

Analyzing the Influential Factors on Overseas Consumers' Purchase Intention

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Abstract. Florasis, a leading and great domestic brand in China, has ventured out of the country and produced excellent achievements in a short period of time, despite the fact that all Chinese brands have a strong willingness to move overseas. The purpose of this paper was to investigate the impact of marketing strategy on the purchase intentions of international consumers. This study examines the Florasis case by integrating Marketing Mix Theory and Florasis's overseas sales statistics. Finally, it was discovered that it performs exceptionally well in three areas: product design, numerous distribution channels, and promotion. Based on the Florasis brand's current strengths, this report makes three recommendations for its future development: improve product quality, improve brand service, and send distinct messages to different audiences. The case study of Florasis in this research has important implications for other Chinese firms expanding internationally. Chinese brands will go global more efficiently if they learn from their triumphs and improve on their flaws.

Keywords: Florasis; Purchase Intention; Product Design; Distribution Channel; Promotion.

1. Introduction

1.1. Research Background

With the deepening process of globalization and the support of Chinese government policies, more and more Chinese brands are choosing to go overseas to sell Chinese-branded products in different countries or regions. Among them, Florasis is a preeminent example to illustrate the process of successful marketing of Chinese brands abroad.

Founded in Hangzhou in 2017, Florasis is a Chinese-made makeup brand. It explores the ancient Chinese wisdom of beauty and skincare and utilizes flower essences and herbal extracts as its core ingredients to create makeup products using modern makeup R&D and manufacturing processes.

According to statistics, Florasis's annual sales in 2020 exceeded 3 billion yuan, and the highest monthly sales growth rate in 2021 also reached 89.83%, putting domestic sales at the top of the list of domestic cosmetics [1]. Nevertheless, this extraordinary performance is not universal, especially in the face of the epidemic. In the face of the impact of the epidemic, many cosmetic brands are facing the same problems, ranging from a significant drop in physical retail traffic to rising pressure on inventory backlogs. For instance, at the start of the epidemic, the share price of Proya, a local Chinese brand, fell sharply by 10.50% [2]. While COVID-19 swept the world, this unique brand had an innovative sales design in the domestic market, for its annual sales reached 5.4 billion in 2021, and it was ranked as the first national brand in the beauty and personal care list of the 2021–2022 T-mall TOP brand power [1]. Moreover, in March 2021, Florasis officially made its initial public announcement that it was opening a store on Amazon Japan, its first overseas e-commerce platform since it was established. After the launch, a variety of Florasis's products were snapped up as they were put on the market, and "Concentric Lock Lipstick" became one of the most popular products on Amazon's lipstick sales list on the first day of the launch [3]. On November 26, 2021, the overall sales volume of Florasis's overseas official website boomed compared to weekdays during the Black Friday promotion, and Dai Impression Lipstick was sold out of stock [1].

On the international stage, Chinese cultural elements rooted in traditional Chinese culture are attracting attention in the global business sector, and the economic function of culture has been gradually enhanced with the continuous enrichment of social and cultural consumption [4, 5]. At this stage, domestic research in China focuses on the application of Chinese distinguished traits in

international marketing strategies, like Yu Cao focused on the marketing strategies of Florasis Corporation, which are based on Hang Zhou's research [5, 6].

1.2. Research Gap

Despite the fact that Chinese scholars have conducted a lot of research on domestic beauty brands or the specific brand of Florasis, there is still a gap in the research on why consumers overseas prefer the brand of Florasis from the consumer's point of view, as overseas consumers' willingness to buy the brand of Florasis continues to rise. To fill the research vacuum described above, this thesis will delve into greater detail on the reasons behind the outcomes of national brand influence overseas, utilizing Florasis as a case study. The purpose of this paper's research is to look at the elements that influence the purchasing intentions of international consumers.

With the deepening digitalization process and the continuous development of cross-border e-commerce platforms, it is inevitable that Chinese brands going overseas will become a major trend. However, when Chinese brands reach out to overseas consumers, different consumers have different expectations of makeup brands because of differences in cultural backgrounds. There is also the curiosity of overseas consumers about traditional Chinese culture. In conclusion, exploring the factors that influence overseas consumers' purchase intentions can help Chinese brands have cases to learn from during the process of going overseas and to attract overseas consumers based on the different advantages of their own brands more accurately.

