

Study on the Influencing Factors of Yilian Consumer's Use Behavior

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Abstract

This study aims to analyze the consumption behavior of Yilian moisturizing spray in 2023, as well as to conduct an in-depth study on the awareness, recognition, purchase degree and loyalty of Yilian brand among young consumer groups. Using the questionnaire survey method, taking the universities in Tangshan as the survey object, through the in-depth data analysis. This study has important practical significance and promotion value, for deeply understanding the needs and behaviors of young consumers, as well as for enhancing brand awareness and sales performance.

Keywords

Young Consumers; Yilian Brand; Influencing Factors.

1. Research Background

With the continuous development of China's social economy and people's pursuit of a better life, the beauty makeup industry has shown a momentum of vigorous development in the Chinese market. As a beauty brand focusing on hyaluronic acid moisturizing and repair, Yilian needs to constantly innovate and make breakthrough in the face of diversified consumer demand and fierce market competition to meet the expectations and needs of consumers and realize the long-term development and benign growth of the brand. How to achieve the growth of the broken circle and let more consumers know and accept the Yilian brand is still one of the problems that the brand needs to solve. The purpose of this study is to provide data support and decision-making reference and effective reference for the research and development of new products through the questionnaire research and analysis of the population of universities around Tangshan.

2. Data Collection Method

The data in this study were obtained through open questionnaires, and the survey questions were converted into qr codes or website links. Through QQ, wechat, Weibo and other widely used social software, students and staff filled in online. The questionnaire was distributed randomly and had a certain universality. According to the data and statistical data obtained from the survey, the Credamo see data platform was used to conduct data analysis, make quantitative calculation on the future development trend of the prospect state of Yilian spray, and quantitatively infer the prediction results.

3. Questionnaire Design and Inspection

3.1. The Questionnaire Design Content and the Determination of the Influencing Factors

In order to meet the idea of breaking the circle, the questionnaire survey was conducted on the students and staff around Tangshan city. The main variables of the questionnaire design are shown as Table 1 follows:

Table 1. The direction of the questionnaire

Questionnaire design direction	
1	Basic information of the investigated respondents
2	The understanding of the Yilian brand
3	The focus of the surveyed consumers and the reasons for liking the Yilian brand
4	The channel through which the respondents buy skin care products
5	The attitude and behavior of the respondents towards the Yilian brand

Question 1-4 investigated the basic information, including gender, age, skin type, and frequency of use; question 5,6 investigated the understanding of Yilian spray and understand the channels to analyze whether Yilian brand promotion is in place; question 8 investigated the main ways to realize sales circle; question 7,9,10 investigated the focus of consumer attention, analyzed the development direction of Yilian brand; question 11-15 investigated the attitude and behavior of consumers, reflecting the degree of understanding, and advantages and disadvantages.

3.2. Collection of the Survey Questionnaires

According to the specific survey of the actual data, the principle of proximity is adopted, and the questionnaire was filled out for the staff of all universities in Tangshan. The total number of questionnaires filled out is 252. According to the principle of the survey method and the calculation results of the survey, the sample standard deviation can be obtained, and the number of the survey is estimated with 95% confidence:

$$1 - \alpha = 0.95, \alpha = 0.05, Z_{\alpha/2} = 1.96, \Delta = 2$$

$$n_0 = \frac{Z_{\alpha/2}^2 S^2}{\Delta^2} \quad n = \frac{n_0}{1 + \frac{n_0}{N}}$$

The data were inserted into the above formula, and a total of 246 questionnaires were collected, with a recovery rate of 97.6%. Two invalid questionnaires were removed. 242 valid questionnaires were counted, and the effective recovery rate was 96.03%. From the perspective of the basic information of the questionnaire, the ratio of men and women was 1:1, the age of use was between 18 and 30 years old, the proportion of the rest was balanced and representative of the sample, and the skin types were mixed and oily. See Figure 1 and Figure 2 for more details.

