

The Digital Marketing Strategy of Beauty Cosmetics Brands in The Post-epidemic Era

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Abstract. Due to the impact of the COVID-19 pandemic, various industries have experienced a short period of sluggish consumption and a decline in sales. At the same time, the beauty industry, which is characterized by its main sales and promotion channels being online, has encountered certain setbacks as well as new development opportunities. This paper focused on the post-epidemic era, taking the beauty brand Perfect Diary as an example, and using SWOT analysis to explore how beauty brands can adjust their digital marketing strategies to break through the existing marketing dilemma and gain marketing advantages. As a new beauty brand in China, Perfect Diary achieved rapid growth at its inception, but sales have been declining year on year since its launch, which is directly related to its marketing problems. Using Perfect Diary as the research object can clearly and intuitively analyze the relationship between product, price, place, promotion and consumers' purchase intention to buy under the guidance of the Marketing Mix Theory, which is a reference for other beauty brands on how to adjust their marketing strategies in the post-epidemic era.

Keywords: Digital Marketing; Perfect Diary; Marketing Mix Theory.

1. Introduction

1.1 Research Background

It has been three years since the outbreak of the COVID-19 pandemic. As the real economy continues to decline, the e-commerce industry is gradually adapting to the "post-pandemic" era, encountering opportunities for development and entering a new phase of development. The "Post-Pandemic" era is the time after the COVID-19 pandemic has passed.

From the corporate perspective, individual companies are both facing opportunities and challenges at the same time in the post-epidemic era. While the epidemic has hit traditional retail and offline sales channels, online sales have been growing. According to data released by the National Bureau of Statistics, online retailing was able to maintain a year-on-year growth rate of 10.9% in 2020 against the backdrop of a 3.9% decline in total annual retail sales of consumer goods [1]. Online channels are becoming an important focus for companies.

From the view of consumers, According to Accenture Chinese consumer Insights 2022, Chinese consumers have an overall open and positive mindset toward digital technology, and smart living is normalized [2]. Online shopping is in line with the consumption habits of young consumers, with a large number of target consumers gathered on various social media platforms, the importance of corporate social media marketing is increasingly apparent.

"Perfect Diary" is a beauty brand launched by YSG in 2017, whose main products include eye shadows, lipsticks, lip glosses, and other cosmetics. With its sensitivity to internet selling points and timely product updates, it quickly captured the market and won the title of "the light of national products". At the beginning of the COVID-19 pandemic, Perfect Diary also faced the setback of closing a large number of offline shops, but YSG adjusted its strategy in time, adapting to the new market environment while finding the strengths of e-commerce platforms and social media under the

normalization of the epidemic, which has made itself not only successfully listed in 2020, but also maintains a good development trend today.

Wang and Xue in 2020 studied why Perfect Diary has been able to occupy its place in the Chinese beauty market in a short period based on the background of the new media era [3]. However, Huang Yanting argued that despite becoming the leading beauty brand in China in only five years, Perfect Diary currently continues to lose money and has insufficient momentum for further development, she analyzed how marketing strategies can be adjusted to maintain the continuous good development of the brand [4]. Qin Suxiang explored the online marketing strategy of Perfect Diary in 2021 based on the four principles of the 4I theory: Individuality, Interest, Interaction, and Interest [5]. Du Ruoxuan used the DTC marketing model of Perfect Diary as a starting point in 2022 to explore the content marketing model on its social media platforms and makes recommendations on its over-marketing problem [6].

1.2 Research Gap

For the whole community, China's e-commerce infrastructure and environment are becoming increasingly mature. According to the China E-Commerce Report of 2021 released by the China E-Commerce Conference held in September 2022, the national e-commerce turnover reached 42.3 trillion yuan in 2021, with a year-on-year growth rate of 19.6%. At the same time, the e-commerce market is also characterized by an increase in the number of new entrants, an increase in the volume of transactions, and the emergence of new situations in e-commerce (live commerce, online communities, Wechat Mini Program etc.). The concentration and development of the online market have brought about a boom in the e-commerce market accompanied by more intense competition between companies.

