

The Influence of Social Media on the Purchasing Decisions of Luxury Brand Cosmetics Consumers

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Abstract. With the development of technology, social media is widely used and strongly affects consumers' purchasing behaviors, it is needed to explore social media's impact on consumers' purchasing decisions about cosmetics for luxury brands. Therefore, this paper explores the social media processes utilizing celebrities, cooperation, brand partnerships, and big data to impact consumer purchasing decisions. This paper includes two case studies on the interplay between celebrities, cooperation, brand partnerships, and big data in the context of luxury brand cosmetics, revealing that these four ways are effective in cosmetics brands sales. The results of this paper provide more research ideas for the subsequent research on the influence of social media on consumers' decision to purchase luxury brand cosmetics. It also provides evidence for brand marketers to better attract consumers' attention to their products.

Keywords: social media, luxury brand cosmetics, behavior, marketing strategy.

1. Introduction

At present, the prevalence of social media has escalated notably, as evidenced by DataReportal's analysis revealing a user base of 3.96 billion individuals, constituting approximately 51% of the global populace [1]. This widespread utilization has profoundly impacted consumer decision-making processes within the realm of luxury cosmetic branding. The swift evolution and ubiquitous integration of technology have seamlessly woven social media into the fabric of daily existence.

Social media platforms have not merely transformed the mode of human interaction but also fundamentally altered consumer behavior patterns and business strategies. In the context of the luxury cosmetics sector, the 2023 TikTok Luxury Industry Summit underscores this shift, with data revealing that brand-centric search terms constituted a staggering 66% of the top 100 queries on TikTok during the first half of the year [2], highlighting the escalating prominence of social media as a pivotal conduit linking brands to their audience.

While this landscape has been extensively explored, there remains a discernible gap in focusing on the specific social media marketing tactics that intricately influence consumer purchasing behaviors within the luxury cosmetics domain.

The present study endeavors to elucidate four pivotal factors—celebrity endorsements, collaborative efforts, brand alliances, and strategic utilization of big data with precise positioning—employed by luxury brands to sway the purchasing decisions of their cosmetic consumers [3,4].

2. Literature review

This literature review summarizes the advantages and disadvantages of social media for brand promotion. It then delves into the distinctions between luxury products and regular products. Finally, the authors elucidate the origination of the four factors and assess the extent to which previous studies have addressed these factors.

2.1. Advantages and challenges of social media as a marketing tool

Social media marketing is a method of harnessing the power of social media platforms for promotional campaigns that focuses primarily on producing engaging content, fostering community engagement, and using user feedback to drive success. It has increasingly become a significant part of digital marketing strategies [5]. Comprehensively speaking, social media, as a marketing tool, boasts several key advantages:

Firstly, social media platforms possess a vast user base, enabling advertisers to reach a broader audience and enhance brand exposure [5]. Additionally, social media marketing exhibits a "many-to-many" communication model, heightening its interactive nature and capturing people's attention, encouraging them to actively share information [6]. Furthermore, the UGC (User Generated Content) aspect of social media platforms allows users' "word-of-mouth" recommendations to attract more attention [5]. Compared to traditional advertising, social media marketing reduces marketing costs by leveraging user participation, sharing, and interaction, thus facilitating a deeper understanding of products among a wider audience [6].

Furthermore, the data generated by social media users is inherently genuine, capturing their genuine social preferences through meticulous tracking of their platform interactions. By diligently analyzing and refining this data, businesses can adeptly categorize potential customers based on their preferences, ultimately forming targeted user groups. They can then release marketing content that may interest these groups, effectively engaging users through targeted promotional strategies [6].

In the realm of social media marketing, there have arisen obstacles and concerns during the execution phase. Notably, some enterprises hastily embark on expansion endeavors without conducting comprehensive research into their target market and product nuances. They randomly choose social media platforms for promotion, ignoring user feedback and negative evaluations. In the long run, this may lead users to question the products and brands [7]. Additionally, some unethical businesses resort to unfair competition practices, releasing malicious information about competitors on social media and hiring users to spread these rumors. It is challenging for companies employing social media marketing to control both genuine negative reviews and malicious rumors, which inevitably damage their public image and products [6,7]. Furthermore, the persistent prevalence of integrity concerns within social media marketing, where an overwhelming majority of marketers, exceeding half, confront queries about their authenticity and reliability, has profoundly diminished the level of consumer trust directed towards brands operating on these channels. Since honesty and authenticity are crucial in social media marketing, any dishonest behavior from a brand will lead to consumer rejection [7].

2.2. Comparison between purchasing decisions of regular cosmetics and luxury brand cosmetics

According to the categorization framework of consumer products, shown in Table 2, regular cosmetics are encompassed within the category of convenience goods, whereas luxury cosmetics belong to the realm of shopping goods. In the context of purchasing decisions, consumers exhibit less elaborate planning and employ more cursory evaluation for convenience goods, contrasting sharply with the exhaustive deliberation employed for luxury products. For shopping products, consumers are more likely to make detailed plans, exhibit a heightened shopping determination, and compare factors such as brand, price, quality, and even style. Furthermore, price represents a notable distinction between these two types of goods. Regular goods are commonly priced lower and distributed across a broader spectrum of channels, whereas luxury goods feature higher price tags and are often disseminated through a harrower, more exclusive network of channels.

