

The Impact of False Public Opinion on Users of Little Red Book

—Taking Paris L'Oreal as an Example

Yuhan Yang^{1,a,*}

¹HD Ningbo School, Ningbo, 315000, China

a. 3487890695@qq.com

*corresponding author

Abstract: In the digital era, it is a common method for businesses to use the internet to attract attention, and stimulate purchasing desire. Merchants find people to praise their products, causing the public to lose their judgment and be unable to determine whether the products are useful. This article will explore the effect of media public opinion in Little Red Book, discussing the relationship between Paris L'Oreal users on Little Red Book and media public opinion, as well as how to use public opinion to influence Paris L'Oreal's user behavior and attitudes. This article uses case analysis with various factors, such as the official flagship store review area on online platforms. Analyzing the false public opinion of Little Red Book on user marketing, the results indicate that internet comments can influence customers' purchasing behavior and judgment, and reshape their consumption concepts.

Keywords: The Little Red Book, false public opinion, internet, social media

1. Introduction

With the rapid development of the internet today, more and more people choose to shop online. According to the 48th Statistical Report on the Development of China's Internet Network released by China's Internet Network Information Center, as of 2023, the number of online shopping users has reached 1.079 billion, accounting for 80.3% of all netizens. The development of the internet is still rapidly expanding. Popular online apps are very attractive and appealing to young people, and businesses have seized this opportunity to open online stores and embark on the path of online sales. Compared with traditional e-commerce, social e-commerce is more convenient and efficient, can attract more customers, spend lower costs, and have stronger communication efficiency. More and more companies invested in this area, making the industry chain stronger.

As the number of customers increases, more and more brands are entering online platforms, and Paris L'Oreal is no exception. The Little Red Book is a social media website that young people love, attracting customers' attention by posting social materials such as photos and videos. The main target audience for beauty and skincare products is women, and L'Oreal uses online communication to let more women see, understand, and purchase their brands. More online shopping experiences will further encourage people to have the habit, making them more enthusiastic about online shopping, thus forming a complete industrial chain. After market research, L'Oreal brands also believe that

online platforms have increased annual consumption volume, giving them a larger consumer base. As the audience circle of online consumption becomes increasingly widespread, competition among similar products is also becoming increasingly fierce. Encouraging more users to choose their own company's products for consumption has become a key challenge. The brand will observe the number of positive reviews from customers in the comments, to significantly enhance its brand's reputation and popularity.

From this perspective, this article analyzes and explores the relationship between media opinion and buyers from the perspective of public opinion to help the platform operate better. The research question is how to influence public opinion on online platforms, and the user behavior and attitude of Paris L'Oreal. By analyzing L'Oreal Paris, the paper can infer the problems on the entire large sales platform [1].

2. Theoretical basis and hypothesis research

2.1. Introduction to The Little Red Book

The Little Red Book is an online platform where many influencers enjoy sharing their lives. It has a great social influence, and many young people like to use it to search for the results they want, such as exploring shops, nail salons, local cuisine, tourist attractions, and many other objective evaluations. The latest data in 2023 shows that it has a market share of 24.0%, ranking first in the market. Since then, its market share has continued to rise, and it has shown excellent market performance in fields such as fashion, beauty, vowels, and food. The target audience of The Little Red Book is young men and women, with 72% being born in the 1990s, and over 50% coming from first and second-tier cities. The proportion of male users has also increased to 30%, indicating that The Little Red Book has a significant social influence. In the March 2023 statistics, the number of active buyers was 128 million, and as of the end of 2020, the number of consumers on the platform was 206 million. The audience is very broad, so many sales platforms and capital parties use it as an entertainment platform to promote their brand and sell products, attract more customers to purchase their products, and enhance their purchasing desire[2].

2.2. False marketing.

In The Little Red Book, there are numerous brands engaged in sales and buying transactions. As competitors, both parties need to find ways to attract customers to purchase the products. So there is the saying 'advertising'. With the development, the implantation of advertisements is becoming increasingly attractive. Some businesses deceive customers through false marketing, stimulating their purchasing desire to buy their products. These merchants have many means. For example, the following five examples. Beijing Jiayi Cultural Media Co., Ltd. claimed its products won a gold medal in over 10000 wines at the 1915 Panama World Expo, and had an annual sales volume exceeding 200 million, which was not in line with reality. The action involved violates relevant provisions such as the Anti-Unfair Competition Law of the People's Republic of China and the Interim Provisions on Regulating Promotion Activities. On March 23, 2023, the Beijing Municipal Market Supervision Bureau imposed an administrative penalty of 950000 yuan on Beijing Jiayi Cultural Media Co., Ltd[3].

