

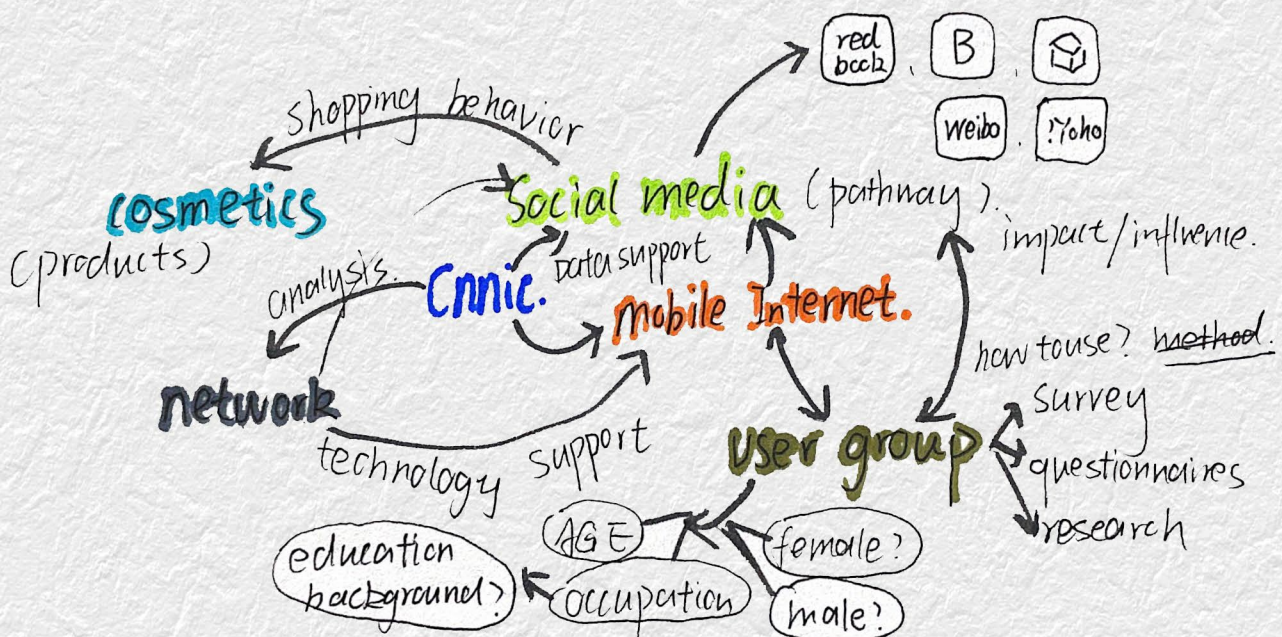
EVERYDAY
PEOPLE

YUQI KONG

The Research Target

According to the requirements of Brief 2, I chose to research how Chinese social media influences consumers' purchasing decisions on cosmetics.