Table 1. The categorization framework of consumer products

Market Considerations	Convenience	Shopping	Specialty
Customer Buying Behavior	low customer involvement, frequent buying, less planning, little judgment or shopping effort	Low frequent purchases, higher planning, and shopping determination, especially for comparison of brands and prices, quality, style	Low price sensitivity, heavy brand loyalty with preference, special buying effort, miniature comparison of products and/or brands
Distribution and Price	Low price, convenient locations, general distributions	High price, careful delivery in less channels	Exclusive distribution in few outlets per marketplace, high price
Promotions	Bulk campaign by the manufacturer	Personal selling with advertising by the resellers and producers	More careful niche promotion by resellers and producers
Examples	Laundry detergent, magazines, toothpaste	Major applications, clothing, furniture, televisions	Lifestyle things, expensive men's wear, watches, athletic shoes

Furthermore, consumers adopt a distinct mindset when purchasing luxury products. They frequently perceive that being a consumer of luxury goods can positively impact their interpersonal relationships. Nevertheless, the inclination to internally attribute personal qualities does not solely dictate their preference between luxury and regular goods.

When luxury goods users receive favorable reactions from others, they often credit their elegant attire or ownership of luxury items, even though those around them might attribute it to their exceptional personal characteristics [8].

2.3. Social media for luxury product

China stands as a prominent player in the luxury sales market. In 2015, the spending power of Chinese consumers reached a staggering figure of \$116.8 billion, constituting approximately half of the total global expenditure on luxury goods [9]. This significant expenditure has driven luxury brands to leverage the Internet as a platform for product promotion and sales.

These brands often embody distinct brand cultures and personality traits, positioning themselves as premium, exclusive, and noble entities. However, the advent of social media, which champions popular consumption trends such as fast fashion and immediate gratification, introduces a

contrasting narrative with universal resonance [9]. Consequently, luxury brands continually explore diverse strategies to capitalize on these platforms and enhance their sales.

Upon recognizing a void in the current marketing approach, specifically in the context of how social media influences consumer choices within the realm of luxury cosmetics, we have formulated four hypotheses aimed at crafting an effective social media strategy.

2.4. Four hypotheses of effective luxury social media strategy

2.4.1. Celebrities

Nowadays many companies choose celebrities to endorse their products, since now everyone is using social media. Additionally, the influence of celebrities on social media is very great, because they have a lot of fans. Celebrities, with their high popularity and vast fan groups, have become a primary choice for enterprises conducting live-streaming marketing. Moreover, the real-time, interactive, and content-rich nature of live streaming in the mobile internet era allows celebrities to showcase their daily lives or event participation, naturally integrating brand information into their streams [4].

When consumers have no prior knowledge about the benefits of a brand, a celebrity's enabling, enticing, and enriching (3E) associations get transferred to the brand [10]. However, when consumers know that a brand has low 3E benefits, only the celebrity endorsers' enriching associations are transferred to the brand. Thus, the current study emphasizes the importance of a celebrity's enriching benefits for unknown and well-known brands. Furthermore, this paper theorizes and demonstrates consumer elevation as the underlying mechanism whereby the enriching benefits of a celebrity endorser are transferred to a brand.

Additionally, with many fans eager to interact with their idols, the authenticity and interactivity of live-streaming enable fans to communicate face-to-face with celebrities, enhancing fan loyalty and maximizing the profitability of live-streaming marketing [4].

Based on the aforementioned information, this paper formulated a hypothesis that employing celebrities as a marketing strategy can potentially influence the purchasing decisions of consumers:

H1: The effective use of celebrity endorsements is associated with successful social media strategies for luxury goods.

2.4.2. Cooperation

The sudden COVID-19 pandemic in recent years has compelled numerous businesses to shift their offline operations to online channels. Various internet companies have strategically deployed their live-streaming e-commerce businesses based on their specific needs and resources, and this influx of participants has spurred online economic prosperity and propelled the rapid growth of celebrity live-streaming for product promotion. In the luxury cosmetics industry, live streaming has become one of the most common methods, revolutionizing the world of digital marketing [11].

With the proliferation and advancement of the Internet in recent years, an increasing number of people prefer to shop online. However, e-commerce faces challenges such as discrepancies between product images and actual items, counterfeit goods, communication barriers, and the need for an experiential shopping experience. Live streaming effectively addresses these challenges by offering a genuine shopping experience. Through unbiased live broadcasts, consumers can see real-world results and interact with sellers [4].

Additionally, personal live streaming has a distinct advantage in accurately identifying groups with similar interests. Viewers entering personal live-streaming platforms often share common consumer needs, allowing businesses to identify target consumers precisely, conduct an audience analysis, and implement precision marketing strategies [4].

In summary, brands have collaborated with e-commerce platforms and self-media outlets, particularly through live streaming, to compensate for marketing deficiencies and enhance brand promotion and sales. This paper examines the hypothesis that cooperation, or cooperation, could be a pivotal factor influencing consumers' purchasing decisions regarding luxury brand cosmetics. It delves into the potential role the factor plays in enhancing consumers' choice process.

So, the paper proposes the following hypothesis:

H2: The effective use of cooperation is associated with successful social media strategies for luxury goods.

2.4.3. Partnership

In order to expand their market share, conventional luxury firms have steadily made catering to the consumption habits of young people their first priority. In the future, brand partnerships will also be the main trend of brand cooperation [12]. The emergence of new marketing methods will also have its advantages in consumer purchase decisions. Brand-partnership can access a wider pool of consumers, achieve diversification and enhance the brand value of the opportunity, trigger social discussion and shared resources [13]. However, concurrent with the presence of benefits, corresponding drawbacks may arise. Brand partnerships can influence brand reputation, create interpersonal conflict, complicate financial resources, and cause confusion [14].

Social media is a powerful tool for businesses to faster brand partnerships and reach new audiences [15]. This paper investigates the hypothesis that questions whether brand partnerships on social media significantly impact consumers' purchasing decisions. Furthermore, the paper ascertains whether this approach constitutes a viable long-term solution. Accordingly, the paper makes the following prediction:

H3: The effective use of partnerships is associated with successful social media strategies for luxury goods.

