

Study on Marketing Strategy of Florasis Beauty Makeup in the Chinese Market

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Abstract: In the context of the influence of the national trend, as a representative brand of domestic beauty – the Florasis products rose and developed rapidly. This study of its marketing strategy contributes to the brand development of this product and enhances its sales profitability, popularity, and competitiveness. The public is very active in purchasing domestic beauty products through online platforms. The brand of Florasis beauty makeup has left a deep impression on people by having oriental aesthetics and elegant and dignified appearance and packaging. Here are four drawbacks in the marketing strategy of Florasis's products: (i) Expensive product prices. (ii) The beauty products are too nationalized, and the products are not practical. (iii) The singularity of the product marketing channel. (iv) Limitations in the types of beauty products. The corresponding suggestions are: (a) can increase the product's sales volume by relatively lowering the price to get more revenue. (ii) Focusing on the beauty effect of the product itself and removing the cumbersome appearance and packaging. (iii) Develop multiple offline stores to increase the emotional interaction between customers and the product. (iv) Expand to a wider beauty industry line to reduce the limitations of Florasis's products. Understanding how Florasis and domestic beauty brands have utilized the influence of the national trend to develop and market their brands is something that people should learn and think about.

Keywords: Florasis, marketing strategy, beauty industry development, China trend brands

1. Introduction

1.1. Research Background

As the global economy grows and people's standard of living improves, the demand for beauty products also increases. In particular, the size of the beauty market in Asia is constantly expanding, and China, Japan, and South Korea are this industry's main consumers and beneficiaries. China is a big country in the development of the beauty industry, with rapid progress in recent years, while the total amount of China's beauty industry also continues to grow. A large number of national cosmetics brands in the background of the "national tide" get the opportunity to develop. Compared with the previous foreign products, the national brand products will incorporate the Chinese traditional culture into the product design, for the Chinese consumer market has injected vitality. As a representative domestic beauty brand, Florasis, the study of its marketing strategy will help the brand development of the product so as to solve the defects of the product and enhance the sales profitability, popularity,

and competitiveness of the product. As a national makeup brand sold only online, it is one of the few brands that can break through 1 billion annual sales in just 2 to 3 years, and the brand marketing strategy behind it is worth analyzing and learning [1].

1.2. Literature Review

Cui proposed the rise of the national tide on the marketing strategy of domestic beauty brands to Karachi as a representative of the five marketing strategies [2]. (a) segmentation of product categories, optimize the brand layout, (b) invite celebrity endorsement, strengthen the brand image, (c) Darren Grass + live broadcasting, help the brand to break the circle, (d) create co-branded IP, shaping the brand connotation, (e) the establishment of a private area of traffic, empowering the brand development, as well as some optimization strategies for national tide beauty brand to promote the development of national tide beauty brand [2]. For example, strengthen quality control, pay attention to brand reputation, and tell a good Chinese story to enhance the brand value [2]. Gao found that the brand design into the traditional culture as a way to promote the transformation of Chinese products into Chinese brands, both to increase the brand's benefits and to meet the needs of the people [3]. Brand establishment considers the excellent traditional culture and brand design integration in the traditional culture based on inheritance and promotion [3]. Such a brand has unique Chinese spiritual connotations and characteristics, which can stimulate the patriotic feelings of the target customers [3]. Jin analyzes that for the initial exploration of the symbolic construction and cultural identity of "Florasis", the symbolic construction of the Florasis brand is composed of the connotative meaning system and the extensive meaning system, which are composed of group symbols, color symbols, and story symbols, which can satisfy the spiritual and cultural needs of consumers, cultural needs, as well as pursuing the cultural connotation behind the product under the influence of cultural identity [4].

In contrast, most scholars have mainly studied the general development trend and direction of domestic trendy brands, as well as the impact on domestic trendy beauty brands with the rise of the domestic trendy storm and the corresponding brand development strategies. Few scholars write about the specific analysis of the marketing strategies of beauty brands, such as the promotion of the beauty products themselves or the quality and aesthetics of the products themselves under the support of Internet social software and creativity.

