



Exploring Digital Marketing Strategies in the Beauty Industry: A Case Study of Xie Fuchun

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Declaration/Statements page

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Abstract

This report presents an in-depth analysis of the digital marketing strategies of Xie Fuchun, a historic Chinese cosmetics brand, set against the backdrop of China's thriving beauty industry. As the market evolves and consumer behavior shifts towards online platforms, Xie Fuchun's approach to digital transformation is examined to identify key success factors and areas for improvement.

The study reveals that while Xie Fuchun has made significant strides in embracing digital marketing, including establishing a strong online presence and leveraging social media, there are challenges that must be addressed. These include enhancing personalized customer service, optimizing product categories to meet diverse consumer needs, and crafting compelling brand narratives that resonate with modern audiences.

The research utilized a mixed-method approach, combining quantitative data from an online survey of 124 respondents with qualitative analyses. The findings underscore the importance of a multifaceted digital marketing strategy, which includes creating engaging content, fostering active customer interaction, and offering unique products that reflect the brand's rich heritage.

To bolster its digital marketing effectiveness, Xie Fuchun is recommended to enhance brand culture and customer awareness through storytelling and highlighting its unique selling points. Additionally, the brand should offer personalized services to improve customer satisfaction and loyalty, diversify its product range to meet consumer preferences, and craft engaging content that encourages sharing and community-building.

The report concludes that with a strategic and customer-centric approach to digital marketing, Xie Fuchun can overcome current challenges and achieve sustainable

growth in the competitive cosmetics market. By focusing on variation, versatility, value, and vibration in its marketing efforts, the brand can differentiate itself, build deeper connections with consumers, and strengthen its market position.

In summary, this abstract provides a concise overview of the report's findings and recommendations, offering valuable insights into the digital marketing strategies of Xie Fuchun and the broader implications for traditional brands in the digital age.

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1.Introduction

1.1 Research Background

With the rapid development of China's economy, people's income level and living standard have been significantly improved, and the concept of consumption has also changed(MacInnis, Park and Priester, 2014). According to Maslow's(1970) hierarchy of needs, after achieving physical and security needs, people begin to pursue social needs, respect, and self-actualization. Therefore, in today's society, people begin to enjoy consumption, eager to increase the happiness of life, more emphasis on self-realization and personalized pursuit. The change has been particularly pronounced when it comes to buying cosmetics.

Data show that China's cosmetics market is large, and it has been in a stage of steady rise in recent years. Even if the scale of the marketing market has declined in 2020 due to the epidemic, the market has recovered rapidly as the epidemic has been controlled. Forecasts suggest that the value of China's cosmetics market is projected to hit a staggering 500 billion yuan by 2023, as reported by iiMedia Research in their 2024 analysis. This growth is fueled by the widespread adoption of internet technologies, which has led to a significant shift towards online shopping for beauty products. Each passing year witnesses an upward trend in the proportion of cosmetic purchases made via digital platforms, with both the frequency and volume of these transactions showing an upward trajectory. The burgeoning e-commerce landscape has not only broadened the avenues through which cosmetic brands can market their products but has also introduced shoppers to a realm of user-friendly shopping experiences, streamlined processes, and attractive pricing options. More and more cosmetics brands see the huge profit space hidden in it, and apply big data analysis technology to it. Digital media and Internet technology are used to conduct in-depth analysis of user behavior, preference and other information through massive data analysis and mining, so as to better understand the target audience and improve marketing effect and business value(Joy *et al*, 2012). Thus, it realizes the

transformation of marketing mode from network marketing to digital marketing. Digital marketing can help brands better promote products and services, enhance brand effect and customer satisfaction through accurate user positioning, efficient marketing methods, real-time interaction, insight and quantitative evaluation of market trends, and also help reduce marketing costs and improve marketing efficiency, so as to achieve better business objectives.

1.2 History of Xie Fuchun

The Grand Canal runs through the city, and Yangzhou's extensive waterways have fostered the growth of a distinctive beauty culture. Since the Han Dynasty, Yangzhou has been a major centre for the perfume and powder industry, particularly for rouge, powder and fragrant head oil. Xie Hongye, the founder of Xie Fuchun, began his career as an assistant in a herbal shop. During the Daoguang period of the Qing Dynasty, Yangzhou powder was as renowned as Suzhou rouge. At that time, the market for Yangzhou powder was dominated by Dai Chunlin and Xue Tianxi shops and Dai's staff. Xie Hongye initially sourced medicinal herbs to produce spices. Over time, he identified an opportunity in the powder market and, in 1830, launched a perfume and powder shop in Yangzhou(Fan, 2000).

Ancestral Anhui Xie Hongye developed a stable source of incense by adding ice chips, musk and other processes to the mother powder used in the production of Hui ink. This innovation gradually gained him a reputation for excellence in the industry. By the end of the Qing Dynasty, Dai and Xue's two incense and powder shops had ceased trading due to poor management. Xie Hongye employed two experienced professionals and unified Yangzhou's incense and powder industry, marking the beginning of the Xie Fuchun era(Tong, 2022).



Figure1: Panama silver medal (Xie Fuchun, 2024)

Xie Fuchun was awarded the Silver Medal at the 1915 Panama Exposition in San Francisco for his duck egg powder and incense pieces, which proved highly effective in revitalising the market for Yangzhou incense powder(Fan, 2000).

As the first cosmetic manufacturer in China, Xie Fuchun has long been regarded as a leading figure in the industry, representing national cosmetic culture. Its heritage is intertwined with multiple cultural elements, including the 'Yangzhou beauties', beauty, salt merchants, and the Grand Canal. It has also been entrusted with the legacy of Yangzhou's incense, powder, and oil, as well as the classic techniques associated with them(Wang,2010).

Following the establishment of New China, Xie Fuchun had 31 properties and more than 2,000 acres of fields, representing a market share of 95% for Yangzhou's fragrant powder. At the outset of the liberation period, there were over 120 shops on Yangzhou's Dongguan Street. The majority have since ceased trading, with the exception of Xie Fuchun's Fuyuan.(Lu, 2009).



Figure2: Fuyuan (Xie Fuchun,2024)

Many shops in the early 20th century attempted to emulate Xie Fuchun's business model. To prevent counterfeiting, the Xie family used five bamboo barrels as trademarks and placed them on the counter, named 'Five Barrels'. This symbolised the five gods of wealth welcoming the door and bringing great luck. In the absence of a trademark law and given the prevalence of bamboo, numerous shops adopting the 'Five Barrels' trademark soon emerged in Yangzhou. This had a detrimental impact on consumer interests and the interests of Xie Fuchun. Consequently, Xie Fuchun initiated legal proceedings against the infringing businesses in Yangzhou City, resulting in a favourable outcome at the Supreme Court in 1915. In 2005, the trademark 'Five Barrels', which had been misappropriated over time, was restored to Xie Fuchun following an application to the General Administration for Industry and Commerce(Tong, 2022).



Figure3: Five Barrels Advertisement (Xie Fuchun,2024)

The ongoing advancement of internet technology and communication equipment has led to the emergence of numerous self-media platforms. This has also given rise to new characteristics in brand communication, offering brands the opportunity to develop a distinctive business model through the utilisation of self-media platforms. In 2009, Xie Fuchun formally established an e-commerce department. In 2012, it opened an official flagship store on Tmall and subsequently established a presence on major e-commerce platforms, including Jingdong, Vipshop, and Little Red Book. In April 2022, Xie Fuchun formally launched its TikTok live broadcasting business, joining the online live broadcasting and sales sector(Lai, 2021).

1.3 The value of Xie Fuchun

1.3.1 Cultural value

In recent years, the country is building a "Chinese brand", advocating telling a good "Chinese story", showing the "craftsman spirit", "time-honored brands" as an important carrier of Chinese brands, in this process will shoulder heavy responsibilities(Shen, 2022). Xie Fuchun into the traditional cultural elements of the design and packaging, easy to cause consumers' national makeup emotion, unique

brand culture, can also be distinguished from other international brands, the formation of a unique product symbol, reflect the unique Chinese brand value, tell a good "brand story"(Cao,2017).

Xie Fuchun has also been committed to telling a good "brand story", and in February 2022, it also cooperated with the College of Art and Design of Nanjing Forestry University, mainly from the aspects of product packaging design and store image design and the naturization rate of product contents, so as to better present the cultural value of Xie Fuchun brand. In the stores of foreign tourist attractions, Xie Fuchun is also the display window of Yangzhou culture and Jiangsu culture, the wooden plaque highlights the characteristics of Jiangnan, the classical Yangzhou beauty portrait, the fragrant fat powder, all present the unique brand culture(Lai, 2021).



Figure4: The wooden plaque of Xie Fuchun

1.3.2 Commercial value

The heritage of the time-honored brand has been the image symbol of the enterprise, but also the intangible trademark, the trademark itself contains commercial value, but also an intangible asset. With the dual value of assets and heritage, the time-honored enterprises rely on the reputation and popularity accumulated by history in the market

competition(Wu, 2001). In the competition between old brands and new brands, they have brand advantages passed down from generation to generation. Enterprises will also rely on their own huge business value, lasting for a long time to exist and expand.

Among the Chinese time-honored enterprises, many time-honored brands have high commercial value, such as Tsingtao Beer, Moutai, etc., the trademark valuation is more than 100, and it is the representative of national brands(Lai, 2021). In Europe and the United States, there are more 100-year enterprises, and some enterprises still occupy the majority of the global market share, and the brand has a strong vitality and vitality. Domestic Chinese time-honored enterprises can also seize foreign markets with their old brands and enhance the influence of Chinese brands as in developed countries(Aaker,2019). How to develop a marketing model that adapts to the development of The Times and expand Chinese time-honored enterprises has attracted the attention of domestic scholars, which is also a strong commercial vitality faced by Xie Fuchun.

1.4 Aim and Objectives of the Research

The main aim of this study is to analyse the strategies and effectiveness of Xie Fuchun in the process of digital marketing transformation.

Specific objectives include:

- Comprehensive understanding of Xie Fuchun marketing overall overview,
- Complete the empirical research on influencing factors of Xie Fuchun brand digital marketing based on user perspective,
- Based on the current situation of Xie Fuchun's digital marketing, this paper puts forward the digital marketing optimization strategy.

This study will fill the gap in the research on digital transformation of traditional national brands and provide valuable reference for other similar brands. By analysing the case of Xie Fuchun in detail, this study will reveal the survival and development

strategies of traditional brands in the modern market, thus providing practical guidance for brand managers.

Theoretically, this study will enrich the knowledge in the field of digital marketing and brand management, especially regarding the performance of traditional brands in the digital environment. In practice, this study will provide practical advice for brand managers to help them successfully achieve digital transformation and improve market competitiveness while maintaining the traditional characteristics of their brands.

2. Literature Review

Introduction

This chapter offers a focused literature review on the evolution of marketing strategies within China's cosmetics industry, emphasizing the transition from traditional to digital approaches. It explores the theoretical significance of this shift, assesses its impact on consumer behavior, and surveys current research to provide actionable insights for industry stakeholders. By examining both established and emerging marketing models, this review aims to chart a course for sustainable growth in the dynamic cosmetics market.

2.1 Theoretical Significance

As the nation's economy thrives, there is a discernible enhancement in the daily living standards of its citizens. In tandem with this growth, there is a burgeoning aspiration for an elevated lifestyle. Moreover, there is a surge in the public's quest for enhanced living standards, with cosmetics and luxury items increasingly being deemed essential by a growing cohort of consumers who are closely monitoring these markets(Bakri, 2023).

Accordingly, the cosmetics sector in China holds substantial growth potential. This document introduces a novel research initiative focused on crafting a digital marketing strategy for the Chinese cosmetics sector. The aim is to tackle the existing obstacles within the industry, proffer viable solutions to these challenges, and guide businesses in leveraging their strengths and adapting their online marketing tactics (Bakri, 2023). The ultimate goal is to foster a consistent increase in profits while safeguarding the robust and sustainable progression of domestic cosmetics brands, propelling them towards an era of premium development.

2.2 Basic Concepts

2.2.1 Traditional marketing

The discipline of marketing first emerged in the public consciousness in 1912, when Professor J.E. Hagerty of Harvard University published a textbook entitled Marketing. The establishment of the marketing programme provided the theoretical foundation for the field(Hagerty, 1936). Subsequently, marketing theory reached a point of maturity following the 1960s. Philip Kotler's book, Marketing Management, published in 1967, became the most popular textbook in American management schools. Kotler(2010) developed contemporary marketing management theory in a comprehensive manner. He articulated marketing management as an orchestrated approach to devising subordinate plans and executing control measures, aimed at fostering and preserving advantageous interactions and connections with the marketplace, thereby realizing the diverse goals of the organisation(Kotler and Armstrong, 2010).

The traditional model of marketing is primarily driven by manufacturers. It is commonly assumed that as long as the production of high-quality products is ensured and an offline channel layout is established through advertising, radio, celebrity endorsement and other forms of communication to consumers, and ultimately sales of enterprise products are achieved at a high level (Kumar and Gupta, 2016). Furthermore, traditional marketing theory advocates the creation of a moving brand narrative for new brands, typically in the form of magazine articles. From this perspective, the traditional marketing approach is to identify human desires and needs, to identify the product's unique selling point and core competitiveness in the market, and to enhance the credibility of the television commercials and radio advertisements through celebrity endorsement. In order to occupy a greater number of market channels, the use of information asymmetry is employed to fabricate a brand story, which is then linked to emotions (Tellis et al, 2019).