2.4.4. Big data

Social media has emerged as a formidable tool for data analysis and research, fueled by abundant consumer-generated data. This unstructured content comprises a vast sea of big data whose authenticity and value entice researchers, businesses, governments, and other stakeholders alike. Social media platforms, including renowned names like Facebook, Google, Instagram, and LinkedIn, facilitate access to this treasure trove of information via Application Programming Interfaces (APIs), enabling seamless and public retrieval for research endeavors [16].

Big data can help gain plenty of information, both for customers and brands, which was previously difficult or costly to obtain in less time and with greater precision. It enables a profound understanding of customer preferences, behaviors, and demands, enabling enterprises to harmonize sales strategies with customers' purchasing intentions and standards. This, in turn, presents more accurate opportunities for personalized marketing, enhancing customer attraction, conversion rates, and loyalty [17]. Furthermore, big data harnesses the power of machine learning and predictive models to forecast future market trends. By delving into large data sets, patterns and factors

correlated with market directions can be discerned, thereby predicting the market's future trajectory [18].

In conclusion, the intersection of big data and social media marketing strategies is increasingly significant, steering consumers toward a more personalized and targeted shopping experience.

As a result, the paper hypothesizes that big data can significantly impact consumers' purchasing preferences, particularly in the realm of high-end cosmetics from luxury brands. Consequently, the paper formulates the subsequent hypothesis:

H4: The effective use of big data is associated with successful social media strategies for luxury goods.

3. Methodology

This paper provides two case studies demonstrating how celebrities, cooperation, brand partnerships, and big data interact in luxury brand cosmetics. These case studies provide evidence of social media's influences on consumers' purchasing decisions in the specific niche market, supporting this paper's hypotheses.

The paper's methodological approach facilitates a more profound understanding of the mechanisms at work by enabling a comprehensive analysis and validation of the paper's four hypotheses about celebrities, collaborations, partnerships, and big data. Using a comprehensive combination of quantitative data from many sources, such as observations, document analysis, and survey responses, the paper has applied an explanatory case study technique. An in-depth and sophisticated comprehension of the topic being studied is ensured by this combined approach.

4. Case study

4.1. Collaboration between Christian Dior and celebrities

In this case study, the paper discusses two examples, namely DIOR appointing Dilraba (a famous Chinese actress) as the global spokesperson for DIOR makeup and perfume and DIOR's collaboration with the well-known Chinese live streamer Li Jiaqi.

4.1.1. Example 1

4.1.1.1. The introduction of DIOR

DIOR is a famous French fashion brand founded by the designer Christian Dior in Paris in 1946. It is affiliated to LVMH Moët Hennessy Louis Vuitton Group. The name "Dior" symbolizes the combination of "God" and "gold", and gold is the representative color of this brand. DIOR mainly deals in women's clothing, men's clothing, watches, jewelry, perfume, cosmetics, and other high-end consumer goods. On December 18, 2018, the 2018 World Brand 500 List compiled by the World Brand Lab was released, ranking DIOR 62nd. In October 2019, Interbrand released the Global Brand Top 100 List, ranking DIOR 82nd.

4.1.1.2. The introduction of Chinese famous actress dilraba

Dilraba Dilmurat is a Chinese mainland film actress from Urumqi, Xinjiang Province. Since her debut as the leading actress in her first TV drama, *Anarhan*, in 2013, Dilraba has won the love and recognition of the audience with many excellent works. With her own talent and hard work, Dilraba

has made remarkable achievements in the acting industry and has become a leader of contemporary young actors. So far, Dilraba has gained a huge influence with 80,669,000 followers on Weibo, and she created the highest media value among Chinese stars at the 2023 Paris Fashion Week.