1.3. Fill The Gap

This study aims to examine the overseas marketing of Florasis as a case study, analyze its data and associated strategies, identify factors that influence the purchase intentions of overseas consumers, and synthesize the research findings to provide practical advice and recommendations for Chinese overseas brands. The study also aims to propose effective practices and strategies that can enhance the visibility and acceptance of the brand in international markets.

2. Case Description

Florasis Cosmetics Company was formally founded in 2017, with the company's headquarters in Hangzhou, Zhejiang Province. Since the introduction of its products, Zhejiang Province has always been a province with relatively rapid Internet development, and Florasis relies on the good form of Internet ecology in Zhejiang Province, as well as the current stage of people's pursuit of the national trend of fashionable trends, and has quickly become an up-and-coming color cosmetics brand. Following that, Florasis is very good at using e-commerce marketing channels to bring their own huge traffic, further development of the brand's marketing and promotion work, and always adheres to the Oriental aesthetic system in product design, in many dimensions embodied in the traditional national culture of beauty, in consumers' minds, setting up the first brand of the national trend of beauty brand image. Although competition in the national beauty market is increasing, Florasis sales have always been increasing, even showing a vertical increase, and Florasis' achievements in just five years have nearly surpassed the other representative of the domestic beauty brand, Perfect Diary, and successfully become the most popular and most typical beauty brand in China. The most well-known beauty brand in China, Florasis's rapid expansion has resulted in a very strong representation among national makeup brands and a very stable development potential, making it a typical instance of the development process of national trend brands [6].

Florasis achieved RMB 2 billion in sales in 2019; following a good performance in 2019, Florasis' market share will approach RMB 3 billion in 2020, even with the new cardiac pneumonia outbreak [3].

Florasis made its New York Fashion Week debut in 2019 with Chinese costumes by San Zeming in international countries. Florasis made an appearance on the National Association of Securities Dealers Automated Quotations screen in New York City in 2020, publishing a large poster on the

"Miao Impressions" product, which drew greater attention to oriental cosmetics and boosted Florasis' brand image and features. Florasis formally opened to the Japanese on their own e-commerce platform in March 2021, after the eight products on the website were all scooped up quickly, with the concentric lock lipstick once ranking first on the platform's sales list. "Chinese cosmetics," propelled by multinational names such as Floras, began to expand throughout Asia. This marked the start of the Florasis brand's globalization strategy. Florasis sales increased in November 2021, during the peak season of Black Five consumption, with the phenomenon of selling out of goods arising. Jeffery, the world's leading beauty blogger, formally approved and recommended Florasis in 2022. The "New Dai Impressions" collection was presented as a gift to Aisha Muhammad Buhari, the wife of Pakistan's Foreign Minister and Nigeria's First Lady, in March 2022. Florasis has taken on a significant responsibility as a gift of friendship across countries. It signifies that Florasis is superior not just in product quality but also in connotation, reflecting China's rich cultural legacy [7].

3. Analysis on Problems

In the 1960s, Jerome McCarthy, based on his own research experience, summarized a variety of marketing activities into four categories of marketing mix, referred to as marketing mix theory, namely product, price, place, and promotion.

Product encompasses not only the actual things sold by the enterprise but also the services offered by the enterprise, information, and so on. Price, the firm for different market positioning, to carry out a series of price strategies, but also from rivals' prices to calculate the average price of this area, so as to give their own goods or services pricing. Place refers to the enterprise in order to allow the target market access to the goods or services organized by the many components of the activity, such as warehousing, transportation, distribution, and so on. The activities of a firm in transmitting information to the target market through various media, including advertising, public relations, and product promotion, are referred to as promotion.

This hypothesis is often used to investigate the elements that influence consumers' purchasing intentions. For example, Woehler and Ernst used the Marketing Mix Theory to investigate the effects of client orientation [8]. Similarly, some researchers investigate a comparable topic using the same methods [9]. This article will analyze the Florasis case using the marketing mix theory of the 4Ps in addition to Isiah Craig's research on customer behavior, which looks into consumer activities based on this theory [10].