Brainstorming

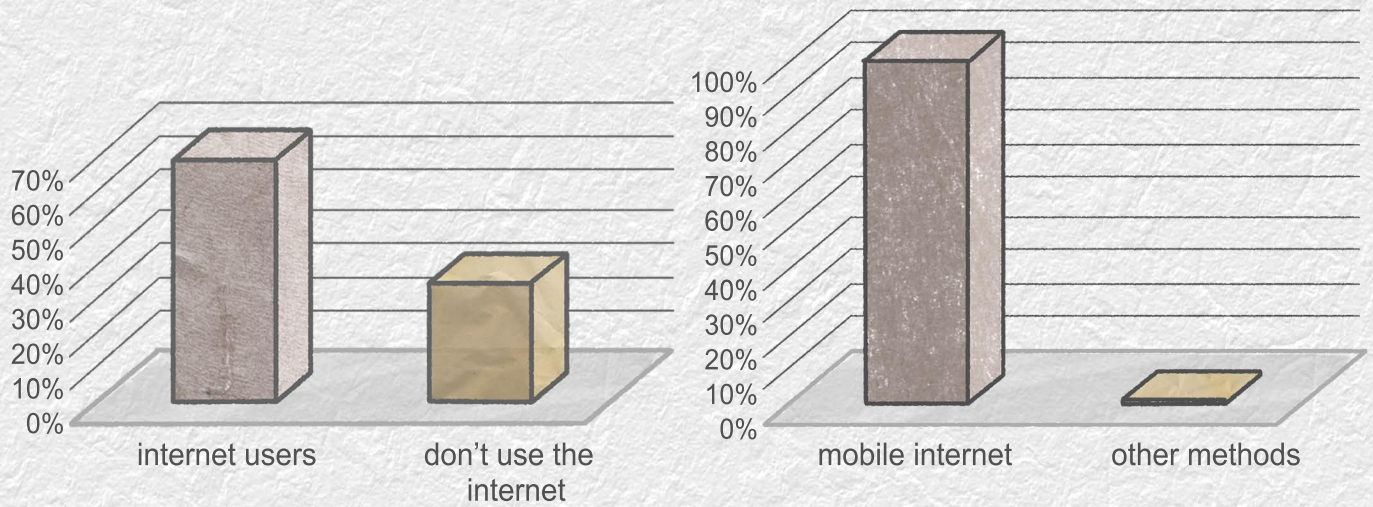


The Research Background

The idea of this project comes from my observation of my friends and family members' online cosmetics purchasing habits in daily life. I find that many consumers are influenced by online social media information when buying cosmetics, such as advertisements, recommendations from beauty bloggers, etc.

This phenomenon may be due to the development of network technology and the popularity of mobile payment.

The Background Analysis

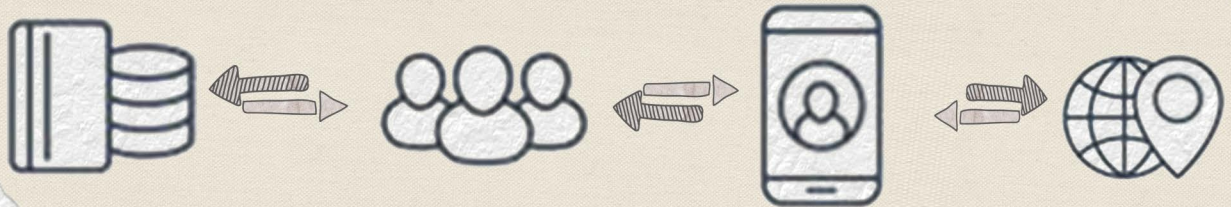


According to the survey report of CNNIC.

As of June 2020, China's Internet penetration rate reached 67.0%, and the number of mobile Internet users in China reached 932 million, an increase of 35.46 million compared with March 2020.

The percentage of Chinese Internet users surfing the Internet through mobile phones has reached 99.2 %.

Along with the above situation, China's online shopping scale and mobile payment penetration has also gradually increased.



Online shopping scale

Online shoppers

Penetration of mobile payments

Mobile Internet Time

851 billion dollars

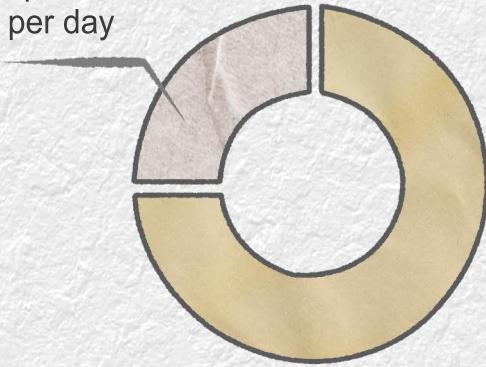
460 million people

62%

3.1 h/day

The Survey

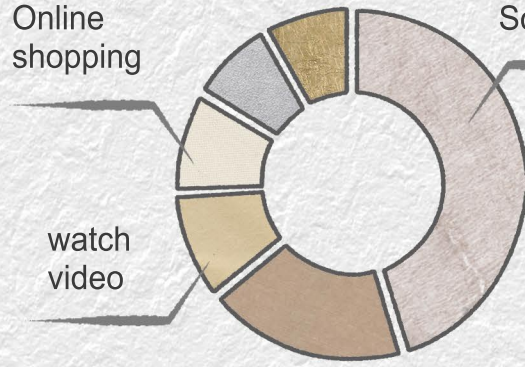
Total time spent online per day



Daily ratio of total time spent online

Online shopping

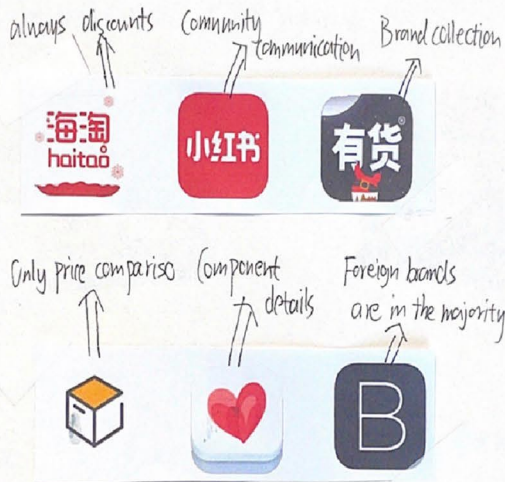
Browse Social Media



Percentage of different online activities

According to China's digital consumer trends, social networking and related content accounts for about two-thirds of all time spent online

Online social media has gradually become an important channel for brands to market their products. For young consumers, word of mouth on social media has become one of the factors influencing their purchases.



