



Discussing the Application of 4Is Principle Under the Context of China—with Perfect Diary as an Example

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Abstract. Internet development has allowed the e-commerce industry to grow and consumers to fulfill their wants through online shopping. However, as more and more information is available online, companies must differentiate from others. Integrated communication marketing (IMC) allows businesses to transmit unified customer-centric messages through levels of channels to touch different customer segments. This article will discuss the IMC concept under the context of the internet by using the 4Is principle: interesting, interaction, interest, and individuality through the example of Perfect Diary. Perfect Diary, founded in 2017, is a domestic cosmetics company targeted at the young generation who became the top seller in the “double eleven” in three years. Perfect Diary used to be an internet company and then transformed into e-commerce, which understands how to take advantage of the internet. Through exploring Perfect Diary’s public and private traffic, the 4Is principle was achieved. By investigating the effort that Perfect Diary allocates, other domestic companies could catch the pace of having a customer-centric message and boost their sales effectively. In summary, the communication strategy that Perfect Diary utilized matched the 4Is principle perfectly: by integrating the hot topics with its products through interesting tweets like ASMR, painting, tarot, and real-time campaigns, Perfect Diary engaged its customer; by satisfying both influencers and customer through PR boxes and lottery as well as the discount coupon, Perfect Diary achieve the principle of interests; by developing “AI testing” and customized offline makeup, Perfect Diary meets the need of individuality.

Keywords: internet · integrated marketing communication · 4Is · Perfect Diary

1 Introduction

The thrive of the technology era has revolutionized the growth pattern of marketing by increasing its accessibility and speed of diffusion [1]. According to the “Statistical Report on Internet Development in China,” the popularity of the internet is 73% of the total citizens, which has shown a rising trend from year to year. By 2022, there will be approximately one billion netizens in China, an increase of 42% compared to 2020 [2]. Businesses then focused more on internet communication than the traditional platform due to the beneficial return that the internet will bring. E-commerces were less

disturbed than physical stores during the pandemic of COVID-19 since they approached the concept of contactless shopping. The development of the internet makes integrated marketing possible. It enabled the exploitation of features and benefits of integrated marketing and enhanced the role of the customers in the overall marketing process. The interactive nature of the internet allows customers to be involved in the entire marketing process. This strengthens the customer's initiative to participate and their initiative to choose. Thus, online marketing requires, first and foremost, the integration of the customer into the entire marketing process, starting from their needs. In addition, there is constant interaction with the customer throughout the marketing process. Every marketing decision must be made from the consumer's point of view and not primarily from the company's point of view, as is the case in traditional marketing theory. Brands must capture their attention to stand out from the crowd. Perfect Diary, a cosmetic company that initially operated as an internet company, has demonstrated a sound understanding of the market pain point, using only three years to show itself to the whole country [3]. People always know that the success of Perfect Diary is due to its marketing in place, and as a company, it has done so, but for customers, will they accept the company's message? Previous literature has focused only on marketing from the perspective of Perfect Diary, ignoring its efforts in interactivity. As a brand that started on the internet, it knows how to reap the dividends of the network. 4Is, a new network-integrated marketing strategy, values customers as the center and helping business integrate its resource to amass customer's attention. It allows brands to analyze their appeal on the web and measure whether their marketing strategies are engaging enough for customers to receive their messages.

This article will elucidate Perfect Diary's internet performance by using 4Is: interesting, interest, interaction, and individuality to measure its effort in internet marketing. In addition, the article will use a user profile to identify Perfect Diary's target market at the beginning. Based on the above analysis and research, it is hoped to provide a reference for the internet operation of beauty cosmetics industry brands. Meanwhile, this innovative analysis method of Perfect Diary expects to bring value to relevant enterprises in the industry in formulating a customer-centric marketing strategy.

2 Analysis

2.1 User Profile

2.1.1 Target Audience

Perfect Diary targets the Z generation between 18 to 35 pursuing their beauty but hardly afford big names. According to C2CC, the Z-gen shows a higher interest in purchasing cosmetics products that occupy 60% of the consumption of cosmetics [4]. They also master internet technology, for instance, sharing, posting, and receipting information. A form of e-commerce then becomes a better way to close the distance between them. For the Z generation, they are just the time for pursuing beauty and being imbued with the curiosity to try everything; therefore, they are willing to try a new brand. Moreover, the product of big-name like YSL, Lancome, and Chanel are always addressed as noble products, which intends to say the product is expensive and usually target a higher class.

Meanwhile, traditional Chinese brands have also become known as outdated brands from the perspective of the youth. As a result, fewer cosmetics products were preferable and affordable for the youth who had less income. Perfect Diary was created to meet the Z generation's needs, emphasize cost efficiency, and grow the "she economy."

