THE INFLUENCING FACTORS OF MARKETING STRATEGY

OF MAC BEAUTY PRODUCTS IN CHINESE MARKET

DONG ZEYAN
631795045

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY
2024

THE INFLUENCING FACTORS OF MARKETING STRATEGY

OF MAC BEAUTY PRODUCTS IN CHINESE MARKET

DONG ZEYAN

This Independent Study has been Approved as a Partial Fulfillment of the
Requirements for the Degree of Master of Business Administration

Advisor: ....

(Dr.Jidapa Chollathanrattanapong)

Date: ....19../.....Aug..../.....2024.

....

(Associate Professor Dr. Jomphong Mongkhonvanit)
Dean, Graduate School of Business

Date.......3../..10../..2024..

Title:	The Influencing Factors of Marketing Strategy of Mac Beauty Products in Chinese Market
By:	Dong Zeyan
Degree:	Master of Business Administration
Major:	International Business Management

Advisor: ....

(Dr. Jidapa Chollathanrattanapong)

Date: ....19../.......Aug........./....2024............

ABSTRACT

With the increase in consumer income, more and more people have a stronger desire for "beauty", and beauty makeup has gradually become a trend. Traditional marketing strategies are being developed to meet the growing consumer demand in the beauty makeup industry and the steady growth of product sales under each brand. Various beauty makeup brands are constantly studying and tending to cater to the needs of the public. "MAC", a subsidiary of Estee Lauder in China, is a well-known international beauty makeup brand that is expanding the in Chinese market to achieve brand development.

The objective of this study was to explore the effect of product strategy, price strategy, place strategy, and promotion strategy on the marketing strategy of Mac beauty products in the Chinese Market.

The quantitative method was used in this study. A total of 500 questionnaires were distributed, and 497 valid questionnaires were recovered. This study found that product strategy, price strategy, place strategy, and promotion strategy have a significant positive effect on the marketing strategy of Mac beauty products. For recommendations: 1) Mac Company should improve product diversification, and increase the high-profit products; 2) Mac Company should adjust the cost of the floating plus price strategy, strengthen the discount price strategy, and increase the combination price strategy; 3) Mac Company should use social media, introduce short video platform, and deep plowing cross-border e-commerce platform; 4) Mac Company should increase the diversity of promotional tools.

Keywords: Mac beauty products, marketing strategy, Chinese market

ACKNOWLEDGEMENT

A few years of schooling ended in a flick of a finger, as if yesterday had just started, and today I was leaving school. As the graduation independent study is coming to an end, scenes of college life in recent years come to mind.

Thank you. First of all, I would like to thank my independent study instructor, Dr. Jidapa Chollathanrattanapong of the credit for the completion of this independent study belongs to Dr. Jidapa Chollathanrattanapong. The teacher's hard work always gives me a lot of help. From the topic selection, writing ideas to the final formation of a complete and high-quality independent study, Dr. Jidapa Chollathanrattanapong has given me great help.

Secondly, I would like to thank my parents for their consistent care, understanding and support during my long study career. Thank you for carrying forward the burden for me. No matter what challenges I will experience in the coming years, I will follow your teachings, firmly be an upright and kind person, a person who sticks to principles and thinks independently, a person who is self-disciplined and self-reliant. You are safe and healthy for your kindness. Parents are predestined, while friends are their own choices, and friends are precious gifts given to me by heaven. Thanks to my friends, every time I am frustrated and helpless, you will accompany me carefully. Everyone's sadness and depression have your gentle encouragement. Thank you for your presence, which has given me too much happiness and happiness. Your presence has made me no longer envy anyone and filled my life with too much hope and romance. Everything in the past is a preface. This independent study is a summary of my student career and a brand-new beginning. What's going on in the world, think big, start small, and manage everything. On the new journey of life, I will make persistent efforts and take every step in a down-to-earth manner.

DECLARATION

I, Dong Zeyan, hereby certify that the work embodied in this independent study entitled "The Influencing Factors of Marketing Strategy of Mac Beauty Products in Chinese Market" is result of original research and has not been submitted for a higher degree to any other university or institution.
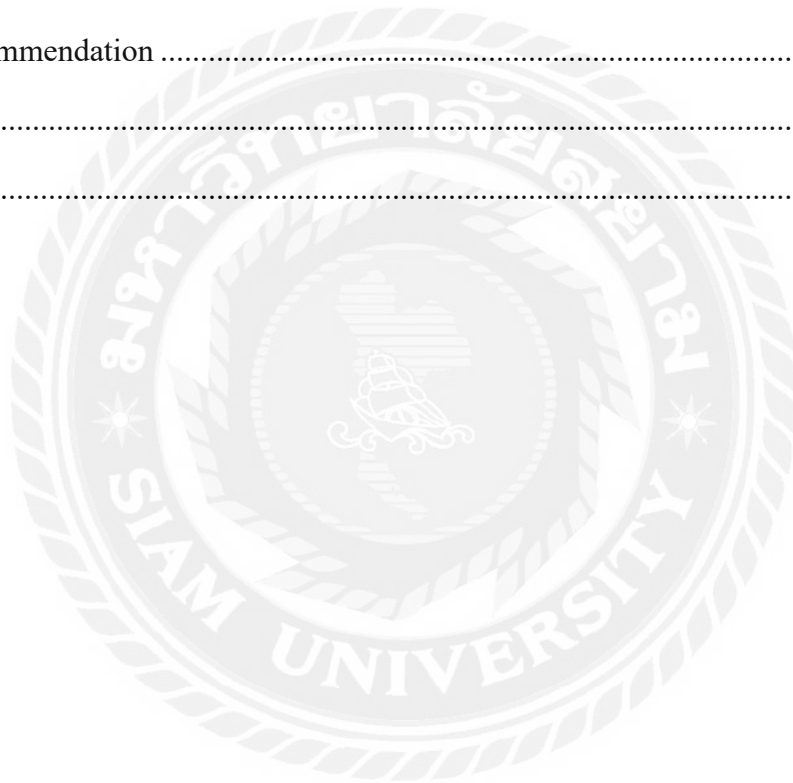
(Dong Zeyan)

July 4, 2024

CONTENTS

LIST OF TABLES

LIST OF FIGURES

Chapter 1 Introduction

1.1 Background of the Study

With the continuous development of the economy, make-up has become one of the fastest-growing industries (Zhang, 2021). According to data from the online trading scale of make-up brands in 2019, MAC ranked first with a year-on-year growth rate of 91.92%, followed by Armani, Dior, Saint Laurent, and other big names. Until 2020, MAC ranked fifth in online sales. 2021 is affected by the epidemic, but MAC has gained a firm foothold. MAC has a niche in the competition with all kinds of big brands, thanks to its unique marketing strategy. With the rapid development of the modern network economy and the continuous expansion of the high-end cosmetics market, the competition in the cosmetics market is becoming more and more fierce (Wang, 2001). At the same time, with the dual background of the Internet and increasingly young consumers, more and more marketing models are emerging. As a world-renowned cosmetics brand, it is an important practical issue for Mac to have a place in China and even the whole international market under this double test, and how to effectively promote its potential customers (Rashad, 2011).

