

Research on Beauty Brand Marketing Strategy under the Background of "Internet Plus"

Ruijia Yin^{1,*}

¹Liaoning Communication University, Shenyang, 110000, China

*Corresponding author: yyychy2020@126.com

Abstract

With the arrival of the "Internet Plus" era, the rapid development of digital technology has profoundly reshaped the marketing ecology of the cosmetics industry. This paper focuses on the marketing strategies of beauty brands in the context of "Internet Plus", aiming to explore how digital technology can drive the innovation and change of beauty brand marketing models. "Internet Plus" provides a new path for beauty brands to accurately reach consumers and improve user interaction experience, but it also faces challenges such as marketing homogenization, lack of consumer trust, and data security. This study puts forward strategic suggestions such as strengthening brand differentiation positioning, strengthening consumer relationship management, and improving risk management mechanism, with a view to providing guidance for the sustainable development of beauty brands in the "Internet Plus" environment.

Keywords

Internet Plus; Brand marketing; Beauty brand.

1. Introduction

Driven by the global digital wave, "Internet Plus" has become the core driving force leading the transformation of various industries, profoundly changing the traditional business operation mode and consumer behavior. The beauty industry, as a field closely related to consumer life, is undergoing an unprecedented transformation in its marketing model. The traditional marketing model has problems such as limited marketing scope, low precision, and insufficient interaction with consumers. The emergence of "Internet plus" has broken the time and space constraints and brought a new development opportunity for beauty brands. However, under the background of "Internet Plus", the market competition in the beauty industry is also increasingly fierce. There are many kinds of beauty products in the market, and the marketing homogeneity between brands is serious. Meanwhile, issues such as false advertising and uneven product quality on the internet have also weakened consumers' trust in beauty brands. The purpose of this paper is to deeply analyze the current situation, characteristics and problems of beauty brand marketing under the background of "Internet Plus", and accordingly put forward targeted and operable strategic suggestions to help beauty brands improve their market competitiveness and achieve sustainable development.

2. Analysis of Market Status and Consumer Behavior in the Beauty Industry

2.1. The current development status of the beauty industry market

In recent years, the beauty industry has shown a thriving trend, with the market size continuously expanding. From the perspective of market competition, the beauty industry is fiercely competitive with numerous brands. Internationally renowned brands such as L'Oreal,

Estée Lauder, Lancôme, etc. dominate the high-end market with their profound brand heritage, advanced research and development technology, and extensive market channels. Foreign beauty brands meet the needs of different consumers through diverse brand strategies and rank among the top in the global beauty market share. In recent years, domestic beauty brands such as Perfect Diary, Huaxizi, and L'Oreal have developed rapidly. Through precise market positioning, innovative marketing methods, and cost-effective products, they have achieved significant results in the mid to low end market and segmented fields. Meanwhile, in terms of market distribution, the sales channels for beauty products are becoming increasingly diversified. The rapid development of online channels has made e-commerce platforms an important battlefield for the sales of beauty products. Comprehensive e-commerce platforms such as Tmall and JD.com have gathered numerous beauty brands. The popularity of social media has built a direct communication bridge between beauty brands and consumers. Brands can understand consumers' needs in real time through microblog, Tiktok, Xiaohongshu and other platforms, and carry out accurate brand communication and product promotion; The application of technologies such as big data and artificial intelligence enables beauty brands to deeply analyze consumers' purchasing behavior and preferences, and achieve personalized marketing[1].

2.2. Analysis on the behavioral characteristics of beauty consumers in the context of Internet Plus

The popularity and development of the Internet have profoundly changed the behavioral characteristics of beauty consumers. Consumers no longer rely on traditional advertising and salesperson recommendation, but obtain rich cosmetics product information through the Internet. Social media platforms have become an important channel for consumers to obtain beauty information. The product reviews, makeup tutorials, and other content shared by beauty bloggers on social media have a significant impact on consumers' purchasing decisions. For example, users often search for relevant information on Xiaohongshu before purchasing beauty products, referring to the reviews and recommendations of other users.

