

# Analysis of the Impact of Chinese Makeup Creation on the Cosmetics Purchase Behavior of Generation Z Consumers: A Case Study of Maogeping Brand

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## Abstract:

With the rise of China Chic, the cultural confidence of Generation Z consumer groups has become increasingly prominent. Maogeping as a well-known cosmetic Branding, attracting many loyal consumers through the idea of being designed for Easterners. This study takes Maogeping's Chinese makeup marketing as an example, conducting a questionnaire survey of 109 consumers and in-depth interviews with 3 Generation Z consumers who have long-term makeup habits, to explore the impact of Maogeping's Chinese makeup marketing on the cosmetics purchasing behavior of Generation Z consumers. The research results show that closely combining the branding with the "China Chic" element can effectively enhance the recognition and favorability among Generation Z consumers. Chinese makeup has a significant positive impact on the purchasing behavior of Generation Z consumers, which makes consumers more willing to try and buy related products. These findings provide an empirical basis for Chinese cosmetic brands to combine Chinese elements in their marketing strategies, and also provide a new perspective for understanding the behavior of Gen Z consumers.

**Keywords:** Maogeping; China-Chic ; generation Z; consumption and purchase behavior

## 1. Introduction

Under the background of the rapid development of e-commerce and the rise of China-Chic, the Chinese cosmetics market is undergoing unprecedented changes. As the natives of the digital times, the need

for uniqueness and aesthetic preferences of Generation Z are leading the new trend of the market. As a symbolic text and consumption phenomenon, China-Chic contains rich cultural factors. When the unique needs of "Generation Z" are satisfied, their sense of identification and belonging to China-Chic

culture will stimulate their purchase intention [1]. In the context of the recognition of China-Chic, the recognition of the Generation Z group for domestic brands has been significantly improved, especially those beauty brands that can skillfully integrate Oriental aesthetics with modern design concepts [2]. With the steady economic recovery in the post-epidemic era, Chinese cosmetic makeup market has gradually become high-end [3]. How to create the differentiation between domestic cosmetic brands and foreign cosmetic brands has become the key of brand development. Nowadays, many brands will choose co-branding with China-Chic IP to comply with the boom. Taking Maogeping as an example, the co-branding with the “Forbidden City” cultural and creative has attracted much attention, breaking the solemn sense of traditional culture and “injecting vitality and appeal into traditional culture” [4].

How to integrate Oriental aesthetics into the product design of domestic cosmetics and bring traditional culture back to the public’s vision is the key to creating a differentiated cosmetic brand[5].

At the same time, when exploring the case of the linkage of China-Chic, the research focuses on the elements of national tides in the appearance design.

This study is expected to provide valuable reference and inspiration for other domestic cosmetics brands when formulating and implementing similar marketing strategies.

How to create differentiation in domestic cosmetics has become the key to brand development. Nowadays, many brands will choose cross-border co-branding with China-Chic IP to comply with the boom. Taking Maogeping as an example, cross-border co-branding with cultural and creative collaborations of the imperial palace has attracted much attention, breaking the solemn sense of Chinese traditional culture, “injecting vitality and appeal into traditional culture”, and making fashion and traditional culture vividly combined[4]. How to integrate Eastern aesthetics into the product design of domestic cosmetic brands and bring traditional culture back into the public vision is the key to creating differentiated cosmetic brands. So far, the branding of “Maogeping” personal IP and Maogeping’s cross-border joint marketing, such as the co-branding with the Palace Museum Cultural and Creative Industry, Strawberry Music Festival, and the Chinese national team, which are currently research hotspots in related fields. At the same time, when exploring the case of China-Chic linkage, the research focuses on China-Chic elements in the appearance design. This article aims to explore the integration of Maogeping’s product design and Eastern aesthetics, and to build the influence of young consumers’ “makeup” identity on the purchasing behavior of Generation Z consumers by creating “Chinese makeup”.

Conversely, this article focuses on the Maogeping brand, particularly the impact of its creation of “Chinese cosmetics” on the purchasing behavior of Generation Z consumers for cosmetic products. The research aims to analyze how Maogeping’s unique “Chinese makeup” affects the purchasing decisions of Generation Z consumers from multiple dimensions, and reveal its role in the purchasing behavior of Generation Z consumers. Through this study, researcher is to provide valuable reference and inspiration for other domestic cosmetics brands in formulating and implementing similar marketing strategies.

