consumer products.

This article collected data from 25 participants who used cosmetics in China. The article conducted in-depth interviews on their willingness to buy cosmetics, the channels to buy cosmetics, the influence of the affected people, the brand loyalty of cosmetics and their views on cosmetics word-of-mouth. This article shows the results of in-depth interviews and analysis, showing the key factors that affect people's purchase of cosmetics in China.

KEY WORDS: Cosmetics / Purchase intention/ Influencer/ Brand loyalty/ Word of mouth

41 pages

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CHAPTER I

INTRODUCTION

1.1 Introduction

Cosmetics is both an industry and a part of culture. In today's financial environment, cosmetics are the rising sun in the market, and their product positioning cannot be shaken. To borrow a Jewish saying: the business of women and children is the best business opportunity, and cosmetics include this item. In the long history of the world, beauty has been the eternal charm that people yearn for since ancient times, and it still has a strong impact on people today. By 2021, cosmetics have become an indispensable factor in people's daily life. According to the definition of cosmetics, cosmetics refer to substances used to improve the appearance of human beings in addition to simple cleaning products.

Although beauty is in the eyes of onlookers, people are willing to spend their savings to buy beauty products and cosmetics to experience their beauty. This is why the global beauty industry is growing steadily and can obtain a large number of loyal customers. According to European Commission (EC) Regulation 1223/2009, they stated that, Cosmetics are described as "any substance or mixture intended to contact external organs of the human body, including the epidermis, hair system, nails, lips and external genitalia, for the purpose of cleaning, perfuming, changing their appearance, protecting them, keeping them in good condition or correcting their body odor". Therefore, due to the high demand of consumers for cosmetics, the cosmetics industry is growing rapidly. They hope to use cosmetics to get a better appearance.

1.2 Cosmetics industry in China

In recent years, with the economic growth, China's cosmetics industry has developed rapidly. China's cosmetics market is the largest emerging market in the world. In a short period of more than 20 years, China's cosmetics industry has grown

from small to large, from weak to strong, from simple to leading technology, and from group management. China's demand for cosmetics is maturing and diversifying. In the past, people may only buy basic makeup products, but in recent years, with the continuous development of society, people increasingly buy different makeup products, such as lipstick and eye shadow. This trend has greatly increased people's demand for different cosmetics. The whole industry has formed a fledgling and dynamic industry. More and more cosmetics companies gradually appear in the market, a wide variety of cosmetics brands emerge in endlessly, and the market competition is increasingly fierce. China's cosmetics industry develops rapidly and has become a new consumer hot spot. As China relaxes restrictions on imported cosmetics, international cosmetics giants are accelerating their expansion in the Chinese market, and local brands are taking a big hit from the outside.

Nowadays, the focus of cosmetic brand competition has gradually become the product culture, corporate image and product quality of cosmetics. Only by seizing the opportunity of the future cosmetics market can cosmetics enterprises develop better and longer.



Figure 1.1 Total retail sales of cosmetics in China. Data source: National Bureau of Statistics of China

According to the data of China National Bureau of statistics, the total retail sales of cosmetics (Figure 1.1 Total retail sales of cosmetics in China) are increasing year by year, and cosmetics have gradually become an indispensable part of social consumer goods.

1.3 Research Questions

What are the key factors influencing people to buy cosmetic products in China?

1.4 Research Objective

The purpose of this research aims to investigate what factors will influence people's purchase intentions in cosmetics product in China by identifying what influence and motivate the consumers in buying cosmetics products and what are the key factors that consumers take into consideration when they decide to buy cosmetics products.

CHAPTER II

LITERATURE REVIEW

2.1 Purchase Intention

Purchase intention is a customer's intention to buy a certain product or service. Purchase intentions can be used to test the implementation of a new distribution channel to help managers determine whether the concept is worth further development and decide which geographic markets and consumer groups to target through the channel (Morwitz, Steckel and Gupta, 2007). Its importance lies in the fact that intention is seen as a key predictor of actual behavior (Montaño and Kasprzyk, 2015). Purchase intention is a kind of decision, and the reasons why consumers buy a particular brand are studied (Shah et al., 2012). Morwitz, Steckel and Gupta (2007) defined purchase intention as the situation that consumers tend to buy specific products under specific conditions. Purchase behavior is the key for consumers to acquire and evaluate specific products. Purchase intention may change under the influence of price or perceived quality and value. In addition, consumers are influenced by internal or external motives in the purchasing process (Gogoi, 2013). However, in order to improve the status of brands in the market and generate positive emotions among consumers, purchase intention has become the most important issue in the industry (Borzooei, Mahdi, M.A., and Asgari, M., 2013).

In summary, this paper believes that purchase intention may be an important factor that will affect Chinese people's purchase of cosmetics. According to the definition of purchase intention, purchase intention refers to people's purchase intention of a product or a service. In this paper, we will study people's purchase intention of cosmetics through in-depth investigation.

2.2 Purchase Channel

The purchase channel is a series of end-to-end steps to request, approve, purchase, receive and pay for goods and services. The purchase channel needs to establish an efficient P2P process. For consumers, the choice of purchase channel mainly depends on the economic factors related to consumer channel choice, such as search cost, delivery time, evaluation cost and price (Gupta, A; Su, B. and Walterc, Z., 2004). Price seems to be one of the most important criteria for evaluating purchases, but can be considered less if personalization, inventory availability, and convenience are important to customers (Gensler, S. Neslin, S.A. and Verhoef, P.C., 2017). Convenience means that customers seek to purchase products with minimal time, physical and mental investment (Schroder, H. and Zaharia, S., 2008). Most consumers are cross shoppers and tend to buy products suitable for that channel on one channel (MA, J., 2016). Consumers perceive the online channel to offer more product choice than the offline channel (Cheema, A. and Papatla, P., 2010). Consumers have access to a wealth of information about product attributes and their availability. They can compare prices and overall value propositions very quickly, or get online advice from different sources (Li, C.Y.; Chen, J, 2017 and 2019).

In this research, purchase channel is also one of the main factors that will affect people's purchase of cosmetics. People will consider the purchase channel in many aspects when choosing to buy cosmetics, so as to decide the purchase channel of cosmetics.

2.3 Influencer

An influencer is a person who has the ability to influence the purchasing decisions of others because of his or her authority, knowledge, status, or relationship with the audience. Influencer marketing can be an affordable marketing tool that allows direct contact with target audiences (Weiss R., 2014). Celebrity endorsement is a traditional and effective marketing technique, which is still being applied through new marketing campaigns on social media platforms (McCormick K., 2016). These influencers are seen as new innovative celebrities, called micro-celebrities, such as Vloggers and "Insta celebrities", who enthusiastically share their content on topics

such as beauty, fitness, food and fashion and gain a large following (Lin H.-C., 2018). It is worth noting that influencers influence online followers, and marketers select them based on their influence on the audience to support the brand or its products (Lincoln C., Pomponi S., and Sammis K., 2016).

