

The Popularity of Korean 3ce Beauty Products for Female College Students

- Take Wuhan Media College as an Example

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Abstract: With the development of the internet and global technology, multinational beauty products have also had a certain position in the Chinese market. The sales rate is also gradually rising. Korean beauty products have also won the love of Chinese consumers because of their fashionable design and good marketing strategy, and have caused a boom among female college students. The female college students of Wuhan Media College are a group of young and fashionable women, and they have become the ideal object of this study. The geographical location and economic development level of Wuhan as a city in central China are very good conditions for the development of Korean beauty products. This article aims to explore the phenomenon of female college students of Wuhan Media College pursuing Korean beauty brand 3ce, analyze consumer psychology, market positioning and marketing strategies, and understand the needs and behavior characteristics of female college students of Wuhan Media College for Korean beauty makeup through the collection and analysis of questionnaire survey data. The study found that the purchase of the Korean beauty brand 3ce by female college students of Wuhan Media College is mainly affected by social media marketing, product design and cost performance. The research results of this article have certain reference value for understanding the consumer psychology of young consumers and the following market trends.

Keywords: Korean beauty makeup, 3ce, consumer psychology, marketing strategy

1. Introduction

With the development of globalization, today's world has gradually become an increasingly frequent exchange and cooperation between global village countries and various forms of cultural exchanges have gradually emerged. For example, food and cultural exchanges are also part of cultural exchanges. Understanding each other's food and carrying out food festivals to understand the national food culture is also a kind of cultural exchange. Movies and TV dramas are also an important medium for cultural exchange. Understanding the history, differences, connotations and cultural background of various cultures by watching different film and television works can promote cultural integration. Beauty culture has also become one of them and has attracted the attention of young women. From

the global culture, from ancient times to the present, there are many beauty cultures from the East to the West. Each country has its own beauty traditions and beauty skills. For example, the luxury beauty of France, the exquisite beauty of South Korea, and the practical beauty of the United States have had a far-reaching impact. Among them, the rapid rise of Korean beauty makeup has been affected by the majority of women's attention. As a major cosmetics exporter, South Korea's cosmetics industry has developed very maturely, and South Korea's cosmetics industry is also an important part of South Korea's GDP [1]. Korean beauty makeup pays more attention to skin management and care. The concept of Korean beauty makeup has been widely recognized by consumers. As one of the representatives of Korean makeup brands, the 3ce brand is loved by the public in the domestic and foreign markets. The reason why it is loved by the public is first of all globalization and the blending of beauty culture. Secondly, the marketing methods of social media and beauty products, and finally the 3ce brand itself. As a country with a large population, China's demand and consumption of cosmetics is also relatively amazing. It currently ranks second in the global ranking of cosmetics consumption [2]. Studying this phenomenon can help people understand the needs of young consumers and consumer psychology. Female college students of Wuhan Media College, as a group of young consumers, pursue beauty and fashion, and also have a strong interest in Korean beauty brands. This article discusses the reasons behind the pursuit of Korean beauty brand 3ce by female college students of Wuhan Media College through research.

2. Research Method

The research question of this topic is: Why does the brand attract female college students? What are the features? What kind of marketing strategy has the brand used to enhance its popularity among female college students? How does the price of the product affect the willingness of female college students to buy? This study uses a questionnaire survey method.

Taking female college students from Wuhan Media College as a sample, some majors in some grades are randomly distributed.

2.1. Questionnaire Design

The questionnaire includes the following four parts: the personal information of the research subjects, the Korean cultural background and the consumption psychology of female college students, market positioning and brand image, and the needs of female college students (see Table 1).

Table 1: Hot research on 3ce beauty products for female college students in South Korea

Parts	Questions			
1. Personal information of the research subject	Grade	Special field of study		
2. Korean cultural background and consumer psychology of female college students	Are you interested in Korean culture (such as Korean dramas, Korean music, Korean variety shows, etc.)?	Do you prefer to buy Korean beauty products because you like Korean culture?	What are the characteristics of Korean beauty products?	

