

Analysis of Market Positioning and Marketing Strategies of National Makeup Brands: Take Flower Knows as an Example

Weiyi Ren

Beijing 101 High School, 100084 Beijing, China

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Abstract: This paper focuses on the national makeup brand Flower Knows and analyzes its market positioning and marketing strategy. The marketing channels cover social media, e-commerce platforms and variety show advertisements. Through omni-channel integrated marketing and synergistic effect of all channels, the brand has achieved good market performance in Generation Z and built up high awareness and loyalty. The case study reveals the key roles of precise positioning, product shell design, omni-channel marketing, innovative interaction and live promotion strategies, while exploring the limitations of traditional e-commerce marketing methods. The theories of differentiated positioning and market segmentation, experiential marketing and emotional connection, and omni-channel integrated marketing are then refined to provide reference examples for the development of national brands, help them grasp the direction in the fierce market competition, continue to innovate and optimize to cope with the ever-changing market environment and consumer demand, enhance brand competitiveness and influence, and promote the progress and development of the national make-up industry.

1 INTRODUCTION

In today's globalized business environment, the color cosmetics industry has become a highly competitive field, with many big international brands dominating for a long time. However, in recent years, national makeup brands have gradually risen to prominence in the domestic market. Among them, Flower Knows has attracted many consumers' attention with its unique brand image and marketing strategy and has especially excelled in the young female market. With the diversification of consumer demands and the intensification of market competition, an in-depth study of the successful experience of Flower Knows is of great significance in understanding the development path of national makeup brands and promoting the progress of the industry as a whole. In this paper, we focus on the national makeup brand Flower Knows and analyze its market positioning and marketing strategy. In terms of market positioning, the brand precisely targets young women aged 15-25 of Generation Z. With "girl's heart" as the core, the brand creates products and brand image based on their consumption characteristics. In terms of product characteristics, the unique style design, such as pink

color and cute elements of packaging, combines quality and cost-effectiveness.

Market positioning theory emphasizes that enterprises need to clarify the unique position of products in the market to meet the specific needs of target customers (Kotler, 2003). Accurately grasping the needs of target customers is the basis for the success of a makeup brand, which involves the comprehensive consideration of consumer age, gender, consumer psychology, aesthetic preferences and other factors (Aaker, 1991). For example, there are differences in the color, texture and functional needs of color cosmetics among women of different ages; young women may prefer fashionable and personalized products, while mature women may pay more attention to the quality and efficacy of products.

Consumer behavior research provides an important perspective for understanding makeup purchasing decisions. Studies have shown that when young women purchase color cosmetics, they are influenced by a variety of factors such as brand image, product appearance, advertising, social media influence, and word of mouth, in addition to the quality of the product itself (Solomon, 2014). The brand image includes the brand's values, personality, and reputation, which can trigger the emotional resonance of consumers; the design aesthetics,

inattentiveness, and uniqueness of the product appearance can attract the attention of consumers and stimulate the desire to buy; the spreading power of advertising and social media can expand the awareness of the brand, and influence the cognition and attitudes of consumers; and good word-of-mouth strengthens the confidence of consumers in purchasing.

In the new media era, diversified network platforms provide rich channels and means for brand marketing. Social media platforms such as Weibo, Shake, and The RED have become an important position for makeup brands to enhance their awareness and promote their products by their large user base, high interactivity, and precise positioning function (Kaplan and Haenlein, 2010). Brands can establish a close connection with consumers by posting appealing content, such as beauty tutorials, product trial sharing, brand stories, etc., which triggers users' attention and discussion, thus realizing the growth of brand communication and product sales. In addition, the development of e-commerce platforms has also prompted brands to continuously innovate their marketing methods, such as live streaming, limited-time discounts, and membership systems, to increase consumers' purchase conversion rates and loyalty.

Taking "girls' heart" as the core brand concept, through the dreamy and sweet product style and marketing content, it attracts this specific group and establishes strong emotional resonance with them.