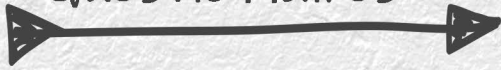
- ① Online platform price advantage.
 - ② Convenient price comparison
 - ③ Can communicate with more people.
 - ④ Products evaluation
 - ⑤ quality / species / network issues
- } => Questionnaires

According to the existing network platform with a wide audience, this paper analyzes the platform functionality:

what are the advantages of the platform? How do young people use these platforms?

It also summarizes the functions of the five online platforms that young people are most concerned about.

Questionnaires



Through the questionnaire survey to find the range of user groups, to determine the characteristics of user groups.

It is planned to collect 100 sample questionnaires

online purchase of cosmetics

Your gender: female/male

Your age is under: under18 /18-35/35-55/55+

Your educational background

junior college

Bachelor's degree

Master degree or above

What is your monthly income? If you are a student, how much do you live on per month?

Below 2000/ 2001-4000 /4100-6000 /above 6000

How often do you use social media?

It's used every day

Use it every other day

Use every three days

The others

Do you check social media before you shop?

Yes/no

Are you influenced by social media when you shop?

Yes/no

The following is a descriptive question about buying cosmetics on social platforms, asking you to choose how much you agree with this statement

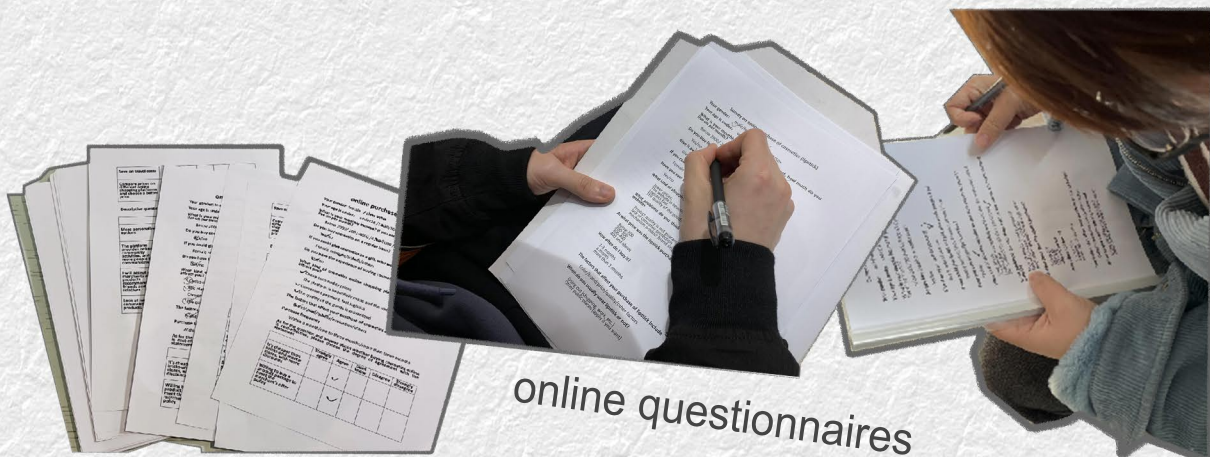
	Strongly agree	Agree	Dont know	Disagree	Strongly disagree
Do you think social media has a big impact on your buying decisions?					