In the purchase decision-making process, the Internet makes consumers more rational and autonomous. Consumers will compare product prices, quality, reputation, and other information on multiple e-commerce platforms, and make purchasing decisions after comprehensive consideration. Consumers will also pay attention to details such as the ingredients, efficacy, and applicable skin types of the product, and have higher requirements for the professionalism and nationalization of the product. The convenient search and comparison functions provided by the Internet enable consumers to understand product information more comprehensively and make more intelligent purchase decisions[2]. Meanwhile, consumers can interact with brands through channels such as social media and brand websites to express their needs, opinions, and suggestions. Brands can also enhance consumer engagement through online activities, posting interactive content.

3. Problems and Challenges in Marketing Strategies of Beauty Brands

3.1. Marketing homogenization and lack of innovation

The main reasons for marketing homogenization include fierce market competition and insufficient innovation capability. With the continuous development of the beauty market, the number of brands is increasing, and market competition is becoming increasingly fierce. In order to gain a foothold in the competition, brands often choose to follow market trends and competitors' marketing strategies, resulting in serious homogenization of marketing. Some brands lack innovation awareness and ability, making it difficult to make breakthroughs and innovations in marketing content, activity forms, and cooperation methods. Brands overly rely

on traditional marketing methods and models in the marketing process, and are not actively applying emerging technologies and marketing concepts, which also exacerbates the problem of marketing homogenization. In terms of content homogenization, many beauty brands post similar content on social media, lacking uniqueness. Both product promotion copy and beauty tutorials exhibit a high degree of consistency. Many brands only focus on common selling points when promoting their products, lacking innovation and differentiated expression. This homogenization of content leads to aesthetic fatigue among consumers when browsing information, which reduces the quality of brand content.

At the same time, online and offline promotional activities are relatively single and lack innovation. Discounts, discounts, and giveaways have become common forms of activities, with similar themes and gameplay. During the e-commerce promotion period, many beauty brands have launched similar promotional activities, and consumers find it difficult to generate freshness and purchase impulse when facing these similar activities. When holding offline events, brands often limit themselves to traditional forms such as new product launches and beauty experience events, lacking deep interaction with consumers and unique event experiences, which cannot effectively enhance brand awareness and consumer participation.

3.2. Insufficient consumer trust and brand reputation building

Some beauty brands exaggerate the effectiveness of their products in order to attract consumers to purchase, but the actual effect is far from what they advertise. There are false labeling or concealment of key ingredients in product ingredient promotion, misleading consumers to make purchases. This false advertising not only harms the interests of consumers, but also seriously affects the reputation and word-of-mouth of the brand, leading to consumer distrust of the brand and reducing its market competitiveness.

Product quality issues have also had a serious impact on brand reputation. Some beauty brands have encountered product quality issues during the production process due to lax control over raw material quality and non-standard production processes. The product may experience deterioration, allergies, and strong irritation, posing a threat to consumers' skin health. It will have a significant negative impact on the brand's reputation, resulting in damage to the brand image and a decrease in market share.

3.3. Risks and Countermeasures of Online Marketing

The risk of online public opinion has a significant impact on the marketing of beauty brands. In the Internet era, information dissemination is extremely fast. Once negative public opinion, such as product quality problems, false publicity and other events are exposed, it is easy to spread quickly on the Internet, causing public concern and discussion, and causing serious damage to the brand image. Data security risks are also an important challenge that beauty brands face in online marketing. With the wide application of Internet technology, beauty brands have collected a large number of consumers' personal information in the marketing process, such as name, contact information, purchase records. Once this information is leaked, it will pose a threat to consumers' privacy and security, and also damage the brand's reputation. Data breaches may also lead to consumers losing trust in the brand and turning to other brands, affecting the brand's market share and economic benefits.