4.1.1.3. Dior's collaboration with dilraba

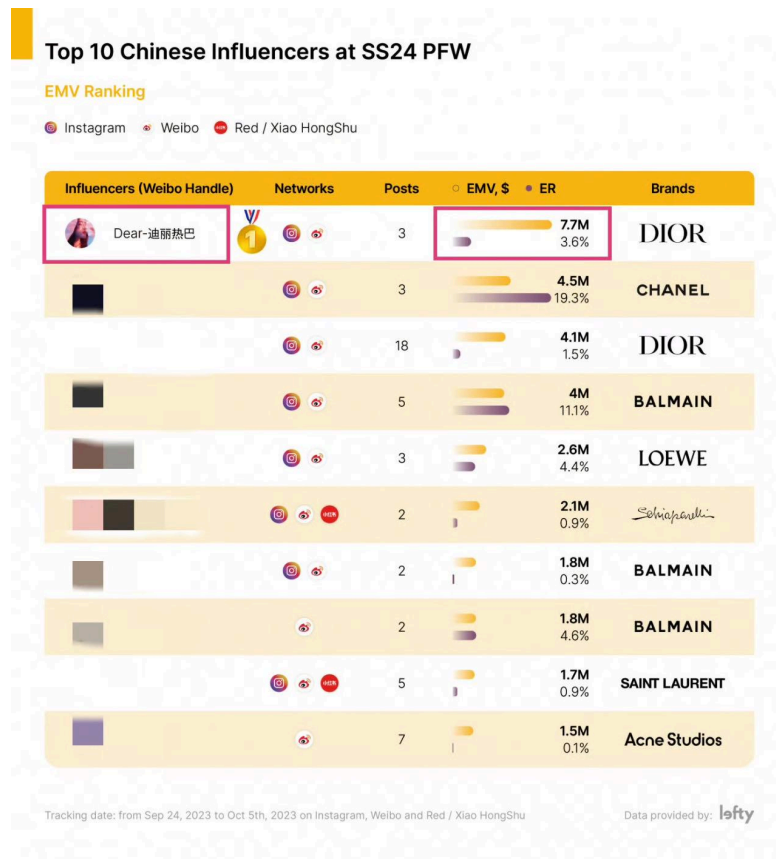


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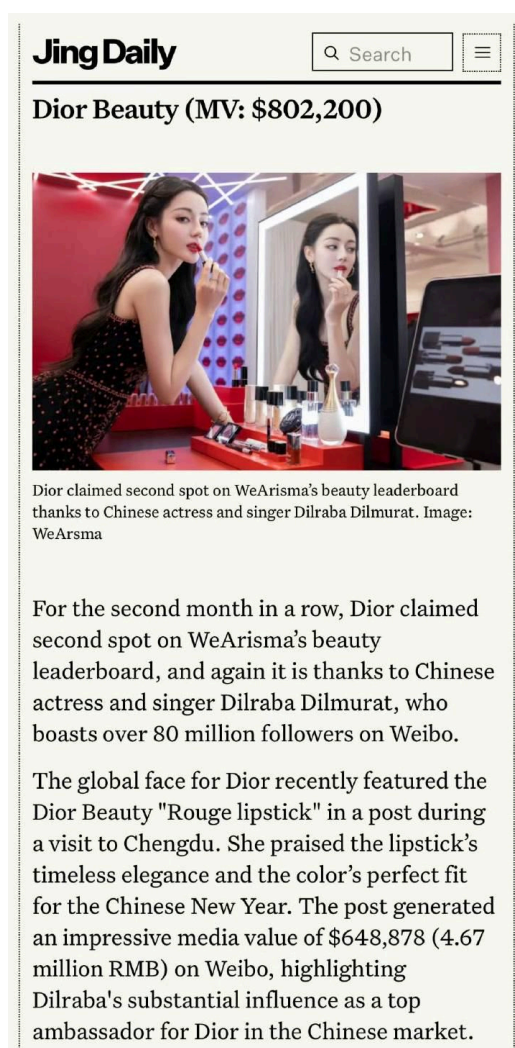


Figure 2. Data provided by Jing Daily

Dirlaba Dilmurat has been appointed the global spokesperson for DIOR makeup and perfume, becoming the first Chinese spokesperson for DIOR globally. Her appearance at the Paris Fashion Week conquered many with her elegant temperament and unique sense of fashion, leaving a deeper impression on her image. This collaboration with DIOR is undoubtedly a reaffirmation of her personal charm.

As a popular actress, Dirlaba Dilmurat boasts a huge fan base and extensive public influence. Her endorsement has rapidly garnered more attention and discussion for DIOR, significantly enhancing the brand's popularity and exposure.

Simultaneously, Dirlaba is renowned for her beautiful, elegant, and confident image, perfectly aligning with DIOR's brand philosophy. Her endorsement has further strengthened DIOR's high-end, fashionable, and elegant image, making it even more appealing.

Dirlaba's endorsement has elevated DIOR's popularity and image and directly driven sales growth for DIOR's color cosmetics and perfume products. Her fan base and the general consumer public have responded positively to her endorsement, boosting product sales.

In the two days after DIOR's official announcement, the brand's popularity has increased significantly. Among them, the endorsement contribution popularity index (a comprehensive indicator that reflects the media and public's attention, exposure, discussion, and mentions of the

spokesperson while also including their contribution to the change in brand popularity) contributed by the global brand ambassador Dilraba for DIOR reached 93.15, surpassing the average popularity index of all new endorsements and endorsements in the same category that month. Among the popularity gained after the official announcement, 54.31% of the popularity was contributed by the global brand ambassador Dilraba, surpassing the average popularity contribution ratio of all new endorsements and endorsements in the same category that month. DIOR also became the first on the brand endorsement popularity chart that week. Figure 1 shows that Dilraba and DIOR respectively ranked first on the list of Top 10 Chinese Influencers at SS24 PFW.

Dilraba's endorsement has further enhanced DIOR's influence and popularity in the Chinese market. Figure 2 shows that for the second month in a row, DIOR claimed second spot on WeArisma's beauty leaderboard, thanks to the extraordinary influence of Dilraba. Not only that, Dilraba's sincere, dedicated, and proactive qualities have strengthened consumers' trust in the brand, promoting the marketing of DIOR's products.

4.1.1.4. Conclusion

In conclusion, the collaboration between the luxury brand DIOR and the popular Chinese actress Dilraba has indeed influenced consumers' purchasing behavior. By leveraging the fan economy, it has increased the sales of DIOR products, thus proving the correctness of Hypothesis 1.

4.1.2. Example 2

4.1.2.1. The introduction of anchor Li Jiaqi

Li Jiaqi, often called "Lipstick King" in China, is a highly influential Chinese live-streaming anchor specializing in beauty and fashion. With his passion for makeup and cosmetics, he has gained immense popularity and a dedicated fan base through his live-streaming sessions on various platforms. Li Jiaqi provides detailed product reviews, makeup tutorials, and personal recommendations for various beauty and fashion products during his live streams. His professional knowledge, honest opinions, and charming personality have made him a trusted source for many consumers when purchasing.

During the Singles' Day shopping festival in 2018, he competed with Jack Ma in a live-streaming session selling lipstick, selling 15,000 lipsticks in just 5 minutes, a record that has yet to be broken.

During this year's International Women's Day, Li Jiaqi live-streamed a teaching session on lipstick sales at the Taobao University Talent Academy. The live broadcast attracted 189,300 viewers, resulting in 23,000 orders and a total transaction amount of 3.53 million.

Li Jiaqi also enjoys significant influence on social media. After joining TikTok, he gained 13 million followers in just two months and has received over 50 million likes to date.