2 CASE INTRODUCTION

2.1 Target Customer Group

The main target customers are precisely positioned as young women of Generation Z aged 15-25, this group accounts for about 70% of users, and users aged 25-35 account for about 30%. Generation Z young women have grown up in the digital age and have distinct consumption characteristics. They pursue individuality, self-expression, and unique lifestyle, are curious about new things, and are willing to try new beauty products (Bolton et al., 2013). Flower Knows keenly captures the needs of this group, from product design to promotion, all around their preferences. With "girl heart" as the core brand concept, through the dream, sweet product style, and marketing content, attract this specific group and establish a strong emotional resonance with them.

2.2 Product Characteristics and Competitive Advantages

The product style of Flower Knows makeup is unique, mainly focusing on the theme of "girl's heart". Product design in the use of color is rich and diverse, mostly pink, soft hues, such as pink, purple, blue, etc., to create a romantic, sweet atmosphere, in line with the aesthetic preferences of young girls. The packaging design is very innovative, incorporating cute elements such as bows, castles, unicorns, etc., making the cosmetic shells look like delicate works of art (Smith, 2018). For example, the shells of its blush products are designed in the shape of tiny bows, and the packaging of its lipsticks is decorated with vintage carvings, which is beautiful and generous, but also increases the fun and collection value of the products.

In addition to the design, Flower Knows also focuses on the quality of its products. Selection of high-quality raw materials to ensure the safety and effectiveness of the product. In terms of price positioning, it is relatively affordable, focusing on the low-end market, so that young consumers can enjoy high-quality and design makeup products within the affordable range. Compared with some brands in the market with the same price, Flower Knows has obvious advantages in product quality and design; and compared with high-end brands, its price advantage attracts more young consumers who pay attention to cost-effective. Through this differentiated competitive strategy, Flora knows stands out in the highly competitive makeup market and successfully attracts and retains a large number of target customers.

3 MARKETING CHANNELS AND ADVERTISING

3.1 Social Media Marketing

Flower Knows takes full advantage of social media platforms by establishing official accounts on Weibo, Jittery, Xiaohongshu and other platforms, and regularly releases content such as beautiful product pictures, interesting short videos and beauty tutorials (Johnson, 2016). These contents not only show the appearance of the products and the effect of using them, but also convey the brand's "girl's heart" culture. By cooperating with netroots bloggers, we

can leverage their huge fan base and influence to promote and plant grass. The real-life experience and recommendations of the bloggers enhance consumers' trust in the products and trigger their followers to buy the products. In addition, Flower Knows actively participates in topic discussions and interactive activities on social media platforms, such as launching beauty challenges and lucky draws, etc., which increases brand exposure and user participation and attracts the attention of more potential customers.

3.2 E-Commerce Platform Marketing

In terms of e-commerce platforms, Flower Knows has entered mainstream e-commerce platforms such as Taobao and Jingdong, providing consumers with a convenient shopping experience by optimizing the design of the store page and showcasing the features and advantages of the products. We utilize the promotional tools of e-commerce platforms, such as "618", "Double 11" and other shopping festivals, to offer full reductions, discounts, free gifts and other activities to stimulate consumer purchases (Brown, 2019). At the same time, Flower Knows focuses on customer evaluation management, actively responds to consumer inquiries and feedback, solves problems in a timely manner, and improves customer satisfaction and loyalty. Good operation strategy of e-commerce platform effectively enhances the product sales and brand reputation of Flower Knows.

3.3 Variety Show Advertising

Flower Knows also enhances brand awareness by placing advertisements in variety shows. For example, the founder participated in the program "All Girls Offer 3" to share the brand story and product features with the audience, directly establishing communication and connection with consumers (Zhang, 2020). The exposure in the program allows more people to learn about the flower Knows the brand, expanding the brand's influence and audience. As a mass media with a wide audience base, variety programs can effectively enhance brand awareness and reputation, attracting a large number of new customers for Flower Knows.

