



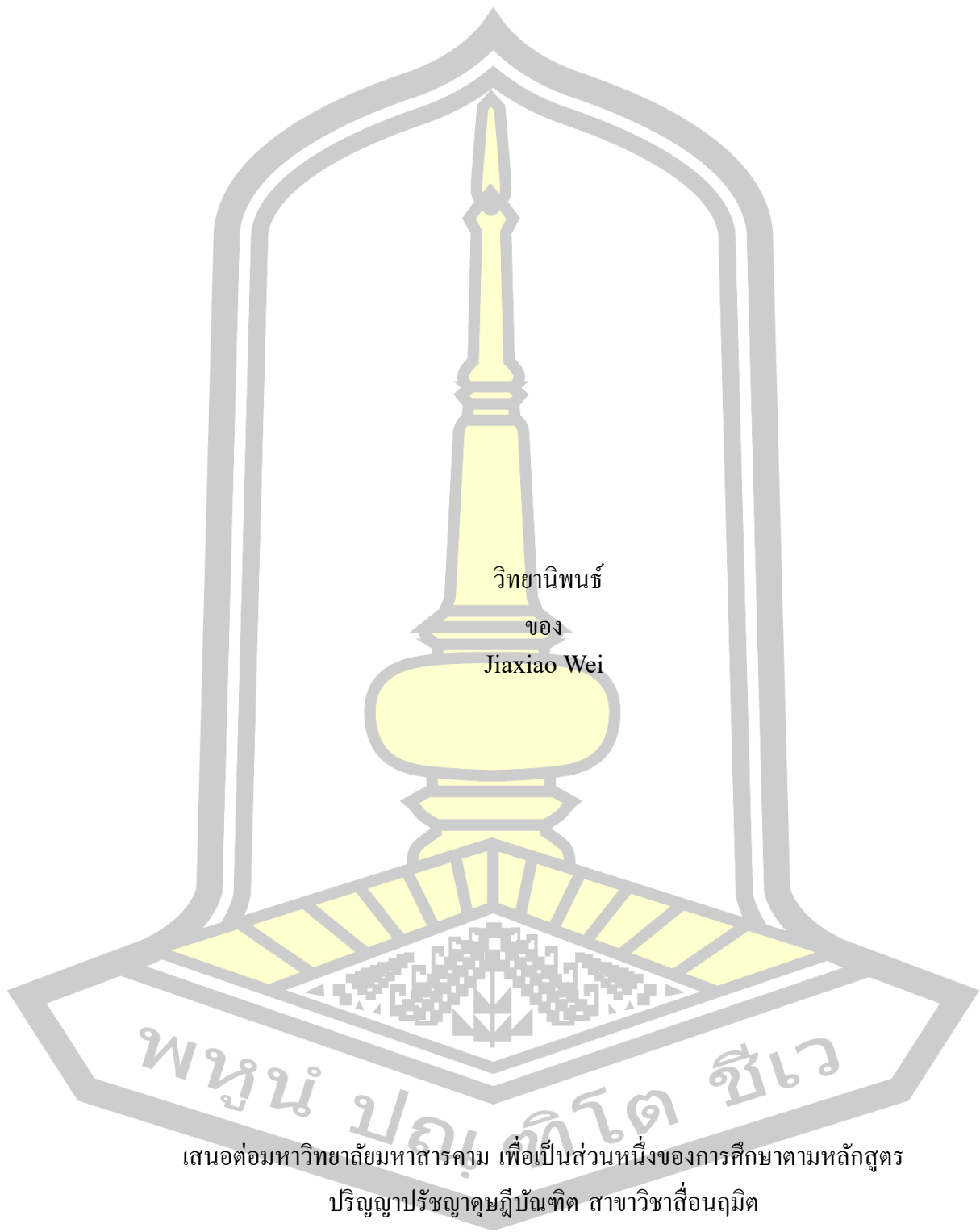
The Strategic Models of Social Media Marketing for the Brand Loyalty of Chinese
Local Cosmetic Products

Jiaxiao Wei

A Thesis Submitted in Partial Fulfillment of Requirements for
degree of Doctor of Philosophy in Creative Media

May 2025

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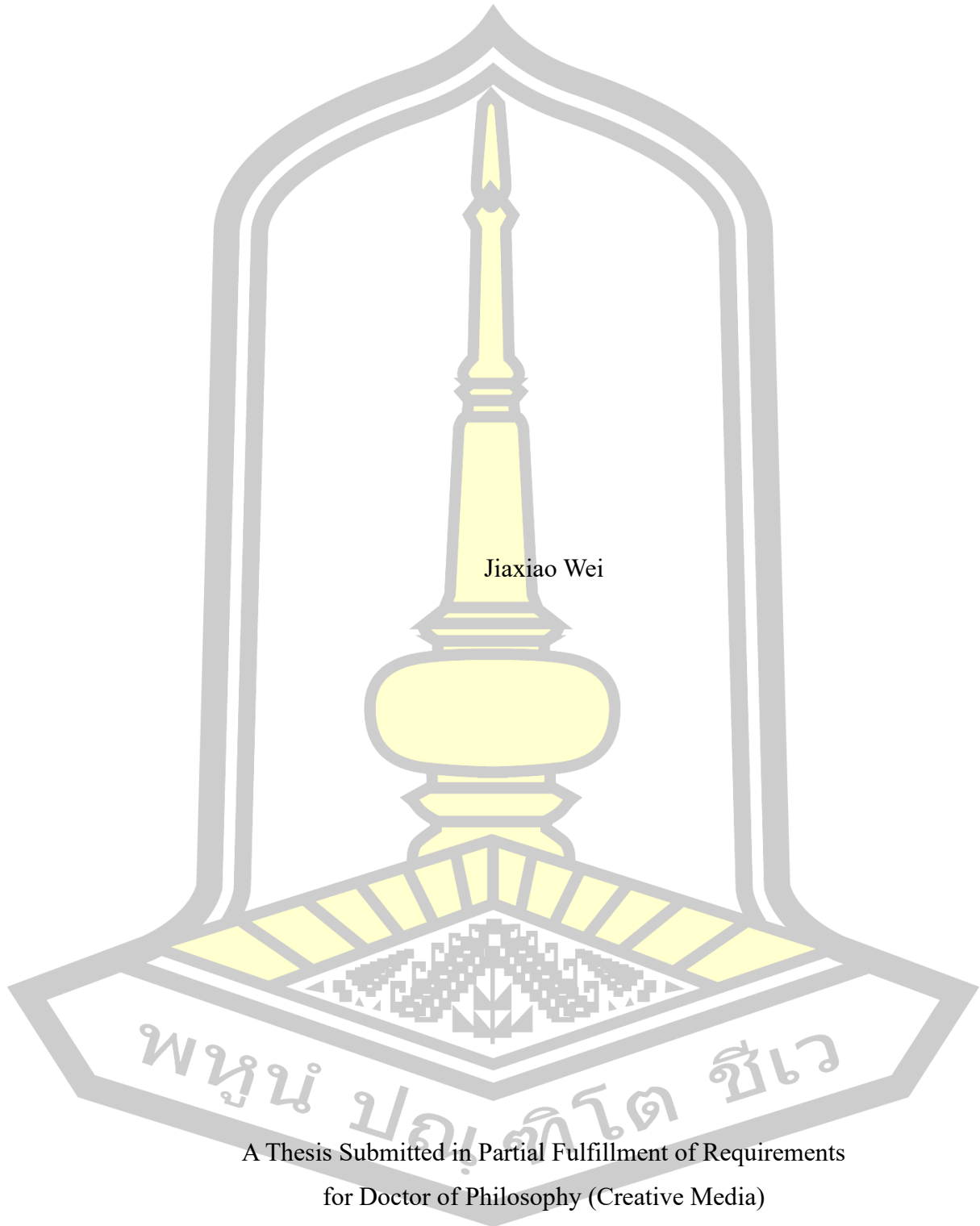
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เสนอต่อมหาวิทยาลัยมหาสารคาม เพื่อเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร
ปริญญาปรัชญาดุษฎีบัณฑิต สาขาวิชาสื่ออนฤมิต

พฤษภาคม 2568

ลิขสิทธิ์เป็นของมหาวิทยาลัยมหาสารคาม

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May 2025

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UNIVERSITY	Maharakham University	YEAR	2025

ABSTRACT

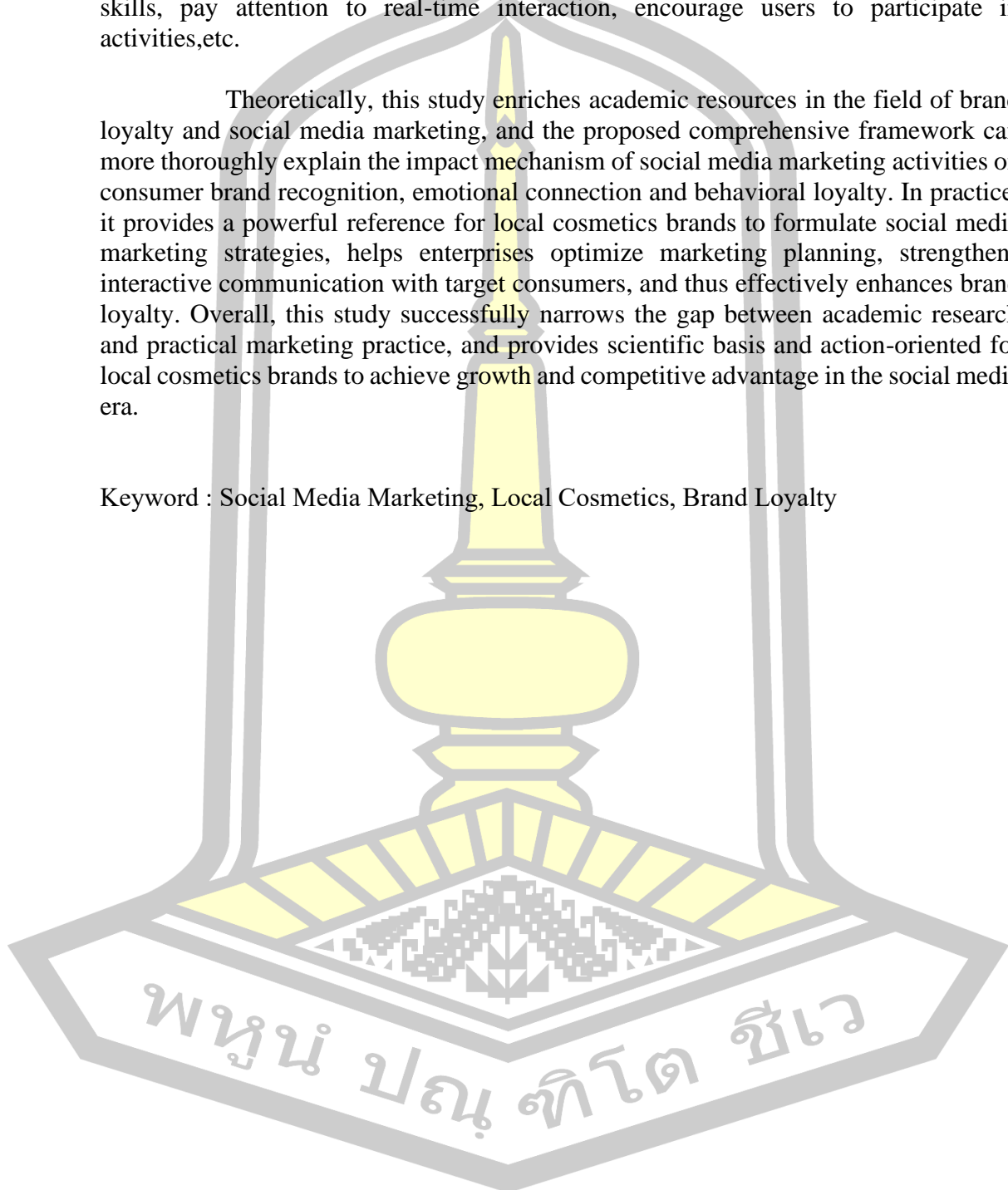
This study is devoted to exploring the factors that social media marketing factors affect the loyalty of Chinese local cosmetics brands, in-depth analysis of its internal mechanism, construction of social media marketing to enhance domestic cosmetics brand loyalty model, and verification and testing. In order to achieve this goal, this research comprehensively uses a variety of research methods. Firstly, through systematic literature review, the theory of brand loyalty and the development trend of domestic cosmetics industry are comprehensively sorted out. Secondly, with the help of questionnaire survey and scale measurement, the cognitive data and loyalty index of consumers are accurately collected. In addition, representative brand cases in the industry were selected to deeply analyze their social media marketing strategies and actual operations of loyalty building, and were supplemented by in-depth interviews to obtain professional insights. At the same time, social media analysis is carried out to gain insight into consumer perception, interaction patterns and information dissemination paths. Based on the results of qualitative research, the corresponding model is constructed, and the SPSS software is used to conduct rigorous analysis of the questionnaire data, so as to verify the reliability and effectiveness of the model. Finally, this study takes "Huajian" brand as an example to carry out the practical application and test of the model.

The key findings of this study are as follows: The study shows that the four value dimensions of corporate social media marketing content-functional information, entertainment information, interactive information and self-concept information significantly enhance brand loyalty through the mediation of brand cognitive trust and emotional trust. Specifically, functional information helps strengthen consumers' trust in brand product function and quality; entertainment information can attract consumers' attention and enhance brand exposure and appeal; interactive information improves participation and satisfaction by enhancing interaction between brands and consumers; self-concept information establishes emotional ties with consumers by conveying brand values and lifestyle, thus enhancing brand loyalty. The conclusions are as follows: first, when carrying out social media marketing, brands should pay attention to diversified content dissemination and strengthen the communication of personalized, original and emotional resonance content; Second, brands should accurately select media platforms

to realize multimedia synergy effect: brands should make full use of the advantages of the above social media platforms to carry out multi-channel advertising, and should also pay attention to the interactive characteristics and user behavior patterns of different social media platforms; Third, brands should skillfully integrate marketing skills, pay attention to real-time interaction, encourage users to participate in activities, etc.

Theoretically, this study enriches academic resources in the field of brand loyalty and social media marketing, and the proposed comprehensive framework can more thoroughly explain the impact mechanism of social media marketing activities on consumer brand recognition, emotional connection and behavioral loyalty. In practice, it provides a powerful reference for local cosmetics brands to formulate social media marketing strategies, helps enterprises optimize marketing planning, strengthens interactive communication with target consumers, and thus effectively enhances brand loyalty. Overall, this study successfully narrows the gap between academic research and practical marketing practice, and provides scientific basis and action-oriented for local cosmetics brands to achieve growth and competitive advantage in the social media era.

Keyword : Social Media Marketing, Local Cosmetics, Brand Loyalty



ACKNOWLEDGEMENTS

My doctoral studies at Mahasarakham University in Thailand have been a challenging yet rewarding experience, made possible by the invaluable support and guidance of many individuals. I am deeply grateful to them all.

I extend my sincere gratitude to my mentor, Professor Suwich Tirakoat. His selfless academic guidance and personal care have been instrumental to my growth. He patiently addressed my research questions and challenges, guiding me towards solutions with expertise, rigorous scholarship, and a true passion for learning. His insightful feedback and suggestions were crucial to the development and refinement of my doctoral thesis, enhancing its rigor and depth.

I also wish to thank the faculty of the college. Their engaging lectures and dedicated guidance broadened my understanding of my field. Their willingness to help, both in and out of the classroom, provided invaluable inspiration and support. Their profound knowledge and rich experience were a constant source of admiration and motivation.

To my fellow students at the Faculty of Informatics, thank you. Our shared experiences in Thailand fostered a supportive environment where we learned and grew together. We tackled academic challenges, shared knowledge, and overcame obstacles through mutual encouragement and camaraderie. Our friendship provided a sense of community and belonging, making my time abroad feel like home.

Finally, I express my deepest gratitude to my family. Their unwavering support and encouragement have been my constant source of strength. Through every challenge and setback, their belief in me has given me the confidence and courage to persevere. Their understanding and love have fueled my dedication to my studies and research.

Thank you, from the bottom of my heart, to everyone who has contributed to my journey at Mahasarakham University. Your support has been essential, and I will forever cherish this experience. I am committed to honoring your contributions by striving to make a positive impact in my future endeavors.

Jiaxiao Wei

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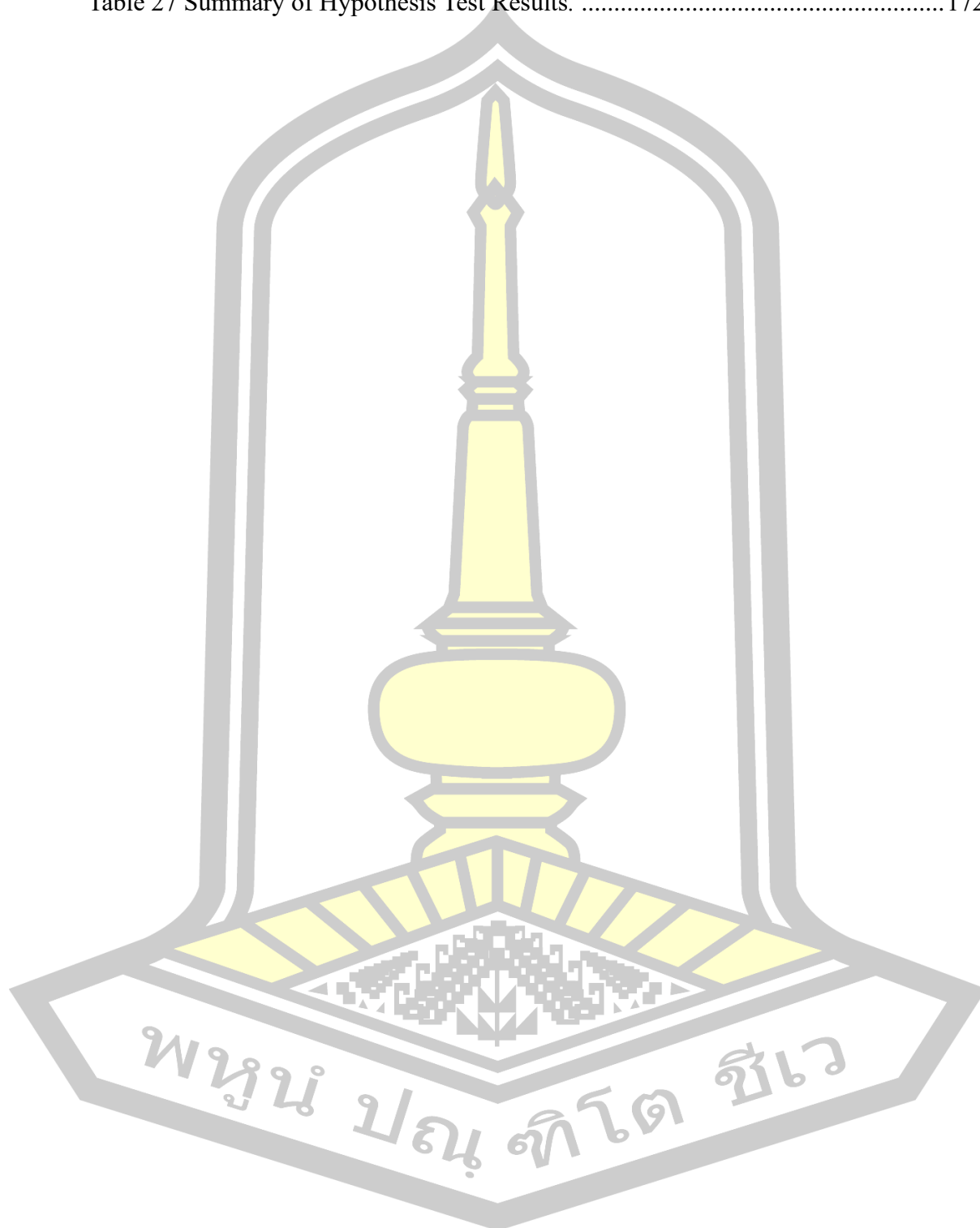
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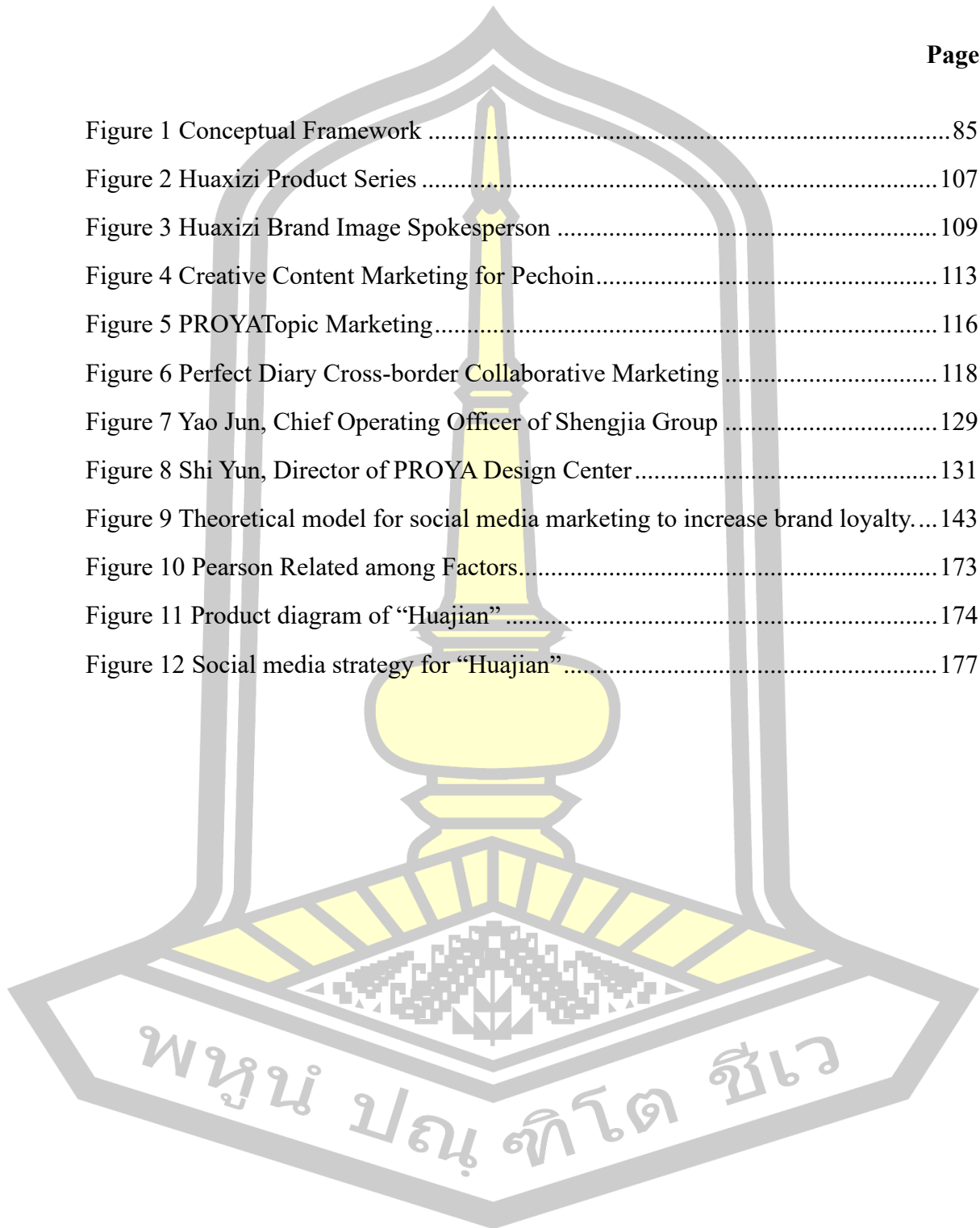
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Chapter 1

Introduction

1.1 Background of the Problems

1.1.1 The Enormous Development Potential of Chinese Local Cosmetics Industry.

As a non-essential product with personalized characteristics, cosmetics have demonstrated extraordinary market growth resilience due to their unique differentiation, high consumer loyalty, and strong pricing strategies. With the rapid growth of Chinese potential cosmetics consumer base in recent years, the widespread popularity of cosmetics concepts and the continuous upgrading of consumers' behaviors, the local cosmetics market is continuing to experience a momentum of expansion. At present, Chinese cosmetics market has ranked second in the world, thanks to the steady increase in national disposable income, aesthetic awareness and self-care concepts, the consumption level of local cosmetics continues to rise. In 2024, the market scale of China cosmetics industry exceeded one trillion yuan, and the share of local brands raised to 55.2%. This industry will undoubtedly usher in more innovative and breakthrough development and become an important force to promote economic growth (China Cosmetics News, 2025)

The Chinese cosmetics market is composed of both foreign brands and local Chinese brands. With the rise of national tide culture, local consumers' pride and national self-confidence in local culture have been significantly enhanced. This cultural renaissance, combined with the innovative marketing strategy of the new media of the Internet, has given birth to the rapid rise of local Chinese cosmetics brands such as Huaxizi. Perfect Diary and so on which have accumulated significant popularity in a short period of time and formed new highlights in the market. Despite this, there is still a lot of room for Chinese local brands to build and maintain consumer loyalty compared to foreign brands. According to the White Paper on China Beauty Industry in 2024 (2024) report, more than 90% of consumers have purchased local cosmetics, and the younger consumers choose local brands, and many consumers

emphasize that these brands have entered their sight through creative marketing, but the development of brands still needs to be precipitated.

Table 1 Annual list of cosmetic brands ranked by revenue in 2024 in China

Revenue/100 million yuan	Brand
40+	PROYA, Winona, Huaxizi
20+	HBN, Gu Yu, Chando, Pechoin, Ou Shiman, UNNY Youyi
10-20	Fuerjia, Kefumei, Runbaiyan, Quadi, Han Shu, Dr. Er, Zhiben, Ximuyuan, PMPM, RNW, Herborist, Yuze, HomeFacialPro. Marubeni, Zhuben, Perfect Diary, MAOGEPING, Kelaqi, Kazlan, Tangerine, INTO YOU, Spes, Adolf, Half Mu Flower Field
5-10	BM Muscle Activation, Yi Lian, Red Elephant, Kelijin, Mirepair, One Leaf, Rare Matter Collection, New West Mystery, Xiangyi Materia Medica, Skinbao, Yu Nifang, Fermented Color Begonia, Bai Ruimei, Ziyuan
1-5	Baizhi Extract, Youshiyan, Lan Lan, Yue Guan Yuan, Xun Hui Ji Fangli, Love Fire Little Aoting, Pico Bear

In order to consolidate and enhance their market position in the highly competitive market environment, Chinese local brands need to make more in-depth efforts in product development, quality control, brand building and customer service. By meeting the diverse needs of consumers and building strong brand loyalty, local brands will be better able to respond to the challenges of the market. Continuous innovation and brand image enhancement will be key factors for Chinese cosmetics products to occupy a more important position in the global cosmetics market (Xinhua News Agency, 2023).

1.1.2 Diversification of the Characteristics of Cosmetics Consumers

1.1.2.1 Changes in the Structure of Consumer Groups

The main driver driving the growth of Chinese local cosmetics market is the younger generation of consumers. According to Statista (2022), the 19- to 29-year-olds account for nearly 40% of the market, while the 30- to 39-year-olds contribute another 27%. Millennials and Gen Z are shaping consumer trends in China, so in order to sell to these consumers, it's crucial to understand their needs.

In addition, women have become one of the largest consumer groups in the cosmetics market, with rising income levels, strong purchasing power, and vulnerability to social media influencers and market trends; they are willing to invest in themselves and present themselves as independent. Another interesting group to

note is Chinese men, who no longer view cosmetics purchases as a woman's preserve, but actively engage in the consumption of skin care and other beauty products, thus bringing new growth points to the market.

1.1.2.2 Changes in the Consumers' Demand.

With the evolution of the times and changes in the marketing environment, consumer needs are gradually showing a trend of diversification. First of all, the need for personalization and customization is becoming more and more prominent: In the modern consumer market, consumers are increasingly seeking personalized and customized cosmetics, and they want to choose products that can accurately adapt to their skin type, color preferences, and specific use scenarios. Secondly, ingredient awareness and green consumption have become the new focus of consumption: the improvement of environmental protection and health awareness has made consumers pay more attention to the ingredient list when choosing cosmetics, and give priority to products containing natural, harmless or organic ingredients. In response to this trend, local Chinese brands not only need to pursue environmental protection and safety in product formulation, but also use renewable materials in packaging design, and meet consumers' green consumption needs by participating in and supporting environmental protection activities. Third, the integration of science and technology has become a new standard in the cosmetics industry: scientific and technological progress has made consumers have higher expectations for efficient and accurate cosmetic results. For example, the application of AI technology has made skin tone matching and intelligent product recommendation feasible. Fourth, cultural identity is shaping consumers' brand loyalty: The growth of national pride has led more and more Chinese consumers to favor local brands as an affirmation of traditional Chinese culture and modern innovation. Cultural marketing strategies on social media platforms have effectively boosted consumers' recognition of local brands. By combining traditional Chinese elements, such as Chinese herbal ingredients and classical aesthetic design, and using modern marketing methods to tell the brand story, local Chinese cosmetics brands have successfully created a unique brand image that attracts the younger generation of consumers, while also highlighting the brand's cultural heritage and innovative spirit to meet some of the specific needs of consumers. Fifth, experience and emotional connection have become the core of brand interaction: consumers are no longer simply

buying products, but are more seeking experience and emotional satisfaction in the purchase process, such as consumers are keen on interactive activities, such as online beauty tutorials, user sharing sessions, etc., because these activities not only teach product usage skills, but also build a community environment for consumers to share personal experiences and stories, thereby enhancing consumers' loyalty and activity to the brand.

1.1.2.3 The Rapid Growth of Social Media

In today's digital age, social media marketing has become an indispensable force in brand building. At present, there are various forms of social media in China, including Weibo, WeChat, Xiaohongshu, TikTok, etc. The content of various social media platforms is diverse and has obvious characteristics, Weibo is the source of social squares and hot spots, WeChat is a social connector to open up the mobile scene, TikTok information flow is looking for people to hit the hot model, Kuaishou Laotie atmosphere is more inclusive, Xiaohongshu is a grass-planting community for young people, Station B is a two-dimensional, native pan-entertainment community, and Zhihu is a knowledge-based community that connects online and offline. The specific features are shown in the table below.

Table 2 Top 6 Social Media Platforms in China in 2024

Platform	User Profile	User Count	Growth Rate
WeChat	General public, primarily used for messaging and socializing	Over 1.3 billion MAU	Stable growth, dominated the market
TikTok	Predominantly younger Users, shortvideo Sharingplatform	Over 715 million MAU	Rapid growth, rising popularity
	Mainly younger users, popular for gaming and entertainment	Over 97 million MAU	Relatively stable, declining slightly
Weibo	Broad userbase, microblogging and social networking platform	Over 586 million MAU	Slow growth, facing competition from WeChat
Bilibili	Younger users, anime, gaming, and subcultures community	Over 320 million MAU	Rapid growth, popular among Gen Z
Xiaohongshu	Younger female users, social e-commerce and lifestyle platform	Over 320 million MAU	Moderate growth

The decentralization of social media has provided a stage for emerging brands to compete on an equal footing and has broken the traditional pattern of big brands dominating the discourse in the past. Through precise targeting and user analysis, social media marketing significantly improves the return on investment (ROI) of marketing, while providing a platform for brands with unique advantages to showcase their characteristics and spread quickly. With the power of social networks, brands can achieve fission-like growth through users' social interaction and sharing and quickly gain recognition and popularity within the target circle. Local brands have shown amazing vitality in this process, and many brands have achieved leapfrog development from scratch and from small to large. The diversity of social media also allows brands to engage with consumers in richer ways, building stronger relationships. With the continuous advancement of technology and the increasing abundance of social media platforms, social media marketing will continue to play a key role in brand building. Brands need to innovate strategically, leverage data analytics to optimize marketing effectiveness, and create deep emotional connections with users through authentic, engaging content. In this way, brands can not only stand out in a competitive market but also have a presence in the global market.

In the context of social media, consumers are increasingly averse to traditional hard advertising models, and they are more inclined to reach out and learn about brands through valuable and interesting content. In the future, the comprehensive model of combining marketing, product and consumer operation is the key to optimizing marketing and sales channels for cosmetics companies. (CIC, 2023) Social media marketing has become a kind of brand communication due to its rich messaging and emotional resonance. A more popular way. However, as the social media landscape matures, brands face the challenge of choosing the right content marketing channels, formats, and content to attract and retain consumers, especially when it comes to cultivating consumer brand loyalty, and there is still a lack of a clear set of solutions. The multi-channel advertising strategy of Chinese local cosmetics brands on new media usually prioritizes platforms such as WeChat, Xiaohongshu, TikTok, Bilibili, Weibo, and Zhihu. Due to their unique user base and interactive nature, these social media platforms provide brands with the opportunity to communicate deeply with

younger consumers. Studying the marketing strategies of these platforms and how to effectively enhance brand loyalty is not only of great practical significance for the local cosmetics industry but also has theoretical value for understanding and grasping the psychological and behavioral patterns of young consumers.

To sum up, the use of social media marketing to enhance brand loyalty in Chinese local cosmetics industry is not only in line with the current situation of industry development, but also in line with the psychological and behavioral characteristics of young consumers. This type of marketing can bring brands a deeper level of user engagement and a higher sense of brand identity to stand out in a competitive market. Therefore, exploring and practicing effective social media content marketing strategies is an important topic for local Chinese cosmetics brands with both theoretical depth and practical breadth.

1.2 Objective

The objectives of this research include:

- 1) To study the factors influencing the loyalty of local cosmetics brands among young people in the context of social media.
- 2) To propose the model of social media marketing influencing young consumers' loyalty to local cosmetics brands in China.
- 3) To test the model of the influence of social media in Chinese local cosmetics industry on consumer brand loyalty.

1.3 Research Methodology

1.3.1 Population and Samples

In order to provide an in-depth analysis of the impact of social media on brand loyalty, this study will focus on four local cosmetics brands that have a significant presence in the Chinese market. These brands are Huaxizi, Perfect Diary, Pechoin, and PROYA. Their market performance not only reflects the acceptance of local cosmetics products by Chinese consumers but also demonstrates the role of social media in brand building. The reasons for choosing these four brands are as follows: As a beauty brand focusing on fast fashion, fashion and light luxury, Huaxizi adheres to the "national style" and has obvious brand positioning differences; Perfect diary focuses on KOL

marketing, small red book, micro blog are its common platforms; As an old local brand, Pechoin has attracted much attention for its brand rejuvenation strategy in recent years. PROYA is the model of local cosmetics brand in emotional marketing and topic marketing.

Considering the characteristics of the cosmetics industry, this study strives to reflect typicality and wide coverage when selecting social media platforms. Therefore, we choose four platforms, namely Weibo, WeChat, live broadcast and XiaoHongshu, as the main carriers of our research. Such selection not only ensures the representativeness of the sample, but also helps to improve the practicability and pertinence of the research. In order to ensure the rigor of the study, we also carefully screened the subjects. In this way, we expect to be able to improve the relevance and engagement of the sample, thus making the results more reliable. To achieve this, we plan to collect 500 samples, which will be distributed between the ages of 18 and 34. This age group almost covers the main force of cosmetics consumption, from teenagers to middle age, which can fully show the brand loyalty and consumption habits of different age groups.

1.3.2 Research Instrument for Data Collection.

In this study, in order to deeply analyze how social media marketing can increase brand loyalty in local cosmetics, a series of tools and instruments will be needed to collect and analyze data. The following is a list of the tools and instruments expected to be used in this study:

1) First of all, in order to study the factors affecting the loyalty of local skin care brands among young people in the context of social media, the following research tools will be used:

(1) Questionnaire survey: Questionnaire survey is the most direct method to understand consumers' loyalty to local cosmetics brands. Questionnaires were designed to collect data on young consumers' cognition, attitude, purchasing behavior and interaction on social media of specific brands. In terms of specific implementation steps, questionnaires were designed first, aiming at young people's cognition, attitude, purchasing behavior, social media interaction and other design questions on local cosmetics. Subsequent mass distribution via online platforms or social media channels

to collect sufficient data; Finally, the collected data were analyzed to understand the youth's loyalty to local cosmetics brands and its influencing factors.

(2) Social media analysis tools: By using professional social media analysis tools, relevant content on social media platforms can be analyzed to understand the discussion, brand image and word of mouth of local cosmetics among young people. In the concrete implementation step 3, first choose the appropriate social media analysis tools, such as Google Analytics; Secondly, set key words and screening conditions to collect relevant data about local cosmetics; Then, the collected data were analyzed to understand the views, attitudes and behaviors of young people on local cosmetics.

(3) In-depth interview: In-depth interview is a method to deeply understand the inner thoughts and behavioral motivations of the interviewees. Through one-on-one or group interviews with young consumers, we can deeply understand their emotional connection to local cosmetics brands, brand value recognition and other aspects of information. A certain number of young consumers were selected as interview subjects, and the interview outline was designed, covering questions about brand cognition, emotional connection and brand value recognition of local cosmetics. Conduct interviews and record respondents' answers for subsequent analysis and generalization.

2) Secondly, in order to propose a model of how social media marketing affects young people's loyalty to local cosmetics brands, the following tools will be used:

(1) Text analysis tools: text analysis tools (such as NLTK, TextBlob, etc.) will be used to conduct sentiment analysis on comments and discussions to understand young consumers' emotional attitudes toward brands. At the same time, the main topics and trends are identified through topic modeling or keyword extraction.

(2) Social media monitoring tools: Social media monitoring tools (such as Brand watch, Mention, etc.) are used to track the performance of local cosmetics brands on social media and understand the brand voice volume and interaction trends.

(3) Data visualization tools: Use such as Tableau, Power BI, etc., to create graphs, tables, etc., and present the data in an intuitive way. These visualizations can help us better understand the loyalty of young consumers to local cosmetics brands, so as to build corresponding models.

1.3.3 Data Collection Methods

This study will use a variety of research methods to explore how social media marketing can enhance brand loyalty in local cosmetics. Firstly, through a literature review, we will deeply understand the theoretical background of brand loyalty and the current situation of the local cosmetics industry. Then, quantitative research methods such as questionnaires and scale measurements were used to collect consumers' perception and loyalty data on local cosmetics brands. At the same time, qualitative research methods such as interviews and focus groups were used to obtain insights from consumers, brand managers, and industry experts on brand loyalty and social media marketing strategies.

In addition, this study will also conduct social media analysis, including content analysis and social network analysis, to reveal consumers' perception and interaction patterns with brands, as well as the communication path and influence of brand messages. An in-depth analysis of the social media strategies and brand loyalty building practices of representative local cosmetics brands through case studies. The observation method will help to better understand consumers' online behavior. Finally, if possible, the experimental design will be used to test the impact of different social media marketing strategies on brand loyalty, providing an empirical basis for developing effective marketing strategies.

1.3.4 Data Analysis and Expected Results

1.3.4.1 Data Analysis

In the process of data analysis, this study uses a variety of methods to ensure the reliability of data and the validity of analysis. First, consistency tests were conducted on the questionnaire as a whole and each dimension by Cronbach's alpha coefficient to evaluate the reliability of the measurement instrument. Then, exploratory factor analysis (EFA) was used to verify the validity of the questionnaire, KMO and Bartlett sphere tests were used to determine whether the data were suitable for factor analysis, and factor eigenvalues and factor loads of items were further tested. In addition, path analysis and multiple regression analysis were used to test hypotheses and reveal complex relationships among variables. Finally, goodness-of-

fit test and discriminant validity analysis were used to evaluate the fit between theoretical model and actual data and the independence of each latent variable. The comprehensive application of these methods provides solid data support for the study and ensures the accuracy and scientific of the analysis results.

1.3.4.2 Expected Results

1) Enhance brand competitiveness: Through effective social media marketing strategies, brands are able to better communicate and interact with target consumers, thereby establishing deeper connections. This helps some local cosmetics brands to highlight their uniqueness among many competitors, enhance consumers' brand identity, and improve market competitiveness.

2) Enhance consumer engagement: Social media provides various forms of content and interaction, such as topic discussion, user-generated content, live interaction, etc., which can increase consumer engagement. A high level of participation can not only deepen consumers' memories of the brand, but also promote word of mouth and expand brand influence.

3) Optimize marketing effect: Through the study of strategy model, brands can more accurately locate target consumer groups and design marketing activities that are more in line with consumer preferences and needs. This kind of targeted marketing can improve the conversion rate of advertising, reduce resource waste, and improve marketing efficiency.

4) Strengthen brand loyalty: Positive interactions on social media will directly affect consumers' brand loyalty. Through the systematic strategy model, the brand can identify and cultivate potential loyal customers and turn these potential customers into long-term loyal customers through continuous interaction and maintenance.

1.4 Scope of Research/Limitations

This study aims to explore how social media marketing can enhance brand loyalty in local cosmetics. The scope of the study will focus on the following aspects:

(1) Social media marketing strategies: The research will analyze the current marketing strategies implemented by local cosmetics brands on social media,

including but not limited to content marketing, influencer marketing, community marketing, advertising, etc.

(2) Brand loyalty construction: The research will explore the constituent elements of brand loyalty, such as brand awareness, brand image, Customer satisfaction, customer trust, and emotional attachment, and analyze how these factors are enhanced through social media marketing.

(3) Consumer behavior: The study will examine consumer behavior patterns on social media platforms, including information search, product reviews, purchase decisions, brand interactions, and how these behaviors affect brand loyalty.

(4) Case Study: Identify effective practices and strategies in social media marketing through the analysis of successful local cosmetics brand cases.

(5) Data collection and analysis: The research will use quantitative and qualitative research methods, including questionnaires, in-depth interviews, content analysis, and social media data analysis, to obtain empirical research results.

However, there are certain limitations to research. Due to resource and time constraints, the study may not cover all local cosmetics brands, so there may be bias in the selection of samples, affecting the universality and applicability of the study. With the large number of social media platforms and the emergence of new ones, the study may not cover all relevant platforms and therefore the findings may not be applicable to all social media contexts; Consumer behavior is influenced by a variety of factors, including personal preferences, cultural background, market trends, etc., and it may be difficult for research to fully consider all of them. With the rapid evolution of communication technology and marketing tools, the findings in research can quickly become obsolete and need to be continuously updated to remain relevant, Complexity of causality. The relationship between social media marketing and brand loyalty can be complex, and it can be difficult to accurately define causation in research. When conducting social media data analysis, user privacy and data protection issues may be encountered, which may limit the access and use of data.

In summary, this study will fully consider the above limitations and explore the strategies and effects of social media marketing on enhancing brand loyalty of local cosmetics brands as comprehensively as possible.

1.5 Importance/Benefit of Research

This research focuses on the strategy of social media marketing in enhancing brand loyalty of local cosmetics, which has important theoretical and practical implications:

First of all, from the point of view of theoretical contributions, this study will enrich academic literature on brand loyalty and social media marketing, especially in the context of the local cosmetics industry. Through in-depth analysis, this study will provide a comprehensive framework to explain how social media marketing campaigns impact consumers' brand perception, emotional connection, and behavioral loyalty. The research will also explore new trends and drivers of consumer behavior in the social media environment and provide new perspectives and hypotheses for the development of theories related to brand loyalty.

Secondly, from the point of view of practical value, For local cosmetics brands, this study will provide specific social media marketing strategies to help brands optimize their marketing plans and enhance engagement with target consumers, thereby increasing brand loyalty. By analyzing which social media marketing methods are most effective, brands can allocate resources more accurately, improving marketing efficiency and ROI. The results of this study will help local cosmetics brands to consolidate their market position in a highly competitive market environment and resist the market pressure of international brands.

Again, in terms of economic and social impact, In the era of globalization and digitalization, social media has become a key channel to connect brands and consumers. In addition, with the improvement of consumers' awareness of the quality of local cosmetics, enhancing brand loyalty through effective social media marketing strategies will directly affect the healthy development of the local cosmetics industry and the improvement of national brand image.

Finally, from an innovative point of view, this study will employ a variety of data collection methods and analysis techniques, including advanced statistical methods such as structural equation modeling, to comprehensively examine the impact of social media marketing strategies on brand loyalty, which is relatively rare in existing studies. The research will propose new theoretical concepts and marketing models,

which may lead to new trends in the field of social media marketing for local cosmetics brands.

Overall, this study aims to bridge the gap between academic research and actual marketing practice, and provide a scientific basis and action guide for local cosmetics brands seeking growth and competitive advantage in the era of social media.

1.6 Definition of Terms

1.6.1 Chinese local cosmetic products: The definition of cosmetics is slightly different, but the basic meaning is basically the same: cosmetics are substances and preparations used on the surface of the human skin to modify and improve the appearance. In 1989, Chinese "Regulations on the Hygiene Supervision of Cosmetics" defined it as a daily chemical industrial product that is spread on any part of the human surface (skin, hair, nails, lips, etc.) by rubbing, spraying or other similar methods to achieve the purpose of cleaning, eliminating bad odors, skin care, beauty and modification. Local production is relative to international brands, which means that the products are produced by the country and belong to the holding, production and operation of Chinese enterprises, that is, the ownership of the brand belongs to China. Cosmetics belong to the branch of the daily chemical industry, which can be classified according to different criteria. Among them, according to their functions, they can be classified as: "ordinary cosmetics" and "special cosmetics", and this paper mainly studies ordinary cosmetics, mainly including makeup and skin care products (Cao Ping, 2022).

1.6.2 Marketing Strategy Model: A marketing strategy model is a collection of concepts, strategies, and tools designed to help businesses plan and execute their marketing campaigns. These models are often based on theoretical frameworks, market research, and consumer behavior analysis to provide a systematic approach to understanding and meeting market needs in order to achieve a company's marketing goals. It usually includes strategic framework, decision support, systematic approach, etc.

1.6.3 Social Media Marketing: Social media marketing is a core branch of modern digital marketing, which involves developing and executing marketing strategies on various social media platforms to achieve specific brand goals. These

platforms include Facebook, Xiaohongshu, WeChat, Weibo, etc., each of which has different user groups and functional characteristics, so that marketers can choose the right platform according to different target audiences and marketing purposes. The key to social media marketing is the creation and sharing of valuable and engaging content, which can be in text, pictures, video or audio formats, designed to spark users' interest and encourage them to interact with the content. This interaction can take the form of likes, comments, retweets or clicking on links, and effective content encourages users to spread information spontaneously, thereby expanding the influence of the brand and increasing the awareness of the product or service.

1.6.4 Brand Trust: Brand trust refers to consumers' trust and recognition of a brand. It is an emotional attitude based on brand image, brand reputation and brand behavior. Brand trust includes cognitive trust and emotional trust. Brand trust can influence consumers' purchase decisions and brand loyalty, which is very important for enterprises.

1.6.5 Brand loyalty: Brand loyalty refers to the continuous and stable preference and re-purchase behavior of consumers for a certain brand, which reflects the strength of the relationship between consumers and brands. Specifically, when a consumer has developed trust, satisfaction, and a positive emotional connection with a brand, they tend to make repeated purchases of that brand's products or services and remain loyal to the original brand when competing brands emerge. Brand loyalty includes not only the behavioral level of repeated purchases, but also the psychological level of commitment and recommendation. This means that loyal customers will not only buy back on their own, but may also recommend to others through word of mouth, bringing new customers to the brand.