In essence, the conventional approach to marketing is primarily concerned with deals, production and the market(Sharma et al, 2021). The overarching process can be summarised as follows: conceptualisation of a product, manufacturing samples, prototyping the product and marketing the product. Consequently, traditional marketing enables customers to experience the product directly, reduces the risk of purchase and provides an after-sales service. However, this approach is less effective in the modern market, where the trend of product diversification and individualisation of demand is increasing. The traditional manufacturing model for the production of personalised products is prohibitively expensive, and the time required to meet market demand is unacceptably lengthy. Ultimately, this model will be rejected by customers who demand personalised products(Othman et al, 2020).

The strategy of the Xie Fuchun brand is representative of a traditional marketing model. Regardless of the perspective taken, be it location, raw material processing, manufacturing or brand narrative, Xie Fuchun has a distinctive advantage in these areas. However, the high time, raw material and labour costs associated with this traditional, classical manufacturing process have become a significant factor impeding the growth of the Xie Fuchun brand in the modern market(Han et al, 2021).

2.2.2 Digital marketing

Along with the continuous improvement of marketing disciplines and the rise of marketing theories, the traditional marketing theories have begun a new revolution. Media convergence is not only a concept and practice of survival in the midst of variables, but also a necessity in the history of communication technology development(Yoedtadi, Ronda and Wahid, 2021). Nowadays, the Internet is not only a media medium, but also a living form with vitality, carrying the spiritual support and living space that countless people rely on, and at the same time, guaranteeing the users' desire to share and discuss to the greatest extent possible. The mass communication media have internalised the connotation of digital marketing methods and integrated it into the environment to formulate the new order of the

three-dimensional interactive digital communication platform in the digital environment(Chaffey and Ellis-Chadwick, 2019).

Digital marketing entails the strategic employment of digital communication platforms to propagate products and services, ensuring that promotions are delivered punctually, pertinently, tailored to specific audiences, and economically prudent. The term "digital marketing" is a popular introduction to the field. It includes the utilisation of the Internet, computer communication technology, and various communication media, including the most typical three-dimensional interactive digital communication platform, for the purpose of exploring new markets and consumers in order to achieve marketing objectives. The defining characteristic of digital marketing communication is interactivity(Bala and Verma, 2018). User engagement is a key factor in achieving the desired outcomes of digital marketing communication. The incentive to participate is the fundamental mechanism underlying the efficacy of digital marketing communication.

In the realm of digital marketing, the focus of marketing efforts transitions from a product- and market-centric approach to one that is consumer-driven. This paradigm engages with the consumer, steering their brand consciousness, delving into their individualised requirements, and aspiring to involve consumers in the value-creation process in an indirect capacity. Various digital media platforms have built a well-connected publicity and information transmission network, in which the main process of interaction is:

Searching for information, participating in interaction, purchasing online, evaluating the goods on arrival, and after-sales customer service(Chaffey and Ellis-Chadwick, 2019).

Although the Xie Fuchun brand has been gradually established in shopping apps such as Tmall and JD in recent years, it has not paid enough attention to personalised product service and after-sales service, and the user feedback of related products and

services is not optimistic, especially the practice of non-refundability of duck egg powder packaging damage has caused no small controversy. The Xie Fuchun brand has also cooperated with social sharing apps such as Little Red Book and Douyin, but the product marketing promotion is not yet in place, and the public's brand awareness of Xie Fuchun is not enough, which means Xie Fuchun still has a long way to go in digital marketing(Zhang and Li, 2020).

2.3 Theoretical Foundation

2.3.1 The 4V theory of digital marketing

In the 1960s, marketing scientist Jerome McCarthy proposed the 4P marketing mix strategy, which includes Product, Price, Place and Promotion. The 4P marketing theory is based on the principle of making timely adjustments to the product in accordance with market changes and demand. Philip Kotler subsequently expanded upon the 4P marketing mix theory, which is centred around the product, and emphasises the importance of making timely adjustments in all aspects according to market changes and demand. The 4P theory is a highly operational and widely applicable concept, yet it is a one-way marketing approach that is oriented from the inside out, failing to account for market changes and the active role of consumers(Van and Van, 1992).

In the 1970s, when the service sector developed rapidly, the experience of traditional marketing mix theories was mainly derived from the production of standardised consumer goods firms, which were difficult to adapt to the marketing requirements of service firms. In 1981, Booms and Bitner added three elements to the original 4P theory, namely, People, Process, and Physical Evidence, thus forming the 7P framework for service marketing(Bitner, Booms and Mohr , 1994).

In the 1990s, the 4C marketing theory was first proposed by marketing expert Lauterborn, with consumer, cost, convenience and communication as important parts

of the theory. The 4C theory emphasises consumer orientation. Companies need to provide consumers with products and services that meet their needs and save them as much money as possible, provide them with convenient information and services, and finally communicate with them to build a good long-term relationship. The theory changes product orientation to consumer orientation, but in the process of practical application, the same level of marketing tools are easily homogenised, and passive adaptation to consumer demand may make enterprises ignore their own capabilities, affecting long-term development(Akbar, Lawson. and Turner, 2022).

American marketing guru Don Schultz put forward the 4R theory based on the 4C theory, whose four elements are Relevance, Response, Relationship and Reward. Among them, relationship marketing is the core of the 4R marketing theory, and the day is to build customer loyalty. The theory involves customers in the company, not only focusing on consumer needs, but also integrating the company's internal and external resources. However, the theory is difficult to apply, the benefits are not obvious in the short term, and it requires long-term marketing to build customer loyalty(Mendoza, 2021).

As we enter the 21st century, the Internet is driving rapid change in how people produce and consume. This is also affecting marketing concepts and methods, which are evolving rapidly in line with technological developments. In this context, Professor Wu Jinming of Sun Yat-sen University (2001) has proposed a new marketing mix theory, namely 4V (Variation, Versatility, Value, Vibration) marketing theory. The theory is based on the premise of dynamic interaction. Among these, differentiation is mainly reflected in product differentiation, market differentiation and image differentiation. Function includes core function, extended function, additional function. Additional value is provided by technical additional, management additional, marketing or service additional and enterprise culture and brand additional. The common factor is that the enterprise The aim is to provide consumers with the maximum utility value to meet their expectations of value. This will result in the

consumer becoming a loyal customer. It's so important to think about the emotional, cultural, conceptual and other aspects of the consumer and the enterprise to achieve this. Once a customer is satisfied with the value they receive, they are more likely to become a loyal customer of the enterprise. This in turn helps to foster a sense of shared values and goals between consumers and businesses.

2.3.2 SICAS theory of consumer behaviour

The development of science and technology is influencing consumer behaviour in new ways. A study by the Data Centre of China Internet (DCCI) has identified a shift in consumer behaviour patterns from AIDMA (Attention, Interest, Desire, Memory and Action) and AISAS (Attention, Interest, Search, Action and Share) to SICAS (Sense, Interest, Communication, Action and Share) driven by technical means of long-term and continuous testing of mobile Internet users (Abdurrahim, Najib and Djohar, 2019).

In the traditional advertising era, Lewis summed up the psychological process of consumers before purchasing goods in 1898, firstly, the product advertisement aroused the *attention* of consumers, secondly, some *interest* in the advertisement was generated to understand the product, and then the *desire* to purchase was generated. Customers through the advertisement left a *memory* of the product, and finally should be born to purchase *action*, thus put forward the AIDMA model (Amaly and Hudrasyah, 2012).

In the Internet era, Dentsu upgraded the AIDMA model in 2005 and also proposed the AISAS model, which replaces the consumer's behaviour after noticing and becoming interested in the product with information search, action and share.

In the digital age, in 2011, the Data Centre of China Internet (DCCI) proposed the SICAS model in the Bluebook of Social Marketing Services. SICAS employs a basic effect evaluation of open marketing strategy through the establishment of a

comprehensive set of user consumption experience models. This is achieved by obtaining consumer behavioural dynamics through the network, which in turn enables the sensing of consumer consumption preferences. These are then evaluated in order to inform marketing decisions, guide marketing direction, facilitate the effective appearance and reception of brand information, and ultimately guide consumption patterns, thereby gradually occupying a leading position in the market.

The SICAS model challenges the traditional unidirectional consumption model, whereby users can not only actively obtain information through the Internet, but also act as a source of consumption and information, publishing and sharing product experiences. The model demonstrates that for a brand to develop further, it should first adopt the product form of the Internet as its foundation. This entails making greater efforts to disseminate brand promotion information to consumers, participating in and guiding consumer transactions and sharing behaviour, and concurrently enhancing the enterprise's product and after-sales service system (Wang, 2012).

2.3.3 Persona theory

Persona can be traced back to Alan Cooper, the father of interaction design, who proposed that Personas are a concrete representation of target users (Han, 2021). He proposed that Persona is a user labelling system based on a large amount of valid information about the target user group, which mainly consists of specific users or consumers. The valid information is mainly divided into the user's identity, demographic relationship information, browsing and purchasing preference information and communication and consumption behaviour information. The user profile, meticulously assembled, serves as a demographic blueprint for the intended audience of a given product or service. This tool equips decision-makers in production with insights into the needs and expectations of their target users, facilitating an educated estimation of market demand. Consequently, it paves the way for the development and fabrication of products or services that are finely attuned to

consumer preferences. Therefore, the user profile acts as a bridge between user needs and product design.

Quintana *et al.* (2017) also summarise user portraits as "a set of images consisting of a collection of information about the user, known through data". In general, there are two meanings and implementations of user portraits:

(1) The first is user profiling, which is mainly used by product designers and researchers in the company and can be used for positioning the initial design of the product and for researching market users and consumers;

(2) The second is user profile modelling, which is mainly used by data analysts and consultants in charge of product operations in enterprises to predict their behaviour, interest preferences and purchase intentions based on the profiles and basic usage data of users. Of course, user label modelling cannot be separated from the algorithmic model, and the data analysis and feature processing are well done for the existing basic and effective information.

2.4 The Current State of Traditional Marketing Research

Despite the continued prevalence of traditional marketing among many businesses, the rise of digital marketing has undoubtedly disrupted conventional marketing practices. In order to remain competitive in this evolving market, businesses must adapt their strategies and enhance their offerings to align with the changing demands of consumers. The traditional marketing business model is trying to digitally transform itself. In the context of Industry 4.0, research has, for the first time, examined the intersection of this industrial revolution with traditional marketing, employing a multi-criteria decision-making approach known as the Best–Worst Method (BWM) to ascertain the influential criteria, as noted by Caliskan (2021). This methodological application has been pivotal in evaluating and prioritising the dimensions within the marketing mix. The findings have highlighted that the aspects

of product, process, and physical evidence are particularly susceptible to transformation in this new era(Caliskan, 2021). During the years 2019 to 2020, a survey encompassing 114 consumers was conducted. It revealed that the profit margins for fruit and vegetable vendors, who rely on traditional marketing methods, have experienced a downturn. This was attributed to an 18% decrease in sales volume coupled with a surge in operational expenses(Kaur and Singh, 2022).

Moreover, scholars from China have offered valuable perspectives on conventional marketing tactics. Numerous individuals have dissected China's prevailing marketing theories, which are predicated on the foundational 4P and STP models of corporate marketing (Fu, 2021). This analysis has surfaced inherent issues and shed light on the multi-tiered nature of marketing, spanning from the granular enterprise level up to the macroscopic national scale. The insights advocate for measures such as bolstering channel management, enriching corporate culture, establishing robust information dissemination systems, devising cohesive marketing strategies, and harmoniously merging contemporary with traditional marketing approaches (Tang, 2023).

2.5 The Current State of Digital Marketing Research

The proliferation of social media platforms has significantly broadened the potential customer base, necessitating an intensified focus on brand promotion and marketing endeavours within these digital spaces. Recognising the pivotal role of social media in branding and marketing, it follows that enterprises must nimbly adapt to the fluid demands of the market and secure their growth in the burgeoning internet age. In their study, Bhosale and Phadtare(2019) conducted an analysis of leading international social networking platforms, including Facebook, WhatsApp, Twitter, and LinkedIn. They assessed the platforms' customer reach, rating systems, and user engagement to gauge their influence on traditional marketing approaches. The research also deliberated on the interdependence and significance of digital marketing in tandem with its conventional counterpart.

Figueiredo, Gonçalves, and Teixeira (2021) performed a comprehensive bibliometric review of digital marketing literature spanning 2014 to 2020, synthesizing the findings to predict that future marketing strategies will become more finely tuned, drawing upon an enriched understanding of consumer behaviour. They anticipate that the evolution of digital marketing will be steered by advancements in machine learning and artificial intelligence, powered by vast datasets.

Apasrawirote, Yawised, and Muneesawang (2022) employed a stringent methodology to discern and categorise both traditional and digital marketing competencies (DMCs) from a Resource-Based View (RBV) theoretical standpoint. Their analysis delved into the progression of pertinent topics within 57 scholarly journals, utilising qualitative analysis and grounded theory techniques.