1.3. Research Framework

Firstly, this research is about the evaluation and advantages of the 4Ps marketing strategy of Florasis products. Secondly, it is about the shortcomings and deficiencies of the product in the marketing process and its impact on sales, benefits, and branding. It also provides practical solutions to the corresponding problems to improve the marketing of Florasis beauty products and obtain greater benefits and publicity.

2. Case Description

Under the lead of the national trend as well as cultural self-confidence and brand enhancement, a large number of national trend beauty brands have been subjected to a frenzy of online shopping by the public. There is a very exciting consumer enthusiasm to buy domestic beauty products through online platforms. Floras, with its products with oriental aesthetics of the shape of the packaging, leaves a deep impression on people so that people are deeply sunk into the beauty of the Chinese nation, the classical charm. Its brand vision is "to promote the beauty of the Orient, cast a hundred years of national makeup" and aims to grow into a domestic makeup brand that can span a century. The brand also uses the ethnic elements of the Miao people, provoking people to want to want to consume the desire. It is because of this high-value packaging, with the oriental classical packaging

successfully out of the circle, that 2019 sales reached 1.13 billion yuan, 25 times more than the 2018 surge [5]. In 2020, Florasis launched the Hmong impression series, so the year's turnover exceeded 3 billion yuan [5]. 2021 Florasis launched the Dai impression series of products with a deep dynamic beauty, both inside and outside, the Dai totem and craft used in products and products. In 2021, FLorasis launched the Dai Impression series of products with deep spiritual beauty and internal and external cultivation, applying Dai totems and craftsmanship to products and makeup, interpreting the spiritual beauty of the Dai people in the East so that the total sales of the brand will exceed 4 billion yuan [5]. In addition, Florasis products have also developed their industry overseas. According to a report by China News Service, Lazada, a Southeast Asian e-commerce platform owned by Alibaba, said that during this year's 'Mid-Year Sale', Chinese cosmetic brand Florasis saw a 700% increase in sales in Thailand compared to the local 'Birthday Sale' in March this year [6]. In the first wave of Tmall 618 makeup brand ranking data shows that Florasis ranked No. 1 among national makeup brands and No. 4 among all makeup brands after 3CE, Estee Lauder, and YSL, with sales results overwhelming Armani, MAC, Lancôme, Maikofi, and a host of other big foreign brands [6]. Nowadays, Florasis products, whether the product's design, network e-commerce sales, or brand promotion, are developing rapidly and well, and their popularity is also widely known.

3. Analysis on the Problems

3.1. Marketing Strategy of Florasis

The market position of Florasis is very clear and precise, and it is researching as well as developing makeup products related to oriental aesthetics. The brand's audience is Chinese and Oriental, so it has put a lot of effort into researching and collaborating with beauty product organizations. Flower West has realized the ancient wisdom of taking care of your looks and has used modern technology to make skin-healthy and safe beauty. Its products are made of flower essences and herbal extracts as the main ingredients, combined with modern color cosmetics manufacturing technology, in order to create healthy skincare suitable for Asian women to use the national trend of the color cosmetics brand. And the establishment of the Oriental Beauty Research Institute in order to more professional development of beauty. This move is recognized by the general public so that the target consumers more trust to buy products. In this way, the consumer more profoundly remembers the product. The product's packaging is crucial, and setting off the brand's value is important. Good packaging can make consumers willing to spend money to buy. Florasis will be exquisite carving art into the product, creating a carving artwork with Chinese characteristics. The product's shape is designed with traditional auspicious patterns, and the background is often used in Chinese historical and cultural monuments. This allows consumers to experience the history and culture of China but also inspires people to love the traditional national culture. Florasis skillfully integrates the Chinese style into the product packaging to attract consumers from a visual point of view. From a psychological point of view, the product company captures the desire of young people to buy products with high value and good looks impulsively and spends a lot of effort on product packaging design. In the product pricing, the positioning of the product of the Flower of the West is on the high side, with single product positioning in the range of 100-200 yuan. Beauty sets are also 600 yuan or more compared to other national products, and the price of beauty products is high. But this also makes it less competitive, so more consumers notice the brand. In terms of promotion, Florasis products are also publicized in social media campaigns. Florasis set up official public numbers on social media platforms such as Weibo and WeChat to share and promote the brand, increase brand awareness, and strengthen consumer interaction. The brand's reputation is strengthened by telling product stories. The channel marketing strategy of Florasis's products is to make the products widely known by starting to enter the Tmall platform. Tmall is one of the most popular online cosmetic stores in the domestic industry.