While the COVID-19 pandemic has had a certain impact on the development of the internet industry and the social economy, there has been a structural shift in the consumption power of products and the way consumers' shop [7]. It is relevant and forward-looking to analyze the marketing approach of companies in the post-pandemic era. There are few studies on how beauty brands, which are mainly online sales channels, can actively adjust their digital marketing strategies to better adapt to the development trend in the post-epidemic era.

This study will use Perfect Diary as an example to explore and conclude how beauty brands can adjust their digital marketing strategies to break the marketing dilemma and seize marketing opportunities in the post-epidemic era.

1.3 Fill The Gap

The following research direction of this paper is to apply the Marketing Mix Theory and verify it through the SWOT analysis method. It also suggests how beauty brands can change their digital marketing strategies to better adapt to the post-epidemic era and provides a reference for other beauty brands. This is not only of great significance to YSG E-commerce but also of great reference value to a large number of domestic beauty cosmetics that are difficult to achieve the balance between marketing and development.

2. Literature Review

2.1 The Marketing Mix Theory

The Marketing Mix Theory was proposed by Jerome McKenzie, a university professor at the University of Michigan, in his book "Basic Marketing" in the 1960s, which includes the four elements of the product, price, place, and promotion. The Marketing Mix Theory means that the influencing factors of marketing activities can be divided into external factors that cannot be controlled by the company such as politics, economics, law, and internal factors that can be controlled by the Marketing Mix Theory [8]. It summarizes the controllable factors part of marketing activities with four basic

strategies: product, pricing, place, and promotion, covering the whole marketing process from production to consumption of the product.

The Marketing Mix Theory marked the birth of marketing and laid the foundations of modern marketing, providing a unified approach to research and a tool for teaching. The Marketing Mix Theory was the cornerstone of modern marketing. As a result, the Marketing Mix Theory has quickly become a commonly accepted model for the marketing community.

2.2 Important Results

(1) Product. Feng, Mu, and Fu in 2006 concluded that consumers take their purchases to both satisfy their requirements and obtain the products they need, so the attributes of the product that are linked to the use value directly affect consumers' willingness to purchase [9]. Focusing on the context of cross-border brand association, Zhou and others explored the influence of product association distance and the conceptual interpretation strategy of the association on consumers' purchase intentions in 2021 [10]. The experimental study showed that product associations at a distance elicit lower consumer purchase intentions than product associations at a close distance, and that perceived risk and perceived innovation play a mediating role in the influence of product union distance on consumer evaluations of joint products and purchase intentions [10]. Based on the background of the COVID-19 pandemic, Li Bingjie in 2022 investigated whether the consumer psychology induced by the COVID-19 pandemic would have an impact on consumers' intentional behavior to purchase cultural and creative products in their own countries [11]. Through relevant empirical studies, she argued that companies need to consider the psychological changes brought about by the COVID-19 pandemic to consumers when launching cultural and creative products [11]. The emergence of the COVID-19 pandemic has reduced people's purchase of foreign products and brought new opportunities for local cultural and creative products, but the trend of younger and more cosmopolitan consumers makes them no longer blindly support national brands, so marketing strategies need to carefully evoke national psychology but can emphasize retro sentiment to stimulate sales [11].

(2) Promotion. The following crucial conclusions have been reached by academics in respect to the research on the connection between promotions and consumers' purchasing intentions. Yao Jiajia in 2022 explored the influence of online price discount promotion on consumers' purchase intentions based on product scarcity through two experiments which introduced brand awareness as a moderating variable [12]. Chen Kewang used empirical research methods in 2021 to study the influence of major promotional factors in the e-commerce environment on consumers' purchase intentions [13]. Chen Kewang constructed a research model of the impact of online promotion on consumers' purchase intentions based on the S-O-R theory and used empirical methods to investigate the impact path of price promotion and gift promotion on consumers' purchase intention [14]. Zhou Xin used SPSS to analyze the data on consumer psychological reaction, the results showed: promotion will affect consumers' perceived value, scarcity marketing restrictions, the higher the perceived value, and when the promotion set limits to match the conspicuous products, limited marketing match of conspicuous goods when this effect is more obvious [15]. Through two experimental studies, it is found that the more accurate the countdown is, the stronger the consumers' purchase intentions are, and the time pressure plays a mediating role in it [15]. At the same time, product involvement moderates the relationship between the accuracy of the promotion countdown and consumers' purchase intentions, that are, when the product involvement is high, consumers' purchase intentions are stronger in the context of high countdown accuracy, while when the product involvement is low, this effect is not significant [15].