For this research, influencers are considered to be one of the main factors affecting people's purchase of cosmetics, including beauty bloggers on social media, celebrities, and some stars who will have this impact on people's purchase behavior. Through in-depth interviews, we will have a deeper understanding of whether people are more willing to buy cosmetics recommended by influencers and have more trust.

2.4 Brand Loyalty

In marketing, brand loyalty describes consumers' positive feelings about a brand and their determination to repeatedly purchase branded products and/or services regardless of imperfections, competitor behavior, or environmental changes. Other behaviors can also prove this, such as positive word-of-mouth publicity. (Hur, Won Moo; Ahn, Kwang-Ho and Kim, Minsung, 2011) Corporate brand loyalty refers to the fact that a person repeatedly purchases products from the same manufacturer rather than from other suppliers without hesitation. (American Marketing Association Dictionary Archive, 2012) In marketing, brand loyalty includes the consumer's commitment to re-purchase or continue to use the brand. Consumers can demonstrate brand loyalty through repeated purchases of products, services, or other positive actions such as word-of-mouth publicity. (Dick, Alan S.; Basu, Kunar, 1994)

In this study, Brand Loyalty refers to let us understand the impact of people's loyalty to a certain brand or brand on people's behavior of buying cosmetics. Brand loyalty is very important to cosmetics brands and cosmetics companies, which determines whether they will have more loyal customers. Whether people prefer to buy cosmetics of one brand or widely buy cosmetics of all brands will receive specific responses in the in-depth interview.

2.5 Word of Mouth

Word of mouth (WOM) is the informal exchange of ideas, comments, opinions, and information between two people, neither of whom is a marketer. Word of mouth communication deals with two themes, one is "getting information about behaviors and choices": the recipient, and the second is "increasing his/her confidence in personal product or behavioral choices by persuading others to do so" (Blackwell C. And V.W. Smith, 2006). Word of mouth provides reliable and trustworthy information about a product, sometimes more important than formal communication. The more positive information consumers receive about a product from their peers, the more likely they are to adopt it. The success of word-of-mouth marketing largely depends on the nature of the rewards used. Research shows that when the wrong incentives are used to encourage consumers or agents to spread positive word of mouth about a product or brand, these campaigns can backfire. (Anghelcev, George, 2015) Consumer WOM is considered as a balance between commercial motivation and WOM. (Lang, Bodo; Lawson, Robb, 2013)

In this research, word of mouth is considered to be the main factor that will affect people's purchase of cosmetics. It includes the recommendation of consumers to others and the recommendation of others to consumers. Word of mouth (WOM) is considered to be one of the good ways to increase sales. We will further explore whether people believe in and are willing to buy cosmetics recommended by their friends or relatives through in-depth interviews.

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Methodology: Qualitative Method

The design of qualitative research methods helps to reveal the behavior and perception of the target audience towards a particular topic. There are different types of commonly used qualitative research methods such as in-depth interviews, focus groups, ethnographic studies, content analysis and case studies. Qualitative methods include ethnography, grounded theory, discourse analysis, and interpretive phenomenological analysis. (Creswell, John W., 2013) Qualitative research methods have been used in sociology, anthropology, political science, psychology, social work and education research. (Alasuutari, Pertti, 2010) Qualitative researchers study individuals' understanding of their social reality.

3.2 In Depth Interview

Our in-depth interviews were conducted with 25 interviewees. The target population is mainly at the age between 20-30 year old because this age group is the main users. The main purpose of this interview is to study the attitude of these two generations towards purchasing cosmetics and the main factors affecting their purchase and choice of cosmetics. As we conduct an individual interview, we can receive precise data about their thoughts and motivations towards their behavior. Most of the interviews were conducted by phone call and the main method of collecting data is voice recording.

3.3 Questions

1. What are the main reasons you use and buy cosmetics?
2. In what conditions would you purchase a cosmetic product?

3. What do you value most when buying cosmetics?
4. What are the main channels for you to buy cosmetics?
5. Which channel do you prefer to buy cosmetics from? Why?
6. Will you buy some cosmetics because of the recommendation of some influencers?
7. Do you think the cosmetic products recommended by celebrities or influencers are better?
8. Do you prefer a certain brand of cosmetics?
9. Do you pay more attention to the brand of cosmetics or the effect of use? why?
10. Would you recommend makeup products to your relatives or friends?
11. Have you ever bought a certain kind of cosmetics because of the recommendation of others?



CHAPTER IV

DATA ANALYSIS

4.1 Finding and Data Analysis

Through interviews with 25 interviewees, we conducted in-depth interviews with them on their purchase intention, purchase channels, the influence of influencers on their purchase intention, the influence of brand loyalty on them, and the influence of word of mouth, a total of 11 questions. We got different answers to each question. These answers give the author a new view on the factors that affect people's purchase of cosmetics in China.

4.2 Purchase Intention

In this in-depth interview, the main reasons for most of the interviewees to use and buy cosmetics are for their work or daily needs, as well as for themselves, which can make them more confident and look better. Using cosmetics in daily life has become an inevitable trend, especially for some girls who love beauty. One interviewee said that *“I think girls must love beauty. Whether it's internal or external, I think they need to rely on something to decorate. The internal beauty must be through knowledge. In this regard, if it's external beauty, I think the better direct way is through cosmetics, so that's why I buy cosmetics, because I love beauty.”* This response is very reasonable. Chinese people pay attention to internal beauty and external beauty. For internal beauty, it depends on a person's knowledge and his insight. For people's external beauty, it depends on makeup and dressing. Makeup is indeed one of the most intuitive expressions of people's external beauty, which can directly meet people's external needs, and make people feel more confident and be attractive. Makeup is also needed on some important occasions. Another interviewee said that *“It's mainly because I think it's polite for others to wear light makeup when meeting people every day.”* and one said that *“Sometimes work requires me to make*

up for some occasions. At the same time, I think maybe makeup can make me more confident.” People also need makeup in some daily workplaces or some important occasions in their life. Some interviewees think that daily makeup is a kind of politeness to others, especially in public, which can make people feel more confident about themselves, so as to better complete their work or other needs.

