Influencing Factors of Marketing Strategies of Self-Media Environment Affecting Chengdu Female Consumers' Purchase Intention on Domestic Beauty Brands

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Abstract: Network media plays a more critical role in people's daily lives. Self-media breaks through the traditional media communication mode and becomes the real grassroots media with its diversification and populism of the main body. It greatly liberates the people's right to speech by its simple content expression and convenient and diversified transmission. Self-media marketing is a new method focusing on ordinary promotion ads or link ads through the Micro-blog platform, reducing the audience's resistance psychology. This paper analyses the characteristics of self-media marketing strategies on Chengdu female purchase intention domestic beauty brands based on the influencing factors of functional value, perceived value, perceived risk, and perceived convenience of beauty brands relating to female purchase intention. The three research objectives are; to explore how domestic beauty brands influence consumers' purchase intention through innovative marketing strategies, to analyze how domestic beauty brands have rapidly emerged in the fiercely competitive beauty market through self-media marketing strategies, and to suggest the respective formulation of marketing strategy for improving the development of domestic cosmetic sales.

Keywords: Marketing Strategy of Self-Media Environment; Purchase Intention; Domestic Beauty Brands

1. Introduction

With the popularization of wireless networks, the rise of the Internet of Things, and 5G technology, various innovative technologies have developed rapidly. Smartwatches with different functions produced by smart device manufacturers in my country are also emerging in an endless stream. There are smartwatches with health as the primary function and smartwatches with independent fairy tales as the main function. These smartwatches have become tools for detecting self-health and assisting our exercise. Their popularity has also quietly changed people's lifestyles. People in my country are gradually getting used to using smartwatches to detect their physical conditions, self-diagnose, and share their health status. This study takes consumers of domestic smartwatches as the research object, adopts quantitative research methods, and is based on the expectation gap model of satisfaction influence mechanism.

2. Theoretical Basis

2.1 Theoretical Significance and Value

Based on the theory of consumer behavior and marketing, this research constructs a theoretical model of the impact of domestic beauty brands' marketing strategies on consumers' purchase intentions through literature research. It collects data in questionnaires to focus on consumption in Sichuan. The author is the sampling area to discuss and analyze the influence mechanism of the innovative marketing strategies of domestic beauty brands on the purchase intention of female consumers in Sichuan. This paper examines the four selected marketing strategies of perceived quality, cultural marketing, nostalgic advertising, and service quality of store service personnel, including their respective meanings, and the specific measures of these four marketing strategies when they affect consumers' willingness to buy, which further enriches the corresponding theoretical content, with theoretical significance.

2.2 Practical meaning and value

This article uses literature research to summarize and organize domestic and international marketing theories and viewpoints. They used the 4Ps marketing strategy theory to analyze domestic beauty brands' marketing status and strategies, using PEST and Porter's five forces analysis model to analyze domestic beauty brands' macro and industry environment under the Internet background. The advantages, disadvantages, opportunities, and challenges of beauty brands are explained.

3. Understanding the Influencing Factors of Marketing Strategies of Self-Media Environment Affecting Chengdu Female Consumers' Purchase Intention on Domestic Beauty Brands

3.1 Perceived Value Theory

Wang (2021) [1] divided consumers' perceived value into the perception of essential properties of commodities, perception of external properties of entities, and perception of high-level abstract interests. If you want to make customers want to buy, you must first make customers have a strong desire to buy, which requires consumers to have a high perceived value of the product. In the process of increasingly fierce market competition, the perceived value created by the enterprise for the customer is the enterprise's competitive advantage, and the perceived value of the customer is the trade-off between the product cost and the product benefit.

3.2 Purchase Intention Theory

Chu (2012) [2] determined the probability of purchasing a product or service. When the purchase intention is positive, the product or service is favored, and the purchase intention is firm. Similarly, the consumer's behavioral tendency is not substantial if there is a negative purchase intention—consumers' purchase intention is a prerequisite for purchasing behavior and a necessary process before purchasing a commodity.

3.3 4Ps Marketing Theory

Chen (2019) [3] proposed the 4Ps marketing theory specifically includes: product strategy, price strategy, promotion strategy, and channel strategy. Product strategy mainly refers to the various tangible and intangible products the company provides to the market to meet the needs of consumers to achieve the company's marketing goals. Pricing strategy mainly refers to enterprises setting product prices or changing prices per market rules to achieve their marketing goals. A distribution channel primarily refers to a set of interdependent organizations that facilitate the smooth transfer of a product and service to consumers through the market exchange process. The promotional strategy relates mainly to how enterprises use various means of information dissemination to stimulate consumers' desire to buy and promote product sales to achieve their marketing goals.

4. The Conceptual Framework for the Research Study

4.1 Domestic Beauty Brands

Chinese domestic beauty brand comprises a wide range of products like skincare, makeup, and perfume. In the Chinese cosmetics market, skincare products are the main consumption force, and makeup products increase their market share yearly. Skincare products consistently accounted for over 50% of the Chinese cosmetics market in the current trend.

5. The Influencing Factors of Marketing Strategies of Self-Media Environment Affecting Chengdu Female Consumers' Purchase Intention on Domestic Beauty Brands

Chen (2018) [4] studied from the perspective of consumers' perceived value; this paper analyzes customers' purchase tendencies and studies the mediating effect of brand identity between perceived value and consumers' purchase intention. At the

same time, under the moderating impact of group consensus factors, consumers' purchase behavior of domestic cosmetics was compared and analyzed. And it is concluded that the current average value of consumer perception of national cosmetics is not high, there is still a lot of room for improvement in the perceived value of domestic cosmetics, and there is still a lot of space for consumers to improve the average brand recognition of national cosmetics companies. Consumer role classification is required and put forward suggestions for national cosmetics companies: production under high-quality standards, setting reasonable prices, ensuring service quality and service attitude; integrating national culture, creating a brand image of Chinese symbols; implementing differentiated marketing strategies for new and old customers; increasing national characteristic product research and development.

6. Conclusion

In the future, the breakthrough direction of domestic brands must rely on quality-driven and brand-driven rather than traffic and product-driven. Compared with international beauty brands, it is still a fact that domestic brands have insufficient research and development capabilities and weak brand barriers. Domestic brands can learn from international beauty brands in three dimensions. First, domestic beauty companies can learn the advanced technology of global brands, improve their R&D strength, and use product upgrades to drive the increase in customer unit prices to cope with the rise in upstream raw material prices and maintain a stable gross profit level; the second is to respond to changes in consumer demand actively. Dynamic brand matrix adjustment: Third, multiple channels' functional and flexible layout enhances brand effectiveness. Domestic beauty brands have come to this day, and these famous brands have similarities and characteristics. They can smell the development trend of beauty, target the target group, and notice the massive demand of the target consumer group. In terms of products, they can realize the coexistence of their characteristics and popular elements of big brands; in terms of marketing, they can take various ways to seize consumers' attention.

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