(3) Price. Regarding studies on how price and consumers' buying intentions interact, scholars have drawn the following important conclusions. Che and others in 2020 explored the nonlinear effect of price discount level in online shopping on consumers' purchase intentions based on consumers' cognitive and emotional responses and investigated the moderating effect of passive consumption delay and the mediating effect of perceived promotion benefits [16]. Yao Yuan compared the deterministic price promotion and introduced a probabilistic study of price promotions which mainly

studied the probability of price promotion mechanism of influencing consumer purchase intention, and also from the types of products, product prices, and the size of the probability of three perspectives analysis and probability of price promotion effect, thus systematically revealed how consumers of the probability of price promotions to make decisions [17]. The research scope of probabilistic price promotion was extended and the existing research was extended [17]. Chen Lu in 2021 first explored the factors that affect consumers' acceptance of the absolute/relative increase in ticket prices of various grades [18]. Secondly, this paper studied the influence and difference of reference prices based on different reference points on consumers' perception of price fairness, and the influence of perception of fairness on consumers' purchase intentions and preference under different forms of price increase [18].

(4) Place. Over the past decade, most of the research in the Marketing Mix Theory paid particular attention to the relationship between places and consumers' willingness to purchase, scholars have reached the following important conclusions. Du Fangfang showed that "online interactive channels can close the connection between companies and consumers, which can promote value co-creation and consumer integration behavior" [19]. Zhang and Chen in 2019 concluded that in the context of "new retail" consumers are highly concerned about product synergy and place synergy, and have certain requirements for rational allocation of resources [20].

In the field of consumer perspective, Zhang Jing used the SOR model to conclude that place selection has a significant positive impact on consumer purchase intentions, electronic platforms influence the personalization and convenience of consumer consumption, which have a significant positive impact on consumers' purchase intentions [21].

In terms of omnichannel marketing, Zhang and Chen in 2019 analyzed the relationship between the synergy of different places and purchase intentions based on a multi-group structural equation model, concluding that retailers should improve the degree of product synergy according to consumers' needs for products in different categories, focus on promoting channel synergy and provide a seamless online and offline shopping experience [20]. Guo and Shi in 2017 highlighted the importance of omnichannel, that is, online and offline channels are interrelated, which can promote each other to enhance the value of channels and gather offline resources and stable consumer groups [22]. With the assistance of Internet technology, retail enterprises are easier to achieve differentiated operations and build a smart logistic and distribution system as a boost [22].

2.3 Summary

Overall, as a traditional marketing theory, the Marketing Mix Theory has a long history of development and has been studied in depth by scholars over the generations, which has produced a wealth of theoretical findings and evidence on the relationship between marketing strategies (product, price, place, and promotion) and consumers' purchase intentions, which will be of great help to this research. Moreover, because the Marketing Mix Theory is clear and intuitive, which will allow this paper to use it as a basis for a detailed understanding of Perfect Diary's marketing development in the post-epidemic era and to make sound marketing recommendations.

3. Results

3.1 Research Design

This research mainly uses the method of SWOT analysis to conduct a case study of Perfect Diary. This article will use the digital marketing strategy (product, price, place, promotion) as the benchmark to study and analyze the internal advantages and disadvantages of Perfect Diary, as well as external opportunities and threats. Based on the analysis of Perfect Diary, the research provides suggestions on how Perfect Diary can adjust its digital marketing strategy in the post-epidemic era for reference by other domestic beauty brands.