Cosmetics have increasingly become an indispensable commodity in people's life. According to the response from the interviewees, they said that the main conditions for them to have purchase intention on cosmetics are the new demand for cosmetics after using up for one cosmetics, the recommendations of others, the good-looking packaging of cosmetics, and the recommendations of beauty bloggers on social media. One interviewee said that “*The one condition is for my usual needs. The other is when I was recommended by my friends. The third is when I watch the social media and I saw some products recommended by some beauty bloggers.*” There are many reasons for people's purchase intention to buy cosmetics. In today's society with more and more developed social media, the recommendation of beauty bloggers on the Internet has a greater and greater impact on people's purchase intention to buy and purchase behavior, and more people will be affected by them. One interviewee response about “*I mainly search on social media. If someone recommends it, I will search the product again to see the customer's evaluation. If the evaluation is good, I can buy it if it is more suitable for my skin type.*” and another interviewee response about “*It may be because of the recommendation of people around me and online evaluation. If the evaluation of this product is more suitable for my skin type, I may have the intention to buy it.*” According to their responses, it can be seen that people will be influenced by others to buy cosmetics, but they will also read the evaluation of cosmetics online to buy rationally, because many people who have used cosmetics will post their own use evaluation on social media. Some interviewees also mentioned the packaging of cosmetics, and one interviewee responded that “*Its packaging is good-looking, the packaging shell of cosmetics makes me like it at first sight. Of course, the material can't be too bad.*” Now, for many products, a good package can attract people's attention, so as to generate willingness to buy it. The same is true for cosmetics, and people will also pay attention to the outer packaging of cosmetics.

According to the interviewees' different responses, people pay more

attention to the evaluation, quality, brand, use effect, price, practicality and whether it is suitable for their own skin type when buying cosmetics. One interviewee response like *“Most value its word of mouth, its quality and the effect of use. Of course, price is also very important.”* According to the response obtained from this in-depth interview, most of the interviewees pay attention to the public praise recommendation of cosmetics, whether recommended by friends or beauty bloggers. Another response also mentioned about other aspect, *“I value the brand. The brand can't be too niche, because the niche brand itself is not easy to buy. Then there may be some concerns about quality. So I mainly look at the brand, and then look at some comments.”* We can see that people will also consider the brand and the quality of cosmetics when choosing and buying cosmetics. Cosmetics are used on the skin, so now when choosing cosmetics, people will pay attention to the quality of cosmetics and should not harm the skin.

In summary, according to the interviewees' responses to the purchase intention interview, the main reasons why people buy and use cosmetics are their work and daily needs as well as their own needs, which can make them more confident. The main reasons that will affect their purchase of cosmetics are the demand for cosmetics, the recommendation of others, and the attraction of beautiful cosmetics packaging. Most of the interviewees pay most attention to the product evaluation of cosmetics, product quality, use effect and product price. People will consider comprehensively from many aspects whether they will buy a cosmetic.

4.3 Purchase Channel

According to the data collected in this in-depth interview, the main channels for people to buy cosmetics in China are online shopping and offline physical stores, and some interviewees like to buy cosmetics through purchasing agents. In China, online shopping has become the main channel for people to buy products. Most of the interviewees choose to buy cosmetics through online channel. Now the logistics is also very fast in China. Usually, people can receive their purchased products within two to three days after placing an order online. Especially in the current COVID-19 situation, more and more people choose to buy cosmetics online. An interviewee said

“I prefer online. Some samples will be given online, and it is more convenient. Now if you buy it online and then you can get it very fast. It's convenient to send it directly to your home by 2 or 3 day.” Through online shopping channels, people can have more favorable prices and more convenient. Another interviewee said that *“I prefer to go to Taobao (A major platform for Chinese people to shop online), because its search keyword allows me to choose more categories.”* Usually, official online stores have more products than offline counters, which can give people a variety of choices.

In conclusion, most people prefer to buy cosmetics through online shopping channels. Online shopping allows people to have more choices by simply searching for keywords. Compared with offline cosmetics stores, online cosmetics stores can have more series of products. Coupled with the rapid development of China's logistics industry, many cities have been able to complete logistics distribution services the next day. Buying cosmetics online usually provides more discounts, and people can enjoy more favorable prices for the same cosmetics.

4.4 Influencer

In the previous analysis, it was mentioned that now people's purchase intention will be affected by others, and the main influencing factor is the influencer, such as some beauty bloggers or celebrities on social media. When mentioned influencers, the interviewees gave different answers. People usually trust the recommendation of beauty bloggers they believe in. For the recommendation of some celebrities or stars, people think it may be for advertising. An interviewee answered that *“I believe more in beauty bloggers. superstars and online celebrities don't have much willingness to buy, because I don't believe in star effect very much. I mainly watch some recommended videos of beauty bloggers. If the use effect of the product is the same as that shown in their videos, and it doesn't have some special clips, I'll want to buy it.”* and other response about *“If there are some cosmetics recommended by my favorite beauty bloggers or trusted beauty bloggers, I may try them.”* People usually trust the beauty bloggers they believe more and are more willing to buy the cosmetics they recommend. When asked whether they would buy products recommended by influencers, an interviewee said *“I'm not going to buy it blindly. If there is a counter*

nearby, I'll try it first. If there is no counter, just wait a little longer to see how the reputation is, and then finally consider whether to buy it." People will still pay attention to the evaluation of recommended cosmetics, and then decide whether to buy those cosmetics.

About the products recommended by influencers and celebrities, the interviewees believed that *"I don't think it's 100% that they recommend is better to use, maybe some of them really feel good to use so they will recommend the products. But maybe for some of them just only for advertising so It's difficult to judge whether it's really good to use or not."* According to many people's understanding, many celebrities or bloggers recommend some products for advertising, so it is difficult to judge whether the products they recommend are good to use and effective as they recommended. People need to know more about the evaluation of recommended cosmetics before they purchase the cosmetics like one interviewee said that *"It mainly depends on whether the recommended content of their videos is the same as the product effect. Then I will go to see some customer experience evaluations. After buying some products, some people will comment below. I mainly go to see more of those."* One interviewee thought that the cosmetics recommended by the influencers also had a great connection with the brand, *"It depends on the brand. If it's the brand I often use, I'll be more inclined to choose it. But if it's a brand I haven't used, I'll buy these products more rationally."* The brand of cosmetics is also a major factor affecting people's purchase of cosmetics, whether it is people's own purchase behavior or the purchase behavior caused by the recommendation of the affected people.

To summarize, according to the respondents' responses, people are more willing to buy cosmetics recommended by influencers they trust, because now many influencers and celebrities will recommend some cosmetics because of advertisements. Only some influencers and beauty bloggers really recommend easy-to-use cosmetics. Therefore, people will decide whether to buy cosmetics according to the product evaluation of online cosmetics.