It is suggested that a framework for Digital Marketing Capabilities (DMCs) be established to inform future research avenues. The study's outcomes propose a focus for subsequent inquiries on the operational competencies of various entities actively participating in digital marketing, thereby aiming to procure profound foresight into DMCs. Concurrently, Gazolla and Aquino (2022) have provided an analysis on the reproductive mechanisms and market traits of Brazil's agricultural sector amidst the neo-coronaval pneumonia pandemic, with particular emphasis on how digital platforms are instrumental in targeting urban consumers with their marketing efforts. The research posits that the advent of digital marketing channels within Brazil's familial agricultural sphere is spearheaded by collaborative entities striving to forge interregional product link networks. These digital platforms and associated web portals are pivotal to fuelling the economic resurgence of Brazil's agricultural sector.

Nichifor *et al.* (2022) posit that companies and entrepreneurs alike must undergo a digital transformation to increase profits and improve business sustainability.

Scholars within China have delve deeply into strategies for digital marketing. In

particular, the work of Zhang and Li (2020) stands out, where they introduced an integrated programme that marries smart marketing techniques with digital practices. This fusion is aimed at catalysing innovation in digital marketing strategies and ensuring their sustainable progression. Such an approach is designed to equip businesses with the agility to thrive in the swiftly evolving landscape of information technology and the digital age. Du (2021) suggested that China is forging ahead into an unprecedented epoch within the realm of digital marketing, which is inextricably linked to the advancement of technology, the evolution of an optimal industry ecosystem, and the pursuit of sustainable growth. He argued that enterprises should seize the opportunity to drive the industry forward. Deng (2022) posits that the removal of external link blocking and the interconnection of major Internet platforms represents a pivotal step in the advancement of digital marketing innovation and development. Consequently, this development is instrumental in driving the metamorphosis and enhancement of the digital marketing sector. Shen (2022) analyses the domestic cosmetic industry, identifying its strengths, weaknesses, opportunities and threats (SWOT) and formulating a marketing strategy for domestic cosmetic enterprises. This strategy is based on a moderate marketing approach, moderate bundling and a perfect combination of online and offline. Based on digital marketing theory, Qian (2023) specifically analyses the current situation of the development of the meta-universe in China as well as the opportunities and challenges to be faced. The author elucidates the role of the metaverse in digital marketing, offering actionable strategies for brand evolution and enhancement. These strategies encompass engaging new demographics, revitalizing brand recognition, fostering enduring consumer connections, and nurturing communities.

2.6 An Examination of the Current Status of Cosmetics Digital Marketing Research

As people's living standards improve, cosmetics are becoming an increasingly essential part of daily life. This presents a significant opportunity for the cosmetic industry, with companies able to leverage this potential by developing practical

marketing strategies that balance revenue generation with the promotion of a sustainable cosmetic market. Kobayashi, Hara, and Usui (2017) dissected the foreign marketing case of a Japanese cosmetics firm through the lens of cognition, emotion, and institution. Their findings underscored the pivotal role of consumer trust in brand marketing, suggesting that cosmetic enterprises should prioritize customer engagement. Corporate social responsibility (CSR) has a certain impact on women's cosmetic consumption behaviour, and the digital marketing behaviour of brands should focus on consumers and establish a digital marketing system around consumers (Shabib and Ganguli, 2017).

In their 2019 analysis, Li identified a number of existing problems in the Chinese domestic cosmetic market. These included a lack of clarity in target market positioning, an irrational product strategy, an imperfect product pricing system, and a single promotional method. In light of the target consumer's gender, age, consumption level, purchasing motivation, purchasing channels, and other relevant factors, an analysis is conducted. Based on this analysis, suggestions are put forth regarding the four aspects of product strategy, pricing strategy, channel strategy, and promotional strategy in the context of the cosmetic market. Sun (2020) considered the marketing strategy of Chinese domestic cosmetics from the perspective of consumer behaviour, analysing the behavioural characteristics of target consumers and the factors affecting their purchasing behaviour. The results of the study indicated that the internal factors influencing consumer behaviour were their own needs, while external factors were mainly divided into the source of news, the efficacy of the product, the fame of the brand, and the trend factors. Kan and Yuan (2021) conducted a comprehensive analysis of the opportunities and challenges currently facing domestic cosmetics in the context of the evolving new media environment. They also undertook a detailed examination of the strengths and weaknesses of the marketing strategies employed by the CHANDO brand. Hao (2022) focused on Shiseido, examining four key dimensions: the brand's unique traits and what drives consumers, the distribution channels and sales tactics employed, the brand's intended and cultural values, and the

brand's diversification and interactive qualities. The objective was to provide experience for domestic cosmetic companies and encourage the sustainable development of China's cosmetic market.

2.7 An Examination of the Current State of Research on the Factors Influencing the Effectiveness of Cosmetic Digital Marketing

In recent times, the swift growth of the cosmetics sector has garnered scholarly interest, prompting extensive research into the determinants of its marketing success. Kim and Cho (2013) posit that, despite the fleeting nature of cosmetic products, their high value addition results in significant revenue responsiveness for companies. Most of the consumers consult with the salesperson before making a purchase, so there should be a good relationship between the salesperson and the consumer. Persuasive communication can encourage or change the consumer's satisfaction with the behaviour of a certain product or service person-centred marketing activities around the consumer (Ali and Mahmood, 2019). Consumer trust plays a vital role in the market digital marketing or in the various cosmetic companies to analyse and investigate the needs of different consumers to target differentiated marketing activities (Kobayashi, Hara and Usui, 2017).

Within the realm of e-commerce, the volume, excellence, and dependability of online reviews exert a beneficial influence on consumer buying patterns. Online merchants should therefore control the influence of online review dissemination in accordance with the principle of avoiding harm and improving their competitive advantage (Liu, 2017). Nowadays in China, the number of WeChat users is huge, and digital marketing through WeChat Official Account has low marketing cost and good marketing space. Enterprises should formulate a complete set of realistic and practical WeChat public number marketing strategies, attract target consumers and potential consumers through multiple channels, and provide quality information about their products, but pay attention to risk factors such as low readership of WeChat tweets (Li *et al.*, 2019). New media digital marketing is characterised by an openness that

enables the push of verticalised content. The essence of digital marketing is attention marketing, which changes the consumption habits of consumers through the emotional penetration of consumers and achieves the transformation of economic benefits (Xu, 2019). The advantages of cosmetic webcast marketing lie in the authenticity of the content, two-way interaction and precise positioning. Furthermore, it can improve marketing efforts with the help of e-commerce platforms, Netflix participation and star support, which can show the products in an all-round way, enhance the sense of consumer participation and help enterprises to understand the psychology of the consumers and their needs, so as to launch a better product (Li, 2020).

Conclusion

The review underscores the imperative for the cosmetics industry to pivot towards digital marketing. As consumer engagement migrates online, the industry must adopt strategies that reflect this shift. The insights gleaned from this chapter suggest that a targeted, digital-first approach not only aligns with current consumer trends but also paves the way for innovation and growth. The future of cosmetics marketing lies in the effective harnessing of digital tools and strategies to build deeper connections with the evolving consumer base.

3. Research Methodology

Introduction

China's booming economy has resulted in substantial increases in personal incomes and living standards. Simultaneously, there has been a notable shift in the public's consumption attitudes.

The notion of consumption has evolved. As Maslow's theory suggests, once basic needs are satisfied, individuals seek to fulfill social, esteem, and self-actualization needs. Nowadays, people are leaning towards consumption for pleasure, aiming to boost their happiness and increasingly seeking self-realization and customization (Pan, 2024). This trend is especially noticeable in the cosmetics sector. Data shows that China's cosmetics market is substantial, with a steady rise in recent years, barring a temporary dip in 2020 due to the pandemic's impact on market dynamics (Tang, 2023). Projections indicate that by 2023, the market could hit a staggering 500 billion. With the Internet's rise, cosmetics e-commerce is on the ascent, with growing market share and consumption volumes. The burgeoning online shopping market not only broadens sales avenues and revenue for cosmetic brands but also offers consumers more convenient and quicker shopping experiences, along with price benefits (Fu, 2021). More cosmetic brands are waking up to the lucrative potential of this market, leveraging big data analytics to tap into it. This involves harnessing digital media and the web, along with sophisticated data analysis and mining to uncover consumer behaviors and preferences. Such insights allow for a deeper understanding of the target demographic, enhancing marketing strategies and boosting business value. As a result, the shift from conventional online marketing to digital marketing is becoming a tangible reality (Giulia, 2023).

3.1 Research Paradigm

A research paradigm encompasses a framework, strategy, or approach for conducting

scholarly inquiries. It represents a collection of concepts, convictions, or insights where both theoretical and practical elements intersect (Veal, 2005). Typically, paradigms stem from either positivist or hermeneutic research methodologies. Each research endeavour selects one of these paradigms to serve as a blueprint for devising a research methodology and executing the project in a manner that is both credible and logical.

The legitimacy of the research paradigm is contingent upon the quality of the research and its methodology. Positivism assumes that reality is objective and can be understood and measured through systematic observation and experimentation (Zikmund *et al.* 2012). Questionnaire survey methods rely on the collection of objective, quantifiable data, which is often considered to be consistent with the ontology of positivism, as it assumes that respondents' answers truly reflect their behaviour, attitudes or feelings (Denscombe, 2014). Conversely, the tenets of the positivist paradigm encompass objectivity, quantification, and scientific rigour. It offers a robust foundation for analysing the factors influencing the study of digital marketing in Xie Fuchun.

The research philosophies of positivism and interpretivism are markedly distinct, yet both are prevalent in the field of research. However, they diverge considerably in terms of their methodological approaches, data analysis techniques, and conceptualisation of reality. Ontology can be defined as the nature of reality (Denscombe, 2014). Consequently, ontology is concerned with determining the nature of the existence of particular phenomena. Conversely, epistemology refers to the means by which knowledge is acquired. Thus, epistemology is focused on understanding the nature of knowledge and its acquisition (Zikmund *et al.* 2012).

The philosophies of positivism and interpretivism are two distinct research methodologies. Positivism is predicated on the assumption of an independently existing objective reality. In order to achieve objectivity and reproducibility, it

employs the scientific method and quantitative research, such as experiments and questionnaires, to test hypotheses and theories. In contrast, interpretivism asserts that reality is subjectively constructed and emphasises understanding and interpreting the meaning of human behaviour through qualitative methods, such as in-depth interviews and participant observation. Positivism is applicable to research that necessitates the testing of hypotheses, whereas interpretivism is applicable to research that provides an in-depth understanding of individual or group behaviour and social phenomena(Jing and Sun, 2021).

In conclusion, the positivist paradigm emphasises the investigation of phenomena through the examination of observable phenomena, whereas the hermeneutic paradigm prioritises an in-depth analysis of case studies to elucidate the nuances of phenomena. The integration of these two philosophies enables a comprehensive and multifaceted understanding of the world.

The positivist and hermeneutic paradigms each possess inherent strengths and weaknesses. The positivist paradigm is anchored in a realist worldview and employs experimental design principles to deduce causal links between variables. Its strengths include: firstly, the research methodology is fairly uniform, with explicit procedures and evaluative metrics, making it straightforward to grasp and master, and it currently stands as the prevalent paradigm for case studies. Secondly, by gathering and analysing data across multiple cases, the findings on similar phenomena or events can be duplicated and generalised, enhancing the research outcomes' theoretical applicability. Thirdly, data collection is conducted from an objective standpoint, with key concepts being meticulously defined and measured, thereby bolstering the dependability of the analysis. Fourthly, the research approach integrates both inductive and deductive reasoning, facilitating a smoother transition between qualitative and quantitative research methodologies. However, this paradigm is not without its constraints: firstly, concepts pertaining to human intentions, perceptions, or thoughts are often elusive to empirical data collection, complicating measurement

and comparative analysis across cases; and secondly, the emphasis on universal applicability can obscure the distinctiveness of individual case contexts (Vial, 2021).

Interpretivism emerges from a relativistic perspective, suggesting that reality is subjectively interpreted rather than objectively measured. This paradigm's strengths are evident in several ways: firstly, its flexible nature encourages researchers to employ their creativity, potentially leading to impactful theoretical contributions. Secondly, it allows for a profound understanding of phenomena within their specific contexts, acknowledging the complexity inherent in each situation. Thirdly, methods like ethnography enable researchers to immerse themselves in real-world settings, offering valuable insider perspectives.

However, Interpretivism faces certain challenges: firstly, it lacks a standardized approach and evaluative framework, which can lead to variability in research execution and interpretation. Secondly, findings may be more susceptible to the influence of the researcher's personal beliefs and cognitive biases, necessitating a high degree of expertise and self-awareness (Malhotra, 2009).

3.2 Research Method

Research methodology refers to the overall strategies and procedures used by the researcher to conduct the research. It includes the framework for how data is collected, analysed and interpreted. There are three main types of research methods: qualitative, quantitative and mixed. Quantitative research methods use numerical data for research and emphasise measurement and statistical analysis. Emphasis is placed on objectivity and generalisability, and hypotheses are tested using large samples of data. Usually using questionnaires and statistical analysis (Young, 1981). Qualitative research methods focus on understanding and explaining phenomena. Emphasis on depth and detail, exploring complex phenomena through in-depth study of small samples. Typically use interviews, focus groups, observation and other methods. Mixed methods research is a combination of quantitative and qualitative methods. It

combines the strengths of both methods to gain a richer understanding. Quantitative surveys are usually conducted first, followed by qualitative interviews, or both methods are used to collect and analyse data (Gelo, Braakmann and Benetka, 2008). Selecting a suitable research methodology hinges on several factors: the objectives of the study, the characteristics of the research issue at hand, the accessibility of data, and the capabilities and resources of the researcher.