4. Suggestions on Beauty Brand Marketing Strategy Optimization Under The Background of "Internet plus"

4.1. Strengthen brand differentiation positioning and enhance innovation capability

Beauty brands should deeply explore their unique selling points and showcase differentiation in product development, brand culture, and service experience. From a product perspective, increase R&D investment and launch innovative products. In terms of brand culture, by telling brand stories, inheriting brand values, and establishing emotional connections with consumers. Taking Estée Lauder as an example, the brand has always adhered to the pursuit of beauty and innovative spirit in its development process. By promoting the brand's history and philosophy, it has attracted many consumers who pursue high-quality beauty products. Beauty brands should focus on creating high-quality content to attract consumers' attention and interest. In terms of content format, to achieve diversified development, in addition to traditional graphic and textual forms, we should also increase investment in short videos, live broadcasts, interactive H5 and other forms to quickly attract consumers. Brands can create exquisite short videos to showcase product usage effects, makeup tutorials, and more. Live streaming enables real-time interaction between brands and consumers, where hosts can provide detailed product features, answer consumer questions, and enhance consumers' understanding of the product[3]. At the same time, combining new technologies for innovative marketing forms, utilizing artificial intelligence technology to provide personalized beauty content recommendations for consumers, and pushing content that meets their interests and needs based on their browsing history, purchase records, and other data. Consumers can virtually try on makeup at home through VR devices, experiencing the effects of different makeup looks and improving the accuracy of purchasing decisions.

4.2. Strengthen consumer relationship management

Beauty brands should strictly comply with relevant laws, regulations, and industry norms to ensure that their promotional content is truthful and accurate, without exaggerating product efficacy or falsely labeling ingredients. Establish a strict product quality control system, from raw material procurement, production process monitoring to product quality testing, to ensure product quality, safety, and reliability. Strengthen communication and interaction with consumers, respond promptly to their concerns and issues, actively handle consumer complaints and feedback, and improve consumer satisfaction. By providing high-quality products and services, establishing a good brand image, and enhancing consumers' trust and loyalty to the brand. Beauty brands should fully utilize big data technology to deeply analyze consumer behavior data, to achieve accurate consumer profiling and provide more precise services. By analyzing consumers' purchase history, understanding their commonly used beauty product types, brand preferences, purchase frequency, and other information, personalized product recommendations and promotional information are pushed to them. For consumers who frequently purchase a certain product, the brand can promote the brand's newly launched product series and related promotional information. At the same time, it is important to actively interact with consumers and enhance their sense of participation and loyalty. Invite consumers to share their usage experience, enhance interaction and communication with consumers. Timely collect consumer opinions and suggestions, optimize and improve products and services, and enhance consumer satisfaction.

4.3. Establish a comprehensive network marketing risk management system

Beauty brands should establish a sound public opinion monitoring mechanism and pay real-time attention to online public opinion dynamics. Utilize professional public opinion

monitoring tools to monitor channels such as social media, e-commerce platforms, and online forums, and promptly identify negative public opinion related to the brand. Once negative public opinion is discovered, the brand should quickly activate emergency plans and organize a professional team to handle it. Timely release accurate information, respond to public concerns, and avoid further deterioration of public opinion. By issuing statements, apology letters, and other means, explain the situation to consumers, demonstrate the brand's attitude and determination to solve the problem. We need to strengthen data protection and ensure the privacy and security of consumers. Establish a sound data management system and clarify security standards for data collection, storage, use, and transmission. Adopting advanced data encryption technology and security measures to prevent data from being illegally obtained and tampered with. Provide data security training to employees, enhance their awareness of data security, and ensure the security and privacy of data.

5. Conclusion

In the context of "Internet Plus", beauty brand marketing strategies show distinctive characteristics. Beauty brands should optimize their marketing strategies. Strengthen brand differentiation positioning, deeply explore unique selling points, demonstrate differentiation in product development, brand culture, and service experience, and meet personalized consumer needs. Enhance content quality and innovation capability, achieve diversified content forms, combine new technologies for innovative marketing forms, and attract consumer attention and interest. Strengthen consumer relationship management, utilize big data technology to achieve precise services, actively interact with consumers, and enhance consumer participation and loyalty. Build a comprehensive network marketing risk management system, establish a public opinion monitoring mechanism, strengthen data protection, develop risk response plans, reduce the negative impact of network marketing risks on brands, so as to better adapt to the current market situation and achieve rapid development.

References

- [1] Advertising in the digital era: Can AI evoke emotions like humans?[[J]].Business Process Management Journal, 2025, 31(5):1785-1811.
- [2] Luo Q . Research on the Optimization of Cosmetic Marketing Strategies Based on Consumer Behavior Analysis[[J]].Journal of New Media and Economics,2024,1(6).
- [3] Feng S ,Yuan R ,Liu J . Short Video Marketing or Live Streaming Marketing: Choice of Marketing Strategies for Retailers[[J]].Mathematics,2025,13(16):2675-2675.