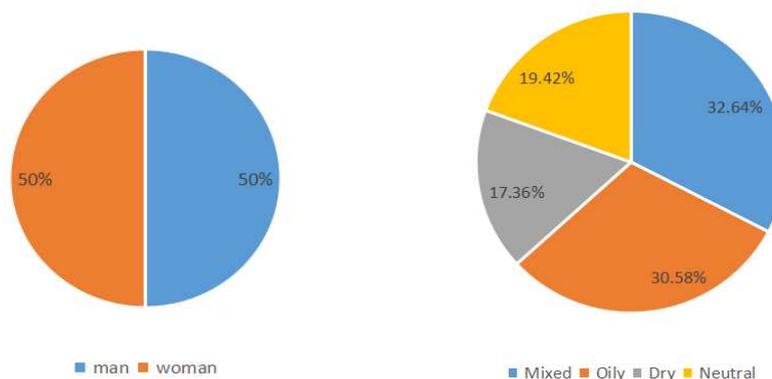


Figure 1. Sex ratio of the respondents **Figure 2.** Proportion of skin types

4. Data Analysis

4.1. In Terms of Purchase Methods -- Tends to Buy Online

(1) Differences in purchasing methods between men and women

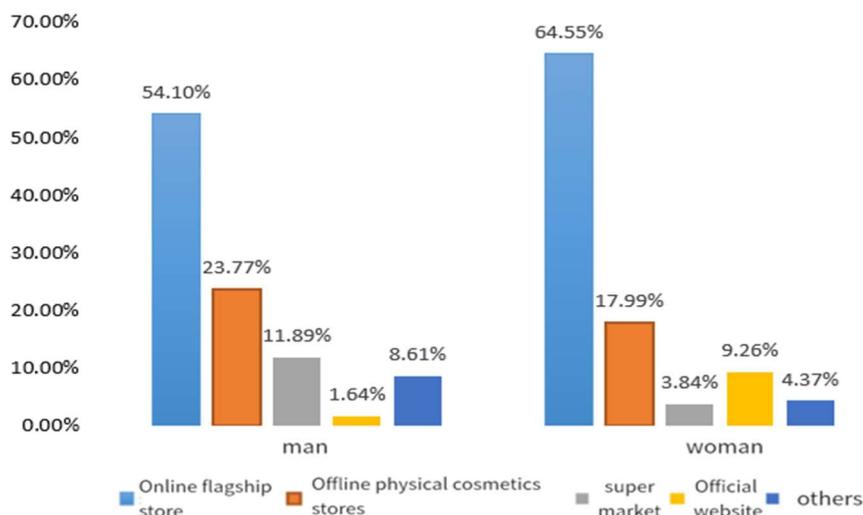


Figure 3. Differences in purchasing methods between men / women

According to Figure 3, there are some differences in purchasing methods between men and women. Although the choice of buying skin care products in online flagship stores is one of half the ways of both men and women, only 1.64% of men choose to buy online on the official website, while the least purchase channel among women is supermarkets, and only 3.84% of women choose to buy skin care products in supermarkets. Compared with men, women pay more attention to the credibility of skincare information sources and are usually more cautious about purchasing channels.