Faced with the impact, China's economic level has also suffered a big blow. To restore the economy, stimulate consumers' desire to buy, and keep the consumption level growing steadily, China's Consumer Shopping Festival "Double Eleven" has made great contributions (Bai & Yang, 2018). On October 21st, 2021, Taobao, a mobile phone shopping software owned by Alibaba, started a "shopping carnival". Through the buying and selling of Taobao, China's economic level has been raised to a certain extent, with head anchors such as Li Jiaqi creating sales myths.

Since then, major brands in various industries have put down their brand shelves and embarked on the e-commerce marketing model. The epidemic is a test and an opportunity (Chen & Zhang, 2018). Opportunities always appear at the corner of adversity, and those who can reasonably grasp the turning point can grasp their future (Huang, 2007). Moreover, compared with other industries, the beauty industry has a more flexible way of publicity. With the development of short video platforms on the Internet, teenagers are constantly increasing their eyes through these platforms. Moreover, the consumption characteristics of young people are more cautious, and they rely more on the effect of products evaluated by others (Li, 2017). Therefore, if you want to display your products, you need to make rational use of the resources of each kind of platform, enlarge the advantages of your products infinitely, and increase the opportunities of brands in the eyes of the crowd as much as possible, increase consumers' memory of brands, and stimulate them to give priority when purchasing similar products. Nowadays, beauty cosmetics are not limited to adults, and many minors pursue beauty more strongly (Li, 2017). However, they are limited by their spending power, so they have a stronger desire for brand products such as MAC, which are not expensive. As a big brand, MAC has to learn to jump out of its circle and flexibly

expand consumer resources. Cosmetics itself is an industrial chain with high profits, so it is of greater industrial value to rationally open profit points, invest in brand effects, and establish brand customers.

Based on analyzing the current situation of the world network economy and China's network economy, it focuses on the comprehensive analysis and research of Mac's marketing situation and strategy in China and some suggestions for further optimizing its marketing strategy, so that it can better adapt to the future development of China's cosmetics market. At the same time, it plays an important practical role in enhancing Mac's market competitiveness and has certain reference significance for other cosmetics companies at home and abroad (Ling, 2019).

1.2 Questions of the Study

The cosmetic industry is one of the earliest open industries in China, and it has a long history. With the continuous development of the economy, the cosmetics industry has become one of the fastest-growing industries (Ling, 2019). According to the National Bureau of Statistics, from 2013 to 2018, the retail sales of cosmetics in China increased from 162.5 billion yuan to 261.9 billion yuan. China has become the second-largest cosmetics country in the world after the United States. The Chinese market is constantly being tapped by foreign cosmetic companies. The competition for cosmetics in various countries is fierce. In the face of competition, many cosmetic brands have gained a place in the Chinese market with their high-quality marketing strategies (Jian, 2016).

MAC Cosmetics, a Canadian brand founded in 1984, is known for its unique colors and formulas. At the beginning of its establishment, it attracted the attention of the Estee Lauder Group. With the help of Estee Lauder, there are many marketing strategies that can be used as references (Yun, 2015). According to the online transaction scale data of make-up brands in 2019, MAC ranked first with a year-on-year growth rate of 91.92%, followed by Armani, Dior, Yves Saint Laurent, and other big names. Until 2020, MAC Online ranked fifth in sales. As a niche brand, MAC has a place in the competition with major brands, which also benefit from its high-quality marketing strategy (Benoit, 2019). MAC's marketing strategy holds importance for the growth of Chinese enterprises.

According to the survey statistics of the relevant beauty industry, it is predicted for the next six years that in the next two years, the domestic beauty industry will develop by leaps and bounds, and its scale will be more than 1.5 times the existing level. And after these two years, it will grow by about 1.7 times. According to statistics, in the past four years, the average development level of the beauty industry has been over 6%, and the beauty industry has a huge development prospect. Even so, the beauty brands with high sales volume in China are from abroad, and few domestic beauty brands rush out of the market to compete with foreign brands. For this situation, China's beauty industry

needs to reflect on its sales strategy, improve the quality of its products, and make its name known. However, there is still no specific plan to solve this problem. This study analyzes and studies the marketing strategy of Estee Lauder's brand "MAC" in China.

(1) Does product strategy affect the marketing strategy of Mac beauty products in the Chinese Market?

(2) Does price strategy affect the marketing strategy of Mac beauty products in the Chinese Market?

(3) Does place strategy affect the marketing strategy of Mac beauty products in the Chinese Market?

(4) Does promotion strategy affect the marketing strategy of Mac beauty products in the Chinese Market?

1.3 Objectives of the Study

The main objectives of this study are:

(1) To explore the effect of product strategy on the marketing strategy of Mac beauty products in the Chinese Market

(2) To explore the effect of price strategy on the marketing strategy of Mac beauty products in the Chinese Market.

(3) To explore the effect of place strategy on the marketing strategy of Mac beauty products in the Chinese Market.

(4) To explore the effect of promotion strategy on the marketing strategy of Mac beauty products in the Chinese Market.

1.4 Scope of the Study

In the changing market, to develop efficient marketing strategies is important. In this case, through the analysis of the marketing environment and marketing strategy research, drawing on the 4Ps theory and other theories and methods of Mac beauty products. This study chose Mac company as the research subject. The research population was consumers in the Chinese market who have purchased and used Mac beauty products. Consumers who have not purchased or used the company's products were not included in the study. The survey questionnaire included personal information, product strategy, price strategy, place strategy, and promotion strategy.

1.5 Significance of the Study

This research investigates the influential factors of MAC beauty products' marketing strategies in the Chinese market. Amidst globalization, international brands entering the Chinese market must adapt to local cultures, consumption habits, and market environments. As an internationally renowned beauty brand, MAC's performance and strategies in the Chinese market offer valuable insights for other international brands. By studying MAC's marketing strategies for beauty products in China, this research delves into the unique needs and preferences of Chinese consumers. Given the marked differences between the Chinese and Western markets in culture, aesthetics, and consumer behavior, understanding these disparities can assist MAC and other international brands in localized marketing strategies, enhancing market share and brand loyalty.

Furthermore, by analyzing the successes and failures of international brands in the Chinese market, domestic brands can learn from and adopt advanced marketing concepts and strategies employed by counterparts, ultimately bolstering their competitiveness and innovation capabilities. This study fills a gap in research on the marketing strategies of international beauty brands in the Chinese market. Existing research predominantly focuses on the marketing tactics of local brands, with relatively few studies exploring how international brands adapt and thrive in China. Through empirical analysis and theoretical discussions, this research enriches marketing management and business theories and practices. It offers practical guidance for enterprises to formulate effective marketing strategies and makes a contribution to academic research on international brands' marketing strategies in emerging markets, thereby possessing both significant academic and practical applications.