The following is a descriptive question about buying cosmetics on social platforms

	Strongly agree	Agree	Dont know	Disagree	Strongly disagree
More personalized options					
The platform provides online community activities, and more people to communicate					
I will accept online merchants and products recommended by friends and relatives					
Look at netizens' comments on the products					
Can be delivered to your door quickly					
Not bound by time or place					
Can save time					
Spare the hassle of going to and from the physical store					

Due to the factors of the epidemic, the questionnaire survey and sample collection were combined online and offline

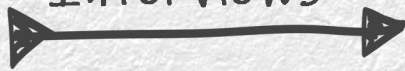
The online questionnaire survey was the main method



offline questionnaires

online questionnaires

Interviews



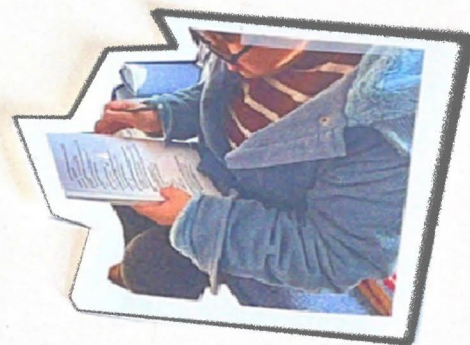
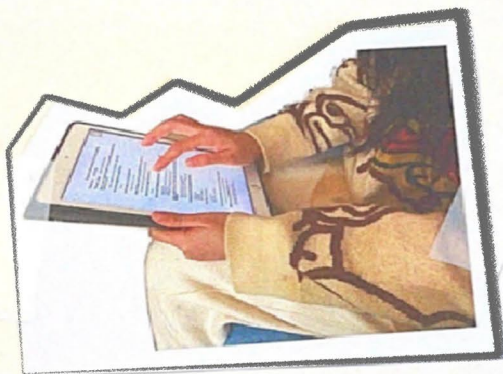
According to the main age range and occupation range shown in the questionnaire results, targeted samples were selected for interview

Mainly online interviews, combined with offline interviews

Sites: shopping mall ; office building
(large flow of people /purchase demand)

INTERVIEW

Online interview: 18 Feb. 2021



Offline Interview: 20 Feb. 2021 / 21 Feb. 2021



Combination => online / offline.

Observation

arrange samples

} : Frequent users

Data Analysis

Gender: female 67
male 33

AGE: Under 18 = 8
18-35 = 51
35-55 = 29
55+ = 12

Education:
junior college: 12
Bachelor's degree: 66
Master degree or above: 12

Income? (monthly)

Below 2000: 6
2001-4000: 32
4001-6000: 38
6000+: 23

Occupation

student: 38 + 11 = 49
company employees: 31
company management: 20

How often do you use social media?

It's used every day: 87
Use it every other day: 12
Use every three days: 10
The others: several times a day: 49
Almost no: 2
Dont like: 4

Do you check social media before you shop?

Yes: 71
No: 29

Are you influenced by [SM] when you shop?

Yes/No: 61/39

→ Samples = 61

Do you think social media have a big impact on your buying decisions?

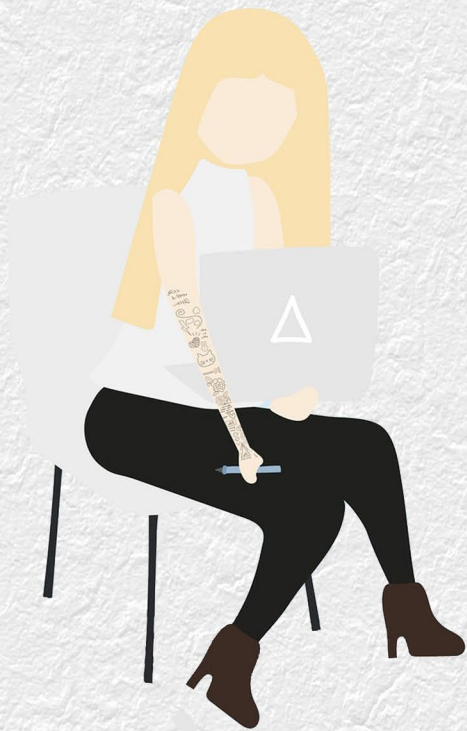
→ Samples = 61

Strongly agree	Agree	Dont know	Disagree	Strongly disagree
18	33	4	6	0
	→ 29%		→ 42.5%	

Some Descriptive question about buying cosmetics on social media

	strongly agree	Agree	Dont know	Disagree	Strongly disagree
1	3	37 (60%)	16	4	0
2	2	43 (70%)	10	5	0
3	1	53 (86%)	2	0	4 (7)
4	8	49 (80%)	0	3 (5)	0
5	3	18	31 (50%)	8	0
6	13	48 (78%)	0	0	0 (7)
7	1	18	22 (36%)	18	1
8	6	32 (52%)	8	13?	0

Summary Of Problems



Female users
(young/students more)