(2) Differences in the purchasing methods of different ages

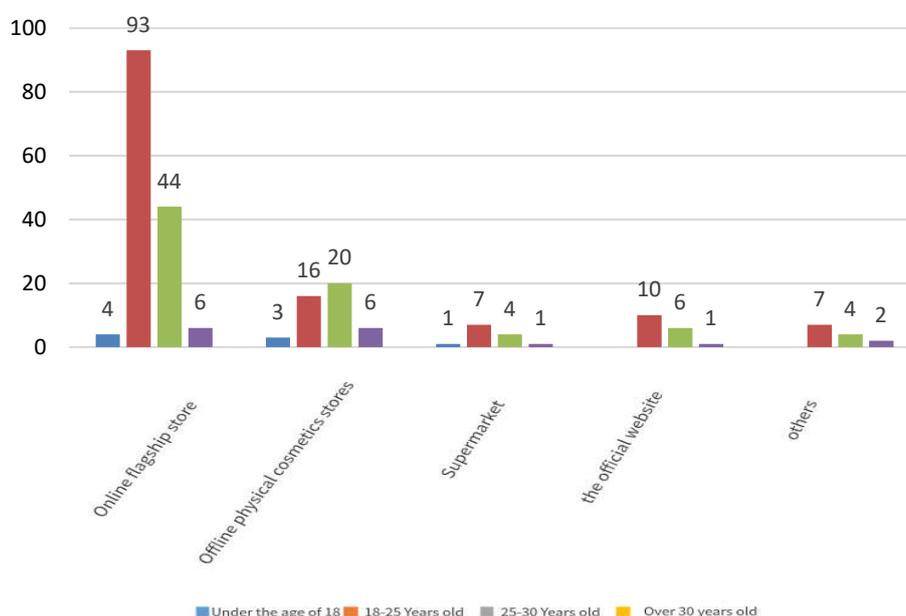


Figure 4. Differences in purchasing methods among different ages

We made an in-depth analysis of the brand survey results of Yilian cosmetics, and discussed the satisfaction of Yilian version 1.0 products and the differences between different genders. As shown in Figure 4, the consumers who buy Yilian moisturizing spray in the online flagship store are generally younger. The consumers aged 18-30 are the main consumer groups of Yilian moisturizing spray. Whether male or female, the consumers in this age group pay great attention to skin care, so they also have a higher purchase frequency.

As can be seen from the data table Figure 4, with the advent of the Internet era, the convenience and speed of online shopping are more and more favored by consumers. In addition, the rapid development of the logistics industry has also further accelerated the development of online shopping. Considering that young people aged 18-25 are young people, they prefer to buy various products online. It can be said that they represent the shopping habits of current young people.

To sum up, both in terms of gender and age, the purchase methods show similar data characteristics: online flagship stores are the most popular, followed by cosmetics stores, and the proportion of the official website and the supermarket is relatively small. Data show that more than 50 percent of consumers choose to buy Yilian cosmetics in online flagship stores, while the official website is relatively small. For Yilian Company, it is important to seize the opportunity of online shopping and occupy the online flagship store market. At the same time, it is also necessary to improve the publicity of the official website and continuously enhance consumers' trust in it.

4.2. From the Main Purpose of Consumers Choosing Yilian-to Value Moisturizing and Hydrating Effect

(1) From the skin type

Q3 :	frequency		
	Q7_1: 0 :	Q7_1: 1 :	Line total :
Neutral	10	13	74
Dry	7	14	47
Oily	13	12	42
Mixed	13	18	79
	43	57	242

Figure 5. Cross plot of consumers' skin types and their choice of hydrating repair efficacy

Q3 :	frequency		
	Q7_3: 0 :	Q7_3: 1 :	Line total :
Neutral	5	18	74
Dry	3	18	47
Oily	6	19	42
Mixed	4	27	79
	18	82	242

Figure 6. Cross plot of consumer skin type and choice of moisturizing efficacy

Q3 is the statistics of skin types, and option 1 and option 3 of Q7 are respectively to solve the face dryness and moisturizing, which correspond to the hydration and relief function of Yilian spray. Q7-3:0 in the figure represents the number of people who did not choose option 3, and Q7-3:1 represents the number of people who chose option 3. In this questionnaire survey, we used the cross chart to analyze the moisturizing and hydrating effect of Yilian cosmetics.

We can see from the cross figures 5 and 6 that there are 74 people in oily skin. Among the 74 people, 31 people chose hydration and relief, accounting for nearly 1 / 2 of oily skin, and 47 people with neutral skin. 32 of them thought that Yilian spray solved their facial dryness problem, almost accounting for 2 / 3 of the proportion. There were 42 people with dry skin, among whom 31 believed that Yilian spray solved the problem of facial dryness. Of the 79 people with mixed skin, 45 people thought the spray solved the drying problem. From this, we can conclude that no matter what kind of skin, Yilian spray can be a good moisturizing repair to the skin.