Table 1: (continued)

3. Market positioning and brand image	What is the market positioning of 3ce?	What do you think of the 3CE image?	Do you think 3ce products are highly exposed on social media?	Do you choose to buy 3ce's products because of its brand image or market positioning?
4. The needs of female college students	What factors are most important when buying beauty products?	How to learn about beauty products?	Do the beauty products on the market meet your needs?	Comments and suggestions

2.2. Questionnaire Distribution

After the questionnaire design was completed, the questionnaire QR code was distributed through the school's "universal wall", WeChat Moments and social media, and female college students from Wuhan Media College participated in the survey. The distribution time is 14 days, the quantity is 40 copies recycled, and the efficiency is 100%.

3. Result

3.1. The Attitude of Korean Beauty Culture

According to the survey results, most female college students have a positive attitude toward Korean beauty makeup, believing that Korean beauty products are easy to use, very fashionable, and the price is also appropriate. 70% think the price is moderate, 65% think the design is excellent, 60% think it is in line with Asian skin, and 42.5% think the quality is good, as shown in Table 2.

Table 2: What are the characteristics of Korean beauty makeup?

Choose	Proportion
Design fashion	65%
Excellent quality	42.5%
The price is moderate.	70%
In line with Asian skin	60%

90% of people will learn about beauty products through social media, and 82.5% of people will learn about beauty products through the recommendation of beauty bloggers or Internet celebrities, and become interested, as shown in Figure 1.

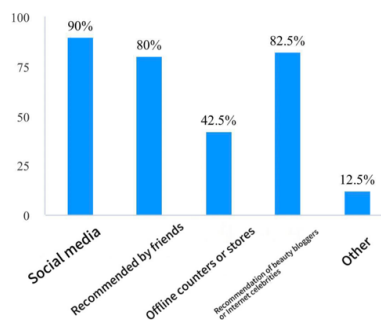


Figure 1: How to know the information of beauty products

3.2. Female College Students' Perception and Purchase of the Brand

In the questionnaire survey sample, the market positioning of the brand is 72.5% of the middle-end, as shown in Figure 2; the factors that value the purchase of beauty products are 92.5% value quality, 85% value the price, and 82.5% value word-of-mouth and evaluation. These three items account for a relatively high proportion as shown in Figure 3; More than 70% of female college students said that the brand's price is moderate, 65% think that its design fashion 42.5% think that the quality is good, 60% think it is in line with Asian skin, and 15% have other views. This 15% is mainly because of different views on South Korea, as shown in Figure 4. In terms of purchase behavior, most girls said that they have purchased the product, mainly e-commerce platforms and counters.

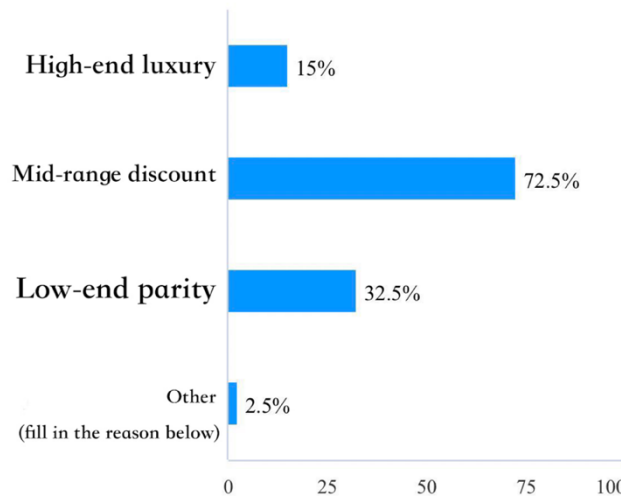


Figure 2: What is the market positioning of 3ce?