## 2. Methods

This research studies the impact of Maogeping’s Chinese style makeup on the cosmetics consumption behavior of Generation Z consumers. In response to the research question, the researchers conducted two comprehensive investigation and research .

Firstly, through a questionnaire investigation mainly targeting young women, this study collected and analyzed the preferences, habits, attitudes, and perceptions of Generation Z consumers towards different makeup styles and brands when choosing and purchasing cosmetics, especially their acceptance and purchasing behavior towards Maogeping’s Chinese makeup. This study collected a total of 60 valid questionnaires from consumers of Generation Z (post-95s generation, post millennial) who have makeup experience.

Secondly, there is an interview study on Generation Z consumers with long-term makeup habits (over 3 years of makeup experience). The commonality among the group is that they have higher requirements for makeup and have a deeper understanding of cosmetic brands and categories, and are more willing to try new makeup styles. The interview revolves around preferences and reasons for choosing cosmetics, search habits for beauty information, personal makeup style preferences, and impressions of the Maogeping brand. The purpose of the interview is to gain a deeper understanding of the impact of Maogeping’s Chinese makeup creation on Generation Z consumers.

## 3. Results

### 3.1 Questionnaire Data Results

The questionnaire data shows that Maogeping’s Chinese makeup has a significant positive impact on the consumption behavior of Generation Z consumers. This positive influence works in the stages of demand generation and information search through social media, especially short video channels.

### 3.1.1 New Makeup Causes Shopping Demand

In the study, 70% of Generation Z consumers say they will purchase new cosmetics because they want to try new makeup styles. This illustrates that they are curious and eager to try new things, so the beauty market should continually issue new makeup styles and products to meet their needs. At the same time, the presentation of China-Chic elements in marketing can also meet the needs of Generation Z consumers to express their confidence in Chinese traditional culture [6]. Data shows that over half (55%) of respondents believe that Maogeping's "extreme makeover" series of videos featuring celebrities or influencers have a "Chinese style makeup design". Over 65% of Generation Z consumers are willing to try similar makeup or purchase related products after learning about Maogeping's Chinese makeup. This indicates that Maogeping's unique charm and brand influence in Chinese makeup can effectively attract Generation Z consumers and further create purchasing demand [7].

### 3.1.2 Spread Specialized Content through Short Videos

Watching beauty short videos has become an important way for Generation Z consumers to learn about product information. As the 'recommending generation', it is the experience of shopping that matters in the Generation Z values consumer experience. They are also accustomed to frequent interaction through social media throughout the entire process of brand recognition, understanding, comparison, and purchase. This characteristic is also reflected in the short video marketing of beauty products. According to the data, over 80% of respondents have the experience of watching short beauty videos, and makeup tutorials are the most popular among respondents. The content of makeup tutorials is real and valuable, allowing the audience to quickly understand the product while also gaining their trust, and stimulating their interest and desire to purchase the product. According to the questionnaire data, Maogeping successfully attracted the attention of the surveyed Generation Z consumers and their willingness to try on makeup and purchase products through a video series that "extreme makeover" the makeup of celebrities or internet celebrities. This indicates the important role of marketing through short videos as a medium of dissemination in the beauty market. In addition, Maogeping's creation of personal IP in the short video field and the launch of Chinese makeup, which also played a positive role in the initial collection of product information [8].

### 3.1.3 High Brand Image Drives Purchasing Decisions

According to the questionnaire analysis by Ding Yuwen et al., brand reputation has a high impact on consumers' willingness to purchase cosmetics, and people are more

willing to buy products with high brand praise [9]. The questionnaire survey conducted in this study further confirmed this research conclusion. The questionnaire data shows that the main factors considered by respondents when choosing cosmetics are brand awareness and brand reputation, indicating that the brand image of cosmetics plays a major role in consumers' purchasing decisions. Maogeping responded to consumers' attention to the brand image by using different raw materials to create a high-end brand image, such as "multi plant rare ingredients", "roe and ginseng essence" [10]. The main reason why respondents are willing to try Maogeping products is its high brand awareness (40%). In addition, as a makeup artist brand, over 60% of Generation Z respondents believe that Maogeping's personal makeup techniques are very professional in the "extreme makeover" series of short videos. To some extent, it indicates that the good brand image created by Maogeping can further drive consumers to make purchasing decisions.