(2)From the desired efficacy

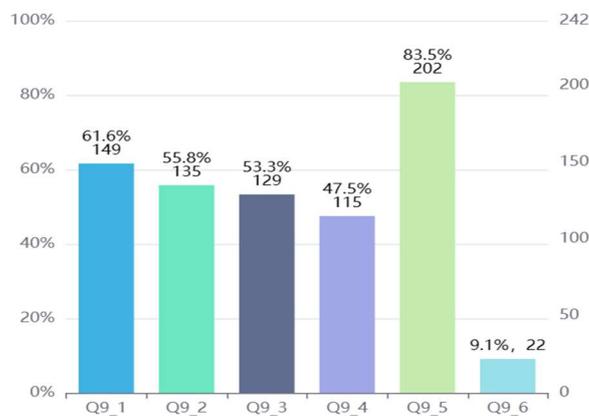


Figure 7. What consumers expect from Yilian spray

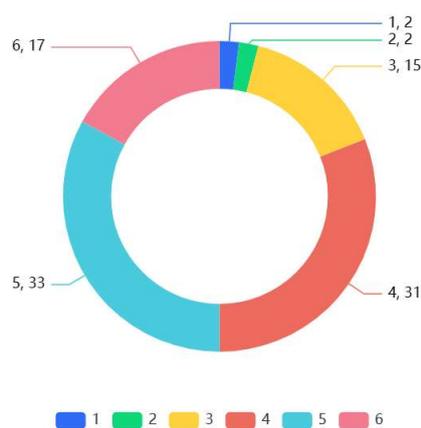


Figure 8. Satisfaction and percentage of consumers on the hydration effect of Yiren

According to figure 7 in asked "you buy skin care products hope to achieve the purpose", whether boys or girls, or consumers of different ages, in the effect of the top two "hydrating" and "whitening" accounted for 83.5% and 61.6%, the results show: $X^2=16.01$, $df = 7$, $P=0.025 < 0.05$, the difference has statistical significance, the vast majority of consumers think to buy skin care products hydrating effect and whitening effect should be stronger some visible public for skin hydrating whitening has a high demand. At the same time, we conducted a survey on

the moisturizing effect satisfaction of Yilian products for 83.5% of consumers who choose the moisturizing effect. We set a numerical option from 1 to 6. More than 80% of consumers are satisfied with the moisturizing effect of Yilian, and only a very few people are not satisfied with the moisturizing effect.

4.3. From the Perspective of Product Price, -- the Public Tends to Be Cost-effective Skin Care Products

(1) From the different age groups

Subsequently, we analyzed the differences in attitudes towards Yilian price among different age groups. The data analysis results were shown in Figure 9, Consumers under 18 years old believed that the price of Yilian spray would be high. But also 43.80 percent of consumers think the price is moderate. In addition to this age group, other age groups believe that the price of Yilian is more moderate than high. There are rules in data results. With the increase of age, the economic ability will be better and better, and the economic investment in skin care products will also increase. For a more detailed analysis, we performed a regression analysis on the increase in price and customer satisfaction.

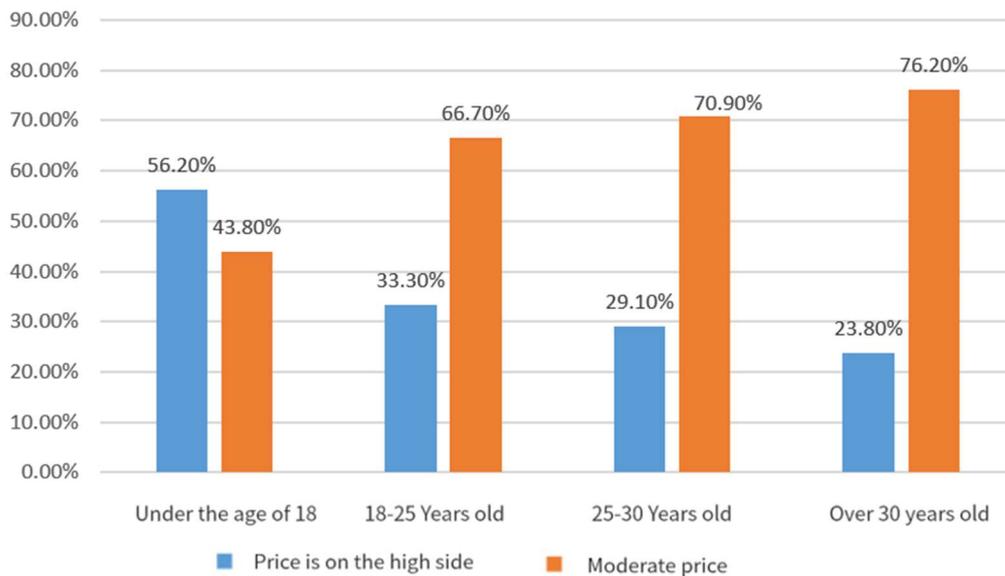


Figure 9. Different age groups have different attitudes towards the price of lotus

(2) Regression analysis between price and satisfaction

Table 2. Regression analysis between price and satisfaction

Regression coefficient	Regression coefficient estimate	Regression coefficient confidence interval
B ₀	29.5501	[29.3326,29.7676]
B ₁	-0.3329	[-0.3458,-0.3200]

R²≈1, F=2801.9, P<0.001.