4.5 Brand loyalty

Another factor that will affect people's purchase of cosmetics is brand and their brand loyalty. People's loyalty to a brand will also greatly affect people's willingness to buy cosmetics. According to the responses given by the interviewees in the in-depth interview, some interviewees believed that if they bought a brand of cosmetics for the first time and the use effect is well, they would be willing to buy other products of this brand. An interviewee responded that *“If I bought something from one brand and thought it was good to use for the first time, I would think that other things in this brand were good to use.”* and another response like *“I prefer a certain product of a certain brand. If I use it well, I will always buy it back.”* We can see that the first impression of a brand to consumers are very important. If people feel it is good to use when they buy a brand for the first time, it can greatly increase people's loyalty to the brand and are more willing to buy other products of this brand.

The interviewees also gave different responses when choosing to buy some big brand products and comparing the use effects of the products. Most interviewees believed that the use effect of cosmetics is more important, because not all brands of cosmetics are good to use, so the product itself is more important in the eyes of consumers than the brand. An interviewee said that *“I think the use effect is more important, because the use effect is the most intuitive expression, like, there is a very intuitive expression on your face. The brand is just a kind of added value.”* and another interviewee responded like *“I think the use of the effect is more important. The brand is just a bonus. I think if this brand is more premium, maybe when girls use premium cosmetic, they may feel happier in their heart, and it would be better if the products of this brand are good.”* They all think that the use effect is more important than the brand, and the brand is only the bonus of the product. For cosmetics, good use effect is more important for consumers. Now there are many different cosmetics brands in the Chinese market, including famous international brands, some ordinary brands and some niche brands. Many interviewees have bought cheap and easy-to-use cosmetics, as well as expensive but mediocre cosmetics. For some interviewees, brand and use effect are both important, and they think that the quality of brand cosmetics is more guaranteed. And one interviewee responded like *“I think both of them are important for cosmetics, because in my opinion, sometimes for some brands, they will think more*

about their products, about their future reputation, and whether the products will bring side effects. But if we only pay attention to the effect, because some products may have better early effects, but their side effects may also be great, so I may think the combination of the two will be better.” For the cosmetics industry, the most important thing is products. In order to have more loyal customers, they must control the quality of products, so as to better increase customers' loyalty to the brand.

To sum up, for brand loyalty, most of the interviewees think that their first impression of buying a brand of cosmetics is very important. If buying a brand of cosmetics for the first time makes them have good use effects, it will greatly increase the possibility of them buying other products of this brand, thus increasing the sales of cosmetics of this brand, and these customers may also become potential loyal customers. Compared with the brand, people also pay more attention to the quality of the product itself. Only the brand can control the quality of its own brand products, there will be more loyal customers.

4.6 Word of Mouth

Another important factor that will affect people's purchase of cosmetics is the word of mouth of cosmetics. Whether it's the recommendation of friends and relatives around the consumer or the recommendation of influencers on social platforms on the Internet, the word of mouth of cosmetics will affect people's purchase intention. According to the responses of the interviewees in the in-depth survey, most of the interviewees will recommend cosmetics that they feel good to use to others. As an interviewee said *“If I use a product and think it's good to use, I may have used it for a period of time. It's really good to use, and I will recommend it to my friends.”* Most people are willing to share their used cosmetics with their friends. It can be seen that product reputation is also a good way to increase product sales. However, some interviewees thought that everyone's skin type was different, but they would also recommend it if friends needed it. The interviewee said *“Everyone has different skin types. Some people may be oily skin, and mine is mixed dry skin. Then if I recommend mine to them, and they may not be very useful, so I will recommend others to buy cosmetics suitable for them more than the ones I have used.”* Nowadays, consumers

are more rational when buying cosmetics, and will not blindly buy or recommend products to others.

For the cosmetics recommended by others to the interviewees, the interviewees will also choose whether to buy them rationally. Some interviewees responded like *“I will also look at the customer reviews or maybe I will try it in the store.”* and *“I think everyone is suitable for different things, so what they say should also be used as a reference, but I won't buy blindly.”* The word of mouth of cosmetics is very important in people's daily communication, and the online customer evaluation is also very important. People are more rational in choosing cosmetics. They will understand a certain cosmetics through various channels and decide whether to buy this product. Therefore, in the cosmetics market, in addition to products, cosmetics company should also pay attention to the reputation of cosmetics on the Internet and product evaluation, so that people will be more willing to buy them.

We can see that according to the responses of people in the in-depth interview, most people are willing to recommend their used cosmetics to others, and they will also be willing to try and buy cosmetics recommended by others to themselves, but they will not buy these cosmetics blindly when choosing to buy them, and will find out whether these cosmetics are really suitable for them through some channels. At the same time, some interviewees said that they would recommend cosmetics suitable for others according to their skin type, and would not blindly recommend them to others. In general, people will be more rational to recommend and buy cosmetics that are suitable for them. According to the in-depth interview results and the analysis of the data, this article will give some suggestions to Chinese cosmetics companies and cosmetics brands under the analysis of the above results.

CHAPTER V

CONCLUSION

5.1 Recommendation

According to the in-depth interview results and the analysis of the data, this article will give some recommendations to Chinese cosmetics companies and cosmetics brands under the analysis of the above results.

First of all, as cosmetics brands and manufacturers, they can use new media sales channels to expand new consumer groups and realize online and offline simultaneous sales. In recent years, emerging sales models such as webcast, content e-commerce and social groups have emerged in China. The sales channels of Chinese cosmetics are not only limited to online stores and offline counters, but also webcast sales has become an emerging sales channel. These new media sales channels have good user stickiness, can attract customers' attention, and have great attraction to customers. Many beauty bloggers and celebrities will promote cosmetics through webcast, which also accounts for a large part of cosmetics sales. With the rapid development of China's e-commerce, more and more cosmetic enterprises adopt online and offline marketing strategies at the same time to achieve a good situation of online and offline common development, complementary advantages and mutual integration. This phenomenon conforms to the continuous expansion of the demand for cosmetics and the development trend of the cosmetics industry. Chinese young people have a strong tendency to choose products according to the recommendations of beauty bloggers. Therefore, cosmetics brands should ensure their own online marketing means while ensuring the use effect of their products. The rapid development of e-commerce has provided Chinese cosmetics enterprises with efficient and economic sales channels, which not only saves a large number of operating costs of offline stores, but also provides comprehensive services such as consumption data collection, product demand feedback, and customer consumption preference analysis. Therefore, cosmetics enterprises should seize this market opportunity and gradually expand the

scale of e-commerce retail business.