3. Case study

Paris L'Oreal is a new brand in China almost every year. As of 2020, L'Oreal has 26 brands in China, covering fields such as beauty, hair care, and skincare. At the same time, a research and development center, two factories, and five sales centers have been established in China, creating nearly 10,000

jobs. In the semi-annual report released by L'Oreal Group in 2019, it can be seen that sales in the Asia Pacific region, mainly represented by China, reached 4.618 billion euros, accounting for over 30% of the group's total sales revenue and even surpassing North America, becoming the group's largest market. Among the many highlights of the semi-annual report, the most important one that cannot be ignored is the contribution from Chinese e-commerce. In 2019, L'Oreal Group became the top-selling beauty group during the Double Eleven period. In the same year, L'Oreal (China)'s sales increased by 35% year-on-year, breaking the new record of L'Oreal (China) in the past 15 years. In the Chinese market, L'Oreal's 26 brands have achieved impressive results in their respective segmented markets. There are six brands with annual sales of over 1 billion yuan, such as Paris L'Oreal, Lancome, Armani, etc. L'Oreal Men, Lancome, and Helena all rank first in the Chinese market share. Therefore, in the 2020 L'Oreal (China) Development Strategy Annual Communication Meeting, L'Oreal (China) summarized its experience and proposed a new challenge for the next decade. The "Huge Beautiful Plan" aims to create a new era of "beautiful consumption" with many Chinese partners, allowing the world to focus on the Chinese market and create a beautiful future. Paris L'Oreal's review area has consistently maintained stable sales and high positive reviews[4-5].

Nowadays, many flat-label companies choose to use online public opinion to promote their products, such as Water Army, which receives positive reviews and hires trailers to encourage customers to consume. By creating original content through bloggers, corresponding soft advertising is quietly embedded. On the day of its launch, L'Oreal Purple Iron Eye Cream became the best-selling eye cream on T-mall. This explosive product can be said to have been jointly created by the Little Red Book. Before the product was launched, the General Manager of Digital Marketing and Alibaba E-commerce in the Popular Cosmetics Department of L'Oreal (China) led the experts and L'Oreal scientists to conduct an early evaluation. The experts have a sharper sense of smell and a more grounded way of expressing themselves than the marketing department. They can accurately find the selling points of the product. L'Oreal Group and Ali Platform jointly build a three-dimensional social network. Through contacting friends who like short video clips with TikTok, advertising on small red books, star promotion, sharing experience in use, embedding and sharing VLOG video talent, and multi-circle content placement, users' opinions and suggestions on the brand are absorbed.

There are countless cases of L'Oreal (China) successfully using KOL in the market, mainly due to L'Oreal's accurate selection of platforms. Firstly, L'Oreal (China) is very familiar with the characteristics of various social platforms, such as The Little Red Book celebrities capturing consumers' attention by creating highlights. Secondly, it is necessary to screen the promotion targets on the Little Red Book platform. For example, L'Oreal (China) will conduct brand penetration and public opinion surveys on the platform to understand how much promotion L'Oreal's various brands should put on The Little Red Book platform. Additionally, long-term data monitoring will be conducted through multi-dimensional screening, and finally, the brand tone will be matched for selection.

4. Countermeasures and Suggestions

4.1. Government assistance in controlling and protecting big data

Nowadays, many businesses engage in improper and false advertising to attract customers. It is extremely important to establish a big data security and privacy system. This behavior requires the joint efforts of the government, enterprises, and individuals to urge the government to improve the data security supervision mechanism and promote data security standardization and legalization. Enterprises need to clarify their data security protection obligations, prioritize incentives and constraints, and promote reasonable data privacy governance. It is necessary to strengthen the safety awareness of the common people so that they can judge right and wrong[6]. At present, there is still

a shortage in this area, which requires the government to encourage data sharing as well as a comprehensive upgrade of digitization to protect citizens' personal information. Furthermore, enterprises need to understand the responsible parties for data security and privacy, fully leverage the subjective initiative of the first responsible person, strengthen internal management, and innovate service models to address data security protection issues.