3.4 Generation Z Promotion

Flower Knows has established high brand awareness and loyalty among the Z generation. In terms of sales

data, its sales have continued to grow and its market share has gradually expanded (Li, 2021). On major e-commerce platforms, Flower Knows' product sales are among the top, with positive user reviews. The brand development shows a good upward trend, demonstrating great market potential. Consumers' love for Flower Knows is not only reflected in the purchase of products, but also in the high degree of identification and emotional dependence on the brand. The active fan base of Flower Knows actively participates in the discussion of brand-related topics on social media and spontaneously carries out brand promotion, forming a good word-of-mouth communication effect.

4 CASE ANALYSIS

4.1 The Key Role of Precise Market Positioning

Flower Knows precisely targets the young female market of Generation Z, and its product design and brand tone are closely centered on the needs and preferences of this group. The "girl's heart" style runs through the entire product line, from product design to brand promotion, all reflecting a deep understanding of the emotional and aesthetic needs of young girls. This precise positioning makes Flower Knows stand out among many makeup brands and quickly attracts the attention of the target customer groups (Wang, 2022). At the same time, the affordable pricing strategy further enhances the attractiveness of the products, making it easy for young female consumers to purchase and experience Flower Knows' products. Precise market positioning is the cornerstone of Flower Knows' success, laying a solid foundation for the brand's subsequent development.

4.2 Core Competitiveness of Product Shell Design

In the highly competitive makeup market, product design has become one of the most important factors influencing consumers' purchasing decisions. Knowing this, Flower Knows builds product shell design as its core competitiveness. From the perspective of consumer behavior, unique, beautiful and creative packaging design can attract consumers' attention at the first time and stimulate their interest in purchasing. Flower Knows' cosmetic shell design not only gives people a strong visual impact and aesthetic

enjoyment, but also incorporates cute and romantic elements, conveying the brand's "girl's heart" cultural connotation, and establishing a deep emotional connection with the target customer groups. Consumers are not only buying makeup itself, but also an emotional experience and a way of self-expression when they buy Flora Knowledge products. This differentiated product design strategy makes Flower Knows easy to recognize and remember among many brands and becomes an important consideration for consumers when choosing makeup products.

4.3 Synergistic Effect of Omni-Channel Marketing Strategy

The omni-channel marketing strategy adopted by Flower Knows is one of the key factors for its success. The wide spread of social media, the convenience of shopping on e-commerce platforms and the exposure in variety shows synergize with each other to form a powerful marketing synergy. Social media platforms provide a channel for Flower Knows to interact directly with consumers, attracting a large number of potential customers and enhancing brand awareness and user stickiness through the release of quality content and interactive activities. The e-commerce platform provides consumers with a convenient shopping place and ensures the conversion of product sales. The advertisement in variety shows further expanded the brand's influence and attracted a wider audience. The omni-channel marketing strategy enables Flower Knows to establish contact with consumers at different contact points, deliver brand information in an all-round way, enhance brand exposure and consumer interaction, and effectively increase product sales and market share.

4.4 Innovation and Interaction Drive Brand Development

Flower Knows focuses on continuous innovation, constantly launching new product series and styles to meet consumers' pursuit of freshness and personalization. At the same time, it actively interacts with consumers through online activities such as new product trials and user feedback collection, establishing a good user relationship. The great importance attached to user evaluation feedback enables Flower Knows to keep abreast of consumer needs and opinions, optimize and improve products, and enhance product quality and user experience. This mode of innovation and interaction not only helps to cultivate consumers' brand loyalty, but also

stimulates word-of-mouth communication among consumers, attracts more new customers, and provides a steady stream of power for the long-term development of the brand.