Second, pay attention to online customer evaluation and customer experience of cosmetics. Cosmetic merchants can share the actual use experience of their own brand cosmetics. By sharing the real and effective cosmetic experience, customers can know more about this brand of cosmetics and know whether it is suitable for them. Through in-depth interviews, we can know that most of the interviewees will pay attention to the customer evaluation of cosmetics, including the customer evaluation of other consumers on the Internet and the customer evaluation of cosmetics recommended by their friends. Cosmetic manufacturers should constantly discover the social attributes of their own brand cosmetics, so as to guide more consumers to consume, pay attention to consumers' experience of cosmetics, and let consumers better understand their own brand products. Cosmetics brands can continuously increase their brand's market share through this diversified sales model that is closer to customer experience. Cosmetics brands can interact with consumers online. Publish a large number of promotional videos of their own brand products on the short video platform, and answer various questions and requirements of consumers one by one in the comment area. Based on this meticulous customer service and rapid grasp of market demand, cosmetic brands can better understand customer needs and better develop their own products.

Third, focus on the research and development and packaging of cosmetic products. Cosmetic manufacturers can pay more attention to the new demands of consumers for cosmetics and the basic needs of the public by strengthening cooperation with R & D institutions. With its own brand characteristics, it pays attention to the optimization of cosmetics and constantly launches new products to meet the diversified needs of consumers. In terms of product technology, cosmetic brands can pay attention to the exclusive raw materials and core formulas of their own brands and gradually establish the technical advantages of their own brand cosmetics, so as to have their own unique competitiveness in the highly competitive cosmetics industry. Nowadays, consumers also pay attention to the packaging of cosmetics when they buy cosmetics. Therefore, in terms of product packaging of cosmetics, it is necessary to design personalized packaging, so that customers can see the novel packaging of products at the first sight, attract customers' attention, and thus have

more loyal customers.

5.2 Conclusion

The increasingly strong pursuit of "beauty" by Chinese consumers has promoted the rapid development of the cosmetics industry. With the continuous improvement of Chinese people's income level, people's consumption psychology and demand for cosmetics begin to show the characteristics of diversification and individuation, and the trend of consumption upgrading gradually appears. Consumers no longer blindly pursue low-cost products, and begin to pay more attention to the product quality and customer service experience of cosmetics. Consumers' awareness of the brand value of products is gradually improving, the consumer group of high-end cosmetics is expanding, and the consumer group of middle and low-end cosmetics is also growing. The general applicable group of cosmetics is not limited to women, and more men are gradually starting to use cosmetics. This development trend promotes the healthy and sustainable development of the cosmetics industry. With the rise of the new media era, the marketing mode of cosmetics enterprises has gradually developed from relying solely on traditional media such as TV, fashion magazines and newspapers to the online and offline omni-channel marketing mode. This multi-channel marketing model has brought new opportunities to cosmetics enterprises and the entire cosmetics industry. Their sales channels are not limited to online stores and offline counters, but have gradually developed into multi-channel mixed marketing. In China, where e-commerce is developing rapidly, cosmetics enterprises should firmly seize this development opportunity and better develop their own brands.

Cosmetic brands and manufacturers should continue to ensure the continuous innovation and development of their own brand cosmetics, and constantly research and develop new products according to the new needs of the market to meet the various and evolving needs of customers. On the one hand, the product quality of cosmetics is the key for a brand of cosmetics to enter a larger market. Cosmetics enterprises must ensure the product quality of their own brand cosmetics and the use effect of their own cosmetics. Only by ensuring the quality of cosmetics can more consumers be willing to trust this brand. On the other hand, cosmetic brands and

manufacturers need to pay more attention to their own brand construction, actively learn the development concept of some multinational brands in the global cosmetics industry, gradually establish their own brand awareness, let more consumers recognize their brands, and thus have more loyal consumers. At the same time, we can also learn from the successful sales experience of other cosmetics enterprises in the Chinese market, strengthen the brand publicity of our own brand cosmetics through foreign social media, and further enhance the brand's influence in the international market, so as to go out of the Chinese market, constantly open a broader market, and adapt to the development of globalization.

5.3 Limitation

This research is conducted by using qualitative research method only and through in-depth interviews randomly, and the number of the responses is limited, with only 25 interviewees. Because the number of in-depth interviews is relatively limited, there are only 25 young people in China, and most of them are female. The interview was conducted by telephone instead of face-to-face. The responses given by the interviewees were limited, and most of them were young female. The interviewees come from different provinces in China, and their consumption habits and incomes are different. If there are more interviewees, the research results will be more accurate.

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APPENDICES

Appendix A: Purchase intention

	purchase intention		
Questions	1.What are the main reasons you use and buy cosmetics?	2.In what conditions would you purchase a cosmetic product?	3.What do you value most when buying cosmetics?
Jie 26	Because girls love beauty, I started to buy cosmetics since high school and start dressing up	I mainly search on social media. If someone recommends it, I will search the product again to see the customer's evaluation. If the evaluation is good, I can buy it if it is more suitable for my skin type.	I value the brand. The brand can't be too niche, because the niche brand itself is not easy to buy. Then there may be some concerns about quality. So I mainly look at the brand, and then look at some comments.
Jiao 27	Ofcourse for looking good, and for skin care	I just think that if I buy this cosmetics, it will have an impact on my needs. For example, I want to be more whiten, and then it is very effective in whitening. and if I want to light my spots, and then I want to buy it if it is very effective.	I like its ingredients. And its efficacy.
Pang 26	The main reason is that it may be used in some related occasions. Because I'm in the stage of looking for a job now, I may make up on important occasions such as interviews.	It may be because of the recommendation of people around me and online evaluation. If the evaluation of this product is more suitable for my skin type, I may have the intention to buy it.	The most important thing should be the efficacy of its product, as well as the reputation of this product. If everyone says that this product is very good, and then it doesn't stimulate the skin, I pay more attention to these.