Quantitative research method was used in this study. Quantitative analysis is based on quantitative data and statistical analyses, focusing on measurement and comparison. Aggregate and analyse collected data for statistical summaries and comparisons. This approach is suitable for validation studies or for assessing the consistency and generalisability of findings.

This paper presents an empirical examination of the Xie Fuchun, with a spotlight on user experience and determinants of digital marketing success. Utilising a blend of online survey techniques, the research gathers insights into the efficacy of the brand's digital marketing strategies and the variables that shape them (Vial, 2021). The analysis aims to pinpoint customer satisfaction levels with the brand's digital outreach, as well as the key drivers behind it. The study leverages the statistical software SPSS 27 to process the survey responses. By employing a suite of analytical techniques, the paper delves into the influencing factors of Xie Fuchun's digital marketing endeavours, with the ultimate goal of formulating recommendations for enhancing their digital marketing strategies (Arifin, 2018).

Quantitative research has many advantages:

- Quantitative research uses numerical data, which are collected through standardised tools and methods, reducing subjective bias.
- The results of quantitative research are usually expressed as specific numerical and statistical indicators, and the conclusions are clear and easy to understand and interpret.

- The use of questionnaires allows for the collection of a large amount of data in a relatively short period of time at a low economic cost.

3.3 Data Collection Method

This study employed online questionnaires as the primary method of data collection for the collection of data. This method is relatively inexpensive and also greatly reduces the time traditionally spent filling out questionnaires face-to-face, thereby increasing the efficiency of data collection(Ilieva, Baron and Healey, 2002). A online survey has the advantage of wide coverage and the ability to reach a large audience without the limitation of geographical location. Furthermore, data can be collected and organised quickly through the Internet, increasing the efficiency of the study. Web-based questionnaires are also convenient for participants, as respondents can complete the survey at a convenient time and place, thus increasing the participation rate. Automated data entry reduces human error and makes the data more accurate(Denscombe, 2014).

However, there are some shortcomings of online surveys. Firstly, the issue of sample representativeness is a significant challenge, and web surveys may not be able to reach people who do not have Internet access or do not use the Internet. Secondly, due to the anonymity of web surveys, respondents may not be willing to invest the time to answer the questionnaire, resulting in a low response rate(Evans and Mathur, 2005). Technical issues are also a consideration, and respondents may experience problems such as unstable internet connections or lack of familiarity with online survey tools. Furthermore, due to a lack of monitoring, respondents may answer questions randomly, resulting in variable data quality(Ilieva, Baron and Healey, 2002). Finally, online data collection involves respondents' privacy and data security, and measures must be taken to ensure data confidentiality.

3.4 Research Design

A research design provides the framework or structure that guides the conduct of

research studies (Malhotra, 2010). It is essential to outline and clarify the steps necessary to gather information (Artal and Rubinfeld, 2017). This dissertation will thoroughly discuss the following steps in a logical sequence based on the study's framework.

3.4.1 Sample and sample size

Sampling is a great way to choose a group of people to study. It helps us to understand more about the whole group by looking at this small group. Therefore, the selection of the sample must be representative and meaningful. The object of this study is Sheffield, and the sample will be selected from customers who have purchased Sheffield products. Purposeful sampling is a non-probabilistic technique where researchers handpick sample units based on their informed judgement (Amaly and Hudrasyah, 2012). In terms of the research methodology and objectives of this study, it is reasonable and effective to obtain a representative sample through subjective measurements (Malhotra, 2010).

Based on previous similar research and academic recommendations, a sample size of 100 will be selected for this study. The justification for this sample size includes several factors. Firstly, the research paradigm and quantitative nature of this study necessitate a substantial sample size to ensure statistical validity (Levy and Lemeshow, 2013). Secondly, purposive sampling does not necessitate a large number of samples; however, the accuracy and reliability of the resulting data are enhanced when a relatively small sample size is employed. Conversely, over-sampling tends to be a time- and cost-inefficient approach (Etikan, Musa and Alkassim, 2016).

As highlighted by Silk (2006), the sample size is determined by the research purpose to achieve reliable and valid data collection. A sample size of 100 is considered ideal for this study, providing a balance between demographic representation and manageability. This sample size ensures that sufficient data are collected for robust analyses while remaining feasible within the research constraints (Fan, 2000). For a

generic brand such as Xie Fuchun, this sample size promises to produce insightful data that reflects the characteristics of a wider population (Pazgal and Sikka, 2001).

3.4.2 Questionnaire design

The questionnaire is designed to gather comprehensive data on the digital marketing strategies of Xie Fuchun. It will include sections on demographic information, consumer behavior, and perceptions of digital marketing efforts. Questions will be both closed-ended for quantitative analysis and open-ended to capture qualitative insights. The questionnaire will be pre-tested to ensure clarity and relevance.

The questionnaire design adheres to the principle of completeness, aiming to encompass all the information required for the study, including the basic demographic data of cosmetic users, their satisfaction with various aspects of the experience, their overall satisfaction, and any suggestions they may have.

Secondly, in accordance with the scientific principle of objectivity, the Likert scale, comprising five levels, was employed for the purpose of hierarchical quantification. Furthermore, the responses to the second section of the questionnaire, which pertained to the subjective attitudes of the users, were presented in a quantitative manner.

Subsequently, in accordance with the principle of ease of operation, the meaning of the topic is expressed clearly when designing the questions. It is therefore advisable to focus on multiple-choice questions, which are convenient for users to fill in. Ambiguous statements and orientated questions should be avoided when designing the questions and options, in order to ensure that the survey respondents can accurately understand the meaning of the topic and that the research data are accurate and scientific.

The Questionnaire on Marketing Experience of Xie Fuchun Cosmetics Users is comprised of two sections. The first section of the questionnaire concerns the basic

demographic information of Xie Fuchun cosmetic brand users, including gender, age, occupation, and income. The second section is designed to assess the users' satisfaction with Xie Fu Chun's digital marketing experience. This approach is grounded in five key dimensions: sense, interest, communication, action, and experience. It utilises the Likert scale for data collection, a five-point system that quantifies responses across "very dissatisfied," "dissatisfied," "neutral," "satisfied," and "very satisfied." The data were collected utilising the Likert scale, a method of data collection based on a five-point scale, with the five levels of "very dissatisfied, dissatisfied, average, satisfied, and very satisfied" indicated by 1-5 points, respectively. The questionnaire included single-choice, multiple-choice, and scale questions, with a total of 30 questions. Furthermore, upon finalising the questionnaire design, the researcher translates it into Chinese and integrates it into Sojump Survey, a Chinese survey platform.

3.4.3 Piloting the questionnaire

It is of the utmost importance to test the utility and reasonableness of the questionnaire before collecting the data. It is essential to pilot test the questionnaire in order to identify any questions that may be unclear to respondents or that could potentially elicit biased answers Silk (2006) asserts that pilot testing can be done with the aim of reducing the errors in the main survey in order to maximise the response rate and minimise the possible problems. In the case of an online questionnaire, the questionnaire is piloted with a group of three individuals, representative of the main collective of the targeting population. The pilot should include questions regarding the clarity and precision of the instructions, the time taken to complete the questionnaire, the ease of understanding the questions, the number of refusals or instances of reluctance to answer, the protection and respect for privacy, and the suggestions for adding or removing questions, or improvements in format or wording. It is essential to record feedback and responses from respondents in order to revise and finalise the revised and considered final formal questionnaire, which will then be sent to the main study population.

3.4.4 Sending the questionnaire

In the current study, the researcher posted the questionnaire on SO JUMP software with a link and brief description. The questionnaire can be shared by sending the link through some social software, such as QQ, WeChat, Weibo, etc. This will increase the efficiency of resource utilisation and also facilitate the collection of real data. It is expected that the questionnaire will take two weeks to collect.

3.5 Data Analysis

Prior to an examination of the particular data, this study proposes the corresponding hypotheses on the foundation of the SICAS theory.

(1) Sense and digital marketing effectiveness

The perceived benefits, purchase costs and perceived risks experienced by consumers are significant factors that directly influence their intention to purchase. Meanwhile, consumer satisfaction can also be employed as a mediating variable to indirectly influence purchase intention. In the context of online shopping, the entirety of the consumer journey, encompassing the acquisition of product information, constitutes their perceived benefits. In the event that a website provides an adequate and efficacious repository of product information, coupled with an optimal user experience, consumers are more inclined to perceive benefits in a favourable light, evincing greater satisfaction and a heightened propensity to make a purchase (Cao, 2017). In light of the aforementioned, the following hypothesis is put forth:

H1: Sense has a positive influence on digital marketing effectiveness.

(2) Interest and Digital Marketing Effectiveness

A consumer's strong interest is conducive to the maintenance of long-term relationships and short-term psychological satisfaction. Furthermore, it strengthens interest through continuous browsing, thus effectively enhancing the effect of marketing activities (Liu, 2017). It is proposed that consumers' interest can be

stimulated by establishing interesting mechanisms, creating social hotspots, and upgrading offline shops. The higher the interest of consumers, the easier it is to achieve good marketing results(Cao, 2017). Therefore, hypothesis 2 is proposed:

H2: Interest has a significant impact on digital marketing satisfaction.

(3) Communication and Digital Marketing Effectiveness

The efficacy of a digital marketing campaign is contingent upon the efficacy of communication and engagement with the target user base, which in turn necessitates the active participation and support of said users. An increase in communication intensity can facilitate enhanced interaction and trust with users, which in turn can augment the communication effect and business value of digital marketing. Through comprehensive engagement with users, brands integrate local nuances, present products in an engaging, appealing, and informative manner, and foster deeper interactive communication to bridge the gap between consumers and publishers, strengthen consumer reliance and trust in the platform, and ultimately drive purchases, which is a crucial aspect of marketing effectiveness(Wang, 2010). Based on this, hypothesis 3 is proposed:

H3: Communication has a significant impact on digital marketing satisfaction.

(4) Action and Digital Marketing Effectiveness

Action is one of the most intuitive and important measures of digital marketing effectiveness. When users are interested in digital marketing activities and participate in them, if they can eventually take actual actions, such as placing orders for purchase, registering for membership, sharing and forwarding, etc., it indicates that digital marketing has successfully guided the users' consumption decisions and positively influenced them. After acquiring information through the all-media platform, users are influenced by cognitive risk in terms of attention, interest, memory, communication, interaction and other considerations, and make value comparisons and trade-offs between different brands, and finally make purchase decisions and implement purchase behaviours, which means that the brand's digital marketing strategy this time

has been successful(Xu, 2019). That is to say, the fact that users have generated purchase actions for the brand's products represents to a large extent that they are satisfied with the digital marketing. Therefore, Hypothesis 4 is proposed:

H4: Action has a significant impact on digital marketing satisfaction.

(5) Share and digital marketing effectiveness

In general, consumer behaviour is influenced by a variety of factors such as shopping experience, word-of-mouth about the brand and social sharing. Users who enjoy quality services and experiences, and are willing to proactively share them, are significantly more satisfied with digital marketing. Therefore, by providing good service and product experiences and encouraging users to share their feelings and experiences on social media, brands can expand the influence and spread of digital marketing campaigns, which in turn increases user engagement and loyalty and achieves a win-win situation between digital marketing and consumers(Ding, 2022).

In light of this, hypothesis 5 is proposed:

H5: Share has a significant impact on digital marketing satisfaction.

Once the sample data collection was concluded, the researcher employed Excel and SPSS software to conduct statistical analysis and testing. The ensuing results are presented through graphical and tabular representations.

3.6 Reliability and Validity

A number of measures were implemented with the objective of ensuring the reliability and validity of the data obtained from the questionnaire. Firstly, a pilot test was conducted to identify and correct any problems in the questionnaire through feedback from a small group of subjects. This ensured that the questions were clear and easy to understand. Secondly, the internal consistency of the questionnaire was evaluated through the calculation of Cronbach's alpha coefficients. This ensured high internal consistency across the scales. Finally, the questionnaire design and data collection processes were standardised to ensure consistency. Furthermore, feedback was

gathered from representatives of the target group to ascertain the questionnaire's apparent legitimacy and validity. By implementing these measures, the aim was to guarantee the reliability and efficiency of the questionnaire design and data collection, as well as to provide reliable and accurate fundamental data for the study.

3.7 Limitations

(1) This study concentrates on a specific Chinese cosmetics brand, which might not encapsulate the broader traits of the entire domestic market. As a result, the strategic recommendations developed may not be broadly applicable.

(2) Given the study's limited timeframe, the difficulty of obtaining and analysing up-to-date data across the entire caseload is considerable. This limitation impedes the creation of the most current and comprehensive recommendations.

3.8 Ethical Considerations

Firstly, it is crucial that participants are fully informed about the study's objectives, procedures, and potential risks during both the questionnaire and data collection stages. It is equally vital to obtain their explicit and informed voluntary consent to participate. This safeguards the privacy and confidentiality of sensitive participant information, ensuring their identities remain secure, which may necessitate anonymization or de-identification techniques. Lastly, strict confidentiality must be upheld for the collected research data to prevent any unauthorized disclosure or access. Moreover, maintaining research integrity is paramount, which involves presenting findings accurately and truthfully without any overstatement or misrepresentation (Lee and Renzetti, 1990).

