

The Consumption Behavior of Domestic Beauty Products Among Female College Students in a City: The "Perfect Diary" Brand as an Example

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ABSTRACT

Based on the theories of perceived value and brand loyalty, combined with user evaluations and interview data, the interviews with consumers of Perfect Diary were compiled, coded, and analyzed, and key variables such as quality value, social value, hedonic value, image value, and emotional value were extracted, and a structural equation with emotional value as the mediating variable and brand loyalty as the dependent variable was constructed. A structural equation model with emotional value as the mediating variable and brand loyalty as the dependent variable was constructed, and a five-point Likert scale was used to measure consumers' perceived value experience in the process of consuming and using Perfect Diary products.

Keywords: *Perceived value, Brand loyalty, Mediating variables, Structural equation modeling, Likert scale.*

1. INTRODUCTION

With the rise of face economy, the pursuit of "beauty" has gradually become a common consumption habit, and various categories closely related to "beauty" have shown a rising trend of consumption. According to the statistics of "College Student's Financial View of Consumption", the amount spent by college students on image consumption accounts for 60% of the necessary spending, and girls are especially fond of makeup due to the influence of idol dramas and network information. Under the competition pattern of many beauties giant brands, Perfect Diary, which is labeled as "the light of national products", has become the top selling makeup brand in Tmall Double 11 for two consecutive years, with a very rapid growth rate. Perfect Diary is favored by female college students, and more than half of the consumers of Perfect Diary are 18-24-year-old college students.

However, there is no shortage of "Is Perfect Diary really good or does it rely on marketing?" on the internet. The perfect diary is a pseudo-brand under the extreme marketing. Behind the brilliance, the dark tide, perfect diary deep in the quagmire of high visibility, low loyalty, as if forever doing the graft for competing products.

How to improve consumer loyalty and increase consumer repurchase rate has become a key issue for Perfect Diary.

2. THEORETICAL OVERVIEW AND MODEL CONSTRUCTION

2.1. Perceived Value Theory

Under the background of changing media communication environment and marketing concept, the theory and practice of brand management has changed greatly: from the marketing thinking that values transaction to the marketing thinking that values relationship; from the marketing-oriented marketing communication to the brand-oriented brand communication; from the brand communication that values product to the good of both supply and sales; from the relationship of interest to the relationship of value, from the economic value to the social value, to build a deep value integration [1].

2.1.1. The Concept of Perceived Value

Based on the exploration of brand consumer behavior, this paper argues that perceived value is not only an

experience, but also a value process. Consumers can form an overall evaluation of products and brands based on the perception of what they get and what they are given before, during and after consumption, and these perceived values go from superficial to deep, ultimately influencing consumers' attitudes toward brands and their subsequent purchase behavior.

2.1.2. Dimensions of Perceived Value

In order to comprehensively examine consumers' perceived value of the brand, this paper divides the perceived value of the brand into the following dimensions.

(1) Emotional value. Emotional value is a psychological connection that is established emotionally with a product when users are exposed to it, which will make them more loyal to the product or brand, even regardless of negative information about the product or brand. Emotional value is reflected through customer interaction, sharing and recommendation. Among the perceived values of consumers, emotional value is critical to the construction of brand loyalty.

(2) Symbolic value. Symbolic value refers to the values and cultural colors expressed by the brand, the social status, power, identity and reputation brought to consumers, expressing their self-image and satisfying their need for respect and self-fulfillment. Among them, cultural value refers to the brand through the integration and use of traditional culture, so that consumers establish and maintain a similar identity with the members of the group, thus gaining a sense of belonging to the group; image value refers to the consumer's desire to gain recognition and respect from others, and the desire to establish their own image and status as a way to gain satisfaction.

(3) Hedonic value. Hedonic value is derived from stimulation-seeking motives, where consumers sometimes engage in brand activities simply to satisfy curiosity or seek stimulation, including the value of pleasure, time-killing, boredom relief and stimulation perceived by consumers. Enjoyment value is the subjective value of consumers, i.e., the value of satisfying sensory and spiritual needs.

(4) Functional value. Functional value refers to the value of utility that the brand creates for consumers. Among them, quality value refers to the consumer's perception of the quality of the brand's products, and the perceived quality of the products will determine the brand's reputation and influence consumer patronage; information value, derived from the demand for services, refers to the advice consumers can obtain about the brand's products and services, which will save search and purchase costs and bring convenience; social value, derived from the demand for relationships, refers to the establishment of network interpersonal relationships due

to interactions between consumers, communication relationships, and The social value, which originates from the relationship demand, refers to the value of establishing online interpersonal relationship, communication relationship and exchange of emotion due to the interaction between consumers.