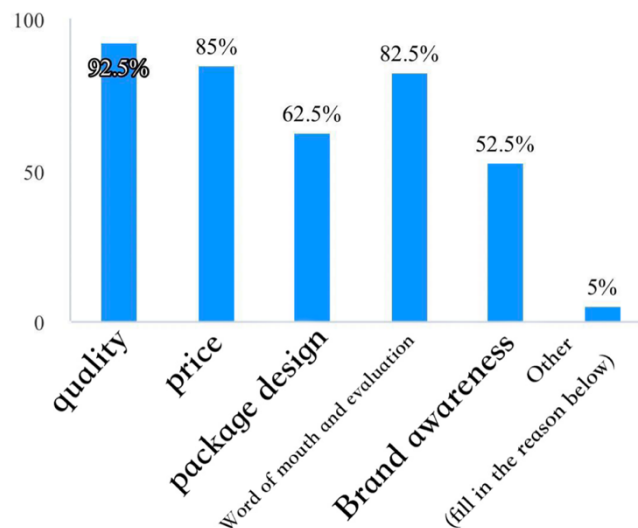


Figure 3: The most important factors when buying beauty products

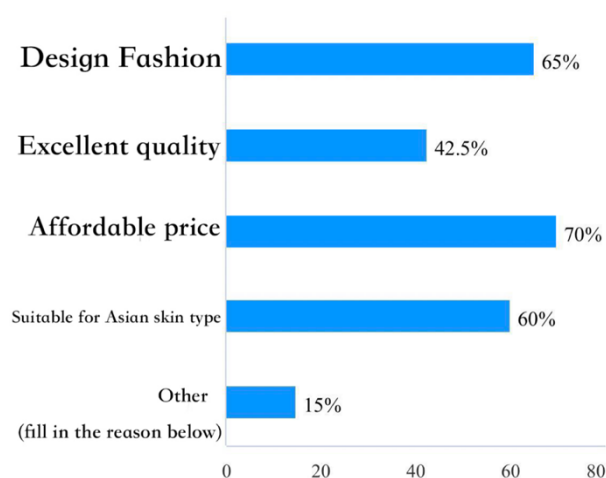


Figure 4: What are the characteristics of Korean beauty products?

3.3. Analysis of the Reasons for Pursuing the Brand

Through the questionnaire survey, the author learns the reasons why female college students pursue the brand. There are the following aspects. First, social media marketing has brought the brand into the public's vision in a short time and attracted attention. Secondly, the product design of the brand is in line with the aesthetic and psychological expectations of female college students. Finally, the most important point is the price of the product. Comparison and practicality are the main reasons for attracting them. If Chinese people are sensitive to prices, like good and cheap things and implement a low price policy, they will not succeed today [3].

4. Discussion

4.1. Reasons

This study can understand the reasons why female college students love the brand according to the localization theory. Localization theory means that when an enterprise expands to new markets, it needs to make active efforts and preparations in order to quickly and effectively integrate into the local culture, grasp the consumption habits of the local people and adapt to the market environment. The Korean beauty brand 3ce has done a very good job in this regard. In order to integrate as soon as possible and enter the Chinese market, the brand has made many changes to adapt to this special huge consumer market. The Chinese market has a unique advantage in incubation innovation.

First, there is a huge consumer group. With the development of China's economy, the quality of life of the people has gradually improved, the number of Chinese consumers has gradually increased, and their purchasing power has also shown a growth trend. Almost every market segment has enough consumers. The market segment refers to the division of the market into several sub-markets through the purchasing behavior and demand of mass consumers' preference for purchasing power. The market segment helps enterprises to better understand consumers to innovate and develop better and better accurate marketing strategies;

Second, consumers are eager to innovate and are willing to actively try new products, new brands and new technologies. In the process of consumers' continuous attempts, products can continue to iterate and even create new categories. In terms of product iteration, the brand pays attention to improving quality and user experience. The brand has upgraded the brand's lipstick, innovated its texture and color, and updated products such as eye shadow blush to meet the needs of different

makeup. In the Chinese market, the brand has also made localized adjustments to itself. In response to the skin color and makeup needs of Chinese consumers, the brand has launched many products suitable for Chinese consumers to gain the attention and love of Chinese consumers [4]. The efforts and changes made by the 3ce brand to integrate into the Chinese market are also to please the local market and local consumers to enter and expand the Chinese market as soon as possible, which shows the importance of the Chinese market and the huge consumption capacity of the Chinese market. Korean beauty makeup can only be more sincere in product research and development, service quality and other aspects. Only by truly meeting the needs of Chinese consumers can we better adapt to the changes in the Chinese market [5].