	purchase intention		
Questions	1.What are the main reasons you use and buy cosmetics?	2.In what conditions would you purchase a cosmetic product?	3.What do you value most when buying cosmetics?
Mary 23	I think girls must love beauty. Whether it's internal or external, I think they need to rely on something to decorate. The internal beauty must be through knowledge. In this regard, if it's external beauty, I think the better direct way is through cosmetics, so that's why I buy cosmetics, because I love beauty.	Generally, if I use this thing, if I think it is practical, I will buy it again and again. If I buy it once and find it unsuitable for me, I may not buy it again.	When I buy cosmetics, what I like most is its practicality. For example, when it has some effects on my face, making me more beautiful, or when there are some different changes, I think this cosmetics. It's worth buying, so I also pay more attention to the practicality of cosmetics.
Hong 26	It should be that girls love beauty, and they will buy and use somehow. Now, sometimes in many workplaces or interviews, the most basic politeness requires makeup.	I think it's good to use and convenient, and the price is also appropriate.	The most important thing is cost performance and price, but also suitable for me.
Ying 25	The main reason is that when I am about to apply for a job after graduation, I think I may need makeup, so I will buy cosmetics for this reason, because I personally don't like makeup very much	One is that I just need it, and the other is this cosmetics. I will check its evaluation on the Internet. If his evaluation is good, I may have a willingness to buy it.	One is to see other people's use experience, and then I will try it myself to see if my trial experience is good.
Zhou 28	In order to be beautiful, confident and highlight my beauty.		

	purchase intention		
Questions	1.What are the main reasons you use and buy cosmetics?	2.In what conditions would you purchase a cosmetic product?	3.What do you value most when buying cosmetics?
Fa 26	If I want to wear different makeup, and see that this makeup is more attractive to me, I will buy new cosmetics.		Use effect and price. I think these two points are very important.
Lily 23		If its advertising effect will be better, or its brand effect and product quality will make me have the impulse to buy.	Its safety and quality.
Xing 27			It's the effect of use. Another aspect is cost performance. The one with packaging appearance.
Miya 26	Mainly because I think it's polite for others to wear light makeup when meeting people every day. At the same time, I think maybe makeup can make me more confident.		I think I pay more attention to whether it is suitable for my skin type
Ting 28		Its outer packaging and use effect.	Use the effect. The price and packaging are a little bit,
Xuan 20	First of all, I think I have some flaws in my face skin, and then I think it's very good-looking to use, which is to make myself look good.	Yes. First, I see it on the Internet, and then I may see what other bloggers use it, and then the effect is particularly good, and then I want to buy it.	

	purchase intention		
Questions	1.What are the main reasons you use and buy cosmetics?	2.In what conditions would you purchase a cosmetic product?	3.What do you value most when buying cosmetics?
Janfer 26	It's to feel and improve my temperament. Sometimes work requires me to make up for some occasions. I also need to make up for going out at ordinary times, just to take good-looking photos, and to attend some important meetings, or to attend some occasions that need my report.	I have a few points. The first point is when I run out of cosmetics, and the second point is when I usually use social media, or my roommates have some discussions, people around me have discussions, or when there is a hot search on Weibo, I will click in to see, or Taobao or which purchase channels have activities, and then I will click in to have a look. If I think the price is more cost-effective, and then listen to everyone's introduction, and think this product is good, Will want to buy.	I like its use effect and cost performance,
Shan 26			The outer package is good-looking. It can make me look better, whiten and show my temperament
Yun 30	It's mainly for beauty, effect and good for skin.		
Bey 20	Make myself look better, and then become more confident.	Sometimes I buy it when I see its packaging is good-looking, or which brand I have a joint brand with, or, uh, when I run out of my own one.	Its use effect, as well as brands, because after all, the quality of big brands will be a little guaranteed.

	purchase intention		
Questions	1.What are the main reasons you use and buy cosmetics?	2.In what conditions would you purchase a cosmetic product?	3.What do you value most when buying cosmetics?
Mu 30	It's just for daily needs. Sometimes it's necessary to make up	When I see that others' makeup looks better, then I ask others for product information. This comparison will make me have a strong desire to buy.	
Gemma 26	Just simply to look better and prettier.	Usually, I just buy some certain brands and buy specially for some cute packages and good quality and I will probably purchase the product.	The quality of course and to see if the product fits my skin type.
Yvonne 25	It should be to make myself look better, and then maybe feel better.	I should buy it if necessary, and then I will buy it if the cosmetic package itself has a high appearance value.	It should be suitable for my skin type or style.
Peng 28		Its packaging is good-looking, the packaging shell of cosmetics makes me like it at first sight. Of course, the material can't be too bad.	

Appendix B: Purchase channel

	Purchase channel	
	4.What are the main channels for you to buy cosmetics?	5.Which channel do you prefer to buy cosmetics from? Why?
Ya 5	The main channel for me to buy cosmetics is online, such as Taobao, or by procurement service. I only go to the offline counter when I need to try the color.	I didn't say which channel I prefer. Generally, it's a comparison between multiple channels. Which channel is cheaper and the price is more dominant, so I'll choose which channel.
Charlotte 20	Usually bought in store but sometimes online.	I prefer to buy them in stores because I can try it out for myself.
Wang 27	Basically online shopping, like Taobao	
Patricia 25	Mostly buy the products on the Sephora or some drugstores.	So I prefer buy the products in store since I can see or touching the products, that's the most important for me and I also enjoy to take home the products and purchase that day.
Jie 26	I usually buy at Taobao and offline counter, but I buy more at the Taobao store. Now it's a little hard to go to the counter because of the COVID.	I prefer online. Some samples will be given online, and it is more convenient. Now if you buy it online and then you can get it very fast. It's convenient to send it directly to your home by 2 or 3 day.
Jiao 27		Buy on behalf, because sometimes if you don't go to the counter to buy on Taobao, go to the exclusive store to buy it. I am afraid of buying fake products, so you'll still find some reliable agents to buy on behalf of others, and the price will be cheaper.
Pang 26	Online shopping and offline shopping,	I prefer offline stores, because after all, it is about cosmetics. Sometimes it may be that I try it myself when I go offline, so I can more intuitively show whether this cosmetics is really suitable for me, because sometimes I can't see the real effect of online shopping.
Mary 23	For example, jd.com, Taobao, or others' recommend	I prefer to buy by the recommended by others.
Hong 26	The main channels are Taobao and tmall's official flagship store,	I prefer Taobao because it's convenient.
Ying 25		I prefer to buy on the Internet because it is convenient and the choice will be wider.
Zhou 28		
FA 26		
Lily 23		

