

Empirical Research on Cosmetic Lipstick Sales under C2C E-Commerce Platform for Consumers' Buying Intention in Dazhou of China

Zhouping Ye

North Bangkok University, Bangkok 10220, Sai Mai

Abstract: With the development of e-commerce and the accelerating pace of work and life, more and more people accepted online shopping. The number of online users in China increased, and the mobile network platform had gradually matured with the acceleration of development in the C2C e-commerce transaction model. The paper mainly analyzed the challenges of developing cosmetic lipstick marketing in Dazhou City, then explored the influencing factors to purchase intention, and lastly suggested a promotional strategy regarding pre-and after-sales.

Keywords: Cosmetic Lipstick Sales; C2C E-Commerce; Consumer Buying Intention

1. Introduction

With the rapid development of the Internet, e-commerce has gradually become a new model of commodity transactions, changing people's lives, and more and more consumers have accepted the continuous improvement of online shopping e-commerce technology, making online shopping e-commerce an essential part of China, while highlighting its enormous economic and social benefits. With the rapid development of the C2C market, its shopping amount accounted for the vast majority of the entire online shopping market, showing its substantial development advantages and market potential. There are certain risks, followed by the cost of entering the C2C online market, and the competition is very fierce.

2. Theoretical Basis

Consumer-To-Customer Model (Leonard and Jones 2010).^[1]

The C2C e-commerce model is based on B2b, and Further expansion of B2C, C2C e-commerce provides a platform for publishing and obtaining information. Enable people to buy and sell items online. With the development of the Internet, the number of users in the C2C e-commerce trading platform is gradually increasing, and their identities are complicated. Since the C2C e-commerce platform is open to everyone and free, almost everyone can register at this stage.

Theory of Reasoned Action Model (Ajzen and Fishbein 1975)^[2]

The Theory of Reasoned Action (TRA) states that subjective norms and attitudes are associated with consumer beliefs, intentions, and behaviors. Behavioral intent serves as an excellent tool for predicting individual behavior. Although this theory originated from Western culture's guidance, more variables should be considered, and modifications should be made when using the TRA model to study consumers' intentions to purchase different products. All different factors that affect consumer behavior only work indirectly by influencing the attitude or subjective norms. The external variables can be the characteristics of the tasks, the interface or the user, the type of development through implementation, the effects of politics, and the organizational structure.

Planned Behavior Theory (Gu and Wu 2019)^[3]

Planned behavior theory was developed as an extension of the Theory of Reasoned Action that focuses on perceived control of the behavior, subjective norms, and intentions that impact the intention to follow the behavior. This theory explained that if consumers have the subjective model, proper attitude, and behavioral intention to purchase products online, they must have a behavioral intention of buying practically. On the other hand, it may not be necessary for consumers to buy online as they might not be aware of online payment and other different processes.

3. Understanding on Cosmetic Lipstick Sales under C2C E-Commerce Platform for Consumers' Buying Intention

3.1 Analyze the challenges of the development of the cosmetic lipstick market in Dazhou City:

The entire online process of developing, marketing, selling, delivering, servicing, and paying for products and services. Dazhou City has shown tremendous growth in the E-commerce segment along with most regions in China. E-commerce creates new opportunities for many different industries, especially in the cosmetic market for lipstick products.

3.2 Explore the influencing factors under variables such as perceived value, buying trust, and conceptual fluency affecting the purchase intention for cosmetic lipstick sales in Dazhou City:

Websites that follow the C2C business model help consumers sell real estate, cars, motorcycles, and other assets or rent rooms by publishing relative information on the website or social media. Depending on the website or social media type, the website may not charge consumers for its services. Another consumer can choose to buy the first customer's product by reviewing the post/advertising on the website through comments of the index of perceived value, buying trust, and fluency.

