

Local Brands Use Traditional Ethnic Culture to Shape Consumer Stickiness: Taking Huaxizi Brand as an Example

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Abstract. In modern society, domestic consumption is constantly upgrading. After experiencing the climax of the development of foreign culture, national cultural self-confidence begins to awaken, and "national tide fever" comes into being. In this social environment, research on how major domestic beauty brands stand out in the tide of the "national trend". This article takes the domestic beauty brand Huaxizi as the research object and uses literature analysis to identify the main reasons for the success of Huaxizi brand. Huaxizi's brand's reference to traditional culture is not a mechanical collaboration. It simply replicates traditional culture and deeply explores the excellent traditional culture that gradually disappears from the public's perspective. Then, starting from the nature and function of its own products, using modern craftsmanship and production technology, it cleverly integrates traditional culture into its own products and creates its own cultural symbol. Hua Xizi chose a brand recommendation officer in marketing, launched brand songs, and created unique Chinese style makeup. Through various cross-border marketing, she ultimately became a leader in the domestic beauty industry. Huaxizi has not formed its own user pool, and its sales methods are only limited to online sales. In order to achieve greater benefits, it is recommended to create its own exclusive app, establish a physical portal, and choose a marketing method closer to traditional culture.

Keywords: Traditional ethnic culture, local brand, Huaxizi marketing strategy.

1. Introduction

In recent years, with the rapid development of economy, the consumption of cosmetics in China has grown rapidly. At the same time, consumers' sense of Cultural identity and cultural self-confidence have been greatly improved, and China-Chic style cosmetics products have risen [1]. Taking the local beauty market in China as an example, there have been many emerging brands emerging in recent years. Similar product brands have sprung up like mushrooms after rain, and consumers often have multiple brands to choose from when consuming the same product. Under similar conditions, how to make consumers choose their product is a question that brands need to consider. In fact, in the development process of the beauty industry, injecting cultural factors is the key to enterprise development. Huaxizi beauty products are not simple decorative tools, but historical symbols representing national culture. They are a symbol of identity and a tool to showcase oneself, representing people's higher-level spiritual needs, and can more resonate with the audience psychologically [2].

After consulting relevant literature, it was found that there is still a lot of research on the relationship between local brands and traditional culture. In existing research, it mainly involves utilizing the psychology of consumers influenced by traditional culture, starting from the traditional consumption psychology of consumers, to create and upgrade the brand. Local brands use ethnic culture to package and market their products, including some product related ethnic relationships, ethnic psychology, and national pride, in order to create a sense of identity among consumers towards local brands. The brand should summarize their experience from these aspects, upgrade their products, and try to produce products that meet consumer psychology. Utilizing the national policy environment to support local brands and traditional culture, as well as upgrading and changing in line with market trends, to improve and expand its own quality, and to promote product construction as soon as possible. In terms of brand cultivation, traditional culture is utilized to create a brand. At the

level of market guidance, a consumption atmosphere between local brands and products produced by traditional culture is advocated, and excellent traditional cultural scenes are actively promoted for daily life and modernization. Through the empowerment of new media and new technologies, the integration of new industries and channels is achieved, laying the foundation for the marketing of combining local brands with traditional culture. The commonality of these studies is to start from consumer psychology and the overall market environment.

However, overall, there is relatively little research on how domestic beauty brands rise, and only research and analysis are conducted from the overall environment. The marketing aspects and research perspectives of the products involved are relatively few, and there is a lack of systematic discussion. Some local brands are able to break through the encirclement, and the reasons for their existence are worth studying. The purpose of this study is to gain a deeper understanding of how local brands can steadily develop under the pressure of some international brands, and how they can utilize their inherent advantages as local brands to enhance their market competitiveness.

The research adopts a case study method, taking the Huaxizi brand as an example, and will conduct research and explanation from four aspects: Huaxizi's brand concept, brand introduction and development, product design and research and development, and marketing methods.

2. Introduction and Development of Huaxizi Brand

The "Huaxizi" brand was born in Hangzhou, Zhejiang Province, China in 2017. From the beginning of its birth, the brand focused on the concept of "Oriental makeup, using flowers to nourish makeup", and is a leader in the domestic cosmetics industry. The product name of Huaxizi comes from ancient Chinese traditional culture, where "flower" in Huaxizi refers to "using flowers to nourish makeup", which is in line with the brand concept. In ancient Chinese society, women used natural flowers as their makeup materials. Xi Zi refers to Xi Shi, the first of the four beautiful women in ancient China, and Xi Zi is the honorific title for Xi Shi. And the word 'Xizi' is derived from Su Dongpo's poetry. Huaxizi brand hopes that Women in China will be as beautiful and moving as Xizi regardless of heavy makeup or light makeup. Hua Xizi is not only a domestic makeup product, but also a disseminator of "Eastern aesthetics" and traditional culture. In the process of brand development, Huaxizi continuously conveys her brand concept, craftsmanship spirit, and ancient craftsmanship to consumers. She also perfectly combines traditional ethnic culture with the brand, telling the story of her brand's development and Eastern beauty culture, and largely relies on ethnic sentiment to carry out marketing planning for the brand.