2.1.2 Customer Attitude

The changing attitude of customers benefits the development of domestic products like Perfect Diary. The Z-gen has enjoyed the prosperity of China, both from the education and economic growth, and a sense of cultural confidence has started to change their buying attitude. The reduction of xenophobia makes more people willing to buy domestic products. At the same time, customers nowadays start to realize that the products are not segmented by the country but the quality and the price. In other words, if the domestic product has a good quality, customers will accept it buy purchase.

2.1.3 Customer Behavior

Consumers are bombarded with stimuli on a daily basis [5]. In the past, the shopping experiences were only satisfied by going to the physical store, while people usually were more interested in purchasing on holidays since the discount appeared. In addition to the favorable price and coupons, people convert their buying behavior from offline shopping to online shopping, especially for the Z gens [6].

2.2 4Is Principle

4Is, as a network-integrated marketing strategy, consists of synergy, fast-spreading, well targeting, and user-centric [1]. It helps marketers to leverage their resources and takes advantage of the network, at the same time making the customers' perception as the core value. Through interesting, interests, interaction, and individuality, customers could lay down their guard of the advertisement and build an intimate relationship with the brand and its products.

2.2.1 Interesting and Interactive Activities

As the name implies, interesting requires a brand to launch entertaining activities that could attract customers to take action simultaneously. This action could be clicking in, reading closely, sharing, or subscribing, as long as the customer receives the information from the brand [7]. Z generation is usually susceptible to information: an appealing title or picture would intrigue them to act. For interaction, it aims to increase customer participation through campaigns and games, impelling customers to spread brand information in the initiative. Therefore, these customers would turn into secondary advertisers by posting user-generated content, which decreases the brand's cost in investing new KOCS. Moreover, to achieve this, a brand needs to make the campaign highly related to the current fashion so that customers would have a mood to enjoy. Since Perfect Diary targets youth, it must catch the pace of the trend to motivate customers to participate. The activities will be divided into two sections: public traffic and private traffic. Public

traffic refers to social media targeting the general public, while private traffic targets loyal customers.

Public Traffic Weibo operates as the primary communication channel between the brand and its customer, informing about the product's advertisement, interacting with fans, and announcing essential incidents. Perfect Diary now consists of 579 thousand followers with 2 million overall interaction quantity. Perfect Diary constantly touches with its fans and shares its products and values by posting daily. Since its target audience is the youth, the activities that Perfect Diary published were advancing. Moreover, to raise the interaction rate, Perfect Diary's posts are constantly voicing, which calls its fans for action, like "write down your favorite color," "what's your favorite activities in Spring," and "what is your frequently used lipstick" and so on. A good example could be tarot divination [8]. Tarot divination appears to become one of the most favorite activities among the youth, utilizing tarot to forecast life and love. Therefore, Perfect Diary created a cosmetics-related tarot with appealing language to walk in step with them: "choose and commend below your choice." The purpose of tarot activity, excepting advertising, is to give the best wish to the youth. "Fortune health," "Fortune lucky," "Fortune wealth," and "Fortune love" all consist brand's good intentions. The comments below this post were all the wishes that fans delivered, especially during the time of the exasperate pandemic, people desire to receive wishes. Thus, it caught fans' interest and psychological needs and increased interaction. More interestingly, Perfect Diary always utilizes its popular products as pigments to accomplish a painting and deliver the video online [9]. For instance, use the eyeshadow of the Discovery series to draw corresponding animals and use the lip stain to color a comic character. This activity is innovative and unprecedented among other domestic brands. Therefore, curiosity urges both fans and non-fans to take a closer look. It demonstrates the color and texture of the products and illustrates their multiple uses, giving an additional reason for purchasing.

Redbook (xiaohongshu), unlike Weibo, emphasizes giving makeup tutorials and applies the strategies of pyramid and saturation advertising to radiate on social media. Pyramid advertising refers to the different proportions of investing influencers. In this case, Perfect Diary mainly contracts the middle of the pyramid, where mostly the KOLs and KOCs have a minority of fans. Perfect Diary achieves a saturation advertisement to cooperate with 15,000 + influencers and 260,000 + relevant content posted on the Redbook [4]. Redbook users will be easier to come across the information about Perfect Diary than its competitors. Perfect Diary develops an activity called "show your orders" to increase brand recognition and motivate other-directed consumers. Until 2022, it possesses 10 thousand users to generate content with 18 million views. In this activity, customers could post the cosmetics they purchased and give comments for others to view. It then becomes a platform for users to output ideas. One typical case of interesting is the corporation with the game Honor of Kings, which comprises 200 million users and innovated four eyeshadows with the four most extraordinary beauty in the game [10]. This corporation gives Perfect Diary inspiration to send out an activity of imitation makeup. Not only the Perfect Diary's fans but the users of Honor of Kings will also be attracted by this makeup video to see how influencers use eyeshadows to achieve a transfiguration.