	Purchase channel	
	4.What are the main channels for you to buy cosmetics?	5.Which channel do you prefer to buy cosmetics from? Why?
Xing 27		
Miya 26		I prefer to go to Taobao, because its search keyword allows it to choose more categories,
Ting 28		
Xuan 20		
Janfer 26		I prefer to buy in offline stores. Because some cosmetics may be easy to use online, but they may not be suitable for me. Then my skin may be more susceptible to allergies, so I prefer to buy them in physical stores.
Shan 26		
Yun 30		I think it's still a physical store. You can see it in physical stores. Basically, what you buy in physical stores is genuine.
Bey 20		It should be an offline physical store, because in the physical store, you can just experience whether the cosmetics are suitable for your skin color and skin.
Mu 30		
Gemma 26		Of course the online channel because sometimes it will offer some discounts, So I just buy the cheaper ones.
Yvonne 25		If I am sure to buy a certain cosmetics,I may choose online shopping, because the price may be more appropriate, and then it will save more time,
Peng 28		

Appendix C: Influencer

	Influencer	
	6. Will you buy some cosmetics because of the recommendation of some influencers?	7. Do you think the cosmetic products recommended by celebrities or influencers are better?
Ya 25	For example, if a beauty blogger recommends me, I may be interested in him at the beginning. After I am interested, I won't buy it directly. I will search for information in many ways, look at some other bloggers, or some daily makeup trials, and then finally determine whether it is really excellent, and then I will choose whether to buy it.	I don't think it's 100% that they recommend is better to use, maybe some of them really feel good to use so they will recommend the products. But maybe for some of them just only for advertising so It's difficult to judge whether it's really good to use or not.
Charlotte 20	Yes, but I will go to the details before buying.	Not necessary because sometimes they were advertise the products.
Wang 27		
Patricia 25	I will, Since when I picked the information about the cosmetic products prior to purchase them the social media is a quickest way to collect the information but I will also look at some customer reviews.	I don't think they will better. I just think the influencers just gives me the way to learn more about the products it does mean they are better.
Jie 26	Less. Sometimes I feel that they are the ones who are advertise. Then everyone says the same thing, so sometimes I feel rebellious. The more I recommend it, the less I want to buy it,	Not necessarily. I think they just charge money for advertising. Even for some products, their schemes can also be mixed in. Some charge money, and some are real experiences. Anyway, we just have to think more.
Jiao 27	I believe more in beauty bloggers. superstars and online celebrities don't have much willingness to buy, because I don't believe in star effect very much. I mainly watch some recommended videos of beauty bloggers. If the use effect of the product is the same as that shown in their videos, and it doesn't have some special clips, I'll want to buy it.	It mainly depends on whether the recommended content of their videos is the same as the product effect. Then I will go to see some customer experience evaluations. After buying some products, some people will comment below. I mainly go to see more of those.
Pang 26	Yes, for example, if bloggers such as Tiktok or Xiaohongshu have relevant recommendations, I will also be more interested in it, and then go to find out.	I don't think it's better to use, but it may mean that the target audience of the products will be better, because most of the bloggers we pay attention to will recommend and talk about what skin this is suitable for, and then according to the performance of their own skin, sometimes we will feel that buy the product recoeemed by them is better

	Influencer	
	6. Will you buy some cosmetics because of the recommendation of some influencers?	7. Do you think the cosmetic products recommended by celebrities or influencers are better?
Mary 23	It must be. I can only say it can be seen, because I spend a little more time on Tiktok. I often see some stars who will launch some cosmetics, but I will only stay and watch it, because how to say, the cosmetics recommended by them maybe really suitable for most people, but for a small number of people, like me, it is not necessarily applicable. So I just stay to watch, may not necessarily buy.	I think it may be good to use, but it also depends on which group, because for most groups they must have studied these cosmetics and know which groups are more suitable. They must recommend them in that direction. but for me, I prefer to explore some cosmetics by myself,
Hong 26		
Ying 25	Yes, if there are some cosmetics recommended by my favorite beauty bloggers or trusted beauty bloggers, I may try them.	It depends on my own use experience. In fact, it's not necessarily, because I know that many beauty bloggers also received advertisements, so they don't necessarily recommend it because it's really easy to use. It still depends on my own use experience.
Zhou 28		
FA 26	Yes, but it will also be considered in many ways. If a product is recommended by many people, I may want to buy it very much.	
Lily 23		
Xing 27		
Miya 26		
Ting 28		
Xuan 20		
Janfer 26	Not much, because I think for some influencers recommend, sometimes it may be because they just have some cooperation with some brand, and they need to promote some products, but it is not necessarily the one with the highest cost performance, or suitable for myself. I prefer multiple comparisons, but I will also learn about influencers recommendations.	
Shan 26		

	Influencer	
	6. Will you buy some cosmetics because of the recommendation of some influencers?	7. Do you think the cosmetic products recommended by celebrities or influencers are better?
Yun 30	Yes. There will be some live broadcast introductions, which are very detailed, and the use effect is good. I will buy some.	
Bey 20	It depends. If that beauty blogger is very authoritative, I might buy it. If it's the kind of little star who receives advertisements, it's estimated that he can just look at it.	
Mu 30	Yes, but I'm not going to buy it blindly. If there is a counter nearby, I'll try it first. If there is no counter, just wait a little longer to see how the reputation is, and then finally consider whether to buy it.	It should be good to use. It depends on the brand. If it's the brand I often use, I'll be more inclined to choose it. But if it's a brand I haven't used, I'll buy these products more rationally.
Gemma 26	Yeah of course. when I surfing in social media like instagram, And I will usually see those influencers recommendations like videos or block and if the product tracks me and I will buy those brands.	Not really because I did buy some product that's really bad, But sometimes I will try to Buy some products if those are bad and I will stop trusting the the blogger.
Yvonne 25		Its depends, because it's hard to distinguish whether it's advertising, but I may try.
Peng 28		No. it's hard to say. I feel that some of them just charge money for advertising.

Appendix D: Brand loyalty

	Brand loyalty	
	8.Do you prefer a certain brand of cosmetics?	9.Do you pay more attention to the brand of cosmetics or the effect of use? why?
Ya 25	On the premise of the same price, I may continue to use the brand I used to use. For example, I have been using YSL air cushion, so I may still choose YSL air cushion at the same price,	I think the use effect is more important, because the use effect is the most intuitive expression, like, there is a very intuitive expression on your face. The brand is just a kind of added value.
Charlotte 20		I think the use of the cosmetic is more important because the brand is just marketing tool but effect of use has a greater impact on me.
Wang 27	I'm based on the parts of makeup, such as the bottom makeup of the face, and then the eye makeup, which I will have favorite brands.	
Patricia 25		I will prefer the effect of use because I think the sensory experience is more important especially for the cosmetic products since I think everyone has different skin types or condition is different so its more depends on the effect of use.
Jie 26	I basically buy some of every brand, not just one brand, because sometimes I think for a brand, it may have one or two products that are good, but not all products will be good.	I think the use effect is more important. There are also some very affordable things, but the effect is very good, but some expensive ones are actually bad.
Jiao 27	Yes, because if I bought something from one brand and thought it was good for the first time, I would think that other things in this brand were good to use.	
Pang 26	Yes, because my skin belongs to that kind of sensitive muscle skin. If it's a certain product, its product line, or its entire product line that is applicable to this kind of sensitive muscle, then sometimes I will basically focus on buying the product line under a brand in that product, because they focus on sensitive muscle, so I think it may be more reassuring,	I think both of them are important for cosmetics, because in my opinion, sometimes for some brands, they will think more about their products, about their future reputation, and whether the products will bring side effects. But if they only pay attention to the effect, because some products may have better early effects, but their side effects may also be great, So I may think the combination of the two will be better.