The SWOT analysis approach, according to Xu Zhaohui, is a thorough analysis technique based on the enterprise's internal and external competitive environments as well as its competitive situations

[23]. The SWOT analysis method is a crucial component of the enterprise marketing analysis method. By thoroughly analyzing and evaluating the four aspects of the enterprise, it is possible to separate the benefits and drawbacks of its current marketing strategy and then choose a particular marketing approach and direction for the company's growth in the face of future market competition [23]. The direction enables corporations to implement changes in marketing strategies such as expanding advantages, avoiding disadvantages, seizing opportunities, and avoiding threats, focusing on the development of their advantageous resources and strengths, and improving the competitiveness of enterprises in the market and economic benefits [23].

This article aims to make suggestions for the adjustment and development of Perfect Diary's digital marketing strategy by analyzing the current digital marketing strategy of Perfect Diary. The research characteristics of the SWOT analysis method are consistent with the research objectives, so this paper will use the SWOT analysis method as the research method.

3.2 Perfect Diary

YSG, the parent company of Perfect Diary, was established at the end of 2016, and the main brand Perfect Diary was officially launched in 2017. Perfect Diary first entered JD.com in 2017 and then entered other platforms such as Tmall, Red, etc. It can be said that Perfect Diary fully opened the mainstream online sales channels at that time in just one year [4]. In the early stage of brand creation, Perfect Diary accurately grasped the initial traffic dividends of new media platforms such as Red and TikTok, and its sales volume increased in a short period of time. In 2019, Perfect Diary ranked first on Tmall's "Double 11" event makeup product sales list, just over two years after its brand was founded [4]. At the end of 2020, YSG was listed in the United States, making it the first beauty group in China to be listed on the US stock market.

However, YSG's financial report revealed that the company's marketing expenses have been running wildly since 2019, from 310 million yuan in 2018 to 4.006 billion yuan in 2021, as of March 2022, despite the fact that marketing has increased brand recognition. The closing price of YSG on the 14th was US\$0.68 per share, and the company's market worth was only US\$430 million which fell by 97 percent and lost US\$15.5 billion from its high last year [24].

Huge marketing expenses have caused YSG to lose a lot of profits. Over-reliance on marketing has also made its product research and development investment seriously insufficient, and product quality has gradually been questioned by users. Judging from the comments posted by consumers on social media platforms, the brand of Perfect Diary has negative comments such as "severely dry lip glaze", "liquid foundation oxygenation is too fast", "quality can't keep up with marketing" and so on. Parts of its products are constantly ridiculed.

3.3 SWOT analysis

(1) Strength. The strengths of Perfect Diary are mainly price and product. In terms of price, Perfect Diary's target group is young consumers. These groups are usually students and job seekers. For ordinary wage earners who just enter the workplace and don't have much savings, their income is not high and they don't have enough property freedom to buy high-end international cosmetics brands. The highest price of makeup items such as eyebrow pencils, lip pens, monochrome eye shadow, monochrome blush and monochrome face repair are all within 50 yuan, while the price of some liquid foundation, eye shadow trays and lipstick boxes are no more than 200 yuan, which is one-third of the internationally renowned brands [25]. So, the affordable Perfect Diary enhances their purchase intention.

From the product, Perfect Diary's quality is similar to the international famous cosmetics brands. Data show that the suppliers of Perfect Diary are many international big-name contract manufacturers. After years of supplying international cosmetics brands, these suppliers have a systematic understanding of the production process and research and development direction of big-name cosmetics. As a result, Perfect Diary's OEM only has to follow international brands that have a large market share in China. High-cost performance has also enhanced consumers' willingness to buy.

Weakness. From the perspective of Perfect Diary itself, there are two main problems in terms of products' uniqueness and light product development. After learning about the different products of Perfect Diary, it can be seen that the promotion of its products is mainly focused on the packaging of the product range, the commemorative models in association with IP, or the concept of the product's main focus, without introducing unique and innovative product content. The unique packaging design will attract a group of consumers who are looking for novelty in the early stage of brand development, but the product without substance will not be able to maintain long-term customers, which may fall into the later stage of development sluggishness and difficult to find new breakthrough points. Paying no attention to product development, on the other hand, does not meet the consumer psychology of a portion of consumers seeking value for money, at the same time, without their original products are also prone to fall into difficulties when marketing is insufficient. In terms of price, as companies invest a lot of money in marketing, this will inevitably lead to higher selling prices for their products. However, consumers may find that the quality of the product does not match their expectations while paying the price, which may lead to a decline in customer retention and repurchase rates, and is not conducive to the cultivation of long-term customers.

