

The Marketing Program on Female Consumers of the Xiaohongshu Platform

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Abstract: Xiaohongshu, an innovative e-commerce system, provides a variety of communication options. The platform strives to provide its users with a superior shopping experience through personalized product recommendations and marketing techniques, thereby enticing more prospective customers to shop on its platform. This study evaluates the current state of Xiaohongshu's platform in the female market, investigates the habits of female customers, and examines the benefits and drawbacks of the platform. It also outlines the areas which Xiaohongshu should concentrate on and the future direction of progress in order to form a more effective marketing strategy. This paper delves into the progress of the platform by applying SWOT analysis and 4PS strategy analysis, and further examines the usage and experience of female users of Xiaohongshu through the use of questionnaires, case studies, and participant observations. The survey revealed that there are still issues with the Xiaohongshu platform such as a lack of quality control with platform notes, a reliance on data-driven decisions, the existence of false personas, a disregard for privacy and data security, and user confusion caused by malicious competition. By improving the supervision, decreasing the sway of curing thinking, eliminating the poor culture, bettering the big data and privacy security systems, and controlling the platform's market conduct.

Keywords: Xiaohongshu Platform; Marketing Program; Female.

1. Introduction

Xiaohongshu has an expansive range of goods to suit the different needs of customers, a vast number of resources and a wide reach. The technical support staff has also been honing their skills to ensure smooth running and better services for customers. In spite of the features of Xiaohongshu's platform, there are still some issues, such as inadequate oversight, data security breaches, and malicious rivalry, which can surely challenge the brand and incur losses to the organization. Hence, these issues require resolution. The female consumer segment holds a prominent place in the consumer market, particularly on the Xiaohongshu platform, thus this article will explore the growth of the Xiaohongshu platform in the female market. The article employs SWOT analysis, 4PS strategy analysis and other techniques to evaluate Xiaohongshu platform, and provides countermeasures and proposals taking into account the particularities of female shoppers' behavior, the issues of Xiaohongshu platform, to enhance the overall competitiveness of Xiaohongshu platform.

2. SWOT Development Situation Analysis of Xiaohongshu

2.1. Strengths Analysis

Maximize the power of word-of-mouth advertising. Cost-effective and possessing the potential to rapidly garner market insights, word-of-mouth promotion also has a strong social impact, making it an effective tool to drive product sales. The advent of e-commerce has granted all web users the opportunity to buy, interact with, and communicate with merchants or products on a virtual platform, thereby effectuating transactions. Not only does it offer consumers a wider selection of shopping options and reduce the time and effort involved in shopping, but it also gives merchants more

avenues for growth and presents them with a plethora of business opportunities. Xiaohongshu is designed to be a social platform where users can feel at ease to express their thoughts and opinions, as well as connect with each other to discuss their lifestyles and observations. The platform will offer tailored suggestions to users based on their likes, enabling them to discover more material that piques their curiosity. The platform will continually refresh the content, providing female users with more engaging community activities, enabling them to easily and joyfully interact and share with one another. The platform allows users to submit their shopping experiences, product outcomes, and other assorted information.

2.2. Weaknesses Analysis

The availability of platform data is inconsistent. Since the platform is not always able to accurately distinguish between true and false data posted by users, some inaccurate information may be mixed in with the valid content. For instance, some individuals may disseminate false data in order to entice people to purchase counterfeit items. Some users may publish false information to defame others; Some users may deliberately provide false information in order to perpetrate cybercrime. The proliferation of these untruths will impede the regular operation of users and have a detrimental effect on society. Due to the wide variety of product experience opinions and consumer psychology, users are presented with an overwhelming amount of data, which can make it hard to decide, leading to a feeling of choice exhaustion. In this instance, they tend to struggle to meet their consumption needs in the way they would prefer, and instead opt for a more relaxed approach to the intricate consumption environment. In contrast, the Xiaohongshu platform has an unmistakable social element, and female consumers are heavily impacted by the Netflix mentality, which can lead to undesirable behaviors like conforming to trends and

ostentatiously displaying their wealth. At the start, people flocked to the Xiaohongshu platform seeking reliable data, yet they gradually strayed away from this goal. Furthermore, due to the fact that the material and products advertised on the platform are backed by the Netflix brand, many female customers may be duped and subsequently purchase items that are not suitable for them.