They love to browse cosmetics information on social media

Social media can help them to see what other consumers' comments

Think social media is more convenient for them to compare prices

They like to use different social media to compare information about cosmetics

More willing to spend time looking for a better price on different social media

More willing to share information with friends use social media

Think social media can help them reduce the chance of making mistakes
Speed of logistics

Online shopping services provided by social media can help them save time

Cosmetic information provided by social media platforms can help them choose gifts for female friends or family members or clients

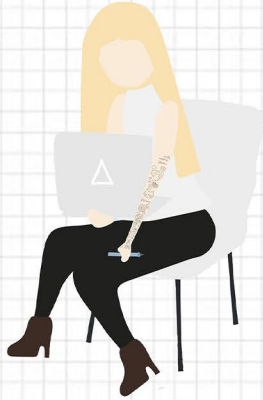


Male users
(young/employees more)

Personas



VERA CHEN



MOTIVATIONS

- Users comments
- Community communication
- Product advertising
- Celebrity recommend



PAIN POINTS

- The sources of information on social media are complicated, and there is concern that false advertising will affect the results of buying cosmetics
- Seeing recommendations from celebrities, I will buy extra cosmetics on impulse

DEMOGRAPHICS

- Age: 21
- Gender: female
- Occupation: students
- Monthly Profit: 324 £

PERSONAL NEEDS

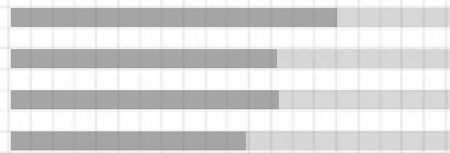
- Social platform updates cosmetics information in a timely manner and accurately
- It is more convenient and easy to exchange cosmetics information with other consumers.

DL WANG



MOTIVATIONS

- Users comments
- Community communication
- Product advertising
- Celebrity recommend



PAIN POINTS

- Worried about buying fake cosmetics on social media platforms when choosing a gift for my girlfriend
- Because I know little about cosmetics, the excessively complex information about cosmetics on social media will interfere with my choice

DEMOGRAPHICS

- Age: 26
- Gender: female
- Occupation: employoee
- Monthly Profit: 625 £

PERSONAL NEEDS

- Social platform can provide authoritative cosmetics
- The social platform can link your girlfriend's account and pay for her directly, eliminating the selection process and saving time

Empathy Map



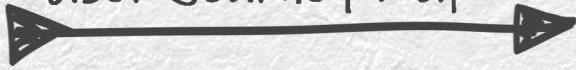
Advertisement are very attractive
 Whether the consumer reviews on this social platform are true?
 What kind of cosmetics is suitable for me?
 Is the product on this social platform real?



Advertisement are very attractive
 Is the platform secure?
 What product is suitable for the person I am sending?
 Is the quality of the product guaranteed



User Journey Map



I chose a typical user (my young sister, a young female college student) to observe the whole process of using social media to buy cosmetics.

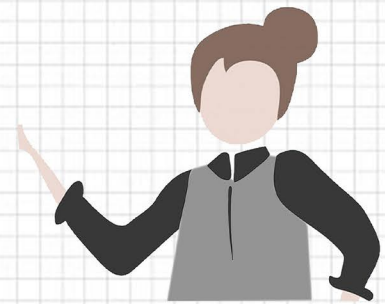
This can help us to understand how users receive the influence from social media when they buy cosmetics.

COSTUMER JOURNEY MAP

SCENARIO

I am a girl who likes shopping. But due to my limited salary income, I will compare prices and make a shopping plan before buying cosmetics online.

Before buying cosmetics, I will discuss with my friends and find out more information about cosmetics on different social media.



connie chow

STAGE

shopping plan

viewing platform





make descidions

review

DOING

-  Search information about cosmetics
-  Learn about brands
-  Making purchasing list

-  Browse social media
-  Calculate the discount
-  Compare product prices
-  Determine the final list

-  See the reviews
-  Check the balance
-  Check the address
-  pay money

-  Check the quality
-  Trial product
-  chatting with friends

THINKING

Think about the list of items I need to buy and the general range of brands

Think about what products fit me?
Which social platform has the most reliable information

My account balance is enough?
Whether the evaluation is true?

Satisfied with the goods received, and share happiness with friends

FEELING

worrying
exciting
happiness

EXPERIENCE

Make a plan nervously

Cautious Compare Prices

Carefully payment

Receiving and sharing happily