2.2. The Concept of Brand Loyalty

Brand is one of the most valuable assets of a company, and the core of brand equity is brand loyalty, which is the goal of marketing by companies. The importance of brand loyalty to a company's survival and development cannot be overstated. Brand loyalty is a biased behavioral response of consumers to a specific brand and generates emotional dependence on that brand's products or services [2]. Existing research generally classifies brand loyalty into brand loyalty view, attitude loyalty view, and integrated behavior-attitude loyalty view.

2.3. Consumer Interviews and Coding

In this study, college students who met one of the following criteria were interviewed: (1) repeated purchases at Perfect Diary for a number of times or more; (2) purchased more than 3 unlike products from Perfect Diary; (3) actively recommended Perfect Diary products or the brand to others after purchasing the product; (4) had a tendency or willingness to choose the Perfect Diary brand in comparison with similar products; (5) clearly expressed positive feelings toward Perfect Diary.

First, a screening questionnaire was designed, which included whether they were college students, whether they met one of the criteria, and whether they were willing to leave a phone call for a prize interview; second, screening questionnaires were distributed in group chats in the city, such as student groups in major universities, to get the subjects who met the criteria and were willing to be interviewed and their contact information; finally, online interviews were conducted by phone and WeChat, and interview records such as audio recordings were made. Finally, we collected 136 a total of results and completed the organization, coding, and analysis of the interviews with Perfect Diary consumers. The research data were processed step by step according to the process of open coding-spindle coding-selective coding.

In the open coding stage, the data from the perfect diary consumer interviews were first coded and labeled sentence by sentence to obtain the initial concepts, and then the concept categories were extracted for the next step of data processing. In the main axis coding stage, the initial categories are classified according to the intrinsic logical relationships among the initial categories, and the initial categories are further grouped and merged into multiple main categories to obtain new main categories. In the selective coding stage, a perfect diary loyalty primary model map is sorted out based on the typical

relationship structure between the primary categories and the relevant representative evidence.

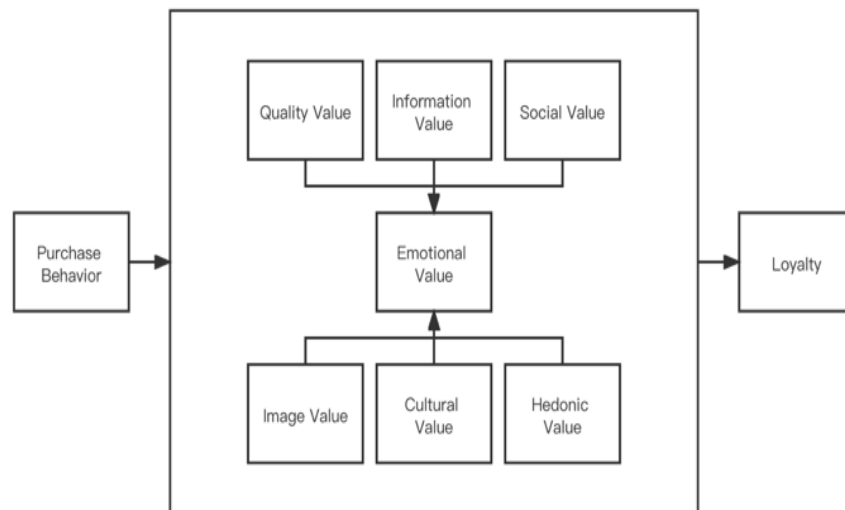


Figure 1 Perfect Diary loyalty primary model.

Table 1. Hypotheses are proposed from the perfect diary loyalty primary model

H1a	The perceived quality value of Perfect Diary consumers has a significant positive effect on loyalty.
H1b	The perceived quality value of Perfect Diary consumers has a significant positive effect on emotional value.
H2a	The perceived hedonic value of Perfect Diary consumers has a significant positive effect on loyalty.
H2b	The perceived hedonic value of Perfect Diary consumers has a significant positive effect on affective value.
H3a	The value of information perceived by Perfect Diary consumers has a significant positive effect on loyalty.
H3b	The perceived information value of Perfect Diary consumers has a significant positive effect on the emotional value.
H4a	The perceived social value of Perfect Diary consumers has a significant positive effect on loyalty.
H4b	The perceived social value of Perfect Diary consumers has a significant positive impact on emotional value.
H5a	The perceived image value of Perfect Diary consumers has a significant positive effect on loyalty.
H5b	The perceived image value of Perfect Diary consumers has a significant positive impact on the emotional value.
H6a	The perceived cultural value of Perfect Diary consumers has a significant positive impact on loyalty.
H6b	The cultural value perceived by Perfect Diary consumers has a significant positive impact on emotional value.
H7	The perceived emotional value of Perfect Diary consumers has a significant positive effect on loyalty.
H8	The emotional value of Perfect Diary consumers mediates between quality value, social value, hedonic value, image value, cultural value and loyalty.