Online shopping has always been the way to sell this product, so it was beneficial for it to be on a number of influential shopping platforms. Later, Florasis was successfully stationed on platforms such as Jingdong and Vipshop and began to realize comprehensive online channel sales. This allowed the sales of Florasis beauty products to soar, allowing the products to be sold online only as a national makeup brand. Florasis is one of the few brands to break the 1 billion annual sales threshold in just 2-3 years, with sales reaching 4 billion in 2020 [1]. Florasis products have also developed online marketing channels to overseas countries, bringing the flavor of the Song Dynasty not only to the Chinese market and other countries. China National News published an article stating that from 2022, the makeup brand Florasis has developed into North America, Japan, Europe, and other markets and that Florasis has been sold online in 46 countries and regions. More than 100 countries and regions have purchased Florasis products, which has entered into a highly competitive stage [7]. And in overseas YouTube and other social platforms it has caused people in other countries to discuss Chinese makeup products and attracted the attention of globally famous beauty bloggers Jeffree Star and Tati to Florasis products [7]. They recommended and evaluated the Florasis brand and expressed their love for it, which undoubtedly played a role in leading the super-popularity. They attracted many overseas people to pay attention to and buy Florasis beauty products by virtue of the publicity of the two beauty gurus. But in 2022, the first offline flagship store of the Florasis brand carried out offline sales of physical stores. From some public news publicity on the photos, one can easily see that this beauty store uses a unique decoration design garden landscaping techniques designed with Chinese ancient style characteristics of the beauty store. This is a blow to some of the physical stores of beauty products in China, and the impressive design can make the public remember the beauty brand more clearly and memorably. This is not just a beauty store but a piece of art. The temperature and elegance rendered by the house are respect for art as well as consumers. And the publicity deepens the brand marketing of Florasis, completely realizing the initial concept of “oriental makeup, flower makeup”. The physical store is located in Hangzhou West Lake, which is a tribute to the West Lake and is the only offline physical store developed by the Florasis brand. Also in early 2023, Chinese makeup brand Florasis’s offline Pop-Up Store was launched in @cosme’s Tokyo flagship store, a Japanese beauty offline collection store, marking the brand’s first overseas offline flash mob since its inception [8]. The event received an overwhelming response, attracting nearly 100 local media and celebrities as well as over 500 users to experience the products on the first day [8]. As a result of the campaign, a large number of Japanese users and media posted about the campaign on Instagram and TikTok and expressed their love and recognition of Florasis products [8]. This once again made the Florasis beauty brand explode on the Internet. The social media campaigns have been very large, and the products of Florasis have been widely publicized, which makes the public and consumers have great favor and attraction to them. Moreover, after the brand was established, Florasis started co-branding with some brands, which improved the brand’s popularity and increased the brand’s exposure. Consumers will buy or experience the products because they are interested in the new type of products or feel the quality and characteristics of the other side of the brand. There is also search engine optimization, which is the increase in page views, which can increase brand awareness, attract potential customers with natural traffic, and help products get traffic. For example, in the browser, jittery voice, and the major platforms of Florasis products have done engine optimization. When in the media platform or when searching for the keywords Florasis, back appears about the product’s quality, how Florasis sends people to do Valentine’s Day gifts and will pop up about its brand series of single product live introductions. As well as on some online sales platforms, most are available for online reviews and presenting customer satisfaction. Online consumer reviews are now widely used and influential [9]. For example, it has been reported that 93% of consumers say that online reviews influence their purchasing decisions, 86% say that negative online reviews influence their purchasing decisions, 91% of 18-34-year-olds believe that online reviews are as good as personal