4.1.2.2. The introduction of TikTok

TikTok is a short video social media platform that connects people by creating, sharing, and discovering short video content. It gathers numerous interesting, innovative, and creative videos. Users can record the moments of their lives, showcase their talents, gain inspiration and fun from them, and establish connections with people who share the same interests and aspirations.

4.1.2.3. Dior's collaboration with the Chinese well-known live streamer Li Jiaqi

As a well-known beauty blogger on TikTok, Li Jiaqi boasts a huge fan base and extensive public influence. His collaboration with DIOR rapidly garnered more attention and discussion for the brand, significantly elevating its exposure and popularity. Li Jiaqi's recommendations and introductions made DIOR's products more ingrained in people's hearts, attracting the attention of more potential consumers.

Li Jiaqi's ability to promote products is widely recognized in the industry, and his recommendations often directly drive sales growth. In his collaboration with DIOR, Li Jiaqi recommended DIOR's makeup and perfume products through live streaming and short videos, boosting product sales. This collaborative model effectively converted traffic into purchasing power, bringing considerable sales revenue to DIOR.

Known for his professional, authentic, and approachable image, Li Jiaqi's recommendations often win the trust and recognition of consumers. In his collaboration with DIOR, Li Jiaqi shared his own usage experiences and evaluations, showcasing the genuine quality and advantages of DIOR's products.

4.1.2.4. Conclusion

In conclusion, the collaboration between the luxury brand DIOR and the well-known live streamer Li Jiaqi has influenced consumers' purchasing behavior. Through live streaming sales on TikTok, it has increased the sales of DIOR products, thus proving the correctness of Hypothesis 2.

4.2. The influence between brand partnership and big data on cosmetic social media

In this case study, the paper discusses two examples, namely the partnership between MAC and Honor of Kings and Big Data with RED connected with MAC and Honor of Kings. Each illustrates one hypothesis this paper pronounced.

4.2.1. Introduction

MAC Cosmetics Company, full name Makeup Art Cosmetics, was founded in 1984 (some data show 1985) by two Canadian entrepreneurs, Frank Toskan, a professional makeup artist and photographer, and Frank Angelo, who runs a chain of hair salons. It is aimed to meet the needs of professional photography, TV photography, and daily makeup needs. It is outstanding in the makeup field; its products include mascara creams, lipsticks, blushers, liquid foundations, etc.

In 2022 sales data, Mac cosmetics performed well globally, with sales increasing by 10% over the same period last year. Lipstick and eyeshadow were the most popular product categories, accounting for 30% and 25% of sales, respectively. In addition, Mac cosmetics performed particularly well in the Asian market, with sales increasing by 15%, with the fastest growth in the Chinese market, reaching 20%.

4.2.2. Evaluation

MAC has a loyal fan of large paintings and bag shoppers worldwide, and its products enjoy a high reputation in the fashion and color farming industries. Many well-known celebrities, like Jiaer Wang, and models have been spokespersons or partners of MAC.

MAC has been recognized and awarded many times in the industry. These honors are further proof of MAC's leading position and outstanding quality in the field of makeup. In terms of online retail of makeup, MAC accounted for 2.8% of the market in March 2019, reflecting MAC's competitiveness and popularity in the makeup market.

4.2.3. Example 1

Brand partnerships have become increasingly popular as companies seek to expand their reach and tap into new markets [19]. The brand partnership between MAC lipstick and Honor of Kings exemplifies such a trend. MAC supports diversity and self-identity, serving all ages, races, and genders. Its unique beauty color and brand charm make it occupy a place in the beauty market. Honor of Kings has attracted a large number of players with its wonderful game experience. The brand partnership of the two brands has sparked strong consumer interest. Through this case study, this paper will analyze the luxury brand's success in marketing on social media.

4.2.3.1. Details of brand partnership

4.2.3.1.1. The design of the lipstick brand partnership by MAC and Honor of Kings

The MAC brand partnership series has launched five warhead lipstick colors, representing the five roles in the Honor of Kings.



Figure 3. Five Lipsticks brand partnership by MAC and Honor of Kings

Figure 3 shows five lipsticks brand partnerships by MAC and Honor of Kings. The MAC did not introduce a new color number but instead used the original color number to change the original black bullet shell into a contrasting color dazzling shell.

4.2.3.1.2. SWOT analysis

This paper used the SWOT analysis method to investigate the brand partnership between Honor of Kings and MAC from several angles to understand the market environment better.

Table 2. SWOT analysis of the design of the brand partnership between MAC and Honor of Kings

Strengths	Weaknesses
· MAC products are well-positioned · Based on the strong fan base of Honor of Kings · The design of the lipsticks brand partnership by MAC and Honor of Kings	· High price reduces the customer's desire to buy · Limited distribution channels 1) The exquisite packaging and design of the brand partnership model increase the cost of the product 2) Short supply of products
Opportunities	Threats
· Bring in a new customer base · New markets of brand partnership opened up	· Intense competition from other cosmetics brands · The customer base may shift from the brand to other cosmetics brands that imitate the brand's brand partnership

Table 2 analyzes the design brand partnership between MAC and Honor of Kings. SWOT analysis enables an organization to identify potential opportunities in the external environment, which can be used to gain an advantage. It can also help the organization identify potential threats and use methods to mitigate risks [20]. The MAC cosmetics and Honor of Kings brand partnership has the potential to impact the cosmetics and gaming crossover market significantly.

4.2.3.1.3. Publicity and promotion strategy of lipstick brand partnership by MAC and Honor of Kings

Five celebrities from an eleven-member Chinese girl group formed by Tencent in 2018, called "Rocket Girls 101", participated in the marketing campaign [21]. One of the Rocket Girl's Weibo pages achieved 4.7 million views and caused over 120K discussions after a 15-second promotion video for the MAC lipstick [21]. This shows that the brand's unique design promoted on social media has prompted consumers to buy its products. Figure 4 shows Rocket Girls 101 showing MAC and Honor of Kings brand partnership lipsticks.