In this analysis, Q11 (the price of lotus spray) was used as the independent variable and Q1 (customer satisfaction) was used as the dependent variable for linear regression analysis. From the data overview table, model R21 indicates that the dependent variable for linear regression analysis. From the data overview table, model R21 indicates that the dependent variable is highly correlated with the dependent variable. Through the F test of the whole model system, (F=2801.9, P <0.001) rejected the dependent variable. When the other factors remain unchanged, the price decreased by 0.3329 units.

4.4. From the Perspective of Promotion Mode, -- the Public Tends to Accept New Media Communication

(1) From the understanding of the channels

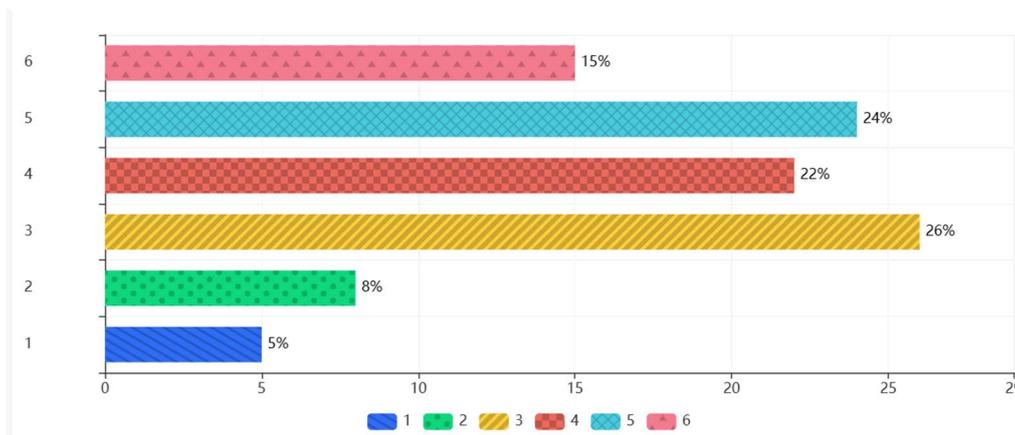


Figure 10. Consumer awareness of Yilian spray

We first analyzed the degree of consumers' understanding of Yilian spray, which is divided into six numerical degrees. The degree of understanding increases successively with the increase of the numbers. After our investigation, as shown in Figure 10, the degree of understanding increases from low to high, showing a trend of high in the middle and low at both ends. Specifically, the number of people knowing between 3 and 5 is the highest, reaching 72%. It can be seen that although Yilian spray has a good brand publicity effect, there are still some people who have not heard of Yilian brand. At the same time, we further analyzed the sources of the channel, among which word of mouth and promotion are the two most important channels. For the brand, good reputation is crucial, and it also requires a larger share of the online market. Therefore, it is absolutely an effective way to use the we-media platform for publicity.

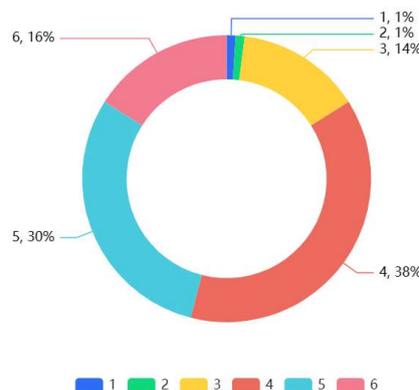


Figure 11. The level of consumer support for online sales and point of operation development

Given the above we think to seize the media propaganda this way more advantage, we also further analyzed the public attitude towards new media propaganda, as shown in Figure 11, in our 13 problem, using the six numerical options ,respectively said consumers for brand network sales and operating point development support degree, support gradually increase with numerical increase. It can be seen that the total proportion of the three support degree of 4,5 and 6 accounts for about 84%.