3.3 Suggest better pre-sales and after-sales service levels of e-commerce with the proper atmosphere of marketing activities and online business via various promotional strategies:

Ease of internet access, safe and secure payment, trust of quality, and use of platform coupled with aggressive marketing by e-commerce platforms have made the process more popular. With a substantial increase in the cosmetic market, C2C becomes more popular as personal selling will make brand selling and trust relationships much better than the normal B2C channel.

4. The Conceptual Framework for the Research Study

First The relationship between influencing factors of perceived value, buying trust and conceptual fluency, and customer buying intention: product quality and perceived risk, and perceived value; trust propensity, brand impression, product involvement, and brand reputation, and buying trust; brand image and nostalgic brand strategy, and conceptual fluency.

second Using correlation analysis testing, all influence factors are correlated with perceived value, buying trust, conceptual fluency, and consumer buying intention, respectively.

5. The Countermeasures on Cosmetic Lipstick Sales under C2C E-Commerce Platform for Consumers' Buying Intention

5.1 Improvement of Buying trust (Hasan and Hasreen 2012).^[4]

In the trust of buying, trust tendency, brand impression, product involvement, and popularity are positively related to cosmetics lipsticks' online shopping decision-making system; lipstick merchants can propose marketing strategies to improve brand awareness and recognition.

5.2 Improvement of perceived value (Leung 2019).^[5]

In the perceived value, product quality and perceived risk are positively correlated with the cosmetics lipstick online shopping decision-making system. It is possible to propose marketing strategies to improve the brand awareness and recognition of lipsticks and expand online sales channels.

5.3 Improvement of conceptual fluency (Pandey and Parmark 2019).^[6]

In conceptual fluency, brand image and nostalgic brand strategy positively relate to cosmetics lipsticks' online shopping decision-making system. Businesses can adopt complementary network marketing strategies for the needs of consumers when they purchase intentions, information search, reviews, and post-purchase evaluations.

5.4 Improvement of consumer buying intention

(1) Determine customer expectations. Interview customers and understand their expectations and driving factors from their perspective. This will help you educate and prepare your sales representatives to adapt to and address the changing behaviors of customers.

(2) Participate in the prospects. Establish a dialogue with aspiring customers and explore how much they value their relationship with competitors. Since you may only do small business, try to understand their ideal customer-supplier relationship and demonstrate your value proposition best to meet their needs, which will benefit you.

6. Conclusion

Technological development and the popularization of the Internet have introduced a new type of consumer called online customers. Online consumers have various characteristics and behave differently from traditional consumers. To understand online customer behavior and online purchase intentions, another analysis of consumer characteristics, environment, and technology trends are needed to compare with the different patterns of consumers in Dazhou City. The characteristics of online consumers are topics that have attracted much attention in the literature review. Most of this article focuses on demographic data and the influence of consumers' attitudes toward purchase intentions based on experience and expectations. Although most studies have found that men are more inclined to shop online than women, female consumers traditionally dominate lipstick sales.

References:

- [1] Leonard, L. and Jones, K. (2010). Consumer-to-Consumer e-Commerce Research in Information Systems Journals. *Journal of Internet Commerce*. Vol 9 No.3, p.186-207.
- [2] Ajzen, I. and Fishbein, M. (1975). A Bayesian analysis of attribution processes. *Psychological Bulletin*, Vol 82(2), p.261-277.
- [3] Gu, S. and Wu, Y. (2019). Using the Theory of Planned Behaviour to Explain Customers' Online Purchase Intention. *World Scientific Research Journal*. Vol 5 Issue 9, p.226-249.
- [4] Hasan, U. and Nasreen, R. (2012). Cognitive Dissonance and Its Impact on Consumer Buying Behaviour. *Journal of Business and Management*. Vol. 1(4), p.7-12.
- [5] Leung, W. et al. (2019). Impacts of user interactions on trust development in C2C social commerce: The central role of reciprocity. *Internet Research*, Vol 30 No 1, p.335-356.
- [6] Pandey, A. and Parmark, J. (2019). Factors Affecting Consumers' Online Shopping Buying Behaviour. 10th International Conference on Digital Strategies for Organizational Success. Vol 34, p.78-93.