Figure 4. Rocket Girls 101 showcases MAC and Honor of Kings lipsticks [22]

Figure 5 shows the path of brand partnership sales communication by Mac and Honor of Kings. MAC first affects quadratic and entertainment fans through cross-border double IP of "game" + "star" and radiates target consumer groups through major social channels with the help of game IP derivative content. Then, launches immersive experience projects online and offline to attract consumers outside the communication circle to become potential consumers. Finally, in the small program, pop-up store to achieve sales conversion [22].

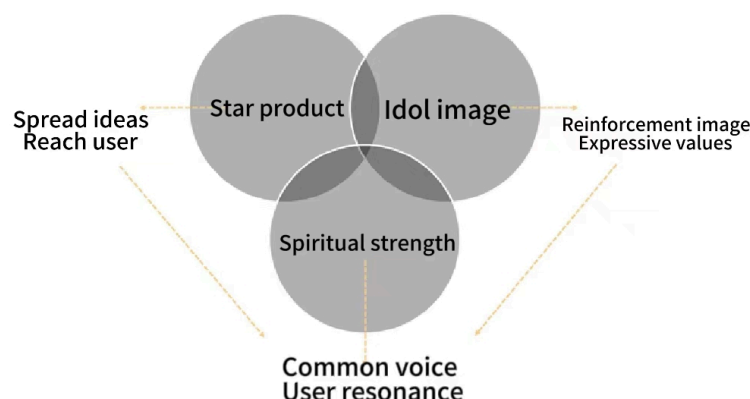


Figure 5. Brand IP achieves the path map by communicating a joint series of makeup [23]

4.2.3.1.4. Conclusion

The SWOT analysis shows that the brand partnership between MAC and King of Gory presents a new marketing opportunity marketing opportunity and attracts people to buy their products. Also it affects tlt also affects consumers' purchasing decisions out that hesis 3 is correct.

4.2.4. Example 2

Big data is now widely utilized in various aspects, particularly social media. It empowers these social media platforms to target their consumer base accurately, facilitating the development of "one-to-one" advertisements for heightened publicity effectiveness. Among China's most popular social media platforms is RED, a vibrant community where individuals and influencers showcase their lifestyles and share products they admire. RED utilizes big data to segment its consumer base into distinct groups based on different factors such as demographics, interests, and behavioral patterns. This enables RED to tailor content and advertising strategies more precisely, enhancing user engagement and brand collaborations.

This paper will illustrate this with two primary ways in which RED utilizes big data:

User distribution, encompassing consumption tendencies and consumption levels, helps RED understand its diverse user base's preferences and spending habits.

Analyzing page views of tags and search problems reveals user interests and concerns, guiding RED in creating more relevant and engaging content.

4.2.4.1. User distribution

The subsequent data presentation delineates the distribution of users on RED, categorizing them according to crucial variables such as gender, age demographics, and urban residency tiers. Leveraging these user profiles, RED enables its partner brands to pinpoint and target their desired consumer segments effortlessly, fostering more effective marketing campaigns and collaborations. Figures 6, 7, and 8 can be good examples of this.

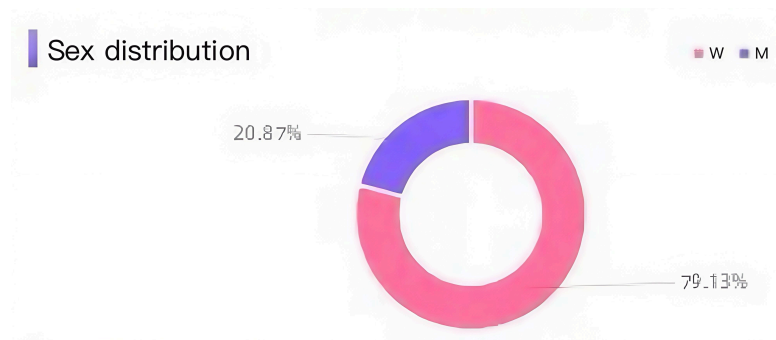


Figure 6. User distribution data for RED from November 20, 2023, to February 20, 2024

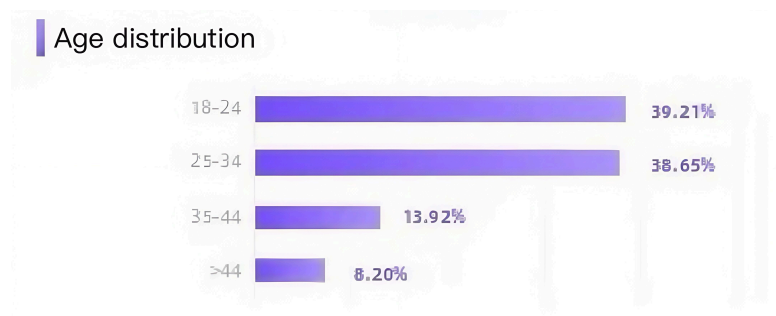


Figure 7. User distribution data for RED from November 20, 2023, to February 20, 2024