In summary, Maogeping's Chinese cosmetics have had a significant impact on the purchasing behavior of Generation Z consumers in cosmetics. And through the shaping of brand awareness, product reputation, and the creation of unique Chinese makeup and successful video marketing strategies, Mao Geping has successfully created the recognition of Chinese makeup among Generation Z consumers, which has further increased their willingness to purchase. The creation of Maogeping's Chinese makeup has provided the makeup style and makeup idea combined with the "China-Chic" element for the consumers of Generation Z. Utilizing this element complies with the confidence of the youth of Generation Z in our culture. After this, providing a more diversified choice for the people who need makeup in China. Eventually, Maogeping and other domestic cosmetic brands will improve well to a certain extent.

## 3.2 Interview Results

The interview results show that "China-Chic" is a popular element that respondents will like when choosing cosmetics, including Chinese-style makeup and product appearance design that reflects Chinese elements. In addition, respondents believe that the Maogeping brand has problems with difficult product operation, low cost-effectiveness, and insufficient brand awareness.

Generation Z consumers have shown a strong interest in Maogeping's Chinese makeup or Chinese style makeup, especially its emphasis on natural beauty, reflecting the younger generation's pursuit of traditional culture and personalized makeup. The success of Maogeping's Chinese makeup lies in its ability to meet the cultural identity and

personalized pursuit needs of Generation Z consumers. By integrating Chinese elements and modern aesthetics, it creates a unique makeup experience, which has won the favor of the younger generation for the brand.

At the same time, although Generation Z consumers have shown interest in Chinese makeup, they face limitations in makeup techniques when actually trying it out. Consequently, Maogeping and other Chinese cosmetic brands need to provide more makeup skills output and easy-to-use products.

## 4. Discussion

Research has found that Maogeping's Chinese cosmetics have a significant positive impact on the purchasing behavior of Generation Z consumers towards cosmetics products. The strong interest of consumers in this makeup style has prompted them to be more willing to try and purchase related products, thereby promoting the development of Maogeping and even the entire domestic cosmetics market.

In the process of Mao Geping's creation and marketing of Chinese makeup, short videos are the main medium of communication. Through short videos, Geping Mao visually showcases his unique makeup techniques and charm, quickly capturing the attention of Generation Z consumers. The widespread dissemination of short videos has greatly increased brand exposure and influence, while also stimulating consumers' interest and desire to purchase, becoming an important force in promoting brand development.

Despite the popularity of Chinese makeup among Generation Z consumers, the complexity of makeup techniques remains a major obstacle to its widespread adoption. Consumers generally hope that brands can provide more training on makeup techniques and easy-to-use products to meet their actual needs.

This research enriches the theoretical system of the application of "China-Chic" elements in cosmetics marketing and reveals the important role of cultural identity and personalized pursuit in the consumption decision-making of Generation Z consumers. For domestic cosmetics brands such as Maogeping, this study provides market insights and suggestions of marketing strategy for Generation Z consumers— Brands should continue to deepen their exploration and innovation of traditional Chinese culture, and make good use of short videos as a communication channel for brand cultural marketing. At the same time, attention should be paid to controlling the difficulty of product use and the output of product tutorials and makeup tutorials videos to better meet the needs of Generation Z consumers[10].

## 5. Conclusion

The aim of this study is to explore the impact of Chinese makeup, represented by "light and shadow aesthetics" pioneered by Geping Mao, on the consumption behavior of Generation Z consumers in cosmetics products. Revealing how this unique makeup style shapes the purchasing preferences and behavioral patterns of Generation Z consumers. Through questionnaires and interviews, this study found that by successfully creating Chinese cosmetics, Maogeping closely combined the brand with the "China-Chic" element, effectively improving the brand's awareness and goodwill among the Generation Z consumers. This integration not only reflects respect and inheritance of traditional Chinese culture, but also meets the pursuit of individuality and cultural identity by young consumers.

Secondly, this study has certain limitations. The total sample size of the questionnaire investigation in this study is relatively small, which fails to comprehensively cover the views and preferences of all Generation Z consumers. In terms of data collection methods, using interviewing to collect data may have certain subjectivity and bias.

Finally, this study provides direction for future research on marketing strategies for domestic brands. The future research can compare Chinese makeup with those makeup styles from other countries to explore consumer preferences and differences in makeup styles under different cultural backgrounds, and provide reference for the globalization strategy of multinational cosmetics brands. Regarding the complexity of makeup techniques, future research can continue to explore how to lower consumers' learning barriers through technological innovation, product optimization, or online tutorials.

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