recommendations and that customers are willing to spend 31% more money on businesses with excellent reviews [9]. From platforms such as Jingdong, the author can see that the degree of positive reviews of Flower Western products is nearly 100 percent. Individual single products even have hundreds of thousands of comments, visible users of this brand love and recognition. Beauty products make star endorsement common: one can enhance brand awareness, two can attract consumers' attention, and the public can recognize three through the choice of stars to bring consumers and brands closer to distance. For example, Florasis Brand, in the choice of spokesman, chose the play "new white lady" by Ju Jingyi. The play showed the image of kindness, gentleness, fairy and her interpretation of art and love [10]. Florasis's brand is because she is in line with the image of the concept of Florasis's "oriental makeup, flower makeup" concept, as well as her popularity and influence as a star. Jingyi was leading the oriental aesthetics to the world's fashion trends so that more people come to understand and know the brand of Florasis.

3.2. Problem Identified by Florasis' Marketing Strategy

First of all, from the price perspective, price is one of the key factors for consumers to decide whether to buy. However, the price of Florasis beauty products is high in the beauty industry, which has become a serious marketing problem. On Jingdong and other shopping platforms, it can be seen that the price of small items of beauty products ranges between 65 and 90 RMB, including various types of eyebrow pencils and rouge and blush creams. Powder, foundation, sunscreen pre-makeup cream makeup, concealer, and lipsticks are priced in the 100 to 200 range. The most highly-priced products are gift boxes and full makeup and cosmetics sets, with a minimum price of \$699 and some reaching over \$1,000. The price is already high at the beginning. The price of the Flower West Child products has been rising frequently, and the product has only increased. Compared to domestic beauty products of less than a hundred dollars, the price of flowers is "sky-high". Analyze the cause of the rise in prices of beauty can be designed, and product upgrades to justify the price increase can also be the daily discounts will be reduced so that the income and interests increase, but accordingly, lose the rationality of the border consumers. The public is full of anticipation of the 618 activities, hoping to buy more Florasis products through this activity. But compared to the many other beauty products with big price reductions, the discounts on Florasis's products are not very good. For example, in the just-concluded 618 online events in 2023, except for the full-reducing activities organized by the platform, the products of Florasis in this event are very small in terms of both preferential and discounts, and the giveaways are mainly makeup-removing wipes. This also creates a sharp and drastic contrast with other products. However, the brand achieved high sales in the end because of its influence. However, if the brand wants to develop in the Chinese market for a long time, it needs to make some changes. Otherwise, in the future long-term development, after the national trend weakens its influence, people may weigh the pros and cons of choosing a relatively inexpensive brand that also sells beauty products.

The next talk is about the Flower of the West beauty brand product packaging, which packaging design shows Oriental art history and culture through the design of innovation and uniqueness, with personalized packaging visual differences in the design, in order to achieve effective interaction with consumers and the emotions of things and people. Attract the attention of consumers and capture the psychological means of people's love for beautiful high-end things to stimulate the interest of consumers to buy brand products. However, the design of the brand beauty products itself is too much to publicize the concept of national style products, to attract consumers' attention to buy products but ignore the cost-effectiveness and practicality of the product itself. (a) The brand is too packaged in product appearance, just empty a good-looking gift box with national style characteristics of the appearance. For example, one of the "national style and concentric makeup box gift box" products in the Jingdong platform is sold to a high price of 888 yuan, and the gift box has only 2 lipstick, an

eyebrow pencil, and 14 pieces of cotton pads. At this high price, its shape and packaging accounted for a large part of the share, and the product itself is not cost-effective. It can only be treated as a beautiful piece of art for people to appreciate. This reduces the consumer's impression of the product brand and goodwill and the credibility of the product brand. (ii) The brand side of Florasis ignored the practicality and aesthetics that beauty products should have. For example, a high-quality UP user in the fashion field, "Shuyao", who purchased Florasis's Axis Florasis Embossed Eyeshadow, expressed doubts about the color scheme of the eyeshadow. Moreover, many users who purchased the product at the Jingdong Florasis flagship store expressed dissatisfaction in the comments section that the product's color scheme was not practical and usable. Florasis brand in order to better attract customers, in line with its product concept design, led to this product's too much publicity national style. Consumers and customers have questioned the value and practicality of the product, to a certain extent, affecting the product's sales and reducing the product's status in the consumers' minds. When the public is out of this product's unique design and concept of the scope of thinking, they will consider the product's value as a beauty product. When consumers buy makeup again, they will choose to buy another beauty brand that is more effective than the other beauty brands.