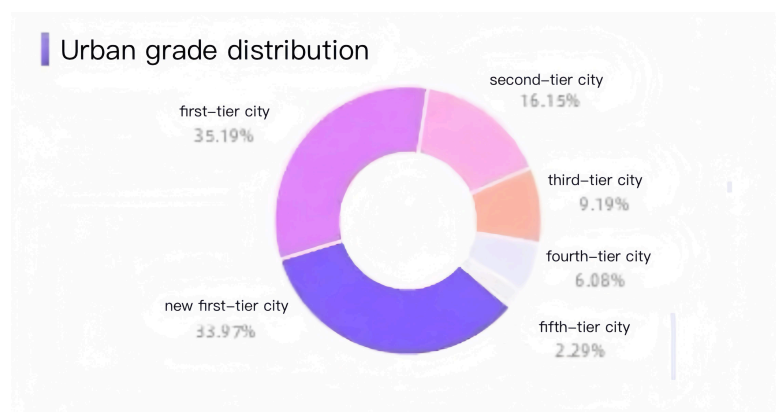


Figure 8. User distribution data for RED from November 20, 2023, to February 20, 2024

The data reveals that RED's user base is predominantly comprised of young women residing in first-tier and emerging first-tier cities. These women are renowned for their keen fashion sense and penchant for affordable yet stylish living. Since these female users align with the intended consumer demographic for luxury cosmetics brands, the observed user distribution pattern has firmly established RED as the leading beauty advertising platform in China.

4.2.4.2. Analyzing page views of tags and searched problems

Tags function as categorical identifiers that bloggers can assign to their content on RED, facilitating the platform's efficient categorization and organization of posted works. For users, these tags facilitate a faster and more direct route to discovering content that aligns with their interests or

needs. When bloggers include tags in their videos or image texts posted on RED, it often leads to an increase in viewership, enhancing their reach and engagement.

Moreover, big data plays a pivotal role in enhancing the search experience for users. By inputting keywords into the search bar, the application employs data analytics to present users with timely and pertinent content related to their query, tailored to their past search history and personal interests.

In their research on one-to-one marketing, Arora et al. observe that certain terms are inadvertently used interchangeably, leading to confusion. They clearly differentiate between personalization and customization, a distinction that has garnered significant attention from other scholars as well, e.g., de Bellis, Hildebrand, Ito, Herrmann, & Schmitt; Sundar & Marathe.

Personalization involves utilizing information frequently provided by the customer to tailor the marketing mix to individual preferences. Conversely, customization necessitates an active partnership between the consumer and an organization, where both parties proactively identify and define specific components within the marketing mix [24]. This distinction underscores the different levels of engagement and involvement required for each approach.

Suppose the user finds a video interesting and clicks the "like" button or clicks on a topic tag to explore more information related to that topic that may interest them. In that case, the big data system will capture this action and subsequently present the user with additional information about the topic they explored while they are casually browsing the app's homepage.

For instance, the researcher did a series of experiments to illustrate this process. The first image depicts the primary screen of the researcher's RED application, which features diverse areas of interest, including cosmetics, pets, entertainment, celebrities, and various other categories.

Subsequently, the researcher searched for "Nails" and clicked on ten articles or videos related to nails on the search results page, as depicted in the second image.

After perusing the information on "Nails," the researcher exited the search page and returned to the main page, as shown in the third image. Five of the twelve items featured on the researcher's main page were related to "Nails." This instance underscores the broad implementation of big data within the social media landscape, adeptly personalizing information to cater to users' unique preferences and interests.

4.2.4.3. How can big data be used to influence consumers' purchasing decisions in practical scenarios

Let us consider the popular cosmetic brand MAC (Makeup Art Cosmetics) as an example. According to Figure 9, it is one of the most sought-after cosmetic brands on RED.

ranking	Brand Information	Business note interaction volume total	Estimated launch costs (RMB)	Related Business Notes	Related co-stars	Controls
1	 Santalalao Profile: M.A.C. MAC Little Red Book Official Fan Club Synopsis: "Wear me pretend, wear me make up"	278,900	6,638,300	268	245	Details
2	 MAC Profile: M.A.C. MAC Little Red Book Official Fan Club	520,200	4,688,000	324	297	Details
3	 Giorgio Armani Introduction: Elegance is not an instant eye-catching, but let a person never forget	201,600	4,367,000	193	180	Details
4	 Dior Description: Dior is the presentation of elegance, excellence and luxury.	107,300	3,537,300	93	90	Details
5	 Carslan Synopsis: That's right! It's that big-eyed Carslan yo	522,600	2,613,400	399	377	DETAILS
6	 HOURGLASS Description: American high-end luxury beauty brand	153,200	2,578,800	73	73	Details

Figure 9. Commercial release ranking of RED

In 2019, MAC (Makeup Art Cosmetics) embarked on a brand partnership with the renowned mobile game Honor of Kings, igniting excitement within the cosmetic industry. Preceding this revelation, the KPL Spring Competition report issued by Honor of Kings in 2018, shown in Figure 10, divulged that 63% of participants were female, underscoring the game's profound allure among women. Recognizing this opportunity, MAC strategized to collaborate with Honor of Kings, leveraging big data to disseminate information to its existing female audience interested in cosmetics and to capture the attention of female Honor of Kings players, effectively broadening its reach.

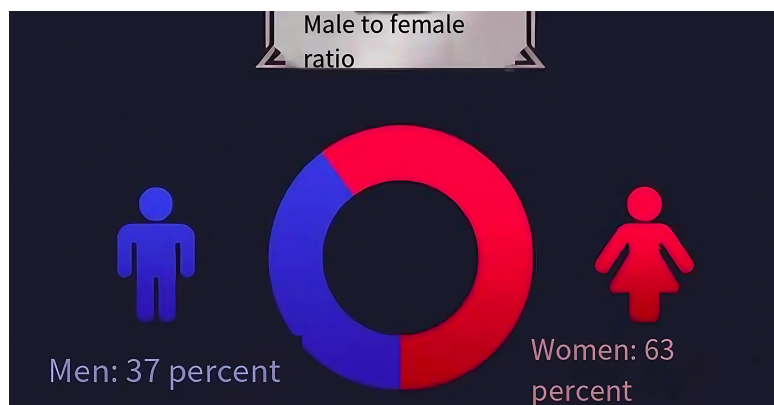


Figure 10. The KPL spring competition report released by Honor of Kings official in 2018

Following the product launch announcement, collaboration swiftly became a trending topic. By stimulating their interests, big data analysis ensured that both MAC's loyal customers and Honor of Kings' users were aware of the products. RED even dedicated a "hot topic" section for users to discuss and share their thoughts on the products, as shown in Figure 11. As a result, the products sold out within an hour of going on sale, marking a remarkable success.