1.6.6 Social Media Marketing Factors

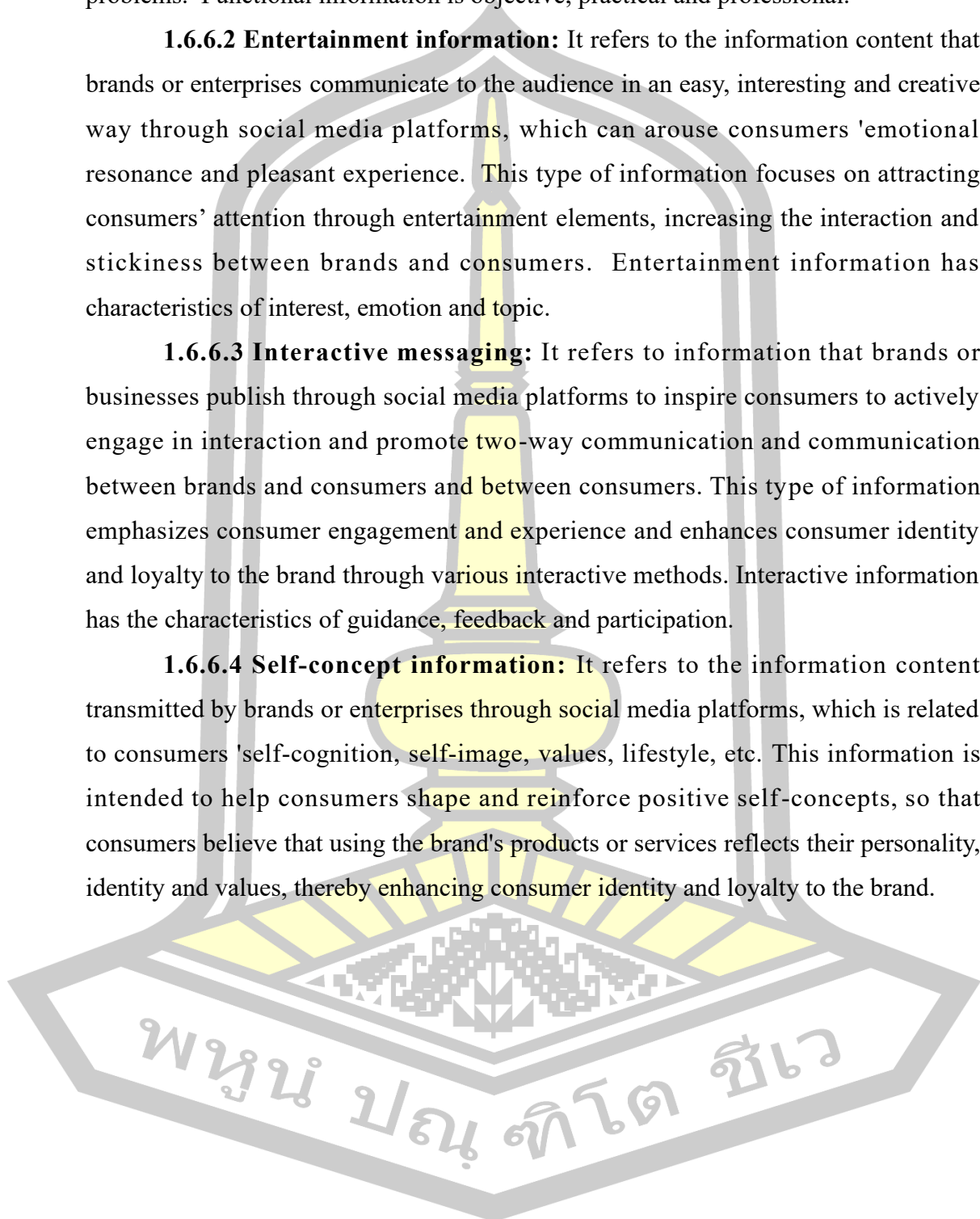
1.6.6.1 Functional information: It refers to the information content directly related to the actual functions, characteristics, use methods, performance parameters and quality assurance of products or services transmitted by brands or enterprises to target audiences through social media platforms. This information is intended to satisfy consumers' basic cognitive needs for a product or service, helping consumers

understand how the product or service meets their specific needs and solves practical problems. Functional information is objective, practical and professional.

1.6.6.2 Entertainment information: It refers to the information content that brands or enterprises communicate to the audience in an easy, interesting and creative way through social media platforms, which can arouse consumers' emotional resonance and pleasant experience. This type of information focuses on attracting consumers' attention through entertainment elements, increasing the interaction and stickiness between brands and consumers. Entertainment information has characteristics of interest, emotion and topic.

1.6.6.3 Interactive messaging: It refers to information that brands or businesses publish through social media platforms to inspire consumers to actively engage in interaction and promote two-way communication and communication between brands and consumers and between consumers. This type of information emphasizes consumer engagement and experience and enhances consumer identity and loyalty to the brand through various interactive methods. Interactive information has the characteristics of guidance, feedback and participation.

1.6.6.4 Self-concept information: It refers to the information content transmitted by brands or enterprises through social media platforms, which is related to consumers' self-cognition, self-image, values, lifestyle, etc. This information is intended to help consumers shape and reinforce positive self-concepts, so that consumers believe that using the brand's products or services reflects their personality, identity and values, thereby enhancing consumer identity and loyalty to the brand.



Chapter 2

Review of the Literature

The purpose of this research was to design and pilot a social media marketing strategy for building loyalty to local cosmetic products. To create understanding related to the above objectives. The researcher therefore studied the following contents:

- 1) Social Media and Its Application
- 2) Marketing Strategy
- 3) Principles and Theories of Brand Loyalty
- 4) The Current State of Chinese Local Cosmetic Products
- 5) Research Related
- 6) Research Conceptual Framework

As the following details:

2.1 Social Media and Its Application

2.1.1 The Concept and Classification of Social Media

Social media is a network platform and application based on Web2.0 technology that allows users to create personal profiles, generate personalized content, share and disseminate information. Because social media has both media and social attributes, their emergence has made people's information acquisition and communication methods have undergone significant changes. The media attributes of social media are mainly reflected in user-generated content (UGC), that is, the content in social media (such as status, blog, photos, videos, etc.) is original or copied by social media users, and can be shared and disseminated through social media. The social attributes of social media are mainly reflected in the user connection relationship, that is, social media is user-centered and relies on the connection relationship established between users to carry out online social communication, sharing and dissemination of UGC. Kaplan and Hacnlein used media richness (low/medium/high) to reflect the strength of social media attributes, and self-presentation (low/high) to reflect the strength of social media attributes.

In CIC (2022), Kantar Media summarized the development of social media. According to the core values of each social media platform, the current local social media was divided into two categories: core and derivative from two perspectives: content information sharing and social relationship strengthening. (1) The main features of core social media are that users use core social media platforms for communication, interaction and information sharing, including instant messaging, making friends, interest and news sharing, for the purpose of strengthening interpersonal relationships; Typical local core social media representatives are: QQ, post bar, Sina Weibo, WeChat and so on. (2) The derivative social media platform mainly relies on the content information created by users for the purpose of obtaining traffic, and users obtain personalized information from the derivative social media platform to assist decision-making, including e-commerce shopping, knowledge information, video and audio entertainment, online games, etc.; Representative of local typical derivative social media platforms are: Taobao, Zhihu, XiaoHongshu, TikTok, Bilibili website.

2.1.2 Applied Research on Social Media

With the development of technology, social media in various forms and platforms has gradually become a necessity in daily life. The information of social media has also changed from a small-scale sharing to the connection of one or more platforms, which is also more convenient to penetrate into the public's life, behavior, entertainment and other social activities. As a result, social media has also been given new possibilities, such as business marketing, public opinion influence, cultural discussions, etc. In essence, they all provide new communication "bonds" between individuals or groups with different identities, statuses, and cultural environments, and also provide more complex information dissemination media. At present, the applied research on social media mainly focuses on the following three aspects:

2.1.2.1 Research on the Communication Effect of Social Media

(1) Research on the Communication Effect of Social Media

Western scholars' research on the effect of media communication is mainly to determine some evaluation angles or aspects. Chris Murdo (2009) studied the evaluation of social media in terms of marketing effectiveness, and he pointed out that a combination of qualitative and quantitative methods should be adopted, while

Hoffman et al. (2010) divided social media into various types of websites or platforms, and proposed evaluation dimensions for different marketing objectives. Akshay Javal et al. (2013) found that there are significant differences in the breadth and intensity of dissemination of different types of information such as personal daily affairs and practical information sharing among users in the online environment. Suh B et al. (2010) have found that the length of posts, the type of message, and the form of presentation all have an impact on the dissemination of information. Individual heterogeneity and social environment are often important factors influencing information dissemination, and researchers have taken these factors into account to further study information dissemination. Iribarren et al. (2009) conducted a large-scale e-mail forwarding experiment and found that heterogeneity in individual reaction time to message forwarding can have an important impact on information dissemination. Lribarren et al. (2009) discussed the effects of individual memory and social reinforcement on information dissemination, showing that the above factors are more conducive to information dissemination in a small network than in a random large network. Myers et al. (2012) found that external factors account for about 30% of the influence in a study conducted on Twitter. Nemat zadeh et al. (2014) discussed the impact of social reinforcement on information dissemination in complex networks with community structures, and pointed out that the appropriate amount of community structure can promote the global dissemination of information under the effect of social reinforcement. Based on the analysis of a large number of Facebook data, Vicario et al. constructed a data-driven rumor propagation model, and further found that homogeneity and echo chamber effect are two important factors driving rumor propagation. 30 There are also some foreign scholars who have studied the relationship between media communication effect and brand marketing. Bruno (2016) studied the perception of social media communication effect in different industries (a total of 60 brands) with some Facebook users as the survey subjects, and studied the effect of communication effect on brand marketing. The survey results show that the communication effect of social media used by users has a positive impact on brand image and tonal recognition. Merve Genc & Burcu Oksiiz (2016) used the collaboration between beauty brands and Youtubers as a research starting point to analyze the impact of users' positive and negative propensity to evaluate bloggers on

the intensity of their willingness to buy the brand, and conducted an in-depth study on whether the beauty videos posted by bloggers encourage users to buy products of such brands. Handley (2011) believes that brand marketing should focus on content in the media age, content is an important strategy that brands should pay attention to, how to produce specific content, information structure and expression form will also have different impacts on the audience. Jeon et al. (2019) found that the number of posts in social media has an impact on marketing effectiveness, and they believe that online word-of-mouth and price have an impact on the number of products sold. It can be seen that there is a great relationship between media communication effect and brand marketing, and well-produced content and appropriate communication methods will enhance the communication effect, which in turn will benefit the brand image.

Scholars in China believe that communication effect is a relatively abstract concept, and one perspective believes that communication effect refers to some corresponding changes in the audience's attitude and behavior towards themselves after receiving information; Another perspective is that the communication effect is the degree to which the communication goal is achieved. The research on communication effect evaluation can be viewed from two aspects: the evaluation of communication effect based on objective data. The research method is generally based on the research of relevant literature, combined with communication theory or media research methods, selecting the data that can be obtained from an objective perspective, designing the corresponding index evaluation system, testing the indicators in principle, and then selecting case objects for analysis and evaluating the communication effect. Xie Huwei et al. (2019) pointed out that information disseminators, information dissemination channels, and information recipients are the critical paths, and studied the communication effect of WeChat and Weibo media by obtaining objective monitoring data such as the number of fans, likes, retweets, comments, and postings, and combined with the index system. Qin Haibo (2020) established a microblog matrix according to the characteristics of microblog communication, constructed an objective information such as basic attributes, interactivity, content theme, and strategic positioning as indicators, and analyzed and discussed the optimization path of government microblog operation through the case comparison method. Chen Wei et al. (2020) constructed an evaluation system

containing 3 first-level indicators and 9 second-level indicators based on the communication characteristics and channels of social media, and the data indicators included the number of downloads, website scale, number of publications, reading speed and other objective data that can be obtained in the background of the website, and combined the objective data with the evaluation from the perspective of the user's subjective evaluation. Li Yu (2021) combined the characteristics of microblog in public information dissemination under the guidance of the theory of new communication mode, combined with the subjective perspective judgment and objective data to construct an evaluation index system, in addition to the data that can be directly obtained by the front-end, added the user's evaluation of the use experience of microblogging, proving that the established index system is suitable for three types of microblog subjects such as government affairs, media and self-media to evaluate the communication effect (Li Yu, 2021). Liu Hao (2021) added the evaluation index of user loyalty on the basis of objectively available front-end data, combined qualitative indicators with quantitative indicators, and believed that the evaluation of social media influence should not only refer to the data available through tools, but also analyze users' feelings and cognitions of media use behavior. According to the theory of group dynamics, Li Wen (2021) studied the communication effect of social media from the five dimensions of coverage, interaction, cognition, satisfaction, and loyalty, and believed that the communication mode of social media is "viral", which leads to more information being seen by users, so increasing the influence evaluation of social user behavior can make the communication evaluation index system more perfect. Chen Guoqiong constructed a set of data index system to evaluate the effect of network positive energy information dissemination, and constructed three first-level indicators of cognition, attitude, and behavior and eight second-level indicators of content cognition, platform cognition, media cognition, emotional intensity, trust, liking, network behavior, and real behavior. Yin Jiaqi (2023) pointed out in detail that the measurement indicators of social media influence include the number of users (such as the number of followers, followers, and friends), the engagement indicators (such as the number of likes, comments, and retweets), the influence indicators (such as user influence scores, account verification status), the topic popularity indicators (such as the number of discussions, the frequency of hashtag use), and the communication

effect indicators (such as the scope, speed, and efficiency of information dissemination). Together, these metrics form a comprehensive evaluation system that measures the effectiveness and impact of social media marketing. To sum up, the research on the communication effect of social media marketing is a multi-dimensional and multi-level field, involving a wide range of evaluation indicators and methods.

(2) Research on Factors Influencing the Communication Effect.

In addition to the evaluation of communication effect, scholars have also studied the influencing factors of communication effect. Based on empirical data, Suh et al. (2010) used principal component analysis to extract three factors that represent the influence of retweets: blogger influence, microblog content, and user characteristics. Hsiao et al. (2020) investigated the impact of social media in the fashion world and found that the inclusion of national and private fashion brands in posts can increase popularity, leading to purchase interest and brand awareness. cShane (2019) analyzed Twitter for 50 social B2B brands, looked at how social media strategies influenced online users' interactions with B2B companies, and evaluated them based on likes and retweets, and found that hashtags and text were associated with lower engagement, while embedded media such as images and videos increased engagement. Swani (2019) conducted a longitudinal content analysis by collecting 7000 tweets from Fortune 500 companies and found that B2B and B2C companies used different message prompts, links, and hashtags, B2B and B2C companies did not use hard-selling messaging strategies, and B2B companies tended to use emotional rather than functional appeals. At the level of local research in China, Chen Mengyi (2014) interprets public platforms from five levels: information publishers, communication content, public platforms, audiences and communication effects. In response to the dilemma of the development of new media such as Weibo and WeChat in government applications, Liu Lanlan (2015) also proposed to improve the operation level of social media from four aspects: communication subject, communication skills, communication content, and communication effect monitoring. Li Mingde and Gao Ru (2015) examined the construction and improvement of communication power from three dimensions: communication subject, communication skills and communication content. The study found that the content of the WeChat official account, the size of the account's fans, the menu design of the official account, and the interaction are the

keys to improving the communication power. Related studies also start from the communication subject, and prove that different communication subjects have a significant impact on the communication effect. Specifically, Zhang Yuesun and Xiao Ling's research shows that the authentication information and membership status of Weibo communication subjects have a significant impact on the dissemination of Weibo public opinion, and the factors related to the communication subject, such as the size of fans, also play a mediating role in the realization of communication effects (Zhang Yuesun,2014). Zhao Wenqing et al. (2016) analyzed the content of WeChat, and found that the release time, release order and content type of WeChat content have a significant impact on the communication effect. Liu Xiaojuan (2016) used statistical analysis methods to explore the influencing factors of the communication effect of government microblogs, and found that the topic category, originality and length of microblogs have a significant relationship with the communication effect of government microblogs. Wu Wenyong et al. used the "WeChat Communication Power Index" as the research basis to investigate the communication characteristics of official accounts with different rankings through content analysis. The study found that the top 50% of public accounts used more flexible multimedia methods and paid more attention to the decoration of published content, which also showed the important impact of communication skills on the communication effect of social media (Wu Wenyong et al., 2017). According to the results of the literature, the current research on social media mainly focuses on three types of factors: communication subject, communication content and communication skills, so the discussion in this paper will also refer to these three dimensions to construct the research framework of communication effect.

In addition, the research on the application of social media in marketing is also one of the hot topics in the current academic research. The emergence of new information production methods has gradually changed the form of media and social opinion, especially in the context of the rapid development of mobile media, which has made the dissemination of information more convenient and the stickiness of the audience further strengthened. Some scholars have explored new ideas for modern marketing in various industries based on the characteristics of social media itself. As pointed out by Si Ruo (2014), the mining and application of big data by social media

enables film promoters to have a certain understanding of the demographic characteristics, interests, and consumption characteristics of movie audiences, and makes precision marketing based on user portraits possible, and also expands unlimited creative space for the extension of the film value chain. Some scholars conduct quantitative research based on the influencing factors of marketing communication effectiveness.

2.1.2.2 Research on Social Media Marketing

The research on the application of social media in marketing is one of the hot spots in the current academic field, and it is also closely related to this paper. This section will expand in detail.

First of all, the research on the concept of social media marketing. Based on the function of social media, a new form of integrated marketing is derived, that is, social media marketing. Han(2011) emphasizes that social media relies on its power to create connections, forming a vast social network, which creates a media landscape that enables consumers to become "active participants in the media process". Verma (2012) defines social media marketing as a marketing approach that uses social media technology to easily communicate with consumers by offering lower costs, building personal relationships, and exchanging products. Tao Jian et al. (2022) defined social media marketing as a marketing method that releases relevant information such as products or services based on social media platforms, takes audience as the center, and gradually forms brand reputation and popularity through "content production and communication based on user relationship" to attract fans, and finally creates profits and value for enterprises.

Secondly, it is a study on the characteristics and functions of social media marketing. Social media platforms are recognized as one of the core arenas for brand messaging due to their interactivity, which provides a wide range of opportunities for participatory communication, collaboration, and knowledge sharing. Compared to traditional print media, television and radio, social media has an unrivaled advantage in terms of community communication capabilities. From a marketing perspective, social media is not only a marketplace, but also a dynamic and interactive environment where sellers and buyers coexist and interact through multiple channels. Companies are able to deeply integrate their products into social media, motivate customers to

transform from passive recipients to active promoters, and constantly share and retweet content on social platforms, thereby cultivating a loyal consumer base and increasing brand awareness. The functions of social media platforms have further led to the implementation of seven user functions, including identity display, dialogue and communication, content sharing, online presence, relationship building, reputation management, and community formation (Kietzmann, J.H., 2011). Different from traditional marketing methods based on celebrity endorsements and advertising, social media marketing emphasizes the value of content marketing: that is, transforming knowledgeable content related to a brand or service into meaningful information for users, attracting followers and exerting "content value", which is a key factor in marketing success (Wu Meng, 2016). Previous research has mostly focused on the design of marketing messages and content, covering the value, accessibility, content form, and emotional factors of information (Yoo J, Kim M, 2014). Stephen and Brat discuss the three main ways in which social media can facilitate the flow of information (Stephen, 2017): the first is the one-way flow of information from companies to consumers through branded posts and social media advertising (Hewett K, Rand W). Secondly, social media facilitates the return of information from consumers to companies through comments, feedback, emotional expressions, and user-generated content (Gensler S, 2013), and finally, the interaction between consumers through social media (Dessart L, Veloutsou C, Morgan, 2016). To take full advantage of social media's rich information environment and create value, businesses need to master new organizational skills, such as user engagement and data analytics (Choudhury M, 2014).

The third study focused on social media marketing effectiveness models. As businesses increasingly rely on social media platforms to communicate their brand message, such as through advertising, brand endorsements, and managing user-generated content, building a strong brand image in the minds of consumers has become a key task. Given the huge potential of social media marketing, it has become even more important to explore how to nurture the relationship between consumers and brands in the digital space (Ismail A R, 2017). The first step in solving this challenge is to understand that social media marketing effectiveness can be divided

into multiple dimensions. Scholars have constructed relevant models of effectiveness and divided them into five core dimensions: entertainment, customization, interactivity, online word-of-mouth, and trendiness (Cheung M L, 2020; Kim A J, 2010). These aspects were also specifically considered in the selection of dimensions for social media marketing.

1) Entertainment

In the world of social media marketing, entertainment refers to the content created by marketers that makes it fun and enjoyable for consumers to use social media. Through entertainment activities such as games, video sharing, and participation in contests, consumers are able to find joy on social media and are encouraged to participate in social media-based brand communities (Ashley C, & Tuten T, 2015). This type of marketing is not only able to increase consumers' goodwill towards the brand, but also enhance their purchase intent (Dessart L., 2015). Thus, in the context of social media, entertainment reflects the platform's ability to deliver engaging and stimulating content to consumers (Gallaughier J, 2010). Marketers use social media as a tool to convey happiness and satisfy consumer enjoyment, sharing photos and information about products, such as brand pages with video clips, pictures, and stories, which can effectively capture consumers' attention (Merrilees B, 2016).

2) Customization

Social media customization can be defined as the extent to which social media channels provide customized information search and customized services (Jacob I & Khanna M, 2020). A brand can always target a specific audience with a customized message on social media. Social media marketing refers to the customization of goods and information that meet consumers' personal preferences (Godey B & Manthiou A, 2016) to make customized services and information more beneficial to consumers' use of social media (Kim A J, 2012). and at the same time, it is also conducive to creating value for specific consumers or consumer groups (Zhu Y Q & Chen H-G, 2015). Customization also helps to reach the target audience, build trust in the minds of consumers, and increase their willingness to buy. For example, customization involves allowing a luxury brand's target consumers to design their own products according to their preferences, or using social media platforms to provide

customized messages and respond to consumers' personal inquiries in a timely manner, thereby increasing customer satisfaction and retaining customers. Customization describes the extent to which a service is tailored to meet individual preferences. By sending customized messages to consumers, enabling them to customize the products they purchase, they take advantage of the user's personalized message. Social media customization can be divided into user-specific messages and broadcasts based on a given message. User information is tailored to a specific user or a small subset of users, while broadcasts are sent to a specific group of interested users (Godey B & Manthiou A, 2016).

3) Interaction

Social media marketing interactivity refers to the extent to which social media platforms provide opportunities for two-way exchange of ideas and information sharing. On social media platforms, consumers can interact with brands on the one hand (Gallaugher J, 2010) and share information and exchange opinions with other consumers on the other hand (Godey B & Manthiou A, 2016). Social media can provide consumers with help and a space to discuss and exchange ideas. This allows consumers to exchange opinions on a particular product or brand with like-minded others on social media platforms, which is more effective than traditional media such as print media, television, and radio. Interactivity is a motivator for consumers to create user-generated content, while also reinforcing their attitudes towards brands and their willingness to buy. Posting information that aligns with the characteristics of the target social media user and encouraging users to discuss it can strengthen the relationship between the consumer and the brand. Therefore, encouraging social media users to participate in discussions on social media platforms is an important dimension of social media marketing.

4) Internet word-of-mouth

WOM in social media marketing refers to the communication about a product, brand, or company that potential, actual, or former consumers use a social media platform to make. The level of online WOM refers to the extent to which consumers use social media to exchange, disseminate, and upload information (Kudeshia C & Kumar A, 2017). This includes passing on information about the brand, uploading the content of the brand's page to their blog, and sharing opinions

with their other consumers (Chae et al., 2018). Due to the trustworthiness of online word-of-mouth, consumers are increasingly posting and sharing brand-related information with other social media users (friends, the public, etc.) (Cheung C M et al, 2008). Positive online word-of-mouth builds a positive perception of a brand among consumers and strengthens their willingness to buy. Conversely, negative online WOM leads to negative brand outcomes, with adverse effects on consumer trust, attitudes towards brands, and brand value (Bambauer-Sachse S, Mangold S, 2011). Gruen T W et al, 2006)

5) Trendiness

The trendiness of social media marketing refers to the degree to which a brand communicates the latest and most trendy messages. Social media provides users with up-to-date information and hot topics that are currently being discussed (Naaman M et al, 2011). At the same time, social media attracts consumers' attention by providing them with information on the latest trends. Consumers are increasingly searching for and obtaining product-related information through social media platforms, and consumers find social media more useful and timelier than using traditional channels. Consumers often turn to various forms of social media for the latest news about their brands because they perceive these communications as more credible than brand-sponsored marketing communications (Seo E-J et al., 2011). This usage can help marketers provide consumers with up-to-date information on trends and hot topics, thereby creating value for consumers by reducing information search efforts (Becker et al., 2011). Trending messages include updates on brand-related information, product reviews, and new ideas about the brand initiated by marketers and consumers, building consumers' trust in the brand and reinforcing their positive perception of the brand. Trending messages on social media cover four motivations, namely supervision, knowledge, pre-purchase information, and inspiration. Surveillance refers to the observation of updates in the social environment of a particular consumer. Knowledge refers to the information that a brand provides to consumers about its products. Pre-purchase information refers to product reviews on a brand's community that can help consumers make the right purchase decision. Finally, inspiration describes how consumers track brand-related information and get new ideas, which they consider to be a source of inspiration (Muntinga D G et al, 2011).

2.1.3 My Opinion

After an in-depth analysis of the current state of social media research, this study focuses on platforms with large user bases and strong interactive features. WeChat, Weibo, and short video platforms such as TikTok have become key social media channels for boosting loyalty among local cosmetics brands in China due to their unique features and user base.

With its powerful social features and broad user base, WeChat is suitable for building brand communities and providing personalized services. Brands can publish educational, entertaining, and interactive content through WeChat official accounts to increase user stickiness, use WeChat mini programs to provide a convenient shopping experience and increase user purchase conversion rates, conduct word-of-mouth marketing and user interaction through WeChat groups and Moments, and provide personalized consulting services through WeChat customer service functions to enhance user experience.

Weibo is an open information sharing platform, which provides a stage for brands to display their own image and values with its hot topic effect and information flow mechanism. Brands can increase brand visibility and discussion by engaging with or creating trending topics, partnering with key opinion leaders to leverage their influence to amplify brand communication, using Weibo's advertising system to target users to improve marketing efficiency, and actively responding to user comments and private messages to build a good brand image.

Short video platforms such as TikTok attract young consumers with their creative and interesting short video content, increasing the visibility and popularity of brands among young users. Brands can encourage user-generated content to increase brand exposure by launching relevant challenges and using hashtags, use live streaming to showcase and sell products for instant engagement and conversion, and encourage users to upload brand-related content and engage with them through likes, comments, and more.

When conducting the research, this study will start from the following perspectives: First, select successful brand cases through case studies and analyze their strategies and effects on various platforms. Secondly, through questionnaires, in-depth interviews and other methods, we can understand the behavior habits and

preferences of users on various platforms. Thirdly, analyze the impact of different types of content on user engagement and brand loyalty. In addition, collect and analyze key metrics such as user interaction data, conversion rates, and other metrics to evaluate marketing effectiveness. Finally, keep an eye on the latest trends and technological developments in social media to anticipate possible changes and opportunities in the future.

In Part 2.2 below, we will conduct a specific analysis of the research and citations of WeChat, Weibo, and short video platforms in conjunction with specific marketing strategies.

2.2 Marketing Strategy

The concept of marketing strategy refers to the plans, programs and specific implementation measures formulated by enterprises to achieve brand and sales goals. The core of marketing strategy is to meet customer needs, based on the prediction, analysis and judgment of market opportunities, select the appropriate target market and marketing mix to provide goods and services to achieve the goals of the enterprise. These strategies may include, but are not limited to, emotional marketing, experiential marketing, word-of-mouth marketing, and many other forms. A complete marketing strategy usually contains multiple elements such as marketing objectives, market segmentation, competitor analysis, and market trend analysis.

This part focuses on the discussion of marketing strategies, focusing on the integration of the unique attributes of many social media platforms such as short video, Weibo, WeChat, and live broadcast, and systematically organizes and analyzes the relevant research literature through the perspective of differentiation between platforms.

2.2.1 Research on Short Video Marketing

2.2.1.1 Research on the Communication Characteristics and Marketing Characteristics of Short Videos.

The main research on the communication characteristics of short videos is as follows: Yu Xiaojuan (2017) talked about the communication characteristics of short videos from three perspectives: users, communication channels and communication content in "Analysis of the Communication and Marketing Model of Short Video in

the Mobile Social Era". She believes that short video communication breaks the boundaries of identity and expands users' expressions and communication channels. In addition, the short and intuitive form of short videos is more in line with the reading mode of the fragmented era, which also gives birth to the Internet subculture. Shao Zhengfeng (2018) analyzes the characteristics of short video communication from the perspectives of culture and technology in "Analysis of the Characteristics, Challenges and Future Development Trends of TikTok Communication". He believes that short video communication has the characteristics of youth self-expression and localization in the convergence of global culture. From the perspective of short video technology, he believes that big data and algorithm recommendation technology make short video distribution have the characteristics of accurate matching, decentralization, and interactive development.

The research on the marketing characteristics of short video includes: Shan Wensheng and Li Lei (2015) put forward three advantages of short video marketing in "Research on Short Video Marketing Strategy and Value in the Mobile Internet Era". First, the social attributes of short video marketing can amplify the effect of brand communication and enhance users' brand awareness. Second, the different content structures in short video marketing can make users associate with the brand image. Third, the interaction between brands and users in short videos can enhance users' loyalty and sense of identity with the brand. Feng Lei (2016) mentioned in "Analysis of Enterprise Internet Marketing Based on UGC Short Video Model" that in short video marketing, brands can use the existing fan groups of short video KOLs to achieve fan migration. Wang Chunyang (2018) analyzes the advantages of short video marketing from the perspective of communication effect in "Research on Advertising Placement in Short Video Communication". He believes that the advantages of the scope and number of short video users can improve the scope and number of advertising audiences. In addition, the short video communication form has better audience contact quality, thus producing a better brand communication effect. Liu Huijun (2019) mentioned in "Research on the Marketing Model of Short Video Advertising Based on Collaborative Creative Theory - Taking Short Video Advertising in "TikTok" as an Example" that the monetization channels of short video platforms are more diverse, which further improves the conversion rate of short video marketing.

(3) Chen Mingming (2019) analyzed the three characteristics of short video commercial marketing in "Short Video Commercial Marketing Strategy from the Content Production Model". The first is participation, sharing, and fragmentation, the second is personalization, and the last is the return of user dominance. Fan Wen (2019) also mentioned the commercial value of short video marketing in production in "Research on the Status Quo and Development Trend of Short Video Marketing Market". Short video production cycle is short, low investment cost, compared with other advertising formats, more flexible and changeable, can adapt to the needs of different brand owners. Tian Ruiyan (2021) summarized the five characteristics of short video advertising marketing in "Research on TikTok Short Video Advertising Marketing Model". First, the weak relationship social attribute of short video enables brands to rely on KOLs to establish interactive relationships with users, second, short video marketing uses big data, intelligent algorithms and other technologies to accurately match target users, third, short video marketing has the characteristics of advertising content originality, which can dilute the sense of advertising boundary, fourth, short video marketing has the characteristics of marketing experience scenario, and fifth, the low threshold attribute of short video marketing helps users participate in short video marketing and further improve marketing effectiveness.

2.2.1.2 Research on the Main Forms of Short Video Marketing Advertising.

In the classification and definition of the main forms of short video marketing advertising, scholars have reached similar conclusions. Scholars such as Shan Wensheng, Li Lei (2015), Zhang Jing, Wang Jingdan (2020) and other scholars believe that it can be divided into the following three forms: the first is that users independently shoot short videos related to the brand, that is, user-generated short video ads, including users actively participating in the creation of brand short video ads and users imitating and shooting brand short video ads; The third is that the brand pushes short video ads on its own, which mainly displays products, and the brand can interact with users in real time.

2.2.1.3 Research on the Main Marketing Models of Short Videos.

Yu Xiaojuan (2017) mentioned three modes of short video marketing in "Analysis of the Communication and Marketing Model of Short Video in the Era of Mobile Socialization". The first is influencer marketing driven by opinion leaders,

also known as KOL (Key Opinion Leader) marketing. The second is brand marketing in cooperation with e-commerce platforms, short video platforms and e-commerce platforms cooperate to create jump channels; the third is film and television project marketing, more and more stars and filmmakers will use short videos to carry out film and television dramas, variety shows, movies and other film and television project marketing. Fan Wen (2019) summarized three business cooperation models of short video marketing in "Research on the Status Quo and Development Trend of Short Video Marketing Market". The first is the model of direct cooperation between brands and KOLs, the second is the mode of cooperation between brands and MCN (Multi-Channel Network) agencies, and the third is the cooperation between brands and short video platforms or marketing service providers. Jing Yixin and Han Qingxin (2020) mentioned two marketing models: implanted storyline mode and community topic creation mode in "The Current Situation and Future Trend of Short Video Marketing in China", Zhong Ruizhen and Tan Tian (2021) mentioned the multi-social media platform integration model, private domain traffic management model and content payment model in "Exploration of Short Video Business Marketing Model". (1) Tian Ruiyan (2021) summarized three short video advertising marketing models in "Research on TikTok Short Video Advertising Marketing Model", which are based on the "user portrait + scene experience" scenario marketing model, the relationship marketing model based on "association establishment + social interaction", and the hunger marketing model based on "curiosity + scarcity effect".

2.2.1.4 Research on Short Video Marketing Strategy.

Shan Wensheng and Li Lei (2015) put forward four short video marketing strategies based on the 4I principle of network integrated marketing (the principle of interest, the principle of interest, the principle of interaction, and the principle of individuality) in the "Research on Short Video Marketing Strategy and Value in the Mobile Internet Era": First, in the short video content, the brand should insist on both fun and practicality. The second is to organize brand-related short video creative crowdfunding. The third is to cooperate with short video experts who are consistent with the brand tonality to highlight the brand personality. Fourth, brands should maintain constant interaction with users. Chen Jingchao and Li Chujun (2017) put forward the strategy of brand short video marketing from the perspective of user

participation in "The Enlightenment of Mobile Short Video Development to Reshape the Concept of Branded Marketing". First, the main position of users should be established in brand communication, and users at different nodes should be stimulated to generate collaborative creativity, so as to form a network structure of brand communication. Second, the social nature of the Internet emphasizes that brand communication should strengthen community construction. Third, establish the marketing concept of "users are brands, brands are users", and create a more equal dialogue model. Fourth, brands should produce vertical content based on precise market segmentation, and use short video platform accounts to achieve cross-platform diversion, and at the same time, brands should promote cooperation with short video platforms to build user and product databases. Chen Mingming (2019) put forward the strategy of short video marketing for brands in "Short Video Business Marketing Strategy from the Content Production Model" from the three modes of short video content production (UGC, PUGC, PGC). First, brands should create interactive topics and guide UGC to complete content production by stimulating users' interest, second, brands can use PUGC to attract traffic and realize traffic monetization through cross-platform methods, and third, PGC should pay more attention to native advertising to make products, content and platforms more closely integrated. Zhang Jing and Wang Jingdan (2020) summarized the three marketing strategies currently adopted by brands on short video platforms, namely content marketing strategy, emotional marketing strategy and precision marketing strategy, in "Short Video Marketing Communication in the New Media Era: Taking TikTok as an Example". Le Shanghong (2020) proposed three key strategies for short video marketing in mobile scenarios in "Research on Mobile Marketing Strategies in the Short Video Era: A Case Study of Kuaishou Short Video Platform". The first is to build IP, the second is to pay attention to fan management, and the third is to use content to bring goods. Zhang Wenfa (2020) mentioned in the "Research on the Improvement Path of Short Video Brand Marketing Effect" that brands should pay attention to the cultivation of short video marketing talents and create an internal short video marketing team within the brand.

2.2.1.5 Research on Short Videos of Beauty Products.

Teng Ziqian (2019) mentioned four reasons for the popularity of beauty short videos in "Analysis of the Reasons for the Popularity of TikTok Beauty Short Videos".

First, beauty bloggers who are short video communicators often have personalized character settings and personalized video expressions to attract users' attention; Second, beauty bloggers' short video scenes are often life-oriented scenes, which can weaken the sense of boundaries of advertising, and are more like users' friends introducing their favorite products, which can enhance users' trust and intimacy; Third, the content of beauty short videos is rich and diverse, including beauty knowledge, drag videos, Fourth, the creative video shooting function provided by the short video platform realizes the innovation of short video presentation and can bring users more visual stimulation. Wang Ziyue (2020) mentioned three modes of short video marketing of beauty products from the perspective of short video content in "The Impact of Short Video Marketing on the Consumption Preference of Female College Students: A Case Study of TikTok Beauty Short Video": first, the video content is mainly based on makeup tutorials and recommends beauty products, followed by direct product recommendations by celebrities, Internet celebrities, and beauty KOLs, and finally beauty product evaluation models. In addition, she also made several suggestions for short video marketing of beauty products. First, for beauty brands, video creativity should be increased, and second, for short video platforms, video moderation and content monitoring should be strengthened. Xiang Tingying (2020) summarized the current situation and strategy of beauty short video marketing in "TikTok Short Video Beauty Advertising Marketing Strategy". She believes that at present, beauty advertising marketing is mainly divided into two types: brands buying advertising space on short video platforms, establishing their own accounts to publish short videos, and user-generated beauty short video ads. Based on this, she summarized five strategies. First, the brand assists in building KOLs; Second, focus on the quality of short video content, third, brands should increase interaction with users, fourth, make full use of the star effect, and fifth, online and offline marketing. Pang Jiamin and Chen Meiling (2021) summarized the current problems of TikTok beauty short videos in "TikTok Beauty Short Video Marketing Strategy" and put forward corresponding strategies. They believe that the current TikTok beauty video marketing has problems such as rough content quality, inaccurate price targeting, low user loyalty to the brand, and narrow marketing channels. Therefore, they put forward the 4P marketing strategy

of beauty short videos, including product strategy, price strategy, promotion strategy and channel strategy.

2.2.2 Research on WeChat Marketing.

WeChat is considered the OG of “super app,” meaning it offers a wide range of services and features within a single app. Elon Musk has expressed interest in copying this concept on to his own app, Twitter. WeChat offers a variety of features such as a PayPal-like payment system, a Medium-like blogging platform, a Steam-like game center, a Facebook-like post feature, a TikTok-like short video platform and more. It is considered as a one-stop-shop for its users. With a monthly active users of more than 1.3 billions, the app is used by almost every one in China.

2.2.2.1 Research on WeChat Public Account Marketing.

When discussing the strategy of WeChat marketing, the first concern is the construction and promotion of the brand's WeChat official account. Jin Yudong (2023) emphasizes that attractive titles, elegance of content layout, and professional optimization of images are essential to enhance the impact of official account article pushes. In addition, the authors recommend strengthening engagement with users to enhance the service experience and make it a core channel of communication between brands and consumers. Jin Dongyu also advocates the effective use of word-of-mouth marketing, with the help of the communication power of social networks to spread brand influence. At the same time, he pointed out the potential of the WeChat platform's image and video delivery capabilities, which can deliver vivid visual content and engaging product videos directly to users, greatly enriching the user experience and stimulating purchases. Guan Fengting (2019) further discussed the creative direction of the content of the official account, proposing that the content should be closely related to the life, learning and emotional needs of users, and combined with social hotspots and current events to improve the relevance and interactivity of the content push, and enhance the influence of the WeChat official account through multi-angle publicity strategies. Wang et al. (2020) discussed the rationality of the content of the operation of WeChat official accounts, emphasizing that the content should be reasonably arranged, avoid repetition, and increase interest and readability to attract readers' interest. Bao Xuemin (2020). Through the analysis of actual cases, four new insights are proposed: firstly, if the WeChat official account

increases the convenience service function, it will be more popular with users; secondly, the use of cartoon images for the personification of the official account operation can significantly improve the user's favorability; third, through the organization of online and offline activities, it can achieve more effective interaction with users and help strengthen brand publicity; finally, when disseminating public welfare content, we should choose content full of positive energy, emotion and positivity to carry out publicity. Quanpan (2020) believes that the WeChat official account should first form its own style, pay attention to emotional expression, and resonate with users with true feelings, so as to promote contact and recognition of consumer behavior and avoid a single empty marketing method. Secondly, we should pay attention to people's natural ability to receive information in the form of stories, and use interesting, high-quality and shareable stories to narrow the distance between the brand and the user's heart, and improve the user's recognition and love for the corporate brand. Finally, actively organize interactive participation activities to accumulate a mass base and enhance user stickiness.

2.2.2.2 Research on WeChat Moments Marketing.

In the study of WeChat marketing at the Moments level, scholars have put forward a variety of views and strategies. Simon Xu, Ting Liu (In 2020, the 5M paradigm of WeChat Moments marketing was proposed: first, let the target users feel that there is a living individual (Man) behind the published information; second, combine life elements with promotional content (Mix) and display them in the user's circle of friends, while always maintaining a state of making the target users feel happy (Merry); third, create or seize opportunities to have extensive interaction with target users (Mutual); finally, often share practical knowledge or valuable information that matches their own products or services (Match) to win the hearts of customers. Huang Jianwen (2021) took women's book sales as an example to explore the effect of joint marketing of WeChat Moments and WeChat official accounts. When the target user is relatively accurate, it can often achieve good promotion results. Zhao Haixia et al. (2021) studied the behavior of college students in forwarding information in Moments, and drew the enlightenment of content promotion in Moments: in the content creation of WeChat Moments, more consideration should be given to the value, interest and pertinence of content. Geng Xiaoqing (2021) believes that the

higher the quality of the Moments information released by the seller, the stronger the purchase intention of the target users. When the target user has a high level of trust in the seller and has a demand, their willingness to buy will also be correspondingly enhanced.

2.2.2.3 Research on the Influencing Factors of WeChat Marketing Purchase Decisions.

Scholars have systematically analyzed the factors influencing consumers' purchase decisions in WeChat marketing. Xu Yanhong (2021) summarized the influencing factors of WeChat marketing purchase decisions into four categories: personal factors, social factors, platform factors and marketing factors. Personal factors include gender, age and marital status, social factors include monthly consumption level, occupation and education level, and platform factors .Marketing factors include brand awareness, interactivity, perceived interest, simplicity and effectiveness, discounts, and privacy risks. Together, these factors influence consumers' purchasing decisions in the WeChat marketing environment. In addition, Lian Xiancheng and Yu Mingyang (2022) proposed that the higher the information quality of WeChat marketing content or process, the higher the user's willingness to share information, and when the quality of WeChat marketing information is higher, the user's perception of the credibility of the information will be improved, which in turn will promote the user's willingness to share information.

2.2.2.4 Research on the Evaluation of WeChat Marketing Effect.

In the research on the evaluation of WeChat marketing effect, scholars mainly focus on two key factors: one is the selection of evaluation indicators, and the other is the application of evaluation methods. The existing academic results provide a valuable reference for the evaluation of this paper.

In terms of the selection of evaluation indicators, Luo Yan (2014) pointed out that the marketing effectiveness of WeChat official accounts is affected by a variety of factors, including brand awareness, content dissemination, fan loyalty, and user base data. The user base data further covers aspects such as the number of followers, user characteristics classification, engagement and consumption conversion rate. Xue Wen (2016) suggested that the evaluation indicators should be selected from five dimensions: user attraction, brand loyalty, continuous attention, fan stickiness and

tourism product transaction volume. Fu Jing et al. (2016) advocated that from the perspective of information value, the click-through rate, reading volume, forwarding rate and collection rate of advertisements should be used as evaluation indicators, and prediction and evaluation models should be established for quantitative analysis. Ji Fang (2015) believes that the effect of WeChat marketing should be evaluated from four dimensions: the number of fans, content dissemination, platform style and marketing methods.

In the selection of evaluation methods, scholars tend to choose appropriate methods according to the characteristics of research objects and evaluation indicators. Gao Min (2016) combined the fuzzy comprehensive evaluation model, AISAS user behavior model and analytic hierarchy process to construct an interactive advertising promotion evaluation system for civil aviation enterprises from three perspectives: user experience, user attraction and loyalty. Zhu Yanchun's (2019) report combines the AISAS model with analytic hierarchy process to comprehensively evaluate the economic effect of WeChat marketing communication of tourism and vacation companies, and puts forward practical management optimization suggestions. Xue et al. (2016) tried to analyze the interactive behavior of WeChat users based on the diving theory, and explored the relationship between interactivity, ease of use, usefulness and interesting information and users' reading, liking and commenting behaviors. Wang et al. (2017) used an acceptance model based on TAM technology to analyze the differences and correlations of different influencing factors, as well as their actual impact on the acceptance of WeChat precision marketing.

To sum up, the evaluation of WeChat marketing effect is a multi-dimensional and multi-method comprehensive process, and it is necessary to scientifically select evaluation indicators and methods according to the specific situation to obtain accurate and in-depth analysis results.

2.2.3 Research on Microblog Marketing.

Weibo is the number one platform for beauty KOLs and cosmetics bloggers. This is where all the cosmetic superstars start building their communities. Most of them continue to post on Weibo because it allows them to reach their followers and get the virality of their posts. (This is not the case, for example, with WeChat. In addition, Chinese female consumers usually follow a few beauty bloggers because

they enjoy tutorials and brand reviews and consider them a trustworthy source of information.

Since the birth of Twitter overseas in 2006, Weibo, as an instant social media, has quickly attracted the attention of many enterprises due to its timeliness and high interactivity. Derived from Twitter, microblogging, according to Wikipedia, is a form of microblog that allows users to update short text (usually less than 140 words) at any time, while also being able to post relevant information publicly. As an important social communication platform, Weibo has the advantages of easy use and rapid information dissemination, which has a profound impact on people's lives and work. In China, Weibo emerged in 2009 and was launched by a number of platforms such as Sina, Sohu, and Tencent. Sina Weibo has quickly become the most influential microblogging platform in China by virtue of its own development and successful network operation. At present, most of the research work on microblogging in China is concentrated on Sina microblogging, involving many aspects such as government microblogging, marketing microblogging, etc.

Weibo marketing refers to the commercial information transmission activities of individuals or enterprises that create, publish and disseminate marketing content on the Weibo platform. Marketers build a platform for users to interact and communicate by publishing marketing content, and ordinary users participate in marketing activities through comments, forwards, sharing, etc. Weibo marketing can also help marketers understand market demand, promote products, and better establish a brand image. Dell, for example, was one of the first companies to successfully practice microblogging marketing, generating more than \$3 million in revenue over a two-year period through its marketing campaign on Twitter. local companies are also integrating Weibo marketing into their marketing strategies, with Weibo advertising and marketing revenue reaching \$1.98 billion for the full year of 2023. In addition, Chinese local microblog marketing involves a variety of industries, including merchandising, film promotion, tourism promotion, etc.