1.6 Definition of Key Terms

Marketing is the process of planning and implementing ideas, goods and services, pricing, promotion and distribution, so as to produce exchanges that can meet the goals of individuals and organizations.

Product strategy is a series of well-defined plans and operations to meet market needs, shape brand image, and achieve long-term competitive advantage through product identity, positioning, and diversity.

Price strategy is the understanding of price sensitivity, comparing prices of homogeneous products, and ensuring that prices are reasonable to meet market demand and maintain competitiveness.

Place strategy involves selecting appropriate buying channels, optimizing time spent in the buying channel, improving the convenience of the buying channel, and employing a variety of channel methods to ensure that the product reaches the target

customer efficiently and enhances the shopping experience.

Promotional strategy includes selecting appropriate promotional activities, increasing participation in promotional activities, ensuring the abundance of promotional activities, and flexibly adjusting the tendency of promotional activities according to market demand and trends in order to increase brand awareness and sales effects.

Network marketing refers to the business activities that are based on modern marketing theory and achieve marketing goals by means of network, communication and digital media technology

Marketing channels refer to products or services that can be obtained through producers. There is no difference in time, space and property between producers and consumers, and they can provide needed goods at any time.

New media marketing is a series of marketing activities implemented through digital, electronic and Internet environments, and it is the current marketing theory. The new media borrows modern advanced technology and makes good use of its own characteristics to promote user consumption.

1.7 Limitations of the Study

While this study provides a detailed analysis of MAC beauty products' marketing strategies in the Chinese market, it is important to acknowledge several limitations that may impact the comprehensiveness and applicability of its findings. Due to the sensitivity and confidentiality of marketing data, the study may not have access to all necessary first-hand data, which can be lagging or incomplete, thus affecting the accuracy and comprehensiveness of the research. The study relies on quantitative analyses, yet each method has inherent constraints. Quantitative analysis may fail to capture nuanced aspects of consumer behavior and psychology.

The dynamic nature of the market environment and consumer behavior poses a significant limitation. China's market evolves rapidly, with consumer preferences and market trends potentially shifting dramatically. Consequently, the study's findings may not fully reflect future market dynamics. Furthermore, cultural and regional differences are crucial considerations. As a vast and culturally diverse country, China's various regions may exhibit distinct consumer needs and preferences. The study's scope may not comprehensively cover the market characteristics and consumer behaviors across regions. Lastly, the focus on MAC beauty products, though representative, limits the study's generalizability. Other brands may employ distinct marketing strategies and demonstrate different market performances, suggesting that the research findings may not universally apply to all international beauty brands in China. Recognizing these limitations is essential for a balanced assessment of the study's contributions and

implications.

Chapter 2 Literature Review

2.1 Marketing Strategy

The technique of splitting a market into different markets according to the needs and variances in buying customers is known as market segmentation (Kotler & Trías, 2003). According to Awan (2019), each market segment consists of consumers whose purchasing patterns are essentially the same. Customers who make purchases in any market have a variety of traits. Their varying product requirements and buying habits lead to disparate assessments of value and value for money. Market segmentation is buying customers into different sub-markets within a larger market based on similar features (Eilon, 2020). Consumers who make purchases have a variety of unique wants as well as shared ones, and these are examined as criteria for market segmentation (Herbane, 2021). Depending on the amount of segmentation criteria and whether or not they intersect, there is a wide variety of market segmentation techniques. The three primary techniques are multi-step segmentation, cross-segmentation, and parallel segmentation. Since there is no set standard or right or wrong, the segmentation criteria for market segmentation are chosen based on the company's actual needs (Nemoto & Zuo, 2017). The divided market should also satisfy the following criteria: it should be measurable, profitable, accessible, and flexible to changes (Kumar, 2016).

The market that the business chooses to penetrate and make money from is known as the target market. The corporation can choose from multiple potential markets by segmenting the market into categories (Michna et al., 2017; Zhu, 2021). A strategic decision that impacts the company's future advertising orientation and following marketing operations is the market opportunity or markets to concentrate on (Weinstein, 2019). Target markets are chosen based on their size and potential, compatibility with the goals and competencies of the organization, and desirability of their market structure. Target markets fall into two categories: specialized product markets and intense single markets (Paul & Krieger, 2019). The company's development strategy, strategic objectives, corporate resources, homogenization of products and markets, various stages of the product development process, target markets of competitors in the same industry, number of competitors, and so on are some of the many factors that will influence the company's choice of target market (Hobza & Vondráčková, 2018).

Market positioning is the process by which a firm designs its marketing strategy to appeal to the psychology of potential consumers and to create brands or products that target consumers would associate with a particular image or set of qualities to gain a competitive edge. Distinctiveness is the fundamental component of positioning in the marketplace (Jackson, 2020). Substantial differentiation and emotional differentiation are the two categories of differentiation. In marketing, positioning is a strategic choice (Wunderlich, 2020). When a business launches a place program, all of its manageable advertising strategies are used to promote a distinct image of the brand, product, or

business (Schizas & Thomakos, 2013). Market positioning helps the operations of an organization in two ways: first, it gives its offerings and company unique advantages, which may both mitigate the impact of price competition and make it harder for customers to switch to other products. Secondly, it establishes the framework for the company's marketing strategy (Rokonuzzaman & Choudhury, 2011).

2.2 Marketing

Marketing refers to the process and practice in which enterprises promote and sell their products, services or brands to the market. It involves facing challenges across borders from different cultures, regulations, competitive environments and market demands to achieve growth and expansion goals (Küller et al., 2012). Marketing is a complex and multi-level field covering a wide range of activities and strategies, including market analysis, product positioning, pricing strategy, channel management, brand building, cross-cultural communication, strategy formulation, etc. (Buckley, 2020). The concept of marketing emphasizes the need for enterprises to adapt to different environments and conditions in the market to meet the consumer needs of different countries and regions. It also highlights the need for businesses to consider the impact of cultural, political, legal, economic and competitive factors on business (Piercy, 2020). The objectives of marketing usually include expanding market share, increasing sales revenue, achieving brand awareness, acquiring transnational business opportunities, and achieving sustainable growth (Ali, et al., 2013). In short, marketing is a strategic activity for enterprises to promote and sell their products and services worldwide. It needs to have an in-depth understanding of the market, develop adaptive marketing strategies to meet the needs of different cultures and markets, and achieve the business goals of the enterprise (Forlani & Parthasarathy, 2013; Piercy, 2020).

Marketing is a complex and multi-level field involving how companies market and sell their products and services in the market. Marketing emphasizes the motivation and reasons of enterprise (Forlani & Parthasarathy, 2013). These include market expansion, resource acquisition, cost reduction, competitive advantage, etc. The marketing discusses the process of enterprises gradually expanding in the market, and studies how to choose which markets to enter (Paliwoda, 2021).