As a company that has entered the market with marketing to dominate, the downside of excessive marketing has gradually emerged so far in its development. According to the financial report, YSG's total revenue of the company in 2021Q4 was RMB 1.53 billion, in the same period of the previous year it was RMB 1.96 billion. 2021 YSG's revenue growth rate was 11.60%, and the growth rate of marketing expenses was 17.3%, with the revenue growth rate lower than the marketing growth rate, which severely affected the daily operation of the business and caused financial pressure. In addition, excessive marketing will have a negative impact on consumers as their sense of novelty decreases, which will undermine consumer trust if the quality of the product does not keep up with the pace of marketing.

Opportunity. The market opportunity for Perfect Diary lies mainly in place and promotion. In terms of place, with the rapid development of e-commerce in China, the growth rate of offline channels of major brands in the Chinese market has slowed down, while online channels have become an important engine of China's cosmetics market. As the founder of Perfect Diary, Huang Jinfeng has his insights on how to promote brand development through e-commerce platforms. Compared with foreign enterprises, Perfect Diary is more adept at domestic supply chain management, logistics organization and coordination, and after-sales communication with consumers. It can better avoid fake goods, high freight costs, and poor communication with customer service. In addition to online sales channels, Perfect Diary has also opened offline pop-up stores and experience stores in first-tier cities such as Beijing, Shanghai and Guangzhou in the past three years, aiming to improve customers' experience. It can be seen that Perfect Diary is still trying its best to improve the setting of sales channels and strive to achieve comprehensive online and offline development, to maximize consumers' purchase intention [26].

In terms of promotion, integrated marketing communication strategy, a new marketing model, appeared in the market, and Perfect Diary used this model to promote its own products. A representative strategy for using KOLs to achieve marketing goals is to use the star effect. Especially in the cosmetics market, celebrities are often synonymous with trends and fashion. The recommendations of popular celebrities seem to be more authoritative and easier to change their perception of brands. For example, in 2018, Perfect Diary launched the waterproof slender mascara and invited the new-generation actor Lin Yun to promote it on the public domain platform Weibo, which attracted many fans. The mascara was sold out 5 times within 3 months, and won the popularity award in the makeup category of the "Bazaar Beauty Awards" in the same year [27]. On the other hand, Perfect Diary directly reaches target customers through platforms such as RED, realizing KOC-style word-of-mouth marketing. Perfect Diary uses RED as the main marketing communication channel. Through 12.5% of early consumers, that is, Internet celebrities or beauty bloggers who have a certain degree of public opinion-oriented discourse power target group of the public, arousing their attention and heated discussion [28].

Threaten. In the post-epidemic era, Perfect Diary faces the same problem as other beauty companies are that the offline channel has been hit and a large number of physical shops have closed. The setback in the offline channel has had a negative impact on consumer experience, brand promotion, and sales.

In addition to the impact of the general social environment, another major threat to Perfect Diary comes from competitors in the industry. In terms of competition from domestic companies, the number of emerging affordable colour cosmetics in the country is large and the pressure of competition is high. At the same time, most of them adopt the production model of foundries, for example, Florasis, Colorkey and, Judydoll, which are similar to Perfect Diary in both volume and products, all come from the same original entrusted manufacturer. This will not help Perfect Diary to gain a stable market and consumer loyalty.

Looking at the development of foreign brands in China, according to relevant data, it can be seen that the mass cosmetics market in China is currently occupied by L'Oreal (with a marketing share of about 8.9%), and P&G (with a market share of 12.1%) [28]. These international cosmetic brands have been developed in China for a long time with their representative brands or unique technical components, which resulted in a large number of users who have formed more fixed consumption habits.