At present, scholars at home and abroad have mainly carried out research on microblog marketing from two perspectives: qualitative and quantitative. On the one hand, scholars have conducted qualitative research on the necessity and advantages of microblog marketing, as well as the social value and marketing strategies generated by

it, through investigation and analysis and actual case discussion, and on the other hand, scholars have focused on the evaluation of microblog marketing effect and the study of communication model, mainly through quantitative analysis of the influence, communication effect and influencing factors of microblog marketing, so as to further determine how to maximize the effect of brand microblog marketing.

2.2.3.1 Typical Case Studies of Microblog Marketing.

Weibo marketing has shown great practical value in the information age in which consumers are increasingly participating, and scholars at home and abroad have illustrated its importance through different cases. David Meerman Scott (2010) emphasized the importance of microblogging marketing through a case study of a large number of Fortune 500 companies, and pointed out that social media plays a key role in real-time feedback in the new marketing era, so that enterprises can expand their advantage over the competition. Viriya (2016) analyzed the retweets and replies to more than 500 tweets from Starbucks on Twitter, while Kai-Fu Lee (2010). This paper studied the marketing and promotion activities of Starbucks Coffee Company on the Weibo platform, and concluded that enterprises can use Weibo marketing to establish communication with users, facilitate understanding of user needs, so as to provide better services and further enhance the corporate image. Beuker (2009), Gallagher (2010) and Meng Zeyun (2012) have focused on the important role of supporters, i.e., opinion leaders, in social media marketing. Liu Ning (2019) took classic films as an example to conduct research on movie Weibo marketing, and pointed out that the Weibo marketing of movies can guide users' attention, keep movie topics interesting and long-lasting, save marketing costs, and achieve precision marketing. Wang Fenglin (2021) took the application of tourism network marketing as the starting point to deeply analyze the application of Weibo in tourism network marketing, which improved the efficiency of tourism promotion and reduced advertising investment. To sum up, scholars at home and abroad have conducted in-depth analysis of the cases of microblog marketing in enterprises in many industries, and confirmed the important role of microblog marketing in the development of enterprises.

2.2.3.2 Basic Research on Microblog Marketing Theory.

For the strategic research of corporate microblog marketing, scholars use various theories and models to conduct in-depth discussions, mainly focusing on qualitative analysis. Yao Lei (2013) based on the 4C marketing theory, researched the microblog marketing strategy, combined the characteristics and functions of microblogging, and proposed that microblog marketing should have vividness, efficiency and personality, that is, the "3I principle". Chen Yu (2018) aims at the practical problems, integrates the precision marketing theory and adopts the 4I theory, and constructs a microblog marketing adjustment strategy in four directions for enterprises, including interesting marketing strategy, interest marketing strategy, interactive marketing strategy and personalized marketing strategy. Mao Yanshu (2015) based on the 4R theory, in the film industry Weibo marketing, put forward the use of fans for secondary communication, crisis public relations and other marketing strategies. Guo Menghan (2019) analyzed the application of Weibo marketing in the film industry in detail from the perspective of 5T theory, and revealed the pain points and skills of film Weibo marketing. Jin Zhuoran (2020) summarized and analyzed the relevant strategies and dimensions of content marketing for local mobile phones such as Huawei, Xiaomi, OPPO, and vivo based on the AISAS model theory. Yan Daocheng et al. (2018) analyzed the strategic path of influencer microblogging marketing based on the "AISAS model" combined with ABC consumer attitude theory, and pointed out four strategic directions: influencer branding and customer emotionalization. Long et al. (2017) started from the UGC model and concluded that enterprises need to capture market consumers from the perspectives of content marketing promotion and brand service to adopt marketing strategies. Park Yonghui (2022) analyzed the official Weibo of the 24th Beijing Winter Olympics based on the theory of value co-creation and brand storytelling, and proposed a specific "fragmented interactive story strategy".

2.2.3.3 Research on Content Marketing.

Content marketing (content marketing) is a marketing method that enables customers to obtain information, understand information, and promote information exchange without advertising or sales promotion. Instead of relying on sales jargon, it delivers the information needed by the target market through print, digital, audio and video or events. It includes the following elements: It is applicable to all media

channels and platforms; To be transformed into providing users with a valuable service; Can attract users, impress users, and influence the positive relationship between users and the brand/product; There should be measurable results that ultimately lead to profitable behavior.

According to the form of content, scholars divide content marketing into dialogue, storytelling and customer engagement. By summarizing previous studies, Zhou Yijin and Chen Jiahui (2013) took dialogue, storytelling and customer interaction and participation as three dimensions of content marketing. When He Aizhong (2016) studied the relationship between brand we-media content marketing and brand attitude, He took dialogue, storytelling and customer interaction and participation as three dimensions of content marketing, and brand personality perception as an intermediary variable. Zhu Yuqi (2020) studied the influence of these three dimensions on brand behavior. Dialogue refers to face-to-face communication between enterprises and consumers on social media platforms, including brand, product and service related issues. Gao Feng (2012) believes that the information exchange and various behaviors between enterprises and consumers are dialogues. For example, the various promotional activities regularly carried out by enterprises are actually dialogues with consumers. Liu & Lopez (2016) found that the dialogue between enterprises and consumers enables enterprises to capture some consumers' opinions on products. Storytelling refers to the use of content marketing to construct corporate and brand stories to convey brand ideas, corporate culture, etc. The purpose is to immerse consumers in the story and cause consumers to identify with and trust the brand. Watchman and Johnson (2009) pointed out that if the communication between enterprises and consumers takes place in the form of storytelling, it can directly touch the hearts of consumers, drive their inner emotions, and stimulate strong emotional resonance. Customer participation refers to the participation of customers in some activities of enterprises, such as enterprise strategy adjustment, product innovation, positive or negative word-of-mouth communication, forwarding and sharing brand information, participation in group activities, etc. Ai Cong (2016) concluded that customer engagement has a positive impact on customer loyalty.

The second category is classified according to the type of content marketing. Taylor et al. (2011) believe that content marketing should include both information

and entertainment. Lieb (2012), Odden (2013) et al believe that content marketing should be both valuable and entertaining. Floredu P B, Cabiddu F (2016) pointed out that in content marketing, content information is divided into functional information, entertainment information, self-concept, social interaction and brand interaction. Yang Li (2014) found through research that content marketing includes informative content and entertainment content. Fu Huifen and Lai Yuanhui (2016) pointed out that the content of brand social media content marketing includes functional information, entertainment information, brand interaction, social interaction and self-concept. Sun Tianxu (2016) pointed out in his research that in order to make up for the lack of existing research on the dimensions of content marketing, qualitative research methods were adopted to explore the dimensions of content marketing. The research results showed that the dimensions of content marketing included informational content, entertainment content and emotional content. Luo Xiao and Jiang Minghua (2019) selected entertainment information, functional information and brand interactive information as three dimensions of content marketing to study the impact of content marketing on attitudinal loyalty and re-purchase behavior. Zhao Xiangzhong (2019) studied the impact of content marketing on brand loyalty by taking informative content and entertainment content as independent variables.

2.2.3.4 Research on the Marketing Effect of Microblogging

The study of the marketing effect of microblogging is also one of the focuses of scholars at home and abroad. Many scholars have established an evaluation system for the actual marketing situation by using quantitative empirical analysis methods, evaluated the marketing effect of Weibo, and further analyzed the marketing influence, publicity effect and influencing factors of Weibo. Murdough (2009) carried out the evaluation of Weibo marketing effect from different perspectives, and set the topics of user participation and expressed opinions as the standard indicators to measure the marketing effect of Weibo, and the number of followers, comments and downloads of promotional content were set as indicators to evaluate the marketing effect. Lee et al. constructed a Weibo influence model, and believed that the content of Weibo hot topics can drive the improvement of Weibo users' activity, thereby expanding the influence of Weibo marketing. Cha (2010) proposed that the number of followers, reprint rate, number of comment replies and high user engagement are all important

factors affecting the marketing effect of corporate microblogging. Yaroslav Ryabov (2013) conducted a study on microblog marketing, using quantitative modeling, and proposed that the number of followers and retweets can improve the effectiveness of microblog marketing (32). Guillet et al. (2016) analyzed the microblog marketing situation of Chinese hotel industry, and concluded that the factors affecting the effect of hotel social media marketing include participation, contact and interaction. Zhang Yingli et al. (2019) selected three Internet celebrities with different identities, used their Weibo data and Taobao store data to establish a gray analysis model of Weibo marketing, and measured the Weibo marketing effect through analytic hierarchy process weight calculation, and determined whether consumers were interested, actively searched, attracted attention and shared experience. Tian Yuanyuan et al. (2018) selected 13 traditional Chinese medicine companies, took their official microblog data as the research object, and used the entropy weight method to determine the weights of the three first-level indicators and twelve second-level indicators of the microblog marketing effect of the thirteen traditional Chinese medicine enterprises, as well as the score ranking on the indicators of microblog activity, microblog content, and microblog propagation, and quantitatively evaluated the marketing effect of the official microblog of these 13 traditional Chinese medicine enterprises. Mao Ying (2017) used the entropy weight-TOPSIS evaluation method to evaluate the effect of civil aviation companies' microblog marketing for 10 airlines with more than 300,000 followers. Liu Yan (2018) used principal component analysis and cluster analysis to obtain the marketing effect of the spokesperson. Liu Ying (2020) used the entropy method to construct a microblog marketing evaluation system including microblog activity, communication power and coverage content, and scored the microblog marketing effect of national 5A-level scenic spots in southwest China and put forward relevant suggestions. Some scholars also study the marketing communication power and effect prediction of microblogging through data analysis and model construction. Li Ling et al. (2017) established an information dissemination model based on the Infectious Disease Model (SIR), determined the existence of "leader communicators" in microblog marketing, and used Matlab simulation to obtain reasonable parameters of microblog information dissemination, predict the scale of microblog marketing, and then derive reasonable measures for microblog marketing.

Liu Jiaqi et al. (2018) used the signal analysis method to construct the signal index of enterprise microblog by mining the information in corporate microblogging, and effectively predicted the short-term performance of enterprises with the help of BP neural network.

2.2.4 Research on Live Streaming Marketing.

2.2.4.1 Research on the Concept of Live Streaming Marketing.

With the rise of the live streaming economy, online live streaming marketing has become a new field for enterprises to carry out marketing activities and brand promotion. From the perspective of the development background of online live broadcast marketing, Hu (2017) believes that online live broadcast is a new format for the development of online culture, which combines "online live broadcast" with "e-commerce shopping" and gradually forms a marketing model. This model adds entertainment and interactivity to the customer's e-commerce shopping experience on the basis of satisfying customers' online shopping needs. Xie Ying (2019) believes that live streaming marketing is an innovative online sales model, which can present product information to customers in a more vivid and three-dimensional way. During the live broadcast, the anchor recommends products to customers by describing, displaying, and trying out products, which stimulates customers' desire to buy, thereby prompting customers to make purchases. Gong Xiaoxiao et al. (2019) pointed out that in the process of online live shopping, customers generally have impulse purchase behavior, which is an unplanned, subjective hedonistic and strong desire purchase process, which is mainly caused by factors such as the professionalism of the content generated by the anchor, the style of the live broadcast, and the strong interactivity in the live broadcast. Chen Miaojie et al. (2021) believe that live streaming marketing can better meet the personalized needs of customers than general e-commerce retail and physical retail, and its core lies in the interaction between anchors and customers. During the live broadcast, customers can express their specific needs and questions about the product in the live broadcast room, and the anchor will respond or give feedback accordingly according to the customer's needs and questions. Through a series of interactive processes between anchors and customers, the time and space gap between enterprises and customers in the e-commerce shopping environment can be improved to a certain extent.

To sum up, in the context of the new environment, new consumption and new technologies, online live streaming marketing has changed the ways and means of traditional enterprises and brands to disseminate information, enabling brands to communicate directly with customers without intermediaries. Through deeper and more precise communication, the brand has a strong connection with its customers. Webcast marketing makes the contact points between corporate brands and customers more diversified, not only limited to the display and introduction of products, but also expanded to the cultural and content output at the brand level, so that customers can more efficiently complete the closed loop of brand recognition, contact, purchase and repeat purchase.

2.2.4.2 Research on the Marketing Model of Online Live Broadcasting.

Tong et al. (2014) argue that anchors in live streaming play the role of “opinion leaders” of customers, and study the positive role played by these influencers in live broadcast marketing. They categorized influencers into three categories: communicative, communicative, and reliable, and noted that these influencers can significantly increase product sales and customer satisfaction. Ma et al. (2018) argue that live streaming marketing aims to improve customers’ shopping experience, with high interactivity, entertainment, authenticity and visibility, and brings customers a richer shopping experience. Meng et al. (2020) pointed out that the online live broadcast content presented to customers is a collection of information composed of multi-party collaboration in the live broadcast industry chain, including the seller side of upstream enterprises or brands, the anchor side of midstream operating institutions, and the e-commerce platform of downstream live broadcast content presentation. Some of the live broadcast content is displayed on the front end of the live broadcast platform in the form of video and sound, while the other part exists in transaction links, customer service, logistics and distribution and other related links in a relatively hidden form, affecting the rational consumption behavior of customers. Feng Jun and Lu Mei (2020) emphasized the strong advantages of online live streaming in product marketing, especially its real-time and interactive characteristics, so it has become an important practical direction to promote customers’ purchase decisions and behaviors by enhancing customers’ sense of social presence in the live broadcast room. Based on the stimulus-organism-response theory, Liu Yang (2020) compares the shopping mode

of online live streaming with the traditional e-commerce shopping mode, and believes that the shopping mode of online live broadcast can directly affect customer participation behavior due to its authenticity, interactivity and entertainment. Xu Yiting and Lin Ying (2021) proposed that the vertical screen communication method of online live broadcast creates a vertical scene, creates an immersive real situation, and generates a sense of participation, presence, and onlookers that are difficult to achieve by traditional advertising and other content marketing methods, making it easier for customers to form consumption impulses and behaviors

2.2.4.3 Research on the Characteristics of Online Live Streaming Marketing Model.

As a means of video interactive marketing, the effect of live streaming goes beyond the graphic display of traditional online shopping. Through vertical screen playback, the products can be presented in an all-round and multi-angle way, which greatly enhances the customer's sense of immersion in online shopping. Alexandra et al. (2015) analyzed the live streaming marketing model from four aspects: credibility, usefulness, information characteristics and relevance, and found that there were significant differences in the responses of different genders to live streaming marketing. Male customers pay more attention to the practicality and information quality in live marketing, while female customers pay more attention to the relevance and usefulness of the company's attitude and the company's intentions. In addition, research shows that male customers are more likely to be loyal customers of a brand or business than female customers. Tong (2017) used social presence as a mediating variable to confirm the significant impact of online live streaming marketing model on consumers' purchase intention, and believed that the content generated by anchors is closely integrated with product sales, accelerating consumers' purchase decision-making process. Gong Xiaoxiao et al. (2021) discussed the impact of online live broadcast marketing model on corporate brand image building, pointing out that in the process of live broadcast, anchors can convey brand identity symbols by displaying products and language expressions, which helps to enhance brand image. Liu et al. (2020) conducted an in-depth study of the shopping characteristics of live streaming marketing and its impact on consumer purchasing behavior, arguing that live streaming marketing is centered on the anchor and constructs an open virtual community, where

the audience can not only interact with the anchor in real time, such as asking questions and expressing opinions, but also communicate with other viewers, thus influencing purchase behavior.

2.3 Principles and Theories of Brand Loyalty.

As a core indicator of consumer loyalty and preference for brand loyalty, the research of brand loyalty is usually carried out along three main dimensions: the behavioral dimension, the cognitive (attitudinal) dimension, and the composite perspective that combines the two. At the behavioral level, the research focuses on consumers' continuous buying patterns, and sees repeat purchase behaviors as a direct manifestation of brand loyalty. The cognitive dimension focuses on consumers' internal evaluation of the brand, such as satisfaction, trust and quality recognition, which form the psychological basis of brand loyalty. The composite perspective attempts to integrate the behavioral and cognitive dimensions to provide a more comprehensive analysis of brand loyalty.

In terms of research methodology, scholars tend to use enterprise data analysis to explore the connection between brand loyalty and consumer behavior, and track the dynamics of brand loyalty by observing changes in market share and sales volume. In addition, research reviews on brand loyalty are often used to integrate historical data and literature to construct a more systematic theoretical framework.

The research shows that the value of brand loyalty is reflected not only in customers' continued purchase behavior, but also in their willingness and actions to pay more for their favorite brands. More importantly, consumer perception and evaluation have a significant positive impact on brand loyalty, which means that improving brand image and consumer satisfaction is an effective strategy to enhance brand loyalty. These findings are crucial for brand managers, as they provide valuable insights into consumer psychology and behavior, and help develop more precise brand strategies to improve their brand's competitiveness in the market

2.3.1 Research on the Concept of Brand Loyalty.

2.3.1 .1 Research on Brand Loyalty from a Behavioral Perspective.

In the study of brand loyalty, the behavioral perspective focuses on the actual purchase behavior of consumers, and believes that only continuous purchase

performance can truly reflect brand loyalty. This argument emphasizes that without consumer buying behavior, brand loyalty cannot be reflected in the marketplace, and therefore research loses its relevance. Tucker (1964) is a staunch supporter of defining brand loyalty in terms of customer purchasing behavior, arguing that a consumer must be considered brand loyal only if he or she has purchased a brand more than three times. Asseal et al. (1993) proposed that brand loyalty is a consumer's strong preference for a particular brand, and this preference drives them to continue to buy the brand's products. Josem (1995) also pointed out that customer preferences can be expressed in various brand-related behaviors, such as repeating product purchases, actively promoting and recommending brands, and maintaining a good reputation for the brand.

Although the behavioral perspective can reflect brand loyalty to a certain extent and is relatively easy to measure, it ignores many factors that affect consumers' purchasing behavior, so it is considered to be a relatively shallow cognition in the definition of brand loyalty. With the development of the market and the deepening of research, the definition of brand loyalty from different perspectives has emerged, which more comprehensively elaborates the connotation of brand loyalty.

2.3.1.2 Research on Brand Loyalty from the Perspective of Attitude.

Compared with brand loyalty from a behavioral perspective, brand loyalty from a cognitive (attitudinal) perspective can be defined at a deeper level. It is based on consumers' perception of the brand, consumers' attitudes towards the brand, and the emotions between consumers and the brand. This perspective focuses more on the emotional connection and exploration between brands and consumers.

Day (1969) defined brand loyalty as a consistent purchase of a brand and a long-term satisfaction with the brand. Jacoby and Chestnut (1978) define brand loyalty as a lasting reflection of a customer's perception of a brand, regardless of any matter or situation, and with a persistent propensity to buy. Oliver (1981) proposes that brand loyalty is expressed in the form of a promise that consumers are willing to purchase a brand's products or services consistently. Raj (1985) argues that brand loyalty is the willingness of consumers to continue to buy a brand based on brand trust and satisfaction. Aaker (1991) found that brand loyalty is the emotional bond between customers and the brand, just like the emotions between people. Bass (1972) argues

that consumers have the experience of making a first purchase and that consumers will develop a preference for the brand based on attitudes. Qu Yunbo (1996) proposed that brand loyalty is defined as a measure of consumers' feelings towards brands, which can indicate the likelihood of consumers switching brands. Angelina (2014) found that brand loyalty refers to the fact that consumers are only inclined to prefer and prefer a certain brand, and in this case, they are reluctant to choose products from other brands.

Brand loyalty from the perspective of cognition (attitude) is mainly manifested in consumers' positive preference and satisfaction attitude towards a brand, and they are willing to continue to buy the brand's products or services. This loyalty is based on the fact that consumers have a lasting affection for a brand, and once they have this emotional drive, consumers are willing to repeat and keep buying, and they are more likely to spread the recommendation. The stronger the affection that arises, the higher the brand loyalty.

2.3.1.3 Research on Brand Loyalty from a Composite Perspective.

With the intensification of market competition and the diversification of consumer behavior, brand loyalty has become the focus of corporate attention. Brand loyalty is not only about consumers' repeat purchase behavior, but also about consumers' emotional attachment to the brand, psychological commitment, and long-term purchase intention. The academic research on brand loyalty has developed from a single behavioral or attitudinal perspective to a more comprehensive composite perspective, that is, a combination of behavioral loyalty and attitudinal loyalty.

Raju (1990) argues that when consumers have positive feelings about a brand, they will stick to the brand's products even in the face of external factors. Asseal (1993) pointed out that brand loyalty is a consumer's unique preference for a brand, and this positive preference leads consumers to produce consistent and stable purchase behavior.

Dick and Basu (1994) define the concept of brand loyalty as the fact that consumers have a positive attitude tendency and continue to accompany their purchases, eventually forming true loyalty. They divided loyalty from two dimensions: attitude and behavior, and constructed a matrix of brand loyalty, dividing loyalty into four categories: disloyalty, latent loyalty, pseudo-loyalty, and true loyalty.

Shang et al. (1999) add that true brand loyalty can only be seen when behavioral loyalty and attitudinal loyalty are combined, which is manifested not only by consumers generating consistent and repeat purchase behaviors, but also by holding preferred attitudes towards the brand. Tian Yongquan and Shen Lei (2000) believe that brand loyalty is a kind of consumer attitude, which is mainly manifested in the fact that consumers pay attention to the brand from beginning to end, and as long as there is a demand to buy, consumers will choose to buy the brand's products first.

Wansink (2003) emphasizes that brand loyalty from a composite perspective is the sum of the behaviors and emotional preferences of consumers who have an emotional connection with a brand and are willing to purchase the brand's products consistently over a long period of time. This perspective argues that true brand loyalty includes both repeat purchases and positive emotional and psychological commitment to the brand.

Danaher et al. (2003) proposed that brand loyalty is mainly composed of attitudinal loyalty and behavioral loyalty. Attitudinal loyalty is reflected in the consumer's positive emotional and psychological commitment to the brand, while behavioral loyalty is reflected in the consumer's actual purchase behavior.

Kim (2004) argues that brand loyalty is the behavior of consistently and repeatedly purchasing a brand based on consumer preferences and satisfaction. In summary, the composite perspective of brand loyalty theory provides us with a more comprehensive understanding. Brand loyalty involves not only consumers' purchasing behavior, but also their emotional attachment and psychological commitment to the brand. By combining behavioral loyalty and attitudinal loyalty, we can better understand consumer loyalty to brands and develop more effective marketing strategies to increase brand loyalty. In addition, with the changes in the market environment and the diversification of consumer needs, future research should further explore the formation mechanism and influencing factors of brand loyalty.

Therefore, this paper aims to apply the integration theory of consumer attitudes and behaviors in the traditional shopping environment to the study of brand loyalty in the context of social media. Based on the classic definition of brand loyalty, we believe that brand loyalty not only indicates a strong commitment to future repeat purchases, but also encompasses the loyalty of users on both emotional and behavioral

levels. Specifically, this loyalty reflects both positive consumer attitudes towards the brand – such as trust, satisfaction, and emotional attachment – as well as ongoing buying behavior and long-term support for the brand.

2.3.2 Research on Brand Loyalty Promotion Strategies.

Irem Eren Erdogmus (2012) conducted data collection on a structured questionnaire of 338 people and tested it by stepwise multiple regression analysis, using customers who follow at least one brand on Turkish social media. They believe that a customer's brand loyalty is positively impacted when brands (1) provide a favorable campaign, (2) provide relevant content, (3) provide trending content, and (4) appear on various platforms and offer apps on social media; Use SPSS version 17.0. Customers prefer to share music, technology-related, and interesting content on social media platforms.

Lai Yuanwei (2017) concluded that functional information value, entertainment information value, social interaction value, brand interaction value and self-concept value in content marketing are the five value dimensions of brand loyalty, and pointed out that in order to cultivate fans' loyalty to the brand, brands must first meet consumers' needs for functional and entertainment information, not only to disseminate brand knowledge but also to build emotional trust. Specifically, brands should: (1) clearly define the target audience, use the language style that the audience is familiar with and love, create a friendly and anthropomorphic brand image, and actively interact with fans in a coherent, consistent and vivid way; Topics that are closely related to products or daily life, combined with current hot topics, avoid stiff promotional language, (3) Collaborate with professional content teams to co-create branded content more efficiently when necessary, (4) Take advantage of social media's technological advantages and use multiple interactive formats such as pictures, H5, videos, sweepstakes, games, etc., to actively interact with fans, and encourage them to share and spread in social networks to help them showcase their personal achievements. (5) actively cooperate with brands in other fields to hold activities, create a sense of scarcity of goods or services through limited or time-limited means, emphasize the unique value of content, and let consumers experience an exclusive sense of belonging through "special supply"; Jia Nan (2014) also found that it can play a role in brand loyalty through the mediation of community consciousness through the

interactive investigation of the community; Chen Yandi (2008). Xie Yi (2010) proposed that the active social responsibility of enterprises will improve customer trust and emotional commitment to the company, thereby increasing customer loyalty. Chen Xiaofeng (2014) conducted an empirical study on the relationship between corporate social responsibility and customer loyalty from the perspective of consumers, and also obtained a relatively consistent conclusion, arguing that corporate social responsibility will enhance customer loyalty.

2.3.3 Research on Brand Trust.

Basu (1994) defines brand trust as the result of consumer brand cognition, that is, under risk conditions, through risk perception and risk prediction to determine the strength of trust in the brand. Elena (2001) from the perspective of social psychology, sociology, management and marketing, the brand trust is defined as the consumer in the face of risk, the brand can meet consumer expectations of security. Chaudhuri and Holbrook (2001) from the perspective of rational risk analysis, that brand trust is consumers are willing to trust the brand to provide products, that the product is reliable and safe.

Local scholars have also studied brand trust. "Huo Ying Bao (2004) that brand trust is consumers in the brand experience and interaction of credibility and friendliness of feeling. Yu Chunling et al. (2004), from the perspective of consumers, believe that brand trust is the customer's expectation of brand can reduce the perceived risk, the higher the expectation, the greater the degree of brand trust. Jin Yufang (2005) pointed out that brand trust includes brand ability, honesty and kindness, and overall trust. Yuan Denghua (2007) summarized the previous research and proposed that brand trust mainly follows two paths: one is the cognitive route focusing on judging choice risk and perceived quality; the other is the emotional route centering on the relationship between brand and consumer.

To sum up, the definition of brand trust draws on the research of psychology, sociology, management and other multi-disciplinary disciplines, among which, scholars mostly study brand trust from the perspective of "the trust or consumer will generated by consumers as the trusted party to the brand as the trusted party under certain risks." Therefore, brand trust more reflects the consumer's will, expectations and other psychological aspects of cognition or attitude.

2.3.4 My Opinion.

This study argues that scholars' research on brand trust can be divided into two categories. The first category is consumer trust in the brand's own quality and capabilities, that is, consumers believe that the brand meets their expectations and can fulfill due requirements. The second category is consumer emotional trust in brands, that is, consumers believe that brands are trustworthy, friendly, and reliable. From the perspective of marketing discipline, brand trust is a kind of trust generated by risk and uncertainty through the original cognition and emotion of brand, which will further affect consumers' purchase intention. In the following research, I will take brand trust as a mediator variable to study the formation mechanism of brand loyalty.

The above in-depth analysis reveals the core nature of brand loyalty, the main measurement indicators and the key strategies for improving them. Brand loyalty is an important measure of consumers' continued loyalty to brands and their willingness to repeat purchases. In the environment of social media marketing, improving brand loyalty does not only depend on the high quality of products and services, but also closely related to brand image building, customer experience enhancement and effective two-way interactive communication. The literature review helped us to further identify the many factors that influence brand loyalty, including brand awareness, perceived value, customer satisfaction, switching costs, and the availability of alternative options. These factors present a unique pattern and mechanism of action in the social media environment. For example, the interactivity of social media platforms strengthens the connection between brands and consumers, customized content marketing enhances consumers' emotional resonance with brand stories, and the application of data analytics makes it possible for brands to more precisely cater to the needs of their target customers. At the strategy level, scholars also emphasized the role of social media marketing in building a brand's sense of community, providing personalized services, and creating trending topics. Case studies and theoretical studies point out that WeChat, Weibo and short video platforms such as TikTok, with their unique features and large user base, provide valuable opportunities for local Chinese cosmetics brands to deepen their relationship with consumers.

In this study, the concept of brand loyalty will be used as the core variable to evaluate the effectiveness of social media marketing. Specifically, the measurement of

brand loyalty will be integrated into the research framework to evaluate the effectiveness of different social media marketing strategies in a quantitative and qualitative way. In addition, existing theoretical and empirical research will be used to support the view, combined with case studies to show how successful social media marketing practices can lead to increased brand loyalty. The study will also provide an in-depth analysis of how social media marketing campaigns can impact brand loyalty by increasing brand awareness, enhancing user experience, and optimizing customer engagement. At the same time, the specific strategies implemented on different social media platforms, such as content marketing, influencer collaboration, user engagement, and data analytics, are discussed, and how these strategies can be adapted to different brand positioning and target audiences.

2.4 The Current State of Chinese Local Cosmetic Products.

In the context of an in-depth study of local cosmetics brand loyalty in China, an essential step is to gain a comprehensive insight into the current state of the industry as a whole. This includes a detailed analysis of the historical evolution, current trends, key competitors, consumer group characteristics, and market demand of the local cosmetics market. In addition, the research should also focus on the market positioning, product line development, innovation strategy, channel management, and interaction with consumers of local cosmetics brands. Specifically, researchers need to collect and analyze industry reports, market research data, and consumer behavior research to reveal how local cosmetics brands can strengthen their market position and enhance brand appeal in a highly competitive market. At the same time, case studies and success stories can be used to identify marketing practices and strategies that are effective in driving brand loyalty, and understand how they adapt to the rapidly changing social media landscape and consumer expectations. Furthermore, it is crucial for local cosmetics brands to understand and respond to emerging social media platforms and their unique user groups. This involves an analysis of user behavior patterns on different social media platforms, as well as an assessment of the content strategies and interactions that brands take on these platforms. In this way, research can provide valuable insights for local cosmetics brands to help them make more

informed decisions about leveraging social media for brand building and consumer communication.

In short, the study of local cosmetics brands in China requires researchers to not only grasp the macro market dynamics, but also go deep into the micro brand operation level, so as to provide comprehensive and profound insights to enhance the loyalty of local cosmetics brands.

2.4.1 Development Status of Local Cosmetics in China.

In recent years, the booming development of Chinese economy and the rise of the beauty economy have injected strong impetus into the Chinese cosmetics market. The total import value of this industry has continued to climb, maintaining a high level of growth, and the market size is huge, second only to the United States. It is predicted that the market capacity of Chinese cosmetics industry is expected to reach RMB 828.2 billion in 2024, with an average annual compound growth rate of about 11.6% from 2019 to 2024 (CIC Consulting, 2023). In the face of the bottleneck of the development of the high-end local cosmetics industry and the promotion of the third local product movement, the local cosmetics industry has ushered in new development opportunities. Local brands represented by Pechoin and Perfect Diary occupy an important position in the market segment, and the market share of local brands continues to expand.

In general, the reason why local cosmetics are popular in the market is mainly due to the favorable conditions in the following aspects: First, the use of new media sales channels has effectively expanded new consumer groups. New sales models such as live streaming, content e-commerce, and social grouping are emerging, and these channels have high user stickiness. By sharing the actual use experience and exploring the social attributes of the product, the local cosmetics have increased their market share. Secondly, local cosmetics companies are accelerating the integration of production, education and research in product research and development. Some companies have strengthened cooperation with pharmaceutical R&D institutions, gradually set foot in the field of medical beauty and skin care products, and paid more attention to consumers' health experience. They optimize products according to the characteristics of users, constantly introduce innovative products and **cosmetics** concepts to meet diverse needs, and pay attention to exclusive raw materials and core

formulas in product technology, and gradually establish technical advantages. Finally, with the rise of the national tide, local cosmetics have become the representative of new local products. The trend of local consumption is gradually biased towards local products, and consumers' sentiment for local products is increasing, which has become an important driving force for the sales of local cosmetics.

Although local cosmetics are facing opportunities for development, there are also challenges. First, sales fluctuate greatly, and the sales list of e-commerce platforms shows that the competition is becoming more and more fierce, and the brands on the list are frequently replaced. Second, the concentration of leading brands in the market is high, and international brands still occupy a large market share. Third, offline physical stores have encountered development difficulties, the new crown pneumonia epidemic has affected the sales performance of stores, and online sales have had an impact on offline channels. Fourth, the export market is still in its infancy, although the export volume of local cosmetics has increased, but the overall level is not high, the import and export deficit of the industry is significant, and the internationalization of local cosmetics is still long and full of challenges.

2.4.2 Research Status of Local Cosmetics in China.

2.4.2.1 Research on the Marketing Strategy of Representative Brands.

At present, academic research on Chinese local cosmetics industry is becoming more and more in-depth, including special analysis of iconic brand marketing strategies. These studies are often based on specific cases and provide an in-depth analysis of the marketing methods and strategies adopted by local cosmetics brands. Through this targeted case study approach, scholars are able to uncover how these brands have shaped themselves in a competitive market, appealing to consumers, and differentiating themselves from the crowd.

When researching the marketing strategy of Perfect Diary, a local cosmetics brand in China, Du Ruoxuan's (2022) article "Social Media-based Content Marketing Analysis of DTC Brand Perfect Diary" uses the eight steps of content marketing as an analytical framework. These steps include: goal setting, audience targeting, creative and planning, content creation, content distribution, content promotion, marketing measurement, and marketing optimization. The article explores Perfect Diary's strategies in these stages of content marketing one by one, pointing out both its

strengths and weaknesses. By comparing the actual case of Perfect Diary with the success stories of other brands, the authors further analyzed its marketing effectiveness. Finally, specific suggestions for improving the content marketing model of Perfect Diary are put forward. Zhu Jiayi's (2022) research delves into the short video marketing strategy of Perfect Diary, and systematically summarizes it in combination with Lasswell's 5W model. The study found that "Perfect Diary" adopted an "opinion leader strategy" in terms of communication subjects, by inviting celebrities to endorse to expand brand influence, while using influencers to attract loyal fans, and through the promotion of a large number of ordinary users to increase brand trust. In terms of communication content, the brand uses a "vivid communication strategy" to fully stimulate the audience's sensory experience through dramatic implantation, beauty tutorials and product recommendations. In addition, through the "multi-channel communication strategy", the transformation of brand information from vertical and in-depth to wide dissemination has been realized. For specific audiences, the brand adopts a "user portrait" strategy and achieves precision marketing through community building. The results show that the short video marketing of "Perfect Diary" not only has a positive impact on the audience's cognition, attitude and behavior, but also effectively stimulates the desire to buy, showing a good communication effect. Liu Yuanyuan (2021) pointed out that with the rise of Guochao culture, local Chinese beauty brands are constantly evolving their marketing strategies to expand their marketing influence and enhance brand value. Chinese cosmetics brands, represented by Perfect Diary, first cater to consumers' preferences and needs through precise market selection and product positioning, and use the three major design elements of graphics, color and packaging to build a powerful product visual merchandising strategy. Then, they make full use of multiple channels such as e-commerce platforms, social media matrices, and offline experiential marketing to reach a wide range of consumers who are interested in Guochao culture. Finally, through cross-border marketing, integrated marketing and emotional marketing, these local beauty brands focus on the power of national fashion culture, promote brands to break through traditional boundaries and carry out changes, enhance brand identity, and maximize the effect of promotion strategies.

Huaxizi, as a local cosmetics brand with distinctive characteristics, is also one of the representative brands studied by scholars. Its unique positioning of "oriental makeup, flower makeup" has attracted the attention of many consumers. Jin Wanyi (2022) deeply analyzed the brand's symbolic system in "A Preliminary Study on the Symbolic Construction and Cultural Identity of "Huaxizi", and divided it into an extension signifier system and a connotative signifier system. At the extension level, Huaxizi uses logo coding, color coding and styling coding to shape the brand image, while at the connotation level, it strengthens the brand culture through group symbol coding and story symbol coding. By carefully constructing the outer packaging of the product and enriching the spiritual connotation of the brand, Huaxizi successfully evokes consumers' sense of cultural identity, which in turn stimulates their desire to buy products. This not only promotes the growth of brand sales, but also promotes the charm of Chinese culture to a certain extent. Liu Sanquan (2023) took Huaxizi as an example to discuss the dissemination of brand image in the context of national tide cultural fever, and believed that a good brand image can be effectively established and strengthened by grasping hot events, pursuing emotional resonance, inviting celebrity endorsements, and actively assuming social responsibility. These strategies can not only enhance consumers' positive perception of the brand, but also deepen the emotional connection between the brand and consumers, which in turn can promote the long-term development of the brand. Liu Yameng's (2022) research takes the Huaxizi beauty brand as a case study and explores how content marketing affects customers' engagement behavior with brands in the online live streaming environment from the perspective of perceived psychological distance. The study also examines the moderating effect of social media influencer content of different tones on seller-generated content. By establishing research hypotheses and analyzing them, we conclude that the informational and interactive content posted by sellers, as well as the positive tone of social media influencer content, have a positive effect on customers' brand-fit transactional and non-transactional behaviors. Conversely, social media influencer content with a negative tone has a negative impact on these behaviors. In addition, the perceived psychological distance of customers plays an intermediary role, and the content of social media influencers also moderates the effectiveness of sellers' informational and interactive content to a certain extent. Xie Suqing (2022)

focuses on analyzing the brand culture communication strategy of "Huaxizi" on Weibo. Using content analysis and case studies, the study explores in detail a variety of strategies, including product positioning strategies, visual communication strategies, and communication media strategies, and analyzes the value of these strategies in brand culture and their impact on brand building. This paper further reveals the unique characteristics of "Huaxizi Weibo" in brand culture communication, such as integrating traditional Chinese cultural elements into product advantages, realizing the visual communication effect of integrating sound and picture, and product promotion combined with the 24 solar terms. The purpose of this research is to provide useful reference for the cultural construction and communication of other local brands. Wei Wenhan (2022) in his article "Research on Huaxizi Word-of-Mouth Marketing Strategy Based on 5T Theory" applied the five-element model of word-of-mouth communication proposed by American scholar Andy Senowitz - that is, Talkers, Topics, Tools, Taking Part, and Tracking——An in-depth analysis of Huaxizi's word-of-mouth marketing strategy was conducted. The study found that Huaxizi cooperated with key opinion leaders (KOLs) to launch multiple discussion topics and effectively used the convenience of the Internet to guide traffic in the convergence media matrix, especially on short video platforms and live broadcast platforms. These platforms not only attract consumers to participate in topic interaction, product co-creation and experience sharing, but also strengthen the emotional connection between brands and consumers, thus effectively promoting the formation and diffusion of brand reputation.

In addition to a thorough analysis of the marketing strategies of the two brands, Huaxizi and Perfect Diary, there has also been a wealth of research on the market actions taken by other local Chinese cosmetics brands such as PROYA and Pechoin. Scholars have conducted a detailed and systematic investigation of the successful cases of these brands from multiple perspectives such as brand building, consumer behavior, market positioning, and cultural communication. These research results not only cover the strategy formulation process of brands, but also deeply analyze their adaptability and influence in different market environments, providing valuable experience and theoretical support for the brand marketing practice of the entire cosmetics industry. Through this multi-dimensional research method, the academic community has further enriched the understanding of the brand strategy of the local

cosmetics market, and also pointed out the direction of development and innovation for relevant enterprises and marketers.

2.4.2.2 Research on the Marketing Strategy of Local Cosmetics Brands in China.

By synthesizing keywords such as "local", "cosmetics", "marketing strategy", "brand communication", etc., the materials in the CNKI literature database were retrieved, and it was found after preliminary reading and collation. In recent years, the research on the marketing strategy of Chinese local cosmetics brands has shown an obvious upward trend in the academic circles, which is inseparable from the beauty industry's leading FMCG industry. At the same time, it involves the research of various disciplines such as economics and communication studies, and from the existing results, the relevant research is mainly reflected in the following aspects:

The first is to study the current situation and development of the cosmetics industry from the perspective of the industry. Pan Fubin (2002) briefly introduced the development stage of cosmetics and the overall situation of the cosmetics industry, analyzed the possible impacts and pros and cons of Chinese accession to the WTO, and provided some references for the revitalization of Chinese cosmetics industry. Tang Shenghui (2009) believes that the current competition in Chinese cosmetics industry is fierce, no matter what kind of product, we must strive to develop new products, find the right sales methods, and broaden sales channels, so the establishment of the right marketing methods can promote the development of enterprises. Wang Siting (2018) pointed out that scientific and technological progress has promoted the intelligent revolution of beauty and the innovation of new retail models, and the future trend of artificial intelligence and the beauty industry is emerging. Li Hua (2019) focused on the marketing strategy of local cosmetics brands, analyzed the market consumption behavior of the target audience, listed the problems existing in the marketing practice of local cosmetics brands, and put forward several suggestions for the optimization of the marketing strategy of local beauty brands, so as to promote the sustainable and healthy development of the local cosmetics market and industry. Wu Jincan and Ji Yunan (2020) analyzed the development trend and opportunities of the cosmetics industry from the dimensions of product level, channel side and brand competition end.

Next, considering the gender differences of consumers and the marketing research of local cosmetics brands based on psychological needs and behavior patterns, it has also become the focus of academic attention. By segmenting consumer groups and analyzing their consumption characteristics, the main factors influencing brand influence in different groups can be identified, so as to help brand marketing strategies more accurately meet the needs of target audiences. Sun Wei (2020) believes that in order to gain a foothold in the highly competitive market, local cosmetics brands must deeply analyze consumers' purchasing behavior to enhance brand influence, and adopt strategies such as focusing on efficacy promotion, improving consumer experience, and expanding sales channels. Wang Ruizhen and Hu Fuzhao (2019) analyzed the consumption characteristics of female consumers on college campuses and the current situation of the campus cosmetics market, identified the core problems, and discussed innovative local cosmetics marketing strategies. With the rise of the men's grooming market, there has been an increase in marketing research specifically targeting male consumers. Peng Tian (2019) selected some representative local male cosmetics advertising cases for comparative analysis, summarized the common characteristics of these advertisements, pointed out the problems and deficiencies in marketing communication, and put forward suggestions for improvement.

There are also some studies that are close to the current background of the new era of the Internet, focusing on emerging communication channels and marketing forms. With the rise of KOL planting, e-commerce live broadcast, new media marketing and other channels, brand marketing has attracted the attention of academia and the industry with its amazing communication effect. Therefore, it is also crucial to explore the communication logic in these marketing paths. Liu He (2019) proposes to explore the impact of opinion leaders and the content they publish on consumers' purchase intentions from the dimensions of KOL professionalism, popularity, product involvement, interactivity, homogeneity, and content quality and timeliness, and to examine the value embodiment of beauty opinion leaders in the product marketing process. Qi Yukuan (2021) takes the active beauty short video bloggers in various short video platforms in the current era as the main research object, and uses the CBBE model, brand value system and other brand building theories as theoretical

support to explore the path of self-created beauty branding. Kang Jingkun (2021) took local cosmetics brands as the research object, analyzed their short video advertising communication strategies on the TikTok platform, and discussed how local cosmetics companies in China can optimize brand promotion and product marketing promotion through short-video advertising. These relevant studies have brought fresh and practical guidance for the selection of marketing channels and strategies for local cosmetics brands.

2.5 Research Related.

Increasing consumer loyalty to a brand is a complex task that involves multiple disciplines, including but not limited to psychology, marketing, and management. In order to delve deeper into this topic, this article will analyze the following four theoretical levels: consumer behavior-related theories – studying how consumers make purchasing decisions and how their buying habits and preferences are formed; Theories related to marketing – explore how marketing strategies affect consumer perception and buying behavior, and how to build brand loyalty through effective market segmentation and positioning Communication Theory – Analyze how communication shapes brand image, and how media and advertising influence consumers' perceptions and attitudes towards brands Theories related to brand management – discuss the management and maintenance of brand equity, including brand positioning, brand value and long-term building of brand loyalty. Through the comprehensive analysis of these theoretical aspects, we can understand the formation mechanism of brand loyalty more comprehensively and develop more effective strategies to increase brand loyalty among consumers.

2.5.1 Consumer Behavior Theory.

In order to drive brand loyalty through social media marketing, brands first need to have a deep understanding of consumer behavior and build on this with targeted communication campaigns. The core of consumer behavior analysis is to explore the various factors that affect consumer psychology and purchase behavior, as well as to analyze and interpret consumers' purchase psychology and behavior patterns, so as to reveal the development trend and change law of consumer behavior. Relevant theoretical studies include, but are not limited to:

2.5.1.1 Consumer Culture Theory.

Consumer Culture Theory (CCT) is a theoretical framework for studying the interaction between consumer behavior and culture. First, consumer culture theory focuses on the individual and collective identity of consumers, and explores how consumers construct and express their identities through consumption activities. The construction of this identity may involve multiple dimensions such as gender, race, and class, reflecting consumers' pursuit and expression of self-identity.

Among them, the French social theorist Jean Baudrillard has made a more in-depth exploration of consumer culture. In his book "Consumer Society", he systematically expounded the postmodern consumer culture with "symbolic value" as the core content, and emphasized that the value of things is not only functional, but also its more important value is reflected in the "human behavior and relationship system" in daily life (Baudrillard, 2000). In "Consumer Society", he believes that the consumption of commodities in modern society is not only pure material satisfaction, but also the symbolic meaning is the representation of the consumer society, and that people buy commodities more because of the symbolic value of the consumer goods, and symbolic consumption is the embodiment of human and social nature. Baudrillard tries to use "symbolic value" to show the transformation of modern consumer society from functional needs to spiritual desires, from functional consumption to meaning consumption (Guo Jingping, 2015). Baudrillard has made outstanding contributions to the study of consumer culture, and his "symbolic" system of objects deconstructs the relationship between people and objects in modern consumer culture. The production of commodities in the consumer society is the reproduction of symbols, and the symbolic meaning of symbols has a pivotal position in the process of commodity production to consumption in modern society, and in this process, the social culture has given the symbolic meaning of commodities, so it can be said that the symbolic meaning of commodities has an unpredictable nature with the development of social culture at different stages, and social culture is determined by human activities, so the unpredictable meaning of commodity symbols is just in line with people's endless desires. It satisfies the vigorous consumption desire of people in the modern commodity society, which makes commodity fetishism rise to a kind of symbol

worship (Guo Jingping, 2015). The proposal of "symbolic" consumption theory has opened up a new dimension for the study of consumerism.

Consumer culture theory studies the cultural behavior and social significance of consumers in the process of purchasing and using goods, and it focuses on how consumers express their identity, status and lifestyle through goods. The following is how to apply consumer culture theory to research: (1) Understanding consumers' cultural needs: Analyze the cultural motivations behind consumers' choice of specific cosmetics brands, such as the pursuit of fashion, the expression of individuality, the pursuit of quality of life, etc.; Examine how consumers construct their identity and social status by sharing and discussing cosmetics on social media; (2) Analyze the cultural positioning of brands: Discuss how local cosmetics brands communicate their brand culture and values through social media marketing, and how this information affects consumer loyalty; Examine how brands use social media platforms to shape and maintain their cultural image, such as through storytelling, brand image advertising, etc. ; (3) Examine cultural interactions on social media: Analyze consumers' interactions on social media, such as comments, likes, retweets, etc., and how these behaviors reflect and shape consumer culture Examining how brands communicate with consumers through social media, such as by participating in or initiating topic discussions, cultural events, etc. ; (4) Evaluate the impact of cultural trends: Discuss how current socio-cultural trends, such as sustainability, localization, personalization, etc., affect consumers' loyalty to cosmetics brands Analyze how brands can adapt and lead these cultural trends through social media marketing to enhance their appeal and competitiveness.