2.4. Questionnaire Design

Based on the above research model, a measurement scale was developed to measure consumers' perceived value experience during consumption and use of Perfect Diary products using a five-point Likert scale. Quality value describes the quality of production and service; social value describes the social function provided by Perfect Diary's community and brand activities; enjoyment value describes the spiritual experience of consumers in consuming and using Perfect Diary products; image value describes whether Perfect Diary products match the tastes of its target consumers; cultural value describes the integration of traditional cultural elements in Perfect Diary products and the

representativeness of Chinese products; and emotional value describes the integration of traditional cultural elements in Perfect Diary products and the representativeness of Chinese products. Cultural value mainly describes the integration of traditional cultural elements in Perfect Diary products and the representativeness of national products; emotional value mainly describes whether consumers love or identify with Perfect Diary as a brand; brand loyalty is mainly divided into two dimensions: behavioral loyalty and attitudinal loyalty.

In order to verify the rationality of the scale design, a pre-survey was conducted in this study. Since the research object of this paper is a group of college students

in a city, students in a university in the city were selected as the target group in the pre-survey session. The pre-survey was conducted since November of the 2021 and was placed through social network platforms at fixed points, and finally, 96 valid questionnaires were collected.

Firstly, in order to test the validity of the questions in the main part of the questionnaire, the Cronbach's alpha coefficient was used as the basis for measuring the validity of the questionnaire. The reliability of the questions in the 29 overall part of the questionnaire was tested, 0.904 and the questionnaire reliability was good. In order to check whether the reliability of the question items under each indicator is good, this paper calculates the reliability of the indicator after deleting each subquestion item. According to the reliability results, the question items 2, question items 4, question items 10, question items 18 and question items 22 should be deleted.

In order to measure the validity of each question item, this paper uses two methods, Bartlett's sphere research design and questionnaire test and KMO sample measure. Firstly, factor analysis was conducted for the quality value, information value, social value, hedonic value, image value and cultural value parts, and the KMO value 0.762 can be obtained as suitable for factor analysis; and the significance of Bartlett's sphere test is 0.00 that the data have a strong correlation.

Secondly, the above factors were factor rotated, and the principal component analysis method was selected to obtain the factor loading values of each question option, and the selected value factor analysis results produced 7 factors, and from the factor result analysis, the quality

value, information value, image value and cultural value were poorly represented. Combined with the analysis of the table reliability test results, the question items with the weight of quality value, information value, image value and cultural value factors 0.5 above were selected for reintegration, and the question items 1 and question items in quality value 3 and question items 5 and question items in information value were 7 reintegrated into quality value, and the quality value measurement dimensions were extended to product quality, service quality and product information quality; the question items 17 and question items in image value 19 and question items and question items in cultural value were reintegrated into quality value; the question items and question items in image value and question items and question items in cultural value were re-integrated into quality value. The image value measurement dimensions are expanded to include personal image matching and corporate culture image.

Again, the factor analysis was continued for the emotional value and brand loyalty part, and the KMO value 0.792 could be obtained as, suitable for factor analysis; and the significance of Bartlett's sphericity test was 0.00, the data had a strong correlation. Next, factor rotation was performed on the above factors, and the principal component analysis method was selected to obtain the factor loading values of each question option. The selected value factor analysis results yielded 2 factors, and the weights of each question item were 0.6 above, which had good representativeness, and the part of the question item was set reasonably.