Conclusions

This chapter details the research approach for evaluating Xie Fuchun's digital marketing strategies. Utilizing a quantitative method, the study gathers data via online surveys, applying SPSS for analysis. It aims to scrutinize the brand's digital initiatives,

social media presence, consumer feedback, and challenges faced during digital shifts. The research seeks to guide similar brands in their digital transformation journey and contribute to digital marketing theory. The study ensures methodological rigor with pilot tests and reliability checks while adhering to ethical standards. It acknowledges its scope and temporal limitations.

4. Findings and Analysis

Introduction

This chapter presents the findings of an empirical study conducted to examine the satisfaction of Xie Fuchun's digital marketing strategy. It begins with an analysis of the data collected through online surveys and proceeds to discuss and verify the hypotheses formulated to test the effectiveness of the aforementioned strategy. A total of 131 questionnaires were collected, of which 124 were valid questionnaires. All the collected data will be presented in the form of graphs and tables to facilitate researchers to better annotate and explain their analysis results. This helps researchers annotate and interpret the analysis results. The data is processed using SPSS software. The results are as follows.

4.1 Demography

4.1.1 Gender of the respondents

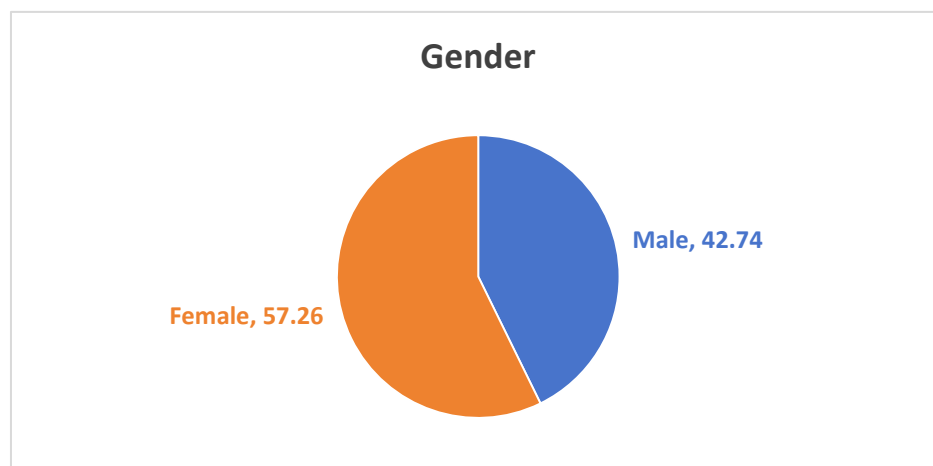


Figure5: Gender of consumer

The graph illustrates that the majority of questionnaire participants were female customers of Xie Fuchun. This aligns with the brand's positioning as a beauty brand, targeting primarily female consumers. However, the data also reveals that nearly half of Xie Fuchun's customers are male. This discrepancy requires further investigation to understand the underlying reasons.

First and foremost, Xie Fuchun is a century-old brand with a rich history and cultural heritage that appeals to a broad customer base. This resonates with male customers who are drawn to exploring traditional culture. Furthermore, the Xie Fuchun logo is based on the image of Yangzhou beauty, which aligns with the aesthetic preferences of Chinese male customers. Secondly, in traditional Chinese culture, it was customary for men to present their beloved women with items such as scented powder and sachets as a means of expressing their feelings. Even in the modern era, this tradition still influences many customers. Xie Fuchun's best-selling products include powder, balm, head oil and other items. These products are elegantly designed and contain natural ingredients, making them ideal for gifting to friends and family. Additionally, Xie Fuchun has not yet developed specific male cosmetics and skincare products for its male customer base. However, its product range has been expanded to include toiletries and bath products, which are highly cost-effective. The increase in product range has also attracted a significant number of male customers.

4.1.2 Age of the respondents

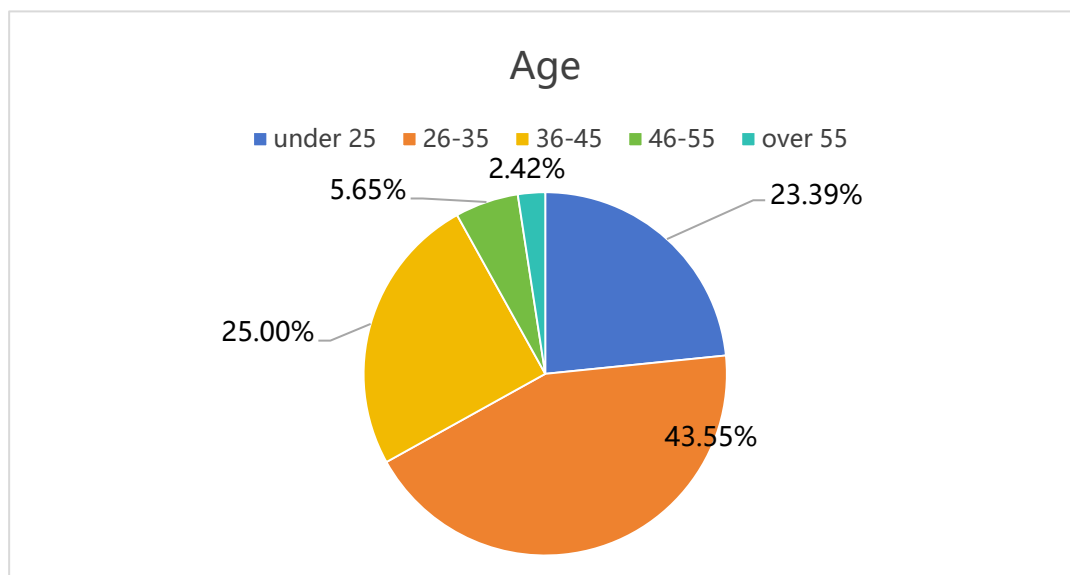


Figure6: Age of the respondents

As illustrated in the figure, 23.39% of users are under 25 years old, 43.55% are between 26 and 35 years old, 25% are between 36 and 45 years old, 5.65% are

between 46 and 55 years old, and 2.42% are over 55 years old.

The research findings indicate that the majority of users are within the 26-35 age range, which suggests that the cosmetics market is primarily comprised of young adults with a certain level of disposable income. Xie Fuchun, a long-standing beauty brand, has successfully attracted a significant young demographic, largely due to its strategic expansion into online sales in recent years. The rapid development of e-commerce has provided a broad channel for the sale of Chinese-made cosmetics. Many young people have become aware of the brand through e-commerce platforms and live broadcasts. For example, in Xie Fuchun's official flagship shop on Tiktok alone, sales of solid perfume have exceeded 53,000 pieces, and sales of incense powder have exceeded 25,000 pieces.

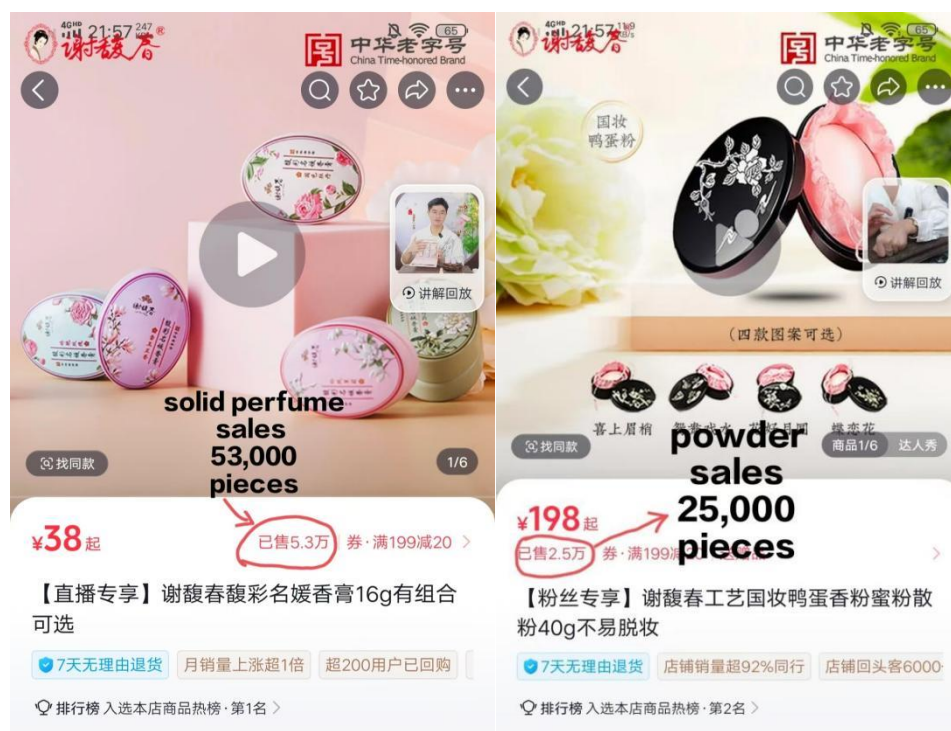


Figure7: Solid perfume and Powder sales of XieFuchun (Xie Fuchun, 2024)

Secondly, in recent years, with the accelerated economic growth and enhanced global standing of China, consumers have exhibited heightened confidence in their cultural identity and a discernible increase in appreciation for national products. In 2021, Xie Fuchun's solid perfume and powder making skills were selected as one of the fifth

batch of representative national intangible cultural heritage projects. The intangible cultural heritage designation adds value and appeal to the products, allowing younger consumers to appreciate the intricate traditional craftsmanship and cultural significance.

Furthermore, Xie Fuchun has proactively engaged with other popular Intellectual Property in recent years, a strategy that has proven effective in appealing to younger consumers. For instance, the brand has formed a partnership with the renowned classic national style game 'Canal Towns' to disseminate the brand culture of Xie Fuchun and Yangzhou lipstick skills to the younger generation. This is achieved through the presentation of distinctive humanistic buildings, such as the digital incense and powder shop building and themed scented capsules. This innovative approach to collaboration has garnered significant interest and admiration from the younger consumer demographic.



Figure8: The joint perfume pouch of Xie Fuchun and Canal Town (Yangzhou Culture and Tourism, 2022)

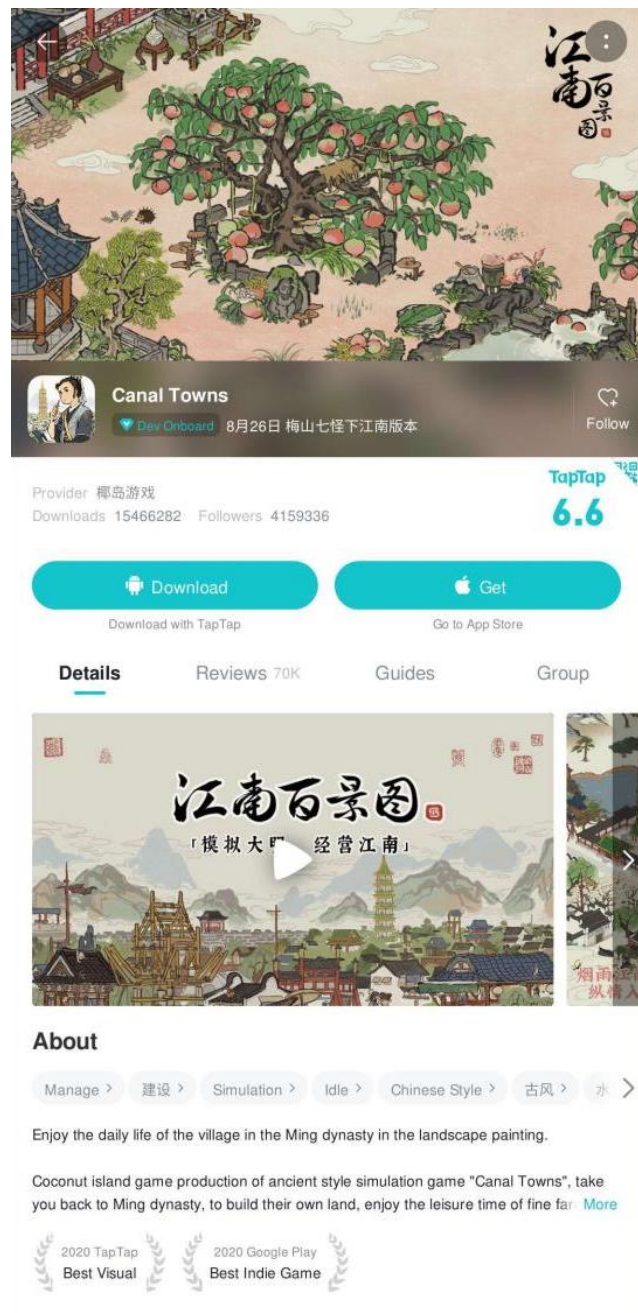


Figure9: Canal Towns on TapTap (Yangzhou Culture and Tourism, 2022)

