

Research on the Marketing Strategy of Beauty Make-up small package

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Abstract: In the era when appearance level has become popular, the birth of cosmetics greatly meets people's pursuit of external beauty, and the corresponding beauty market also presents a trend of rapid development. Makeup is a very strong personalized thing, which also caters to the diversified needs of consumers, but also promotes the business in research and development, production, packaging, marketing and other aspects to constantly change patterns, bring forth the new, among which small packaging beauty makeup to meet the above changes. This paper combined with the change of small packaging packaging capacity for the marketing of beauty, first discusses the advantages of small packaging, and then from the use of small packaging "small" transformation of different new "play" five aspects of the marketing strategy of small packaging beauty products, hoping to give the competitive beauty market with new inspiration.

1. Development rent of beauty and cosmetic products

The beauty industry is in the developing period. China's cosmetics market has become the largest emerging market in the world. According to Ai media data, the size of China's cosmetics market was 248.4 billion yuan in 2012, soared to 425.6 billion yuan in 2019, and is expected to grow to 455.3 billion yuan in 2021. China's state-owned cosmetics brands already account for more than 50% of the market. The rapid development of the cosmetics industry, on the one hand, benefited from people's pursuit of a better life, "Economy" ushered in a golden period of development, the corresponding capital to join. According to the statistics of China make-up website, there were 45 cosmetic financing in 2019 and 47 in 2020. 61 cosmetic companies were chosen in the first half of 2021 alone, with a total financing amount of nearly 9 billion. Star investment banks such as Sequoia Capital China, high-collar capital and black ant capital have become regulars. On the other hand, it is the innovation of marketing means, including "small package economy", and the application of "small package economy" in beauty make-up is "small package".

2. advantages of small packages

2.1 The cute trait caused by the "small" of small package will promote consumption

The biggest feature of small package is its "small", small things often give people a lovely image, and the main cute is a very good market. For example, puppies, kittens, babies, etc, the "small" characteristics on the basis of the original cute are often more attractive. Especially for young women, small package beauty with such lovely characteristics, will promote consumption.

2.2 The disposable amount of small package greatly reduces the phenomenon of waste

"Small capacity" not only brings a lovely economy, but also saves money. Similar to food, cosmetics have a shelf life, which is usually three years in a sealed environment and about 12 months after opening. Modern women pursue a variety of make-up, with a variety of beauty products, and it is easy to idle, expired and other wasteful phenomena. The emergence of small package can meet the requirements of ready-to-use and ready-to-use, and reduce the problem of waste. In addition, the hygiene of beauty make-up has also been greatly improved.

2.3 The changing method of small package satisfies people's pursuit of "new"

As we all know, cosmetics are the fast-selling products of fashion, and the fast-selling products are fast because of the rapid upgrading of fashion. In addition, the "new" brought by "fast" stimulates people's pursuit of "freshness". Make-up is like the clothes of the face, fixed will give people a conservative, not fashionable feeling. The emergence of small package can break through the shackles and constantly change the way of playing to maintain the freshness of customers. In order to make their self-image more appropriate, people often cooperate with different make-up on different occasions. For example, business make-up when talking about cooperation, active make-up when traveling, sweet make-up when dating and clever make-up when meeting parents, etc. The use of small and changeable make-up will bring the make-up effect to the extreme.

2.4 The diversity of small packages gives buyers more choices

Make-up is a highly personalized thing, only "fit" is king, and the needs of consumers are diverse. In terms of design, it includes product quality design, product package design, style design, etc. In terms of quality, it can be suitable for dry skin, oily skin, neutral skin, sensitive skin; In terms of time, it is suitable for use in summer and winter. In terms of use, there are long-term make-up, skin care cosmetics; In terms of package design, it can match the function of the product, according to the design suitable for different occasions, can also be a variety of joint models, and so on. The low capacity and low cost of small package gives the brand more room to give full play to the design level, gives consumers more choices, meets individual needs, and gives consumers the feeling that "there is always one suitable for them".

2.5 The "small" of small package will reduce the price sensitivity

For women, beauty products are not only a "need" for beauty. In addition, it is a social tool, a topic in the workplace, and even a tool to show off. Fan Bolun mentions "conspicuous consumption" in "leisure class theory". In his opinion, consumption is to keep up with the consumption level of friends and neighbors, and to make their friends and neighbors jealous. As far as make-up is concerned, conspicuous consumption will make cosmetic products "expensive". Many women often have the problem of overspending in order to buy expensive cosmetics, and they will live frugally in order to buy them, causing many women to have money anxiety. The small package actually divides the traditional formal package capacity into small parts, the big money is divided into small money, and the price is greatly reduced. As a result, women can experience various brands of beauty products without overspending, reducing the price sensitivity and killing two birds with one stone.