4. Results & Discussion

4.1 Result

As a domestic beauty product developed in recent years, Perfect Diary has achieved extremely high-cost performance without reducing product quality while maintaining low prices. In the post-epidemic era, when offline store sales have declined, it has vigorously expanded online channels and achieved this. It has developed in an all-round way online and offline, and has also used integrated marketing communication strategies to promote it, which has aroused heated discussions among the public. It is a relatively successful domestic beauty brand.

In terms of its own problems, Perfect Diary should focus on improving its R&D capabilities and balancing the weight of R&D and marketing in order to achieve sustainable development. In view of the external pressures, it is imperative to enhance its unique competitive advantages. The goal is to gain a foothold in the highly competitive but fast-growing beauty market. All in all, there is still a lot of pressure and development space for Perfect Diary to grow further and capture a larger consumer market.

4.2 Discussion

Beauty brands that target a younger consumer group will be able to match their target audience's consumption habits with an affordable strategy, which will be a strength of the brand and will also boost consumers' purchase intentions. In addition, with the impact of the COVID-19 pandemic, consumer habits and consumption patterns have also changed, with consumers becoming more cautious and seeking high performance cost ratio. If the opposite is true, it will become the brand's disadvantage and get negative feedback from consumers.

As most of the domestic beauty brands adopt the production model of OEMs, and many of them are manufactured by the same commissioner, the alternative of products between brands increases, so the uniqueness and innovation of products become important factors to promote consumers' purchase intentions. If the product launched with a good idea, then the product itself can be a great advantage for the brand, increasing the consumers' willingness to buy. If the uniqueness of the product is not high, the brand will lose its core competitive advantage in the highly competitive cosmetic industry and will be threatened by other competing products. In terms of brand product innovation, if the beauty brand is bent on pursuing innovation in appearance and packaging, it can increase consumers' purchase intentions in the short term. When the beauty brand innovates and improves the

quality of the product itself, it cannot only promote the consumer brand from a long-term perspective but also accumulate loyal consumers.

In the field of product marketing, beauty products are promoted on social media more than in any other industry, as they are aimed at a younger consumer group. Beauty products also place a lot of emphasis on showing the brand's personality in their packaging, which suits the psychology of young people seeking individuality and helps to establish a significant competitive differentiation of their products. However, excessive marketing can also harm the company. Frequent publicity in the media can cause consumers to become disgusted, even if the marketing is relatively new, but when the marketing content exceeds the substance of the product and the consumer's sense of novelty decreases, it can hurt the consumer's purchase intentions.

One of the biggest advantages of beauty products in the post-epidemic era is reflected in the places, specifically in the early development of online channels, experienced, arguably one of the first industries to carry out an omnichannel sales model. This is in line with the gradual inclination of people's consumption patterns to go online, which can increase consumers' purchase intentions and provide a more convenient and faster consumption experience.

The impact on the offline channel will also have a knock-on effect on the beauty industry. In addition to lower offline sales, more importantly, consumers will have fewer opportunities to experience offline. The difference with other products is that consumers choose beauty products not only for the product itself but also for the brand images and product concept, and offline physical shops are an important channel for companies to show consumers the core of their products. Such a reduction in experiential marketing also affects consumers' purchase intentions to a certain extent.

It is important to note that Perfect Diary's low price is not the result of economies of scale like those experienced by well-known corporations like L'Oreal, but rather of lower R&D expenditure. Numerous renowned foundries from throughout the world supply Perfect Diary, as was previously noted. As a result, Perfect Diary depends less on internal R&D formulations and more on the formulas of well-known products given by OEM manufacturers. As a result, Perfect Diary, which is still at the beginning of the learning curve, needs to strengthen its research and development efforts in order to prevent turning into a phony brand when subjected to aggressive marketing.

In order to break the marketing dilemma, in response to the brand's current low R&D investment ratio, Perfect Diary should increase its R&D investment, shift the center of R&D from product shell and packaging innovation to quality and quality improvement, match product quality with price, and launch more cost-effective products, thereby capturing sticky consumers in the post-epidemic era to strengthen its product strength to improve its brand image is enhanced by strengthening its products.