The third problem is that Florasis product sales channels are too single; the main sales are online on authoritative e-commerce platforms, and some social media platforms, such as the Jitterbug platform, live with goods. The only Chinese domestic physical stores as offline stores can not expand the sales range of Florasis brand beauty products. They can not effectively allow more potential consumers to have more contact between sellers and buyers. The singularity of the sales channel also affects the brand's inability to expand the range of targeted consumers, not limited to the young female population.

The last marketing problem of the Florasis brand is the limitation of the Florasis beauty product range. Because of its products, Florasis's brand mainly focuses on the light face and light makeup designed for Oriental Asian girls to fit their skin type of beauty makeup. So, the product is limited to customer-oriented and fashionable beauty makeup trends. Compared with other brands that can try on the very popular heavy makeup, European and American makeup, and various styles of makeup in recent years, the advantage of Florasis is much less than theirs. The color palette of the products is also relatively Chinese in style and can't be as close to European and American brands as other beauty brands. So in the next few years, waiting until after the wind of the national trend, flowers can not play their advantages will lead to the sale of the group range a little narrower, and at the same time with the small sales of the profits obtained and the influence of the international beauty brand.

4. Suggestions

4.1. Sell at a Lower Price to Increase Product Profitability

The Chinese market is the most focused on the development of the market. The product team is committed to exploring the wisdom of the ancient Chinese people to maintain the face and Asian women's skin characteristics and makeup needs to create a makeup brand specifically for Oriental beauty. Its products rose because of the national trend, the concept of "Oriental makeup, flowers and makeup" and hot development. The recent growth of the brand price of flowers and seeds constantly growing, so many consumers feel dissatisfied with the network to express their views and complaints, long-term, if not to improve the price of constant growth, will only reduce the passers-by good sense, resulting in ordinary people can not afford to buy, "too expensive" flag, but also lose some of the blind eye can not be ignored! It will also lose some Chinese market consumers who cannot be ignored. So, what needs to be examined is how to adjust the price to allow Florasis beauty products to grow and arrive at great benefits in the long run. The equilibrium price of the company also reflects the average willingness to pay consumers, which in turn depends on the structure of the network and the

influence of the product itself [11]. Today, there is still a lot of mass consumption, but this also depends on the influence of Cash Flowers West and its position in the beauty industry. However, if the price increase is continued or kept high, it will deteriorate Florasis's popularity and reduce its sales of Florasis products to reduce it. Although the high price of a single product can reap high benefits, a higher price to reduce the price can make consumers produce a reverse psychology. They will feel that they are the beneficiaries and then will order to buy more than the original number of purchases. The profits from low-priced products are far greater than the knock-on effect of increased brand awareness and a better impression of the product by the customer.

4.2. Reduce Over-Promotion of National Style Product Design and Dedicate to the Beauty Effect of the Products

Florasi pays too much attention to marketing its branded products, and all of its products have the words "I am a national wave brand" written all over them, whether on the packaging or the color scheme. Over-advertising its product features has led it to neglect the daily practicality of its products and their purchase value. As a beauty brand, the product itself is the most influential part of the beauty brand of the beauty effect, If the product itself is not enough ability, no matter how the beauty brand publicity and promotion, or will be under the valley's development. In response to such a problem, the product should invest more time and energy in the value and aesthetics of the beauty products, reduce the appearance of the product as well as the aesthetic of the excessive weathering, remove too many cumbersome appearance design packaging, enhance the value of the Florasis beauty brand products themselves. To study the different styles of makeup, aesthetic rationalization, and considering the product's practicality should also be included in the study of the beauty tools so that consumers have a better sense of use. This improvement has the advantage of product practicality and increases the competitiveness of Flower West as a national trend brand. The product details of which the product is designed with care can increase the consumer's goodwill and recognition of Florasis products and enhance its brand value.