Private Traffic In 2019, Chinese businesses discovered the shortcut of success in building benign relationships with customers to achieve customer retention, and private traffic was more and more expansive in e-commerce. Perfect Diary first introduced its private traffic on Wechat, led by a fictional influencer—“Xiao Wanzi.” To give a unified impression of this fictitious influencer, Perfect Diary let hundred of Xiao Wanzi operate with the same profile photo and post the exact Wechat moment. They would easily add Xiao Wanzi through Perfect Diary’s official account, wherever the purchase channel the customers used, and be invited into the Wechat group [11]. In this group, the interaction becomes more accessible than the public traffic since Wechat is an indispensable tool for communicating. Xiao Wanzi and other influencers in the chat group will constantly post the product information using a genial tone that makes them like a familiar friends. In addition to the WeChat group, Perfect Diary also exploits applets, a mixture of Tmall and Redbook. In these applets, users receive the most comprehensive makeup tutorial on Perfect Diary’s products and interact with the brand through multiple activities. “Daily attendance” and “posting moments” were widely utilized to increase active users by adding benefits for free, which has a similar mechanism to Redbook.

2.2.2 Interest

Both economic and psychological interests should be satisfied when the business plans a promotion strategy, like releasing discount coupons, regular lottery, and giving samples of products. Interest would be a catalyst for purchasing behavior, helping establish a stable consumption community [12].

Discount Coupons Perfect Diary frequently releases discount coupons as a sale promotion to motivate purchasing behavior. On Taobao and Tmall, there are different levels of discount coupons for customers to use: the more they purchase, the higher the discount rate. Moreover, an extra discount coupon will be received for the customer who becomes loyal users and active in the Wechat group. Thus, discount coupons give the customer a psychological implication to purchase promptly and encourage buying behavior. Simultaneously, there is little difference in the price or promotions between Perfect Diary’s online and offline stores to ensure offline customer interest.

PR Box In addition to the strategy of attracting customers, Perfect Diary also shows its generous value toward its influencers. In April 2022, the brand sent PR boxes with its whole series of eyeshadow to its influencers, weighing 16 kg. Most influencers stated they never received the PR box with this volume and felt valued. Indeed, this enormous PR box is not purposed as used but to help spread Perfect Diary’s product and value with initiative. By using the lottery, interaction, and commenting method, the influencers could use this opportunity to consolidate their fans further while converting more people into Perfect Diary’s potential customers, a win-win situation achieved.

2.2.3 Individuality

AI Testing Individuality emphasizes respecting customers’ unique personalities by recognizing and satisfying customers’ specific needs. Perfect Diary has innovated technology in the WeChat applet, called “AI testing” it includes three main categories: the

comprehensive analysis, perceived skin-related issues, and recorded skin change. After using the AI testing to take a selfie, the software will automatically analyze it and go on to fill in the report according to these three categories. The comprehensive analysis gives a complete description of skin condition, skin complexion, and recommendations on skin problems. A heptagon is illustrated to show the skin condition visually, including pore, sensitiveness, black eye, wrinkle, blackhead, and acne. These seven perspectives will then be ranked from serious to favorable while giving closer solutions. Moreover, to increase the customer retention, this AI testing will always record the reports from users preparing for the next test.

Offline Activity In March, Perfect Diary implemented a time-limited event called “transformation” to give customized makeup offline, themed by the same style as the celebrity. In April, the birthday month of Perfect Diary, it also launches a makeup transformation event themed by birthday in April. This transformation activity encourages customers to go to the offline store and customize their makeup by using the products of Perfect Diary. In 2021, Perfect Diary launched 260 + physical stores in one and two tiered cities and hired 1196 offline makeup consultants to improve customers with their shopping experiences [13]. These makeup consultants were also Z generation. They have a better understanding of the needs and wants of the target customer and, therefore, operate with efficiency.

3 Conclusion

In conclusion, Perfect Diary frequently launch activities that could increase the touch with its customer and best fit with the 4Is principle. For interesting and interaction, Perfect Diary emphasizes pursuing hot topics, corporates with its products innovatively, and motivates customers to engage in the activities. For interest, the discount coupons frequently sent by Perfect Diary further attract its customer to take the action of purchase. In addition, the large PR boxes delivered to influencers increase its brand image to a great extent. Therefore, influencers could use this opportunity to improve the viscosity of fans while advertising Perfect Diary. By providing free customized offline makeup, Perfect Diary fulfills customers’ wants of individuality. Moreover, it also developed an “AI testing” to help customers check the condition of their skin. However, this article is limited in using quantitative data that could accurately illustrate the historical information of Perfect Diary in the performance of public and private traffic. Therefore, a visualized comparison of applying the 4Is principles could be discovered in the later article. In the future, this topic could be discussed further from customers’ perspective, for example, by designing a questionnaire to collect consumer perceptions toward the message that Perfect Diary delivered. Hence, balanced analysis from both subjective and objective aspects could be achieved.

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