Since the launch of Perfect Diary, there has been controversy over "excessive marketing" and the high marketing costs have had a negative impact on the parent company's revenue. Perfect Diary has already opened up awareness with its social media content marketing in the early stages, so it can reduce the proportion of marketing investment in the subsequent period by reducing undifferentiated mass marketing and focusing on quality advertising and marketing rather than on large placement volumes. In the face of the negative comments made by consumers on social media platforms, Perfect Diary can solicit consumers' opinions on products and packaging on social media platforms and encourage users to post their ideas on the platforms for discussion and evaluation. This will not only increase customer engagement by involving consumers in the design, thus increasing customer stickiness, but will also increase brand exposure through interactive activities. It is also a great way to connect the brand with consumers and learn from bad reviews to improve the brand in the long run.

Nowadays, with the emergence of Chinese beauty products, the competition in the industry is becoming more and more intense. Perfect Diary should find the differences between itself and other similar competitors in terms of product development, improve its products in a targeted manner, amplify its strengths and create a value-led brand, which will help attract loyal consumers and gain a place in the competitive market.

The brand's offline shop development has been influenced by the COVID-19 pandemic. In the post-epidemic era, consumers are also more inclined to shop online and increasingly rely on digital

channels and tools for their daily socializing and activities. To quickly adapt itself in the post-epidemic era, Perfect Diary should follow the development trend, remain open to new ways of buying and experiment with the O2O model, combining online and offline shops to shorten product delivery times while also meeting the consumption habits of post-epidemic consumers.

This study is based on the fact that in the post-epidemic era because people need to wear masks every day and the demand for makeup decreases, Perfect Diary needs new promotion plans, more emphasis on online social media marketing, and there should be more price schemes to adapt to the mainstream of the current era.

In terms of products, the product remains the most direct driver of consumers' purchase intentions, so product quality, price, etc. and the product itself influence consumers' buying behaviors and attitudes towards the brand, but this study points out that high-quality products that match the price are more likely to be favored by consumers, especially in the post-epidemic era when consumers' cautions and the pursuit of value for money have increased.

From the place perspective, most previous research on consumer purchase intentions has focused on the characteristics of the place and thus summarized the patterns between the two, lacking analysis in relation to the characteristics of the times. This paper pays more attention on the post-epidemic period. The impact of the epidemic on the offline channel and the opportunities brought by the epidemic to the online channel have certain contemporary characteristics and research value.

5. Conclusions

Based on the post-epidemic era after the COVID-19 pandemic, this paper explored how the Chinese beauty brand Perfect Diary should adjust its digital marketing strategy to break the marketing dilemma and seize marketing opportunities. By applying the Marketing Mix Theory strategy, this research collated the four controllable factors of marketing which are place, price, promotion, and product of Perfect Diary brand, and conducted an in-depth SWOT analysis of Perfect Diary brand based on these four influencing factors.

The article eventually concluded that the outbreak of the COVID-19 pandemic has changed people's consumption patterns and habits and that online sales and digital marketing are becoming increasingly important, so beauty brands should pay attention to their marketing reputation, focus on high-quality advertising and marketing, and reduce undifferentiated public marketing. Secondly, as competition in the beauty industry intensifies, brands should increase their product development, enhance the uniqueness of their products, improve the quality and cost-effectiveness, and avoid becoming fake brands that do not match the image shown in their digital marketing.

This research mainly analyzed the advantages and disadvantages of Perfect Diary's current marketing strategy and explored how beauty brands adjust their digital marketing strategies to break the marketing dilemma in the post-epidemic era, which has reference significance and value for most beauty brands in distress. The implication is that beauty makeup brands need to increase research investment, change the mode of digital marketing, and improve the quality of products while minimizing the cost. The limitation in this paper is mainly because there is no quantitative optimal proportion of research, research input, and marketing input, and only qualitative research on the adjustment direction of marketing strategies was included. In the future study, researchers need to study this proportion more specifically and analyze the marketing mode more specifically.

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