2.5.1.2 AISAS Theory.

The AISAS model is developed from the AIDMA model, which was originally used to measure consumers' traditional purchasing behavior, which can be divided into five stages: attracting attention, arousing interest, arousing desire, leaving memory, and purchasing action (Feng et al., 2006). After investigating and analyzing the market feedback information, Dentsu realized that the traditional AIDMA model no longer has guiding significance for product marketing strategies under the Internet model, and then proposed an AISAS model based on the market characteristics of the Internet era under the condition of reconstructing the traditional AIDMA model. The

AISAS model is divided into five stages, in which A is the stage of attracting the attention of online consumers, which is the first stage of the five-stage model, I is the second stage, which is mainly used to stimulate the interest of online consumers in the product, and S is the information search stage, which is followed by the consumer's interest A is the stage where consumers obtain enough product information to generate actual purchase behavior, and S is the final stage when online consumers share product-related information and personal experience after obtaining product value (Jin et al., 2011).

At the heart of this model is that consumers are no longer passively receptive to information during the purchase process, but will actively search for information and influence the decisions of other potential consumers by sharing it after purchase. This model is particularly suitable for the analysis of consumer shopping decisions in the era of network traffic economy, because it can better reflect the influence of the Internet on consumer behavior. Overall, the AISAS model not only focuses on consumers' purchasing behavior, but also highlights the potential impact of post-purchase sharing behavior on brand communication and sales. In practice, companies can attract consumers' attention by optimizing strategies such as search engine marketing (SEM) and social media marketing (SMM), and encourage consumers to share a positive shopping experience by providing high-quality products and customer service, so as to form a good word-of-mouth effect.

The AISAS model can help analyze and understand consumer behavior patterns on social media and how these behaviors can be used to drive brand loyalty. Here's how the AISAS model can be applied to research: (1) Note: Analyze how brands capture consumers' attention on social media, e.g., through creative content, advertising, and influencer (KOL) recommendations. Research what types of posts or campaigns are most likely to capture consumers' attention and consider how you can optimize these strategies to drive brand awareness ;(2)Interests: Discuss how to stimulate consumers' interest in the brand through social media content, including product displays, user reviews, interactive activities, etc Analyze the drivers of consumer interest in your brand and how these factors can be used to enhance your brand's appeal ;(3)Search: Examine how consumers search for information on social media after becoming interested in a brand, and how these search behaviors influence

purchasing decisions Analyze how brands can provide valuable information and a good search experience through social media in order to guide consumers towards purchase action;(4)Action: Explore how to promote consumer purchasing behavior through social media, such as through social e-commerce features, limited-time offers, live streaming, etc Examine how buying behaviors on social media translate into brand loyalty, and how these behaviors can be used to build long-term consumer relationship ;(5)Share: Analyze how consumers share their experiences and reviews on social media after making a purchase, and how these shares influence the perceptions of other potential customers Examine how brands can encourage and leverage consumers' sharing behaviors to enhance brand image and market influence.

2.5.1.3 Maslow's hierarchy of needs.

The American psychologist Abraham Maslow proposed Maslow's hierarchy of needs theory in his "Human Motivation Theory".(Zalenski Robert 2013). Maslow's hierarchy of needs is a five-level model that divides people's needs into physiological needs, safety needs, social needs, esteem needs, and self-actualization needs from low to high. First of all, physiological needs are the most basic needs, including food, water, sleep, etc., which are necessary to sustain life. It is only when these most basic needs are met that people seek higher levels of needs. Second, security needs include physical safety, employment safety, health safety, and property safety. People need to feel that their living environment is stable and safe so that they can confidently pursue higher-level goals. Furthermore, social needs refer to people's needs for friendship, family, and intimacy. People are social creatures and need to build good relationships with others, and this need for belonging and love is reflected in people's social activities. Then, respect needs include self-esteem, confidence, achievement, respect and recognition from others. When people's basic needs and social needs are met, they pursue a higher sense of respect and self-worth. Finally, self-actualization needs are the highest level of the hierarchy of needs, which refers to the realization of people's pursuit of their own potential, including creativity, problem-solving, and ethics. It is the process by which people seek to be the best version of themselves and realize their potential.

Here's how Maslow's hierarchy of needs can be applied to research: First, for physiological needs, we need to analyze consumers' basic expectations for cosmetics,

such as good quality and significant results, and how brands can effectively demonstrate the high performance of their products through social media platforms to meet these expectations. At the level of security needs, the focus of research has shifted to how brands can build and maintain consumer trust on social media. This includes providing full transparency into product information, ingredient disclosures and quality commitments, as well as how to proactively address consumer concerns and increase their trust and reliance on the brand. The analysis of social needs focuses on how brands can use social media tools and platforms to promote user interaction, and strengthen consumers' sense of belonging and identity by building brand communities and organizing various online and offline activities, thereby deepening brand loyalty. In terms of respecting needs, the study will explore how brands can improve consumers' sense of status and self-esteem through social media channels, such as through positive responses to customer feedback and providing customized services. At the same time, analyze how brands can create a unique value experience through social media to satisfy consumers' inner desire for respect and appreciation. Finally, at the level of self-actualization needs, we will examine how brands can use social media as a tool to support consumers' pursuit of self-development and achievement, such as providing educational resources, encouraging innovative thinking, etc., and how to stimulate consumers' potential and creativity to help them achieve their personal goals and dreams.

2.5.2 Theories Related to Marketing.

2.5.2.1 4P Theory.

In 1960, Jerome McCarthy wrote a complete discussion of his marketing theory system in "Technical Marketing: Management and Methods", and proposed the 4P marketing theory, which has had a profound impact on the combination of marketing strategies with products, prices, channels and promotions (Brook Dobnl, George Lufman, 2000). First of all, a product refers to an item or service that a business provides to the market. It includes not only core products, but also physical products and extended products. The core product is the basic attribute to meet the needs of consumers, the physical product refers to the physical form of the product, and the extended product includes additional attributes such as after-sales service and brand

value. Second, Price relates to the strategy of pricing a product. Price is the amount that consumers must pay when buying a product, and it directly affects the sales revenue and profit of a business. A pricing strategy needs to consider factors such as cost, market demand, competitor pricing, and consumers' willingness to pay. Furthermore, promotion refers to the activity of promoting the sale of products in various ways. This includes means of advertising, PR, sales promotion, direct marketing, etc. The purpose of promotion is to increase the visibility and attractiveness of the product, thereby increasing sales. Finally, place, also known as distribution, refers to the process by which a product is delivered from the producer to the consumer. Choosing the right sales channel is critical to ensuring that your products reach consumers in a timely and effective manner. This includes choosing retailers, wholesalers, agents, as well as e-commerce platforms, among others. In general, the 4P theory is a basic theory in marketing, which provides a systematic marketing strategy framework for enterprises. Through effective management of products, prices, promotions and channels, enterprises can better meet market demand and achieve sales targets.

As the core framework of this study, the application and analysis of the 4P marketing theory in the research are mainly reflected in the following aspects: (1) Product: Analyze the product characteristics of local cosmetics, including quality, packaging, brand image, etc., and how these characteristics can enhance consumer loyalty through social media marketing; Research consumer feedback and discussions about your product on social media to better understand consumer needs and adjust your product strategy accordingly. (2) Price: Explore how price communication and promotions can be carried out on social media, and how these activities affect consumers' purchase decisions and brand loyalty. Analyze the social media acceptance of different pricing strategies and how to effectively communicate price messages through social media platforms. (3) Location: Research how social media can be used as a sales channel and how to improve the availability and convenience of products through social media platforms. Analyze strategies for integrating online and offline, such as live streaming on social media, and how these strategies can enhance brand loyalty. (4) Promotions: Explore promotions on social media, such as limited-time discounts, buy-and-give events, interactive contests, etc., and how these can increase

brand loyalty. Analyze the effectiveness of promotional tools such as social media advertising, content marketing, influencer (KOL) collaborations, and how to optimize these tactics to enhance brand appeal.

2.5.2.2 Theory of the 4Cs.

"The Marketing Theory of 4Cs", also known as "4Cs Marketing Theory", was proposed by Professor R.F. Lauterborn, an American marketing expert, in the early nineties based on the changes in the marketing market. On the basis of the 4P theory of the marketing framework, the combination elements were re-optimized, and the primary foothold of marketing activities shifted from marketers to consumers, that is, it was composed of four aspects: Customer's need, Cost, Convenience and Communication with consumers (Philip Kotler et al., 2011). First of all, Customer emphasizes that enterprises need to deeply understand and study the needs of customers, and the products or services provided should meet these needs and create customer value. This requires businesses to look at their customers from the perspective of what they really need, not just sell the products they produce. Secondly, cost not only refers to the production cost of the enterprise or the price of the product, but also includes the purchase cost of the customer. This means that when setting prices, companies should take into account the psychological price of customers to ensure that the price can not only attract customers, but also bring profits to the business. In addition, the customer's purchase cost also includes the time, physical and energy they put into purchasing the product, as well as the purchase risk they take. Furthermore, Convenience states that businesses should provide customers with maximum convenience in shopping and using. This includes making it convenient for customers to shop through quality pre-sale, in-sale, and after-sales services. Convenience is an important factor in increasing customer satisfaction and loyalty. Finally, Communication replaces the traditional concept of promotion, emphasizing two-way communication between businesses and customers. Build business/customer relationships based on mutual interests through effective communication, rather than one-way promotion and persuasion. This communication helps to better understand customer needs, while also promoting customer understanding and trust in the brand. The 4C theory is a supplement and development of the 4P theory, which pays more attention to the role and needs of consumers, and emphasizes that enterprises should

develop more customer-oriented marketing strategies from the perspective of customers. By implementing the 4C theory, enterprises can better meet market demand and achieve long-term relationship building with customers, so as to gain an advantage in a highly competitive market.

The 4C theory can be used as a powerful analytical tool, which is mainly reflected in the following aspects: through social media data analysis, identify and understand consumers' needs and preferences for local cosmetics, including product characteristics, brand image, price sensitivity, etc.; Analyze how brands can effectively manage costs while ensuring that marketing campaigns appeal to target consumers in social media marketing. Explore how to evaluate the cost-effectiveness of different social media strategies and the impact of these strategies on brand loyalty. Examine how brands can use social media to provide a convenient shopping experience, such as through social e-commerce features, one-click purchase links, quick customer service, etc., explore how brands can establish effective communication with consumers on social media, including content marketing, storytelling, crisis response, etc., and examine how communication strategies can help brands build and maintain relationships with consumers, and the impact of these strategies on loyalty.

2.5.2.3 4I Theory.

The 4I theory, i.e., the 4 principles of online integrated marketing. This theory was put forward by the American marketing guru Don Schultz, and has been widely used in various fields in the Internet age, and its core content is the sum of the 4I principles, namely Individuality, Interesting, and Interaction (Interaction Principle) and Interests (Don. Schultz, 2005). First of all, interesting means that marketing content should attract consumers' attention and arouse their interest in an interesting way. In the age of information explosion, consumers are exposed to a lot of information every day, so marketing campaigns need to be creative and interesting in order to stand out from the crowd and catch consumers' attention. Secondly, interests are concerned with the fact that marketing activities should bring actual benefits to consumers. This refers not only to material benefits, such as discounts, giveaways, etc., but also to spiritual benefits, such as the acquisition of knowledge, emotional satisfaction, etc. Marketing campaigns should be designed around the needs and interests of consumers to ensure they get value from them. And then there's interaction It is emphasized that marketing

activities should encourage two-way communication with consumers. On social media platforms, consumers are no longer passively receiving information, but can participate in marketing campaigns and interact with businesses. This interaction can enhance consumer engagement and brand loyalty. Finally, individualization means that marketing activities should take into account the uniqueness of each consumer and provide customized services or products. With the development of technology, companies can better understand the characteristics and preferences of each consumer through data analysis and other means, so as to provide more personalized marketing solutions. The 4I theory is a supplement and development of the traditional 4P theory, especially in today's increasingly important social media, the 4I theory provides a new perspective and method for enterprises to carry out marketing activities. By implementing the 4I theory, businesses can better connect with consumers, enhance their brand image, and ultimately achieve their marketing goals.

In the research of this dissertation, the 4I theory can be used as a powerful analytical framework to guide the research. Here's how to apply it to the presentation of research: (1) Interesting: Studying how to create fun through social media content to attract consumers' attention and interest. For example, use creative videos, fun challenges, or hashtags to increase user engagement. Analyze how interesting content can enhance brand image, make it more relatable and engaging, and increase brand loyalty among consumers. (2) Interests: Discuss how brands can provide content related to consumer interests through social media, such as educational articles, beauty tutorials, product usage tips, etc., to increase the brand's sense of value. Investigate how to build brand authority and trust by satisfying consumers' information needs and providing practical value, which in turn promotes loyalty. (3) Interaction: Analyze how brands can establish effective two-way interactions with consumers on social media, including replying to comments, participating in discussions, and co-creating content. Examine the impact of interaction on consumer perception and how interactions can be used to enhance consumer engagement and brand loyalty. (4) Individualization: Discuss how brands can use social media data analysis to understand the individual needs of each consumer and provide customized services or product recommendations. Examine how personalized experiences can drive consumer

satisfaction and loyalty, and how to effectively implement personalization in your social media marketing strategy.

2.5.2.4 4A Theory.

The 4A marketing theory, proposed by Jerry McCarthy, an American marketing expert in the 1950s, laid a solid foundation for modern marketing concepts. The theory is a further expansion and sublimation on the traditional 4P (product, price, place, promotion) and 4C (customer demand, cost, convenience, communication) model. First of all, 4A theory emphasizes product leadership and innovation (Ahead). It not only focuses on the essence of products and consumer needs, but also focuses on leading market trends and consumption patterns through forward-looking product innovation. This philosophy encourages companies to shape the market through continuous innovation, rather than just passively adapt to the market. Secondly, 4A theory focuses on the premium ability and Appreciation of products and brands in the minds of consumers. It seeks a balance between product pricing and cost, while matching the psychological expectations of consumers. However, it is more important to guide consumers to adjust their psychological price, enhance the value of brands and products in the minds of consumers, so as to enhance consumer identification and brand premium ability. Third, 4A theory emphasizes the suitability and appropriateness of sales channels. It requires channel construction to be both convenient and controllable, ensuring that consumers can easily buy products. However, this does not mean that the more channels the better, but to innovate to lead a fashion and efficient and economical way of buying, so that consumers are willing to use the channel model that is not too convenient and can be borne by the enterprise to complete the purchase. Finally, 4A theory puts more emphasis on stimulating consumer demand and arousing emotional resonance. Enterprises need to strongly promote the functions and selling points of products, and establish effective psychological communication with consumers. However, only publicity and communication can not completely solve the problem of buying, the key is to stimulate consumers' desire to buy, and establish a deep psychological resonance with consumers. This kind of resonance and stimulation can make consumers psychologically spontaneously produce a desire for the brand and the product. To sum up, 4A marketing theory is a comprehensive and in-depth marketing strategy, which not only focuses on products and consumers, but also

focuses on how to guide the market through innovation and emotional resonance, enhance brand value, and ultimately achieve sales goals.

2.5.3 Theories Related to Communication.

2.5.3.1 Use and Satisfaction Theory.

In the 70s of the 20th centuries, the Uses and Gratifications Approach gradually took shape. In his book *The Use of Mass Communication by Individuals*, Katz summarized media contact behavior as a causal chain process of "social factors + psychological factors → media expectation → media contact → needs to be satisfied", and put forward the basic model of this theoretical process (Guo Qingguang, 2011). The audience's needs for media use can be divided into five categories: cognitive needs, emotional needs, personal integration needs, information needs, social integration needs, and stress relief needs. At the heart of this theory is the idea that audience members are active participants who choose specific media content based on their needs, desires, and goals. The social and psychological needs of individuals determine how and what happens to their use of mass media, as well as their choice and exposure to media. The origins of this theory can be traced back to the early and mid-70s of the 20th century, when media scholars began to emphasize the distinction between the motivation to consume media and the actual gratification. The main contents of the usage and satisfaction theory include: (1) audience initiative: different from the traditional media effect theory, the use and satisfaction theory emphasizes the audience's initiative and purpose in choosing media content; (2) demand satisfaction: the audience uses media to obtain some kind of satisfaction, which may be informational, entertaining, social, or personal identity confirmation; (3) Selective Exposure: Audiences are selectively exposed to media content based on their needs and interests; (4) Consequences of media use: The audience's media use behavior will bring a series of consequences, including knowledge acquisition, attitude changes, and social reality awareness. In addition, the research methods of the use and satisfaction theory usually involve questionnaires, in-depth interviews, content analysis, etc., to understand the audience's media usage habits, preferences, and satisfaction. Through these research methods, researchers can explore how audiences use media to meet specific needs, and whether these satisfactions affect their daily lives and social behaviors. Overall, the theory of use and satisfaction provides an audience-centric

perspective for understanding the media usage behavior of audiences, emphasizing the active role of audiences in the process of media communication. This theory has important guiding significance for the design of media content and the formulation of communication strategies. This theory is also one of the main theories used in this study.

In this study, the theory of use and satisfaction is mainly applied from the following perspectives: through research research, the main motivations of consumers to pay attention to local cosmetics brands, such as obtaining product information, seeking social interaction, pursuing fashion trends, obtaining entertainment or pastime, etc.; Study how consumers interact with local cosmetics brands on social media, including the type of content they prefer, the activities they participate in, how they interact with other users, etc.; Analyze the level of satisfaction consumers get from interacting with a brand through social media, and how this satisfaction affects their perception and loyalty to the brand; Develop content strategies based on consumer usage and satisfaction to ensure that the information provided by the brand meets the expectations and needs of consumers; Optimize the user's experience on social media based on the usage and satisfaction theory, for example by improving interface design, adding interactive features, providing personalized content, etc; Research how to increase brand loyalty by meeting consumer needs, such as by building community, providing great service, creating a unique brand story, etc. Consider that consumers may have different usage habits and meet needs on different social media platforms, and analyze how to unify and adjust brand strategies on different platforms.

2.5.3.2 Two-level Communication Theory.

The two-step flow theory was proposed by the American sociologist E.H. Hovland in 1940. According to the two-level communication theory, the flow of information is usually directed by opinion leaders who reprocess the original information and then disseminate it to the general audience.

This theory emphasizes the important role of opinion leaders in the process of information dissemination. The basic ideas of the two-level communication theory are as follows:

(1) The process of information dissemination is divided into two stages: the first stage is the transmission of information from the media to the opinion leader, and

the second stage is the transmission of the information by the opinion leader to other audiences.

(2) Opinion leaders refer to people with high social status, influence and knowledge level in social networks, and they play a key role in the process of information dissemination. Opinion leaders usually have strong information screening, processing and dissemination skills, and are able to interpret, evaluate and recommend information.

(3) The existence of opinion leaders makes the process of information dissemination more complex and diverse. They may selectively disseminate information based on their own values, beliefs, and interests, thereby influencing the reception and understanding of information by other audiences.

(4) The two-level communication theory emphasizes the importance of social relations network in the process of information dissemination. The social relationships between opinion leaders and other audiences have a significant impact on how well information is disseminated.

In conclusion, the two-level communication theory reveals an important phenomenon in the process of information dissemination, that is, the important role of opinion leaders in the process of information dissemination, therefore, the media should pay attention to and cultivate opinion leaders to influence more audiences through them. In addition, the media should also pay attention to the social network structure of the audience in order to better understand the path and effect of information dissemination. This theory is of great significance for the study of information dissemination mechanisms, the optimization of media communication strategies, and the guidance of public opinion.

In this study, the two-level communication theory provides a solid theoretical basis and multi-dimensional research perspective for analyzing the role of social media marketing in enhancing brand loyalty of Chinese local cosmetics: (1) The role of opinion leaders: to study the impact of opinion leaders (such as beauty bloggers, fashion KOLs, industry experts, etc.) on social media on Chinese local cosmetics brand loyalty. Analyze how they shape consumers' perception of a brand by evaluating, recommending, or sharing information (2) Message Pathway: Explores how information travels from brands to influencers to consumers on social media, and how

this path influences brand loyalty; Social Media Strategy Formulation: Analyze how Chinese local cosmetics brands use the two-level communication theory to develop social media strategies, such as product promotion and brand image building by collaborating with opinion leaders, and (4) Measurement of trust: study how the trust of opinion leaders affects consumers' loyalty to brands. Explore how brands can build relationships with influencers to enhance consumer trust.

For example, in the development and implementation of social marketing strategies, the two-level communication theory provides an effective framework to guide practice. First and foremost, it's important to identify influencers who have significant influence in a particular field, whether it's a popular beauty blogger, a fashion KOL, an industry expert, or an active and respected member of the community. Brands can use their social influence as a bridge to spread the brand's message and values by building partnerships with these influencers. In addition, the collaboration between brands and influencers is not limited to one-way communication of information, but can also be extended to the co-creation of content. For example, invite them to participate in the development of a new product, conduct a product review, or share their personal experience. Because of its authenticity and credibility, influencer-led content can profoundly influence the purchasing decisions of other community members, which in turn can increase brand loyalty.

Interaction within the community is also a part of the equation. Encouraging influencers to actively interact with other community members, such as through Q&As, panel discussions, and feedback calls, not only fosters community activity, but also strengthens members' sense of identity and loyalty to the brand. Finally, leveraging the trust that influencers have built in the community can effectively convey a brand's positive message and core values. Through their testimonials and endorsements, they help brands build trust in the minds of consumers, which is essential for the long-term growth of the brand and the cultivation of loyalty.

2.5.3.3 Integrated Marketing Communication Theory (IMC).

In 1993, Schultz, an American marketing expert and the father of integrated marketing communication, published "Integrated Marketing Communication", which formally explained the connotation of integrated marketing communication theory for the first time in theory. In the book, Schultz proposes that integrated marketing

communication is consumer-oriented, with the goal of influencing consumers' decision-making, and integrating the use of advertising, public relations and other means to disseminate a unified image, that is, "one image and one voice" (Don Schultz, 2006). This theory emphasizes that all communication activities of the enterprise, such as advertising, promotion, public relations, direct sales, CI, packaging, news media, etc., are integrated into a unified marketing framework to ensure that a consistent message and image are conveyed to consumers. This philosophy is that different means of communication and channels should complement each other to form a synergistic effect to enhance the overall marketing effect. The development of integrated marketing communication theory is closely related to practice, and it has been continuously enriched and improved with the development of marketing practice. It is not only a theoretical concept, but also a highly operational practical strategy. Since the 90s of the 20th century, the theory of integrated marketing communication has been widely recognized and applied around the world, especially in the United States, where the commodity economy is highly developed, and many enterprises have achieved remarkable results through the implementation of IMC. The key to integrated marketing communication theory is to understand consumer needs and behaviors, and how to effectively communicate with consumers through various communication channels. This requires businesses to focus not only on advertising and promotions themselves, but also on how those activities match with consumers' lifestyles, media habits, and buying behaviors. In addition, integrated marketing communication theory also involves the optimization of communication and collaboration between different departments within the enterprise to ensure that all marketing activities can be carried out around a unified goal and message. This not only helps to improve marketing efficiency, but also avoids wasted resources and information confusion.

In general, integrated marketing communication theory is a comprehensive system involving multiple factors, which requires enterprises to integrate and coordinate all communication elements that may affect brand image and consumer perception from a strategic level to achieve the best marketing effect.

In this study, integrated marketing communication theory can play a role in the following aspects: (1) consistency of brand messages: how to ensure the consistency of brand messages across different platforms through social media, and how this

consistency affects consumers' perception and loyalty to the brand; Synergies of multi-channel strategies: Explores how social media integrates with other marketing channels (e.g., TV commercials, offline events, e-commerce platforms, etc.) and how this integration enhances brand messaging and consumers' brand experience; This includes aspects such as content marketing, user-generated content, community management, and customer service: (4) Data analysis and customized communication: Leverage the vast amount of data provided by social media for analysis to customize personalized marketing messages and increase target audience engagement and loyalty. (5) Innovation and Trend Adaptation: Analyze how emerging trends and technologies on social media (e.g., short videos, live streams, VR, etc.) can be integrated into marketing strategies to maintain brand competitiveness and attractiveness.

2.5.4 Theories Related to Brand Management.

2.5.4.1 Brand Image Theory.

In the fifties and sixties of the 20th century, the accelerated development of social productive forces, the prosperity of the economy made the homogenization of products serious, the buyer's market gradually rose, the advantages of product UPSP attributes gradually shrunk, and the idea of enterprise management was also in the transition period from the concept of sales to the concept of marketing. David Ogilvy believes that "brand image is the overall perception of the brand by the public and consumers and exists in the minds of the public and consumers according to the consumer's evaluation of the brand" (David Ogilvy, 1999). Brand image theory emphasizes the importance of consumers' perception and perception of a brand in purchasing decisions. First of all, brand image refers to the overall impression and feeling of the brand by consumers, which includes the visual elements of the brand (such as logo, color, etc.), the behavior of the brand (such as customer service, social responsibility, etc.), and the personal experience of consumers. This image is based on the subjective feelings of the consumer, so it may vary from person to person. Secondly, the establishment of brand image is a long-term process, which requires enterprises to convey the value and concept of the brand through various ways. This includes multiple channels such as advertising, PR, promotions, social media, and

more. At the same time, the brand image also needs to be constantly maintained and updated by the enterprise to adapt to the changes in the market and the needs of consumers. In addition, the quality of the brand image directly affects the purchase decision of consumers. A good brand image can increase consumer trust, improve brand awareness and reputation, and thus promote sales. Conversely, a negative brand image may lead to suspicion and distrust of the brand among consumers, affecting sales. Finally, brand image theory also emphasizes the role of consumers' emotional factors in purchasing decisions. Consumers tend to choose brands that align with their values and emotional needs, so businesses need to consider consumers' emotional factors when building a brand image. Overall, brand image theory argues that brand image is an important factor influencing consumers' purchase decisions, and businesses need to build and maintain a positive brand image through effective marketing strategies.

Brand image theory plays an important role in the research of social media marketing to enhance brand loyalty of Chinese local cosmetics. Here are some of the ways in which brand image theory can be applied in such research: to study how to build and maintain a positive brand image through social media marketing campaigns, including content marketing, storytelling, visual presentation, and user interaction strategies, and to analyze how brand image affects consumers' perception of local cosmetics brands, including perceptions of quality, value, and differentiation. Explore how social media can help brands build an emotional connection with consumers, and how that connection translates into brand loyalty. Examine the importance of maintaining brand message and image consistency on social media and how this consistency affects consumer loyalty.

2.5.4.2 Brand Personality Theory.

The brand personality theory believes that the image of a brand in the minds of consumers is similar to a person's personality, including brand name, packaging, image, reputation, etc. Ake (1997) first developed a set of the most reliable, valid, universal and systematic Brand Personality scales (BPS) based on the "Big Five Model" personality theory of psychology, Sophistication and Ruggedness. (Aaker JL, 1997. Brand personality is effective because consumers tend to see the brand as an image, a partner or a person when they build a relationship with the brand and even

project their own image onto the brand. Brand personality is an important component of brand positioning and brand loyalty, and brands without personality cannot establish a deep connection with consumers. Therefore, brand personality is the foundation of brand communication and is essential for the long-term development and success of a brand.

In this study, we deliberately extracted the brand personality theory from the generalized brand image theory, because the selected case brands all exhibited unique and distinctive personality characteristics. These brands are notable in large part because of their unique brand personalities, which is particularly critical in the study. Brand personality is not only the core element of brand identity, but also the bridge to build the emotional connection between the brand and consumers, so it occupies a crucial position in the discussion of this paper. Through the case analysis of these brands with strong personality, we can have a deeper understanding of how brand personality shapes consumer perception and loyalty and then provide strong theoretical support and practical guidance for the formulation of social media marketing strategies of local cosmetics brands.

2.5.4.3 Brand relationship theory.

Relationship marketing theory is the cradle of brand relationship development. Since the 90s of the 20th century, "relationship marketing" has been applied to the level of brands and products, forming the latest frontier topic of brand theory research - brand relationship.

There are two different views on brand relationships in academia: one is the brand-brand relationship, and the other is the consumer-brand relationship. The former is represented by Aaker (2005) brand relationship spectrum, which belongs to the category of brand portfolio strategy, while this paper follows the current mainstream of academic research to discuss the consumer-brand relationship. In addition, scholars have different views on the dynamic process of brand relationships. For example, Dyson et al. (1996) proposed a pyramid model of brand dynamics, which consists of existential, related, functional, advantage, and connection levels, and pointed out that the higher the pyramid, the closer the relationship between the brand and the consumer. MBI Consulting's pyramid model consists of four aspects: presence (pre-prompt awareness), relevance (meeting a core consumer need), functionality (product

functionality and performance), merit (unique competitive advantage), and connection (an emotional connection). Aaker et al. (2001) proposed the dynamic model of brand relationship, including six stages of attention, understanding, symbiosis, accompaniment, split, and continuation, which pioneered the concept of brand relationship re-continuation, and described the dynamic process of relationship more objectively and comprehensively, which aroused the discussion of the willingness to break and re-continue brand relationship in the academic circles. Li Haiting and Kong Lingyi (2007) conducted an in-depth study of brand relationship from the six stages of consumers' positioning, personality, cognition, attitude, emotion and loyalty. In addition, Zhou Zhimin (2007) started from the nature, formation, state and role of brand relationship, and studied the connotation, source, performance and value of brand relationship.

Brand relationship theory is a perspective that focuses on the relationship between brands and consumers, and it emphasizes that the core of brand management is to establish and maintain long-term relationships with consumers. This theory holds that a brand is not just a sign of a product or service, but also a medium that builds emotional connection and trust with consumers. First, the brand relationship theory proposes the concept of brand relationship, which views the brand as a living individual that can establish a connection with consumers similar to interpersonal relationships. This relationship includes three dimensions: cognitive, emotional, and behavioral, reflecting consumers' knowledge and understanding of the brand, emotional response to the brand, and behavioral performance of interacting with the brand. Secondly, the brand relationship theory emphasizes the dynamic and developmental nature of the brand relationship. Brand relationships are not static, and they can change over time. Therefore, enterprises need to constantly maintain and manage their brands to adapt to changes in the market and consumer needs.

In addition, the brand relationship theory also puts forward the concept of brand relationship quality to measure the strength and stability of brand relationship. The quality of brand relationship includes multiple aspects such as satisfaction, trust, loyalty, etc., which together determine the long-term commitment and active support of consumers to the brand. In addition, brand relationship theory also emphasizes the value of brand relationship assets. A strong brand relationship asset can bring a variety

of competitive advantages to a business, such as increasing market share, enhancing consumer loyalty, reducing marketing costs, etc.

Overall, brand relationship theory offers a whole new perspective on understanding and managing brands. By building and maintaining long-term relationships with consumers, businesses can better meet the needs of consumers and achieve long-term brand development.

2.6 Research Conceptual Framework.

This study focuses on social media marketing to enhance brand loyalty of domestic cosmetics. In the research process, several principles and theories are comprehensively applied. The application of each principle and theory in the article is as follows:

Consumer behavior theory runs through the research process of consumer purchase decision and brand loyalty formation. Consumer culture theory helps us understand how consumers construct and express their identity through consumer cosmetics, which provides direction for analyzing how domestic cosmetics brands market on social media based on culture. For example, brands can shape brand cultural image conforming to consumer identity according to this theory. The AISAS model elaborates the purchase decision-making process of consumers in the Internet era in detail. It provides a framework for analyzing consumers' reaction to domestic cosmetics brands on social media from each stage of attention sharing, which helps brands to formulate targeted marketing strategies to improve the conversion rate of each stage, thus enhancing brand loyalty. The elements of this strategy are also used in the design of questionnaires. Maslow's hierarchy of needs theory allows us to clarify consumers' expectations for cosmetics at different levels of demand, according to which brands can meet consumers' needs from basic physiological needs to self-realization on social media, thus enhancing brand value in consumers' hearts and promoting brand loyalty.

Marketing theory provides a basic framework for the study of domestic cosmetics brand marketing strategy on social media. 4P theory analyzes how domestic cosmetics brands optimize product feature display, formulate reasonable price strategy, expand sales channels and carry out effective promotion activities in social media marketing from four dimensions of product, price, channel and promotion, so as to enhance consumer satisfaction and loyalty to brands. 4C theory emphasizes consumer-centered,

focusing on consumer needs, costs, convenience and communication, prompting brands to pay more attention to consumer experience in social media marketing, enhancing the relationship between brands and consumers through effective communication and cost management, and enhancing brand loyalty. The principles of 4I theory provide theoretical support for brands to carry out interesting, profitable, interactive and personalized marketing activities on social media, which helps to attract consumers' attention and enhance participation and loyalty. A marketing theory provides ideas for brands to create unique value, enhance brand image and promote emotional resonance in social media marketing from the aspects of product innovation, premium ability, channel suitability and stimulating consumer demand, thus enhancing brand loyalty. These theories are the main theoretical support of questionnaire design.

Communication theory provides a key perspective for studying the role of information communication in enhancing brand loyalty. Using and satisfying theory can help us understand consumers' motivation and satisfaction degree of contacting social media content of domestic cosmetics brands, and brands can adjust content strategy accordingly to meet consumers' expectations and enhance brand loyalty. The two-level communication theory emphasizes the important role of opinion leaders in information dissemination. Brands can promote products and build brand image on social media with the help of the influence of opinion leaders such as beauty bloggers, improve brand awareness and credibility, and promote the formation of brand loyalty. Integrated marketing communication theory requires brands to integrate multiple communication means to ensure consistent brand messages on social media, enhance communication effects, and enhance consumer perception and loyalty to brands. Based on these theories, questionnaires and in-depth interviews are used to understand the impact of entertainment information, interactive information and self-concept information on consumers.

Brand management theory provides theoretical basis for the study of brand building and maintenance of domestic cosmetics brands on social media. Brand image theory guides brands to convey positive brand image through social media marketing activities, including visual elements, behavioral performance, etc., to influence consumer perception and purchase decisions, and thus enhance brand loyalty. Brand personality theory emphasizes the shaping of brand personality, unique brand

personality can make brand and consumers establish emotional connection, enhance brand recognition and attraction, this study through the analysis of brand cases with distinct personality, to explore the impact of brand personality on consumer perception and loyalty, for domestic cosmetics brands in social media marketing to shape personality to provide reference. Brand relationship theory focuses on the establishment and maintenance of long-term relationship between brands and consumers, and brings competitive advantage to brands by improving the quality of brand relationship. Based on this theory, this study constructs a strategic system to promote domestic cosmetics brands to form mutualistic symbiotic relationships with consumers on social media and achieve brand loyalty enhancement.

To sum up, these principles and theories complement each other and confirm each other. Together, they provide solid theoretical support for studying social media marketing to enhance brand loyalty of domestic cosmetics, guide us to analyze the problems from multiple angles, and put forward targeted strategies and suggestions.

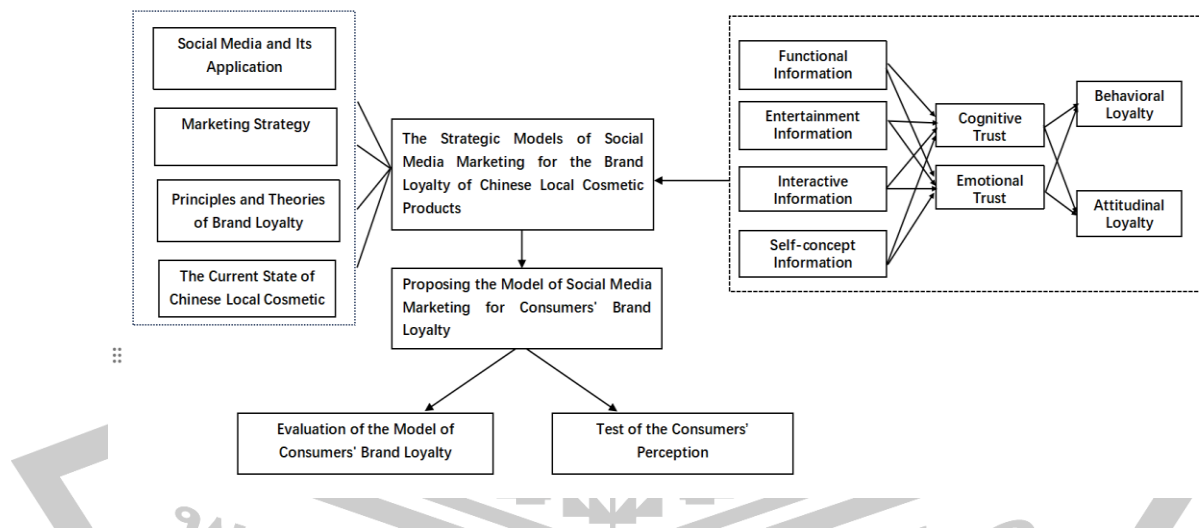


Figure 1 Conceptual Framework

Chapter 3

Research Method

With the rapid growth and popularity of social media worldwide, it has become an integral part of brand marketing. Social media platforms such as Weibo, WeChat and Xiaohongshu have become bridges between consumers and brands, providing local cosmetics brands with an opportunity to establish deep interaction and emotional connection with target audiences. In this interactive process, brands can not only convey product and service information, but also shape their brand image, which in turn affects consumer purchase decisions and brand loyalty. However, the effectiveness of social media marketing is influenced by many factors, including content strategy, user engagement, and how brands interact with consumers. Therefore, this paper will adopt a series of scientific research methods to systematically explore how social media marketing can enhance brand loyalty of China local cosmetics. This chapter will detail the methodological framework, data collection and analysis process of this study to ensure the accuracy and reliability of the research results.

3.1 Research Design.

The research work of this paper mainly revolves around the following core areas: First, reveal how social media marketing affects brand loyalty. This study integrates mass communication theory in communication, deeply discusses the theoretical basis of social media marketing, and emphasizes that brands must pay attention to meeting consumers' needs for media content in social media marketing by using the theory of use and satisfaction, so as to provide them with rich value experience. This study constructs an innovative theoretical framework: "social media marketing-brand trust-brand loyalty", which lays a solid theoretical foundation for brand loyalty research based on social media marketing.

Secondly, the value dimension of social media marketing is explored. Considering that the main motives of consumers to choose media include functionality, entertainment, sociality and so on, this study explores the current situation of social media marketing of China local cosmetics brands such as Huaxizi, Perfect Diary,

Pechoin and PROYA through the analysis of WeChat, Weibo and live broadcast platforms with small red book marketing strategies. The study divides the value dimensions provided by content marketing into four categories: functional information, entertainment information, interactive information and self-concept information. It aims to analyze the motivation of consumers to interact with brands through social media and discuss the relationship between content marketing strategy, social media operation ability and online participation behavior.

Finally, the conceptual model of "social media marketing-brand trust-brand loyalty" is constructed and tested empirically. Through questionnaire survey, this study collected the relevant data of Huaxizi, Pechoin, PROYA and Perfect Diary on social media, and used structural equation model to test the conceptual model empirically. The results show that the four value dimensions of corporate social media marketing content-functional information value, entertainment information, interactive information and self-concept information-significantly affect brand loyalty by enhancing the mediating effect of brand cognitive trust and emotional trust. Empirical testing of this conceptual model provides strong evidence for understanding and applying the effects of social media marketing.

3.2 Research Participants.

3.2.1 Population.

In order to fully ensure the representativeness of the sample and the reliability of the data, so as to provide a solid and convincing basis for subsequent research, this study carefully collected up to 500 samples. In the sample selection process, the characteristics and distribution of the target subjects were fully considered, and the sample age was strictly limited to 18 - 34 years old. This particular age group is of great research value, covering major consumer groups from late adolescence to early middle age. The age of 18 marks that individuals gradually move towards independence and begin to form their own consumption concepts and behavior patterns, while the age of 34 is in the transitional period between youth and middle age. This group presents diversified characteristics in terms of economic ability, lifestyle and consumption decision-making. They are not only the main force in the current consumer market, but also an important target audience for various products

and services. Their consumption behaviors and attitudes have a profound impact on market trends.

The use of this population sample is mainly reflected in qualitative analysis. Questionnaire design was used to explore the influence of social media marketing on brand loyalty through brand trust.

3.2.2 Sample.

In order to further analyze the impact of social media on brand loyalty, this study will focus on four local cosmetics brands that have significant influence in the China market. These brands are Huaxizi, Pechoin, PROYA and Perfect Diary. Their market performance reflects not only China consumers' acceptance of local skin care products, but also the role of social media in brand building.

Table 3 Population and sample in each research phase

Phase of Research	The Objective	Population or Key Informant	Samples and recruiting
Phase 1 Uncovering the mechanism of social media marketing to brand loyalty (the factors)	To study the factors influencing the loyalty of local cosmetics brands among the consumers in the context of social media.	500 people aged between 18 and 34 years old	Considering that factors such as age, gender, geographic location, income level, and other factors may affect loyalty, stratified sampling has been used to ensure the diversity of the sample. The target population is divided into different subgroups, and then a random sample is drawn from each subgroup
Phase 2 Exploring the dimensions of content marketing for social media on local brand loyalty	To consider the consumers' main motivations for choosing social media	-Experts -Marketers -Academicians -Industry practitioners	Five professionals from different fields were selected in order to thoroughly understand the influencing factors from different fields.
Phase 3 Proposing the new strategy model of social media marketing for local cosmetic brand loyalty	To propose a model of the impact of social media content marketing on brand loyalty.	N/A	N/A
Phase 4 Testing the model of social media marketing strategy for local cosmetic brand loyalty	To test the model of how social media content in the local cosmetics industry influences brand loyalty.	Brand "Huajian" purchase and use crowd	The local cosmetics brand "Huajian" was selected for inspection, mainly based on relevant data and sales data from Wechat Official Accounts

3.3 Research Instruments.

Firstly, in order to explore the factors affecting consumer loyalty to local skin care brands in the context of social media, this study selects Huaxizi, Pechoin, PROYA and Perfect Diary as the research objects, and implements in-depth case analysis. By combing and summarizing the characteristics of these four brands in terms of social media marketing strategies, we aim to reveal how they succeed in the market and how they affect consumer loyalty. Secondly, based on the platform of Weixin Official Accounts, this study collects relevant articles, mention frequency and user interaction data of these four brands by using crawler technology. By analyzing these data for high-frequency words and sentiment analysis using rostcm6 software, we can gain insight into consumer perceptions, attitudes and behavioral tendencies towards these four brands. In addition, this study also uses in-depth interviews to collect industry experts' opinions. By decoding these firsthand data, we can gain a more comprehensive understanding of the impact of social media marketing on consumer brand loyalty from a professional perspective.

Secondly, on the basis of the hypothesis of the model, this study mainly uses questionnaire and data analysis software to verify the model. Questionnaire surveys are the most direct way to understand consumer loyalty to local cosmetic brands. By designing questionnaires, we collected data on consumers' perceptions, attitudes, purchasing behavior, and interactions on social media about specific brands. In terms of specific implementation steps, we first design questions about consumers' cognition, attitude, purchase behavior, social media interaction, etc. Of local cosmetics, and then distribute them on a large scale through online platforms or social media channels to collect enough data. Secondly, using SPSS23.0 software, we conducted a comprehensive quality assessment of the questionnaire data, including basic feature analysis, descriptive statistical analysis and reliability and validity analysis. The implementation of these analysis steps aims to ensure the reliability and validity of the questionnaire data, thus providing solid data support for subsequent model testing. At the same time, in order to more intuitively show the patterns and trends behind the data, we also use data visualization tools such as Tableau and Power BI. By creating graphs, tables, etc., we have comprehensively and deeply processed, analyzed and visualized the collected data. These works not only help to verify the validity and

reliability of the model, but also provide powerful data support for subsequent research.

Finally, in order to test the model of how social media affects consumer brand loyalty in local cosmetics industry, this study adopts a combination of experimental and observational methods. Using social media analytics tools such as Brandwatch, Mention, etc., we tracked and recorded participants' interactions on social media. These data provide a detailed record of consumer interaction with brands for research, including clicks, likes, comments, etc. Combined with the participant feedback data collected by the line feedback system, we were able to gain a more comprehensive understanding of their attitude and behavior changes, thus further validating the accuracy and usefulness of the model.

3.4 Instrument Development.

The study used tools such as questionnaires, tests, forms, and interview question guides that collect, analyze, and present data from different perspectives on how social media boosts brand loyalty. The following are the specific application areas and how to use each tool.

3.4.1 Questionnaire.

3.4.1.1 Application fields and usage methods.

In terms of application areas, this study aims to quantify consumers' perceptions, emotions and behavioral intentions towards brands, while collecting data on their social media usage habits and interaction preferences, in addition to measuring the impact of marketing campaigns and user engagement. In order to achieve these goals, we employ a variety of methods. First, we designed questionnaires with both closed and open-ended questions to ensure comprehensive coverage of key aspects of the study. Second, in order to facilitate large-scale data collection, we use online survey platforms for questionnaire distribution. Finally, we conducted pre-tests to verify the intelligibility and reliability of the questionnaire and adjusted the questionnaire as necessary based on feedback to ensure the accuracy and validity of data collection.