4.1.3 The career of respondents

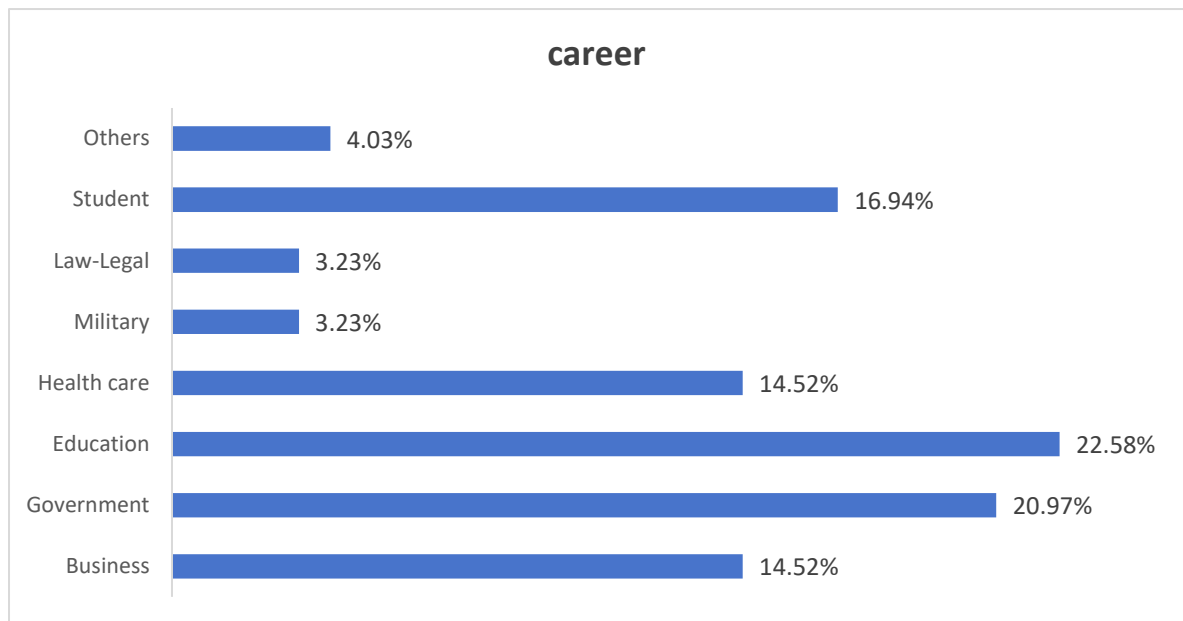


Figure10 : Career of respondents

As illustrated in the above chart, the user occupation composition represents the largest proportion of the education industry, accounting for 22.58%. This is followed by government units, accounting for 20.97%. These two groups of people are relatively more stable in their employment, have a fixed income, and represent the target customer groups of beauty brands. The next largest group is students, accounting for 16.94% of the total. The price range for a single product of Xie Fu Chun is between 13.8 and 228 RMB, which is within the affordable price range for the student demographic.

4.1.4 The monthly income of respondents

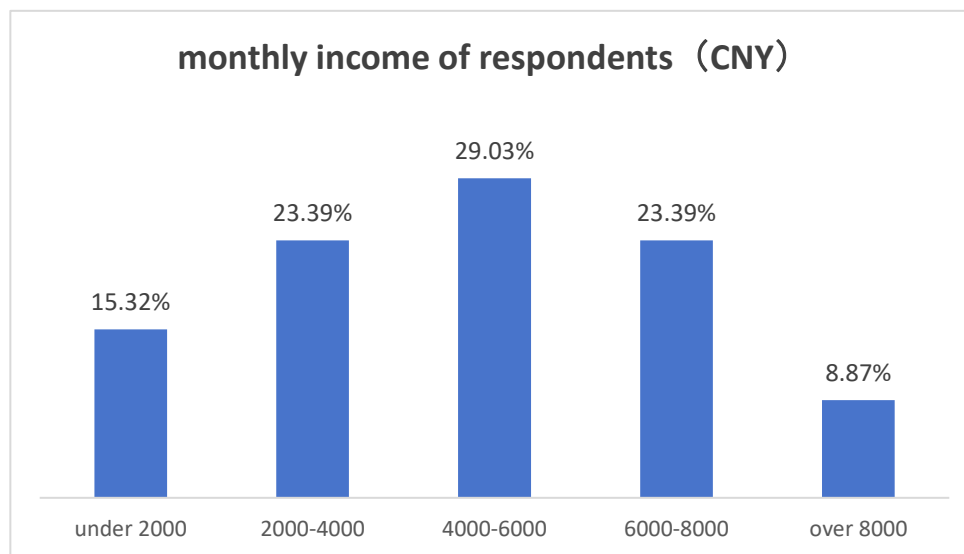


Figure11 : Monthly income of respondents

As illustrated in the figure, the distribution of respondents across the various salary stages of personnel is more uniform. This demonstrates that the majority of users have a middle-income level. This indicates that the majority of users have a middle-income level, with a notable proportion below 2000. This suggests that beauty products remain a significant aspect of most people's lives.

Conci, Pianesi and Zancanaro (2009) highlight that consumers with lower incomes are more likely to purchase products at a lower price point. Xie Fuchun is priced in the lower mid-range, which aligns with the purchasing power of the majority of consumers and has proven to be a successful strategy in terms of customer acquisition. In the future marketing strategy, Xie Fuchun will develop targeted marketing strategies for the consumption psychology and behavioural characteristics of different income groups. For low-income groups, promotional activities and coupons will be used to attract purchases. For high-income groups, high-end brand activities and exclusive member services will be used to enhance brand image and loyalty.

4.1.5 Years of using Xie Fuchun products

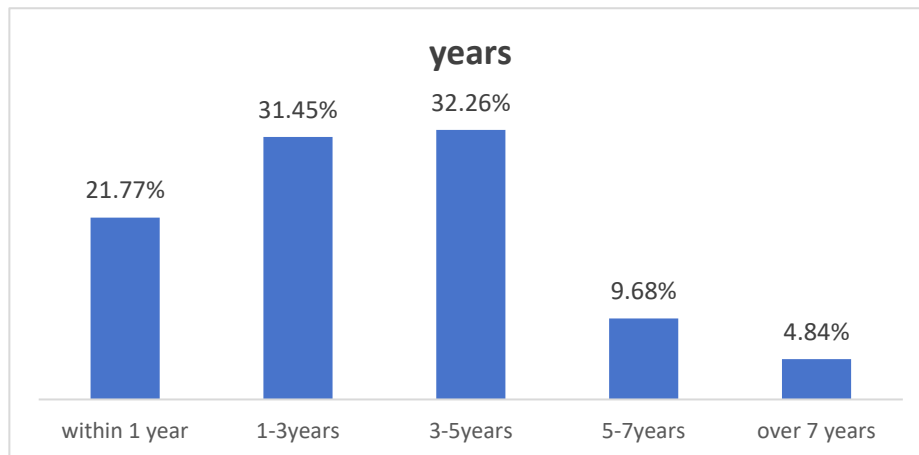


Figure12 : Years of using Xie Fuchun products

In terms of product usage, the majority of participants (32.26%) have used Xie Fuchun products for between three and five years, while 31.45% have used them for one to three years and 21.77% for less than a year. 9.68% of respondents had used the products for between five and seven years, while 4.84% had used them for more than seven years. However, it is evident that the customer base of Xie Fuchun is not particularly loyal, with a larger proportion of new customers emerging over the past three years. This shift could be attributed to the company's strategic focus on online sales and promotions in recent years, which has opened up new avenues for growth.

4.1.6 Purchase Channels

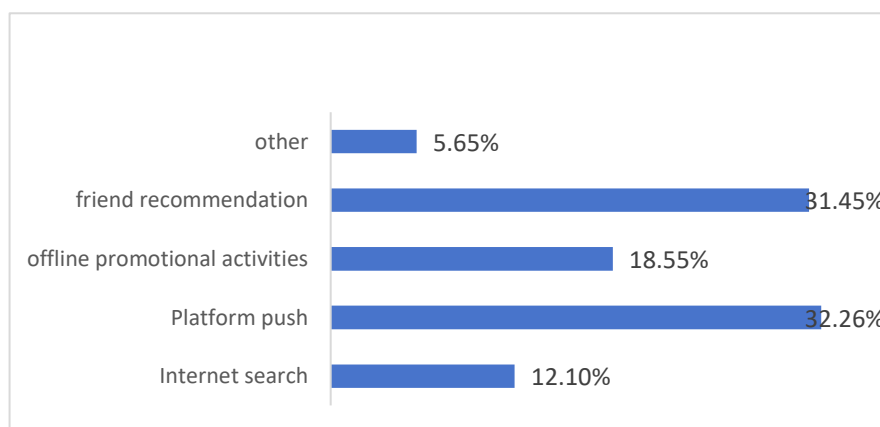


Figure14 : Purchase Channels

The results of the questionnaire indicate that the majority of respondents currently

purchase products through the platform push, representing 32.26% of the total sample. This suggests that digital marketing continues to exert a significant influence on consumer purchasing behaviour, although the observed impact may not be as strong as desired. This indicates that digital marketing continues to exert a significant influence on consumer purchasing behaviour, although it is not yet a dominant force. This is because it is closely followed by the two more traditional ways of purchasing, such as recommendations from friends and offline shopping activities. This indicates that Xie Fuchun's marketing channels remain predominantly traditional and require reinforcement to accord greater priority to digital channels.

4.1.7 Understanding of brand culture

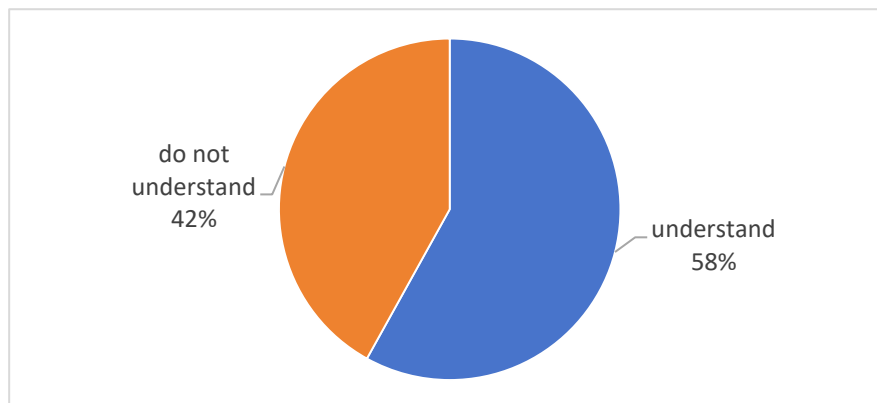


Figure15 : Understanding of brand culture

As illustrated in the chart, 58% of users believe they have a comprehensive understanding of the products, historical development and culture of the Yangzhou Xie Fuchun Cosmetics brand. This survey of Xie Fuchun customers revealed that nearly 40% of respondents were unfamiliar with the brand. There is a lack of promotion of the brand history and culture, which is an area that requires attention. The promotional methods employed may lack sufficient diversity and targeting. The failure to adopt appropriate publicity measures for different consumer groups has resulted in some consumers being less aware of the brand's history and culture. From the consumer's perspective, some consumers may be more influenced by the product's efficacy, price, appearance and design when making purchasing decisions, and may be less inclined to actively seek out information about the brand's history and culture.

Purchases are likely to be based on the product's current attributes, with little consideration given to the historical and cultural values behind the brand. The modern consumer market is highly competitive, with consumers facing numerous brand choices and often lacking the time and resources to fully understand the history and culture of each brand.

Based on the aforementioned analyses, it is recommended that Xie Fuchun reinforce the publicity and promotion of the brand's history and culture in order to increase consumer awareness. The brand's long history and unique culture can be effectively conveyed to consumers through a variety of channels, such as social media, brand story short films, offline cultural activities, and so forth. This will enhance consumers' sense of identity and belonging to the brand, thereby cultivating brand loyalty and transforming them into long-term consumption customers.

4.2 Reliability and Validity

4.2.1 Reliability

When the results from multiple measurements show high stability and the results obtained from measuring the same dimension of the questionnaire have a high degree of consistency, we consider the questionnaire to be reliable. In contrast, low reliability values represent poor data collection reliability, and if such data are used to analyse and test hypotheses, they tend to produce unreliable results.

However, the result of the determination of reliability is not a simple yes or no. It is a measure of the inherent error in any measurement, which can be affected by a number of factors, both random and deterministic. Reliability analysis allows us to assess the veracity and reliability of the respondents' answers. Obtaining the respondents' true opinions is the objective of the subsequent study.

This forms the basis for subsequent research. To ensure the feasibility of the measurement tool used, it is essential to guarantee that the tool cannot be affected by

the internal or external environment in which the respondent is currently located. Furthermore, it is vital to ensure that consistent results are obtained over a number of measurements.

The alpha coefficient, created by L.J. Cronbach(1951), is frequently employed to assess the reliability of attitudinal measurement scales. The degree of reliability can be gauged by the objective value of the alpha coefficient. An α coefficient between 0.6 and 0.7 indicates an acceptable level of reliability. A coefficient between 0.7 and 0.8 is considered to be of good reliability, while a coefficient above 0.8 indicates a high degree of credibility and reliability.

Reliability Statistics	
Cronbach's Alpha	N of Items
.799	29

Table1: Reliability Statistics

The results of the analysis, demonstrate that the reliability coefficient of the questionnaire is 0.799, while α is greater than 0.7. This indicates that the survey results are reliable and credible, and can be subjected to further analysis.