Now, the hypotheses are revised to this table:

Table 2. Revised hypotheses

H1a	The perceived quality value of Perfect Diary consumers has a significant positive effect on loyalty.
H1b	The perceived quality value of Perfect Diary consumers has a significant positive effect on emotional value.
H2a	The perceived hedonic value of Perfect Diary consumers has a significant positive effect on loyalty.
H2b	The perceived hedonic value of Perfect Diary consumers has a significant positive effect on emotional value.
H3a	The perceived social value of Perfect Diary consumers has a significant positive effect on loyalty.
H3b	The perceived social value of Perfect Diary consumers has a significant positive impact on emotional value.
H4a	The perceived image value of Perfect Diary consumers has a significant positive effect on loyalty.
H4b	The perceived image value of Perfect Diary consumers has a significant positive impact on the emotional value.
H5	The perceived emotional value of Perfect Diary consumers has a significant positive effect on loyalty.
H6	The emotional value of Perfect Diary consumers mediates between quality value, social value, hedonic value, image value, cultural value and loyalty.

Based on the results of the reliability analysis of the pre-study data, the questionnaire scale was readjusted and distributed, and we got 1602 valid questionnaires.

2.5. Partial Least Squares Structural Equation Model Fitting

2.5.1. Construction of PLS-SEM Based Customer Loyalty Model

The PLS-SEM method is very appealing to many researchers as it enables them to estimate complex models with many constructs, indicator variables and structural paths without imposing distributional assumptions on the data. More importantly, however, PLS-SEM is a causal-predictive approach to SEM that emphasizes prediction in estimating statistical models, whose structures are designed to provide causal explanations [3].

Based on the theoretical analysis and model modification, the six influencing factors of quality value, social value, hedonic value, image value, emotional value, and customer loyalty are obtained, and the partial least squares structural equation model (PLS-SEM) is further constructed, and the influencing factor model is shown in the following figure.

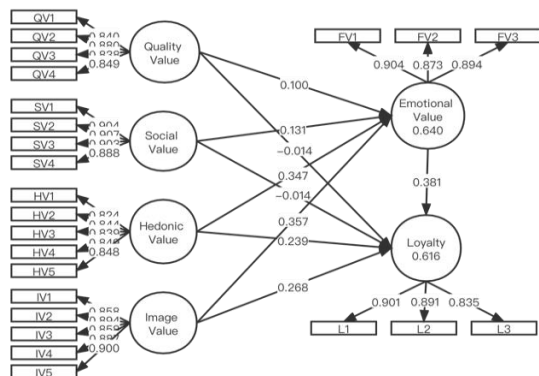


Figure 2 PLS-SEM model of factors influencing customer loyalty.

2.5.2. PLS-SEM Test of Customer Loyalty Model

The C.alpha of the internal consistency test for each variable is greater than 0.7, and the composite reliability test is greater than 0.7, and the model has good reliability. The average extracted variance values of all the factors are greater than 0.7, and the model has good convergent validity. The fit effect R2 is greater than 0.6, and the model has a good fit. In summary, the model is ideal.

Hedonic value, image value, social value, and quality value all pass the significance test on emotional value, and all of them have an impact on emotional value. Among them, consumers' hedonic value and image value

have a higher impact on emotional value, indicating that Perfect Diary consumers pay more attention to the mental pleasure brought by the product and whether the image presented by the product is close to their own image. In addition, hedonic value, image value, and emotional value all passed the significance test on customer loyalty, with emotional value having the most significant effect on customer loyalty.

The final structural model was obtained after the model was modified according to the test results (removing the paths "social value -> customer loyalty, quality value -> customer loyalty"), and the modified model is as follows.

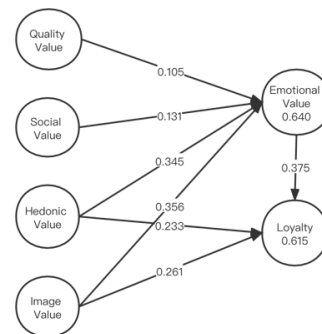


Figure 3 Modified PLS-SEM path diagram.

2.6. Mediating Effect Test

2.6.1. Analysis of the Mediating Role of Emotional Value Between Quality Value and Loyalty

The test results showed that with quality value as the independent variable and emotional value as the dependent variable, quality value can significantly predict emotional value ($p < 0.01$); with quality value as the independent variable and loyalty as the dependent variable, quality value can significantly predict loyalty ($p < 0.01$); adding emotional value to the above model, the results showed that the effect of quality value on loyalty decreases and is significant ($p < 0.01$); this result indicates that quality value not only affects loyalty directly, but also affects loyalty indirectly through emotional value.

