Beauty Brand's Marketing Strategy Routine in the Competitive Environment of the Cosmetics Industry

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Abstract:

In the early days, people referred to cosmetics with adjectives that were derogatory because they were thought to contain excessive amounts of harmful chemicals. According to the development and improvement of science and technology, cosmetics are no longer the way they were introduced in the newspaper. The meaning of its existence is to make people more confident and beautiful after use. The topic of the study is how cosmetics improve people's appearance and feelings. In this context, this study discusses the competitive trend and market impact of the cosmetics industry. Specific topics include the evolution of cosmetics brands' competitive strategies, changing consumer preferences, and the enduring stability of the market. In order to achieve this goal, the current competitive environment of the cosmetics industry and the coping strategies of major brands are systematically analyzed. Finally, the conclusion is that cosmetics through the change of The Times, through the experiment found these harmful ingredients, the relevant departments are also strictly avoid for the public can be safe and secure use.

Keywords: defect, publicity, cooperation, short video, strategy.

1. Introduction

The marketing strategies of cosmetics brands have undergone significant evolution. From the historical background, the marketing of early makeup brands mainly relied on traditional advertising and physical stores. At the beginning of the 20th century, cosmetics were mainly sold through high-end department stores and cosmetics counters, and the brand image was established through exquisite packaging and advertising, mainly in the form of magazines and newspapers. Marketing strategies during this period often emphasized the high-end quality and luxury of products to attract upper-class female customers. In the mid-20th century, television commercials and celebrity endorsements became the main means of marketing. Brands are beginning to use celebrity effects and the promotion of movies and TV series to increase exposure and brand recognition. Cosmetics advertisements not only show product functions, but also pay more attention to convey lifestyle and values

and establish an emotional connection between brands and consumers. The focus of the advertisement is to promote the repair effect of cosmetics on the skin, such as psychological problems caused by facial defects, and anxiety. In the early 2000s, with the rise of the Internet, the marketing strategies of makeup brands changed significantly. Social media has become the new marketing battleground, with brands targeting marketing through platforms such as Instagram, TikTok and YouTube. Recommendations from content creators and influencers replace traditional celebrity endorsements, and brands reach young consumers through their partnerships. Electronic interactivity is becoming an important trend, with brands building closer customer relationships through short video and consumer interaction. Overall, makeup brands are now paying more attention to data-driven marketing strategies, analyzing consumer data to personalize recommendations and advertising. In addition, the evolution of cosmetics brands' marketing strategies from traditional paper-based advertisements to digital and social ones reflects the trend of technological progress and changes in consumer behavior. People are under the impression that cosmetics are made of chemicals that are very harmful to the skin. Usually, people use cosmetics to improve or change their appearance, including the use of various cosmetics such as blush, eyeshadow, lipstick, to enhance the color and express personality. People's stereotypes about cosmetics are derogatory, such as superficial and vain. But concealer and foundation in makeup can modify facial defects or cover skin spots, so men can use them too. In modern times, makeup has gradually evolved into an important part of daily life and social activities, and with the development of society and culture, makeup styles and techniques are constantly innovative. Relevant departments have added many scientific and technological ingredients to cosmetics, including skin-friendly ingredients, long-term products and high-tech applications, imitation makeup technology. Makeup is not only seen as a means to enhance one's appearance, but also increasingly as part of personal healing and artistic creation. Unfortunately, many people do not get the right publicity, so there is information shielding, and now the improvement of beauty brands needs more marketing means. The rising popularity and attention of the cosmetics industry not only reflects the importance people place on personal care and beauty, but also reveals the fierce competition in this industry. Competition in the cosmetics market is manifested in many aspects, including technological innovation among brands, marketing strategies, product quality and consumer loyalty. Brands compete for market share by continuously developing new products, improving user experience, and carrying out diversified market activities. At the same time, consumer demand for cosmetics is increasingly diverse, requiring companies to continuously improve the safety, effectiveness and environmental friendliness of products.