2.3 4Ps Marketing Theory

Professor MC Cathy, an American scholar, put forward the 4Ps marketing theory from four aspects: product, price, channel, and promotion, and simulated and analyzed how enterprises can realize their profits under different marketing elements (Ma, 2019).

Product strategy is the key to enterprise development. According to the enterprise's needs, it will launch tangible products or intangible services, cater to the needs of consumers for their use, and seek benefits. Price strategy is the core of closing a deal (Wen, 2020). Pricing should be based not only on the production cost of enterprises but

also on the analysis and evaluation of market demand. According to the changes in different market competition conditions, the price should be adjusted in time to attract consumers and gain profits. The channel strategy is to establish the sales contact way because of the commodity transfer behavior between the production company and consumers (Wang, 2019).

Promotion strategy is the thrust to stimulate consumption. The complex consumption psychology of enterprise consumers, such as seeking honesty and beauty, can stimulate consumers' consumption and increase sales through preferential activities and advertising (Guo & Zeng, 2020).

Price (Price): Price is the price level set by an enterprise for its products or services. Pricing strategy involves determining the pricing strategy of products, such as high, low, premium pricing or discount pricing. Enterprises need to consider the cost, market demand, competition situation and the price sensitivity of the target market to develop the appropriate price strategy.

Channel (Place): Channel refers to the distribution channel of a product or service from producer to consumer. This includes selecting sales channels, middlemen, retailers, logistics and inventory management (Wang & Yu, 2021). The channel strategy involves how the product is effectively delivered to the target market to ensure that the product is available at the appropriate time and place.

Products are either tangible goods or intangible services that seem to meet the needs or demands of specific customers. All products follow a reasonable product life cycle. Marketers need to understand and plan each stage and its unique challenges. Understanding the problems that the product is trying to solve is the key. Understand the product's benefits, features, and unique selling proposition. In addition, it is necessary to identify and understand the potential buyers of products. Include the price the end-user expects to pay for the product. This is related to consumers' perceived value of products, rather than the objective cost calculation of products provided. If the price of a product is higher or lower than its perceived value, then it can't be sold. That's why it's important to know what customers think of the products. If there is positive customer value, the pricing may be higher than its objective monetary value. On the contrary, if a product has little value in the eyes of consumers, it may need to be sold at a low price. Prices may also be affected by distribution plans, value chain costs, mark-ups, and competitors' prices of competing products. Organizations or enterprises that transfer products from producers (manufacturers/suppliers) to consumers or users, that is, the channels through which consumers or users buy or obtain products or services. At present, most articles will understand "Promotion" as promotion, but it should include advertising, promotional activities, public relations, and other marketing activities. Marketing strategies and techniques belong to the category of promotion. These include advertising, promotions, special offers, and public relations. No matter what it must be suitable for the products, prices, and end users. It is important to distinguish between marketing and promotion. Promotion is only the communication aspect of the whole marketing function.

2.4 Related Research

The cosmetic industry, as one of the earliest industries in China to open to the outside world, has borrowed advanced experience from foreign countries to an extent, but it has also been greatly impacted by transnational capital and multinational enterprises. At present, there are a large number of enterprises in China's cosmetics industry. There are about 3,800 domestic enterprises that have obtained cosmetics production licenses, and there are about 500,000 kinds of household cosmetics (Wang, 2020). However, in China's cosmetics market, foreign companies rank the highest in sales, mainly multinational companies such as Europe, South Korea, and Japan. In sales volume, the top ten cosmetics companies in China are Shanghai Jia Hua and Glen Group. At the same time, China's cosmetics industry has a long history and has become the development of this industry. According to the National Bureau of Statistics, the above-mentioned designated wholesale and retail sales of cosmetics increased from 162.5 billion yuan in 2013 to 261.9 billion yuan in 2018, making it the second largest cosmetics consumer in the world after the United States. According to Euro monitor, the retail sales of skin care products reached 212.2 billion yuan in 2018, a year-on-year increase of 13.2%. According to the forecast of Kaohsiung Consulting Company, by 2023, the scale of China's cosmetics retail market will reach 454.14 billion yuan, with a compound annual growth rate of 11.6%. With this strong market attraction, internationally renowned cosmetics companies have accelerated the development of the Chinese market (Sun, 2020). It can be seen that the domestic cosmetics industry is very competitive. At the same time, many domestic cosmetics brands rely on various marketing strategies to seize market share, which makes the already fierce market competition cruller.

Mac Cosmetics is a cosmetics brand in Canada, that attracted the attention of Estee Lauder Group with its dazzling light at the beginning of the brand establishment. At the same time, with the help and support of Estee Lauder Group, the outstanding features of Mac were discovered and spread from North America to Europe and Asia. Mac company was founded in 1984, formerly in Canada, and now it is owned by Estee Lauder. The initial demand for Mac makeup photography was born in the spotlight (Sun, 2020). Since the first batch of products, Mac Cosmetics has been successful with its rich colors and unique formula, establishing its status as a professional cosmetic. Mac always pursues fashion, the integration of happiness and fantasy, and respects the rights and freedoms of people of different races, genders, and ages when pursuing dreams and beauty (Muchardie, 2016). Mac cosmetics are more valuable in social undertakings such as AIDS, anti-abuse, and environmental protection. Mac Cosmetics is the first brand of Estee Lauder Group that was not founded by Mrs. Lauder. This is because the dazzling light of Mac attracted the bright eyes of Estee Lauder Group and saw this shining beautiful jade. With the help and support of Estee Lauder Group, the outstanding features of Mac were discovered and spread from North America to Europe

and Asia. Influenced by the world network economy, it has greatly promoted the marketing of Mac and promoted its market position (Liu, 2017). After Mac's market position changed, its market share increased obviously, and its products were loved by young people. At present, MAC products are aimed at consumers of all ages. Every MAC product has obvious differentiation, which attracts every market segment. MAC and Park Hype-min, a famous Korean makeup artist, have launched new cosmetics. This makeup product series uses PONY's most popular crystal and tarot elements, including five eye shadow creams, lip gloss, makeup brush, and false eyelashes, of which eight-color eye shadow is basic (Li, 2018).

Based on the rise of MAC beauty products, studying its marketing status and countermeasures in the Chinese market has certain enlightenment significance for the marketing of Chinese local cosmetics brands (local marketing and international marketing), and this research is to find the research inspiration from the rise of MAC brand and make in-depth discussion and analysis based on qualitative research methods (Li, 2018).

MAC has a niche in the competition with all kinds of big brands, thanks to its unique marketing strategy. With the rapid development of the modern network economy and the continuous expansion of the high-end cosmetics market, the competition in the cosmetics market is becoming more and more fierce (Huang, 2017). At the same time, with the dual background of the Internet and increasingly young consumers, more and more marketing models are emerging. As a world-renowned cosmetics brand, it is an important practical issue for Mac to have a place in China and even the whole international market under this double test, and how to effectively promote its potential customers (Li, 2017). Based on the qualitative research, this study analyzes the current situation of the world network economy and China's network economy, focusing on the comprehensive analysis and research of Mac's marketing situation and strategy in China, and then puts forward some suggestions for further optimizing its marketing strategy, so that it can better adapt to the future development of China's cosmetics market, and at the same time, it has an important practical role in enhancing Mac's market competitiveness and also has certain reference significance for other cosmetics companies at home and abroad(Li, 2017).