4.5 Strategies and Impacts in Live Promotion

Live-streaming promotion, as an emerging marketing method, has brought significant sales growth for Flower Knows. During the live broadcast, the anchor can show the features, usage and effects of the product in real time, answer consumers' questions, and interact with the audience, which increases consumers' participation and confidence in their purchasing decisions. For example, in Flower Knows' promotion on Taobao live broadcast, the number of viewers in the live broadcast room exceeded 3 million, and the final transaction amount reached 5 million yuan. The immediacy and interactivity of live streaming breaks the one-way communication model of traditional e-commerce, allowing consumers to understand the product more intuitively and establish a closer connection with the brand. According to relevant research reports (e.g., Live E-commerce Market Research Report 2022), the live e-commerce market size has shown rapid growth in recent years and has reached the trillion-dollar level, and many beauty brands have realized a significant increase in sales through live promotions. The success story of Flower Knows further proves the great potential of live promotion in makeup marketing.

However, live promotion also faces some challenges. Among them, the quality of live content and the professionalism of the hosts have a direct impact on consumers' purchasing decisions. Statistics show that more than 50% of consumers said they would question a brand if the live content lacked professionalism (refer to related market research data). In order to meet this challenge, FlowerSmart focuses on the training of its live streaming team, improving the professionalism and product knowledge of its hosts to ensure that they are able to accurately and professionally present product information and provide valuable beauty advice during live streaming.

At the same time, flowers know in the live scene layout, live with the shopper words and other aspects of the careful design, from the live scene layout to live with the shopper words, all accurate to hit their target consumer groups - 18 - 28 years old women. For example, the live room using pink color system as the main color tone, the arrangement is full of elements of the girl's heart, such as dolls, flowers, etc., to create

a warm, romantic atmosphere; live with the words of the shopper friendly, lively, infectious, can effectively guide consumers to buy products.

5 THE LIMITATIONS OF TRADITIONAL E-COMMERCE MARKETING MEANS

5.1 The Singularity of Marketing Methods

Traditional e-commerce marketing means mainly rely on keyword placement and advertising display, this way is relatively passive, lack of active interaction with consumers and emotional resonance. When consumers browse the e-commerce platform, they are often overwhelmed by a large number of similar advertising information, and it is difficult to create a deep impression of a brand. For example, when searching for makeup products on Taobao, the page will display a list of products from many brands, and each product is displayed in a single form, mainly through pictures and text describing the product features and price, which lacks personalization and attractiveness. In contrast, the marketing of short video platforms is more diversified, through lively and interesting video content, creative editing techniques and personalized recommendation algorithms, which can better attract the attention of consumers and stimulate their interest in purchasing.

5.2 Lack of Real-Time Interaction

The traditional e-commerce platform lacks real-time interactive features, and consumers can't get timely answers when they encounter problems during the purchase process, which may lead to consumers giving up their purchases. For example, when consumers have questions about the product's color number, texture, etc., they can't ask questions directly to the anchor and get instant replies as they do in live broadcasts. This lack of real-time interactive shopping experience makes consumers more uncertain in the purchase decision process, reducing the purchase conversion rate. While the live e-commerce platform through the real-time interaction between the anchor and the audience, can promptly solve the consumer's concerns, enhance the consumer's trust in the product, thus promoting the occurrence of purchase behavior.

5.3 Difficult to Stimulate Impulse Consumption

Although the traditional e-commerce platform will also launch a variety of promotional activities, such as full reductions, discounts, etc., but due to the lack of vivid display and emotional resonance, it is often difficult for consumers to generate impulse consumption desire in the browsing process. Many consumers, when faced with promotions on traditional e-commerce platforms, will be more rational in comparing prices and product features, rather than being driven to buy products by immediate emotional impulse. On the contrary, short video platforms such as live promotions can stimulate consumers' impulsive consumption psychology by creating a tense shopping atmosphere, displaying the use effect of products and user reviews, etc., prompting them to make purchase decisions in a short time.

