

Research on overseas communication of China-Chic cosmetics brands from a cross-cultural perspective

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Abstract

Brand communication in overseas markets is a major trend in the development of domestic brands today, especially the cosmetics industry, which has shown strong vitality in overseas markets by creating "China-Chic" characteristic brands. In this paper, cross-cultural perspective was adopted, China-Chic cosmetics brands as the main research object, brand communication in overseas markets as the main research content. The current situation, motivations and difficulties of the overseas communication of China-Chic cosmetics brands was analyzed in the paper, then drew research conclusions. It provided effective guidance and support for how China-Chic cosmetics brands can occupy a place in the international market in the future.

Keywords

cross-culture, China-Chic cosmetics brand, brand communication.

1. Introduction

In 2015, various Chinese brands began to take "China-Chic" as a new development direction, paying more attention to the integration and innovation between traditional culture and contemporary trends, and gradually entered a new era with cross-cultural communication as the main driving force. Under the guidance of social trends, the cosmetics industry has become the main force. Among them, the "Oriental Aesthetics" makeup brands represented by Huaxizi and Perfect Diary are eclectic, cleverly integrating Chinese traditional aesthetics and modern trends. According to the "Upgrading of China-Chic Cosmetics & Made in China" released by Ernst & Young Group, by 2025, the overall market capacity of China's cosmetics consumption industry will reach 626.6 billion yuan. It can be seen that the cosmetics industry has gradually received more attention and recognition by creating "China-Chic" characteristic brands, and its market potential has been further tapped.

In recent years, with the relative saturation of the domestic cosmetics market, domestic cosmetics brands have "go to overseas" and continuously demonstrated their brand image and charm in overseas markets. In 2023, the overseas cosmetics market reached 1 trillion US dollars, an increase of 10% over last year, of which the market size in the Asia-Pacific region exceeded 450 billion US dollars, made it the world's largest cosmetics market. With the

market dividend, domestic cosmetics brands have used the influence of Chinese culture to attract great attention in overseas markets and successfully communicated to overseas. At the same time, the Chinese government has been promoting trade and cultural exchanges between China and other countries and encouraging Chinese companies to promote the internationalization of their brands.

In this study, it combined traditional Chinese culture with the marketing strategies of domestic cosmetics brands, aimed to explore the overseas communication paths of domestic cosmetics brands from a cross-cultural perspective. From the perspective of theoretical value, the international communication paths of cosmetics brands with traditional Chinese cultural characteristics were analyzed in this study, explored effective strategies for brands to communicate overseas from a cross-cultural perspective, and provided a reference for subsequent research on domestic brands communicate to overseas. From the perspective of practical value, the communication strategies of domestic cosmetics brands in the international market were explored in this study, accumulated more cultural advantages for other domestic cosmetics brands to communicate to overseas, and further enhances the influence of Chinese brands and the confidence of Chinese culture.

2. Analysis of the current status of overseas communication of China-Chic cosmetics brands

2.1. Overseas markets have become a new growth point for domestic cosmetics brands

According to the data from the China Cosmetics Association, the scale of China's cosmetics market exceeded 500 billion yuan in 2022, and with the continuous development of China's economy, the competition in the domestic market will become more and more fierce, which provides a good opportunity for the development of overseas markets. Therefore, China-Chic cosmetics brands have begun to gradually enter the overseas market to seek more opportunities for brand development. The export volume of China's cosmetics industry is steadily increasing, which also indicates that the overseas market will become a new growth point for Chinese cosmetics brands. At the same time, with the rapid development of China's economy, the influence of its traditional culture in the world is increasing, the spread of Chinese culture in the world is becoming more and more extensive, and foreign consumers are becoming more awareness of it.