3.4.1.2 Scale Settings.

This study divides social media marketing into four dimensions: functional information, entertainment information, interactive information and self-concept information. Combining these dimensions, the study developed the following scales:

Table 4 Measurement of Independent Variables

Issue	Dimensionality
The messages posted on the brand's social media platforms focus on conveying the unique features of the product.	Functional information 1
The brand regularly posts information on social media platforms such as brand promotions and brand updates.	Functional information 2
There is a lot of content on social media about product reviews and tutorials for the brand.	Functional information 3
The brand's social media marketing is rich and attractive.	Entertainment information 1
Content posted on the brand's social media platforms is often related to trends.	Entertainment information 2
The content posted on the brand's social media platform is interesting.	Entertainment information 3
The brand focuses on using celebrity endorsements to enhance brand awareness and credibility.	Entertainment information 4
The brand is good at telling brand stories.	Entertainment information 5
The brand focuses on cross-border and co-branded marketing.	Entertainment information 6
The brand conveys values that are consistent with my personal values.	Self-concept information1
The lifestyle or attitude conveyed by the brand matches me.	Self-concept information2
The brand publishes content that resonates emotionally with me.	Self-concept information3
The content released by the brand reflects a certain sense of social responsibility.	Self-concept information4
Social media discussions about the brand's products have some impact.	Interactivity information 1
Reviews and feedback about the brand's products influence consumer purchases.	Interactivity information 2

Issue	Dimensionality
The brand focuses on online word-of-mouth communication.	Interactivity information 3
The brand frequently interacts with consumers.	Interactivity Information 4
The brand takes into account the individual needs of consumers when interacting with them.	Interactivity information 5
The brand's interaction with consumers has left a good impression on consumers.	Interactivity information 6

Table 5 Measurement of Intermediate Variables

Variables	Dimensionality
Intermediate Variables	
The product or service offered by the brand deserves my trust.	Cognitive Trust 1
The brand has a good reputation and reputation, worthy of my trust.	Cognitive Trust 2
I am pleased with the expertise and competence of this brand.	Cognitive Trust 3
The brand meets my individual needs and preferences.	Cognitive Trust 4
I love the values and culture that this brand represents.	Emotional Trust 1
Interacting with the brand is a pleasure.	Emotional Trust 2
If there is an accident with this brand product, I believe that the brand can solve the related problems well.	Emotional Trust 3
Dependent Variables	
If the price of the brand goes up, I'm still willing to buy it.	Attitudinal Loyalty 1
If negative information about my favorite local cosmetics brand appears on social media, I am still willing to buy it.	Attitudinal Loyalty 2
When competing brands launch similar products, I still choose that brand's products.	Attitudinal Loyalty 3
If the brand satisfies me, I will buy repeatedly.	Behavioral Loyalty 1
I would recommend this brand to others.	Behavioral Loyalty 2

3.4.1.3 Questionnaire Design.

(1) Selection of Research Objects

The study focused on people aged 18-34. Consumers of this age group are in their youth to youth, full of curiosity and pursuit of new things, willing to try all kinds of beauty products, and have a keen perception and high acceptance of fashion trends. At the same time, they are also the main active user group of social media, spending a lot of time on social platforms and are vulnerable to the spread of social media information. For example, many young consumers will get recommendations and experience of beauty products through platforms such as Little Red Book and Weibo, which will influence their purchasing decisions. Considering that women are the main force of cosmetics consumption, their demand for cosmetics is stronger and more diversified, including daily skin care, makeup and so on. Female consumers are more likely to share and exchange beauty experiences on social media, and are more likely to be influenced by opinion leaders such as beauty bloggers and online celebrities. Therefore, taking women as the main research object can deeply understand their consumption behavior, preferences and reactions to social media marketing, and provide more targeted suggestions for the marketing strategies of local cosmetics brands aimed at women market.

To sum up, this study selects young consumers aged 18-34, especially young women in first-tier and second-tier cities as the research object, aiming to deeply explore how social media marketing can effectively reach and influence this specific consumer group, so as to provide scientific basis for local cosmetics brands to formulate more accurate and effective marketing strategies, and help brands stand out in the competitive market and win more consumers' favor and loyalty.

(2) Questionnaire Structure and Data Collection

This questionnaire can be divided into the following five parts, the specific questionnaire is shown in Appendix 1. This study aims to explore the impact of social media marketing on brand loyalty of local cosmetics and the consumer behavior and attitude factors behind it. The questionnaire covers several key dimensions, including demographic information, social media usage habits, recognition and use of local cosmetics brands, participation and feedback on social media marketing activities, and related issues of brand loyalty.

In the questionnaire design stage, this study focuses on clarity and understand ability of questions, avoiding the introduction of technical terms and complex sentences, so as to ensure that respondents can easily understand and answer accurately. At the same time, in order to enhance the attractiveness and participation of the questionnaire, this study briefly stated the purpose and significance of the study at the beginning of the questionnaire, and emphasized the anonymity of participants and the confidentiality of data. In addition, the study also provides incentives, such as small gifts or coupons, to stimulate consumer enthusiasm for participation.

In terms of data collection, this study selects a professional online questionnaire survey platform-Questionnaire Star, which is convenient for sharing questionnaire links and conducive to rapid data collection. At the same time, this study also published questionnaire links on social media platforms to accurately target audiences to improve the exposure and participation of the questionnaire. In order to ensure the validity and reliability of data collection, this study regularly monitors the recovery of questionnaires, and initially screens the recovered questionnaires to eliminate invalid questionnaires. In the process of data collection, this study set a reasonable cut-off time to ensure that there is enough time to collect a sufficient number of valid questionnaires, but also to avoid too long a time to cause data invalidation or loss of timeliness.

3.4.2 Experiment.

Experimentation is used to explore the impact of specific advertising or marketing strategies on consumer responses and to gain insight into consumer behavior by simulating social media environments. Specifically, the study created controlled experiments that exposed subjects to different social media content or advertisements to observe and record their behavioral responses, such as click rates, stay times, etc. In order to achieve this goal, we carefully selected a local cosmetics brand with low brand loyalty in the market as the test object. This brand faces fierce competition in the market and consumer brand loyalty is relatively low, so it becomes an ideal choice to test whether our proposed model is effective. Through experimental methods, we are able to simulate different social media marketing scenarios and show this brand's products or advertisements to subjects. During the experiment, we strictly controlled various variables to ensure the accuracy and reliability of the experimental

results. We also use data analytics techniques to compare the performance of different test groups to assess how consumers respond to specific advertising or marketing strategies.

3.4.3 Form.

The study applied extensive methods of organizing and presenting quantitative data to present the results clearly and accurately. Specifically, quantitative information such as questionnaire results and test data was integrated into a clear tabular format to ensure that the data was presented succinctly and clearly. In order to make the data more readable and understandable, we also used statistical software for data collation and chart production. These charts not only visually show the trend of data changes, but also provide us with strong support to assist us in in-depth analysis and interpretation. Through this process, we are able to better track the effectiveness of marketing campaigns and thus comprehensively assess the impact of social media marketing on brand loyalty for local cosmetics.

3.4.4 In-depth Interview Questions Guide.

3.4.1.1 Applying Methods and Processes.

In-depth interviews are an important tool for exploring consumers' deep feelings and thoughts. To guide the discussion, we designed a series of open-ended questions designed to encourage participants to share their personal experiences and perspectives. These interviews were conducted in a semi-structured manner and lasted approximately 60-90 minutes per subject. During the interview process, we guided according to the outline, and flexibly adjusted the order and depth of questions according to the actual situation, and timely asked to obtain more in-depth information. For further analysis, we recorded and recorded the interview in detail. At the end of the interview, we transcribe the audio recordings verbatim into text, encode and analyze the text. This process not only helps us to supplement the qualitative information of questionnaire data, but also provides richer background and deeper understanding for research. In this way, we can more fully reveal consumers' cognitive, emotional and behavioral intentions towards local cosmetics brands, thus providing strong support for effective social media marketing strategies.

This interview has been carefully considered and carefully prepared, and five senior professionals from different fields have been specially selected. They are Yao

Jun, chief operating officer of Shengjia Group. They have rich practical experience and excellent leadership skills in the field of brand operation. They have long been committed to brand strategic planning and operation management, and have profound insights into brand market positioning and promotion strategies. Professor Chen Gang of Peking University, as an outstanding representative of academic circles, has profound attainments in relevant disciplines. With solid theoretical foundation and cutting-edge research achievements, he provides important academic support and theoretical guidance for the development of the industry; Wang Xiaohan, a skin care brand distributor, has accumulated a lot of first-hand experience in market dynamics, consumer demand and channel management in the field of cosmetics distribution for many years; Shi Yun, Director of Pelleya Design Center, is at the forefront of product side, with keen insight and unique aesthetic perspective on cosmetic design concept, R & D trend and product innovation; Tan Shuxian, head of New Media Department of Drama Star Media, has been deeply engaged in media industry for a long time, familiar with operation rules and development trend of new media platform, and is good at brand communication and promotion through new media channels. These five professionals come from brand operators, academia, distributors, products and media, and they will bring diverse and in-depth views and insights to this interview from their unique professional perspectives. The interview centered on the development trend of domestic cosmetics brands, influencing factors of consumer purchase decisions, factors of brand loyalty cultivation, advantages and strategies of social media marketing, etc. Semi-structured interview method was adopted to ensure the richness and depth of information.

3.4.1.2 Title Design.

The interview outline was designed around the variables in the research model and mainly included the following topics:

- (1) How do you view the development trend of local cosmetics brands in the current market?
- (2) What factors do you think have an important impact on consumers' decision to buy local cosmetics?

(3) In your opinion, what are the key elements that are critical to developing brand loyalty among consumers?

(4) What are the unique advantages of social media marketing in enhancing brand loyalty?

(5) In your opinion, what types of content or activities on social media can effectively attract consumers' attention to local cosmetics brands?

(6) How do you evaluate the value of functional information about local cosmetics brands posted on social media?

(7) What do you think about the potential impact of entertainment content of local cosmetics brands on social media on brand loyalty?

(8) How do you evaluate the current trend of integrating functional information with entertainment content on social media platforms, and what are the implications for the marketing strategies of local cosmetics brands?

(9) In your opinion, what is the role of brand image and value display on social media in promoting consumer loyalty?

(10) What features in social media (such as live streaming, short videos, hashtags, etc.) do you think are most effective in promoting the interaction between brands and consumers?

(11) What types of interactive messages do you think are most likely to inspire consumer engagement and translate into brand loyalty? Please give an example.

(12) How do you think local cosmetics brands should improve consumers' cognitive trust?

(13) How do you think local cosmetics brands should improve consumers' emotional trust?

(14) What measures do you think can effectively enhance the brand loyalty of local cosmetics brands?

When using these tools, it's important to ensure that they complement each other to build a comprehensive data-set. Questionnaire and tests can provide quantitative data, tables are used for data presentation, and interview question guides can provide

in-depth qualitative insights. The comprehensive application of these methods can enhance the reliability and validity of the study, so as to better understand the role of social media in promoting local cosmetics brand loyalty.

3.5 Data Collection

The data collection methods of this study mainly include the following aspects

3.5.1 Literature Research Method.

This includes the following: (1) Review of existing academic literature: search and review academic articles, books, conference papers, etc. in relevant fields to understand the theoretical background of brand loyalty and academic research results of social media marketing; analyze and integrate existing research on local cosmetics brands and their performance on social media, including success stories and lessons learned. (2) Industry reports and case studies: collect and study industry reports, market research and business cases, with special attention to materials related to local cosmetics brands; through analysis of these materials, understand the current market environment of local cosmetics brands, consumer behavior trends and social media influence. (3) Establishment of theoretical framework: Based on literature research, construct theoretical models or hypotheses for evaluating the impact of social media on local cosmetics brand loyalty; involve communication theory, marketing theory, social psychology theory, etc., to provide theoretical basis for subsequent field investigation.

3.5.2 In-depth Interviews.

As a core qualitative research method, in-depth interview enables researchers to gain a thorough insight into consumers' attitudes, perceptions and loyalty to local cosmetics brands. The application of this method in this study follows the following steps: First, define the target group of respondents, which may include key stakeholders such as marketing professionals of local cosmetics brands, academic experts, industry analysts, etc. Make sure that these participants are informative and willing to share their unique insights and experiences; then develop a series of open-ended questions around the research objectives. These questions should be flexible and deep enough to encourage respondents to freely express their personal views and experiences about brand loyalty.

3.5.3 Questionnaire Survey Method.

Questionnaire survey method was used as a primary research tool to explore the phenomenon of social media promoting local cosmetics brand loyalty. The study designed a series of questionnaires to measure consumers' perceptions, emotional connections, satisfaction and loyalty to local cosmetics brands. The questionnaire covers a variety of question formats, including closed and open questions, to collect data on brand usage frequency, purchasing behavior, social media engagement, and more. In addition, the validity and reliability of the questionnaire were ensured through pre-testing, and the questionnaire design was optimized accordingly.

The study selected target sample groups and adopted appropriate sampling methods for questionnaire distribution. Using online survey platforms and social media networks, the study successfully collected a large amount of data, which was then analyzed in depth using statistical software, including descriptive statistics, correlation analysis and regression analysis. The analysis results reveal the correlation between social media marketing strategy and local cosmetics brand loyalty.

3.5.4 Observation.

In this study, observational methods were used as an important means of data collection to understand the impact of social media on promoting loyalty to local cosmetics brands. Specifically, the application of observation falls into two main areas: participatory observation and non-participatory observation.

In participatory observation, researchers actively participate in the interaction between users and brands through social media platforms, recording and analyzing user comments, sharing, likes and other behaviors. In addition, researchers may create fake accounts to gain more insight into discussions within the community and how users really feel about the brand.

In non-participatory observation, the researcher acts as an observer, monitoring and analyzing the user's natural behavior on social media without interfering with its natural flow. The researchers also analyzed user-generated content, such as comments and posts, to assess user reaction and engagement. Through continuous observation of social media activity, researchers were able to identify popular topics, popular content types, trends in user preferences, and more.

3.6 Data Analysis.

The data and data analysis of this study are mainly concentrated in chapters 4 and 5. In chapter 4, this study systematically analyzes the social media marketing strategies of local cosmetics brands and their impact on brand loyalty through in-depth case analysis, high-frequency word analysis, content analysis and semi-structured interviews. Firstly, this study analyzes the social media marketing strategies of four typical local cosmetics brands: Huaxizi, Pechoin, PROYA and Perfect Diary. These brands have successfully enhanced brand awareness and consumer participation through various strategies such as cultural integration, KOL cooperation, new media marketing, user co-creation, cross-border cooperation, celebrity endorsement, offline activities, etc. Secondly, ROSTCM6 software was used to analyze emotional tendency and extract high-frequency words, revealing the main content and emotional tendency of brand communication on social media. At the same time, Internet-based "network content analysis method", by crawling WeWhat Official Accounts articles, and using Atlas.ti 7 and ROSTCM6 software for qualitative analysis, to reveal the brand communication characteristics on social media. In addition, this research collected the opinions of industry experts and explored in depth the impact mechanism of social media marketing on brand trust and brand loyalty through coding analysis. In reliability and validity test, the reliability and validity of questionnaire data were evaluated by calculating Cronbach's α coefficient and KMO value.

In chapter 5, descriptive statistics, reliability analysis, exploratory factor analysis (EFA), structural equation model (SEM) test, Pearson correlation analysis and regression analysis are used to construct and validate the model of social media marketing's impact on brand loyalty. Firstly, descriptive statistical analysis was conducted on the basic characteristics of the sample, including gender, age, marital status, education level, occupation, residence area and income. Secondly, reliability analysis was performed to ensure the reliability of questionnaire data by Cronbach's α coefficient. Then, Bartlett sphere test and KMO test were used to judge whether the questionnaire was suitable for factor analysis and extract common factors. Then, model fit test and path analysis were carried out by using AMOS25.0 software to verify the hypothesis model. In addition, Pearson correlation analysis was used to understand the relationship between different dimensions. Finally, the influence degree

of each factor on brand trust and brand loyalty is determined by multiple regression analysis.

3.7 Statistics for Data Analysis.

In this study, we comprehensively use a number of key indicators to comprehensively evaluate the effectiveness and impact of brand communication. Specifically, these indicators include:

3.7.1 Consumer-related data.

- 1) Gender distribution: Analyzing the preference and loyalty of consumers of different genders to local cosmetics brands.
- 2) Education level: Analyzing consumers' preference and loyalty to local cosmetics brands with different education levels.
- 3) Geographical distribution: Understanding where consumers come from to analyze the impact of geographical factors on brand loyalty.
- 4) Consumer behavior: Collecting data on consumer purchase frequency, purchase channels and purchase preferences.
- 5) Social media interaction data: including the number and frequency of interactions such as followers, likes, comments, and retweets.
- 6) Consumer attitudes and perceptions: Collecting consumers' perceptions, attitudes and evaluations of local cosmetics brands through questionnaires or online feedback systems.

3.7.2 Local cosmetics brand related data.

- 1) Brand history and background: understanding the brand's founding time, development process and market positioning information.
- 2) Product Line: Analyzing the product category, characteristics, price and market share of the brand.
- 3) Brand image and reputation: Evaluate the image and reputation of the brand in the eyes of consumers, including brand awareness, reputation and loyalty.
- 4) Marketing campaigns: Understanding the type, frequency, and effectiveness of marketing campaigns your brand is running on social media platforms.

Competitor analysis: Comparing and analyzing competitors' brand positioning, product characteristics and marketing strategies.

3.7.3 Social media platform-related data.

When analyzing the four representative social media platforms selected in this study, Weibo, WeChat, Live Broadcast and Xiaohongshu, the following are some key data:

1) Microblog platform data

- Number of followers and engagement rate: Understanding the number of followers of a brand's Weibo account, as well as the engagement rate of fans (such as retweets, comments, and likes).

- Topic and hot search ranking: Paying attention to brand-related topics and hot search words, and analyze their popularity ranking and discussion volume on Weibo.

- Advertising effectiveness evaluation: Evaluating the advertising effectiveness of brands on Weibo platforms, including key indicators such as exposure, click rate, conversion rate, etc.

- KOL Collaboration Impact: Understanding how brands collaborate with key opinionleaders (KOLs) and how KOLs contribute to brand awareness and impact.

- User profile: Analyzing the user profile of the brand account on the Weibo platform, including age, gender, region and other characteristics, to understand the characteristics of the target consumer group.

2) WeChat platform data:

- Number of public account subscriptions and user activity: understand the subscription number of brand WeChat Official Accounts, as well as the user activity (such as article reading, likes, etc.).

- Content type and publishing frequency: Analyzing the content type (such as text, pictures, videos, etc.) and publishing frequency published by the public number to understand user preferences and consumption habits.

- User interaction and feedback: Paying attention to the interaction of users in public accounts, including comments, replies and questionnaires, to understand users' attitudes and needs towards brands.

- Usage of Mini programs: If the brand has WeChat Mini Programs, analyzing their usage, including key indicators such as visits, conversion rate, Retention rate, etc.

-Communication effect of friends circle: understanding the communication of brand content in friends circle, including interactive behaviors such as sharing, likes and comments, and evaluating the influence of content in WeChat ecosystem.

3) Live broadcast platform data:

- Live viewers and engagement: Learning key metrics such as the number of viewers, simultaneous online presence, and average viewing time of brand live broadcasts.

- Interaction data: Analyzing user interaction during live broadcasting, including comments, likes, gifts, etc.

- Barrage and comment content: Paying attention to the comments and comments posted by users in the live broadcast and understand the feedback and concerns of users.

- Playback views and sharing: Understanding the number of views and shares of live playback and evaluate the impact and repeat viewing value of live content.

- Conversion rate and sales data: Analyzing the purchase conversion rate, order volume and sales data of users during live broadcasting, as well as the promotion effect of live broadcasting on sales.

4) Xiaohongshu Platform Data:

- Number and Quality of Notes Published: Learning about the number, quality, and interaction of notes that brands publish on Little Red Books.

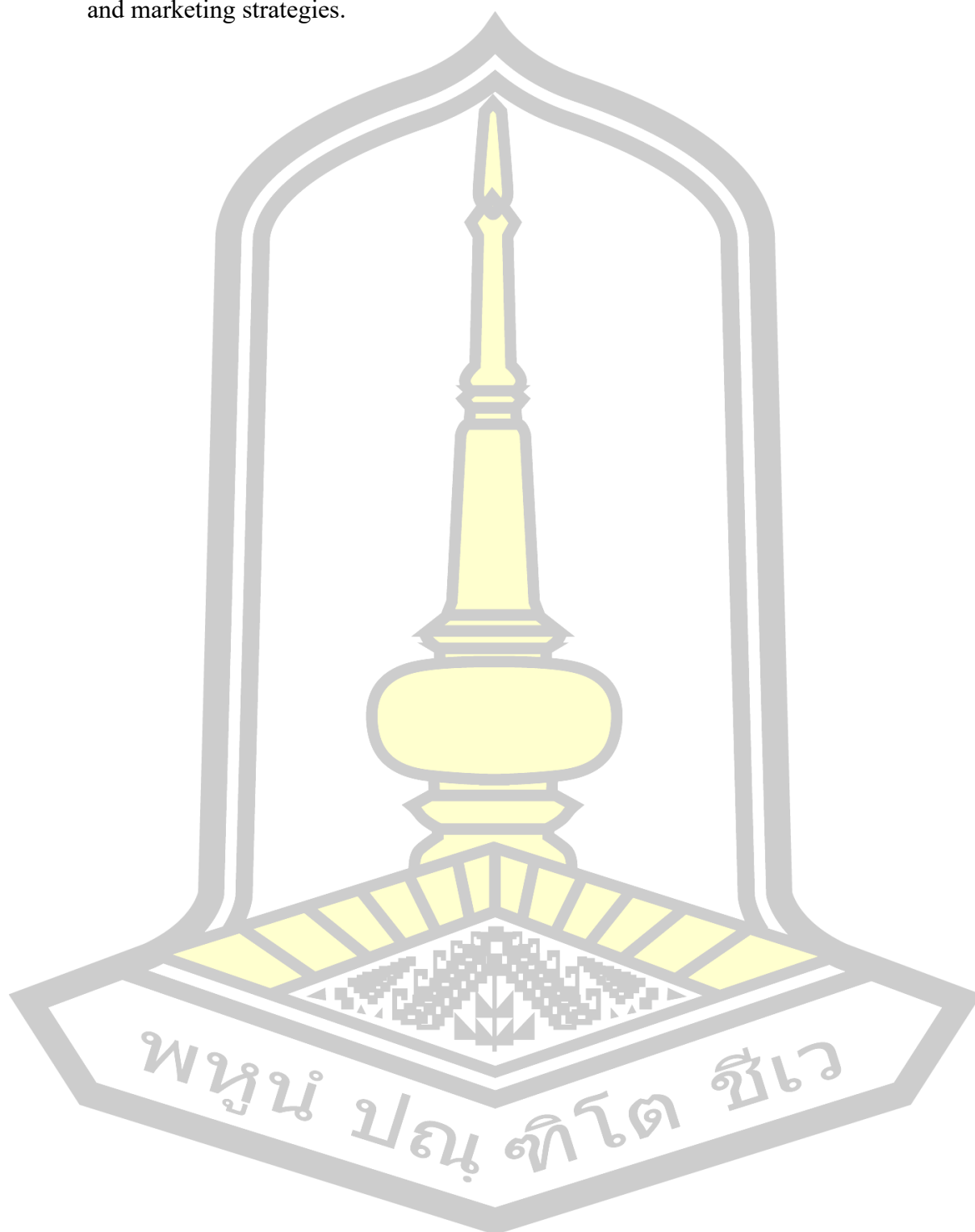
- User attention and interaction rate: Analyzing the user attention (such as the number of fans) and interaction rate (such as likes, comments, etc.) of the brand on the Little Red Book.

- Keyword ranking and search volume: Paying attention to the ranking and search volume of keywords related to brands on the Little Red Book, and understand the exposure and popularity of brands on the platform.

- Comparative analysis of competitors: Comparative analysis of competitors' performance on the Xiaohongshu, including indicators such as number of notes, interaction rate and keyword ranking.

User profile and behavior analysis: Understanding user profiles (such as age, gender, geography, etc.) and behavioral characteristics (such as browsing habits, purchase

decision-making process, etc.) that focus on brand notes to optimize brand positioning and marketing strategies.



Chapter 4

Analysis of Factors Influencing Brand Loyalty of Local Cosmetics by Social Media Marketing: Qualitative Research

In this chapter, the study will follow the following steps: First, the in-depth case analysis of Huaxizi, Pechoin, PROYA and Perfect Diary will be carried out to sort out and summarize their characteristics in social media marketing strategy. Then, relying on WeChat Official Accounts platform, crawler technology is used to collect relevant articles, mention frequency and user interaction data of these four brands, and emotional tendency analysis is carried out through high frequency word analysis and roscm6 software. Subsequently, the study intends to collect industry experts' opinions through in-depth interviews and encode and analyze these first-hand materials. Based on the literature review and theoretical exploration above, this chapter will summarize the factors that social media marketing affects brand loyalty of local cosmetics.

4.1 Typical Case analysis of Social Media Marketing of Local Cosmetics Brands

In order to further explore the multi-dimensional and deep logic of social media marketing affecting brand loyalty of local cosmetics brands, this section will focus on four typical brand cases: Huaxizi, Pechoin, PROYA and Perfect Diary. Through in-depth analysis of their social media marketing strategies and practices, it aims to explore the factors affecting brand loyalty in the field of social media marketing.

4.1.1 Huaxizi.

4.1.1.1 Huaxizi Brand Profile.

Huaxizi adheres to the brand concept of "Oriental Makeup, Makeup with Flowers" and deeply cultivates in the exploration journey of China's thousand-year ancient beauty wisdom. This brand has a precise insight into the unique skin characteristics and diversified makeup demands of oriental women. It skillfully blends flower essence with Chinese herbal extracts. With the help of cutting-edge modern makeup R & D and manufacturing technology, it creates a series of makeup products that are both healthy and nourishing. Since its inception, Huaxizi has risen rapidly in the China market and steadily moved towards the international stage. Through the

online and offline dual-track sales strategy and cooperation with well-known retailers in many countries, Huaxizi successfully achieved rapid business expansion and growth.

Huaxizi, located in the middle and high-end cosmetics field, is committed to carving cosmetics with rich China characteristics. The brand focuses on highlighting the core concept of "maintaining makeup with flowers," perfectly blending the long-standing traditional culture of China with the current fashion beauty trend, so as to firmly attract consumers' attention. Its products often contain floral extracts and herbal extracts, emphasizing the health and skin nourishing effects of the products, which are highly compatible with the skin characteristics and makeup needs of Oriental women. Well-designed product appearance and packaging, coupled with the deep connection with Chinese traditional culture, make Huaxizi stand out in the local and foreign markets, successfully shaping a unique brand style. In terms of marketing activities, Huaxizi focuses on the following key areas:

First of all, Huaxizi attaches great importance to the coordinated development of cultural integration and product innovation. It skillfully integrates the profound heritage of oriental culture with modern design concepts, and launches a series of unique makeup products, such as carved lipstick, etc. These products are very attractive in visual presentation, and at the same time deeply convey the cultural connotation contained in the brand, fully demonstrating the unique charm of oriental aesthetics. In addition, Huaxizi also knows the way of cultural marketing and regularly launches limited edition products, which are closely combined with China traditional festivals or representative cultural events, which not only enhance the cultural value of the products, but also endow them with unique collection significance.

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Figure 2 Huaxizi Product Series

Secondly, Huaxizi vigorously strengthened the close cooperation with KOL, and made every effort to strengthen the implementation of live broadcasting with goods. Huaxizi cooperated with Li Jiaqi, a famous live broadcast anchor, to promote the products in an all-round way with the help of the live broadcast platform, and quickly and significantly improved the brand popularity and product sales volume with the full help of its extensive influence. In addition, Huaxizi actively expanded the scope of cooperation with other KOLs and social media influencers, and successfully attracted the attention of potential customers through their carefully crafted content marketing strategies. For example, Huaxizi sincerely invites fashion bloggers to carry out product trials and evaluation activities to further attract more attention through authentic and reliable user experience sharing. At the same time, Huaxizi also reached cooperation with beauty experts to jointly hold online lectures and professional seminars to provide professional makeup skills guidance and skin care knowledge popularization for the audience, effectively enhancing the authority and credibility of the brand.

Third, Huaxizi focuses on strengthening the integrated marketing communication synergy of new media. It carefully lays out content marketing strategies on social platforms such as Xiaohongshu, Weibo, Tik Tok and B Station, and significantly improves brand exposure frequency and user stickiness through high-quality content "planting grass" and deep interaction with users. For example, Huaxizi released detailed product use guides and beauty skills sharing on the Xiaohongshu platform, effectively attracting users 'likes and comments; Advocate topic discussion

and interactive activities on Weibo, which can effectively enhance users' sense of participation and belonging; Short Video and challenge events produced on the chatter platform successfully triggered users' focus and sharing behavior; Professional beauty tutorials and product evaluation videos were released on Station B to accurately attract the attention and favor of young users.

Fourth, Huaxizi adopts user-created mode to shape good reputation. The brand implements a user experience officer system, inviting users to participate in product evaluation and iteration, enhancing user belonging and loyalty. For example, new product launches and experience activities are held regularly to collect user feedback and improve; at the same time, a user community platform is set up for users to freely exchange and share experiences and form word-of-mouth communication.

Fifth, Huaxizi expands brand linkage through cross-border cooperation. The brand has joined hands with multi-industry brands such as alcohol and games to expand market coverage and influence. For example, it launched a joint lipstick gift box with Luzhou Laojiao, integrating the concept of fine wine beauty makeup to attract eye-catching eyes; and launched a limited makeup set with popular game IP to increase popularity and sales volume with fans' enthusiasm. At the same time, Huaxizi also actively appeared in cultural activities, fashion weeks and other important occasions to strengthen cultural dissemination and accelerate the internationalization process.

Sixth, Huaxizi deepened brand image and enhanced market recognition by launching brand theme songs and focusing on star endorsement strategies. Brands collaborate with musicians to create and promote theme songs on major platforms to expand their influence; famous actors or idols are invited to endorse, advertising blockbusters are filmed to increase exposure, attracting fans' attention and support. Among them, Ju Jingyi is the first spokesperson, whose classical fairy spirit and positive spirit conform to the brand fresh and elegant temperament, helping to convey the image. On April 21, 2020, Hua Xizi announced Zhou Shen as brand ambassador to explore the beauty of oriental art together and integrate brand and star image.



Figure 3 Huaxizi Brand Image Spokesperson

Finally, Huaxizi pays attention to offline activities and experiences: Huaxizi holds offline experience activities such as adult experience programs to allow consumers to experience the products themselves and increase the physical contact points and positive experiences of the brand. Huaxizi has opened flash shops or theme exhibition halls in major cities across the country for consumers to visit and experience; organized beauty workshops or teaching courses to teach makeup skills and skin care knowledge; organized art exhibitions or cultural salons to display the cultural heritage and artistic flavor of the brand. These offline activities not only enhance consumer goodwill towards the brand, but also promote sales conversion to achieve a win-win situation.

4.1.1.2 Social Media Marketing Strategy Analysis of TikTok.

Huaxizi's social media marketing methods show a diversified trend, and the platform that attracts the most attention from consumers is the chatter live broadcast platform. Therefore, this study takes Huaxizi's chatter broadcast room as an example for in-depth analysis, in order to understand the logical thinking behind Huaxizi marketing more thoroughly.

First of all, Huaxizi direct broadcast room brand user portrait is clear. Consumers are mainly concentrated in third-tier, new first-tier, second-tier and fourth-tier cities, mainly in Guangdong, Jiangsu and Zhejiang, aged between 24 and 40, and mainly female customers with certain economic foundation. These user groups pay more attention to fashion, food, sports, tourism, etc. The user portrait characteristics of Huaxizi are mainly reflected in the following two aspects: from the perspective of age distribution, consumers aged 18-23 account for relatively few, most of whom are

concentrated in women aged 24-40 who have more consumption ability, which conforms to the market positioning of medium and high-end cosmetics of the brand; From the perspective of geographical distribution, Zhejiang consumers are mostly, the reason may be that Huaxizi was born in Hangzhou West Lake, which has a deeper impact on local consumers.

Secondly, the layout of Huaxizi direct seeding room is more reasonable. It has established an enterprise matrix on the chatter, with a total of 10 chatter numbers and 4 authorized stores. Among them, Huaxizi official flagship store has 11.102 million fans at most, and the peak number of online viewers can reach about 1200. Different broadcast rooms will mainly promote different products. Huaxizi official flagship store adjusted to daily live broadcast time from 06:40-00:30 in July, its online viewing number reached 400-1200, and the viewing volume of other official accounts was less than 50.

In addition, Huaxizi has built a perfect private domain/membership system. Shaking Huaxizi Flagship Store absorbs members through free super bag activities, extends the stay time of users in direct broadcasting room, and distributes 40-80 pieces per day. Members can enjoy different rights and interests through registering birthdays, watching live broadcasts, likes and other behaviors as well as upgrading the accumulated paid amount. Points can also be redeemed for brand gifts. Private domain layout covers Mini programs, public numbers and video numbers. Mini programs, such as flagship stores, imperial gardens, etc., provide shopping malls, genuine inquiry, brand promotion and other services; public account "Huaxizi" provides product promotion, experience hall recruitment, shopping malls, member centers and other services.

4.1.2 Pechoin.

4.1.2.1 Pechoin Brand Profile.

As a landmark brand in China cosmetics industry, Pechoin has experienced more than 90 years of steady development since its establishment in 1931. During this period, it not only witnessed the profound changes of China cosmetics market, but also occupied a prominent position in the global cosmetics industry through its precise brand positioning and innovation strategy. In 1988, under the background of lack of high-quality cosmetics in the local market, Pechoin came into being. Adhering to the

core concept of "independent innovation," it continuously increased R & D investment, introduced advanced technology and production equipment, devoted itself to integrating international high standards with the unique needs of China women, and created a series of cosmetics with distinctive characteristics, thus establishing a unique brand image on the international stage.

During the critical period (2004) when the market competition intensified and product positioning challenges were faced, Pechoin demonstrated excellent strategic vision and decision-making ability. The brand resolutely chose the rejuvenation strategy as the transformation path, clearly defined "natural skin care" as the core positioning of market entry, and launched a series of new products such as "herbal skin care", "Qi Yun" and "Sansheng Flower" based on this, aiming to meet consumers' growing demand for natural and healthy skin care. Although the initial stage (2008) herbal series products faced the challenge of sales volume less than expected due to unit price increase (annual sales did not reach 50 million yuan), Pechoin did not stop there. On the contrary, the brand further refined and strengthened the positioning of "natural non-irritating cosmetics". Through the advertising language of "Pechoin herbal skin care, natural non-irritating" and differentiated channel layout strategy, the brand image was successfully reshaped and the market share increased against the trend, marking the beginning of the "classic local goods" counterattack.

In 2016, the annual sales volume of Pechoin skin care products reached RMB 14.5 billion yuan, ranking first in the sales volume of cosmetics single brand in the mainland of China, surpassing Olay and L'Oreal Paris. Focusing on the new market positioning, Pechoin has strengthened its product research and development efforts, and its product series has become richer and richer, which not only gets rid of the old impression of old Chinese goods, but also caters to the consumption demand of young groups. In 2021, Pechoin jumped to TOP 15 of the "Most Valuable Beauty List in the World". In 2023, Pechoin ranked 13th in the global cosmetics and personal care brand value list, and was the only China beauty brand in the top 15 of the global list, which continued to make Oriental Beauty outstanding in the global aesthetic trend.

4.1.2.2 Social Media Marketing Strategy Analysis of Pechoin.

Pechoin's strategies in social media marketing are rich and creative, focusing not only on brand communication and influence expansion, but also on exploring the

potential of creative content marketing. Through naming popular variety shows and hard broadcasting, Pechoin skillfully enhanced the exposure and influence of the brand, making the brand image deeply rooted in the hearts of the people. At the same time, posters and videos are launched through all channels such as Weibo and WeChat, and voice coverage is carried out jointly with KOL, which further expands the social influence of Pechoin and establishes closer contact with consumers.

In terms of creative content marketing, Pechoin has shown extraordinary imagination and execution. Creative content such as "1931" and tweets such as "Pechoin God Advertising Again" were launched, which quickly swiped on social platforms, bringing high readings and discussions. Through emotional advertising and novel and interesting content, such as "Spring Night FM" program, Pechoin effectively captures the hearts of consumers, allowing consumers to feel the intimacy and identity of the brand, thus enhancing brand loyalty.

In addition, Pechoin is also good at using IP co-branding and cross-layer communication to broaden the brand's consumer group portrait. In cooperation with popular dramas, it has realized multiple brand cross-layer communication through IP joint ventures and TVC short films. Signing famous spokespersons and launching corresponding TVC short films further enhanced the brand's communication effect through the influence and creative content of spokespersons. These strategies not only kept the Pechoin popular among the original consumer groups, but also successfully attracted new consumer groups.

In terms of cultural marketing and brand image building, Pechoin has demonstrated profound cultural heritage and unique brand charm. Digging deep into the brand's unique culture and history, using Shanghai's local "Shanghai culture" and other elements to create a unique style of illustration packaging and nostalgia theme, successfully pushed to young consumers. Through consistent brand positioning and marketing planning, such as Shanghai-language advertising films, creative Ruyi stickers, etc., Pechoin successfully dominated the popular TV series and further refreshed its brand image in consumers' hearts.

Finally, Pechoin has always maintained the spirit of continuous innovation and keeping pace with the times in social media marketing. Through continuous introduction of novel and interesting marketing activities and content, such as short

drama tuiyere, customized short drama, etc., it continuously communicates with consumers and wins consumers 'love. At the same time, it pays attention to inheriting the classic brand image, infuses the vitality of the times through contemporary expression, and constantly refreshes its brand impression and century-old brand charm in the hearts of consumers with its unique "Oriental memory". This conservative and open marketing strategy has enabled Pechoin to maintain a leading position in social media marketing.

Through this series of hot drama + Spring Festival +TVC continuous combination boxing, Pechoin revitalized its unique national cultural brand image of "Shanghai Century Brand" and the brand concept of inheriting the oriental aesthetic image, and truly effectively realized the long-term empowerment of brand value based on the expansion of brand effect.



Figure 4 Creative Content Marketing for Pechoin

4.1.3 PROYA

4.1.3.1 PROYA Brand Profile.

The PROYA brand was born in 2003. Compared with the Chinese beauty brands such as Perfect Diary that broke out in recent years, the 20-year-old PROYA is a veritable old Chinese product." As the first beauty company to become a local brand with sales volume of more than 5 billion yuan, PROYA practices the strategy of multi-brand layout and multi-category development, deepens the "big single product strategy", and empowers products with industry-leading scientific and technological research and development strength to provide mild and efficient skin care solutions for

consumers with different skin types. On the basis of science and technology, we practice diversified media strategies to enhance brand reputation and maintain loyalty.

PROYA chose to start by spreading scientific skin care concepts, and help consumers establish a more comprehensive scientific skin care system with life-oriented content and landing experiences that are close to consumers. Through various thematic exhibitions such as "Scientific Choice of Scientific Formula Skin", it aims to answer daily skin care questions for consumers and fulfill the responsibility of brands to convey scientific skin care concepts to consumers. In the flash store of "morning C evening A unlimited wine coffee" launched at the same time, Zhang Ruonan, ambassador of PROYA brand, came to the scene in person, interacted with online fans with the topic of popularizing PROYA's "scientific formula" and sharing the experience of "morning C evening A". With the help of star influence, PROYA further polished the gold-lettered signboard of brand scientific skin care.

4.1.3.2 PROYA's Social Media Marketing Overview.

PROYA has adopted a diversified strategy in social media marketing to adapt to the characteristics of different platforms and the needs of user groups. Here is a detailed analysis of PROYA's social media marketing strategy:

First of all, PROYA's live broadcast strategy on the chatter platform significantly improved its market performance. Through the combination mode of brand self-broadcasting, deep binding KOL and entering Li Jiaqi and other head broadcast rooms, PROYA successfully seized the development opportunity of this emerging platform. In 2023, its GMV on the chatter platform reached about RMB 470 million yuan, an increase of about 200% year-on-year. This strategy not only greatly increased brand exposure and influence, but also effectively promoted product sales.

Secondly, in the WeChat ecosystem, PROYA makes full use of the advantages of private domain communication. PROYA has built a brand public number matrix, each account is aimed at different types of user attribute layout, but whether it is [PROYA] based on brand content output or [PROYA Official Member Club] based on member management, the ultimate goal is to retain and transform. PROYA Mini programs complete the operation of user relations and private domain re-purchase transactions, through community welfare, daily lottery and other activities can repeatedly reach users. And directly in the Mini programs mall quick conversion. In the new e-

commerce field of video number, PROYA adopts the mode of combining public-private domain linkage with live broadcasting with goods. The daily content mainly focuses on publishing publicity and planting grass, and greatly promotes the node layout of "broadcasting + self-broadcasting" to meet the purchase demand of private domain users.

In addition, PROYA's strategy of planting grass in depth on the Xiaohongshu platform has also achieved remarkable results. Through observation of the international market and in-depth cooperation with KOL, PROYA captured the potential opportunity of [Morning C Late A] skin care and successfully launched the dual anti-series products. Take advantage of the network hot spots, through reasonable KFS strategy layout deep grass content. At the end of 2021, PROYA has occupied the mind of [morning C evening A] users and created "super explosive products". The dual anti-serum and ruby series products together contributed nearly 80% of sales to PROYA in 2023. During the Double 11 period of 2024, Ruby Cream 3.0 alone achieved 1 billion sales.

Finally, PROYA demonstrates brand responsibility focused on women in emotional marketing. In addition to product marketing, PROYA also builds deep emotional links with consumers through a variety of strategies. On the one hand, the brand focuses on female marketing, deeply perceives the hidden pain of women in social life, and outputs attitudinal and in-depth brand values at key festival nodes, which has been widely recognized and liked. For example, during International Women's Day on March 8, 2021, PROYA and China Women's Daily launched #Gender is not the boundary line, prejudice is #theme activity on Weibo, attracting a large number of netizens to participate in the discussion; On Mother's Day in 2022, when other brands are praising maternal love, PROYA focuses on the gender division of labor within the family, attracting consumers' attention from a unique perspective. On the other hand, PROYA has been focusing on the development of public welfare activities, and has been promoting the "Echo Project" for four years to focus on adolescent emotional problems. Through cooperation with One Psychology, we will establish "Soul Post Station" in colleges and universities, and cooperate with Douban, Small Universe and other platforms to output thematic content, advocating common attention to youth mental health problems. The Firefly Project against bullying in

schools has also been held for two consecutive years. These long-term public welfare projects demonstrate the social responsibility and temperature of brand "long-termism".



Figure 5 PROYA Topic Marketing

In summary, PROYA has adopted a diversified strategy in social media marketing, including chatter live broadcasting, WeChat ecological private domain communication, Xiaohongshu's deep content planting and emotional marketing to show women's brand responsibility. These strategies work together to drive the growth and development of the PROYA brand.

4.1.4 Perfect Diary.

4.1.4.1 Perfect Diary Brand Profile.

The Perfect Diary brand is Guangzhou Yixian E-commerce Co., Ltd. under the makeup brand, products are mainly lipstick, eye shadow, foundation, skin care products and other daily beauty and maintenance products. The company was founded in 2017 and settled in Taobao that year. In August 2020, Perfect Diary ranked 351st on the newly released Hurun Global Unicorn List. By September 2024, Perfect Diary had opened a total of 250 offline stores and experience stores in 100 cities across the country, realizing the channel strategy of simultaneous promotion of online and offline.

The user profile of Perfect Diary focuses on young women, especially college students and new professionals. Most of these users belong to the "makeup white", the understanding of cosmetics is still in the early stage, so they are more inclined to look for cost-effective products, in order to learn and try different makeup styles. In terms

of age distribution, the main audience of Perfect Diary is between 18 and 28 years old, among which "post-00" accounts for about 50% and "post-95" accounts for about 70%. This generation grew up with the Internet, they have a broader vision, open confidence, like creativity, and generally accept local brands more than before.

The brand image of Perfect Diary is positioned as young, fashionable and close to the people, emphasizing the value proposition of "beauty without limit" and encouraging respect and tolerance for diversity of beauty. The brand reinforces its image by creating buzz, working with different professions and user groups, and playing with women's power in multiple dimensions. For example, Perfect Diary has worked with female aerospace workers to pay tribute to women's power and invited Zhou Xun as the brand's first global spokesperson to showcase the beauty of China women through advertising campaigns. It accurately captures the voice of a new generation of consumers who pursue individuality, don't blindly worship big brands, and value value for money. Brands meet the needs of these young consumers by providing high-quality, affordable products, while also creating a brand image that is highly consistent with their values.

4.1.4.2 Perfect Diary Social Media Marketing Strategy Analysis.

Perfect Diary has formulated corresponding marketing strategies for the characteristics of different social media platforms and user groups, pursuing efficient and differentiated marketing.

In combination with the characteristics of young, trendy and entertaining users of the chattering platform, Perfect Diary displays product characteristics and use effects through Short Video on chattering, and increases brand exposure by using chattering challenges, topic tags and other functions. In addition, it also works with online celebrities and KOL on chatter to attract fans' attention and purchase products through their recommendations and demonstrations.

Perfect Diary adopts "grass planting marketing" on Xiaohongshu, that is, through high-quality graphics and video content, it shows the experience and effect of product use and stimulates users' desire to buy. At the same time, work with opinion leaders and bloggers on Xiaohongshu to use their recommendations and reviews to increase product trust and brand awareness.

Station B is a video sharing platform with young people as the main user group, focusing on secondary culture and video content. Perfect Diary attracts young people's attention by publishing video content related to secondary culture on Station B and cooperating with well-known UP masters on Station B. This strategy not only increases brand exposure, but also enhances brand affinity and influence through integration with young people's interests.

In addition, Perfect Diary skillfully integrates innovation and topic through cross-border cooperation, which not only makes the brand image take on a new look, but also successfully broadens the target market. The brand actively cooperates with partners in different fields to inject continuous vitality into the product, and encourages consumers to participate in product design, enhancing the user's sense of participation and belonging, and making the brand image more three-dimensional. In the cross-border cooperation with China Aerospace, "Space Creation" co-branded jade rabbit eye shadow "Color Seeking Universe" has become a model of perfect combination of tradition and modernity, science and technology and national tide, showing the profound cultural deposits and innovation ability of the brand. In addition, the cooperation with international singer Troye Sivan has promoted the brand concept of "Beauty without limits" to the world, further enhancing the international popularity of the brand. Cooperation with well-known institutions such as Discovery and National Geographic has launched products themed on natural beauty, enriching product content and enhancing brand recognition. This series of cross-border cooperation, all reflect the perfect diary in brand innovation and market expansion ambition.



Figure 6 Perfect Diary Cross-border Collaborative Marketing

In summary, Perfect Diary formulates corresponding marketing strategies based on the characteristics of different social media platforms and the preferences of user groups, so that its products and brand information can more effectively reach target consumers and stimulate their purchasing behavior.