4.2. Innovative

First of all, due to the rich and diverse visual color elements accumulated by China's culture for thousands of years, it has become a valuable asset for today's product design and publicity [6]. In terms of product design, the brand attaches importance to the combination of traditional Chinese cultural festivals with product packaging to cater to the preferences of Chinese consumers, and has made some color numbers suitable for Chinese consumers for Chinese consumers to choose. The brand has also set up the theme of L'Oreal 3ce Pink Space Hotel in Chengdu. Flagship store, the door of this flagship store is the panda astronaut waiting for you under the moon, integrating the space theme and the combination of panda dolls, integrating Chinese giant panda elements into it, and attracting Chinese consumers to visit the store to buy its products.

Secondly, in terms of marketing strategy, the brand actively seeks Chinese bloggers, Internet celebrity and other cooperation to increase exposure and credibility. It uses China's mainstream social media apps, such as TikTok, Weibo and WeChat to carry out promotion activities to attract the attention of young consumers. And the brand is also actively looking for suitable brand partners who do well in China, such as L'Oreal, which is a French brand, but L'Oreal has done a very good job in the Chinese market and has opened the market faster to gain consumer recognition. With the popularity of Korean dramas such as *You from the Stars*, *Successors* and *Descendants of the Sun* in China, a large number of Korean beauty fans have been gained. The exquisite makeup and perfect and delicate skin of the heroine in Korean dramas have been enthusiastically sought after by many Chinese women. Air cushions, lipsticks, concealers and other Korean cosmetics quickly occupy the Chinese market, often leading to a shortage of supply [7].

Finally, the brand has also opened flagship stores and counters in China. The brand has opened flagship stores in Shanghai, Beijing, Guangzhou, Shenzhen and other first-tier cities, as well as Hangzhou, Nanjing, Chengdu, Wuhan and other new first-tier cities. At the same time, it has also opened counters in some second- and third-tier cities, such as Handan, Huizhou, Nanning, Xinjiang and other places. The opening of offline stores provides a more convenient purchase channel for Chinese consumers, and also allows Chinese consumers to understand the brand more intuitively. The brand from Chongqing up and downline initially entered the Chinese market through online channels, with the popularity and influence of the brand among Chinese consumers. Li, gradually goes to offline channels, diverts online to offline stores, and actively uses social media promotion to attract more consumers to enjoy products in offline stores and consume. The way to open offline stores has increased, and the number of stores has increased. From several stores in previous years to now, there are multiple stores in many cities. With the expansion of the store area, the brand's flagship store area has gradually expanded, and the decoration style is unique, providing consumers with a more comfortable shopping environment and improving their shopping experience. If Beauty brand want to get better, beauty brand should get rid of conservative business methods first and consider proactive strategies such as brand mergers and acquisitions, through these measures, we can

achieve the long-term development of the Chinese market and realize the corporate vision of sustainable management and common growth [8].

5. Conclusion

Through an in-depth analysis of the pursuit of the Korean beauty brand 3ce by female college students of Wuhan Media College, this study officially reveals the consumer psychology and market strategy behind it. The research results show that the reason why female college students are keen to pursue the brand is mainly deeply affected by social media marketing, as well as the combination of factors such as product practicality and price. This research result has a reference value that cannot be ignored for an in-depth understanding of the consumer psychology and market trends of young women. We believe that through an in-depth analysis of these factors, we can provide useful inspiration and reference for the marketing strategies of relevant brands.

However, there are still certain limitations in this study. The sample size of this study is relatively small and is limited by the region. In the future, we can further expand the scope of samples to learn more about the consumer psychology and market trends of young consumer groups. We can also deeply explore and study the Chinese market in the development of Korean beauty brands. Current and impact, to provide reference for relevant development.

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