2.5 Conceptual Framework

Based on the literature review, the relationships between variables were analyzed and clarified. Subsequently, based on a comprehensive understanding of the literature review, a conceptual model of the study was proposed, as shown in Figure 2.1.

Figure 2.1 Conceptual Framework
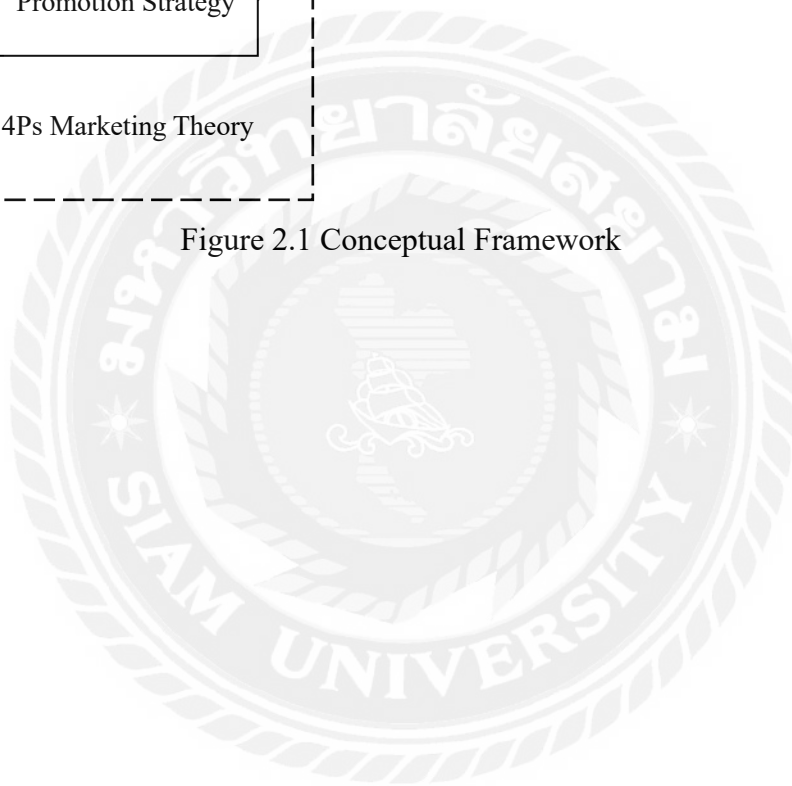
Chapter 3 Research Methodology

3.1 Research Design

This study adopted the quantitative method, focusing on the factors influencing the marketing strategy of Mac beauty products. Based on the 4Ps marketing theory, the independent variables in the research model are product strategy, price strategy, place strategy, and promotion strategy, and the dependent variable is marketing strategy. Product strategy includes the investigation of product variety, product positioning, product innovation, etc. Price strategy includes the measurement and investigation of sellers' price sensitivity, cost-effectiveness, and price reasonableness, etc. Place strategy includes the measurement of diversification and convenience of sales channels, etc. Promotion strategy includes the measurement of the number of sales channels and the number of sales channels in the market. Promotion strategy includes the measurement of the frequency, participation, and richness of promotional activities.

3.2 Questionnaire Design

This study collected data by using a questionnaire survey. The questionnaire encompasses five key sections, with four items dedicated to each of the following strategies: product strategy, price strategy, place strategy, promotion strategy, and marketing strategy. The questionnaire aimed at assessing the current status of Mac marketing strategy was structured into two parts. The first part comprises a survey on the basic personal information of respondents, including gender, education level, and monthly income. The second part, delves into the specifics of Mac marketing strategy, examining its product, pricing, channel, and promotion strategies in detail.

In marketing theory, marketing strategy is within the corporate marketing (Kotler & Trías, 2003; Weinstein, 2019). Specifically, marketing strategy is a metric for evaluating Mac Beauty's distinctiveness, competitive awareness, risk perception, and adherence to legal principles within its marketing endeavors. A five-point Likert scale was employed, assigning scores ranging from 1 to 5, which correspond to strongly disagree, disagree, generally, agree, and strongly agree. This scale assesses consumers' perceptions of Mac marketing strategies. Corresponding question items were tailored for each variable and coded as presented in Table 3.1.

Table 3.1 Measurement Items

Variable	Measurement Item	NO.
Product Strategy	1. You are very familiar with the current products of Mac company.	Q1
	2. Mac company's current product range has diversity.	Q2
	3. You are very familiar with the current product positioning of Mac company.	Q3
	4. Mac company's current product style has a strong sense of identity	Q4
Price Strategy	5. You are currently particularly sensitive to the price of Mac company products.	Q5
	6. You think that the current price of Mac company and the market with the same quality products are comparable	Q6
	7. You think the current price of Mac company products is very reasonable.	Q7
	8. Mac company products used with the amount of products spent on a reasonable match is very high.	Q8
Place Strategy	9. Mac company's current purchase channels are diversified.	Q9
	10. Mac company's current purchase of product channels to save time and effort.	Q10
	11. You think that Mac company's purchase of products has a convenient channel.	Q11
	12. Through a variety of channels to understand the products of Mac company.	Q12
Promotion Strategy	13. You think Mac company promotional activities more often.	Q13
	14. You have a high degree of participation in the promotional activities of Mac company.	Q14
	15. You think Mac company's promotional activities are rich.	Q15
	16. you are more inclined to Mac company discount promotional activities.	Q16
Marketing strategy	17. Mac company understands the market and implements differentiated marketing strategies.	Q17
	18. Mac company has a sense of competition, and constantly improve the competitiveness.	Q18
	19. Mac company has a sense of risk, reasonable risk control.	Q19
	20. Mac company understands the conventions and has a strong sense of the rule of law.	Q20

3.3 Hypothesis

H1: Product strategy has a significant positive effect on the marketing strategy of Mac company.

H2: Price strategy has a significant positive effect on the marketing strategy of Mac company.

H3: Place strategy has a significant positive effect on the marketing strategy of Mac company.

H4: Promotion strategy has a significant positive effect on the marketing strategy of Mac company.