2.2. Diversified brand positioning

China-Chic cosmetics brands can not only show the charm of Chinese culture, but also make adjustments according to the cultural background and lifestyle of the target market, so as to achieve real diversification of brand positioning. China-Chic cosmetics brands have launched a wide range of product categories in the international market, including skin care products, makeup removers, makeup products, makeup tools and other categories, so that consumers can enjoy one-stop cosmetics services, save consumers' time and enhance consumers' happiness. In addition, the brand image of China-Chic cosmetics brands is rich and colorful, including both traditional Chinese cultural elements and contemporary trend elements. China-Chic cosmetics brands cleverly combine the two, making the entire brand image young, fashionable and rich in connotation. China-Chic cosmetics brands will also carry out targeted

brand positioning according to the cultural background and consumption habits of consumers in different regions, so that consumers in various regions can feel the sincerity of Chinese brands and meet their most real needs.

2.3. “Online + Offline” Sales Model

As the degree of internetization continues to deepen in overseas, online e-commerce sales models are also developing in full swing. For example, the online sales of some domestic cosmetics brands in overseas markets have accounted for more than 50% of the total sales, which shows the importance of online e-commerce sales models. However, the offline physical store market cannot be ignored. Opening brand counters in local areas and cooperating with local shopping malls can actively develop the offline market and make a qualitative leap in brand influence and sales.

2.4. Focus on cross-border cooperation

Cross-border cooperation is an important means for domestic cosmetics brands to occupy overseas markets, enhance brand awareness and reputation, and attract consumers' attention. In 2017, the cooperation between the domestic cosmetics brand Perfect Diary and Milan Fashion Week received great attention. Perfect Diary also gained more consumers' attention and improved the brand's overall popularity, which is of great benefit to the brand's future development in overseas markets. It can be seen that cross-border cooperation can quickly increase the popularity of domestic cosmetics brands in overseas markets and gain more exposure and attention. However, brands cannot blindly engage in cross-border cooperation. They also need to conduct research and analysis on the target market and create cross-border cooperation products suitable for the target market.

3. Motivations for overseas communication of China-Chic cosmetics brands

3.1. Revival of Chinese traditional culture

As China's comprehensive national strength continues to improve, more and more people are aware of, understand and even love Chinese traditional culture. Chinese traditional culture is an important part of the Chinese nation. More and more consumers are eager for a sense of belonging to this traditional culture. In order to meet the needs of consumers, national cosmetics brands have tried their best to apply Chinese traditional cultural elements to all aspects of product packaging and advertising. These products with oriental aesthetics allow consumers to feel the atmosphere of Chinese traditional culture at a glance and perceive the charm of Chinese traditional culture, thereby satisfying consumers' needs for cultural identity and belonging.

3.2. Chinese traditional cultural elements build cultural identity

As China rises on the world stage, Chinese traditional culture has received more and more attention. It is in this cultural atmosphere that China-Chic cosmetics brands have emerged. However, if they want to gain a foothold in the international market, China-Chic cosmetics brands must establish a sense of belief with consumers in order to resonate with them and

attract and retain their hearts for a long time. On the one hand, more and more people are beginning to understand and pay attention to Chinese culture, and even fall in love with this country with a long history; on the other hand, the cultural identity of young groups is becoming stronger and stronger, which has become a trend. This cultural identity will also accelerate the overseas spread of China-Chic cosmetics brands.

4. Dilemma of overseas communication of China-Chic cosmetics brands

4.1. Cross-cultural aesthetic differences

At present, the degree of globalization is deepening, the concept of "global village" is becoming more and more prominent, and the connection between people is becoming closer and closer. It is precisely because people's definition and pursuit of cosmetics often differ significantly due to different cultural backgrounds, historical traditions and social values. These differences not only profoundly affect people's aesthetic standards and consumption habits in daily life, but also become one of the reasons that hinder the smooth cross-cultural overseas communication of China-Chic cosmetics brands. People from different social and cultural backgrounds have different perceptions and preferences for colors. China-Chic cosmetics brands must combine the cultural background and social customs of local consumers to develop products that meet the needs of local consumers. Different cultural backgrounds will lead to differences in the understanding of element symbols. Therefore, China-Chic cosmetics brands need to start from local culture, combine the element symbols in local culture, and reinterpret their packaging to make it conform to the aesthetic and cultural cognition of target customers.