4.1.5 Summary.

This study analyzed the social media marketing strategies of Huaxizi, Pechoin, PROYA and Perfect Diary, and explored the multiple factors affecting local cosmetics brands from a multidimensional perspective. From its specific social media marketing activities, it conveys marketing information related to brand functional information, entertainment information, interactive information and many other aspects. These are shown on the table below:

Table 6 Factors found from case studies

Context	Huaxizi	Pechoin	PROYA	Perfect Diary
Brand Overview	Huaxizi combines oriental culture with modern makeup, emphasizes healthy skin care, and has unique product design	Pechoin has a long history, pays attention to independent innovation, and implements a younger strategy.	Based on scientific research and development, PROYA advocates scientific skin care concept and multi-brand layout.	Perfect Diary positioning young women, emphasizing high cost performance, known as the big brand Pingdi
Marketing Strategies	Cultural integration, KOL cooperation, new media marketing, user co-creation, cross-border cooperation, star endorsement, offline activities	Youth strategy, creative content marketing, IP co-branding, cultural marketing, continuous innovation	Shake live broadcast with goods, WeChat private domain communication, small red book planting grass, emotional marketing	Young fashion image, multi-platform differentiated marketing, cross-border cooperation, user participation design
Media Selection	Xiaohongshu, micro blog, chatter, B station, offline	Weibo, WeChat, popular variety shows, hard	TikTok, WeChat ecology, small red book, video	TikTok, small red book, station B, cross-border

Context	Huaxizi	Pechoin	PROYA	Perfect Diary
	activities, cross-border cooperation, star endorsement	broadcast, creative content, IP joint	number, community welfare, daily lottery	cooperation, hot topic, female power deduction
Brand Loyalty Elements	<p>1. Functional information: Carved lipstick and other special products, fusion of flower essence and Chinese herbal medicine extract.</p> <p>2. Entertainment information: create theme songs, invite star endorsements.</p> <p>3. Self-concept information: promote oriental makeup culture and enhance users 'sense of belonging.</p> <p>4. Interactive information: hold offline experience activities and invite user experience officers to participate in evaluation.</p>	<p>1. Functional information: launch new products such as "herbal skin care" to meet natural skin care needs.</p> <p>2. Entertainment information: creative advertising such as "1931" long picture, emotional programs such as "Spring Night FM".</p> <p>3. Self-concept information: using shanghai culture elements to create a unique brand image.</p> <p>4. Interactive information: online interaction with consumers, such as customized skits.</p>	<p>1. Functional information: transmitting scientific cosmetics concept and providing mild and efficient cosmetics solution.</p> <p>2. Entertainment information: Carry out public welfare activities and demonstrate a sense of social responsibility.</p> <p>3. Self-concept message: Focus on female marketing and output attitudinal brand values.</p> <p>4. Interactive information: Enhance user stickiness through community benefits and daily sweepstakes.</p>	<p>1. Functional information: provide high quality, affordable color makeup and care products.</p> <p>2. Entertainment information: release secondary related videos, cooperate with online celebrities to promote.</p> <p>3. Self-concept information: Emphasize the value proposition of "beauty without limits" and encourage consumers to express their individuality.</p> <p>4. Interactive information: Encourage consumers to participate in product design and increase brand engagement.</p>

4.2 Content Analysis Based on Social Media

Combined with the samples of the above four local beauty brands, the follow-up research will mainly adopt the method of content analysis. The basic approach is to convert textual, non-quantitative, and valuable information appearing in the media into quantitative data, thereby establishing meaningful categorical decomposition information and analyzing it accordingly. Specifically, this sub-study uses Internet-based "Network content analysis", which helps to narrow the gap between qualitative analysis and quantitative analysis and effectively improves the efficiency of content analysis compared with traditional content analysis methods. Because many local beauty brands use multiple social media means for social media marketing, and there are differences in the evaluation standards of various social media platforms, WeChat Official Accounts with high authenticity of data sources are selected as the incision of data sources in this sub-study. WeChat Official Accounts (including subscription numbers and service numbers) are characterized by open content and searchable history. Therefore, if the original records of all contents published by WeChat Official Accounts of specific brands within the sampling time window are kept, the authenticity of data sources can be ensured.

In this sub-study, the information released from January 1, 2024 to December 31, 2024 by the public accounts of four local beauty brands, Huaxizi, Pechoin, PROYA and Perfect Diary, was selected as samples. The reason why this sub-study selects information at this stage is because communication activities are ongoing and brand enterprises are constantly accumulating experience in content marketing. Therefore, information selected in the latest time period can best reflect the current business situation, and network content analysis also emphasizes the timeliness of sample download.

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Table 7 Information related to sample brands and WeChat Official Accounts

brand	account subject	WeChat Official Accounts	number of articles	Total readings	Total likes
Huaxizi	Hangzhou Huanningxiang Biotechnology Co., Ltd.	Huaxizi	57	170730	1531
Pechoin	Shanghai Baiqueling Daily Chemical Co., Ltd.	Pechoin 1931	92	124679	1789
PROYA	Hangzhou Pelaya Trading Co., Ltd.	PROYA	62	132432	1421
Perfect Diary	Guangzhou Yixian E-commerce Co., Ltd.	Perfect Diary	59	568743	14356

4.2. 1 Word Frequency Data Analysis.

In view of the fact that the above public number content collected by the author includes a large number of texts, pictures, and videos. The qualitative analysis was performed with Atlas.ti 7 and ROSTCM 6 software, and SPSS 22 was used for statistical analysis. Atlas.ti 7 is a qualitative analysis software capable of processing common text, image, audio and video data formats. ROSTCM6 is a Chinese word frequency analysis software, with Chinese word segmentation, word frequency statistics and other functions, users can customize the dictionary statistics of all words and word frequency in a document. The software can also filter the results of word frequency analysis to extract high-frequency feature words of documents. Word frequency analysis is a qualitative analysis method that uses the frequency of keywords that can reveal or express content to determine the hot spots and development trends in this field. The method analyzes the information carried by high-frequency words by sorting the frequency of statistical subject words (keywords) and combining the background content of related texts, so as to reveal the hot spot information in the range of the domain, belonging to the manifest content analysis.

Through shallow content analysis, the data samples studied can be divided into text and multimedia (pictures and videos). The study was carried out according to the following steps: ① Copy the text content of the above public number to four text item research files according to brand and save them; ② Determine the basic units of content (function, entertainment, interaction and self), and classify the content units; ③ Use ROSTCM6 software to segment each category in the four preprocessed.txt documents and count the word frequency.

The process of latent content analysis is as follows: (1) Multi-media of the above-mentioned public number; (2) The author encodes 10% of pictures and videos with Atlas.ti 7 at first, and forms a coding table after discussion and unification, and then encodes the rest of the data; (3) Compare and sort out all the coding results of both parties, discuss the dissenting codes repeatedly, and correct the initial coding table after reaching consensus; (4) Frequency statistics are conducted for each category separately, and the final results are exported from the software, and then the statistical data of text content and multimedia content are merged according to each brand; (5) The research findings are linked to the theory through inspection, and dialogue and iteration are carried out among the data, theory and significance.

Table 8 Atlas.ti-based coding and word frequency statistics.

Content Unit	Keyword	Quantity	Word frequency	Percentage
Functional information	moisturize skin whitening sunscreen anti-wrinkle oil control repair Morning C Night A illuminate anti-aging deep cleanse moisturizing relieve calm antioxidant compact moisten quarantine concealer lasting waterproof sweatproof nourish renewing peel repair soft fine pores even skin tone Improve your complexion enhance elasticity smooth skin Lighten fine lines Improved dullness Strengthen skin barrier extra-nutrition purify skin refreshing and	58	3,818	75.7%

Content Unit	Keyword	Quantity	Word frequency	Percentage
	non-greasy accelerate absorption antiseptis and anti-inflammation shrink pores Maintain water-oil balance improve your skin with Increase gloss fog makeup nude makeup effect Skin Transparency			
Entertainment information	like comment share attention transmit reply vote question and answer discussion dialogue interactive game draw a lottery or raffle activity live streaming barrage expression pack @ Mention private letter interactive topic challenge Interactive Advertising fan base interactive community user-generated content message board interactive questionnaire suggestions feedback subscription notification invite friends give a reward give a gift credits exchange	29	1228	24.3%
Interactive information	like comment share attention transmit reply vote question and answer discussion dialogue interactive game draw a lottery or raffle activity live streaming barrage expression pack @ Mention private letter interactive topic challenge Interactive Advertising fan base interactive community user-generated content message board interactive questionnaire suggestions feedback subscription notification invite friends give a reward give a gift credits exchange	34	2421	98.4%
Self-concept information	Wayward home experience future experience fan dream	17	703	99.2%

Content Unit	Keyword	Quantity	Word frequency	Percentage
	youth comfortable exclusive desire life real graduation childhood memories forget			

Subsequently, the study calculated the reliability of simple agreement and Cohen's Kappa random factors, respectively. The final reliability was calculated using 10% of the total sample and the result for simple agreement $PA_o = A/n$ was 0.928. Cohen's Kappa reliability test for random factors is calculated as $P_i = (PA_o - PA_e) / (1 - PA_e)$, where PA_e represents the consistency of randomization. According to the above formula, the reliability of this study was calculated to be 0.900. According to the established rules, if the reliability coefficient of the network content analysis study is greater than 0.82, it is considered feasible, so the reliability of the content analysis of this sub-study is high.

4.2.2 Content Analysis Process and Results.

After in-depth analysis of social media content of many local cosmetics brands, the author carefully screened out the 50 key words with the highest frequency of use as valuable resources for building brand content marketing strategies. These high-frequency feature words cover nouns, verbs and adjectives, which reflect not only the characteristics of the product, but also the way the brand interacts with consumers and the attractiveness of the content.

From the statistical results, nouns mainly focus on the product itself and its related marketing elements. For example, words such as "mask" and "essence" appear frequently, highlighting consumers' attention to skin care details; while words such as "limited edition" and "gift box" reveal the brand's good intentions when promoting; aiming to attract consumers' attention through special packaging. Verbs vividly depict product usage scenarios and brand activities, such as "smear" and "tap" to guide users on how to use the product correctly; "participate" and "share" encourage users to participate in brand interactions to enhance users' sense of participation and belonging. As for adjectives, they are an important tool in shaping brand image and product characteristics. Such as "natural" and "mild" emphasize the safety and skin of the

product;"fashion" and "trend" show the brand's determination to keep up with the pulse of the times; and "surprise" and "exclusive" convey the brand's attention to the unique needs of customers.

In order to deeply analyze the advantages and disadvantages of the content marketing strategy of WeChat Official Accounts of each brand, this study comprehensively analyzes the four local cosmetics brands of Huaxizi, Pechoin, PROYA and Perfect Diary from the four dimensions of product functional information, entertainment information, interactive information and self-concept information.

Table 9 50 high-frequency feature words of each sample and corresponding frequency of use (%)

Sort	High-frequency word	High frequency words correspond to frequency of use			
		Huaxizi	Pechoin	PROYA	Perfect Diary
1	beauty makeup	0.343	0.430	0.665	0.446
2	skin care	0.546	0.765	0.621	0.843
3	spokesperson	0.865	0.3716	0.545	0.443
4	fashion	0.325	0.635	0.325	0.369
5	woman	0.576	0.457	0.472	0.621
6	skin whitening	0.429	0.689	0.643	0.645
7	promotion	0.256	0.796	0.429	0.766
8	stepping on Thunder	0.316	0.743	0.256	0.473
9	herbal	0.435	0.252	0.316	0.823
10	anti-aging	0.657	0.324	0.435	0.659
11	moisturize	0.689	0.429	0.665	0.452
12	tradition	0.786	0.256	0.421	0.394
13	essence	0.743	0.564	0.545	0.251
14	Morning C Night A	0.252	0.762	0.325	0.665
15	cost performance	0.324	0.321	0.429	0.421
16	comment	0.643	0.645	0.256	0.545
17	dew	0.459	0.765	0.316	0.325
18	freedom	0.452	0.472	0.435	0.234
19	New Products	0.396	0.821	0.657	0.3433
20	eyeshadow compact	0.251	0.659	0.689	0.343

Sort	High-frequency word	High frequency words correspond to frequency of use			
		Huaxizi	Pechoin	PROYA	Perfect Diary
21	lipstick	0.265	0.452	0.786	0.343
22	liquid foundation	0.321	0.394	0.743	0.242
23	concealer	0.645	0.251	0.252	0.245
24	culture	0.765	0.665	0.624	0.748
25	high-gloss powder	0.472	0.421	0.429	0.448
26	eyebrow pencil	0.821	0.545	0.346	0.252
27	eye black	0.65	0.325	0.213	0.241
28	tide	0.452	0.321	0.321	0.354
29	fashion	0.394	0.645	0.645	0.578
30	star style	0.551	0.443	0.765	0.445
31	transboundary	0.665	0.383	0.472	0.594
32	IP marketing	0.421	0.646	0.821	0.548
33	creativity	0.545	0.445	0.659	0.429
34	amusing	0.325	0.473	0.452	0.256
35	cost	0.472	0.547	0.394	0.316
36	user	0.643	0.448	0.251	0.435
37	individuality	0.429	0.346	0.665	0.657
38	classics	0.256	0.453	0.421	0.689
39	light of Chinese goods	0.316	0.463	0.545	0.786
40	An old and famous shop or enterprise	0.435	0.434	0.325	0.743
41	seeding	0.672	0.452	0.521	0.624
42	discounts	0.654	0.394	0.645	0.429
43	emotion	0.7986	0.251	0.865	0.346
44	topic	0.44	0.665	0.472	0.213
45	Science and technology	0.552	0.421	0.821	0.547
46	innovate	0.342	0.545	0.659	0.448
47	repair	0.634	0.325	0.432	0.346
48	second Yuan	0.229	0.452	0.394	0.453
49	interaction	0.768	0.394	0.251	0.547
50	elasticity	0.216	0.251	0.365	0.382

According to the specific analysis of the above chart, it is found that the content of Huaxizi's WeChat Official Accounts focuses more on social interaction (Brand-consumer interaction accounts for 22.8%, social interaction information accounts for 22.6%), while WeChat Official Accounts of Pechoin pay more attention to sharing entertainment information (accounting for 44.7%), WeChat Official Accounts of Perfect Diary mainly focuses on product functional information (accounting for 51.9%), while WeChat Official Accounts of PROYA are more combined with self-concept-related information (accounting for 54.0%). It can be seen that the content marketing strategies of WeChat Official Accounts of different brands have their own uniqueness.

4.2.3 Case -study Factors.

According to the statistics of the contents released by WeChat Official Accounts of the four local cosmetics brands in 2024 (from January 1 to December 30), it is found that there is no significant difference in the number of contents released by the four brands. According to the word frequency statistics results, this study identified 50 common high-frequency keywords in the four brand public accounts. Further analysis shows that the contribution of each brand to these high-frequency keywords varies. In order to classify the 50 high-frequency words, we use cluster analysis method, and according to their meaning, we can conclude four themes: functional information, entertainment information, interactive information and self-concept information. The findings are similar to those of a 2014 Ogilvy survey of more than 6500 social media outlets in 16 countries. The study suggests that effective content marketing requires three things: providing interesting and valuable information; focusing more on the content itself than on its source; and using emotion as the primary driver of communication.

This chapter validates the framework of brand social media content classification and participation effect analysis through empirical research. The study found that the content published by these brands on social media covers functional information, entertainment information, interactive information and self-concept information. This is consistent with the motivation of functional information, entertainment information, interactive information and self-concept information in the theoretical analysis

framework proposed before this study. Specifically, in terms of functional information, all brands emphasize the characteristics and advantages of products to meet consumers' needs for product effectiveness; in terms of entertainment information, brands show product use methods or effects in a relaxed and humorous way to increase users' reading interest; in terms of interactive information, brands encourage users to participate in discussions by likes, votes and other forms to improve user participation; In terms of self-concept messages, brands inspire emotional resonance in users by shaping unique brand images and personal stories. This comprehensive content strategy not only helps to enhance brand awareness and reputation, but also effectively promotes word-of-mouth communication among users, thus further enhancing brand influence.

4.3 Royalty Factors In-Depth Interview Analysis.

Five professionals from different fields were selected for this interview, including Yao Jun, Chief Operating Officer of Shengjia Group, Chen Gang, Professor of Peking University, Wang Xiaohan, Skin Care Brand Distributor, Shi Yun, Director of PROYADesign Center, and Tan Shuxian, Head of New Media Department of Drama Star Media. The interview centered on the development trend of local cosmetics brands, influencing factors of consumer purchase decisions, factors of brand loyalty cultivation, advantages and strategies of social media marketing, etc. Semi-structured interview method was adopted to ensure the richness and depth of information.

4.3.1 Interviewee profile.

1) Yao Jun—Chief Operating Officer of Shengjia Group



Figure 7 Yao Jun, Chief Operating Officer of Shengjia Group

Yao Jun once served as vice president of the group in Haoye, and founded Shunwei Interactive and Shengmi Group Company. He has more than 19 years of advertising industry background. He is good at brand communication, media management, digital marketing and other related fields, and has accumulated rich operation management experience in Internet media advertising companies.

2) Wang Xiaohan—Cosmetics Brand Distributor

Wang Xiaohan has rich experience in the field of cosmetics brand distribution. Currently, she is the distributor of Huaxizi brand in South China, responsible for market development and sales management in several provinces. With her keen market insight and excellent sales skills, she successfully opened up a number of new market areas, making the brand's sales network cover more cities and towns. Wang Xiaohan pays attention to the maintenance of customer relations, regularly organizes customer training and product experience activities, establishes a perfect customer feedback mechanism, solves customer problems in a timely manner, and improves customer satisfaction. The sales team she leads enjoys a high reputation in the industry. Through effective team motivation and training, she has trained a group of professional sales talents. The team members have excellent performance and have been commended by the company and the industry for many times.

3) Chen Gang—Professor and doctoral supervisor of Peking University

Professor Chen Gang is currently Director of Advertising Department, School of Journalism and Communication, Peking University and Director of Institute of Modern Advertising, Peking University. [Member](#) of Academic Committee of China Advertising Association, member of Expert Group of Advertiser Working Committee of China Entrepreneur Association, consultant of many large enterprises and media such as China Life Insurance Company, China Telecom, CCTV, Tianjin Daily Group, etc. He has published monographs on advertising such as *New Media and Advertising*, and published *Towards Collectivization: A Study on the Trend of Advertising Industry in China*, *Is Advertising Declining?* Many academic papers on advertising research, such as *Whether Public Relations Rise*, *Broadcast Media in the New Economic Era*, *Problems and Solutions of Outdoor Advertising in China*, *Five Problems of the Development of China Advertising Industry*, etc., put forward the research viewpoints

of advertising collectivization, advertising and public relations, broadcast advertising, outdoor advertising, development mode of China advertising industry, management mode of China media, etc., which have attracted wide attention in the industry. And undertake "new media and advertising research," "China newspaper advertising management research," "China outdoor advertising research," "China life insurance company cultural strategy," "CCTV advertising management strategy," and many other large projects.

4) Shi Yun—Director of PROYA Design Center

Shi Yun is the director of the PROYA Design Center, responsible for product design and packaging innovation of the brand. She led the team to design a series of innovative and beautiful product packaging in combination with market trends and consumer needs, which enhanced the brand's visual recognition and market competitiveness. Shi Yun pays attention to the details of design and user experience. By continuously optimizing the design process, she shortens the product launch cycle and ensures rapid iteration of products. She paid close attention to market dynamics and consumer feedback, adjusted design strategies in time, promoted close cooperation between design team and marketing department, and realized seamless connection between design and market. Shi Yun also pays attention to team building and talent cultivation. Through regular internal training and external communication, she improves the design ability and innovative thinking of team members. The team she leads has high popularity and influence in the industry and has been rated as excellent design team for many times.



Figure 8 Shi Yun, Director of PROYA Design Center

5) Tan Shuxian—Head of New Media Department of Drama Star Media

Tan Shuxian serves as the head of the new media department of Drama Star Media, responsible for the operation and content creation of several new media platforms owned by the company. She led the team through creative content and precision marketing, successfully enhancing the company's influence and brand awareness in the new media field. Tan Shuxian pays attention to the diversity and interactivity of content, creating a large number of high-quality new media content, including funny Short Video, beauty tutorials, live interactive games, etc., which have gained high click rates and high likes on social media, and further expanded the influence of the brand through the form of user-generated content (UGC). Through accurate market positioning and data analysis, she formulated a series of effective marketing strategies, enhanced brand exposure and user participation, actively promoted cooperation with brands, and realized mutual benefit and win-win results of brands through cross-border marketing and joint promotion. Tan Shuxian pays attention to team collaboration and innovation, establishes efficient communication mechanism and incentive system, stimulates the creativity and enthusiasm of team members, and the new media team she leads has outstanding performance in the industry and has won industry awards and honors many times.

4.3.2 Analysis of interview data.

On the basis of interviews, this study needs to carry out in-depth processing and analysis of the original data. Firstly, the author read the original data in detail; then, the coding analysis mainly includes three stages: open coding, main axis coding and selective coding; finally, the related theoretical concepts are established through the three-stage coding data analysis process.

4.3.2.1 Openness Code.

Open-ended coding is the first step in deep analysis of raw data. Researchers compare, analyze and refine the collected data continuously, condense the complex data into several categories, and identify preliminary themes, concepts and categories. The concepts derived from open coding are the essence of the source material and must accurately convey the meaning of the corresponding source material. When categorizing concepts, researchers should not only achieve consistency in the same category, but also constantly create new themes and new categories, and strive to

achieve a balance between consistency and creativity. After completing the in-depth interview, the interview data collected were analyzed sentence by sentence, line by paragraph and coded in turn. In the encoding process, the original discourse in the interview is quoted as much as possible, and the authenticity and originality of the data are retained to the greatest extent to extract valuable initial concepts. Then the concepts are further analyzed, sorted and classified, and the categorization of concepts is completed. Finally, 105 concepts and 20 categories are obtained. Table 10 shows examples of open-ended coding for some of the data, and Table 11 shows the corresponding category refinements.

Table 10 Partial Open Coding Examples.

Serial number	Open-source coding	Sore concept
1	The local cosmetics market is growing rapidly, consumers pay more attention to good product quality and reasonable marketing methods	industry trends
2	Consumer purchasing decisions are influenced by product quality, price, brand image and word of mouth	purchase decision
3	Brand loyalty requires continuous product innovation, excellent customer service and effective communication strategies	culture element
4	Social media marketing can enhance brand loyalty through interactive and personalized content	marketing advantage
5	Through live broadcast to show product use effect and customer evaluation, it can effectively attract consumers 'attention	Live Show Fruit
6	The value of functional information is assessed in terms of whether it addresses consumer pain points and enhances product awareness.	functionality
7	Entertainment content can increase brand affinity, but it needs to maintain consistency with brand image	entertainment
8	The convergence of functional and entertaining content requires brands to be creative and fun while remaining professional	content integration

Serial number	Open-source coding	Sore concept
9	Brand image and values on social media help build emotional connections and increase loyalty	emotional connection
10	Live and Short Video are effective tools to facilitate brand interaction with consumers because they are intuitive and live	effective interaction
11	User-generated content (UGC) and premium interactive activities inspire engagement and translate into loyalty	UGC
12	Consumer trust should be enhanced through transparent product ingredient descriptions and third-party certification	cognition trust
13	Improving emotional trust requires brands to communicate sincerely with consumers and demonstrate their social responsibility	affection trust
14	Innovative packaging design is also one of the effective ways to attract consumer attention	package design
15	Well-known bloggers or opinion leaders collaborate to promote products and can use their influence to quickly expand brand awareness	opinion leader
16	Good after-sales experience can deepen consumer satisfaction	after-sales experience
17	Regular online and offline brand events can effectively enhance consumers 'sense of participation and belonging	brand activity
18	Brands can encourage repeat purchases by setting up membership systems or point reward programs to increase user loyalty	Membership and Points Rewards
19	Cosmetics marketing must follow social hot spots to effectively attract consumer attention, such as PROYA's marketing on women's topics	social hotspots
20	Reasonable product prices can enhance brand loyalty	product price
21	Consumer reviews on social media must be valued and responded to positively in order to win brand reputation	Evaluation response
22	We can learn from the successful joint experience of Ruixing and other brands to expand marketing power and promote sales through joint ventures.	Joint Marketing
23	Selecting media platform must be combined with product characteristics	media platform

Table 11 Open Coding Results

Serial number	Category	Concept
1	A1 Efficacy	a whitening a7 oil control a19 moisturizing lock a20 no additive a45 results a53 anti-aging a62 essence
2	A2 Price	a2 Promotion a37 Discount a50 Discount a63 Member Price a70 People-friendly a78 Flat a82 Cost
3	Channel A3	a11 live a9 offline a46 Taobao a71 official website a84 offline channel a90 WeChat Mini Programs
4	A4 hot spot	a13 Current affairs a14 Movies a26 Popular information a30 PR activities a50 Stars a55 People interview
5	A5 Creativity	a3 copywriting highlights a4 selling points highlight a47 ingenuity a89 moistening silent a94 brand action
6	A6 Easy	a10 humor a18 interesting vivid a38 shake clever a68 talk paragraph a69 novel a79 fun
7	A7 Unique	a4 original a15 star endorsement a48 brand story
8	A8 Cross-border cooperation	a5 Film a6 Limited Edition a12 Animation a32 Originated from Life a36 Theme a39 Game a77 Culture
9	A9 positive energy	a17 Feelings a23 Public welfare activities a31 Three views positive a45 Transfer values a64 Positive upward a72 Temperature
10	A10 Emotional resonance	a8 Expressing dreams a28 Empathy a56 Female topics a67 Love stories a76 Touching a80 Spiritual comfort a106 Emotional links
11	A11 Online Feedback	a27 product evaluation a73 service evaluation a81 service suggestion a83 award-winning question a87 forwarding
12	A12 Experience sharing	a9 emotional life a21 consumption experience a44 use suggestion a52 treading thunder a92 personal experience
13	A13 line AC	16 Interactive activities a90 User exchanges a98 Corporate dialogue
14	A14 Pleasant experience	a24 Satisfaction a33 Pleasure a60 Surprise a65 Release Stress
15	A15 Values	a22 Responsibility manifests a34 Helping others a57 Self-achievement a74 Social recognition a91 Sense of belonging a105 Personality manifests
16	A16 Professional	a40 Lifestyle a58 Acquiring information a61 Solving problems a66 Learning skills a85 Additional features

Serial number	Category	Concept
17	A17 Purchases	a25 Willing to try new products a41 Priority a59 Willing to pay a95 Frequency of purchase a103 Buy when needed
18	A18 Repeated purchases	a35 Continue to pay attention to a75 Focus on a96 will continue to buy a97 has a tendency to continue to buy a101 repurchase conditions
19	A19 Recommended	a51 comments a86 is recommended a99 online forwarding a102 willing to share a104 online word of mouth spread
20	A20 Brand Affection	a29 remember brand a62 trust production content a88 identity a93 good feeling a100 trustworthy

4.3.2.2 Principal Axis Coding.

Principal axis coding starts with the concepts and categories extracted from open coding, deeply studies their inherent logical relations, and discovers more abstract and refined categories. After repeated comparison, analysis and correlation of 105 concepts and 20 categories from open-ended coding, this study finally condensed 6 sub-categories: functional information, entertainment information, interactive information, self-concept information, cognitive trust, emotional trust and brand loyalty, and 3 main categories: content marketing, brand trust and brand loyalty. As shown in Table 12

Table 12 Spindle Code Analysis Results.

Category of Open Coding Extraction	Subcategory	Principal category
A1 Efficacy	Functional information	Social Media Marketing Content
A2 Price		
Channel A3		
A4 hot spot	Entertainment information	
A5 Creativity		
A6 Easy		
A7 Unique		
A8 Cross-border cooperation	Self-concept information	
A9 positive energy		
A10 Emotional resonance		

Category of Open Coding Extraction	Subcategory	Principal category
A11 Online Feedback	Interactive information	
A12 Experience sharing		
A13 line AC		
A14 Pleasant experience	Affection trust	Brand trust
A15 Values		
A16 Professional	Cognition trust	
A17 Purchases	Behavioral loyalty	Brand loyalty
A18 Repeated purchases		
A19 Recommended		
A20 Brand Affection	Attitudinal loyalty	

The functional information of cosmetic brands covers ingredients and formulas (core ingredients and unique formula technology), efficacy (basic and advanced efficacy), applicable skin types and scenarios, application methods and frequencies, safety and certification (safety testing and relevant certification), brand background and professionalism (brand history and culture and R & D strength), user feedback and public praise, packaging and design (environmental protection packaging and portable design), providing consumers with comprehensive information on product characteristics and advantages. These contents are professional, closely related to consumers, and are content that consumers really care about and are helpful to consumers, which is also consistent with the connotation of "valuable content". These elements are mainly based on the industry perspective, creating content that transmits value information beyond the scope of products and services, provides the most professional content in the industry, creates an expert brand image, enhances the credibility and perceived value of the brand in the hearts of consumers, and thus enhances brand loyalty.

Entertainment information refers to the content that can stimulate consumers' interest, influence consumers' emotions and generate resonance. Based on literature review, this study defines entertainment information as social hot spots, creative marketing or brand stories provided by enterprises to attract consumers' attention and capture consumers' curiosity. Entertainment information includes hot spots, creativity, relaxation, uniqueness and many other categories, which can arouse consumer interest,

meet consumer entertainment needs, and bring happy mood and good feeling to consumers.

Interactive information is content that facilitates interactions between consumers and businesses, consumers and consumers, and consumers and media. According to the data of 2023 content marketing white paper, enterprises should not only consider consumers' information needs, purchase journey, communication form and other factors when organizing content production, but also pay attention to interaction with other brands and consumers, increase immersive interactive content, encourage consumers to participate in content production, and improve consumers' involvement and participation. Through the exploratory analysis above, interactive content mainly includes three aspects, namely, online feedback, experience sharing and online communication, which are embodied in product evaluation, service suggestion, consumption experience, enterprise dialogue, user communication and other contents.

Self-concept information is an important part of shaping brand image and enhancing consumer identity. At present, enterprises should not only consider consumers' needs when organizing and disseminating content, but also pay attention to emotional resonance and positive energy transmission with consumers, so as to enhance consumers' brand identity and loyalty. Through the exploratory analysis above, self-concept information mainly includes two aspects, namely positive energy transmission and emotional resonance, which are embodied in brand values, user stories, brand care, emotional interaction and so on. Positive energy transmission and emotional resonance are two important aspects of Chinese cosmetics brand in the dissemination of self-concept information, they complement each other, work together on consumer psychology and behavior. Positive energy transmission stimulates consumers' internal motivation and positive emotions by displaying brand values and positive attitudes towards life; emotional resonance triggers consumers' emotional resonance and identity by paying attention to consumers' emotional experience and psychological needs. The integration of the two can influence consumers more comprehensively and enhance brand influence and loyalty.

4.3.2.3 Selective Coding.

Selective coding is to further analyze and summarize the interaction between the main categories in the upper coding level, extract more abstract core categories that can cover all other categories, and then systematically sort out the corresponding relations between the core categories and other categories, and construct a new theoretical framework. This study identified the core category as "the impact mechanism of social media marketing on consumer brand loyalty" through in-depth analysis of interview data, concepts and categories. The framework around this core category is as follows: brands publish different types of information content to attract consumers' attention. After receiving the content transmitted by brands, consumers will make overall evaluations on enterprise content or services according to the satisfaction degree of their own needs. These evaluations will affect consumers' cognition and preference for brands, form brand trust, and then affect consumers' loyalty to brands.

4.4 Qualitative Factors Influencing Loyalty to Local Cosmetic Brands.

Through exploratory research, this chapter systematically analyzes the influence factors of social media marketing on brand loyalty of local cosmetics. Firstly, this study conducted in-depth case analysis of four representative Chinese skin care brands, Huaxizi, Pechoin, PROYA and Perfect Diary, to understand the impact of social media strategy on brand loyalty. Secondly, by using the network content analysis method, this paper analyzes the contents published by the four brands in WeChat Official Accounts in 2024 in detail, identifies four themes: functional information, entertainment information, interactive information and self-concept information, and finds that there are significant differences in the content emphasis of each brand. Furthermore, this study collected the opinions of five industry and academic experts through semi-structured interview method, carried out three-level coding analysis on the original data, extracted four dimensions of functional information, entertainment information, interactive information and self-concept information, and discussed the influence mechanism of these dimensions on brand trust and brand loyalty. Summaries are shown in Tables 13

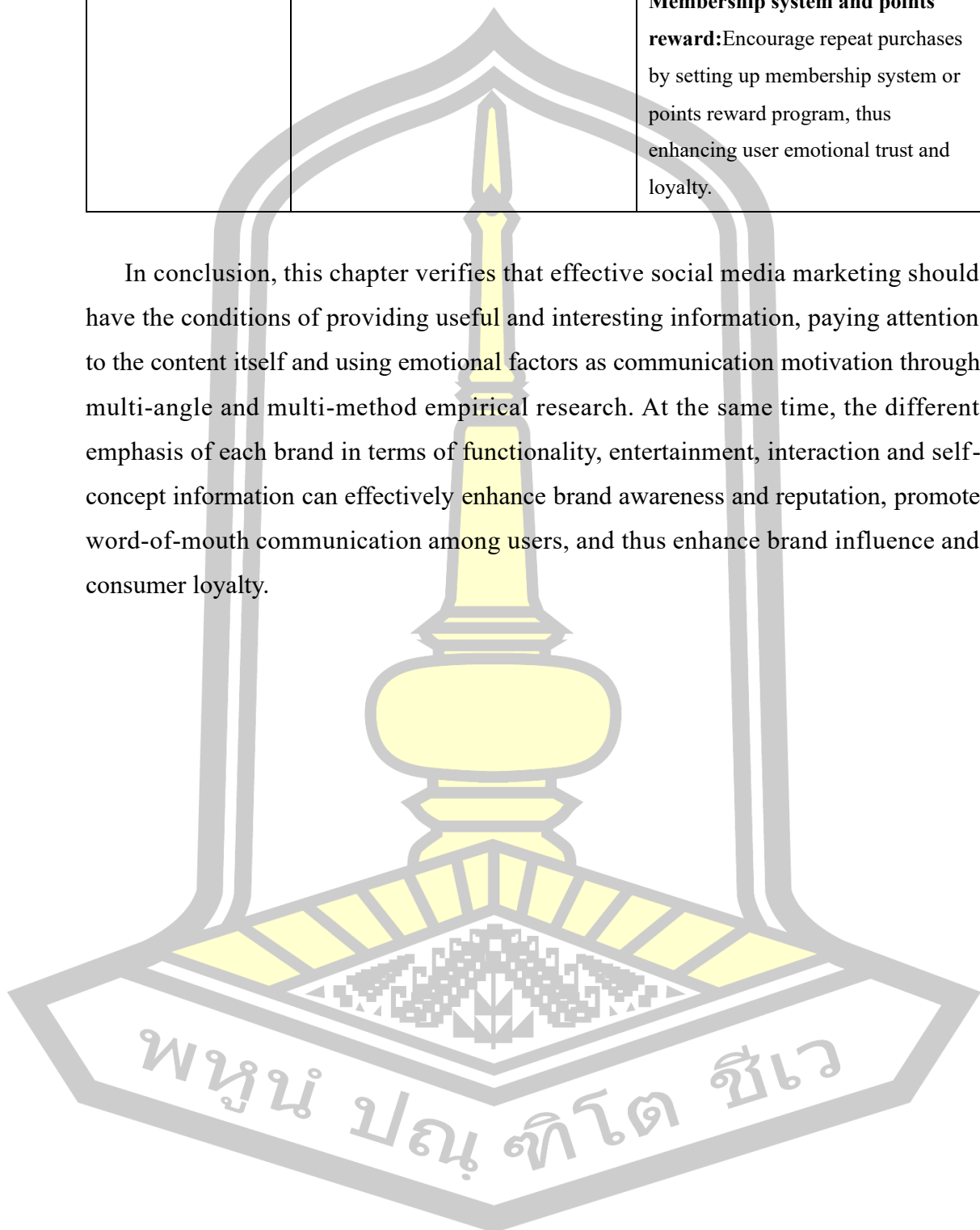
Table 13 Qualitative Factors Influencing Loyalty to Local Cosmetic Brands.

Sources	Cognitive Trust	Emotional Trust
Case Studies	<p>Functional information: Demonstrate professionalism and innovation to consumers by introducing specialty products and scientific cosmetics solutions.</p> <p>Entertainment information: Use creative advertising, emotional programs and partnerships with influencers to increase brand exposure and appeal. Strengthen cultural integration and rejuvenation strategy, shape unique brand image.</p> <p>Interactive information: Deepen consumer awareness and trust in brands through online interaction, community benefits and user participation in product design.</p>	<p>Functional information: provide high-quality products, meet the actual needs of consumers, and establish brand trust;</p> <p>Self-concept information: carry out public welfare activities, show the brand's social responsibility, and enhance consumers 'goodwill towards the brand. Emphasize a distinct value proposition and build emotional resonance with consumers.</p> <p>Interactive information: Stimulate consumers 'desire to buy and improve the emotional appeal of brands through strategies such as deep content planting and emotional marketing.</p>
Content Analysis	<p>Product functional information: including product use scenarios, guidance, characteristics, etc., such as nouns such as "mask" and "essence", and verbs such as "smear" and "tap".</p> <p>Brand image-building: emphasize the safety and skin-friendliness of products through adjectives such as "natural" and "mild", and show the sense of the times of brands such as "fashion" and "trend".</p>	<p>Entertainment information: It involves entertainment elements such as stars, movies, variety shows, etc., as well as lifestyle, trend trends, etc., aiming to attract consumers 'attention and establish emotional connections.</p> <p>Interactive information: including social interaction methods such as likes, comments and sharing, as well as user-generated content, etc., to enhance users 'sense of participation and belonging.</p> <p>Self-concept information: through personalized experience, emotional connection and other ways, such as</p>

Sources	Cognitive Trust	Emotional Trust
		<p>"willful", "exclusive" and other words, convey the brand's attention to the unique needs of customers, thus establishing emotional trust.</p>
In-depth Interview	<p>Functional information:including ingredients and formula, efficacy, applicable skin type and scene, application method and frequency, safety and certification, brand background and professionalism, user feedback and public praise, packaging and design, etc. This information provides consumers with comprehensive knowledge of product features and benefits, helping to build brand credibility.</p> <p>Professional:including lifestyle, information acquisition, problem solving, learning skills, additional functions, etc., to demonstrate the professionalism and authority of the brand in related fields.</p> <p>:</p>	<p>Self-concept information:including positive energy transmission and emotional resonance, such as brand values, user stories, brand care, emotional interaction, etc. This content inspires positive emotions and brand identity in consumers.</p> <p>Entertainment information:Attract consumers through social hot spots, creative marketing or brand stories to meet their entertainment needs and increase pleasure and good feelings.</p> <p>Interactive information:including online feedback, experience sharing and online communication, such as product evaluation, service suggestion, consumption experience, enterprise dialogue, user communication, etc. These interactions enhance the connection and trust between consumers and brands.</p> <p>After-sales experience:A good after-sales experience can deepen consumer satisfaction and enhance emotional trust.</p> <p>Brand activities:Regular online and offline brand activities can effectively enhance consumers 'sense of participation and belonging and enhance emotional connection.</p>

Sources	Cognitive Trust	Emotional Trust
		Membership system and points reward: Encourage repeat purchases by setting up membership system or points reward program, thus enhancing user emotional trust and loyalty.

In conclusion, this chapter verifies that effective social media marketing should have the conditions of providing useful and interesting information, paying attention to the content itself and using emotional factors as communication motivation through multi-angle and multi-method empirical research. At the same time, the different emphasis of each brand in terms of functionality, entertainment, interaction and self-concept information can effectively enhance brand awareness and reputation, promote word-of-mouth communication among users, and thus enhance brand influence and consumer loyalty.



Chapter 5

Social Media Marketing and Loyalty Modelling

5.1 Theoretical Model Construction and Hypothesis Formulation

5.1.1 Theoretical Model

Based on the previous literature review, the research achievements of scholars on social media marketing, brand trust and brand loyalty provide solid theoretical support for the construction of this research model. Social media marketing strategy is the driving factor of consumer brand loyalty, trust perceived by consumers from brand communication content is the intermediate variable, and consumer brand loyalty is the dependent variable of the model. According to the results of case analysis and in-depth interviews, social media marketing strategies are expanded around different content attributes, which are divided into functional information, entertainment information, interactive information and self-concept information. Based on this, this study proposes a theoretical model for social media marketing to enhance consumer brand loyalty. As shown in Figure 9

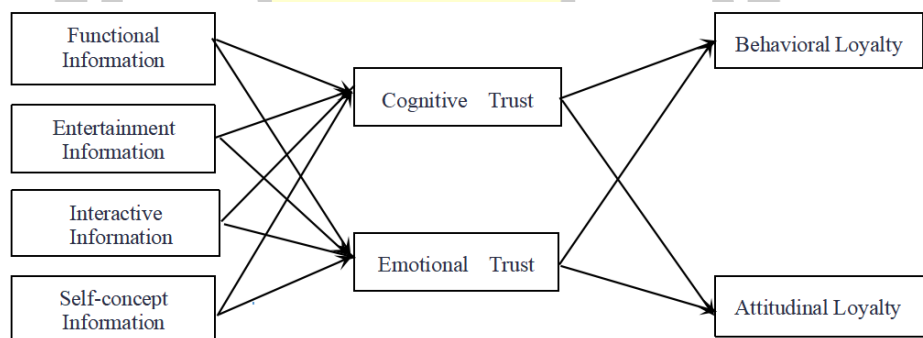


Figure 9 Theoretical model for social media marketing to increase brand loyalty.

5.1.2 Research Hypothesis.

5.1.2.1 The Relationship Between Social Media Marketing and Brand Trust.

In the process of social media marketing to enhance brand loyalty of local cosmetics, brand trust, as a mediating variable, is mainly measured from two aspects: cognitive trust and emotional trust. On the one hand, cognitive trust is the foundation. On social media, consumers can judge brands at the cognitive level by understanding

relevant information of local cosmetics brands, such as ingredients, efficacy, production process, etc., and comparing the advantages and disadvantages of different brands. When a brand clearly demonstrates its product advantages through social media, such as high-quality sources of raw materials, advanced R & D technology, and strict production standards, consumers will gradually realize the reliability of the brand in terms of products, and then build cognitive trust. This trust makes consumers willing to try the brand cosmetics further, laying the foundation for the formation of subsequent emotional trust. Emotional trust, on the other hand, is more critical. Social media bridges the emotional gap between brands and consumers. Local cosmetics brands can establish positive emotional connections in consumers' minds by sharing brand stories, values and interactions with consumers. For example, brands can tell their original intention, challenges and breakthroughs in their development process, and contributions to social welfare, triggering emotional resonance among consumers. When consumers develop an emotional identity with a brand, they are more willing to support the brand, repeat purchases and recommend to others, thereby increasing brand loyalty. Moreover, emotional trust can also allow consumers to ignore some minor flaws of the brand to a certain extent and maintain loyalty to the brand.

To sum up, in the process of social media marketing to enhance brand loyalty of local cosmetics, brand trust as an intermediary variable, through the synergy of cognitive trust and emotional trust, promotes consumers from initial recognition of products to deep recognition of brands, and finally realizes the promotion of brand loyalty.

Based on the above analysis, this study proposes the following assumptions:

H1a: Functional information in social media marketing has a significant positive impact on consumer cognitive trust .

H1b: Entertainment information in social media marketing have a significant positive impact on consumer cognitive trust.

H1c: Interactive information in social media marketing have a significant positive impact on consumer cognitive trust.

H1d: Self-concept information in social media marketing has a significant positive impact on improving consumer cognitive trust.

H2a: Functional information in social media marketing has a significant positive impact on enhancing consumer emotional trust.

H2b: Entertainment information in social media marketing has a significant positive impact on enhancing consumer emotional trust.

H2c: Interactive information in social media marketing have a significant positive impact on enhancing consumer emotional trust.

H2d: Self-concept information in social media marketing has a significant positive impact on enhancing consumer emotional trust.

5.1.2.2 Mediating Role of Brand Trust.

Two dimensions of brand trust-Cognitive trust and emotional trust and two dimensions of brand loyalty-behavioral loyalty and attitudinal loyalty have close and interactive relationship.

Cognitive trust is mainly based on consumers 'actual experience and rational evaluation of brand products or services, which is a kind of recognition of brand ability. When consumers continue to obtain product features and quality experiences that meet or exceed expectations in the process of using the brand many times, cognitive trust will gradually be formed. This trust is further translated into behavioral loyalty, which manifests itself in the long-term and consistent purchase and use of the brand's products or services. Because consumers are convinced that the brand consistently provides the value they need, they prioritize the brand in purchasing decisions, forming a habitual buying behavior that does not easily change choices even in the face of various temptations from competing brands.

Emotional trust is more rooted in the emotional resonance and connection between consumers and brands. When the values, cultural connotation or personality image conveyed by the brand are consistent with the inner feelings of consumers, consumers will have emotional dependence and identification on the brand, thus forming emotional trust. Emotional trust can trigger consumer loyalty. Consumers not only hold positive attitudes and evaluations towards brands, but also are willing to actively recommend brands to others and spread word-of-mouth for brands. They regard brand as a part of their own life psychologically, show concern and support for brand development, even when brand faces some difficulties or crises, they can

maintain their trust and loyalty, and are not easy to be affected by external negative factors and change their attitude towards brand.

In a word, cognitive trust and emotional trust affect consumer behavior loyalty and attitude loyalty from rational and perceptual perspectives respectively. Cognitive trust consolidates behavior loyalty by meeting consumers' actual needs, while emotional trust strengthens attitude loyalty by touching consumers' hearts. The two cooperate with each other to provide a solid foundation for brand loyalty enhancement, promote brand to establish long-term stable customer relationship in the market, and realize sustainable development.

Based on this, this study proposes the following assumptions:

H3a: Consumer cognitive trust has a significant positive impact on consumer behavioral loyalty.

H3b: Consumer emotional trust has a significant positive impact on consumer behavioral loyalty.

H4a: Consumer cognitive trust has a significant positive impact on consumer attitude loyalty.

H4b: Consumer emotional trust has a significant positive impact on consumer attitude loyalty.

5.2 Exploratory Factor Analysis.

In the previous section, we established the model of social media marketing's influence on brand loyalty through qualitative research. In this section, we will formulate corresponding empirical research schemes to test the theoretical model. Firstly, the initial scale of each variable in the model was designed on the basis of literature research combined with the results of in-depth interviews. Secondly, the research subjects were selected and questionnaires were designed. Finally, descriptive analysis, reliability and validity analysis, correlation analysis and structural equation model test were performed on the collected data to verify the research hypothesis and theoretical model.

5.2.1 Statistical Analysis of Sample Characteristics.

Frequency analysis revealed that female respondents accounted for the majority of the sample, accounting for 91.20%, compared with 8.80% of male respondents.

This significant difference may reflect a trend towards female consumers being more active and attentive in cosmetics consumption. In terms of age distribution, nearly half of the respondents (49.20%) are concentrated in the age group of 23-30, which indicates that this age group may be the main force of cosmetics consumption. This is followed by the 18-22 year old group, which accounts for 28.60%, reflecting the strong interest and demand of young consumers for cosmetics. In terms of marital status, most of the respondents have entered the marriage hall, and the married rate is as high as 69.80%. This data may suggest that married women play an important role in cosmetics consumption. In terms of education level, respondents with bachelor's degree dominated, accounting for 64.00%, while respondents with high school education or below accounted for only 12.00%. This indicates that cosmetics consumers are generally more educated and may be more inclined to access information and make brand choices through social media. In terms of occupation distribution, commercial service workers, students and government/office cadres are the main occupational groups, accounting for 16.00%, 11.80% and 12.80% respectively. This diversified professional background provides a basis for studying the differences of brand loyalty among different professional groups. In terms of residential area, the proportion of respondents in second-tier cities and rural areas is similar, accounting for 28.60% and 25.20% respectively. This indicates that consumers in different regions may have different needs and preferences for cosmetics, which has guiding significance for cosmetics brand marketing strategies in different regions. In the income distribution, 32.40% of respondents have monthly income between 3000-5000 yuan, which may represent the main group of cosmetics consumption. In terms of monthly consumption of cosmetics, 28.20% of respondents spent between 1001 and 2000 yuan, indicating that a considerable number of consumers invested considerable money in cosmetics. In terms of family size, 61.00% of families have two or fewer people, which may mean that small families have more decision-making power and purchasing power in cosmetics consumption.

This detailed demographic information lay a solid foundation for further in-depth analysis of the impact of social media marketing on local cosmetics brand loyalty. Through in-depth mining and cross-analysis of these data, subtle differences in cosmetics purchasing behavior and brand loyalty among different consumer groups

can be revealed, providing powerful data support for cosmetics brands to formulate accurate market strategies.