4.2.2 Validity

Validity analyses are methods used to assess the soundness of the design of question items (quantitative data) for scale questions only. This paper details the outcomes of a questionnaire validity assessment, conducted using the KMO and Bartlett's test of sphericity within SPSS27. The KMO measure was applied to evaluate the degree of partial correlation among variables, and Bartlett's test was utilised to determine if the correlation matrix was indeed an identity matrix. The KMO value is initially analysed. A KMO value of less than 0.6 indicates low validity and an absence of reasonable design. A KMO value between 0.6 and 0.7 indicates The KMO value indicates the validity of the questionnaire design. Validity is deemed acceptable when it scores

between 0.7 and 0.8, good for values from 0.8 to 0.9, and very high when it reaches 0.9 or higher. In these cases, the questionnaire setting is deemed reasonable. The probability of significance (P-value) should then be considered. If the P-value is less than 0.05, this indicates that the test results reject the original hypothesis and are therefore suitable for factor analysis. It is important to highlight that the questionnaire possesses structural validity if the KMO value exceeds 0.5 and the significance level, denoted as P-value, is below 0.05.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.832
Bartlett's Test of Sphericity	Approx. Chi-Square	1411.878
	df	406
	Sig.	.000

Table2: KMO and Bartlett's Test

The questionnaire design of this study meets the requirements of the questionnaire method for reliability, as evidenced by the data collected. This data is suitable for the next research analysis.

4.3 Correlation Analysis

Pearson correlation analysis reflects the interdependent quantitative relationship between variables, in this paper, the digital marketing influencing factors include five dimensions of perception intensity, interest intensity, generating action, experience and analysis, and the correlation between the five dimensions of the marketing influencing factors and the overall satisfaction is derived through SPSS27 correlation analysis, which is aimed at exploring the different impacts of the different dimensions of the digital marketing on the marketing effectiveness based on the user's perspective.

Correlations

		Sense	Interest	Communication	Action	Share	Satisfaction
Sense	Pearson Correlation	1	.381**	.300**	.304**	.330**	.425**
	Sig. (2-tailed)		.000	.001	.001	.000	.000
	N	124	124	124	124	124	124
Interest	Pearson Correlation	.381**	1	.424**	.292**	.402**	.444**
	Sig. (2-tailed)	.000		.000	.001	.000	.000
	N	124	124	124	124	124	124
Communication	Pearson Correlation	.300**	.424**	1	.388**	.329**	.448**
	Sig. (2-tailed)	.001	.000		.000	.000	.000
	N	124	124	124	124	124	124
Action	Pearson Correlation	.304**	.292**	.388**	1	.432**	.441**
	Sig. (2-tailed)	.001	.001	.000		.000	.000
	N	124	124	124	124	124	124
Share	Pearson Correlation	.330**	.402**	.329**	.432**	1	.457**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	124	124	124	124	124	124
Satisfaction	Pearson Correlation	.425**	.444**	.448**	.441**	.457**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	124	124	124	124	124	124

** . Correlation is significant at the 0.01 level (2-tailed).

Table3: Correlations

As illustrated in Table 3, a correlation analysis was conducted to examine the relationship between overall satisfaction with marketing and five key factors: sense, interest, communication, action, and share. The strength of the correlation was determined using Pearson's correlation coefficient. Specific analyses demonstrate that the correlation coefficients between overall satisfaction and the five items of sense, interest, communication, action, and share are all statistically significant, with correlation coefficients of 0.425, 0.444, 0.448. The correlation coefficients stand at 0.441 and 0.457, both of which exceed the threshold of 0, indicating a significant

positive correlation between overall satisfaction and the five items of sense, interest, communication, action, and share. Furthermore, there is a positive correlation between the five dimensions of sense, interest, communication, action, and share. As the value increases, the strength of the positive correlation also increases.

4.4 Regression Analysis

This questionnaire was used by SPSS software to get the results of regression analysis of digital marketing influences and overall satisfaction as shown in Table 4.3.

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.252	.405		-.622	.535		
	Sense	.221	.094	.189	2.358	.020	.790	1.266
	Interest	.166	.087	.163	1.921	.057	.702	1.425
	Communication	.194	.085	.190	2.284	.024	.731	1.368
	Action	.189	.087	.181	2.175	.032	.732	1.366
	Share	.155	.069	.188	2.229	.028	.711	1.407

a. Dependent Variable: Satisfaction

Table4: Coefficients

Regression analysis typically examines the existence of a relationship between a pair of independent variables and a dependent variable. In this paper, through stepwise regression analysis, the independent variables are set as five dimensional factors, namely, perceived intensity, interest intensity, communication intensity, action generation, and experience and sharing, while the overall marketing satisfaction is taken as the dependent variable, and the formula for constructing the regression equation is as follows: Overall Marketing Satisfaction = $0.221 \times \text{Sense} + 0.166 \times \text{Interest} + 0.194 \times \text{Communication} + 0.189 \times \text{Action} + 0.155 \times \text{Share} - 0.252$. The comprehensive analysis concludes that all five dimensions of strategy, namely sense,

interest, communication, action, and share, have a significant effect on overall marketing satisfaction.

Within the realm of linear regression outcomes, the standardised beta coefficient is instrumental in gauging the degree of impact that an independent variable exerts on a dependent variable. This coefficient indicates how a one-unit shift in the independent variable influences the dependent variable, with all other independent variables held constant. Consequently, a larger beta value signifies a more pronounced effect of the independent variable on the dependent variable(Othman *et al*, 2020).

According to the size of the coefficients, among these five dimensions, the three factors of communication and share and sense have a greater impact on overall marketing satisfaction, but all these five dimensions are positively correlated with overall marketing satisfaction.

In summary, it can be obtained whether the results of the hypothesis of this paper are valid or not, and the above regression equation can be seen in the intensity of impact, so that companies can focus on marketing. Enterprises should focus on the intensity of customer sense and communication, and mention the intensity of customer interest and share, and then produce purchase action, so as to improve the overall satisfaction of digital marketing.

Sign	Research hypothesis	Test result
H1	Sense has a positive influence on digital marketing effectiveness.	PASS
H2	Interest has a significant impact on digital marketing satisfaction.	FAIL
H3	Communication has a significant impact on digital marketing satisfaction.	PASS
H4	Action has a significant impact on digital marketing satisfaction.	PASS

H5	Share has a significant impact on digital marketing satisfaction.	PASS
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Table5: Research hypothesis

Conclusion

The objective is to construct a model of the influencing factors of cosmetic marketing effectiveness based on the user perspective. This will entail proposing relevant research hypotheses and conducting empirical research on the influencing factors of Xie Fuchun cosmetic marketing effectiveness by distributing and recovering questionnaires. The results of the ANOVA, correlation analysis and regression analysis indicate that to enhance user satisfaction with digital marketing, it is essential to reinforce effective communication with users, listen to market demands, clarify consumer consumption trends and establish a community platform to provide customers with considerate and thoughtful services. Additionally, it is crucial to explore the advantages of existing products and upgrade them to improve them, and to develop innovative designs and optimise products to attract consumers and stimulate their purchase interest. It is important to focus on maintaining existing customers and discovering potential consumers, improving user experience and sharing, creating a good reputation for the brand, and improving customer satisfaction in marketing.

5. Conclusions and Recommendations

Introduction

The ongoing prosperity of the national economy and the consequent improvement in people's living standards have resulted in an unstoppable trend towards pursuing a high quality of life(Hall, 2011). This has created a highly favourable environment for the cosmetic industry. As the first cosmetic brand in China, Xie Fuchun Cosmetics is currently facing intense market competition and significant marketing challenges. It is crucial to gain a deep understanding of consumer demand, clearly define the positioning of consumer groups, conduct a thorough analysis and synthesis of the issues facing Xie Fuchun's brand marketing, and implement a revised marketing strategy to enhance the brand's competitiveness.

5.1 Achievement of Objectives

This paper takes the Xie Fuchun, as a case study, examining the practical marketing scenario and consumer viewpoint regarding the determinants of digital marketing influence, with quantitative analysis as the main focus, to put forward the way of digital marketing for domestic cosmetic brand Xie Fuchun. The objectives of this research are as follows:

- Comprehensive understanding of Xie Fuchun marketing overall overview

A comprehensive network research project was conducted to gain a thorough understanding of the general overview of the Xie Fuchun brand and the current marketing environment. The project aimed to identify and address key issues in the marketing of the Xie Fuchun, concentrating on aspects such as the brand's unique attributes and consumer drivers, sales channels and strategic methods, target value and cultural significance, as well as diversification and interactive elements of the brand (Othman *et al.*, 2020).

- Complete the empirical research on influencing factors of Xie Fuchun brand digital marketing based on user perspective

Conducting empirical research on the factors influencing the digital marketing of the Xie Fuchun brand from the user perspective. Based on the SICAS theory of consumer behaviour model, we constructed a model of the factors influencing the effect of cosmetic digital marketing from the user perspective. This was done by conducting a questionnaire survey using randomly distributed online questionnaires and analysing the factors influencing the effect of cosmetic digital marketing from the user perspective using SPSS27 software for correlation and regression analysis. The study revealed a significant and positive correlation between the sense, interest, communication, action, share, and overall satisfaction with the marketing campaign. The study results indicate a significant positive correlation between the sense, interest, communication, action, share and overall marketing satisfaction (Amaly and Hudrasyah, 2012).

- Based on the current situation of Xie Fuchun's digital marketing, this paper puts forward the digital marketing optimization strategy.

The objective is to propose a digital marketing optimisation strategy for Yangzhou Xie Fuchun. By combining the results of the qualitative analysis of the problems in Xie Fuchun cosmetics marketing with the empirical findings of the factors influencing the effectiveness of Xie Fuchun brand digital marketing, we can propose a digital marketing optimisation strategy for the Yangzhou Xie Fuchun brand of cosmetics. The strategy is proposed from the brand, product, customer, concept and platform aspects to provide inspiration for marketing innovation, revitalise the old domestic brand, occupy a place in the cosmetic industry and push the brand to achieve high-quality and sustainable development. It can also provide useful reference and inspiration for the marketing of similar domestic cosmetic brands, which can win the

trust and love of domestic and foreign consumers and increase international influence(Joy *et al.* 2012).

The author will continue to focus on product culture, product innovation and brand development within the national brand market, such as Xie Fuchun. This will involve analysing brand development with more cutting-edge theories and exploring more suitable communication methods for national brands. The aim is to put forward measures and suggestions to help Xie Fuchun achieve long-term brand development and value inheritance.

5.2 Recommendations

A thorough examination of the marketing landscape of Xie Fuchun, coupled with a comprehensive analysis of the factors influencing the digital marketing of the Xie Fuchun brand from the user perspective, will ultimately reveal the pivotal bottleneck hindering the brand's growth. This insight will pave the way for the formulation of effective solutions to propel the brand's advancement. The development of Xie Fuchun from various aspects will help the enterprise to discover its own advantages, change its own digital marketing strategy and strive to achieve the smooth growth of its profits, thereby entering the stage of high-quality development. This paper puts forward optimisation suggestions from brand, product, customer, marketing, platform and other aspects.

1) Variation strategy

- **Building brand culture and awareness**

The first step is to define the mission and vision of the brand. They represent the brand's objectives and core concepts, and they also form the foundation for developing the brand's core culture. Xie Fuchun managers must begin by analysing the current market environment and gaining a comprehensive understanding of the

needs, challenges and preferences of their target audience, as well as the strengths and weaknesses of their competitors. This is a crucial step in determining the brand's unique positioning and differentiation in the target market.

Concurrently, Xie Fuchun managers must delineate the brand's core values, which encapsulate its fundamental concerns and reflect the cultural and ethical principles that Xie Fuchun espouses. These values include respect for traditional Chinese elements, pursuit of modern fashion and innovation, and commitment to sustainable development. Secondly, the brand's core culture should emphasise the brand's distinctive features and competitive advantages. The Xie Fuchun brand is distinguished by its fusion of traditional Chinese cultural elements and modern fashion style. It is therefore essential that Xie Fuchun managers continue to raise awareness of the brand among the public, emphasising its unique selling points. These include the brand's original theory of bottom toning based on traditional Chinese medicine, the use of natural plant health ingredients in its products and the introduction of modern intelligent technology to create high-end products. Ultimately, Xie Fuchun's managers must evolve the brand's core culture to align with changing market dynamics. Brand culture should not be static; it must be a dynamic, ever-evolving process. To stay competitive, brand managers must be agile, anticipating and adapting to developments in the cosmetic industry and customer preferences. This will ensure the brand's culture remains vibrant and aligned with market needs. To ensure the brand's continued competitiveness and market position, brand managers must be alert to opportunities and trends in the cosmetic industry (Arifin, 2018).

- Provide great service to keep customers satisfaction

The Xie Fu Chun cosmetic brand can attract and retain more users by providing customers with personalised and precise services, which will greatly improve customer satisfaction and loyalty. Xie Fuchun brand managers can refine the service

provided to users through the following processes and measures. First and foremost, it is essential to gain a deep understanding of the needs and expectations of customers. During the sales process, it is essential to maintain clear and consistent communication with customers to ascertain their needs, preferences, and usage patterns. This can be effectively managed through the use of customer relationship management system (CRM), which enables the tracking and management of user information. The next step is to provide customised services. Once the user's needs and preferences have been identified, different product combinations can be designed, personalised skin care programmes or make-up tutorials can be provided, and long-term loyal users can be offered special preferential policies, such as points rebates, member discounts, birthday gifts or giveaways, to enhance user stickiness and satisfaction with the brand(Etikan, Musa and Alkassim, 2016).