2.6.2. Analysis of the Mediating Role of Emotional Value Between Social Value and Loyalty

The test results showed that with social value as the independent variable and emotional value as the dependent variable, social value was able to significantly predict emotional value ($p < 0.01$); with social value as the independent variable and loyalty as the dependent variable, social value was able to significantly predict loyalty ($p < 0.01$); adding emotional value to the above

model, the results showed that the effect of social value on loyalty was not significant; this result indicates that emotional value plays a fully mediating role between social value and loyalty.

2.6.3. Analysis of the Mediating Role of Emotional Value Between Hedonic Value and Loyalty

The test results showed that with hedonic value as the independent variable and emotional value as the dependent variable, hedonic value can significantly predict emotional value ($p < 0.01$); with hedonic value as the independent variable and loyalty as the dependent variable, hedonic value can significantly predict loyalty ($p < 0.01$); adding emotional value to the above model, the results showed that the effect of hedonic value on loyalty decreases and is significant ($p < 0.01$); this result indicates that hedonic value not only affects loyalty directly, but also affects loyalty indirectly through emotional value.

2.6.4. Analysis of the Mediating Role of Emotional Value Between Image Value and Loyalty

The test results showed that image value as the independent variable and emotional value as the dependent variable, image value can significantly predict emotional value ($p < 0.01$); with image value as the independent variable and loyalty as the dependent variable, image value can significantly predict loyalty ($p < 0.01$); adding emotional value to the above model, the results showed that the effect of image value on loyalty decreases and is significant ($p < 0.01$); this result indicates that image value not only affects loyalty directly, but also affects loyalty indirectly through emotional value.

In summary, a table of hypothesis testing results and a final model diagram can be derived as follows.

Table 3. Final testing results

H1b	The perceived quality value of Perfect Diary consumers has a significant positive effect on emotional value.	Yes
H2a	The perceived hedonic value of Perfect Diary consumers has a significant positive effect on loyalty.	No
H2b	The perceived hedonic value of Perfect Diary consumers has a significant positive effect on emotional value.	Yes
H3a	The perceived social value of Perfect Diary consumers has a significant positive effect on loyalty.	Yes
H3b	The perceived social value of Perfect Diary consumers has a significant positive impact on emotional value.	Yes
H4a	The perceived image value of Perfect Diary consumers has a significant positive effect on loyalty.	Yes
H4b	The perceived image value of Perfect Diary consumers has a significant positive impact on the emotional value.	Yes
H5	The perceived emotional value of Perfect Diary consumers has a significant positive effect on loyalty.	Yes
H6	The emotional value of Perfect Diary consumers mediates between quality value, social value, hedonic value, image value, Part cultural value and loyalty.	

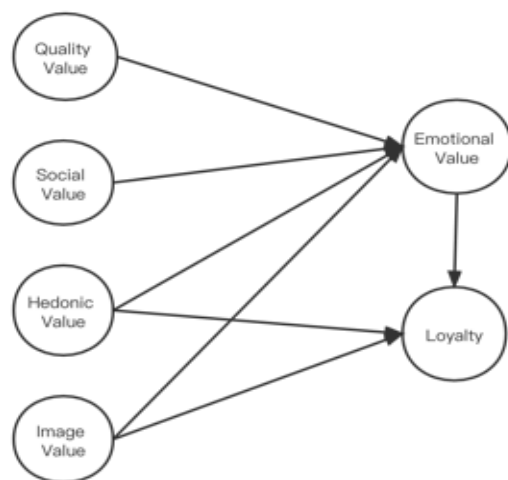


Figure 4 Final model.

3. CONCLUSION

In order to increase consumer loyalty, the following recommendations are made based on the research.

First, in terms of brand loyalty building, Perfect Diary should invest more in product quality to improve the perceived quality value of consumers; Perfect Diary should pay attention to improving marketing quality and conveying brand image and culture in marketing advertising.

Second, Perfect Diary should pay close attention to potential lost loyal customers and pay attention to the risk of reduced loyalty caused by non-explosive products; create situational product segmentation according to customer characteristics and product consumption habits through differentiated customer segmentation; guide consumers to discover their own needs through new

media, spokesperson effect, product co-branding, etc.; combine with the potential demand of college students who want to convey a mature image and launch The brand optimization strategy of "Office Lady" was launched in conjunction with the potential demand of college students to convey a mature image.

Third, based on the brand life cycle theory, we summarize the successful experience of Perfect Diary, marketing innovation and product innovation in the gestation period, building momentum in the infancy period, and user stickiness and brand loyalty in the growth period. Currently, in the transition phase between the growth and maturity stages, Perfect Diary should transform and innovate in time.

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