Table 14 Frequency Analysis Results

Name	Option	Frequency	Percentage (%)	Cumulative percentage (%)
Gender	Woman	456	91.20	91.20
	Man	44	8.80	100.00
Age	18-22 years of age	143	28.60	28.60
	23-30 years of age	246	49.20	77.80
	31-35 years of age	111	22.20	100.00
Marriage	Are	349	69.80	69.80
	No	151	30.20	100.00
Educational level	High school and below	60	12.00	12.00
	College degree	62	12.40	24.40
	Bachelor's degree	320	64.00	88.40
	's degree or above	58	11.60	100.00
Occupation	student	59	11.80	11.80
	Government/Office Officials/Civil Servants	64	12.80	24.60
	Enterprise managers	61	12.20	36.80
	Elerk	45	9.00	45.80
	Professional	58	11.60	57.40
	Commercial service workers	80	16.00	73.40
	Freelancer	64	12.80	86.20
	Else	69	13.80	100.00
Area of residence	First-tier cities	117	23.40	23.40
	Second-tier cities	143	28.60	52.00
	Third-tier cities and below	114	22.80	74.80
	A rural area	126	25.20	100.00
Monthly income	Below 3000 Yuan	101	20.20	20.20
	3000-5000 element	162	32.40	52.60
	5001-8000 element	153	30.60	83.20
	8001 and above	84	16.80	100.00
Monthly consumption of cosmetics	Below 300 Yuan	67	13.40	13.40
	300-500 element	59	11.80	25.20

Table 14 Frequency Analysis Results

Name	Option	Frequency	Percentage (%)	Cumulative percentage (%)
	501-1000 element	97	19.40	44.60
	1001-2000 element	141	28.20	72.80
	More than \$2,001	136	27.20	100.00
Household size	2 persons and below	305	61.00	61.00
	3-5 person	151	30.20	91.20
	More than 5 people	44	8.80	100.00
Total		500	100.0	100.0

5.2.2 Sample Social Media Platform Usage.

Through the collection and analysis of sample data, a group of valuable data results were obtained. Among them, there are obvious differences in response rates among different social media platforms. Specifically, WeChat has the highest response rate, reaching 50.40%. This high response rate shows that WeChat has extremely high influence and popularity among consumers, and it has almost become an indispensable part of people's daily lives. WeChat plays an important role in keeping in touch with friends and relatives or obtaining information about various life services. This is also the main reason why WeChat media is selected as the sample platform when analyzing word frequency samples.

This was followed by Weibo, which had a response rate of 49.40%. As an open social platform, microblogging gathers a large amount of information and diverse user groups. Many consumers pay close attention to current affairs hot spots, star dynamics and various interest topics through micro blog, which provides users with a broad space for information exchange.

The response rate of Little Red Book is also outstanding, reaching 49.80%. With its unique content sharing form, Little Red Book focuses on lifestyle, beauty fashion, tourism food and other fields, attracting the attention of many young consumers. Users can not only get rich cosmetic product recommendations and experience on the Little Red Book, but also interact with other users by sharing their own life.

Other platforms, however, have relatively low response rates. For example, the response rate of chattering fast hand is 47.80%. Although these two platforms have

strong influence in the field of Short Video, their user participation may be relatively low in the specific sample or research situation of this survey. Zhihu, as a knowledge question-and-answer community with a response rate of 47.60%, has a unique advantage in providing professional knowledge and in-depth discussion, but may have a relatively narrow audience due to its relatively professional and serious content. The response rate of Station B is 46.60%. As a video platform characterized by secondary culture, although it has a loyal user group, its coverage in the overall consumer group may be relatively small.

Overall, the total number of responses across all platforms was 1698, representing a penetration rate of over 339.60%. This data fully shows that respondents have a certain degree of attention to multiple platforms, reflecting the current trend of diversification in consumer social media use. They are no longer limited to a single platform, but based on their own needs and interests, they obtain information, social interaction and entertainment consumption on different platforms.

To further verify the model fit, we performed a goodness of fit test. The results showed $\chi^2 = 1.161$, $p = 0.979$. This result shows that the model fits well, which means that the model we built can better reflect consumers' contacts on different social media platforms, providing a reliable basis for subsequent analysis and research.

Table 15 Social Media Usage

Name	Response		Prevalence ($n=500$)
	<i>n</i>	responsivity	
Microblog	247	14.55%	49.40%
Microblog	240	14.13%	48.00%
WeChat	252	14.84%	50.40%
TikTok	239	14.08%	47.80%
Xiaohongshu	249	14.66%	49.80%
Zhihu	238	14.02%	47.60%
Station B	233	13.72%	46.60%
Total	1698	100%	339.60%

Note: $\chi^2 = 1.161$, $p = 0.979$ for goodness of fit test

5.2.3 Use of Local Makeup Brands.

The survey shows that respondents' understanding of local cosmetics brands presents diversified characteristics. Specifically, "other" brands have the highest response rate, reaching 51.20%, which may mean that there are many brands in the market that have not been clearly classified or relatively low visibility, which together constitute an important part of the local cosmetics market. This was followed by "Huaxizi", "Pechoin" and "PROYA", with response rates of 49.80%, 49.20% and 48.60% respectively, indicating that they also enjoy high attention and recognition among consumers. The response rate of Perfect Diary was 46.60%, which also showed its significant position in the market. The overall response number is 1227, and the penetration rate is as high as 245.40%, which strongly indicates the widespread recognition of local cosmetics brands in the market. Through the goodness of fit test, we obtained $\chi^2=1.162$ and $p=0.884$, which shows that our model fits the actual data very well, so these data provide a solid and reliable basis for us to analyze the consumer preferences of the local cosmetics market in depth.

Table 16 Local Cosmetic Brands Currently in Use or Relatively Known.

Name	Response		Prevalence ($n=500$)
	<i>n</i>	responsivity	
Huaxizi	249	20.29%	49.80%
Perfect Diary	233	18.99%	46.60%
PROYA	243	19.80%	48.60%
Pechoin	246	20.05%	49.20%
Else	256	20.86%	51.20%
Collect	1227	100%	245.40%

Note: $\chi^2 = 1.162$, $p = 0.884$ for goodness of fit test

5.2.4 The Sample and Loyalty of Local Cosmetic Brands.

5.2.4.1 Mean and S.D

The results of basic index analysis reveal the distribution characteristics of each variable in the sample. Specifically, each variable has 500 sample points, and the score range covers 1.000 to 5.000, showing a wide score interval, ensuring the richness

and diversity of the data and providing sufficient variation information for subsequent analysis.

On average, the data showed that entertainment information (3.296) and behavioral loyalty (3.224) scored slightly higher than the other dimensions, which may suggest that these two factors have relative importance in consumers' overall evaluation. In contrast, interactivity (3.108) had a slightly lower average score, suggesting it may be an area that needs more attention and improvement.

The data for standard deviation and median further reflect the dispersion of scores. In particular, large standard deviations were found in behavioral loyalty (SD 1.191) and emotional trust (SD 1.088), indicating significant fluctuations in participants' scores on these dimensions. This fluctuation may be due to significant differences in consumer perceptions of brands or products in different aspects, or lack of uniform evaluation standards in some aspects.

Table 17 Analysis of Basic Indicators

Name	Sample Size	Least value	Maximum	Average	Standard deviation	Median
Functional information	500	1.000	5.000	3.138	1.065	3.333
Entertainment information	500	1.000	4.833	3.296	0.913	3.667
Self-concept information	500	1.000	5.000	3.162	0.981	3.250
Interactive information	500	1.000	4.667	3.108	0.910	3.333
Cognition trust	500	1.000	5.000	3.134	1.020	3.250
Emotional trust	500	1.000	5.000	3.183	1.088	3.333
Attitudinal loyalty	500	1.000	5.000	3.131	1.102	3.333
Behavioral loyalty	500	1.000	5.000	3.224	1.191	3.500

The baseline analysis showed that the sample size of each variable was 500, ranging from 1.000 to 5.000, reflecting a wide range of scores. On average, entertainment information (3.296) and behavioral loyalty (3.224) were slightly higher than other dimensions, while interaction (3.108) had a relatively low average score. Standard deviation and median data show that participants' scores on each dimension

have some dispersion, especially in behavioral loyalty (standard deviation 1.191) and emotional trust (standard deviation 1.088). This data provide a basis for further analysis of the impact of each dimension on consumer behavior.

5.2.4.2 The Loyalty Opinion Levels in Each Factors.

Table 18 Items of Loyalty and Translation

Items	Mean	S.D.	Level translation
Functional Information	3.189	1.248	Neutral
1. The information released on the brand's social media platform focuses on conveying the unique functions of the product.	3.308	1.361	Neutral
2. The brand often posts information on brand promotions and updates on social media platforms.	3.026	1.103	Neutral
3. There are a lot of product reviews and tutorials on social media.	3.080	1.123	Neutral
4. The brand's social media marketing format is diverse and attractive.	3.340	1.404	Neutral
Entertainment Information	3.266	1.147	
1. Content posted on the brand's social media platform is often related to trends.	3.220	1.114	Neutral
2. What brand's social media platform is interesting.	3.278	1.180	Neutral
3. The brand focuses on using celebrity endorsements to enhance brand awareness and credibility.	3.370	1.156	Neutral
4. The brand is good at telling brand stories.	3.282	1.128	Neutral
5. The brand focuses on crossover and co-branded marketing.	3.284	1.158	Neutral
Self-concept Information	3.162	1.157	Neutral
1. The values conveyed by the brand are consistent with my personal values.	3.318	1.305	Neutral
2. The lifestyle or attitude conveyed by the brand is consistent with me.	3.128	1.118	Neutral
3. The content released by the brand resonated with me emotionally.	3.090	1.099	Neutral

Items	Mean	S.D.	Level translation
4. The content released by the brand reflects a certain sense of social responsibility.	3.110	1.107	Neutral
Interactive Information	3.108	1.168	Neutral
1. Social media discussions about the brand's products have had some impact.	3.310	1.379	Neutral
2. Comments and feedback about the brand's products will affect consumer purchases.	3.028	1.102	Neutral
3. The brand focuses on online word-of-mouth communication.	3.056	1.140	Neutral
4. The brand often interacts with consumers.	3.066	1.110	Neutral
5. The brand takes into account the personalized needs of consumers in its interactive communication.	3.090	1.156	Neutral
6. The brand's experience of interaction with consumers has left a good impression on consumers.	3.096	1.123	Neutral
Cognitive Trust	3.134	1.193	Neutral
1. The products or services provided by this brand deserve my trust.	3.326	1.391	Neutral
2. The brand has a good reputation and reputation, worthy of my trust.	3.096	1.130	Neutral
3. I am satisfied with the expertise and ability of this brand.	3.048	1.130	Neutral
4. The brand meets my individual needs and preferences.	3.064	1.120	Neutral
Emotional Trust	3.183	1.223	Neutral
1. I like the values and culture that brand represents.	3.380	1.387	Neutral
2. I feel relaxed and happy to interact with the brand.	3.104	1.147	Neutral
3. If the brand product has an accident, I believe the brand can solve the related problems very well.	3.066	1.135	Neutral

It can be seen from the above table that the transmission of functional information has obtained medium user feedback, with an average value of 3.189, indicating that the brand's efforts in displaying unique features of the product have been recognized to a certain extent, although the user satisfaction shows certain fluctuations, with a standard deviation of 1.248, suggesting that some users have higher expectations or different concerns for certain functional information. In terms

of entertainment information, the brand has won the favor of users through content creation combined with trend trends, with an average value of 3.266, and the evaluation among users is relatively consistent, with a standard deviation of 1.147, indicating that the brand has achieved remarkable results in entertainment marketing and is generally popular. Self-concept information transmission is relatively flat, with an average of 3.162. Brands have not yet formed strong user resonance in this area, but the perceived difference between users is not significant, with a standard deviation of 1.157, reflecting that brands still have room for improvement in shaping images consistent with users' personal values and lifestyles. The performance of interactive information is also satisfactory, with an average of 3.108. Brands still need to strengthen in promoting user participation and communication. There are certain differences in user perception of interactive experience, with a standard deviation of 1.168, suggesting that brands need to further optimize interaction strategies to enhance user participation. In terms of cognitive trust, brand performance in product quality and service is only at a medium level in users' minds, with an average of 3.134, and users' opinions on this are relatively scattered, with a standard deviation of 1.193, which means that brands still need to make continuous efforts to establish a solid foundation of user trust. Emotional trust shows that brands have made some progress in transmitting values and cultural connotations, with an average of 3.183. Although the emotional connection strength between users is different, with a standard deviation of 1.223, brands are gradually achieving results in establishing deep emotional ties with users.

5.2.4.3 The Comparison of Loyalty by Sample Demography.

Table 19 The Differentiate of Loyalty by Demography

Name	Option	Attitudinal loyalty	Behavioral loyalty
Marriage	Yes ($n=349$)	3.05±1.10	3.14±1.20
	No ($n=151$)	3.31±1.09	3.41±1.16
	t	5.682	5.352
	p	0.018*	0.021*

Name	Option	Attitudinal loyalty	Behavioral loyalty
Age	18-22 years ($n=143$)	3.01±1.04	2.98±1.17
	23-30 Age ($n=246$)	3.10±1.14	3.31±1.19
	31-35 years ($n=111$)	3.37±1.07	3.35±1.19
	<i>F</i>	3.665	4.339
	<i>p</i>	0.026*	0.014*
Aea of residence	First-tier cities ($n=117$)	3.35±1.09	3.36±1.20
	Second tier cities ($n=143$)	3.22±1.06	3.34±1.13
	Third tier cities and below ($n=114$)	2.99±1.13	3.25±1.18
	Rural areas ($n=126$)	2.96±1.10	2.94±1.22
	<i>F</i>	3.604	3.397
<i>p</i>	0.013*	0.018*	
Monthly consumption of cosmetics	Less than 300 yuan ($n=67$)	2.88±1.20	2.87±1.31
	300-500 Yuan ($n=59$)	2.94±0.99	3.09±1.25
	501 - 1000 Yuan ($n=97$)	3.08±1.10	3.19±1.19
	1001-2000 Yuan ($n=141$)	3.14±1.12	3.26±1.24
	More than 2001 yuan ($n=136$)	3.36±1.05	3.44±1.01
	<i>F</i>	2.935	2.897
<i>p</i>	0.020*	0.022*	

* $p<0.05$ ** $p<0.01$

When investigating the factors influencing consumer attitude loyalty and behavior loyalty, the results of difference test reveal the significant effects of some key variables. Marital status has a significant impact on attitudinal loyalty and behavioral loyalty. The specific data showed that married people scored only 3.05±1.10 in attitude loyalty and 3.14±1.20 in behavior loyalty, while unmarried people scored 3.31±1.09 in attitude loyalty and 3.41±1.16 in behavior loyalty. The t value of attitude loyalty and behavior loyalty was 5.682 and 5.352, respectively, and the p values were less

than 0.05. This indicates that marital status has brought significant differences in all levels of loyalty, which may be due to the differences between married people and unmarried people in terms of family responsibilities and consumption concepts, which are reflected in consumer loyalty to cosmetics.

The differences between different age groups should not be ignored either. The results showed that the 31 - 35 age group performed most prominently in attitude loyalty and behavior loyalty. This may be because consumers of this age group have certain advantages in terms of economic foundation, maturity of consumption concept and social role positioning, which makes it easier for them to establish higher loyalty to cosmetic brands or products. In contrast, other age groups may be slightly less stable in spending or depth of brand recognition, resulting in relatively low loyalty scores.

The difference in residential area also had a significant impact on loyalty. Consumers in rural areas scored significantly lower in loyalty than those in other areas. This may be due to a combination of factors such as the consumption environment in rural areas, market supply and limited brand information for consumers. Rural consumers may face relatively few brand choices and poor access to new cosmetic products, which affects their loyalty to specific brands.

In addition, the monthly amount of cosmetics consumption and loyalty score showed a positive correlation. That is, the higher the monthly consumption of cosmetics, the higher the loyalty score. This reflects that in the field of cosmetics consumption, consumers who are more invested are often more likely to develop a sense of dependence and identity with the brand or product they purchase, and thus show higher loyalty. This consumption behavior pattern may be related to consumer pursuit of high-quality cosmetics and consumer psychological compensation mechanism.

5. 3 Empirical Factors Analysis.

5. 3.1 Reliability Analysis.

In order to evaluate the reliability of the questionnaire comprehensively, Cronbach's alpha coefficient, which is most commonly used in academic research, was used to test the consistency of the questionnaire as a whole and each dimension. Here are the results of rigorous dimensional analysis:

Table 20 Cronbach's α Coefficient for Questionnaire.

Dimensionality	Number of terms	Sample size	Cronbach α coefficient
Functional Information	3	500	0.864
Entertainment Information	6	500	0.858
Self-concept Information	4	500	0.867
Interactive Information	6	500	0.868
Cognition Trust	4	500	0.873
Emotional Trust	3	500	0.862
Attitudinal Loyalty	3	500	0.87
Behavioral Loyalty	2	500	0.859

First of all, from the independent variable level. In functional information dimension, this dimension contains 3 specific survey items, the sample size is set to 500, and the Cronbach α coefficient obtained by accurate calculation is 0.864. This indicates that there is a high degree of correlation between items in this dimension, which means that respondents have a high consistency in their answers to relevant questions involving functional information, thus ensuring the reliability of data measured in this dimension. There are 6 items in the entertainment information dimension. After analyzing 500 samples, the Cronbach α coefficient reaches 0.858. This fully shows that in the measurement of entertainment information, each item can work together to effectively reflect the conceptual characteristics to be studied, and further verifies the reliability of the measurement tool in this dimension. The self-concept dimension consists of four items, and the alpha coefficient calculated based on 500 samples is 0.867. This data shows that in the process of self-concept

measurement, each item closely revolves around the core concept, so that the respondents' answers can accurately reflect their characteristics and attitudes in self-concept, providing a solid data foundation for subsequent research and analysis. The interaction dimension consisted of 6 items and the Cronbach α coefficient was 0.868. This indicates that there is high internal consistency among items in the measurement of interactivity, which can well capture the performance and opinions of respondents in terms of interactivity, ensuring the credibility of the measurement results of this dimension.

Second, from the perspective of intermediary variables. There are 4 items in cognitive trust dimension, α coefficient is 0.873. This means that respondents show strong consistency in their answers to questions related to cognitive trust, reflecting their high stability and reliability in evaluating the subjects at the cognitive level, providing strong data support for in-depth research on cognitive trust. Emotional trust dimension consists of 3 items, Cronbach α coefficient reaches 0.862. Although the number of items is relatively small, the high correlation between items indicates that reliable results can still be obtained on the measurement of emotional trust, which helps to accurately grasp the trust state of respondents at the emotional level.

Finally, at the dependent variable level. The dimension of attitude loyalty consists of 3 items, α coefficient is 0.870. This shows that in the measurement of attitude loyalty, each item can effectively reflect the attitude loyalty of respondents to specific objects, and provides an important reference for studying consumers or users' attitudes and behaviors. Behavior loyalty has 2 items, Cronbach α coefficient is 0.859. Although the number of items is small, the high alpha coefficient indicates that these two items are enough to measure the loyalty of respondents in actual behavior, and provide valuable data information for studying the key dimension of behavioral loyalty.

In summary, the Cronbach alpha coefficients for all dimensions exceeded 0.8, which strongly indicates that the measurement tools used in this study have excellent reliability in all dimensions and can provide solid and reliable data support for further discussion of related topics.

5.3.2 Exploration Factors Analysis.

Construct validity is a measure of how well a measurement corresponds to a theoretical framework. Exploratory factor analysis (EFA) was used to examine the structural validity of the questionnaire. Firstly, Bartlett sphere test and KMO test were used to judge whether the questionnaire was suitable for factor analysis. When KMO was greater than 0.7 and sig. of Bartlett sphere test was less than 0.05, it indicated that the convergent validity was good and suitable for factor analysis. Secondly, the factor eigenvalues and factor loads of the items were tested. When the factor eigenvalues were not less than 1 and the factor loads of each item were greater than 0.5, the construct validity of the questionnaire was good.

Table 21 KMO and Bartlett's Test of Sphericity

Statistics		Value
Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO)		0.868
Bartlett's test of Sphericity	Chi-Square	8121.238
	df	465
	P-value	0.000
	n	500

Table 22 Loyalty Exploration Factors Analysis (EFA)

Name	Factor loading Coefficient							Common Degree Factor
	factor 1	factor 2	factor 3	factor 4	factor 5	factor 6	factor 7	
Functional Information 1	-0.060	-0.110	-0.085	0.823	0.221	0.066	0.131	0.770
Functional Information 2	-0.007	-0.075	-0.071	0.806	0.226	0.107	0.090	0.731
Functional Information 3	-0.115	-0.101	-0.056	0.812	0.205	0.089	-0.011	0.737
Entertainment Information 1	0.054	0.708	0.053	0.042	0.057	0.069	0.063	0.521
Entertainment Information 2	-0.053	0.740	-0.025	0.001	0.073	0.007	-0.012	0.556

Table 22 Loyalty Exploration Factors Analysis (EFA)

Name	Factor loading Coefficient							Common Degree Factor
	factor 1	factor 2	factor 3	factor 4	factor 5	factor 6	factor 7	
Entertainment Information 3	0.007	0.779	-0.063	-0.038	0.099	0.033	-0.077	0.630
Entertainment Information 4	-0.015	0.752	-0.003	0.002	0.142	0.062	0.080	0.596
Entertainment Information 5	0.013	0.750	-0.034	-0.051	0.086	0.118	0.111	0.600
Entertainment Information 6	-0.013	0.764	0.010	-0.074	0.133	0.037	0.166	0.637
Self-concept Information1	-0.046	-0.019	0.860	-0.075	0.146	0.086	0.053	0.780
Self-concept Information2	-0.038	-0.043	0.785	-0.010	0.130	0.074	0.082	0.648
Self-concept Information3	-0.048	-0.073	0.803	0.043	0.144	0.130	0.019	0.692
Self-concept Information 4	0.014	0.012	0.792	-0.052	0.158	0.063	0.029	0.660
Interactive Information1	0.847	-0.045	-0.028	-0.055	0.095	0.077	0.060	0.742
Interactive Information2	0.706	-0.034	-0.007	-0.009	0.154	0.099	0.101	0.544
Interactive Information3	0.729	0.057	0.007	0.004	0.143	0.013	0.036	0.556
Interactive Information4	0.741	-0.001	-0.017	-0.007	0.045	0.082	-0.025	0.558
Interactive Information5	0.754	0.023	-0.029	0.044	0.103	0.082	0.087	0.597
Interactive information6	0.760	-0.009	0.021	0.016	0.065	0.059	0.055	0.590
Cognitive Trust 1	0.194	0.214	0.133	0.162	0.787	0.114	0.093	0.767
Cognitive Trust 2	0.172	0.140	0.181	0.196	0.732	0.125	0.103	0.683
Cognitive Trust 3	0.181	0.192	0.169	0.175	0.722	0.110	0.091	0.671
Cognitive Trust 4	0.201	0.183	0.224	0.084	0.697	0.157	0.103	0.652
Emotional Trust 1	0.370	0.316	0.417	0.488	-0.266	0.146	0.162	0.767

Table 22 Loyalty Exploration Factors Analysis (EFA)

Name	Factor loading Coefficient							Common Degree Factor
	factor 1	factor 2	factor 3	factor 4	factor 5	factor 6	factor 7	
Emotional Trust 2	0.306	0.339	0.383	0.486	-0.179	0.189	0.128	0.675
Emotional Trust 3	0.334	0.364	0.354	0.449	-0.183	0.204	0.189	0.682
Attitudinal Loyalty 1	0.143	0.129	0.112	0.113	0.133	0.870	0.068	0.841
Attitudinal Loyalty 2	0.138	0.084	0.151	0.114	0.137	0.824	0.079	0.766
Attitudinal Loyalty 3	0.127	0.109	0.136	0.122	0.141	0.839	0.074	0.790
Behavioral Loyalty 1	0.132	0.152	0.098	0.123	0.135	0.088	0.888	0.879
Behavioral Loyalty 2	0.167	0.156	0.119	0.161	0.189	0.132	0.854	0.874
Eigenroot (before rotation)	7.250	3.456	3.198	2.587	1.944	1.553	1.207	-
Variance								
Explanation %(before rotation)	23.389%	11.148%	10.316%	8.344%	6.270%	5.011%	3.892%	-
Cumulative variance interpretation rate %(before rotation)	23.389%	34.536%	44.853%	53.196%	59.466%	64.478%	68.370%	-
Eigenvalues (after rotation)	4.057	3.978	3.307	2.873	2.768	2.444	1.768	-
Variance								
explanation %(after rotation)	13.086%	12.831%	10.669%	9.269%	8.928%	7.884%	5.704%	-
Cumulative variance interpretation rate %(after rotation)	13.086%	25.917%	36.586%	45.855%	54.783%	62.666%	68.370%	-
KMO value				0.868				-
Barth spherical value				8121.238				-
df				465				-
p-value				0.000				-

Note: If the numbers in the table are colored: blue indicates that the absolute value of the load coefficient is greater than 0.4, and red indicates that the commonality (variance of common factors) is less than 0.4

After in-depth validation analysis of the study data, we obtained key information about each factor. Validity analysis results are critical to verify whether measurement tools accurately measure the constructs we expect to study.

From the factor loading coefficient, functional information, entertainment information, self-concept and interactivity showed higher values. This means that there is a strong correlation between each measurement item in these dimensions and its corresponding latent factor. In particular, the factor loading coefficients of all items exceed 0.7, which clearly shows that this part has good discrimination, which can effectively distinguish the construct of interaction from other constructs, so that we can understand and interpret the information reflected in the data more accurately in subsequent analysis.

The factor load coefficients of cognitive trust and emotional trust are also at a high level, which indicates that there is also a close relationship between each measurement item and the potential factors in these dimensions, which fully reflects the strong correlation characteristics, and further verifies the rationality and effectiveness of our designed measurement scale in these dimensions.

At the same time, we note that the KMO (Kaiser-Meyer-Olkin) value is 0.868. KMO values are statistics used to test partial correlations between variables and range from 0 to 1. Generally speaking, KMO values greater than 0.6 are suitable for factor analysis, and 0.868 in this study indicates that the data is very suitable for factor analysis, which provides a solid foundation for our subsequent factor extraction and other work. In addition, Bartlett's sphere test had a p value of 0.000, which was significantly lower than the usual significance level of 0.05, confirming the validity of the data again, indicating that the data we collected were not unit matrices, and that there was a common factor structure among the variables, suitable for subsequent statistical analysis operations such as factor analysis.

Further observing the eigenvalues and variance explanation rates after rotation, we find that the first seven factors cumulatively explain 68.370% of the variance. Variance interpretation rate is one of the important indexes to measure the effect of factor analysis, which reflects the proportion of the extracted factors that can explain the total variance of the original variables. Generally speaking, the cumulative variance interpretation rate of more than 60% indicates that the model has good

interpretation ability, while 68.370% in this study indicates that our model performs well in explaining data variation and can summarize the main information in the original data well.

However, it should be noted that projects with commonality below 0.4 may have some problems. Commonality, or common factor variance, reflects the sum of the squares of the loads on common factors for each item and represents the proportion of variance that items can be explained by common factors. When the commonality is less than 0.4, it indicates that the item may have weak correlation with other items, or the consistency between its measured content and the overall construct is not high enough. These items need to be further examined in subsequent analysis to consider whether adjustment or optimization of the measured items is needed to improve the validity and reliability of the whole scale and ensure the accuracy and scientificity of the research results.

5.4 Model Fitting and Hypothesis Testing.

5.4.1 Overall Model Fitting.

During the comprehensive evaluation of the model constructed, a series of model fit metrics provide us with detailed information about how well it fits. For the chi-square test result, the chi-square value reaches 475.463, which corresponds to a p-value of 0.010 for a degree of freedom of 406. This p-value is statistically significant and clearly indicates that the model fit is significant, meaning that the model does not fit the data by accident, but rather captures valid information in the data, thereby strongly refuting the null hypothesis that the model and data are independent.

The chi-square freedom ratio, an important index, is further examined and its value is 1.171. In the normative system evaluated by the model, the ratio lower than 3 is an ideal case, which strongly confirms the excellent adaptability of the model from the side. In general, a low chi-squared freedom ratio indicates that the model has achieved a good balance between complexity and goodness of fit. Specifically, a low ratio implies that the model is neither too complex to generalize from overfitting nor underfitting to miss key information in the data, but rather finds the right juncture between simplicity and accuracy to ensure that core patterns and relationships in the data are effectively identified.

In terms of absolute fit indicators, the GFI (Good Fit Index) is as high as 0.945. GFI is a key absolute index to measure the degree of model fitting. The closer its value is to 1, the higher the degree of model fitting with data. The GFI value of this model clearly shows a high degree of fit between the data and the model, which means that the model can accurately map the inherent characteristics and distribution rules of the observed data in the overall structure, laying a solid foundation for the subsequent in-depth analysis and prediction of the data. At the same time, RMSEA (root mean square error approximation) was 0.019, which is well below the critical value of 0.05 that is usually considered a good model fit. RMSEA is a key relative metric for evaluating model fit residuals, and its small value definitely indicates that the model has high accuracy in predicting and interpreting data, and can accurately restore the true information in the data, thus enhancing our confidence and reliability in the model results.

From the perspective of residual analysis, the RMR (Root Mean Square Residual) is 0.047. This relatively low value intuitively reflects the small difference between the model predictions and observations, i.e., the residuals generated by the model are in the ideal range. In model evaluation, residuals are an important measure of the accuracy of model predictions. Smaller residuals mean that the model can more accurately approximate the true generation mechanism of data, thus improving the understanding and prediction ability of phenomena or processes. CFI (Comparative Fit Index), NFI (Normative Fit Index) and NNFI (Non-Normative Fit Index) were excellent in terms of relative fit indicators, with values of 0.991, 0.943 and 0.990 respectively, which were significantly higher than the conventional acceptance threshold of 0.9. These metrics measure how well the model improves the data by comparing the target model to an independent model (an extremely simple model that assumes no correlation between variables). The higher values clearly indicate that the model has a distinct advantage over independent models in fitting the data, explaining variation in the data more effectively and capturing potentially complex relationships between variables.

In addition, the TLI (Tucker-Lewis Index) was 0.990, AGFI (Adjusted Goodness of Fit Index) was 0.933, and IFI (Incremental Fit Index) was 0.991, all of which met or approached the ideal fit criteria. It is worth noting that TLI and IFI take into account

the complexity of the model to some extent, and impose appropriate penalties on the degree of freedom of the model, so that when comparing different complexity models, they can evaluate their merits more fairly and accurately. The SRMR (Normalized Residual Root Mean Square) of 0.033 is below the general requirement of 0.1, which further confirms that the residuals of the model are at a low level, i.e., the normalized difference between the model predicted values and observed values is small, and the high fitting ability of the model is verified from another angle.

Table 23 Model Fit Metrics.

Common measure	Chi-square			degrees of freedom	GFI	RMSEA	RMR	CFI	NFI	NNFI
	χ^2	df	p							
Criteria	-	-	>0.05	<3	>0.9	<0.10	<0.05	>0.9	>0.9	>0.9
Value	475.463	406	0.010	1.171	0.945	0.019	0.047	0.991	0.943	0.990
Other indicators	TLI	AGFI	IFI	PGFI	PNFI	PCFI	SRMR	RMSEA 90% CI		
Criteria	> 0.9	>0.9	>0.9	>0.5	>0.5	>0.5	<0.1	-		
Value	0.990	0.933	0.991	0.774	0.823	0.865	0.033	0.010 ~ 0.025		

Note: Default Model $\chi^2(465) = 8323.783, p = 1.000$

5.4.2 Discriminant Validity Analysis.

In the in-depth discriminative validity analysis of the model, we paid close attention to the relationship between the square root value of AVE (mean variance extraction) of each latent variable and the corresponding Pearson correlation coefficient. The results of this analysis clearly show that the model has good discriminant validity and can effectively distinguish between different latent variables to avoid confusion.

Specifically, the square root of AVE for functional information is 0.831, which is a relatively high number. When we compare its correlation coefficient with other variables, we find that it is significantly higher than the correlation coefficient with any other variable. This means that functional information, as an independent latent variable, has unique explanatory power and variance contribution, and can be clearly

distinguished from other variables. The square root of AVE of entertainment information was 0.714, which also showed strong independence. The correlation coefficient between it and functional information is only -0.046, which is lower than its own AVE square root value, and the correlation with other variables is relatively weak. This indicates that entertainment information is also a latent variable with unique characteristics in the model and will not be concealed or confused by other variables.

This good discriminant validity is not only reflected in functional information and entertainment information, but also in other latent variables. For example, the square root of AVE for self-concept reaches 0.792, indicating strong independence in the model. The square root of AVE is higher than the correlation coefficient with all other variables, which indicates that self-concept can explain part of variance independently and is important for understanding the structure and relationship of the whole model. The square root of AVE for interactivity is 0.727, which is also within the acceptable range, further verifying the effectiveness of the model. Its relatively low correlation with other variables allows interactivity to be identified and analyzed as a distinct factor in the model.

The square root of AVE for cognitive trust is 0.800 and the square root of AVE for emotional trust is 0.830, both of which are quite high, indicating that they have definite independence and explanatory power in the model. Cognitive trust and emotional trust are different dimensions of trust. Through the analysis of AVE square root value, we can clearly see their unique role in the model and will not be confused with other variables too much. The square root of AVE for attitudinal loyalty is 0.839, and the square root of AVE for behavioral loyalty is as high as 0.882, which further confirms the effective discrimination between different types of loyalty. Although these two kinds of loyalties have certain correlation, we can confirm that they have unique variance contribution in the model through the analysis of AVE square root value, which can provide strong support for us to study consumer loyalty behavior in depth.

In conclusion, we can clearly see that the model has good discriminative validity by analyzing the square root of AVE and correlation coefficient of each latent variable in detail. The existence of discriminant validity confirms the independence of latent

variables, which makes us understand and explain the relationship between variables in the model more accurately, provides a solid foundation for subsequent research and application, and fully proves the validity and reliability of the model in theory and practice.

Table 24 Pearson Correlation with AVE Square Root Value.

	Functional Information	Entertainment Information	Self-concept Information	Interactive Information	Cognitive Trust	Emotional Trust	Attitudinal Loyalty	Behavioral Loyalty
Functional Information	0.831							
Entertainment Information	-0.046	0.714						
Self-concept Information	0.005	0.015	0.792					
Interactive Information	0.011	0.045	0.014	0.727				
Cognitive Trust	0.289	0.300	0.300	0.311	0.800			
Emotional Trust	0.282	0.303	0.303	0.318	0.267	0.830		
Attitudinal Loyalty	0.223	0.210	0.259	0.258	0.388	0.397	0.839	
Behavioral Loyalty	0.234	0.255	0.191	0.249	0.380	0.386	0.291	0.882

Note: The diagonal diagonal blue number is the AVE square root value

5.4.3 Hypothesis Testing.

This study uses AMOS25.0 to test hypotheses on questionnaire data to verify the relationships among social media marketing dimensions, brand trust and brand loyalty.

1) Correlation Analysis

Pearson correlation analysis provides valuable insights into the relationships between variables in the model. In particular, functional information generally has low correlations with other variables. Detailed data showed that it was only significantly positively correlated with cognitive trust (0.289) and emotional trust (0.282). This means that although functional information can influence consumers' cognitive and emotional trust to some extent, the impact is relatively limited.

The correlation between entertainment information and variables was also not high. It is particularly noteworthy that it has a relatively weak correlation with attitudinal loyalty (0.210) and behavioral loyalty (0.255). This indicates that entertainment information has a limited effect on consumer loyalty directly, and may need to work together with other factors to have a more significant impact on consumer loyalty behavior.

Self-concept also showed no significant correlation with other variables in this correlation analysis. This may mean that self-concept does not play a key role in shaping consumer loyalty and other variables in the context of the model.

However, cognitive trust and affective trust are positively correlated with attitudinal loyalty and behavioral loyalty. Especially, the correlation between cognitive trust and behavioral loyalty (0.380**) is the most significant. This result clearly shows that when consumers have higher cognitive trust in a product or service, they are more likely to demonstrate strong behavioral loyalty, i.e., to continue to purchase and use the relevant product or service.

Table 25 Pearson Related among Factors.

	Functional information	Entertainment information	Self-concept information	Interactive information	Cognitive trust	Emotional trust	Attitudinal loyalty	Behavioral loyalty
Functional Information	1							
Entertainment Information	-0.046	1						
Self-concept Information	0.005	0.015	1					
Interactive Information	0.011	0.045	0.014	1				
Cognitive Trust	0.289**	0.300**	0.300**	0.311**	1			
Emotional Trust	0.282**	0.303**	0.303**	0.318**	0.267**	1		
Attitudinal loyalty	0.223**	0.210**	0.259**	0.258**	0.388**	0.397**	1	
Behavioral loyalty	0.234**	0.255**	0.191**	0.249**	0.380**	0.386**	0.291**	1

* $p < 0.05$ ** $p < 0.01$

Table 25 Pearson Related among Factors.

Functional information	Entertainment information	Self-concept information	Interactive information	Cognitive trust	Emotional trust	Attitudinal loyalty	Behavioral loyalty
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2) Regression Analysis

When we pooled the regression coefficients of the model, we noticed a series of critical path relationships and their corresponding significance levels. The non-standardized path coefficient of affective trust to behavioral loyalty was 0.336 ($p=0.000$), which indicated that behavioral loyalty would increase 0.336 units for each unit of affective trust, and this effect was statistically significant. The normalized path coefficient is 0.304, which further confirms the important influence of emotional trust on behavioral loyalty.

The non-normalized path coefficient of cognitive trust to behavioral loyalty was 0.349 ($p=0.000$), which also showed strong statistical significance. This means that cognitive trust is an important predictor of behavioral loyalty, and every time cognitive trust increases by one-unit, behavioral loyalty will increase by 0.349 units accordingly. The normalized path coefficient is 0.296, which also indicates that cognitive trust has a greater impact on behavioral loyalty.

In addition, the path coefficients of affective trust and cognitive trust to attitudinal loyalty are highly significant. The non-standardized path coefficient of affective trust to attitudinal loyalty is 0.320 ($p=0.000$), and the standardized path coefficient is 0.313, which indicates that affective trust not only directly affects behavioral loyalty, but also indirectly affects consumer loyalty through attitudinal loyalty. The non-standardized path coefficient of cognitive trust to attitudinal loyalty is 0.328 ($p=0.000$), and the standardized path coefficient is 0.301, which emphasizes the key role of cognitive trust in forming consumer loyalty again.

Interaction, self-concept and information function also have significant effects on affective trust and cognitive trust. The non-normalized path coefficient of interactivity to emotional trust was 0.356 ($p=0.000$), and the normalized path coefficient was 0.298, indicating that interactivity played an important role in enhancing emotional trust. The non-normalized path coefficient of self-concept to affective trust was 0.325 ($p=0.000$), and the normalized path coefficient was 0.293,

indicating that self-concept was also a strong predictor of affective trust. The non-standardized path coefficient of entertainment information to emotional trust was 0.356 ($p=0.000$), and the standardized path coefficient was 0.299, which means that entertainment information cannot be ignored in improving emotional trust.

The non-normalized path coefficient of functional information on emotional trust was 0.297 ($p=0.000$), and the normalized path coefficient was 0.291, which was relatively small but still statistically significant. At the same time, interaction, self-concept and entertainment information also have significant effects on cognitive trust. Their non-standardized path coefficients are 0.325, 0.302 and 0.330, respectively, and their standardized path coefficients are close to or equal to 0.290.

The non-standardized path coefficient of functional information to cognitive trust is 0.285 ($p=0.000$), and the standardized path coefficient is 0.298, which further proves that functional information can promote the formation of cognitive trust to some extent.

Taking together, these data reveal a complex causal network in which emotional trust and cognitive trust act as mediating variables that bridge interactions, self-concept, informational functioning, and consumer loyalty. The model shows good path relationships and significance, and provides valuable insights for understanding the formation mechanism of consumer loyalty.

Table 26 Summary Table of Regression Coefficients of Models.

X	→	Y	Non-normalized Path coefficient	SE	z(CR value)	P	Normalized Path Coefficient
Emotional trust	→	Behavioral loyalty	0.336	0.046	7.324	0.000	0.304
Cognitive Trust	→	Behavioral Loyalty	0.349	0.049	7.121	0.000	0.296
Emotional Trust	→	Attitudinal Loyalty	0.320	0.042	7.596	0.000	0.313
Cognitive Trust	→	Attitudinal Loyalty	0.328	0.045	7.294	0.000	0.301
Interactive Information	→	Emotional Trust	0.356	0.043	8.281	0.000	0.298

Table 26 Summary Table of Regression Coefficients of Models.

X	→ Y	Non-normalized Path coefficient	SE	z(CR value)	p	Normalized Path Coefficient
Self-concept Information	→ Emotional Trust	0.325	0.040	8.159	0.000	0.293
Entertainment Information	→ Emotional Trust	0.356	0.043	8.306	0.000	0.299
Functional Information	→ Emotional Trust	0.297	0.037	8.093	0.000	0.291
Interactive Information	→ Cognitive Trust	0.325	0.040	8.057	0.000	0.290
Self-concept Information	→ Cognitive Trust	0.302	0.037	8.062	0.000	0.290
Entertainment Information	→ Cognitive Trust	0.330	0.040	8.201	0.000	0.296
Functional Information	→ Cognitive Trust	0.285	0.035	8.256	0.000	0.298

Note: → Indicates path influence relationship

4) Summary of Hypothesis Test Results.

This study proposes a theoretical model of the relationship among social media marketing, brand trust and brand loyalty. Based on the above analysis, the hypothesis test results for this study are shown in the table below.

Table 27 Summary of Hypothesis Test Results.

Hypothesis	Describe	Verification result
H1a	Functional information in social media marketing has a significant positive impact on consumer cognitive trust.	Pass
H1b	Entertainment information in social media marketing has a significant positive impact on consumer cognitive trust.	Pass
H1c	Interactive information in social media marketing has a significant positive impact on enhancing consumer cognitive trust.	Pass
H1d	Self-concept information in social media marketing has a significant positive impact on consumer cognitive trust.	Pass
H2a	Functional information in social media marketing has a significant	Pass

Hypothesis	Describe	Verification result
	positive impact on enhancing consumer emotional trust.	
H2b	Entertainment information in social media marketing has a significant positive impact on enhancing consumer emotional trust.	Pass
H2c	Interactive information in social media marketing has a significant positive impact on enhancing consumer emotional trust.	Pass
H2d	Self-concept information in social media marketing has a significant positive impact on consumer emotional trust.	Pass
H3a	Consumer cognitive trust has a significant positive impact on consumer behavioral loyalty.	Pass
H3b	Consumer emotional trust has a significant positive impact on consumer behavior loyalty .	Pass
H4a	Consumer cognitive trust has a significant positive impact on consumer attitude loyalty.	Pass
H4b	Consumer emotional trust has a significant positive impact on consumer attitude loyalty .	Pass

From this, a model of the impact mechanism of social media marketing on consumer brand loyalty can be derived, as shown in the following figure:

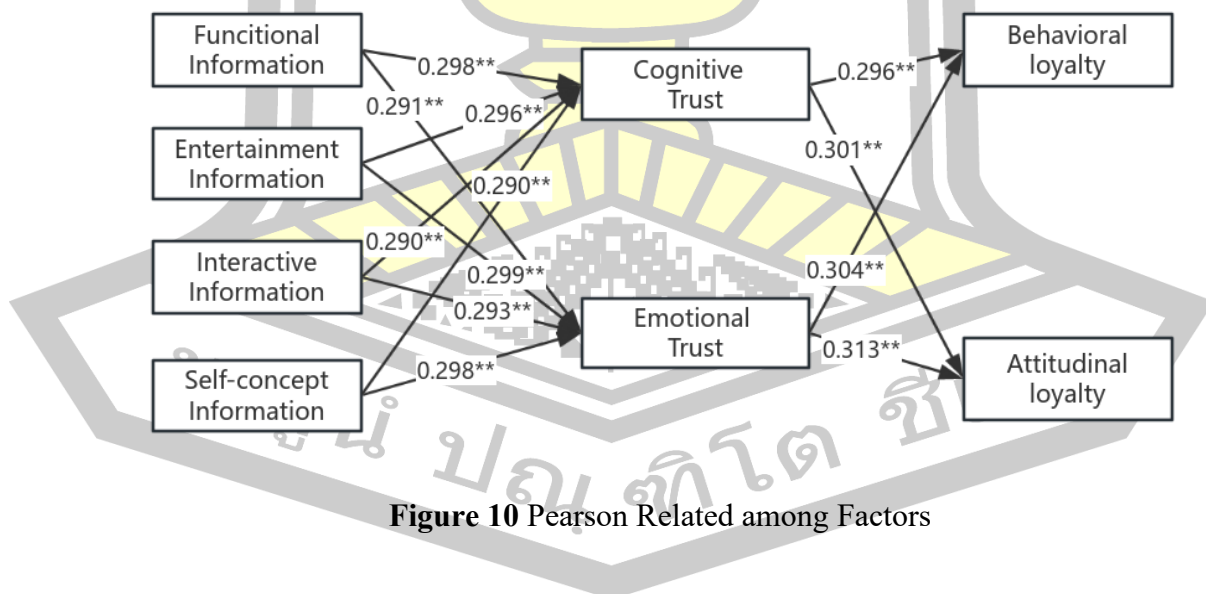


Figure 10 Pearson Related among Factors

5.5 The Validation of the Local Cosmetic Brands Royalty Model.

In order to test this model, this study selects the Chinese skin care brand “Huajian” as a validation sample. Founded in 2022, the brand focuses on herbal skin care and is a skin care brand with herbal Chinese medicine as its core. The first batch of products listed in “Huajian” cover cleansing, water, cream and essence, etc., with prices ranging from 200 yuan to 400 yuan. The main target groups are middle-end consumers in first-tier and second-tier cities aged 24 – 35 years old, such as urban white-collar workers and exquisite mothers with Chinese plot, preference for new Chinese aesthetic or emotional skin care, etc. At present, “Huajian” has settled in Tmall, Xiaohongshu, TikTok and other e-commerce platforms, and has laid some offline pharmacies, supermarkets, etc., offline distribution channels are also orderly spread. However, in the cosmetics market, which is double attacked by international big brands and emerging online brands, as an emerging brand, “Huajian” consumers have low recognition, the number of fans is low, and brand trust cannot be formed in a short period of time.