Zhejiang Province, the birthplace of Huaxizi, has always been a province with rapid Internet development. Relying on the good Internet ecological form of Zhejiang Province, and people's pursuit of China-Chic fashion trend at this stage, Huaxizi has quickly become a cutting-edge cosmetics brand since the product was launched [3]. The definition of the Huaxizi brand is to create exquisite and fashionable Chinese makeup, opening up an Oriental window for the world. It not only adheres to the classical and introverted style, but also integrates modern and open innovation, allowing traditional culture to develop in modern culture and modern products to flourish under the influence of traditional culture. As an emerging domestic beauty brand, Huaxizi ranked among the top 10 on Tmall Cosmetics in its second year of establishment, which was 2019, with sales exceeding one billion yuan. Among them, the sales of individual products such as Air Honey Powder, Triangle Eyebrow Pen, Silk Honey Powder, and Carved Lipstick were 44%, 10%, 9%, and 9%, respectively, making it the top three in Huaxizi brand's product sales. Although other products were not as good as the top three in sales, but it also ranks among the top in the domestic beauty industry. In the 2020 sales data of Huaxizi, it reached 3.35 billion yuan, a direct triple increase in sales compared to the previous year. On the eve of the Double 11 Festival in October 2021, Hua Xizi and Zhang Yimou's director team jointly launched a promotional film of Dai Impression, so that on the day of the Black Five-Year Plan in the United States, the overall sales volume of Hua Xizi's overseas official website doubled compared

with that on weekdays, and the Special edition version of Dai Impression Tongxin Lipstick was sold out of stock.

Despite the increasingly fierce competition in the domestic beauty market, Huaxizi's sales have always been increasing, even showing a vertical increase trend. In just five years, Huaxizi has successfully become the most popular and typical beauty brand in China [4].

3. Analysis of Huaxizi Brand

3.1. Research and Development and Product Design of Huaxizi

Huaxizi brand has been focusing on building its own research and development center since its establishment. In August 2021, the first phase of its cosmetics science and technology innovation center was officially put into use. It includes five major research centers, including the most important cosmetic science and technology innovation center, as well as four other research centers, namely the Beauty Instrument R&D Center, Oriental Aesthetics and Space Innovation Center, Industrial Design and CMF Research Center, and Consumer Research Center. The total area is 6000 square meters, forming a systematic R&D and innovation force for enterprises from horizontal to vertical.

Huaxizi established the Oriental Beauty Research Institute, which brings together more than ten top research institutions both domestically and internationally to deeply cultivate Oriental beauty and research the ingredients for internal skin care, external makeup effects, and the integration of makeup care. In March 2022, Huaxi subsidiary announced that it would invest 1 billion yuan in the next five years to expand its layout in multiple product innovation, applied basic research, and theoretical basic research fields, creating a comprehensive and technologically advanced Eastern beauty research and development system.

As a consumer product for women, the cosmetics industry has repeatedly been exposed for excessive chemical composition, leading to numerous safety hazards and affecting the overall market development. In this social environment, Huaxizi insists that all its products are made of essence of flowers and herbs, and the formula is derived from ancient cosmetics. The ingredients are natural, without any ingredients for pregnant women to use cautiously, and extracted from natural flower materials. Such publicity has attracted many consumers.

Huaxizi insists on seeking inspiration from traditional Chinese culture, creating the "Oriental Makeup" series, inheriting traditional Chinese culture, and injecting new fashion elements into Eastern aesthetics. From the brand concept and product packaging design of Huaxizi, which is a brand that depends on the excellent traditional culture of ancient China. Most of the brand products developed under the influence of the "national tide fever" are only connected with the traditional culture on the packaging of a series of products, and carefully check the story behind its brand, which is just a common domestic product, it has nothing to do with traditional culture, and as that craze passed, it gradually became unpopular.

Huaxizi can remain independent after the "national tide fever" has passed, and maintain his domestic spirit from inside to outside. This can be seen from the product name of Huaxizi, such as the classic air honey powder customized by combining Huaxizi with the Miao traditional silver casting process, Huaxizi Shouwu eyebrow chalk, Tongxin lock lipstick, Oriental gift box - customized toilet makeup, etc. [5]. On Huaxizi's Taobao official website, it can be found that her products are divided into seven categories: makeup sets, eye/eyebrow makeup series, foundation/cheek makeup series, set makeup series, lip makeup series, makeup removal series, and beauty tools. These major series each contain numerous products.