The hypothesis model of marketing factors of marketing strategy of Mac company is constructed, and the interrelationship between variables is determined. See Figure3.1.
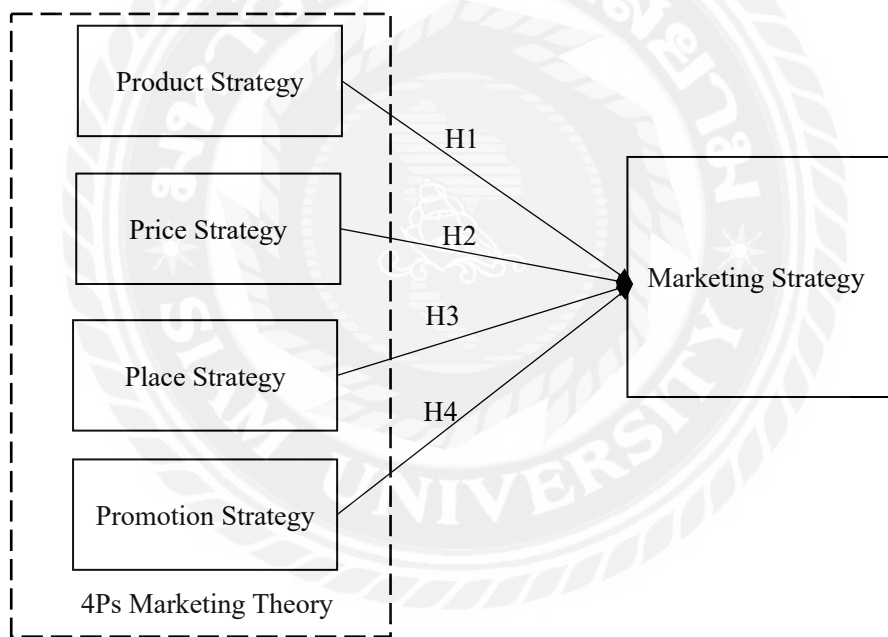

Figure 3.1 Hypotheses

3.4 Population and Sampling

The population of this study was consumers in China who have purchased and used Mac Beauty products. Consumers who have not purchased or used the company's products were not included in the study. The random sampling method was used for sample selection, of which the sample size is based on the calculation.

$$N = \frac{r^2 * \rho(1-\rho)}{\beta^2}$$

The formula gives a sample size of 489.16, so the sample size is at least 490. For the random sampling method, an online survey was conducted using Questionnaire Star for questionnaire distribution, and the samples were drawn randomly from the overall population.

3.5 Data Collection

The data collection for this study was conducted in the business department of Mac company. The business department of Mac company is responsible for docking business, including the construction of Alibaba station platform, business promotion, market analysis and other business-related work. The questionnaires were distributed by e-mail according to the customer information provided by the business department of Mac company from March 2024 to June 2024. A total of 500 e-questionnaires were distributed and 497 were recovered. After screening the questionnaires, 3 non-received questionnaires were treated as invalid and 497 valid questionnaires were obtained.

3.6 Data Analysis

3.6.1 Questionnaire Reliability Analysis

Reliability analysis is a statistical process that reflects the degree of truth of the characteristic being tested based on the consistency or stability of the results of the test scale. The more uniform the test results are, the more representative the data are of the overall situation and the higher the reliability. Through reliability analysis, the study can understand whether the questionnaire design is reasonable and make corrections to avoid the problem of misclassification. Cronbach's alpha is used to evaluate the degree of internal consistency of test items. The larger the value of Cronbach's alpha, the higher the degree of consistency between items. When the reliability coefficient of the subscales is above 0.7, the reliability coefficient of the scale or questionnaire is better; when the reliability coefficient of the subscales is between 0.6 and 0.7, it is also acceptable; and when the reliability coefficient of the total scale needs to be 0.8 or higher, it proves that the overall reliability is better.

The Cronbach's alpha coefficient of product strategy is 0.772, the Cronbach's alpha coefficient of price strategy is 0.852, the Cronbach's alpha coefficient of place strategy is 0.877, and the Cronbach's alpha coefficient of promotion strategy is 0.831. The Cronbach's alpha coefficient of marketing strategy,0.867. All of them are in the range of 0.7~0.8, which indicates that the reliability of this study's questionnaire is better, and

then the validity can be further analyzed. This indicates that the reliability of the questionnaire of this survey study is very good, as shown in Table 3.2.

Table 3.2 Questionnaire Reliability Test

Variate	Cronbach's Alpha	N of Items
Product Strategy	0.772	4
Price Strategy	0.852	4
Place Strategy	0.877	4
Promotion Strategy	0.831	4
Marketing Strategy	0.867	4

3.6.2 Questionnaire Validity Analysis

The data collected from the questionnaire must be both reliable and valid. In the study, the standard was met after the reliability analysis and then the questionnaire validity was analyzed. The validity analysis is usually based on the obtained KMO value and Bartlett's Sphericity Test to confirm whether the validity is feasible. If the KMO value is greater than 0.8, this indicates that the questionnaire is well-suited for the research data. If the KMO value obtained is between 0.6 and 0.8, this indicates that the research data of the questionnaire is generally suitable. If the KMO value obtained is less than 0.6, this indicates that the research data of the questionnaire is not suitable. For Bartlett's spherical test, if it is less than 0.05, the sign is significant, indicating a strong correlation. According to the results of the analysis of the research data, the variables were analyzed for validity, where the KMO value is 0.830 and the KMO value is greater than 0.8, which indicates that the research data of the questionnaire is very suitable. sig is significant in Bartlett's Test of Sphericity. After analysis, it can be known that the constructed variable model can be subjected to Confirmatory factor analysis (CFA). Therefore, CFA was performed on the data.

The ability of the public factor to explain the total variance of all the original variables, the higher the value, the higher the significance of the factor, is a measure of the importance of the public factor. In factor analysis, each factor extracted has a variance contribution ratio (i.e., variance explained ratio), which indicates the degree of information extraction, i.e., explanatory power, of the factor to all original variables. The total variance contribution rate, on the other hand, is the amount of information extracted by all the extracted factors in total for the original variables. Table 3.4 shows the number of factors extracted through the analysis, as well as the total variance contribution rate (i.e., cumulative variance contribution rate) of the extracted factors for all the original variables. A total variance contribution rate greater than 60% indicates that the factors have an acceptable explanatory power for the original variables, and greater than 80% indicates that the factors have a good explanatory power. The result of factor analysis for each variable was informed that the cumulative The result of factor analysis for each variable was informed that the cumulative explanatory rate of product

strategy, price strategy, place strategy, and promotion strategy was 64.961% respectively, which is greater than 0.5. It indicates that the overall validity of the questionnaire is good.

Table 3.3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.830
Bartlett's Test of Sphericity	Approx. Chi-Square	3798.977
	df	190
	Sig.	0.000

Table 3.4 Confirmatory Factor Analysis（CFA）

Total Variance Explained								
Component	Initial Eigenvalues		Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	24.099	24.09	4.82	24.099	24.099	2.866	14.329	14.329
2	14.342	38.44	2.868	14.342	38.441	2.769	13.847	28.176
3	9.935	48.37	1.987	9.935	48.376	2.715	13.574	41.75
4	9.073	57.44	1.815	9.073	57.449	2.395	11.974	53.724
5	7.512	64.96	1.502	7.512	64.961	2.247	11.237	64.961
6	3.878	68.83						
7	3.291	72.13						
8	3.055	75.18						
9	2.845	78.02						
10	2.683	80.71						
11	2.52	83.23						
12	2.412	85.64						
13	2.389	88.03						
14	2.157	90.19						
15	1.898	92.08						
16	1.861	93.94						
17	1.654	95.60						
18	1.557	97.16						
19	1.445	98.60						
20	1.395	100						

The results of the factor analysis need to be practically meaningful for each factor.