In summary, the traditional e-commerce marketing means in the face of increasingly changing market demand and consumer behavior, gradually revealed its limitations. The rise of short video platforms and other emerging marketing channels provides new opportunities and challenges for brand marketing. Domestic beauty brands need to find a balance between traditional e-commerce and emerging marketing channels, give full play to their respective advantages, and innovate marketing strategies to adapt to market competition.

6 DISCUSSION

6.1 Differentiated Positioning and Market Segmentation Theory

The successful experience of Flower Knows fully highlights the importance of brand differentiated positioning and market segmentation. Through in-depth research on the demand characteristics of the target market, Flora knows that it has positioned itself as a brand focusing on "girl's heart" makeup, forming a distinct difference from other competitors. This differentiation is not only reflected in the product design, color matching and other aspects, but also in the brand image, cultural connotation and marketing approach. Through precise market segmentation, Flower Knows focuses its target customers on the Generation Z young women group and develops a series of marketing strategies that meet the needs of this specific group in terms of their consumption

psychology and behavioral characteristics, thus occupying a place in the fierce market competition. This theory has important reference significance for other industries in terms of product positioning and innovation. Enterprises can realize differentiated competitive advantages by deeply exploring the potential needs of the target market and creating unique brand images and product features.

6.2 Experience Marketing and Emotional Connection Theory

With the brand style centered on “girl's heart” and all-around advertising campaigns, Hua Zhi Xiao has successfully established a strong emotional connection with the target users, which reflects the key role of experiential marketing in brand communication. Experience marketing emphasizes the creation of unique, personalized consumer experiences that trigger emotional resonance in consumers, thereby enhancing brand loyalty and word-of-mouth. In product design, packaging, marketing activities and other aspects of Flower Knows focus on creating a “girl's heart” experience atmosphere, so that consumers in the process of purchasing and using the product feel the emotional value of the brand conveyed. This theory of enhancing brand loyalty through emotional resonance can be widely used in other industries in the brand communication strategy, enterprises can deeply understand the emotional needs of target customers, to create a brand experience that fits with them and enhance the consumer's sense of identity and sense of belonging to the brand.

6.3 Theory of Omni-Channel Integrated Marketing Strategy

The importance of omni-channel integrated marketing can be distilled from Flower Knows' multi-channel marketing practices in social media, e-commerce platforms and variety shows. Omni-channel integrated marketing emphasizes the synergistic operation and resource integration among different marketing channels, and realizes the omnidirectional dissemination of brand information and the consistency of consumer experience by giving full play to the advantages of each channel. Flower Knows carries out brand promotion and user interaction on social media, realizes product sales conversion on e-commerce platforms, and enhances brand awareness in variety shows. All channels cooperate with each other to form an organic whole, which greatly enhances brand exposure and market

influence. This theory has an important guiding value for different types of consumer goods brands. Enterprises should reasonably integrate various marketing channels according to their own product characteristics and the consumption habits of their target customers to build an omni-channel marketing system and improve market competitiveness.

7 CONCLUSION

As a leader among national makeup brands, Flower Knows has achieved remarkable success in the highly competitive makeup market through precise market positioning, innovative product design, diversified marketing strategies and omni-channel integrated marketing. Its experience shows that in-depth understanding of the needs of target customers, creating a differentiated product and brand image, actively utilizing emerging marketing channels and integrating the advantages of traditional e-commerce platforms, and focusing on establishing emotional connections and interactions with consumers are the key factors for brands to stand out from the competition in the market. In the future, national brands can learn from the successful experience of Flower Knows, and continue to innovate and optimize in market segmentation, experience marketing and omni-channel marketing to adapt to the ever-changing market environment and consumer demand and achieve sustainable development. At the same time, with the further intensification of market competition and the continuous upgrading of consumer demand, national makeup brands also need to continue to pay attention to industry dynamics, and constantly improve product quality and brand connotation, to show the charm of Chinese brands in the international market.

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