4.2. Establishment and dissemination of brand image

Brand image refers to the inner impression of a brand in the minds of consumers, and its coverage includes but is not limited to the values, cultural connotations, product concepts and other aspects represented by the brand. The reason why brand image building is complex and arduous is that on the one hand, its establishment needs to fully consider the values and aesthetic preferences of local consumers, and on the other hand, it needs to deeply explore the pain points of cross-cultural communication. In addition, for China-Chic cosmetics brands, the shaping of their brand image needs to integrate international fashion elements while retaining traditional Chinese cultural elements in order to build an integrated brand image. In the process of China-Chic cosmetics brands entering the international market, the shaping and dissemination of brand image plays a vital role. It is necessary to fully consider the characteristics of consumers under different cultural backgrounds, social habits, and communication methods, so as to ensure that the brand image can be recognized by the majority of consumers.

4.3. Digital Marketing Barriers

At present, digital marketing has become the main promotional method favored by brands.

However, in overseas markets, due to differences in language, culture, etc., it is difficult for domestic cosmetics brands to carry out digital marketing. Therefore, brands need to find digital marketing channels suitable for the target market and make targeted adjustments based on the characteristics of different platforms. What digital marketing needs to do is to keep pace with the times, cater to the current trends and fashions, and constantly adjust its marketing strategies to adapt to the market. In addition, digital marketing also needs to add brand-specific symbolic elements to the marketing process to increase brand awareness and reputation, attract consumers' attention, meet consumer needs, and promote the rapid development and growth of the brand.

4.4. Competitive word-of-mouth marketing

Consumers' word-of-mouth evaluation and trust in a brand is a crucial part of the brand establishment and communication process. Therefore, brands need to invest a lot of energy in word-of-mouth marketing, and need to spend manpower, material resources, and financial resources to maintain the brand's position in the minds of consumers. In recent years, although the domestic cosmetics brands have developed rapidly, their popularity and popularity in overseas markets are still inferior to those of international brands. Therefore, domestic cosmetics brands urgently need to use word-of-mouth marketing to open up the popularity and reputation of overseas markets and promote the dissemination of brands. In addition, domestic cosmetics brands also need to try their best to maintain the word-of-mouth and reputation accumulated over a long period of time, actively deal with negative comments about the brand, actively respond to consumers' demands and suggestions, and take corresponding measures in a timely manner to solve problems and strengthen brand word-of-mouth marketing. When domestic cosmetics brands spread overseas, they will inevitably be affected by competitors and have a negative impact on their own brands. Therefore, brands need to strengthen monitoring of competitors' behavior, prepare response plans, and strive to maintain the brand's word-of-mouth and reputation.

5. Conclusion

At present, various Chinese brands have begun to take "China-Chic" as a new development direction, and they pay more attention to the innovative integration between traditional culture and contemporary trends. China has gradually entered a new era with cross-cultural communication as the main driving force. The cosmetics industry is the main force in this field, combining traditional Chinese cultural elements with current fashion trends to truly create China-Chic cosmetics brands. At a time when the domestic market for China-Chic brands is booming, more and more China-Chic cosmetics brands are choosing overseas communication, which is undoubtedly a forward-looking and contemporary choice. Some of the outstanding China-Chic cosmetics brands have applied their successful domestic experience to the promotion and dissemination of overseas markets, and have incorporated many new creative

ideas and ideas to successfully display their brand image in the international market, thereby improving their brand reputation and popularity. These China-Chic cosmetics brands focus on consumer segmentation and brand positioning in overseas markets. They can make full use of the channel advantages of e-commerce platforms and independent websites, use the traffic of overseas social media platforms to broaden the brand's customer base, attract more consumer attention, pay attention to localization strategies during communication, and not only combine traditional Chinese cultural elements when creating products, but also meet the cultural background and aesthetic needs of consumers in the target market, so as to win more development opportunities for the brand.

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