
Research on College Students' Cosmetics Consumer Market and Marketing Strategy

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Abstract

With the deepening of China's reform and opening up and rapid economic development, China's cosmetics consumer market is full of vitality, diversified marketing models, and fierce competition. For cosmetics companies, it is both an opportunity and a challenge. Among them, college students have unlimited potential in the consumer market, and there is huge room for development. Based on the analysis of the characteristics of the cosmetics consumer market and the significance of college students' cosmetics consumption market, this article expounds the current situation and some problems of college students' consumption of cosmetics, and explores the cosmetics market of Chinese college students in terms of products, prices, channels, promotion, and marketing. The five aspects of innovation have put forward some countermeasures and suggestions in order to achieve targeted results.

Keywords: marketing strategy; consumer market; cosmetic

1. Introduction

The cosmetics industry is now increasingly competitive in the development of big data and other networks, and the cosmetics industry must constantly seek new markets. The college student market is a very large market [1-4]. College students have huge consumption potential. College students should become a breakthrough in the construction and promotion of new brands. A stable college consumer group can make cosmetics firmly occupy the market share, expand its popularity and brand influence. First of all, college students are a very large group and have good spending power[5-7]. According to data released by the National Bureau of Statistics and the Education Bureau in 2017, the number of college students reached 26.956 million.

With the continuous expansion of higher education in China in recent years, the scale of college students has also grown[8,9]. With the continuous increase of residents' income, the cost of living of college students in our country is getting higher and higher. Studies have shown that nearly 90% of college students are using cosmetics. In modern life, cosmetics have become indispensable items for

college students to go out to play, attend classes, and participate in important occasions. Compared with the former post-70s and post-80s college students, the economic conditions of post-90s and post-00s are generally good, new things are more extensive, and the rapid development of the Internet[10]. Contemporary college students are getting more and more in touch with and understand things. Secondly, from the perspective of long-term development, college students represent the mainstream of future consumption. Occupying the college student market and successfully establishing a brand loyalty will determine the brand's vitality to a large extent[11,12]. Nearly 90% of universities use cosmetics, and the money spent on cosmetics per semester is also increasing. And college students have a sense of advanced enjoyment, 90% of the students are using flowers and credit cards. When most college students have surplus living expenses, nearly 30% of college students will use the remaining money to buy cosmetics[13-15]. Current college students are generally post-90s and post-00s, and living conditions have improved along with the Chinese economy. In the Internet age, there are more and more new things that college students are exposed to. There is also a certain demand for cosmetics[16,17]. Also willing to spend a certain amount of money on cosmetics. The

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college student market is becoming increasingly important for cosmetics companies and still has room to be developed. Therefore, the college cosmetics market has great potential and is a huge market that cannot be ignored[18,19].

The economic level of college students is constantly growing, and their spending power is also constantly improving. The funding sources for college students are becoming more and more extensive, such as living expenses, part-time income and scholarships. Most of the funds for college students come from the living expenses given by their parents[20]. The social environment is constantly changing, and there are more and more consumption methods, so the consumption capacity is also constantly improving.

With the popularity of the Internet, college students have received more and more information, and college students have become more diversified in terms of consumption. The diversity of consumption methods, the emergence of flowers, loans, credit cards, etc., the consumption concept of college students has also changed, and they have learned to enjoy in advance. The rapid development of the Internet and changes in the social environment, cosmetics companies in order to attract the attention of college students, come up with new products, cooperation models, limited edition. And the way of early consumption provides a strong support for the follow-up payment of college students, which stimulates the consumption of college students. With the rapid economic development, the annual income of families has increased, the cost of living for college students has also been increasing, and their spending power has also been continuously improved[21,22].

2. Relate works

Most Chinese universities are located in large and medium-sized cities, and there are many college students near the university city[23,24]. This also provides a convenient and fast channel for cosmetics companies to concentrate on the market of college students.

