

Study on the Domestic Circulation Affecting Sichuan Consumer Purchase Intention on Female National Beauty Brands

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Abstract: This study aims to find out the facts and potential trends about the Sichuan female national beauty brands under the development of the domestic economy. While public interest in sustainability has increased and consumer attitudes are positive, their behavioral intentions are not aligned with philosophies. The three objectives are to study the factors that affect consumers' purchase intention, to explore elements and countermeasures of national brands of beauty cosmetics involving consumers' willingness to buy and to suggest the economic value of beauty brands under the sustainable growth of domestic development in Sichuan.

Keywords: Domestic Circulation; Consumer Purchase Intention; Female National Beauty Brands

1. Introduction

In 2021, the total retail sales of cosmetics will reach 402.6 billion yuan (data released by the National Bureau of Statistics), a year-on-year increase of 14%, the most significant increase in cosmetics in the past nine years. iResearch released the "2022 China Beauty and Skin Care Industry Investment Research Report". My country's beauty and skincare industry is about 500 billion, of which primary skincare and personal care products are relatively large. For this reason, this article, through the existing national advocacy of the internal economic cycle, through the investigation and research in the Sichuan area, listed the relevant issues about the willingness of consumers to buy women's ethnic beauty brands in the process of consumption, based on the market. Marketing and consumer behavior, combining brand attitudes and consumers' perceived quality and value, researching consumers' purchase intentions, seek to encourage consumers to recognize national brands more and enhance their loyalty to national brands. Businesses provide empirical analysis to create economic value.

2. Theoretical Basis

2.1 Theoretical Significance and Value

From the existing research, the purchase intention research is mainly aimed at a foreign brand or the overall consumer, and there is a lack of in-depth analysis of the purchase intention of national brands. Environment, starting with female consumers in Sichuan, enrich the research on national brands from the perspective of female consumption. The study's main objective is to understand Sichuan consumers' behavior in the sustainable beauty brand market. Specifically, it is the gap between consumers' attitudes and purchase intentions towards beauty brands under the development of the domestic economy. The impact of consumer values and social norms on consumer attitudes towards national pride and purchase intention is explored. Psychological approaches to sustainability represent a new field of research (Chi. 2015)^[1].

2.2 Practical meaning and value

The attributes that help companies identify national brands affect the purchase intention of female consumers; provide help for companies to gain consumer recognition; provide advice for companies to expand sales channels and cultivate customer loyalty; and explore the path for companies to inherit and develop national brands (Zhang; & Lin. 2018)^[2].

3. Understanding the Domestic Economy Affecting Sichuan Consumer Purchase Intention on Female National Beauty Brands

3.1 Research on online domestic circulation development

This development paradigm centers on domestic circulation, and the domestic and international circulation promote each other's "dual circulation" model. With the new model's emphasis on domestic circulation, many critical China watchers are starting to wonder if China plans to shift from an export-driven growth model to a consumption-driven economy at home (Breunig; & Majeed. 2020)^[3].

3.2 Research on the cosmetics market in China

As Chinese consumers of the cosmetics market in China become more focused on national brands, the consumer demand grows more vital for more national pride and the increasing quality of production. Due to the frequent occurrence of product safety issues in China, consumers have also gained more awareness of the safety of cosmetics. Products made from natural or herbal ingredients are popular with consumers in China.

3.3 Research on brand attitude

Brand attitude is defined as a two-factor theory composed of cognition and emotion. They believe cognitive factors are the relevant benefits of products that brands can provide specific and a theoretical basis for consumers' intentional behavior. In contrast, emotional factors can drive purchasing decisions.

3.4 Research on consumer perceived value

Customer-perceived value significantly impacts customers' consumption behavior, such as purchasing intention, customer satisfaction, customer loyalty, and customer attachment. Many scholars have proposed that perceived value is an essential predictor of consumer behavior. Improving perceived value has also become an important issue for many scholars. Yu Wei focuses on time-honored Chinese products and divides perceived value into six dimensions: primary value, emotional value, social value, shared value, experience value, and virtual value (Di Fabio. 2017)^[4].

4. The Conceptual Framework for the Research Study

4.1 Influencing factors of purchase intention

Integrating corporate social responsibility into the influence of cosmetics brand image on consumers' purchase intention research the consumer behavior system, explore the relationship between corporate social responsibility and consumers' purchase intention; the results show that corporate social responsibility behavior is an essential factor for consumers to make purchases influencing factors, and put forward suggestions to enterprises and the government from the perspective of micro-mechanism. Based on brand attitudes and consumers' perceived quality and value, this paper studies consumers' purchase intentions, seeks the influencing factors that promote consumers to recognize national brands more and enhance their loyalty to national brands, and provides empirical analysis for national brand enterprises (Shao. 2019)^[5].

4.2 Attitude and behavior perception in consumer decision making

One of the earliest studies on socially responsible clothing consumption has found the relationship between attitudes towards sustainable consumption and actual clothing purchase behavior. Given that consumers' purchases of sustainable products

do not always correlate with their sustainable attitudes, it is vital to understand the formation of purchase intentions and perceptions of attitude-behavioral intentions.

5. The Domestic Economy Affecting Sichuan Consumer Purchase Intention on Female National Beauty Brands

5.1 Corporate image on national brand

The perception of a brand and product influences the overall image of its country of origin and helps to enhance a country's reputation. National reputation is a collective judgment based on foreign policy, a responsible government, people and culture, tourism, economic strength, and impressions of brands, products, and exports.

5.2 Product image

The product image is very similar to the brand image. The perceived and mental image associated with a product is called the product image. It is a set of beliefs related to a specific product, representing what the product currently stands for in terms of consumer trust and confidence.

5.3 Service image

Service images are designed to present concepts in an unforgettable way that helps viewers immediately understand, perceive and immerse themselves in the envisioned experience.

5.4 Product experience

The product experience is the customer's journey through the product. The product experience is similar to the user experience; however, the product experience refers to the overall customer experience of the product from start to finish.

5.5 Core values

Core values are not only valuable traits or qualities, but they also represent the highest priorities, deep-rooted beliefs, and fundamental core drivers of an individual or organization.

6. Conclusion

The dimensions of brand attitude and consumers' perceived quality and value in consumer consumption are inseparable from consumers' purchase intention under the current economic situation. This paper will draw the following expected conclusions: Female consumers' recognition and actual consumption of national brands in the process of consumption of beauty products will undergo some changes; brand attitudes, perceived quality, and value affect consumers' purchase intentions and seek the influencing factors that promote consumers to recognize national brands more and enhance their loyalty to national brands; Beauty national brands are making suggestions to attract consumers to buy. The overall economic income in Sichuan is moderate, but women's consumption in the beauty market is not low. Under the current economic model, national brands should pay more attention to the consumption power and consumption of the middle and lower consumer groups. Enhance brand image to cover high-level consumer groups, improve product competitiveness and service level, and cultivate customer loyalty and desire to buy, thereby improving economic benefits.

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