3. marketing strategy of small package beauty products

3.1 Take advantage of the "small" loveliness of small package to lead consumption

Many people are living a fast-paced life, pursuing "convenience" as much as possible in the era of the rapid development of the Internet. Based on this demand, small package can gain a foothold in the market and form a sharp contrast with the "bulky" of formal attire. Brands can not only promote this as a starting point, but also emphasize the importance of convenient make-up to modern people.

At the same time, focusing on "cutie" will attract a large number of consumers in today's "cute" economy. Cosmetic products should make more use of this trend to lead consumption. For example, the perfect diary explorer's 12-color animal eye shadow disc uses a variety of animal patterns as the outer package of the eye shadow disc, the main color tone is similar to their corresponding eye shadow color, there are as many as 12 kinds, and the design of this product will not appear abrupt, let consumers shout "cute", pay for this one after another with a great success, and the small dog plate and cat plate are firmly on the best-selling list.

3.2 Make use of the “small” of small package to change the new “play”

The pursuit of "new" has always been an eternal topic pursued by consumers. The boat is small and it can turn around quickly. Beauty products can be constantly promoted by "small" package. "New" can be the "new" of the product itself, or it can be the freshness brought to consumers through marketing.

In terms of the product itself, it is well known that, the popularity of MAC is closely related to the "new" and "many" of lipstick. MAC has eight series, hundreds of styles, and explains "red" in many ways. Once you find a unique color that suits you, you will feel that it is designed for you. In addition, your willingness to buy it will be greatly increased.

From the perspective of marketing, can be small packaging "small" can be taken as the advantage point, into the new marketing "gameplay", such as blind box, joint-branded, suit, hunger marketing and so on.

Blind box is the current marketing hot spot. If the "blind box" adds "small package of beauty makeup", it will add a layer of mystery to a small package of beauty color, it captures the customer's psychology of surprise, it will have unexpected effect. For example, the dessert milk tea was combined with a blind box, which has increased the daily turnover by nearly three times. In the marketing of blind box beauty makeup, customers can choose the skin category, and then select a small packaging blind box of the same brand, which may be foundation liquid, eye shadow, lipstick, blush, etc., among which the brand's new products or treasure products can be used as hidden money. Such a marketing strategy gives great play to the novelty of "small".

The purpose of cross-border joint name is to find the perfect partner, to produce a marketing effect of $1 + 1$ greater than 2 from the strong combination or leverage its brand value. For example, the cross-border joint name of King of Glory and MAC seems to be irrelevant, but the two fit high and young women accounts for relatively large. MAC can launch five different color numbers according to the character of the five heroines in King of Glory, and put forward differentiation concepts for different objects. Both brands have large traffic and high brand value, strong combination, break through the heavy encirclement, to obtain dividends. Therefore, in the joint-name of small packaging, "small" can be taken as the introduction point to find a high-value brand consistent with it, produce a tipping point, ignite consumers' desire to buy, bring convenience into other product characteristics, to achieve a win-win situation.

Besides, marketing methods such as buy more get freer, time-limited discounts and hunger marketing can be used to promote consumption and maintain brand activity continuously.

3.3 Combined with AI technology to create custom make-up

There is an endowment effect in psychology, that is, the value given to it will increase significantly, resulting in "stickiness" when you get something for your own consumption. You will feel pain when you lose it. Sales are very good at using the endowment effect, for example, when you walk into a store, the sales usually let you try a product first, which creates a feeling that you have the product, and you will have a higher probability of buying the product. As a consequence, the propaganda of some stores is: if you don't buy it, it is no problem.

The difficulty of choice is usually a major problem for consumers in the sale of beauty make-up. If there are tools that can guide them to make choices, such as counter sisters, it will greatly reduce the time for decision-making and increase the possibility of purchase. The sale of non-sellers is a new modern thing. It uses AI technology to install AI intelligent devices at the counter or in specific places, so that they can use intelligent AI to recognize faces on the spot, choose their favorite make-up matches on intelligent virtual characters similar to themselves, and give customers more than expected experience. After clicking "OK", the machine will select cosmetic packages that can achieve this make-up effect for customers and operate on the spot. Customers can not only watch the corresponding make-up tutorials, but also see the "effect" immediately. Combined with the endowment effect of psychology, people have to buy, which can greatly promote sales.