Huaxizi's products are designed with the help of traditional Chinese beauty. One of her products, "Tongxin Lock Lipstick," was developed in the fourth year of the Huaxizi brand's establishment. Its main advertising slogan is "Oriental Proclamation Ceremony, Chinese Color between Lips". Integrating Chinese color into the lips, making beauty timeless in inheritance. Giving tradition to fashion is the best way to pass on. Consumers appreciate the beauty of Chinese colors and work together to infuse new culture with national colors, making Eastern aesthetics timeless in the

inheritance. The product designer collaborated with the author of the book 'Traditional Chinese Colors' to create a truly authentic Chinese lipstick. Hua Xizi used traditional symbolism to name lipstick, one of which is called "Luo Shen Zhu". Her interpretation is: there is a bead in the middle, and when ripe, it is red. It is exquisite and ruddy, and the riper, the redder it becomes. If Luo Shen comes, love will be particularly evident. The artistic conception depicted in the poem "Luo Shen Fu" integrates modern trend elements and creates new creative techniques to express the modern aesthetic value of traditional culture, transform artistic culture into brand culture, and enhance brand value to drive consumption [6]. And this product adheres to both internal and external craftsmanship in its packaging, inheriting craftsmanship and taking inspiration from the Eastern Tongxin Lock, endowing tradition with fashion. Tongxin Lock hopes that lovers can care for each other, never forget each other, buy "Tongxin Lock Lipstick", and meet a lover who will always be together.

Huaxizi draws inspiration from traditional Chinese techniques for product packaging. A powder puff called "Furong Yingxue Honey Powder puff" is an emerging product under the Huaxizi brand. From focusing on beauty products to producing beauty tools, Huaxizi is expanding its product line. From borrowing poetry, colors, objects, and more, to attempting to restore ancient traditions and techniques, Hua Xizi used the "Diancui" technology for the overall packaging of this product, which is a traditional Chinese gold and silver jewelry production process. Taking it as inspiration, he designed this box, which is exquisite and unique.

3.2. Customer Group of Huaxizi

Consumers are the first factor that enterprises need to consider when formulating marketing strategies. The main audience of the Huaxizi brand is mostly young women aged 20-35. The main characteristic of this group is the deep internet users, who have a certain economic strength. When purchasing products, they are easily impulsive to consume due to the influence of the internet. In addition, the overall aesthetic of this group is relatively high, when facing similar products, they often choose products that are more unique and unique. Women aged 20-35 are mostly in a good era of educational development, with a higher level of education, resulting in unique personal taste and better appreciation of the beauty of products. Therefore, the marketing strategy chosen by Huaxizi mainly focuses on online marketing, including official promotion, live streaming sales, celebrity planting, etc., gradually establishing Huaxizi's unique marketing matrix and promoting consumers according to their tendencies, which has always been a marketing direction that Huaxizi adheres to [7]. The era of integrated media has provided strong technical support and dissemination paths for the dissemination and popularization of traditional culture. China-Chic has become a new popular trend, and Chinese brands have been highly praised by Chinese people and have better development opportunities [8].

3.3. Competitive Brands of Huaxizi

The main competitors of Huaxizi are domestic brands of the same kind and foreign brands of the same level. In the sales data that can be collected, Huaxizi defeated many domestic beauty brands and ranked first. Taking Perfect Diary as an example, it is committed to exploring European and American fashion trends, while combining the facial and skin characteristics of Asian populations, and carefully developing a series of high-quality, well-designed, and easy to use makeup products for the new generation of women. Support the Chinese fashion industry, aspire to create a Chinese Beauty Icon with international influence, advocate for the younger generation not to be bound by external labels, but to strive to break through themselves, actively explore more possibilities in life, and meet better selves. The main features of its products are economical packaging, low price, endless promotional activities, and a variety of Co-branding products. Among the existing products, she co-branded with National Geographic, launched a series of eye shadow discs, co-branded with the Metropolitan Museum, and launched a series of small gold diamond lipsticks. Because the audience of Perfect Diary is highly similar to that of Huaxizi, in the era of Internet development, the brand can get fans' favor by publishing video images and texts on various social platforms, such as Xiaohongshu,

Station B, TikTok, etc. The brand can also roll back the product through KOL grass sharing, plain person evaluation, topic activities, etc. The difference between her and Huaxizi is not only in brand concept, but also in marketing strategy. Perfect Diary utilizes holiday opportunities and the company independently organizes promotional activities during holidays, rather than following the general trend of a sales platform for promotion, which Huaxizi cannot compare to.