3.1. Reasons for Product Design

Chinese traditional culture has always fascinated the world. However, in today's competitive economy, few, if any, Chinese traditional cultural patterns are driving the trend. Product packaging, particularly in the current beauty market, is typically presented in a modern minimalist style or luxury brand design with specific brand features. Consumers have grown tired and visually exhausted with the same product designs in this situation. Florasis, on the other hand, stands out from the swarm of popular product packaging due to its amazing product design. As illustrated in the numbers below, as an illustration of how quaint product designs appeal to consumers,

Florasis lipstick is depicted in Figure 1. This lipstick makes two points. One feature is its shape, which is based on an old Chinese lock known as a "concentric lock." This charming design represents that a husband and wife will never be separated, and F's designers utilized this shape as the lipstick cover to raise awareness of this old Chinese handcraft. The second feature is that the images that represent good luck in Chinese culture have been etched in relief on the surface of the lipstick. Customers can select from three alternative styles on this product: the peony flower, which represents wealth and success; the koi fish, which represents good fortune; and the clouds, which represent peace and harmony. The embossed motif is repeated on the eyeshadow palette on the right.



Fig 1. Lipstick of Florasis [11].

Consequently, Florasis experienced a significant demand for its diverse variety of products, which were promptly purchased upon its introduction to the market through Amazon. Notably, the "Concentric Lock Lipstick" achieved a prominent position at the pinnacle of Amazon's lipstick sales ranking [4].

Researchers have supported the significance of product design within the marketing discipline. Zhixin Zhao conducted a study that revealed the potential influence of packaging attributes such as color, language, and visuals on consumers' intentions to make a purchase [12]. In this instance, the remarkable designs created by Florasis have a beneficial impact on capturing the attention of consumers, thereby enticing them to make purchases of their items.

3.2. Reasons for Multiple Distribution Channels

It is also critical to develop new ways to promote the goods. Zhenyi Yang also discussed the significance of multi-channel selling in increasing consumer purchase intentions [13].

Florasis was formally launched on Amazon Japan in April 2021, and a large number of commodities were purchased. Florasis has since expanded into the European and American marketplaces of Amazon, Shopee, and other third-party e-commerce platforms. Florasis attempts to make it easier for more foreign consumers to access its products by establishing various distribution channels. Not only are they offering products on the cross-border e-commerce platform, but they are also developing their own independent official website overseas, Florasis, via multiple sales channels to protect the rights and interests of foreign consumers. Simultaneously, this strategy can discourage consumers from purchasing pirated items; to that extent, this practice also helps to maintain their own brand image.

3.3. Reasons for Product Design

In terms of sales methods, Florasis also excels. They found a lot of internet celebrities at home and abroad to test and evaluate Florasis's products and edited videos, thus opening up their popularity overseas. For example, Jeffree Star, who has more than 10 million followers on the YouTube platform, published a video in 2022 reviewing Flower West products. Once the video was released, the number of views on the official Flower West website soared to Black Friday levels [14].

In addition, Florasis is also constantly trying to interact with users overseas. Florasis has been posting on social platforms like Instagram, Twitter, TikTok, and Facebook to interact with foreign consumers, accumulating potential users for the brand.

With the development of modern technology, social media continues to penetrate into people's daily lives, and the influence of Internet celebrities cannot be underestimated. Florasis uses this feature, using the power of social media, to perfect the complete chain of consumers for the brand, from awareness to acceptance to recognition. Through social media, Florasis wants to deepen consumers' familiarity with Florasis, and Florasis even wants to turn oriental makeup into part of the world's trend.

The wonderful performance of Florasis overseas cannot be separated from this special sales method. Ma states that mobile social networks propel communication and exchange between consumers and sellers, and users form an intricate social network, which can directly or indirectly have an impact on the purchase intention and consumption behavior of the rest of the potential consumers and prompt new alterations in consumer behavior patterns at the same time [15].