Rotating the factor loading matrix makes the relationship between the original variables and the factors more salient, i.e., each variable has a larger loading on only one common factor and a smaller loading on the other common factors. Also, the factors were rotated to categorize each raw variable. The rotated formation matrix was performed by the maximum variance method to verify that there is no covariance in the question items measured by each variable and analyzed based on the maximum eigenvalue. From the results in Table 3.5, it can be seen that a total of five factors were extracted, and each variable has a large loading on only one common factor, while the loadings on the other common factors are small, which indicates that each variable has a better but differentiated validity.

Table 3.5 Rotated Component Matrix

	1	2	3	4	5
Q1				0.768	
Q2				0.771	
Q3				0.737	
Q4				0.781	
Q5			0.829		
Q6			0.777		
Q7			0.782		
Q8			0.765		
Q9	0.809				
Q10	0.807				
Q11	0.822				
Q12	0.839				
Q13					0.664
Q14					0.758
Q15					0.767
Q16					0.769
Q17		0.835			
Q18		0.804			
Q19		0.793			
Q20		0.796			

3.6.3 Questionnaire Date Analysis

After data collection, analysis was required, and the specific process was as follows: Firstly, the collected data were to be cleaned and inspected, including checking for missing data, outliers, and abnormal values. If there were issues, the data were processed or excluded. Secondly, descriptive statistical analysis was performed on the survey sample, including the sample size and proportions. Correlation analysis was conducted on the collected data to determine the interactions between variables. Finally,

regression analysis was performed, using path coefficient diagrams and coefficient tables to describe the relationships between latent and observed variables, verifying research hypotheses.

Chapter 4 Findings

4.1 Introduction

Through the collected 497 questionnaires from Mac company, through the reliability and validity test of the questionnaire, the data collection was found to have good reliability and validity. Descriptive statistical analysis of the collected data was done by using SPSS software, explaining the demographic characteristics of the survey samples, including gender, age, education and income status. The correlation analysis of each variable of product strategy, price strategy, place strategy, promotion strategy was done to understand the correlation between variables.

4.2 Demographic Characteristics of Respondents

The survey collected 497 valid responses, with 264 males (53.1%) and 233 females (46.9%). Age distribution revealed that 206 respondents (41.4%) were aged 18-25, 99 (19.9%) were 26-35, 138 (27.8%) were 36-45, 34 (6.8%) were 46-55, and 20 (4.0%) were over 55. The 18-25 age group aligns with Mac company's main target customers. Regarding education, 185 respondents (37.2%) had a junior high school education, 84 (16.9%) had a senior high school education, 120 (24.1%) were undergraduates, 42 (8.5%) held a master's degree, and 66 (13.3%) fell into other categories. This education distribution aligns with Mac company's target market. Income analysis showed that 58 respondents (11.7%) earned 3,000 or below, 118 (23.7%) earned 3,001-5,000, 73 (14.7%) earned 5,001-8,000, 51 (10.3%) earned 8,001-15,000, 40 (8.0%) earned 15,001-20,000, and 157 (31.6%) earned over 20,001. The sample met statistical requirements, as shown in Table 4.1.

Table 4.1 Distribution of Characteristics of Samples (N = 497)

Item	Options	Frequency	Percent
GEN	Male	264	53.1
	Female	233	46.9
AGE	18-25years	206	41.4
	26-35years	99	19.9
	36-45years	138	27.8
	46-55years	34	6.8
	more than 55	20	4.0
EDU	Junior high school	185	37.2
	Senior high school	84	16.9
	Undergraduate	120	24.1
	Master's degree	42	8.5
	Others	66	13.3
INCOME	3000 and below	58	11.7
	3001-5000	118	23.7
	5001-8000	73	14.7

	8001-15000	51	10.3
	15001-20000	40	8.0
	20001 and above	157	31.6
Total		497	100.0

According to the descriptive statistics analysis, the Mean, Standard Deviation, Skewness, and Kurtosis meet the requirements, as shown in Table 4.2. The research data meet the normal distribution and are suitable for correlation and regression analysis.

Table 4.2 Descriptive Statistics of Data

Items	Minimum	Maximum	Mean	Std. Deviation	Skewness	Kurtosis
Q1	1.00	5.00	4.00	0.96	-0.85	0.17
Q2	1.00	5.00	3.89	1.06	-0.85	-0.14
Q3	1.00	5.00	3.96	0.96	-1.08	0.98
Q4	1.00	5.00	3.67	1.04	-0.51	-0.51
Q5	1.00	5.00	3.76	1.12	-0.72	-0.16
Q6	1.00	5.00	3.70	1.08	-0.48	-0.47
Q7	1.00	5.00	3.75	1.15	-0.64	-0.58
Q8	1.00	5.00	3.68	1.15	-0.40	-0.98
Q9	1.00	5.00	3.43	1.22	-0.49	-0.72
Q10	1.00	5.00	3.60	1.25	-0.59	-0.61
Q11	1.00	5.00	3.56	1.25	-0.52	-0.81
Q12	1.00	5.00	3.56	1.23	-0.54	-0.68
Q13	1.00	5.00	4.41	0.74	-1.57	3.85
Q14	1.00	5.00	4.12	0.95	-1.16	1.12
Q15	1.00	5.00	3.79	1.12	-0.73	-0.34
Q16	1.00	5.00	4.12	0.87	-0.85	0.24
Q17	1.00	5.00	3.68	1.19	-0.44	-1.03
Q18	1.00	5.00	3.66	1.19	-0.59	-0.59
Q19	1.00	5.00	3.69	1.20	-0.56	-0.75
Q20	1.00	5.00	3.72	1.04	-0.72	0.33

4.3 Results of the Study

4.3.1 Correlation Analysis

Correlation analysis is an analytical approach that delves into the connection between distinct variables, quantifying the degree of their association. A defining characteristic of this method is that, while the variables under study are conceptually independent, it primarily applies to variables adhering to a bimodal normal distribution. Both variables are considered outcome-oriented, mutually influencing, and jointly varying. The correlation coefficient is denoted as r, which is from -1 to 1, where the extremes signify a perfect positive or negative linear relationship, respectively. This coefficient is also subject to statistical hypothesis testing for validation.