In this context, this study discusses the competitive trend and market impact of the cosmetics industry. Specific topics include the evolution of cosmetics brands' competitive strategies, changing consumer preferences, and the enduring stability of the market. In order to achieve this goal, the current competitive environment of the cosmetics industry and the coping strategies of major brands are systematically analyzed.

2. Diversity of Beauty Brand Publicity

2.1 The Safety Investigation of Beauty Products

Advertising and media can spread professional knowledge and introduce some professional words to the public, so as to ensure that the beauty brand is safe in the public mind. Social media influencers play an important role in the beauty industry because they have a certain amount of advocacy power and industry knowledge. Fans already have a lot of credibility with influencers, too. They have made the beauty industry more accessible and diverse. Known as "beauty gurus," these influencers use their makeup skills and traffic to open up about their lives through social media. Beauty brands can work with these beauty gurus and earn a handsome fee by increasing their brand's visibility on social media. Surveys can be started on social media platforms such as YouTube, Instagram and redbook to collect data and analyze the number of young women who subscribe and watch makeup tutorials. 271 usable questionnaires were found and analyzed using AMOS. Influencers' ability to influence young millennials is extensive. Several core elements focus on credibility, knowledge, and attractiveness [1]. Social media influencers are seen as a new, effective marketing tool that can target a wide range of people and increase brand awareness. The final results obtained can be taken to utilize, improve, and beautify the product.

2.2 Information about the Harm of Beauty Products to Human Body

Beauty museums, such as beauty brand offline stores, open product introductions or the historical evolution of beauty. Increasing positivity is extremely important, but professional knowledge is the first to enter the public's perspective. Talk about promoting history and expertise. Since 2009, women have had two outbreaks of serious side effects caused by cosmetics on their faces. A facial soap called hydrolyzed wheat protein (HWP-IWA), which

causes symptoms of wheat allergy immediately upon contact with the skin, contains 0.3% of a specific type of HWP, Glupearl 19S. After using soap, 2111 cases of allergic contact urticaria, anaphylaxis, and wheat-dependent exercise-induced anaphylaxis (WDEIA) were investigated. The other is vitiligo (RDL) caused by skin whitening agent Rhododenol (RD) being approved by the Ministry of Health, Labor and Welfare as a standard drug. People using whitening cosmetics containing 2% rd had 19609 cases of leukoderma, accounting for about 2.4% [2]. Epidemiological studies were carried out, diagnostic criteria were developed, and information was provided to doctors and patients. With the passage of time, the beauty industry will provide the public with professional treatment and care based on historical records.

2.3 Brand Offline Promotion

In the modern cosmetics market, offline activities and sponsored activities have become an important means to enhance brand awareness. These activities not only reach consumers directly, but also enhance the brand's visibility and appeal. Offline activities and sponsorship, so that the beauty brand awareness, invite stars to cooperate. Let the attention increase, take advantage of the public comparison psychology. The importance of entertainment value is emphasized, which is in line with the nature of short video (TikTok) as a medium. By sponsoring fashion shows, entertainment shows or charity events, brands can showcase themselves in high profile situations. Sponsorships can leverage a large audience to increase brand awareness, while also associating the brand with a specific value or image, thereby shaping the public image of the brand. Cosmetics brands often hold product launches, cosmetic exhibitions, interactive experience activities and other forms to communicate with consumers face to face. This intimate interaction not only increases brand exposure, but also strengthens consumer perception and loyalty to the brand. For example, brands can directly demonstrate the effectiveness of their products and engage their target consumers by holding makeup skills seminars or beauty contests. Cosmetics brands make use of consumers' comparison psychology, by showing the uniqueness and high-end of products, stimulate consumers' desire to buy. On social media and short video platforms, brands often show how their products look on celebrities or public figures to create a high-end image of their products. This strategy not only satisfies the vanity of consumers, but also encourages them to buy products that are considered fashionable or high-end as a way to enhance their social status. The results of this study also show that consumer emotion has a great impact on purchase desire, because

it can trigger the impulsive consumption behavior of the public. The consumer's personal factors will also affect impulse buying, such as time, money, etc., will trigger impulse buying. The layout of the store is the biggest factor that triggers impulse purchases, which means that the lighting, music and decoration atmosphere of the store can affect the desire to buy. Product design, packaging, color, and labeling all have a positive impact on impulse buying [3].