2.1 Research on College Students' Consumer Market of Cosmetics

College students are a group. When going out for consumption, they are usually accompanied by a few people or a group of people. When they come across a more satisfactory product, they will recommend it to the people around them and take a friend and roommate to try it together. Spread faster. Normally, there are many universities in the university

city[25,26]. The emergence of various organizations such as student unions, clubs, classes, and dormitories in universities, and the consumer groups of college students are becoming more and more centralized. When college students and the people around them consume together, they find good products. Those who have a good relationship will buy them together and recommend them to each other. Therefore, the consumer groups of college students are concentrated, which provides convenient and fast channels for enterprises to concentrate on opening the college cosmetics market. Therefore, cosmetics companies can concentrate on opening the consumer market for college students.

Most college students are well-educated and have certain economic sources and publicity abilities. Sources of living expenses provided by parents, sources of part-time university income, scholarships, etc. Wide publicity ability, because college students are generally well-educated, have good text editing skills, and use good products to write their experience on public social software. It also has good publicity capabilities.

But at the same time, it is precisely because college students are well-educated, have good discriminating ability and aesthetic concept, and consumption habits are also unique. Because cosmetic companies need to develop products that meet the needs of college students based on these characteristics. From a future perspective, a good education of college students will give him a good chance of having a stable source of income after graduation. Cultivating customer loyalty of college students has a great advantage for the future development of corporate cosmetics and occupying the market.

From a long-term development perspective, it is of vital importance to capture the college student market and cultivate the loyalty of college student consumer groups. College students not only have good consumption ability now but also the mainstream of consumption in the future. Moreover, the college student market has not been fully developed, and there is still much room for cosmetic companies to be developed. At the same time, it also has greater risks. Most cosmetics companies have discovered that college students, a huge consumer group, are also eyeing the college student consumption group[27]. It is a protracted battle for cosmetics companies to capture the college student market, and it can also give them huge benefits.

Cosmetics companies will formulate new

product strategies and marketing strategies based on college students' unique consumption habits. When college students buy cosmetics, the first thing they consider is the quality of cosmetics. Cosmetics companies can take the right medicine and continue to introduce better products to attract the attention of college students, while also enhancing the image of cosmetics companies. A new marketing strategy should be formulated for college students, and the psychology and consumption habits of college students should be analyzed[28,29]. In the face of college students with different habits and different psychology, different marketing strategies should be adopted to attract college students to buy, which also has a great impact on the promotion of cosmetics companies.

2.2 College students' problems in cosmetics consumption

The quality of products is the most important issue for college students. First of all, in terms of the ingredients of the product, college students have a vague understanding of the ingredients of cosmetics. Some ingredients such as alcohol, artificial fragrances, and artificial preservatives are not suitable for sensitive skin. Sensitive skin should be carefully selected products, using unsuitable products will cause skin allergies. Choose different products for different skin types. Enterprises should take different plans for these different skin needs.

The appearance of the product and packaging issues attracted college students' attention and caused college students' desire to buy. In comparison, female college students pay more attention to the value of cosmetics. The internal appearance of the products and the exquisite packaging will also arouse the interest of female college students in purchasing[30-32].

The brand problem of cosmetics is also crucial. Some college students only care about the brand, not the efficacy. Only care about whether it is a big brand, blindly pursue the brand, that as long as it is a big brand, it will be easy to use. Only care about the appearance of cosmetic packaging, but don't consider whether cosmetics are suitable for myself. Only care about whether it is recommended by my favorite star or blogger, but don't consider whether I am suitable for these.

Due to the recent popularity of overseas purchasing, counters are often out of stock, and the price of counters is also higher than that of overseas purchases. So more and more college students are joining overseas purchasing. The rise of purchasing

has also caused more and more fakes, and many of the so-called overseas Taobao APPs have also been exposed as genuine and fake peddling. Even the top layer of cosmetics is genuine, and the bottom layer is fake cosmetics[33,34]. Various forms appear. College students will buy fakes if they are not careful about purchasing cosmetics. The use of fakes will cause skin problems. Therefore, college students should screen the purchase channels and carefully choose the cosmetics that suit them.