2) Versatility strategy

- Optimize product categories to meet customer needs

By optimising product categories, the Xie Fuchun brand can better satisfy customer needs, improve market competitiveness and profitability of the brand's products, and simultaneously expand the brand's scope for future development. One key opportunity for Xie Fuchun is to realign the positioning of its existing products to align more closely with the consumption preferences of its current consumer base. Concurrently, the brand must develop new makeup products to align with emerging market trends and launch corresponding product lines for younger consumers. Secondly, the Xie Fuchun brand must accurately identify the product categories that will yield the greatest success through market research and consumer feedback. This will involve determining which product categories are most popular, have the best market reputation, generate high sales and offer the greatest profits. It is essential to pay close attention to the efficacy, safety and user evaluation of products in this category to guarantee that product quality meets consumer expectations. Furthermore, in the

process of product display and publicity, unique visual design and language expression should be used to highlight the advantages and characteristics of the product, thus fostering greater consumer trust and recognition. Thirdly, product categories should be formed for target groups with special needs, such as consumers with sensitive skin, oily skin and other skin types who have extremely high requirements for product ingredients. Therefore, Xie Fuchun needs to provide special arrangements for such groups(Figueiredo, Gonçalves and Teixeira, 2021).

- Improve product features and create brand best-selling hit

Firstly, Xie Fuchun should create a pop-up product that is both practical and high-quality, with the aim of resonating with the young, trendy consumer market. Furthermore, the packaging should be designed in line with the current trend. It is also important to consider users with different skin types and develop a diverse range of products. Secondly, Xie Fuchun introduces technological innovation in the optimisation of product functions, applying the latest scientific and technological research results to improve the performance and effectiveness of products. In addition, developing and utilising new active ingredients or improving existing technologies is also an effective strategy. For example, to develop anti-ageing products, we can consider adding ingredients such as retinol, Pro-Xylane and peptides(Fu, 2021).

3) Value strategy

- Brand storytelling

The Xie Fuchun can convey a narrative about its history and the heritage of its products. For instance, the brand can share the entrepreneurial journey and original intention of the founder, emphasise the value of classic design and quality materials, or inform consumers of the handmade craftsmanship and unique design inspirations behind each product. Furthermore, the incorporation of traditional elements or the

selection of colour schemes can be used to evoke a connection with the past and increase emotional resonance, thereby stimulating customer desire to purchase.

- Enhancement of classical features

Xie Fuchun has continued to actively explore local elements, combining traditional Yangzhou lacquerware techniques, which have been designated as a national intangible cultural heritage, with contemporary product packaging design. This integration of traditional culture with modern industry enhances the value of the products and brand image, strengthening market competitiveness. Furthermore, lacquerware, as a local cultural asset, can be preserved and developed through brand collaboration, creating a mutually beneficial scenario where cultural protection and economic growth are achieved. Xie Fuchun should consider exploring the nuances of lacquer culture further, innovating design styles and product functions to create a more distinctive and competitive product line. Concurrently, he should focus on marketing and brand promotion to increase brand recognition, thereby fostering mutual growth between the brand and lacquer culture(Sharma *et al*, 2021).

4) Vibration strategy

- Build an interactive platform to discover potential customers

Traditional mass media is a one-way form of communication, which makes it unable to communicate and interact directly with the brand's audience groups. Consumers are limited to a passive reception of information, and their direct involvement in the production and dissemination of content is challenging. It is therefore essential for the Xie Fuchun cosmetic brand to establish a platform that facilitates effective interaction between the brand and its customers. Firstly, Xie Fuchun should establish and maintain an active social media account, such as Weibo, Little Red Book, TikTok, etc., to interact with consumers, share information on new product launches, discount

promotions, etc., and respond promptly to any queries raised by customers. Additionally, Xie Fuchun must introduce exclusive products, limited edition items, or blind boxes of products on its official flagship e-commerce platform and provide online pre-sale and post-sale services to customers. Finally, Xie Fuchun should organise regular interactive marketing activities on its social media accounts and e-commerce platforms, such as lucky draws and live broadcasts explaining beauty tips and skincare knowledge, in order to attract more potential customers to participate(Zhang and Li, 2020).

Furthermore, Xie Fuchun can leverage big data advertising to facilitate brand-customer interaction. Big data advertising employs data mining technology to analyse vast quantities of data in order to gain insight into the interests, behaviours and other information of target audiences. This enables the placement of advertisements to user groups with specific needs or characteristics, thereby reducing the ineffective exposure rate and feature accuracy. Xie Fuchun can enhance its big data advertising by incorporating interactive functions such as questionnaires, surveys and polls, facilitating two-way interaction between brands and customers and improving user participation.

Conclusion

Xie Fuchun can leverage the Variation strategy to gain a competitive edge, provide users with personalised and unique products and services through interaction and communication, enhance brand value, and foster a two-way perception between the brand and customers. Building a distinctive brand core culture is instrumental in establishing a strong brand presence and influence in the market. Xie Fuchun's personalised and precise services enable the company to attract and retain more users, thereby greatly improving customer satisfaction and loyalty.

Xie Fuchun can respond to market changes and demand fluctuations by using a

Versatility strategy. Optimising product categories allows the brand to improve its market competitiveness and profitability, while also expanding its potential for future development. Refining the functionality of cosmetic products, improving product quality and user experience, and maintaining a stable user-brand relationship.

Xie Fuchun can use the Value strategy to provide customers with extra benefits by adding additional value to products or services to attract customers, increase sales and promote loyalty. Fuchsia should develop and refine its interactive experiential marketing strategy. The Fuchsia brand can use resonance marketing to create a more interactive experience for its customers.

Xie Fuchun can leverage Vibration strategy to evoke emotional resonance, stimulating both a desire to buy and word-of-mouth promotion. Big data advertising offers a new communication method for fostering interaction between the brand and customers. Enhancing user perception, fostering word-of-mouth effects, gathering customer feedback, proactively incorporating and responding to customer feedback, and improving products and services are key to promoting word-of-mouth communication and enhancing brand reputation.

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Appendixes

Online questionnaire

Part 1

Q1. What is your gender?

- a. Male b. Female

Q2. What is your age?

- a. Under 25 b. 25-35 c. 36-45 d. 46-55 e. over 55

Q3. Which of the following categories best describes your primary area of employment?

- a. Business b. Government c. Education d. Health care e. Military
f. Law-Legal g. Student h. Others (if others, please specify)

Q4. What is your monthly income range? (CNY)

- a. Under 2000 b. 2001-4000 c. 4001-6000 d. 6001-8000 e. over 8000

Q5. Have you ever purchased any of the company's products?

- a. Yes b. No

Q6. How long have you been using XieFuchun products?

- a. Less 1 year b. 1-3 years c. 3-5 years d. 5-7 years e. More than 7 years

Q7. How did you find out about buying this brand?

- a. Search engine b. Platform push c. offline promotional activities
d. friend recommendation e. other

Q8. Do you know the brand (products, historical development, culture, etc.)?

- a. Yes b. No

Q9. What channel do you generally understand X brand digital marketing

- a. TV elevator building advertising b. Weibo c. Wechat
d. Little Red Book e. Tiktok f. Taobao, JD, Pinduoduo and other e-commerce
platforms g. other

Part2

Sense: Please evaluate the Xie Fuchun according to your own real experience, select a appropriate score from 1 to 5 and draw a "√". (Please tick the relevant boxes) (1: Strongly Disagree; 2 : Disagree; 3 : Neither Agree Nor Disagree; 4 : Agree, 5 : Strongly Agree)					
	1	2	3	4	5
Q10.The brand logo is clearly labelled.					
Q11.The brand marketing slogan is catchy and has characteristics.					
Q12.The brand packaging design is unique.					
Q13.The brand's publicity content is vivid and interesting.					
Q14.The brand's publicity can make me understand the company.					
Q15.I can often see the advertisement of the product or image on digital platforms.					
Q16.The brand will push the information of the product according to my daily purchase and browsing records.					

Interest: Please evaluate the Xie Fuchun according to your own real experience, select a appropriate score from 1 to 5 and draw a "√". (Please tick the relevant boxes) (1: Strongly Disagree; 2 : Disagree; 3 : Neither Agree Nor Disagree; 4 : Agree, 5 :

Strongly Agree)					
	1	2	3	4	5
Q17.On digital platforms, the brand's merchandise carries a wealth of promotional activities.					
Q18.The hot topics that the brand publishes on digital platforms stimulate my interest.					
Q19.The brand's digital adverts are interesting .					
Q20.I think interaction and engagement with the brand helps me understand the brand.					

Communication: Please evaluate the Xie Fuchun according to your own real experience, select a appropriate score from 1 to 5 and draw a "√". (Please tick the relevant boxes) (1: Strongly Disagree; 2 : Disagree; 3 : Neither Agree Nor Disagree; 4 : Agree, 5 : Strongly Agree)					
	1	2	3	4	5
Q21.On digital platforms, brands and merchants can respond to my questions pretty quickly.					
Q22.On the digital platform, brands and merchants can provide relevant information to my enquiry.					
Q23.On digital platforms, brands' and merchants' responses are closely related to my questions.					
Q24.On digital platforms, the interaction with merchants gives me a higher sense of participation.					

Action: Please evaluate the Xie Fuchun according to your own real experience, select a appropriate score from 1 to 5 and draw a "√". (Please tick the relevant boxes) (1: Strongly Disagree; 2 : Disagree; 3 : Neither Agree Nor Disagree; 4 : Agree, 5 : Strongly Agree)					
	1	2	3	4	5

Q25.I can always place an order on Taobao, Jingdong and other platforms to buy the brand's products					
Q26.I can place an order to buy the brand products at any time in the Wechat public account or Wechat mini program.					
Q27.I can buy the brand products at any time in the brand app client.					

Share: Please evaluate the Xie Fuchun according to your own real experience, select a appropriate score from 1 to 5 and draw a "√". (Please tick the relevant boxes) (1: Strongly Disagree; 2 : Disagree; 3 : Neither Agree Nor Disagree; 4 : Agree, 5 : Strongly Agree)					
	1	2	3	4	5
Q28.I think the brand has done a good job of operating in communities such as Little Red Book to keep me motivated to experience and share.					
Q29.I think I'd be willing to go and share my experience with the goods at the brand's flagship Tmall shop because there's enough incentive to do so.					

Q30.Your overall satisfaction with Xie Fuchun digital marketing.

Please evaluate the Xie Fuchun according to your own real experience, select a appropriate score from 1 to 5 and draw a "√". (Please tick the relevant boxes) (1: Strongly Disagree; 2 : Disagree; 3 : Neither Agree Nor Disagree; 4 : Agree, 5 : Strongly Agree)

1	2	3	4	5

Survey results

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25	Q26	Q27	Q28	Q29	Q30Satisfaction
1	3	1	7	1	1	2	2	2	6	4	3	3	4	3	4	3	5	5	4	5	4	3	4	4	4	4	3	2	3	3
2	3	1	7	1	1	1	4	2	5	4	4	4	4	4	4	3	4	4	4	4	4	4	4	3	2	3	4	4	4	3
3	2	2	2	2	1	1	2	1	1	4	3	5	4	3	4	4	4	4	5	4	3	4	4	3	4	4	3	4	4	3
4	3	2	1	1	2	3	4	1	4	4	4	3	3	3	4	3	3	4	3	4	3	4	3	3	4	2	4	3	3	3
5	3	1	7	2	1	1	2	2	5	3	4	3	3	2	3	3	4	5	5	4	4	4	3	5	5	4	5	5	4	3
6	3	2	7	1	1	1	3	2	6	3	4	5	4	3	4	4	5	3	2	4	3	4	4	4	4	4	3	5	4	4
7	3	2	3	5	1	2	2	1	4	4	4	5	4	4	4	4	4	3	4	4	4	5	4	4	5	4	4	4	4	4
8	3	1	7	1	2	3	2	1	4	3	3	3	4	3	2	3	2	3	2	3	3	4	4	4	3	3	4	2	3	3
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10	3	3	7	1	1	1	2	2	6	3	4	3	4	5	3	4	4	5	4	5	4	5	5	4	5	4	4	4	4	3
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14	3	1	7	2	1	1	3	2	6	2	3	4	2	4	2	5	4	3	3	3	3	5	2	3	3	5	3	3	2	2
15	3	2	4	3	1	1	2	2	5	5	4	3	2	5	4	3	3	3	4	4	5	4	3	5	4	5	4	5	4	3
16	3	1	7	2	2	1	2	2	1	4	4	4	4	4	4	4	3	3	2	3	2	2	2	2	3	4	2	4	4	2
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	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25	Q26	Q27	Q28	Q29	Q30Satisfaction
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38	2	2	2	4	2	3	3	2	3	4	4	4	4	4	5	4	3	3	3	3	3	4	3	4	3	4	4	2	4	3
39	2	2	6	3	2	4	4	2	1	5	5	5	4	4	4	5	3	4	3	4	2	3	2	3	5	4	5	4	4	3
40	3	2	3	2	2	2	4	2	3	4	3	4	5	4	4	3	2	2	3	2	3	4	3	5	4	4	4	3	3	4
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48	2	2	2	5	1	3	1	1	2	5	4	5	4	5	5	4	4	5	5	5	5	5	4	5	5	5	5	5	5	5
49	2	2	3	4	1	4	1	1	3	4	4	4	4	4	4	4	3	3	4	4	4	5	4	4	2	2	2	4	2	2

	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25	Q26	Q27	Q28	Q29	 Q30Satisfaction
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	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25	Q26	Q27	Q28	Q29	 Q30Satisfaction
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	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Q10	Q11	Q12	Q13	Q14	Q15	Q16	Q17	Q18	Q19	Q20	Q21	Q22	Q23	Q24	Q25	Q26	Q27	Q28	Q29	 Q30Satisfac tion
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