2.3. Opportunities Analysis

Wide-ranging growth opportunities. The domestic Internet sector has experienced a period of growth with the swift advancement of Internet technology. The emergence of new Internet businesses has sparked a surge of energy in the entire Internet sector. These up-and-coming online companies not only stimulate progress within the sector, but also attain notable accomplishments, thus contributing to the advancement of the internet realm as a whole. By utilizing social e-commerce, businesses can gain a better comprehension of their customers' wants and needs, as well as make their marketing efforts more successful and efficient. Moreover, social e-commerce can offer outstanding client assistance, attend to a wider array of consumer requirements, and augment consumer gratification. Consumers now have much greater ease of access and dissemination of information thanks to the growth of the Internet. The Internet has also sparked a fresh wave of market growth, with consumers taking a more active role in their purchasing decisions, helping to ensure a healthy and prosperous marketplace. Moreover, the emergence of the Internet has broadened the range of consumer choices, providing customers with the updating of commercial regulations has enabled a more distinct categorization of roles in the sector. The introduction of commercial law has enabled the industry to become more specialized and the distinctions between different sectors of the economy to become more distinct. On the other hand, commercial law can provide companies with a better understanding of the industry in which they operate, as well as the roles and responsibilities of each sector. In contrast, the betterment of business legislation could lead to a more stable bond between separate industries, thus enabling the advantages of each to be maximized for the growth of the economy.

2.4. Threats Analysis

The regulatory framework of the e-commerce platform has room for improvement. The e-commerce platform's regulatory framework is not without flaws. The review does not adequately address the violations that are not being monitored properly. The punishments for breaking the rules are too lenient, and some infractions are rarely met with severe repercussions even when they are exposed. Furthermore, the oversight of the burgeoning e-commerce platform by regulators being insufficient, some fresh transgressions have not been properly checked, causing the platform to be less compliant and inducing a feeling of unease among customers. The lack of confidence in e-commerce could lead to changes in consumer shopping habits, and consequently hinder the growth of the online retail industry. Consequently, it is imperative to ensure the proper enforcement of newly developed e-commerce websites. The only way to safeguard consumer rights and interests and maintain the overall health of the e-commerce sector is to step up monitoring of these online platforms.

The e-commerce sector is extremely competitive when it

comes to various platforms. Recently, investors have been eager to take advantage of the potential of e-commerce platforms, recognizing the lucrative opportunities it can bring. Investors have taken a keen interest in the evolution of e-commerce platforms in recent times, with a positive outlook on the potential growth of this sector. A multitude of them have descended upon this field, vying to acquire a larger portion of the market and reap the rewards of its success. In this competition, not only established companies and overseas firms, but also local small businesses and startups are keen to participate, with aspirations of standing out in this untapped market. Companies have realized that the cost of their product or service is an essential factor in succeeding in the cutthroat market. Apart from Alibaba, which was the first to enter the industry, various other e-commerce businesses have come in and are vying for their own piece of the market. In an effort to gain a foothold in the industry, they devised their own tactics to increase their market share. The e-commerce sector has become increasingly competitive, prompting other platforms to join the fray and attempt to secure a portion of the remaining market. In order to remain competitive, companies operating in the competitive market must strive to enhance the quality of their products and services to satisfy the ever-evolving demands of their customers. Competing in the market, e-commerce platforms utilize a range of incentives to draw in customers and gain a competitive edge through advantageous pricing. In this highly competitive market, Xiaohongshu has encountered a multitude of difficulties.

3. Marketing Strategy of Female Virtual Community

3.1. Strengthen the Supervision of the Platform

Enhance oversight of the platform, strive for top-notch quality of documents, and refine authentication of the documents. The platform should increase oversight, improve the quality of posts to a superior standard, put an end to the spread of false data, allow users to access reliable and effective information promptly, and accurately determine the legitimacy of posts. The platform should periodically audit the notes, as well as reinforce the audit process to guarantee the accuracy and genuineness of the notes, so that users can receive precise and trustworthy data. Strictly enforce regulations against bloggers who demand payment for selling items of low quality and inadequate components, leading to unsatisfactory user experiences. Enforce stringent punishments for bloggers who propagate untruths, including disallowing them from creating new accounts, and require them to pay reparations to counteract false promotion and advertising. To ensure the efficient running of the platform bloggers, it is imperative to enhance the operational procedures and standards. The oversight and reporting procedures of the platform should be bolstered in order to have more effective regulation of speech. Furthermore, a rigorous monitoring system can be put into place to effectively monitor online conversations via manual inspection to authenticate reported information. Hence, the platform's operational and administrative efficiency can be boosted in order to deliver quality services to customers.

3.2. Reduce the Impact of Mindset Entrenchment on Female Users

By utilizing big data precision recommendations,

personalized services can be more effectively catered to individual users' needs; however, if the same content is recommended on a long-term basis, it can potentially lead to stagnation in female users thinking, where the users are restricted to a predefined path of thought, which ultimately restricts their ability to think independently and be creative. Consequently, the Little Red Book platform should upgrade their algorithm by consistently modernizing the platform technology, taking advantage of big data and AI, content within the community can be precisely categorized in multiple dimensions in line with the female user's traits and preferences, allowing female users to have access to a variety of content and items, effectively fulfilling their needs, broadening the female user's horizons and upgrading their experience.