College students have a psychology of over-consumption over blind consumption in cosmetic consumption. The psychology of college students is easily influenced by the outside world, such as friends, roommates, classmates, etc. around them. Friends around you have expensive cosmetics, and I want to have them. Friends around you buy expensive cosmetics while shopping with you, and you buy them because of your face. Under the influence of these, the psychology of college students will change at any time, so sometimes the impulse and uncertainty of consumption will produce the psychology of comparing and showing off[35,36]. College students' pursuit of trendy things is full of interest and desire for new things. Because of the rapid development of the Internet, some beauty bloggers began to plant grass and recommend products to college students on the Internet, and sometimes college students do not need to buy blindly just because of the star net red planting grass. Or because other people have the psychological factors they want to have, and college students want to show their unique personality through expensive cosmetics. Some college students even went astray for online loans in order to purchase high-end cosmetics. There are also various types of X-sharing and Xiaohong-x software that promote the impact on the consumption outlook of some college students, leading to the unhealthy psychology of some college students and the development of their mental health. You should consider your ability to withstand the most suitable choice of your own cosmetics, rather than set aside all the conditions just because of impulsive blind pursuit of expensive cosmetics.

3. College Students' Consumer Marketing Strategy

It is of great significance for enterprises to investigate, analyze and market the college student market. For enterprises to quickly occupy the college student market, cultivating the loyalty of college student consumer groups to achieve the enterprise's established goals has a crucial impact[37].

3.1 Product Strategy

Product strategy is the most important factor in the marketing mix. First of all, we must target the characteristics of college students. It can be viewed from different angles. Products can implement differentiated marketing. For example, the famous L'Oreal (France) Cosmetics Group Co., Ltd. implements differentiated marketing. L'Oréal's high-end brands include Helena, Lancome, Armani, etc. Cosmeceutical brands include Vichy, La Roche-Posay and Xiu-like, etc., and makeup brands include Uemura, Maybelline, and Saint Laurent. Cosmetics companies also have different needs for cosmetics based on different skins. The products used for sensitive skin are different from the usual skin care products. Different strategies should be formulated for sensitive skin problems. A drug brand can be developed to meet the needs of sensitive skin. Secondly, make-up products. As college students grow older, college students are more and more concerned about their external image. Therefore, the demand for make-up products is also great. Isolation, foundation, concealer, powder, eyebrow pencil and mascara lipstick are also the daily needs of contemporary college students[38,39]. The needs of skin of different skin tones are still different. For example, foundation, you should choose a foundation with a different color number. You can't use a foundation that is too white than your skin tone. Fit. Regions are different, and they should be viewed in terms of oil control, moisturizing and neutral skin. Enterprises can formulate different strategies based on these needs[40]. Products can be divided into high-end and low-end. For example, the demand for sunscreen products, freshman fresh-man just entered the school military training club activities and other activities, the sunscreen product sunscreen multiple requirements of higher durability and greater demand. Senior college students spend more time indoors and do not need high-power sunscreen products. Daily sunscreen can meet the needs of college students. Cosmetic companies can formulate different sun protection brands to meet the needs of college students. And college students also have great needs for whitening, light spots, and anti-early ageing. Enterprises can launch different grades of products according to these three different needs to meet the needs of college students.

The packaging of the product is crucial. An interesting and novel packaging may cause college students' desire to buy[41,42]. The university students are young, have good aesthetics and pursue

fashion trends. The packaging of products is also very important. Good-looking packaging can reflect the unique aesthetic and personality of college students. As well as modern popular cartoon characters, etc., a limited package can be considered to stimulate the consumption of these college enthusiasts. The issue of product trademarks is also important, not only to reflect the spirit of the enterprise, but also to show the trend and fashion that college students like.

Therefore, products should be classified according to different skin types and regions. And the spread of products among college students will be relatively large. Therefore, the quality, appearance, packaging and other aspects of the product are all issues that need to be seriously considered[43,44].

3.2 Price Strategy

First of all, in terms of price, college students have no independent income. But there is demand. On the one hand, it is limited by the price, but on the other hand, it also pursues high-end cosmetics. Enterprises should consider these two aspects when setting the price of cosmetics. First, we must consider the consumption level of college students, and secondly, we must also consider the pursuit of high-end cosmetics by college students. Enterprises can consider differential pricing. Meet the psychological needs of college students with different needs. Secondly, cosmetics can also develop different series, high-end series, low-end series. Meet the needs of different consumers. Not only differential pricing, but also psychological pricing. And when the season is changed, discounts can be stimulated to stimulate the consumer demand of college students[45]. Also consider solicitation pricing, mantissa pricing, etc. Pricing may affect the future development and direction of the product. Therefore, companies must consider carefully when pricing.