2.4 Different People Different Makeup Needs

News broadcast real cases, such as face defects, large spots, childhood inferiority can use cosmetics to compensate. The older people get, the more collagen they lose, the less shape their faces are in. Today there are also scientific research products to improve. A stye is a type of melanoma that occurs on the sunburned part of the skin and is similar to other benign pigmented skin lesions, which are often difficult to diagnose. Study design and methods were reviewed for all patients with histologically confirmed LM over a ten-year period from 2006 to 2015. Demographic, clinical, and surgical outcome data were evaluated for cosmetic treatment history. Results Among 503 patients with LM, 37 (7.4%) admitted to receiving relevant cosmetic treatment. Most (95%) occurred in the head and neck, with an average size of 1.9 cm. The most common treatment was cryotherapy (73%), followed by laser (29.7%), topical bleach (18.9%), and electric drying and/or curetting (5.3%). A total of 10 patients (27%) received two or more different treatment modalities. Eight of the 20 patients (21.6%) had benign histology alone. Six (16%) had severe illness; 2 in the initial biopsy, 4 out of 34 (11.7%) were upstaged at the time of resection. The mean margin of tumor clearance was 9.1 mm [4]. The findings suggest that cosmetic treatment prior to LM diagnosis is prevalent and is associated with prolonged diagnosis time and distorted edges, which predisposition patients to wider surgical excision. In this case, when the LM is different from the clinically obvious lesion, a biopsy is necessary to confirm the benign tumor. The research shows that so many real cases have undergone cosmetic treatment, which can be promoted to get the audience's recognition and sympathy.

3. Analyze the Problems of Short Video Marketing

3.1 Problems of Offline Stores

Offline stores are too deserted because all products can be purchased online. Human nature is lazy, so can solve the

purchase problem on the mobile phone, will not choose to go offline. Products spread freely on the website advertising, may get different reviews, there are certainly praise and disparaging. Therefore, the return option can be provided to bring consumers more security and advantages.

3.2 Loyalty of Fans

The appeal of bloggers and the influence of stars have become important factors for the public's purchase intention. But how to relate to the product. Attract fans of the star, not fans of the product. Effective attraction is important.

3.3 Difficulty of Finding a Matching Partner

The choice of the blogger, the choice of the platform. The importance of these two direct impressions of propaganda effect. The blogger's interpretation is not in place, resulting in negative effects on the product. As the most influential social media platform, short videos have been used as a powerful marketing tool by brands in various industries. Eighty-seven percent of video marketers say they use YouTube for promotional work, and acknowledge that YouTube has become the most popular and successful platform. In contrast, Tiktok, another short video platform, is used by only 20% of marketers, and only 67% of marketers believe that Tiktok is effective in advertising. In a study of 200 US advertisers, 84% used YouTube for their ads. YouTube reportedly accounts for 25% of the total marketing budget. YouTube officially reports that the popular video site has more than 2 billion monthly login users, so it can reach more potential consumers. The kind of popularity helps to generate revenue for commercial brands and promote the public image of marketing [5].