4. Suggestions

4.1. Suggestions for High-Quality Strategy

There is no doubt that Florasis's brand packaging design is successful both in China and overseas markets and that consumers are willing to spend money on a product with a sense of design. However, in order to ensure consumers' brand loyalty and increase their repurchase rate, Florasis should still focus on product quality.

With the development of the Internet era, consumers have access to thousands of products without leaving their homes. In the face of a variety of goods, consumers will be more independent and sensitive to accepting these new things and new marketing modes. At this time, high-quality and cost-effective products are most important to consumers.

According to recent research, consumers are significantly more willing to buy when they are faced with cost-effective goods [15]. Therefore, while insisting on its own characteristic traditional patterns, Florasis should also work harder on the quality of the product itself in order to stand out in the market competition and form a competitive advantage.

4.2. Suggestions on Service Strategy

Although Florasis has a variety of social media accounts around the world and continues to post and market its items as they become available, some consumers have claimed that the official accounts are lethargic and untimely in replying. This represents the brand's service demand from users. To increase connections with users and create loyal clients, social media should take advantage of the web's extremely interactive character. Furthermore, it should provide outstanding after-sales support to enhance consumer repurchase rates and build a positive reputation for the brand. All of these efforts are geared toward developing a good brand image in the minds of consumers, because only by doing so can the brand develop more permanently.

Customer loyalty to brands is one of the most important variables in determining goods market share. To create more devoted clients, firms' whole marketing activities should focus on users, pay attention to their demands, and deliver personalized services over the Internet. Meanwhile, sellers should pay more attention to post-purchase feedback from customers, devoting more effort to after-sales service, data collection, and analysis. More research on consumer demands and trends is being conducted through customer relationship management, which is also a critical foundation for the following marketing tactics, in order to make the enterprise's goods and commercial campaigns more targeted and professional [15].

4.3. Suggestions on Featured Marketing

According to the Florasis account's Facebook postings, posts with strong Chinese elements have more users liking and following them, whereas other relatively daily products have much less interaction, such as a lipstick single product that can reach 14,000 likes while the daily foundation single product has only more than 1,700. It can be noted that users abroad are more interested in China-specific elements, which may be one of Florasis's overseas directions, to generate distinctiveness in Chinese elements.

Florasis is capable of doing better in this regard. They should conduct marketing analytics based on consumer buying intentions as well as launch effective commodity advertising and promotion on social media platforms. Using the benefits of social media in particular, actively promote consumer connection to make them feel more connected. Florasis can draw consumers' attention to themselves by combining the characteristics of social media with the features of a marketing strategy to boost the exposure rate of the items. In addition to designing unique marketing content, businesses must also innovate in the display of marketing information. To avoid customer visual fatigue, increase the use of color and different visual effects.

A researcher once advocated using the immense resources accessible on social media to construct various types of marketing campaigns, thereby enhancing customer shopping pleasure and satisfaction and aiding in the increase of consumers' purchase intentions [15].

5. Conclusion

In the context of times when Chinese brands are exploring going abroad, this article does research and investigates the market aspects of the brand Florasis. It focuses on the role of the marketing strategy of Florasis in influencing consumers' purchase intentions. By analyzing the market factors of the research object, the final result is that Florasis's product design, multiple distribution channels, and promotion will play a role in promoting consumers' purchase intentions.

This paper again validates the important role of the Marketing Mix Theory in the functioning of the market and, in particular, the relationship between product designs, multiple distribution channels, promotion, and consumers' purchase intentions. Based on this topic, the paper gives suggestions for the future development of Florasis as it continues to expand its business overseas. Meanwhile, the successful story of Florasis can give inspiration to other brands in the same industry as Florasis.

On the other hand, this paper does not use specific data to derive conclusions for reference, and the lack of data validation is one of the shortcomings of this paper. Moreover, in the process of research, the discussion in this paper is limited to the influence of market aspects and does not consider the influence of other aspects such as competitors or national policies.

Even though other variables are not included in the scope of this paper, the conclusion of this paper is still valid considering the secondary nature of other factors, such as political and technological factors, in marketing strategies. In future studies, data analysis studies can be conducted using the sales data of Florasis in overseas countries to provide data validation.

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