4.2. Reshape women's subjective consciousness

The price of daily consumer goods labeled as women will double. The primary task of reshaping the theme of women is to redefine their subject identity. The difference theory of postmodern feminism does not emphasize the gender differences between men and women but rather returns to the individual itself, acknowledges that there are no differences in gender, and redefines the subject identity of women. Since the 18th National Congress of the Communist Party of China in 2012, adhering to basic national policies such as gender equality and safeguarding the legitimate rights and interests of women and children" has been included in the party's policy agenda. Through decision-making and management, social security, family building, environment, and law, eight areas guide the comprehensive development of women in the new era[7]. So major companies must establish awareness and reject the pink effect[8].

4.3. Purchase products according to demand

Big data accurately captures the products that customers want to purchase and recommends information that suits their preferences. However, consumers need to establish a correct purchasing concept and make purchases within their acceptable range. Instead of relying on data on social media and blindly following the trend, Purchase within the budget range, do not overdraw, and act within your means. Don't be trapped by spending constraints that exceed financial capabilities[9].

5. Conclusion

The public opinion of The Little Red Book still has a certain impact on the sales of Paris L'Oreal, and the influence and purchasing power of online public opinion on customers will also be shaken to a certain extent. Customers' desire to purchase products and their ability to pay will fluctuate with changes in online public opinion, and it is extremely easy to experience overdraft consumption[10]. The examples provided in this article are not complete enough; simply using the marketing quota of Paris L'Oreal for inference results in incomplete conclusions. In the future, a comprehensive analysis of the area will be conducted to make the entire online environment positive.

References

- [1] Zhang Yufei, Ma Dong. *Research on self-presentation Behavior of Plog users: A case study of The Little Red Book* [J]. *News Research Guide*, 2023, 14(18): 1-4.
- [2] Peng Huizhi. *Research on the collective wisdom aggregation power of "Little Red Book"* [J]. *News Communication*, 2023(18): 35-37.
- [3] LI Ke. *Hide and Seek with Algorithm: On the operation logic and future development of Xiaohong Book "Soft Guang"* [J]. *News Research Guide*, 2019, 14(16): 251-253.
- [4] Li Qingting. *From "Planting Grass" to advertising: An exploration of the communication ethics of "Planting grass" advertising* [J]. *News Gathering and Editing*, 2023(04): 26-29.
- [5] Zhang Weiwen, Yang Hongqi. *Media availability perspective of a small group of red books for women to construct* [J]. *Science and technology*, 2023 (14): 101-104. The DOI: 10.16607/j.carol carroll nki. 1674-6708.2023.14.019.
- [6] Liu Yao. *The new traffic password of The Little Red Book from the perspective of drama theory: A case study of blogger's "Good Dream Day Trip"* [J]. *China Advertising*, 2023(08): 85-89.
- [7] He Peilin, Zeng Li. *Research on female media image in the context of new media -- A case study of The Little Red Book APP* [J]. *Media Forum*, 2023, 6(13): 47-49.

- [8] Shi Wenpei, Cao Miaomiao, Zhu Jingwen. *The little red book advantage of word-of-mouth marketing, strategy, and value [J]. Journal of new media research, 2023, 9 (12): 57 to 60. DOI: 10.16604 / j.carol carroll nki issn2096-0360.2023.12.009.*
- [9] Gao Xingchen, Tian Xuelian. *Discussion on Cosmetics brand Marketing Strategy based on the economic perspective of Internet celebrities: A case study of Li Jiaqi's L 'Oreal incident [J]. Modernization, 2022 (6): 69-71. The DOI: 10.14013 / j.carol carroll nki SCXDH. 2022.06.024.*
- [10] Li Xin. *Research on the anti-monopoly regulation path of the "lowest price on the whole Network" clause of e-commerce live broadcasting platform -- starting from the "difference dispute" between the head anchor and L 'Oreal [J]. Journal of Gansu University of Political Science and Law, 2022(05):111-123.*