Figure 11 Product diagram of “Huajian”

In last year’s school-enterprise cooperation, I led the student team to participate in the new media marketing promotion project of “Huajian” brand, and applied the strategy of influencing brand loyalty of local cosmetics formed in this study to the new media promotion practice of brand, and achieved relatively good results. Specifically, it includes the following aspects:

5.5.1 Specific Social Media Marketing Strategies.

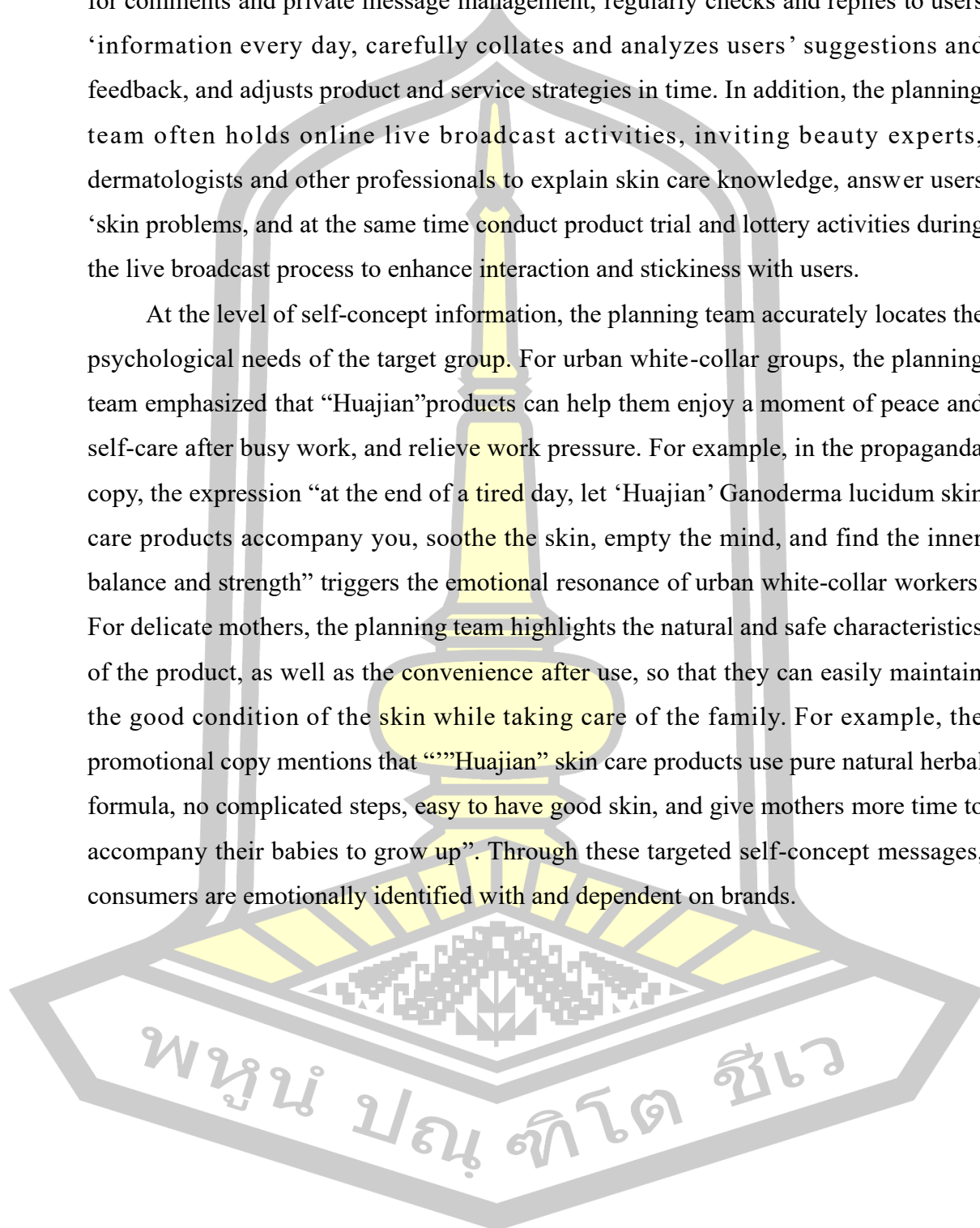
In terms of functional information, the planning team deeply explored the core value of Ganoderma lucidum, the product ingredient. Ganoderma lucidum, as a traditional and precious medicinal material in China, has rich pharmacological active ingredients, such as Ganoderma lucidum polysaccharide and Ganoderma lucidum triterpenes. These ingredients can resist oxidation, remove free radicals, effectively delay skin aging; they can also regulate skin immune system, enhance skin self-repair ability, and have certain soothing effect on sensitive muscles. Based on these characteristics, the planning team elaborated on the targeted solutions of Ganoderma lucidum ingredients for different skin types and skin problems in the promotion copy and communication with users, such as for dry skin, emphasizing that Ganoderma lucidum extracts can deeply moisturize skin and shape. A protective film to prevent moisture loss; for oily skin, highlight its effect of regulating oil secretion and shrinking pores.

In terms of entertainment information, the planning team makes full use of the new Chinese aesthetic elements in the brand image. The packaging design uses a ceramic bottle with exquisite traditional flower patterns. This unique visual image becomes the highlight of communication. On social media, the planning team cooperates with well-known national style illustrators to create series illustrations according to different festivals and product series, such as launching illustrations with bright moon, jade rabbit and other elements as the theme on Mid-Autumn Festival, closely combining products with traditional culture and attracting users' attention. At the same time, the planning team also launched the "National Style Beauty Challenge" to encourage users to share their own makeup videos with China traditional culture characteristics created by using "Painting View" products. Participants have the opportunity to get the limited edition national style gift box launched by the brand. This way not only increases the brand exposure, but also inspires users' creative enthusiasm and participation.

In terms of interactive information, the planning team has established a perfect user interaction mechanism. On the e-commerce platform, the customer service team has been professionally trained to quickly and accurately answer users' questions about products, including product ingredients, applicable skin types, usage methods,

etc. On social media, the planning team arranges special personnel to be responsible for comments and private message management, regularly checks and replies to users 'information every day, carefully collates and analyzes users' suggestions and feedback, and adjusts product and service strategies in time. In addition, the planning team often holds online live broadcast activities, inviting beauty experts, dermatologists and other professionals to explain skin care knowledge, answer users 'skin problems, and at the same time conduct product trial and lottery activities during the live broadcast process to enhance interaction and stickiness with users.

At the level of self-concept information, the planning team accurately locates the psychological needs of the target group. For urban white-collar groups, the planning team emphasized that "Huajian" products can help them enjoy a moment of peace and self-care after busy work, and relieve work pressure. For example, in the propaganda copy, the expression "at the end of a tired day, let 'Huajian' Ganoderma lucidum skin care products accompany you, soothe the skin, empty the mind, and find the inner balance and strength" triggers the emotional resonance of urban white-collar workers. For delicate mothers, the planning team highlights the natural and safe characteristics of the product, as well as the convenience after use, so that they can easily maintain the good condition of the skin while taking care of the family. For example, the promotional copy mentions that ""Huajian" skin care products use pure natural herbal formula, no complicated steps, easy to have good skin, and give mothers more time to accompany their babies to grow up". Through these targeted self-concept messages, consumers are emotionally identified with and dependent on brands.



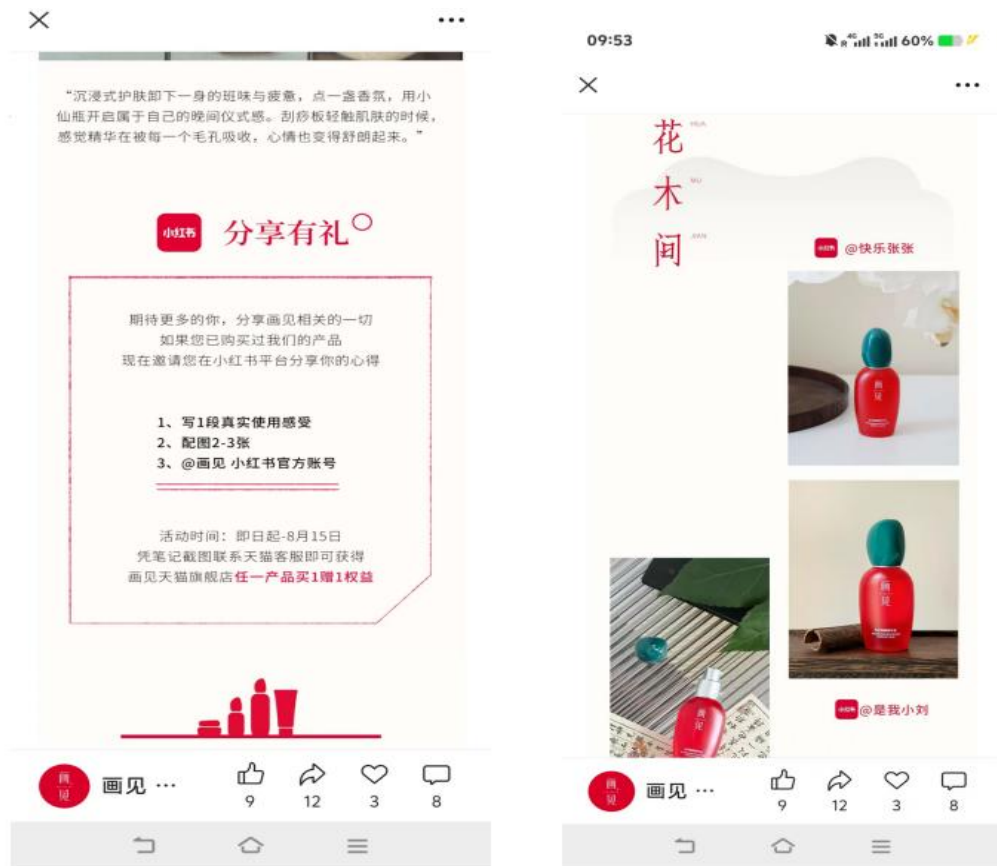


Figure 12 Social media strategy for “Huajian”

5.5.2 Improvement of Brand Trust Level.

After more than half a year of social media marketing practice, the "Huajian" brand has gradually established a certain degree of consumer cognitive trust and emotional trust.

In terms of cognitive trust, the cooperation between "Huajian" and well-known Chinese medicine research institutions in China and the professional background introduction of the R & D team provide consumers with a basis for understanding the professionalism and reliability of brand product R & D from a rational level. When consumers understand this information, they have a certain understanding of the brand's product knowledge and scientific research strength, thus establishing a preliminary cognitive trust. For example, in the beauty industry forum, professionals' analysis of the ingredients of the "painting" product affirmed the rationality and effectiveness of its herbal formula, which further strengthened consumers' cognitive

trust in the brand. At the same time, the brand lists the herbal ingredients, efficacy, applicable skin type and other information in detail when promoting the product, and clearly marks the ingredient list and instructions on the package. This kind of information transparency enables consumers to clearly understand the product situation, reduces the doubts caused by information asymmetry, and helps to enhance cognitive trust. For example, when consumers buy a "Huajian" cleansing product, they can understand the benefits of the natural herbal ingredients contained in it to the skin by looking at the ingredient list on the package, thus trusting the product more.

In the aspect of emotional trust, the new Chinese aesthetic image of "Huajian" and the traditional cultural elements contained in it are easy to arouse consumers' emotional resonance. For consumers who like China traditional culture, seeing the brand's presentation of traditional culture in product design, publicity and other aspects will produce a sense of closeness and identity. For example, an urban white-collar worker with literary flavor will feel that this brand fits with his aesthetic taste when he sees the poster printed with classical poems and exquisite Chinese illustrations, thus generating trust in the brand emotionally. In addition, the brand's positive interaction with users on social media and the importance of user feedback make consumers feel the brand's attention and care. When users' questions are answered in a timely manner, suggestions are adopted, or activities are won, they will feel good about the brand and appreciate it, thus emotionally trusting the brand. For example, a user shared his skin allergy after using the "Huajian" product on the Little Red Book. The official account of the brand contacted the user at the first time to apologize and provide solutions and compensation measures for the user, which greatly improved the emotional trust of the user to the brand.

5.5.3 Brand Loyalty Measurement.

On the level of brand loyalty behavior, although "Huajian" is a new brand, some consumers have repeatedly purchased because of their recognition of product efficacy and trust in brand. For example, some consumers buy the brand's face cream or essence again after buying the "Huajian" cleanser and water, and the effect is good. According to the sales data behind the brand, some consumers gradually increase the frequency of purchase, which indicates that they show loyalty to the brand in behavior.

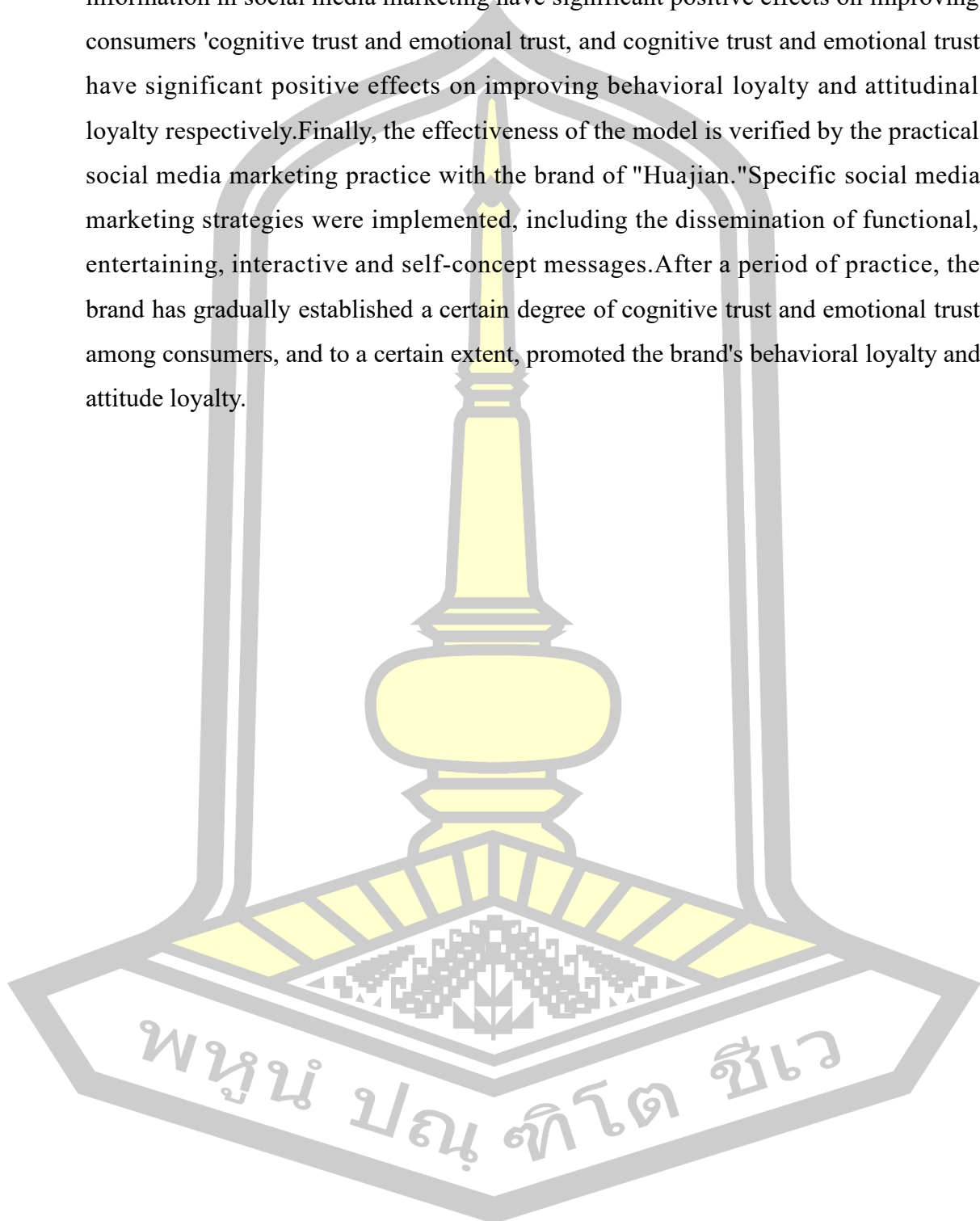
In terms of attitudinal loyalty, many consumers actively post positive comments on social media platforms. For example, on the chatter, some users will record videos to share their experiences with the "Huajian" product, praise the quality and effect of the product, and express their continued support for the brand. The spread of these positive reviews not only attracts more potential consumers, but also reflects a certain loyalty of consumers to the brand in terms of attitude.

However, the formation of consumer brand loyalty is a long-term process, short-term praise and evaluation Only when consumers use "Huajian" products for a long time and feel good results, and at the same time in the long-term interaction with the brand to deepen the understanding and trust of the brand, and in the process of continuous development and improvement of the brand can always see its positive side, consumer brand loyalty will gradually form and stabilize. This is also the focus of follow-up studies in this study.

5.6 Summary of This Chapter.

This study constructs a social media marketing strategy and brand trust which includes functional information, entertainment information, interactive information and self-concept information (cognitive trust and emotional trust) and brand loyalty (behavioral loyalty and attitudinal loyalty), and puts forward 16 hypotheses, including the positive influence of information of various dimensions in social media marketing on promoting consumer trust and loyalty, and the positive influence of cognitive trust and emotional trust on promoting behavioral loyalty and attitudinal loyalty. Subsequently, KMO and Bartlett's spherical tests confirmed that the data were suitable for factor analysis, and found that the first seven factors cumulatively explained 68.370% of the variance, indicating that the model had good explanatory power. Then, the reliability of the questionnaire was evaluated by Cronbach's alpha coefficient, and the alpha coefficients of all dimensions were more than 0.8, indicating that the measurement tool had excellent reliability in all dimensions. The construct validity of the questionnaire was verified by exploratory factor analysis, and the factor loads and commonality of each item met the requirements. The results of discriminative validity analysis showed that the latent variables had good discriminative validity. The results of regression analysis show that all hypotheses are supported, that is, functional

information, entertainment information, interactive information and self-concept information in social media marketing have significant positive effects on improving consumers' cognitive trust and emotional trust, and cognitive trust and emotional trust have significant positive effects on improving behavioral loyalty and attitudinal loyalty respectively. Finally, the effectiveness of the model is verified by the practical social media marketing practice with the brand of "Huajian." Specific social media marketing strategies were implemented, including the dissemination of functional, entertaining, interactive and self-concept messages. After a period of practice, the brand has gradually established a certain degree of cognitive trust and emotional trust among consumers, and to a certain extent, promoted the brand's behavioral loyalty and attitude loyalty.



Chapter 6

Conclusion, Discussion, and Recommendation

6.1 Conclusion.

6.1.1 Research Methods.

In order to ensure the accuracy and reliability of the research results, many scientific and systematic methods are adopted in this research.

This study focuses on the marketing strategies of Chinese local cosmetics brands on social media platforms and their impact on consumer brand loyalty. Through extensive collection and in-depth analysis of local and foreign academic literature on brand loyalty, social media marketing and cosmetics industry, this study reveals the hot spots and shortcomings of current research. For example, in terms of brand loyalty, existing research focuses on brand loyalty under traditional marketing methods, while there is relatively little research on how social media marketing affects brand loyalty. In terms of social media marketing, although there has been a lot of research on its role in brand communication and user engagement, the specific application and effect evaluation for the cosmetics industry is still insufficient. In addition, there is also a lack of systematic empirical research on the unique marketing strategies of Chinese local cosmetics brands on social media and their impact on consumer behavior. Based on the above literature review, this study identified gaps and innovations. On the one hand, this study will focus on how social media marketing can influence consumers' cognitive trust and emotional trust, and then enhance their brand loyalty. On the other hand, this study will select representative Chinese local cosmetics brands as cases to deeply analyze their marketing strategies on social media and their impact on consumer behavior, in order to provide useful marketing suggestions and practical guidance for local cosmetics brands.

Through case analysis and in-depth interviews, this study conducted a comprehensive study on four representative local cosmetics brands: Huaxizi, Pechoin PROYA and Perfect Diary, explored four dimensions of social media marketing, and constructed a basic model on this basis. In the case study, the marketing activities of each brand on social media are described in detail, including content publishing,

interaction mode, user participation, etc., and the impact of these strategies on brand loyalty is discussed in depth. For example, Huaxizi uses its influence to rapidly enhance brand awareness and sales volume by cooperating with Li Jiaqi, a well-known live broadcast anchor; Pechoin expands brand influence by naming variety shows, etc. In addition, this study also selected five experts in different fields for semi-structured interviews, including brand operations, marketing, product design, etc., to obtain first-hand insights and data support. Interview questions are centered on brand development, consumer behavior, social media marketing effectiveness, etc. to ensure a comprehensive understanding of the actual situation and professional opinions within the industry. Through these methods, this study not only reveals the strengths and weaknesses of brands in social media marketing, but also provides a rich theoretical and practical basis for subsequent empirical research.

At the data processing level, this study designed and distributed questionnaires, targeting consumers aged 18-34, mainly through online questionnaire platforms and social media channels for data collection. The questionnaire covers multiple dimensions such as brand recognition, usage, social media interaction, brand loyalty, etc. to ensure the comprehensiveness and representativeness of the data. SPSS23.0 software was used for descriptive statistical analysis, reliability and validity test, and structural equation model (SEM) test. The collected data were analyzed comprehensively to verify the research hypothesis and theoretical model. Descriptive statistics were used to understand the basic characteristics of the sample, reliability and validity tests were used to ensure the reliability and validity of the questionnaire data, and SEM tests were used to reveal the causal relationship between variables. Atlas. ti7 and ROSTCM6 qualitative analysis tools are used to encode and count the word frequency of the content published on WeChat Official Accounts, and analyze the functional information, entertainment information, interactive information and self-concept information. Analyze the content of WeChat Official Accounts of each brand one by one, extract high-frequency keywords, classify and summarize them, so as to reveal the characteristics and trends of content marketing of each brand. Finally, AMOS25.0 software was used to test the fit degree of the overall model, and the hypotheses were verified by path analysis and multiple regression analysis. Compare the fit between theoretical model and actual data, adjust and optimize the model to

ensure that the model can accurately reflect the relationship between variables, and provide statistical support for research conclusions.

Through the above methods, this study systematically discusses the influence mechanism of social media marketing on brand loyalty of local cosmetics, reveals the mediation role of brand trust, and provides theoretical basis and practical guidance for local cosmetics brands to enhance market competitiveness.

6.1.2 Body of Knowledge from Research.

In terms of studying the factors affecting young people's loyalty to local skin care brands in the context of social media, this study deeply discusses the marketing strategies and effects of different brands on major social media platforms such as WeChat, Weibo and Xiaohongshu. By analyzing the market performance of brands such as Huaxizi, Perfect Diary, Pechoin and PROYA, the research found that these brands successfully increased brand awareness and consumer engagement by partnering with well-known KOLs, launching interactive activities and publishing high-quality content. However, brands differ in content creativity, user interaction and brand storytelling, which directly affect consumer brand loyalty.

In order to propose a model of social media marketing affecting young consumers' loyalty to China local cosmetics brands, this study constructs a theoretical model which includes four dimensions: functional information, entertainment information, interactive information and self-concept information. The model reveals how these content types influence brand loyalty by enhancing consumers' cognitive and emotional trust. For example, functional messages enhance trust in brands by demonstrating product features and strengths; entertainment messages capture consumers' attention by providing interesting content; interactive messages enhance engagement by enhancing interaction between brands and consumers; and self-concept messages establish emotional connections with consumers by conveying brand values and lifestyles.

In order to establish and test the impact model of social media on consumer brand loyalty in Chinese local cosmetics industry, this study collected a large amount of data about consumer behavior and attitude by questionnaire survey, in-depth interview and data analysis. Based on a survey of 500 female consumers aged 18-34, the study found that social media marketing strategies have a significant effect on

brand loyalty. Specifically, functional and entertainment information can significantly enhance consumers' cognitive trust and emotional trust, while interactive and self-concept information can further promote brand loyalty by enhancing consumers' emotional connection with brands. Furthermore, brand trust plays an important mediating role between social media marketing and brand loyalty.

To sum up, this study reveals the important role of social media marketing in enhancing brand loyalty of Chinese local cosmetics, and puts forward specific marketing strategy suggestions. By optimizing content strategy, enhancing user interaction and deepening brand stories, local cosmetics brands can stand out in a competitive market and win more consumers' favor and loyalty.

6.2 Discussion.

Combined with relevant research data, this study also obtained several key strategies of local skin care brands in enhancing brand loyalty, which will be elaborated in detail from the aspects of information transmission content, media selection and communication skills. The details are as follows:

6.2.1 Focus on the Delivery of Diversified Content.

Functional information plays a fundamental role in building brand trust and enhancing brand loyalty. Theoretically speaking, functional information meets the most basic cognitive needs of consumers for products, and it is an important basis for consumers to judge whether products can meet their own needs. According to the information asymmetry theory, consumers are often at an information disadvantage when purchasing products, and the functional information provided by brands can reduce this information gap and let consumers understand the products more comprehensively. In practice, local cosmetics brands should introduce the ingredients, efficacy, applicable skin type, etc. of the products in detail on social media. For example, for skin care products, you can explain the active ingredients contained and their specific effects on the skin, such as moisturizing, whitening, anti-wrinkle, etc.; for makeup products, you can emphasize their texture, durability, color rendering and other characteristics. At the same time, it can also enhance the credibility and persuasiveness of functional information by means of contrast experiment and

component analysis, so as to establish consumers 'trust in the brand and further enhance brand loyalty.

Entertainment information can add interest and attraction to brand marketing and create a relaxed and happy brand atmosphere. From a communications perspective, interesting content is more likely to attract consumers 'attention and inspire their enthusiasm for participation, thereby increasing the interaction and contact opportunities between brands and consumers. In social media marketing, local cosmetics brands can deliver entertainment messages by making interesting Short Video, creating topics, hosting interactive games, etc. For example, create creative makeup tutorial videos to show how products work in different scenarios; launch online beauty challenges to encourage consumers to participate and share their work. These entertainment content can not only enable consumers to obtain brand-related information in entertainment, but also enhance their goodwill and memory for brands, thus promoting the formation of brand trust and brand loyalty.

Interactive information is an important link between brands and consumers. According to social exchange theory, good interaction can promote the development of relations between both parties and enhance mutual trust and dependence. In the social media environment, consumers expect equal and timely communication and communication with brands. Domestic cosmetics brands should actively use social media platforms to interact with consumers. On the one hand, we should reply to consumers 'comments and private letters in time, answer their questions and handle their feedback; on the other hand, we can actively launch activities such as topic discussion and voting to encourage consumers to express their opinions and needs. Through this two-way interaction, brands can better understand consumers 'thoughts and improve products and services, while also allowing consumers to feel the brand's attention and importance, thereby enhancing brand trust and loyalty.

Self-concept information can help consumers find brands that match their own values and identity, thus establishing strong emotional connections. From the perspective of brand management, creating a brand image consistent with consumers 'self-concept is the key to enhancing brand loyalty. Domestic cosmetics brands should deeply explore consumers 'self-concept needs, and transmit information consistent

with consumers through brand stories and value dissemination. For example, if the target consumers are people who pursue natural and healthy lifestyles, brands can emphasize the natural ingredients and environmental concepts of products; if the target consumers are young people who pay attention to personality and fashion, brands can highlight innovative design and trend elements of products. In this way, brands can create a strong sense of identity for consumers, which in turn enhances trust and loyalty to the brand. In practical application, domestic cosmetics brands should not use a certain information dimension in isolation, but integrate functional, entertainment, interactive and self-concept information to form a synergistic marketing strategy system. For example, while promoting the functional information of the product, consumers can enhance their sense of participation through interesting interactive activities; when conveying self-concept information, entertainment content can be combined to improve the dissemination effect of the information.

6.2.2 Accurate Media Selection to Achieve Multi-media Linkage.

In today's digital marketing era, media choice plays a crucial role in brand promotion, product marketing and brand loyalty. Social media platforms such as WeChat, TikTok and Xiaohongshu have become the preferred channels for brand marketing by virtue of their strong interactivity, rapid information dissemination speed and accurate user positioning ability. In order to maximize brand influence, enterprises must deeply analyze the media usage habits and preferences of target audiences, scientifically select the most suitable media, and formulate precise promotion strategies.

First of all, on the whole, social media platforms such as WeChat, TikTok, and Xiaohongshu constitute a diversified media matrix. This matrix not only covers different user groups and content forms but also has their own unique interaction characteristics and user behavior patterns. These factors should be taken into account when choosing a communication medium to ensure that the message is accurately communicated to the target audience.

In terms of multi-channel integration, enterprises should make full use of the advantages of the above social media platforms to carry out multi-channel advertising. For example, brand stories and product information are posted on WeChat, Short Video advertisements are displayed on chatter, topic interaction and forwarding raffle

are conducted on Weibo, Q & A activities and column writing are carried out on Zhihu, high-quality notes and videos are published on Little Red Book, etc. This multi-channel linkage method can not only improve the exposure and coverage of the brand but also deepen the user's awareness and understanding of the brand.

At the same time, companies should also pay attention to the interactive characteristics and user behavior patterns of different social media platforms. For example, users' reading rate and participation can be improved by regular push and personalized recommendation on WeChat; On chatter, elements such as prime time and hot topics can be used to make more attractive Short Video advertisements; On Weibo and Zhihu, users' attention and discussion can be aroused by means of real-time hot spots and professional questions and answers; On the Little Red Book, the use effect and user evaluation of the product can be displayed through high-quality notes and videos. Through in-depth analysis of these interaction characteristics and user behavior patterns, companies can develop more precise marketing strategies to ensure that messages are effectively communicated to target audiences.

Finally, it needs to be emphasized that social media marketing is not an overnight process. Cosmetics companies need to invest time and energy to continuously optimize and adjust their media choices and promotion strategies. At the same time, it is also necessary to pay close attention to market dynamics and competitors' dynamics, and maintain keen market insight and adaptability. Only in this way can we stand out in the fierce market competition, win the favor and trust of more consumers, and build solid brand loyalty.

6.2.3 Focus on the Integration of Marketing Skills.

In today's digital age, social media marketing skills are important. With the popularity of social media and the continuous expansion of user size, it has become a key channel for enterprises to interact with consumers and transmit brand value.

First of all, focus on real-time interaction and build an instant communication bridge between brands and customers. In the age of social media, real-time interaction has become an important way for brands to communicate with customers. By leveraging the immediacy of social media, brands can respond to consumers' questions and feedback in the first place, quickly solving their problems, and thus improving service quality. This timely response not only allows consumers to feel cared for and

valued by the brand but also enhances their sense of belonging and participation. For example, when consumers ask questions about product use in the comments section, brands can demonstrate their attention and understanding of customer needs by responding quickly and professionally. At the same time, actively responding to customers 'private letters' can also make consumers feel the true proximity of the brand, thus deepening their trust and loyalty to the brand.

Second, encourage users to participate in activities to enhance brand stickiness. To further enhance user engagement and stickiness, brands can design a series of engaging online campaigns. These activities can include question-and-answer sessions, raffle activities, polls and other forms. Through these activities, brands can not only attract users' attention, but also stimulate their enthusiasm for participation and give them a deeper understanding of brands and products. For example, a brand could host a question-and-answer session on product knowledge to encourage users to participate and win prizes. Such activities can not only increase user interaction fun but also enhance their sense of brand identity. In addition, publishing user-generated content (UGC) is also an effective means of enhancing brand appeal. Brands can encourage customers to share photos or experience stories about using the product and display this genuine feedback on official channels. In this way, other consumers will be more likely to resonate and trust when they see these real user reviews, thus further deepening the impression and goodwill of the brand.

Thirdly, optimize data analysis and accurately understand user needs. Data analytics is a key step in optimizing social media marketing effectiveness. Through regular analysis of interactive data such as likes, comments, shares, and followers, companies can gain precise insight into the preferences and needs of their target customers. This data not only reflects how much users like brand content but also reveals how they experience and feel when using the product. Based on these in-depth analysis results, enterprises can conduct targeted optimization in subsequent content creation. For example, if the data shows that users are particularly interested in sharing tips for a certain type of product, then the brand can increase the content output in this area; conversely, if users are less engaged in a certain topic, then the brand needs to adjust its strategy or try new content forms to attract users' attention. Through continuous data analysis and optimization iterations, organizations can ensure that

their social media content remains highly aligned with user needs, thereby continuously improving brand loyalty and market competitiveness.

6.3 Limitations and Prospects

Although this study has made some achievements in exploring the role of social media marketing in enhancing brand loyalty of China's local cosmetics, there are still some limitations. At the same time, future research directions can be further expanded and deepened to better understand and apply these findings.

6.3.1 Limitations of Research.

6.3.1.1 Limitations in Sample Selection.

Due to resource and time constraints, this study only selected some representative local cosmetics brands for in-depth analysis. Although these brands have high visibility and influence in the market, they do not cover all local cosmetics brands, so there may be some bias in the results of the study, affecting their universality and applicability. For example, while brands such as Huaxizi, Perfect Diary, Pehchaolin and Pelleya are prominent in the market, the unique marketing strategies and consumer behaviors of other emerging or regional brands may not be fully explored. This may lead to an incomplete understanding of the market as a whole, affecting the broad applicability of research findings.

6.3.1.2 Diversity of Social Media Platforms.

As social media platforms continue to emerge, new platforms and channels continue to emerge. This study mainly focuses on several major social media platforms such as WeChat, Weibo and TikTok, which may not fully cover all relevant platforms. Therefore, the findings may not apply to all social media environments. For example, platforms such as Little Red Book and Station B also have a strong user base and influence in the beauty field, but the behavior patterns and interaction patterns of their user groups may be different from WeChat, Weibo and chatter. Therefore, the applicability of the conclusions of this study on these platforms may require further validation and adjustment.

6.3.1.3 The Complexity of Consumer Behavior.

Consumer behavior is influenced by many factors, including personal preferences, cultural background, market trends, etc. Although this study attempts to

analyze from multiple perspectives, due to space and resource constraints, it may not be possible to fully consider all these factors. This can lead to an under-or inaccurate estimation of the impact of certain variables. For example, consumer purchasing decisions are influenced not only by product features and brand image, but also by social events, economic conditions, and personal psychological states. This study may have some limitations in analyzing these complex factors, which need to be further refined and expanded in future studies.

6.3.1.4 The Long-Term Nature of Brand Loyalty Measurement.

In this study, the long-term nature of brand loyalty measurement is a significant limitation. Brand loyalty is not achieved overnight, but a stable and continuous emotional and behavioral tendency gradually formed by consumers in the long-term interaction with brands. However, due to the limitation of time, resources and research design, it is often difficult to track brand loyalty in the real sense.

Short-term studies may fail to capture the dynamics of consumer loyalty over time. For example, consumers may develop initial goodwill toward a brand because of a pleasant shopping experience, but this goodwill does not equate to long-term loyalty. Only through observation over time can we see whether consumers maintain brand support and preferences despite multiple purchases, brand crises, or market changes. In addition, long-term measurements involve sample stability and continuity of data collection. Over time, the initial study sample may change for a variety of reasons (e.g., migration, changing consumption habits, etc.), which challenges data continuity and comparability.

Therefore, future research needs to focus more on long-term measurement of brand loyalty, adopt longitudinal research design, and establish long-term tracking mechanisms to ensure that the formation and evolution of consumer loyalty can be more accurately captured and understood. Only then can we more fully reveal the long-term impact of activities such as social media marketing on brand loyalty and provide more forward-looking strategic recommendations for brand sustainability.

To sum up, this study has certain limitations in exploring the role of social media marketing in enhancing brand loyalty of China's local cosmetics. Future studies can expand the sample size, explore more social media platforms, and consider more factors affecting consumer behavior to obtain more comprehensive and accurate

research conclusions. This will help us to better understand and apply social media marketing strategies and provide more forward-looking guidance for the development of local cosmetics brands.

6.3.2 Future Research Directions.

6.3.2.1 Expand Sample Range.

Future research could try to cover more local cosmetic brands, especially those with emerging, innovative features. This will help improve the representativeness and universality of the study. For example, in addition to well-known brands such as Huaxizi, Pechoin, PROYA and Perfect Diary, regional or niche brands can be included, which may have unique market positioning and consumer groups, thus providing a more comprehensive market perspective.

6.3.2.2 Explore More Social Media Platforms.

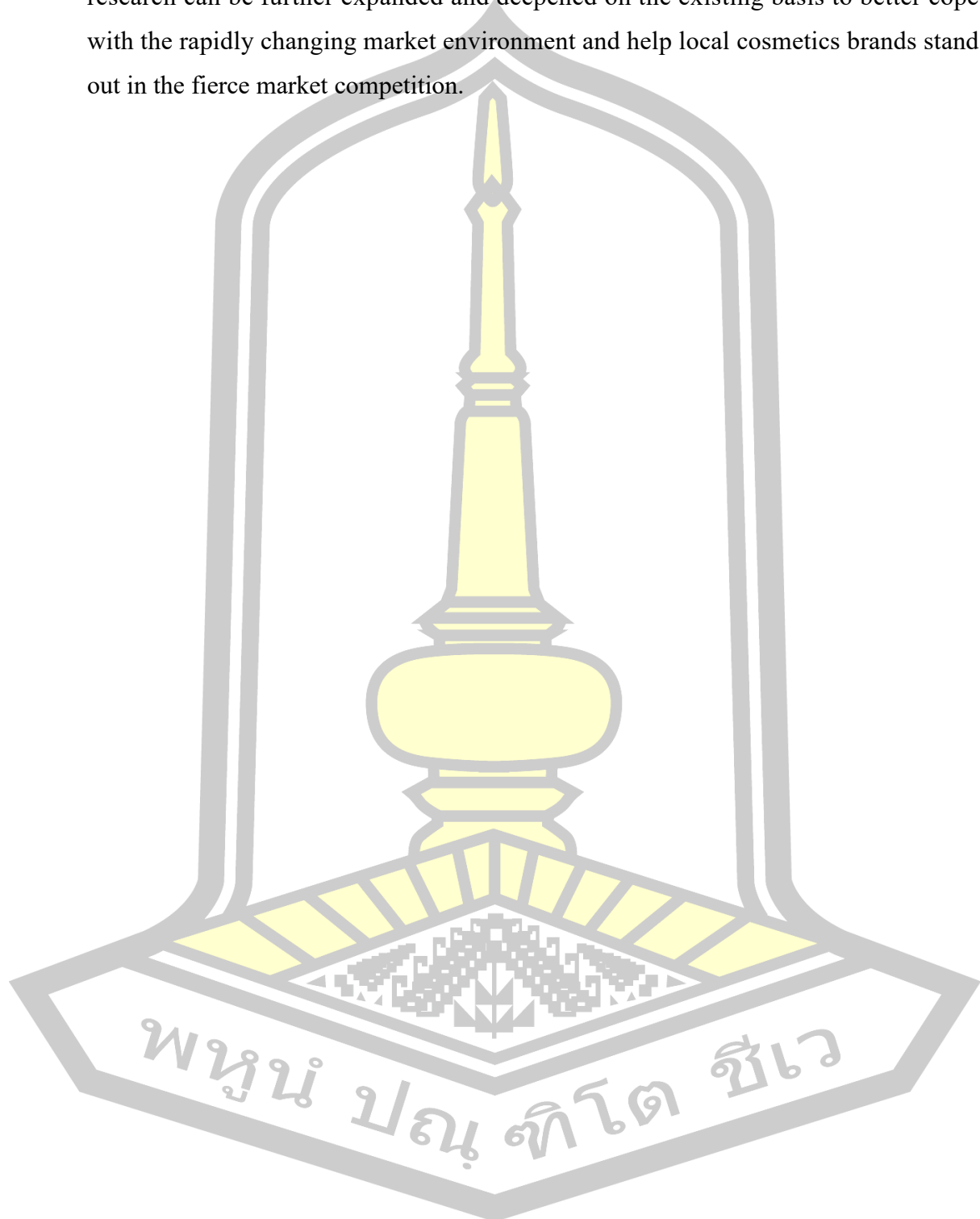
As new social media platforms continue to emerge, research should constantly update and expand research objects to adapt to changes in the market. For example, other platforms such as Little Red Book, Station B, Fast Hand, etc. can be considered to obtain more comprehensive consumer behavior data. These platforms also have a strong user base and influence in the beauty field, but the behavior patterns and interaction patterns of their user groups may be different from WeChat, Weibo and TikTok. Therefore, by analyzing the data on these platforms, it is possible to more comprehensively understand the loyalty and purchase behavior of different consumer groups to local cosmetics brands.

6.3.2.3 Multidimensional Analysis of Consumer Behavior.

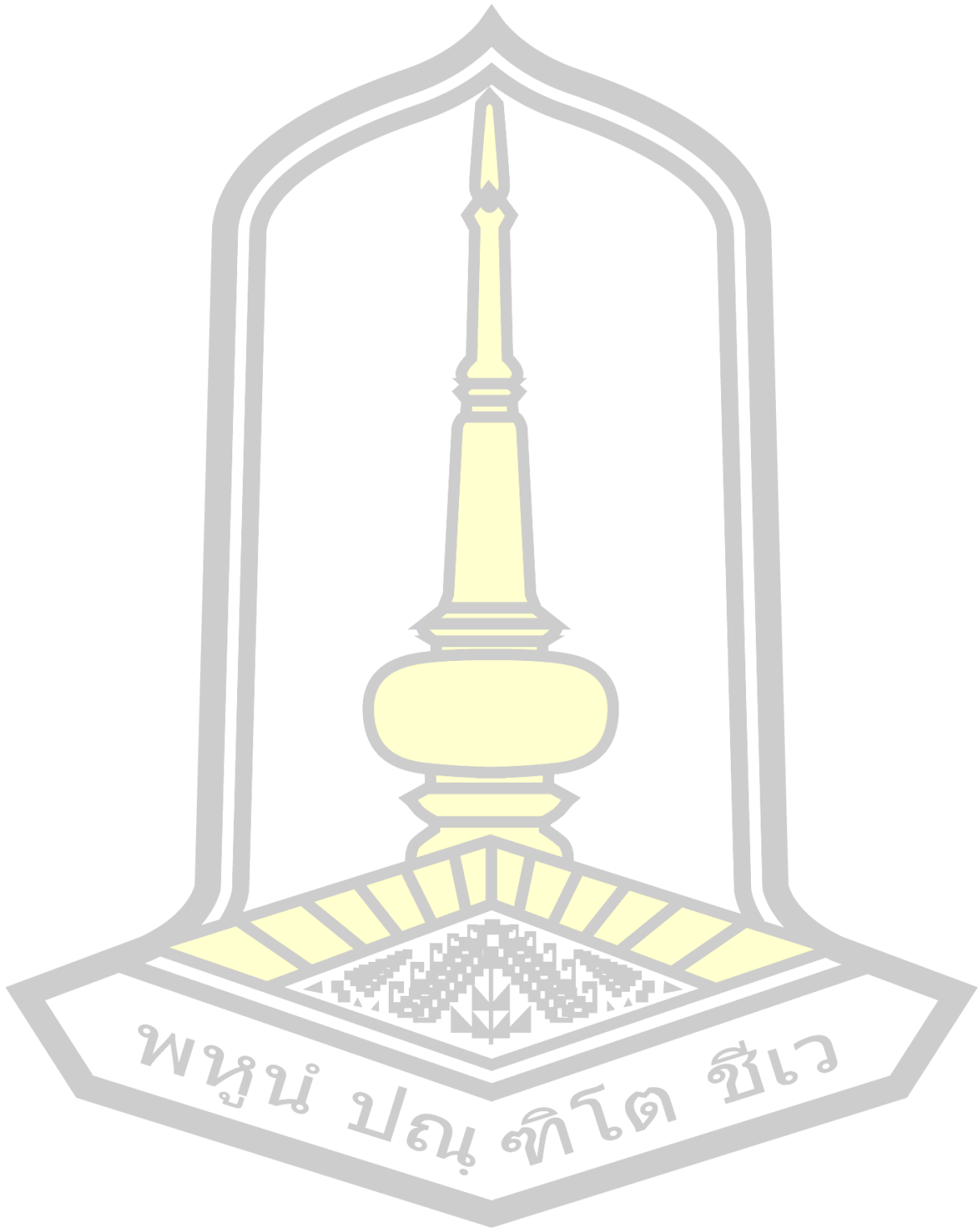
Future research can combine more psychological and sociological theories to explore the psychological motivation and cultural factors behind consumer behavior. For example, use and satisfaction theory, two-level communication theory, etc. can be introduced to more fully understand how consumers interact with brands through social media. In addition, the impact of cultural differences on consumer behavior can also be considered, such as differences in purchasing decisions and usage habits among consumers in different regions, different age groups and different genders.

To sum up, although this study has certain limitations, it provides valuable insights for understanding the strategies of social media marketing to enhance local

cosmetics brand loyalty through in-depth analysis and empirical testing. Future research can be further expanded and deepened on the existing basis to better cope with the rapidly changing market environment and help local cosmetics brands stand out in the fierce market competition.



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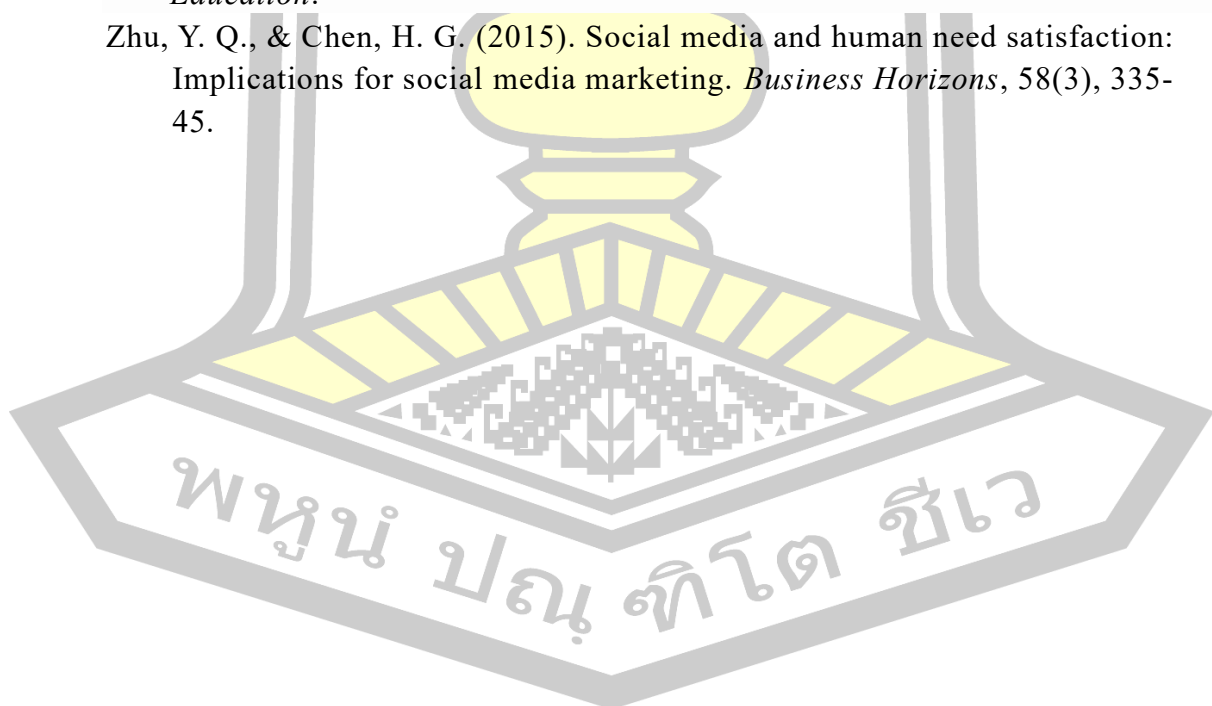
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