3.4 Marketing Short Videos and Avoiding False Propaganda

Now the spread is fast, can quickly show the use of cosmetics effect, attract the attention of users. Dynamic visuals excite consumers more than static images. The content of the short video platform spreads rapidly and widely, and the promotion information of the brand can cover a large number of audiences in a short time. Through the platform's recommendation algorithm and user sharing, brand information can spread rapidly and achieve a wide range of market effects. But whether it will evolve into excessive marketing, so that consumers are bored, or resistance. False publicity is also a very important part, which is easy to reduce the trust of consumers. Cosmetics are used directly on the human body, so people must not ignore its impact on human health. With the current wave of fashion, people are paying more attention to beauty brands. With the rapid development of China's cosmetics market, a large number of disfigurement incidents caused by unsafe cosmetics ingredients emerge one after another, and consumers' safety of cosmetics is the primary issue. The spread of false advertising of cosmetics is one of the most important causes of this harm. The supervision of false advertising should be very strict to avoid such deceptive means. So far, there has been no systematic supervision of cosmetics false advertising in China. The United States is the birthplace of regulation theory and one of the most successful countries in the world for authoritative management of false advertising. At the same time, they have formed their own regulatory system to effectively supervise the safety of cosmetics [6]. The cruelty-free label is currently unregulated, leading to a failure in the beauty market. Consumers who make purchasing decisions based on such inaccurate and misleading information are not responsible for the product or the consumer. Studies have standardized corrections for misleading words such as "cruelty-free." Wenders believes that standardization can be achieved most efficiently through a voluntary third-party certification program that sets standards and then monitors label claims under false advertising laws [7].

4. Suggestions

4.1 Propaganda Discourse

It is to suggest to promote the importance of words in the propaganda, such as collagen will never run out again! The offline staff can provide free service activities and then provide suggestions. There is no difference between offline sales and online sales. Because technology is improving all the time to provide higher telepresence and provide a unique customer experience. Take Sephora Virtual Artist as an example, it enhanced the sense of reality and experience, and strive to experience in advance before purchasing. So this channel has a high probability of influencing customers' purchasing decisions, especially when it comes to beauty products. Sephora has used this strategy to compare it to traditional websites and offline stores. It shows a survey of 200 women in Indonesia. The least square method (PLS) is used to find that the product information on AR has a positive impact on the customer's purchase decision [8]. Surprisingly, there is no significant difference in product purchase volume between the two purchase channels, traditional websites and offline stores. The survey highlights that female consumers are more focused on the products they want to buy, rather than the technology and channel of purchase.

4.2 Customer Interaction

Publicity is good or bad, depending on the interaction of consumers. There is a great connection between propaganda and each other. Publicity on different websites, online messages on these platforms can be lucky, and offline lottery boxes are prepared to allow more passers-by to participate and interact. There can be different activities online and offline. Looking for bloggers who love beauty makeup and stars who are interested in makeup to cooperate, companies can provide free brands for partners to use, offline activities can prepare signature photos. This allows for more activity and interaction. For different products, make differentiation and other brand differences. Pay attention to the needs of consumers, the safety and use of products is important, and the packaging box should also be attractive. The sealing of the product packaging prevents liquid from flowing out or being broken during transportation; Cause too much gas to enter, which will reduce the shelf life of the product used by the public.

5. Conclusion

Beauty products are conducive to improving people's defects, beautifying their appearance and prolonging the life of collagen. Gain credibility and authority through research. Finally, the use of online short videos and news and offline beauty museums and star cooperation activities has attracted the attention of the audience and aroused the interest of the public. Studies have shown that certain ingredients in beauty products such as retinol, vitamin C and hyaluronic acid can effectively improve skin quality and slow down the aging process, such as reducing fine lines and improving skin elasticity. However, despite the many benefits that beauty products bring, there are also dangerous and skin-irritating ingredients. After the development of science and technology on the issue of safety, some products may contain irritating or harmful ingredients, causing negative effects on the skin. Therefore, beauty brands should not only promote product packaging and functions, but also popularize professional knowledge to improve consumer safety awareness. The ingredients and effects of some beauty products lack strict market supervision, leading to potential risks for consumers. Many experiments and national regulations have also seriously prevented these harmful ingredients from entering the beauty circle. In the future, in the development of new products, strict market supervision and scientific experiments should also be done, which can effectively reduce these risks and ensure the safety of consumers.

This study provides safety for people who want to use cosmetics, such as people with facial defects or people who want to enhance their appearance. This study is also to tell more people that cosmetics are not a symbol of derogatory terms but can bring people a lot of advantages and convenience. For the future of cosmetic products, it is hoped that more people can get the benefits and information knowledge brought by cosmetics, and no longer receive discrimination.

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