3.4. Construction of Huaxizi Company

At present, Huaxizi's product feature is mainly Chinoiserie. Any stage of the product cannot be separated from the blessing of traditional culture, which is also the reason why Huaxizi has become the leader of domestic products. And consumers' perception of Huaxizi also categorizes her among the national style beauty products. The antique packaging is not rigid, and the pure natural ingredients are reassuring. When a brand becomes an industry leader, it should also be more vigilant and constantly identify its shortcomings. Huaxizi's existing brand communication strategy mainly relies on online platforms, and sales channels are limited to the internet. They are sold on fixed sales platforms without offline physical stores, which can lead to a decrease in consumer experience. Brands should create a physical store environment, create an immersive sense of consumption for consumers.

From the brand characteristics and brand philosophy of Huaxizi, it is not difficult to see that the use of ethnic culture and emotions has achieved long-term attraction to consumers. Huaxizi's achievement is largely due to her brand's flagship traditional ethnic culture. When she integrated ethnic culture into all of her products, she had already grasped the pain points of some consumers in the beauty region. As a Chinese people, the sense of national identity is self-evident. In addition to international brands, when facing many domestic beauty brands, a brand with a stronger Chinese flavor emerged, driven by national emotions, most consumers choose this brand. In addition, in people's traditional perception, there must be a reason for what can be passed down. Therefore, when Huaxizi inherits the ancient laws and nature of product ingredients, it can win the hearts of most consumers.

In addition to the influence of ethnic culture, Huaxizi has also made great efforts in marketing methods, and the combination of the two has created the current Huaxizi.

4. Mode Summary

The development of Huaxizi is inseparable from the strong backing of China's excellent traditional culture and the dividends brought by the network and social networking platform in the Internet Age. In the new media era, the brand side should make full use of the interactivity of new media and integrate product design, packaging design and multimedia Marketing channel under the guidance of brand culture to shape brand culture and enhance brand appeal and influence [9]. Nowadays, traditional culture is no longer as mysterious as before. With the increasing attention paid by Chinese people to traditional culture and the continuous collaboration between various brands and traditional culture, a large number of products with the same style can easily cause consumers' aesthetic fatigue. Even some brands only copy and paste traditional culture mechanically, without making innovations that are actually combined with the brand, which will lead consumers to think that the so-called China-Chic culture only stays on the surface of the product. Huaxizi has certain advantages in this respect. It is the product of the combination of traditional Chinese culture and modernization from the inside to the outside. When other brands compete to catch up with the China-Chic of products, Huaxizi should not only continue its existing development model, but also innovate. The description of Huaxizi's existing products on Chinese traditional culture is far from enough. When designing products, Huaxizi can produce and package products in different dynasties, reproduce the makeup popular in each dynasty in History of China, and directly generate beauty products. Packaging products based on the characteristics of each dynasty, introducing the research and usage tools of beauty from each dynasty to consumers, and spreading traditional Chinese culture more thoroughly.

When conducting product promotion and marketing, shoot antique style promotional videos with storylines based on the corresponding dynasty of the product, and integrate the product into the story.

As mentioned earlier, the development of Huaxizi is also closely related to the internet and social platforms. As a brand with only online stores, Huaxizi must cooperate with celebrities, beauty influencers, and sales influencers. The sales data of Hua Xizi shows that her choice seems to be correct so far, but risks are always present. Celebrities, beauty influencers, sales influencers, and so on have the risk of "overturning" at any time. Once a partner has an accident, Hua Xizi will definitely not escape the chain impact brought by the partner.

The brand vision of Huaxizi is to "promote the beauty of the East and create a century old national makeup". Brands should use products as a carrier to tell the story of China to time and the world. As a domestic beauty brand, compared to other beauty brands, its brand logo, brand shape, and brand concept all highlight the elements of traditional Chinese culture. It perfectly combines cosmetics with traditional culture, giving it a Chinese cultural color and rich cultural symbolic significance [10].

At present, Chinese brands are still in the exploratory stage. People believe that one day, China-Chic style, which has a unified aesthetic consensus and is recognized by the international community, will emerge, and Chinese brands will become more and more prosperous [11].

5. Conclusion

As a domestic beauty brand, Huaxizi uses ethnic culture for its main packaging and marketing, which has received good consumer response. However, more and more similar brands are starting to use traditional ethnic culture, which can cause consumers to feel aesthetic fatigue. This requires brands to innovate from more perspectives when drawing on national culture, and in addition to relying mainly on brand characteristics, they also need to develop technologies with more core competitiveness. After data collection, it was found that Huaxizi's data was concentrated on major sales platforms and did not form its own user pool, which was not conducive to data precipitation. Compared to other similar products, the discount and promotion behavior of Huaxizi brand is less than other products, so in terms of price, it will be inferior to other brands. Ordinary consumers tend to prioritize price when choosing products over other factors.

Finally, this study has certain reference significance for Huaxizi brand and similar domestic beauty brands in product design or marketing. Brands can identify their own shortcomings and develop more suitable solutions for brand development. Due to the lack of data collection in this study, it is hoped that future research will yield more results in this area.

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