3.4 Establishing brand image and developing primary and secondary brands

The brand is extremely important because of the unique characteristics of beauty products. However, the variability of "small package" seems to conflict with the relatively stable characteristics of the brand. However, in fact, brands can create their own brand stories and sell small packages by conveying feelings, that is, the use of primary and secondary brands. The main brand, that is, the brand that can influence the purchase of customers in the market, should be relatively stable, can be formal package, or small package of star products, and has iconic fixed package and memory. Sub-brand, that is, the brand that complements and adjusts the value identification of the main brand, has a wide range of development, and can be subdivided according to customer preferences, and the style can be changed according to fashion, lovely, lively, and even witty, giving the designer a lot of room to play. For example, Farmer Spring drink include the main brand: Farmer Spring, the sub-brand "scream", "Farmer Tea", "Farmer soda", "Water soluble C100", "Farmer Orchard", "Tea", "Oriental leaves", maintaining the market position of the main products, and continuing to explore and innovate the by-products.

3.5 Setting a win-win price

For brands, the cost of small package is lower than that of formal package. Big-brand cosmetics generally have exquisite package, exquisite details, and high prices. However, small packages are generally plastic package with less capacity, mostly about 5 milliliters. As we all know, cosmetics is a profiteering industry. Such small package costs are almost negligible for big brands. However, it should be noted that the development of the brand should be based on profit. In addition, the pricing of small package should not be blindly chased down in order to attract customers, but should avoid a "price war" and establish a "self-oriented" pricing strategy in order to contribute to the building of brand characteristics.

The pricing of small package should be considered in many aspects. It is not only the difference in capacity compared with formal package, but the publicity value of small package and the convenience and experience brought by independent package all allow its price to be higher than that of formal package. For consumers, the unit price of big-brand cosmetics is often higher, and even women who love shopping have to weigh it before buying. The uncertainty is that they may buy cosmetics that are not suitable for them, and they will pay a greater cost of trial and error. However, if it is a small package, it can reduce this layer of worry. In addition, once the use of the small package is satisfactory, she will have a high probability of buying formal package. You may often hear some girls who use some small package praise the effect, and next she will pay for the formal package.

4. matters needing attention in small package

4.1 The "small" of small package is not for counterfeiting

They do some minimalist package for convenience, but this also brings loopholes for lawbreakers to exploit, selling pirated small packages at ultra-low prices, without indicating the shelf life, production date, and production provenance after some cosmetics make the package "small". In cosmetics, it greatly reduces consumers' trust in the small package market. According to the survey published by Qin Ya, Wang Xuemin and Tan Yimei in the Journal of Clinical Dermatology (October 2018), cosmetic contact dermatitis is the first factor in cosmetic adverse reactions, accounting for 70% of cosmetic dermatosis and 90% of cosmetic dermatosis. Contact dermatitis is a frequent accident, and formal cosmetics have more or less side effects on human skin, if it is irregular cosmetics. The substances contained in it are unimaginable and may cause more serious harm to people. As a consequence, "small package" or "non-sale small package" should be the same as formal package, must comply with national regulations, and meet the standards.

4.2 Strengthening the relationship between small package and formal package

It should be associated with formal package as a community to promote each other, and make up for each other's defects in the marketing of small package. The "small" of small package makes up for the difficulty of carrying formal package and the high risk of trial and error, and makes customers realize that small package is only a form of sub-package, which is a way of package for convenience and expenditure. The "big" of formal package can avoid too much hoarding and small package will appear complicated, and it is more cost-effective to buy formal package with the same capacity. As a consequence, brands can show their advantages and disadvantages to customers and help them weigh the pros and cons before making a decision. In addition, the relationship between the two can be strengthened through marketing activities, such as buying points for small packages, the more points can be exchanged for greater discounts when buying formal package, and buying formal package for other styles of small packages. As a result, consumers can spend one share of the money to get two experiences. The combination of the two can promote sales volume to each other.

5. Prospect

People's pursuit of "convenience" drives the development of small package, the demand for small package has become a trend, and the requirements of product quality and outsourcing have also been gradually improved with the rapid momentum of the beauty make-up industry. Brands need to be more accurate in layout and seize hot spots to maximize benefits.

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