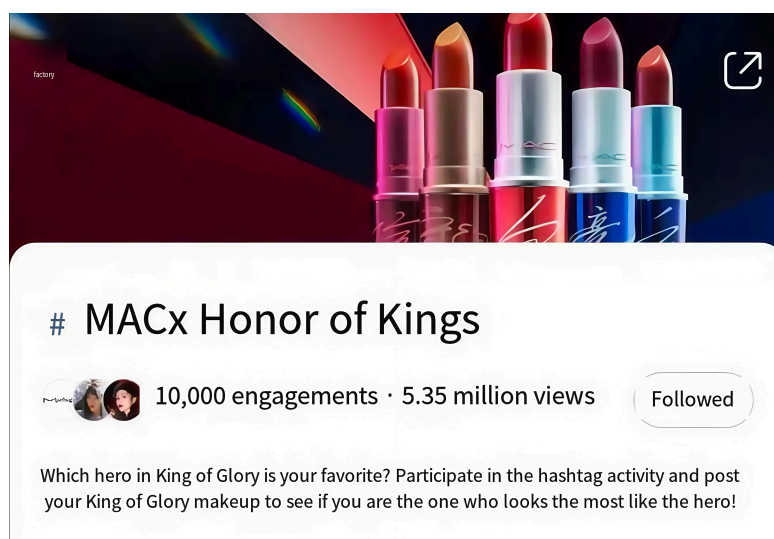


Figure 11. A dedicated hot topic section especially for MAC & Honor of Kings on RED

In conclusion, the collaborative case study featuring MAC and Honor of Kings underscores the pivotal role that big data assumes in the luxury cosmetics sector, fostering deeper connections

between esteemed brands and their consumers. This analysis validates this paper's Hypothesis 4, confirming its robustness and applicability.

5. Conclusion

Upon meticulous examination and empirical corroboration, it becomes evident that all four postulates proposed in this investigation hold veracity. They emphasize the multifarious tactics adopted by elite cosmetic brands in their marketing endeavors. The amalgamation of renowned personalities, collaborations, strategic partnerships, and extensive big data analysis as pivotal tools in their promotional strategy has proven exceptionally effective in escalating brand recognition, intensifying consumer involvement, and, ultimately, augmenting sales figures.

Celebrity Endorsements: The strategic utilization underscores iconic individuals' profound sway over their dedicated fanbases regarding celebrity endorsement. By forging alliances with celebrities who embody the brand's ethos and aesthetic ideals, prestigious cosmetic labels can tap into an already established and fiercely loyal following, fostering an air of exclusivity and aspiration among consumers. This tactic elevates brand prominence and fosters a perception of authenticity and reliability, as customers often associate products endorsed by celebrities with unparalleled quality.

Collaborations and Partnerships: Collaborations and partnerships hold immense potential in crafting distinctive experiences and captivating narratives that resonate with a wider audience. By teaming up with complementary brands or influential personalities, luxury cosmetics firms can introduce fresh viewpoints, enrich their product portfolios, and develop exclusive content that captivates customers. These strategic collaborations frequently lead to mutually advantageous results, where both parties capitalize on each other's strengths to tap into new markets and bolster brand loyalty.

Big Data Analytics: Big data analytics marks a significant turning point in the luxury cosmetics landscape, empowering brands to adopt a more focused and personalized marketing strategy. By delving into consumer behavior, preferences, and buying trends, brands can pinpoint key demographics and tailor their campaigns to suit their needs. This targeted approach not only optimizes the return on advertising investments but also fosters a stronger bond with customers, making them feel appreciated and understood. Moreover, big data enables brands to foresee upcoming trends, maintain a competitive edge, and continuously innovate their product lines.

Brand Strategy Optimization: Luxury cosmetics brands should continue to refine their marketing strategies by balancing the use of celebrities, collaborations, partnerships, and big data analytics. A holistic approach that integrates these elements can yield significant returns in terms of brand recognition, consumer engagement, and revenue growth.

Consumer Insight Mining: Highlighting the importance of big data in informing marketing decisions, luxury brands should invest in advanced analytics tools and techniques to mine consumer insights more effectively. This will enable them to develop more targeted and personalized campaigns that resonate deeply with their target audiences.

Ethical Considerations: As the use of celebrities, collaborations, and big data becomes more prevalent, it is crucial for luxury brands to uphold ethical standards in their marketing practices.

Future Research Directions: It is paramount to ensure transparency in partnerships, safeguard consumer privacy, and refrain from deceptive or exploitative tactics that undermine trust. Future research avenues could delve into the enduring implications of these marketing approaches on brand allegiance and customer lifetime worth. Furthermore, examining the intricate interplay between conventional and digital marketing avenues within the luxury cosmetics sector could yield profound insights into how brands can adeptly navigate the ever-changing consumer terrain.

Ultimately, the confirmation of the paper's hypotheses underscores the pivotal significance of celebrities, collaborations, strategic partnerships, and big data analytics in propelling the success of luxury cosmetics brands. By leveraging these resources intelligently, brands can fortify their market stance, foster deeper consumer bonds, and propel sustainable expansion amidst heightened market competition.

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