At the same time, we conducted gender and age attitudes towards new media publicity, as shown in Figure 12: the four options respectively say "like, very helpful to buy", "more like, reflect a certain brand culture", "don't like, the content is general", "don't like, did not leave a deep impression". We conclude that the ratio of options 1 or option 2 is more than half or even two thirds of all options for either boys or girls or at any age, which indicates that the public supports the approach of new media promotion. If Yilian brand can seize the way of new media, it is bound to attract more consumers and open up new markets for its new products.

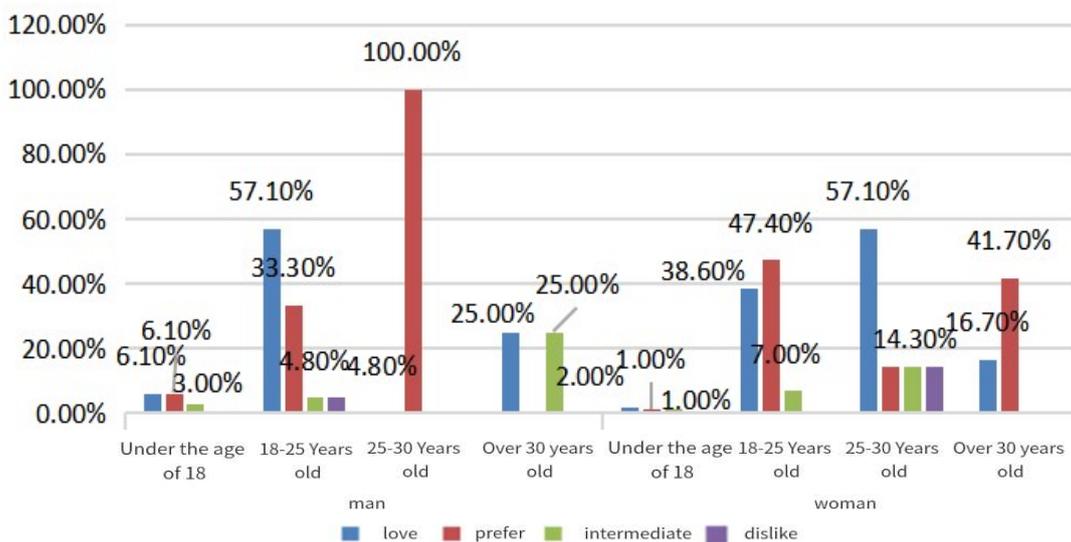


Figure 12. Gender and age differences in attitudes to new media publicity

5. Summary and Suggestions

5.1. Seize the Opportunity -- Key Channels to Increase Publicity Efforts

According to the results of the questionnaire, most of the audiences know the brand moisturizing spray mainly through the online flagship store. This is closely related to the popularity of Internet shopping and the rapid development of e-commerce sales channels. So we can increase brand promotion, expand brand awareness, attract more consumers, promote the brand moisturizing spray and other moisturizing new line development and growth, further solve the problem of brand promotion, in order to seize this opportunity, we need to grasp the network traffic, establish online counters as soon as possible and provide better quality service to promote yi Lin brand growth in network sales. It is also the first step for the launch of 2.0 products.

5.2. Retain Customers -- Key Audience Groups Focus on Attention

Our questionnaire shows that most of the audience for the brand online promotion content, but also a few audience think advertising content quality, this shows that we need to improve the quality of online brand promotion content, shape more distinctive brand style and characteristics, show the brand brand culture, seize the popular trend of the online, constantly to cater to the expectations and needs of the audience, as the core of the hyaluronic acid

technology version 2.0 products, has realized sales growth, and further deepen the h lotus brand impression in consumers to promote a little brand moisturizing new line broken circle growth.

5.3. Maintain the Price -- to Maintain the Brand Price is Close to the People and Young

The main audience of Yilian brand is young people, among which college students occupy an important proportion. Compared with product packaging, college students pay more attention to the quality of products and are more inclined to choose products with high cost performance. In addition to ensuring the quality of products, the cost should also be controlled as much as possible so that the price of new products remains close to the people. In general, the survey for h lotus brand hyaluronic acid spray sales circle provides data support and decision-making reference, put forward a series of specific marketing strategy and Suggestions, through understanding the needs of the main audience and behavior, to promote h lotus brand awareness and h lotus product sales has important practical significance and promotion value.

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