	Brand loyalty	
	8.Do you prefer a certain brand of cosmetics?	9.Do you pay more attention to the brand of cosmetics or the effect of use? why?
Mary 23	It shouldn't be, because I think it's better to choose one according to myself. There are some brands of things, so why buy them if they don't suit me.	I think the brand is certainly very important, because since it can become a brand, it shows that its cosmetics have its advantages. But if it's me, I definitely prefer the effect of cosmetics. What's the effect on my face, so I prefer the effect of cosmetics.
Hong 26		
Ying 25		
Zhou 28		
FA 26		I think the effect is important. If it's a brand, I think it will have a higher premium, and then its use effect is not necessarily better. It may be that as an ordinary user, I'm not a professional makeup artist. I think it's because my requirements for cosmetics are not so high. I don't use it very often, so I think it's enough.
Lily 23		
Xing 27		Effect of use is more important, because I have also bought things that are very cheap and easy to use, but I have also bought things that are very expensive and difficult to use.
Miya 26		
Ting 28		
Xuan 20		It must be the use effect. If the use effect is good to use, I don't care whether it's expensive or cheap, or it doesn't matter what brand it is.
Janfer 26	I prefer to buy a certain brand. Basically, I will buy the same brand more frequently.	
Shan 26	No, I'll want to buy it if the package looks good	
Yun 30		

	Brand loyalty	
	8.Do you prefer a certain brand of cosmetics?	9.Do you pay more attention to the brand of cosmetics or the effect of use? why?
Bey 20	Yes, I may buy a little at the beginning, and then use it later. I often buy cosmetics of a certain brand, which will conform to my own skin.	
Mu 30	I prefer a certain product of a certain brand. If I use it well, I will always buy it back.	That must be the effect. If the foundation make-up I use, for example, is said to be good to use, but It doesn't look good on my face, or it is very dry, the brand is not very important.
Gemma 26	Yes, I love color pop and the prices are good, the quality and products are good the packages are attractive, so I will buy the color pop whatever it launches.	At the beginning of the journey that I started doing makeup I just pay more attention to the brand because I just simply thought the the brand is more famous and of course the quality is better but now I realize the effect of use is much more important because Its cheap does mean its bad.
Yvonne 25	There will be, that is, I like a certain item or a certain type of item of a certain brand.	Personally, I think it may be important, because the strength of the brand may have a greater impact on the quality of the brand's products. But there are also some brands that may be good to use, but are not well-known, that is, I may still choose the ones that are suitable for me, both in terms of effect and brand.
Peng 28	Yes, if you buy something of this brand for the first time and feel good about it, you may have a good impression on him. Then you may choose to buy things of this brand in the future. If not, you will see other brands.	Use of the effect is more important. The brand is just a bonus. I think if this brand is more premium, maybe when girls use premium cosmetic, they may feel happier in their heart, and It would be better if the products of this brand are good

Appendix E: Word of Mouth

	Word of mouth	
	10. Would you recommend makeup products to your relatives or friends?	11. Have you ever bought a certain kind of cosmetics because of the recommendation of others?
Ya 25	Of course. If I use a product and think it's good to use, I may have used it for a period of time. It's really good to use, and I will recommend it to my friends.	Yes, I have, but it's not very much. I may go to check whether it's good to use after others recommend it to me. Some time ago, a friend of mine recommended a liquid foundation to me, but I bought a sample, and then tried it. After that, I think it doesn't seem to be particularly suitable for me, so I may give up this cosmetics.
Charlotte 20		
Wang 27		
Patricia 25	I will. If I think there are useful products I will recommend to my friends and my families because maybe I just think I'm a person who has a strong desire to share.	Yes, but I will also look at the customer reviews or maybe I will try it in the store.
Jie 26	Yes, I will recommend it to my family, friends, classmates and so on. Because everyone's needs are similar, so I recommend it to them, and they will also use it very well.	
Jiao 27	Not much, because everyone has different skin types. Some people may have oily skin, and mine is mixed dry skin. Then I recommend mine to them, and they may not be very useful, so I will recommend others to buy cosmetics suitable for them more than the ones I have used.	Yes, but it's all like eye shadow or eye black, but it's not like base makeup or some skin care products, because everyone's skin type is different.
Pang 26	Yes, if my relatives or friends around me have the same skin condition as mine, and they also have the same problem, I may recommend the product I have used or it is better to recommend to them.	Yes, because we used to use sunscreen in our military training, but some sunscreen is not very light. Then my classmates used a sunscreen at that time, and then I thought it was very clear, and then I bought it.

	Word of mouth	
	10. Would you recommend makeup products to your relatives or friends?	11. Have you ever bought a certain kind of cosmetics because of the recommendation of others?
Mary 23	If they need it, I can also recommend it. However, everyone may like different things or brands, so if others need it, I will recommend it. If not, I won't recommend it.	Yes, because my cosmetics are basically recommended by others. For example, the powder I buy now is recommended by my younger sister, because he knows my skin type and what type of foundation make-up and powder I am suitable for, so I will go to her. Ask her which is suitable for me.
Hong 26		
Ying 25		
Zhou 28		
FA 26		
Lily 23		
Xing 27		
Miya 26		
Ting 28		
Xuan 20		
Janfer 26		It seems to have, but not much. I still prefer to focus on a certain brand.
Shan 26		
Yun 30		
Bey 20		
Mu 30		
Gemma 26	Yeah of course, when I chat with my friends, During I'm doing the make up I will show and tell them those products that I am using are good and some brands that I use are pretty bad and I will tell them to buy something or not buying something.	Yeah, my friend usually recommend me some products like lipstick and I will try those If those are look good on me and I will check is price online and If the prices are good and I will buy those.
Yvonne 25		
Peng 28		Not much, because I think everyone is suitable for different things, so what they say should also be used as a reference, but I won't buy blindly.