3.3. Purify the Detrimental Culture of Platform for Female Consumers

The platform monitoring system should be improved in order to eliminate the inappropriate activities taking place on the platform. It is essential to take steps to remedy the dishonest and sly behavior, and to keep a close eye on bloggers' activities. Additionally, bloggers should practice ethical behavior when writing content, so that readers can access correct and advantageous knowledge. Certain notes containing evidently inaccurate data and manipulative conduct are marked as a warning to users. Flagging is intended to alert users to potential risks so that they can take necessary precautions to protect themselves from being duped or misinformed and thus minimize losses. Furthermore, the platform can also scan through these notes and eliminate them promptly to make sure that female users' rights are not violated once they are observed to be inducing expenditure and other activities. To discourage the concentration of Tsinghua and Harvard graduates among bloggers, it is necessary to verify and monitor the educational backgrounds of these individuals. In addition, the control of blogger accounts should be tightened, and the information presented by bloggers, such as educational background, income and occupation, should be authenticated in order to address the issue. The oversight of public sentiment should be stepped up simultaneously, and the constructive role of social opinion should be actively leveraged to encourage bloggers to observe social mores and refrain from disseminating false data, thereby augmenting the clout of bloggers in society. In order to foster a healthy social climate, the platform should bolster the efforts of those who blog in a constructive manner by providing them with increased web traffic and visibility, allowing their positive contributions to be acknowledged and appreciated, thereby inspiring others to be more constructive and create an atmosphere of uplifting energy for the whole community to benefit from.

3.4. Enhance the Security of Big Data and Privacy Safeguards of Female Users

A robust data security system must be put in place, laws and regulations must be rigorously applied, oversight and enforcement must be increased, and a long-term security infrastructure should be created to guarantee data protection. Furthermore, increased monitoring of online platforms should be implemented, and stern action should be taken against any breaches or unlawful activities to guarantee data protection. It is essential that the platform make the regulations regarding access to the enrolled bloggers widely known, so that the

bloggers can abide by the laws and policies and steer clear of potential legal issues. Moreover, the platform should give bloggers guidelines for activities like content creation, social engagement, and analytics, to enable them to perform better and foster positive relationships with their followers. Furthermore, the platform can also offer technical assistance to assist bloggers in resolving technical issues and achieving their goals more efficiently. It is becoming increasingly clear that data security is of paramount importance, and it is essential to increase awareness of this issue in order to ensure the whole country is properly informed. Data security awareness can be increased through the use of various mediums such as the media and the internet, and security awareness training can be provided to increase the public's understanding of data security, enabling everyone to be able to apply the necessary knowledge to ensure their own data is secure. Furthermore, specific promotional initiatives can be implemented to raise awareness of data protection, foster an understanding of preventive measures, and enhance data security understanding through publicity and instruction.

3.5. Impose Restrictions on Platform Market Activities

In order to combat the problem of customer mistrust that has resulted in unscrupulous competition in the market, the platform should implement regulations to govern the activities of bloggers and merchants. It should implement the rules and regulations with an iron fist, put an end to underhanded tactics, bolster its regulatory strength, restore order in the market, and restore consumer faith. Moreover, it should promptly disseminate industry information to ensure consumers receive precise and reliable data, which will aid in their comprehension of the market and raise consumer confidence. Furthermore, the platform should foster better communication with customers, quickly respond to their concerns, and address their issues in order to gain the trust of customers. The platform should also take steps to address any malicious comments or vilification in order to maintain a positive user experience. Strict sanctions imposed on those who make malicious remarks or spread slanderous rumors will impede their malicious activity, thus safeguarding users from any violations and ensuring a positive user experience. Platforms should continue to take every action necessary to impose severe sanctions on malicious actors in order to safeguard the security and welfare of their users. It is essential to react promptly to hostile rivalry and counterattack. Those who deliberately disseminate malicious content or make inappropriate remarks should face penalties. Customers should be promptly informed of any malicious activity. The brand's monitoring team should take swift action to reach out to the personnel at the Little Red Book APP monitoring platform in order to eliminate the circulation of malicious comments, rather than tolerating such behavior. In order to deliver superior services to our customers, it is essential to safeguard the legitimate interests of the brand.

4. Conclusion

In conclusion, it is clear that as society progresses and women become more aware of their rights, female consumers are playing an increasingly important role in the market. Consumers have more control over their shopping experience, thus allowing them to be more discerning in regards to the quality and service of their purchases, consequently

impacting the market. Simultaneously, female shoppers are more aware of their own appearance and are more likely to invest extra funds for items they like. Xiaohongshu is an online marketplace geared towards female consumers, primarily consisting of a female user base. The market of Xiaohongshu female consumers is of great significance, as many female shoppers purchase items and post about their experiences, which can have an impact on their future buying choices. Examining the purchasing trends of women on Xiaohongshu can offer invaluable direction to companies to gain insight into the buying habits of female consumers, modify their marketing tactics, and boost the recognition and worth of their labels and products to maximize marketing profits. The purpose of this paper is to examine the marketing strategies of Xiaohongshu towards female consumers, explore the strengths and weaknesses of Xiaohongshu, and evaluate the success of Xiaohongshu's tactics and expansion, with the goal of improving the user experience of Xiaohongshu and aiding the progress of the Xiaohongshu platform.

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