3.3 Distribution strategy

Under certain circumstances, distribution strategies can also affect whether a product can open the market and expand sales to achieve important business objectives.

First, we must consider the consumer shopping psychology of college students. Those who are accustomed to shopping in physical stores account for only 16.33%, while those who shop online account for 83.67%. If the company has strong funds, the company's sales capacity is very good. You can take the integration of production and marketing. If the company's funds are weak, consider using an intermediary for sales and services[46,47]. Due to the fierce competition in the cosmetics market, first of all,

you can set up a counter in each city near the university district. It is convenient and quick to leave the university city, which is convenient for students to buy, followed by being able to settle in department stores, increase consumer trust, and upgrade the grade. Cosmetics need a trial to feel the texture and makeup effect of cosmetics. So that college students can buy with more confidence[48]. The later repurchase considers that because college students are used to buying products online, they can repurchase directly on the website if they have a good sense of makeup.

Secondly, it must be considered that different middlemen have differences in communication ability, negotiation ability, storage ability, communication ability, credit ability, etc. when performing assigned tasks, and each has its own advantages and disadvantages. Cosmetics companies should consider choosing distribution, and cosmetics companies must carefully select a few of the most suitable middlemen to promote their products[49,50].

From an advertising point of view, you can consider asking popular Internet celebrities and beauty bloggers to recommend products for trial. At the same time, consider cooperating with popular magazines, fashion magazines or other methods to promote products. For college students of the star chasing family, you can consider asking popular stars to endorse the products to play the role of the star effect[51,52]. For college students, consider holding a small event of skin care and makeup, all participants can get a sample of this product, and the outstanding performance of the event is a gift set[37]. It can spread the knowledge of skin care and makeup to college students and extract certain college students to try out products to win the favor of college students, attract the attention of college students, and stimulate their desire to buy.

You can buy a formal dress to send a sample or medium sample. After the trial, consumers feel very good and it will arouse consumers' desire to buy. The counters can all be put on a free trial package, so that everyone can try it out first, and then consider buying it after using it well. Consumers can adopt the point accumulation system after purchasing formal wear, and can be exchanged for formal wear when the points are accumulated. For example, when the season changes, you can discount to attract college students to come to buy. The number of college students who forwarded corporate cosmetics adverts in the circle of friends sent samples, middle samples, and formal wear to attract the attention of college

students. Interest that arouses the attention of college students.

During the various festivals of Valentine's Day and Valentine's Day, you can change a limited and good-looking seasonal popular packaging to stimulate college students' desire to buy and increase product sales. And can cooperate with popular characters and anime to produce limited makeup items. Stimulate college students who like to collect these cosmetics. And every year there are military training activities in many schools. Enterprises can produce a suit from the early sun protection to the later whitening repair[45,53]. From the sun protection needed for the early military training of college students and the whitening repair that can be used during the military training or after the military training. Protect products to prevent college students from getting tanned during military training. During military training, the box can have special discounts to attract college students to buy.

After sales, you can consider the shopping guide of the counter near the university city or WeChat of the agent, and you can consult questions[51,52,54,55]. You can draw in the circle of friends, or you can provide free face and makeup for customers who have consumed. Good sense of use and makeup can stimulate college students' desire to buy. You can first implement the above methods to increase brand awareness and sales and maintain customer loyalty.

4. Conclusion

The college student cosmetics consumer market has not been fully developed and the number of college students is still increasing. The college student cosmetics market still has a lot of room to be explored. Cosmetics companies need to analyze the current situation, prospects, characteristics and existing problems of the college student cosmetics market, in-depth study of the impact Factors of consumer behavior. Different market development strategies are formulated for different factors that affect college students' consumption behavior. On this basis, this article puts forward corresponding marketing strategies and suggestions for college consumer groups, so that cosmetics companies can better capture this market.

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