4.3. Open Up Offline Sales Channels and Enhance Sales and Brand Awareness

In view of the problem that the sales method of the Florasis brand is too homogeneous, the brand can establish a large number of offline stores. Florasis beauty brand stores are distributed in China so that more consumers can buy and understand the beauty brand. This approach not only helps to increase the sales of Florasis beauty products but also publicizes and promotes the role of the Florasis products brand. And can take advantage of offline sales to expand the range of target consumers. (A) Offline consumers can be more practical in understanding the products they need. For the Flower of the West of the Country style type of beauty representative compared to online purchases, people will be more interested in the unique shape of the product design, which is more attractive. (B) In beauty products, consumption is the most important part of the trial makeup so that people can more closely experience the feelings brought about by the Flower West products, really feel committed to skincare research, the main "Oriental makeup, flower makeup," Flower West brand products brought about by the charm. This enhanced interaction between consumers and products and the Florasis brand allows consumers to enhance the recognition of the brand Florasis and increase product sales.

4.4. Expand the Beauty Product Industry Line and Realize Product Innovation

There has been no breakthrough innovation in the Florasis brand beauty product types. But only continuous innovation and expansion of the product line in the product can be more enriched. Diversified choices can not only meet the needs of different consumer groups but also improve the competitiveness of enterprises. Flower Weston brand makeup industry is subject to a lot of restrictions,

makeup styles to fit the elegant and natural, focusing on natural translucent beauty. Now, the Flower West Son beauty brand product categories have been limited to eye shadow, lipstick, blush, eyebrow pencil, foundation, etc. And in the rising economic level, consumer demand is high, the beauty brand has increased, Flower Weston's ranking looms large, and people pay more attention to the internationally famous brand. Although it is not possible to change the idea of Florasis, it can bring more profit and popularity by expanding different industrial lines. Based on these definitions and the comparison of various international methods of innovation classification, people believe that almost all forms of innovation can be categorized as one of three types: 1) technological innovation, 2) model innovation, or 3) hybrid innovation, which is the most common form of innovation. Innovation or 3) hybrid innovation combines the first two types of innovation [12]. For example, the perfume industry belongs to the first type of technological innovation, and this industry can make the brand of Florasis play an advantage among many beauty products. The flavor of the perfume can be in line with the light and elegant, can also be floral, and can also be made into a book with great aspirations and ink scent. The target group of the perfume industry can no longer be women but can also be extended to the men's field. Thus, Florasis products can be advertised and sold to various consumer groups. This approach allows Florasis Beauty not only not to violate the brand concept but also to expand the scope of the audience, improve marketing profits, and increase brand awareness and the status of the beauty industry.

5. Conclusion

5.1. Key Findings

The whole article focuses on the problems and solutions of the marketing strategy of the Florasis brand. There are four problems in the marketing strategy: the high price of the product, the over-promotion of the brand, the nationalization of the product, the limitation of the sales channel, and the singularity of the product category of Florasis. If the product sales price is too high, the problem can be considered a little lower than the original price of the brand sales, which brings far more profit than the high price of the product sales profits. For the second problem, in order to prevent the product from being too nationalized, beauty brands need to focus more on researching the beauty effect of the product rather than designing exquisite packaging. The limitations of product sales channels can often be addressed by continuously developing offline sales channels to increase sales as well as brand awareness. The last problem is caused by the limitations of the brand concept of Florasis, and the suggestion is to expand the beauty industry line to realize the innovation of the products.

5.2. Research Significance

As a promising national wave makeup brand, the study of the marketing strategy of Flower West products has significant price significance. Talking about the BUSINESS VALUE of this article, understanding the development of the domestic beauty brand under the influence of the national tide and about the flower west of the brand marketing strategy is worth people learning and thinking about the place. The development of the Florasis beauty brand plays a role in improving and promoting the development of the product, which can enhance the brand's overall profits, popularity, and competitiveness.

5.3. Limitations

The limitation of this article is that it does not use all of the primary source references and the creation of the annual sales table for the Florasis brand. Some of the articles in the whole article reference scholars' dissertations, which are secondary sources. The annual sales of Florasis products need

specific and real data, which needs more primary data. In future thesis research, more surveys and face-to-face interviews can be used to take primary data.

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