In interpreting the correlation coefficient, values below 0.3 indicate a negligible linear association between the variables. Values between 0.3 and 0.5 point to a weak linear correlation, whereas coefficients in the range of 0.5 to 0.8 signify a moderate to strong correlation. Lastly, coefficients exceeding 0.8 are indicative of a high degree of linear dependency between the variables. Prior to constructing a multiple regression model, it is crucial to verify the relationships among variables through correlation analysis. This involves inserting the data as independent variables into the analytical framework. The common practice is to initially compute the correlation coefficients between each potential independent variable and the dependent variable, prioritizing those with higher coefficients for inclusion in the model. Subsequently, the inter-correlations among the selected independent variables are examined. High inter-correlations suggest the presence of multicollinearity, which necessitates adjustment, often achieved through linear or nonlinear transformation techniques to mitigate its effects.

Table 4.3 Correlation Between Variables (Pearson Correlation Matrix)

Variables	Product Strategy	Price Strategy	Place Strategy	Promotion Strategy	Marketing Strategy
Product Strategy	1				
Price Strategy	.595**	1			
Place Strategy	.515**	.658**	1		
Promotion Strategy	.506**	.518**	.601**	1	
Marketing Strategy	.604**	.684**	.566**	0.545**	1

NOTE：*. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).

Upon conducting a correlation analysis, it becomes evident that the correlation coefficients between Mac company's various marketing strategies—namely, product strategy, price strategy, place strategy, and promotion strategy—and its overarching marketing strategy lie within the range of 0.5 to 0.8. This range underscores a substantial significance in the relationship between variables. Furthermore, the fact that p-values are less than 0.01 indicates a statistically significant positive correlation among them, as can be observed in Table 4.3. In essence, the analysis reveals a robust and meaningful connection between variables.

The correlation between product strategy and price strategy, with a coefficient of 0.595 and a p-value less than 0.01, signifies a general yet meaningful connection between the positions of its products and the pricing decisions it makes.

The correlation of 0.515 between product strategy and place strategy, with P<0.01, indicates a general correlation, suggesting that the choice of distribution channels and the nature of products are interlinked.

The correlation coefficient of 0.506 between product strategy and promotion strategy, accompanied by a p-value below 0.01, underscores a general yet discernible relationship, demonstrating that promotional efforts are aligned with product offerings.

The strong correlation of 0.604 between the product strategy and the marketing strategy, again with P<0.01, highlights the integral role product decisions play in shaping the company's overall marketing approach.

The relationship between price strategy and place strategy, as evidenced by a correlation coefficient of 0.658 and a highly significant p-value, reveals a general yet substantial connection, implying that pricing and distribution strategies are closely intertwined.

The correlation between price strategy and promotion strategy, with a coefficient of 0.518 and P<0.01, suggests a general correlation, indicating that pricing decisions often inform promotional activities.

The strong correlation of 0.684 between price strategy and marketing strategy, also with P<0.01, underscores the pivotal role pricing plays in shaping the company's comprehensive marketing efforts.

The correlation coefficient of 0.601 between place strategy and promotion strategy, accompanied by a highly significant p-value, demonstrates a general yet notable relationship, revealing that distribution channels and promotional tactics often complement each other.

The Pearson correlation coefficient between place strategy and marketing strategy is 0.566, and P<0.01, indicating that there is a correlation between place strategy and marketing strategy, and it is a general correlation.

The Pearson correlation coefficient between promotion strategy and marketing strategy is 0.545, and p<0.01, indicating that there is a correlation between promotion strategy and marketing strategy, and it is a general correlation.

Through correlation analysis, it is concluded that there is a positive correlation

between Mac company's product strategy, price strategy, place strategy, promotion strategy, and the company's marketing strategy. At the same time, according to the correlation coefficient, this can conclude that the correlation between the variables is significant, and the correlation coefficient is not more than 0.8, which means that there is no covariance problem.

4.3.2 Multiple Regression Analysis

According to Table 4.4, the model summary indicates that the obtained regression equation R-squared is 0.666. R-squared value is closer to 1, indicating that the equation of the goodness of fit, generally needs to be greater than 0.6. In this case, the regression equation R-squared is 0.666, which indicates that the regression equation obtained from the analysis of the example of the good fitting effect. The multiple regression analysis based on correlation analysis allows the data to be regression. Therefore, the regression model is constructed and the data is imported into SPSS for regression analysis.

Table 4.4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	Sig. F Change	Durbin-Watson
1	.515ª	0.666	0.660	0.824	0.266	0.000	1.971

Table 4.5 shows that there is a significant regression relationship between the Mac company's product strategy, price strategy, place strategy, promotion strategy, and marketing strategy. This relationship is supported by an ANOVA analysis and shows that the regression model's significance value is 0.00, which is less than the confidence space of 0.05. This means that there is a 95% probability of rejecting the original hypothesis.

Table 4.5 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.806	4	30.201	44.511	.000b
	Residual	333.832	492	0.679		
	Total	454.638	496			

NOTE：a. Dependent Variable: Marketing Strategy. b. Predictors: (Constant), product strategy, price strategy, place strategy, promotion strategy

The regression equation's statistical significance can be determined using the R-square and ANOVA analyses; nevertheless, residual correlation analysis is required to confirm whether or not the model can make correct predictions. The model's prediction accuracy is low if the residuals show autocorrelation. The computation indicates that the Durbin-Watson test value is 1.971. Using the rule of judgment, this study's

regression equation is consistent with accepting the null hypothesis, which states that the residuals lack first-order positive autocorrelation. The closer the Durbin-Watson is to 2, the stronger the judgment of no autocorrelation. It shows that there is no autocorrelation in the model and the prediction accuracy is excellent. According to the covariance diagnostic results, the product strategy's VIF value is 1.060. The price strategy's VIF value is 1.085. the VIF value of the place strategy is 1.071. the VIF value of the promotion strategy is 1.046. the VIF values are all close to 1, which fits the criteria. It signifies that there is no covariance in the data, see table 4.6.

Upon analyzing the regression model's statistical significance, the residuals exhibit no autocorrelation and adhere to a normal distribution, enabling us to derive meaningful regression coefficients for the regression equation. These coefficients, in turn, facilitate the construction of an accurate regression model. The coefficient analysis table reveals that the regression coefficients associated with product strategy ($\beta=0.683$, $P<0.05$), price strategy ($\beta=0.401$, $P<0.05$), place strategy ($\beta=0.566$, $P<0.05$), and promotion strategy ($\beta=0.312$, $P<0.05$) are statistically significant at a 95% confidence level, as indicated by their significance values being less than 0.05. This indicates a strong rejection of the null hypothesis for each variable. Additionally, the constant coefficient also demonstrates statistical significance ($P<0.05$), further reinforcing the model's validity. The results signify that product strategy, price strategy, place strategy, and promotion strategy significantly impact the marketing strategy, with respective beta values indicating their relative contributions. Collectively, these variables account for 66.6% of the variation in the Marketing Strategy, a proportion that aligns with expectations and underscores the model's effectiveness in explaining the target variable.

Table 4.6 Multiple Regression Analysis

Model	Unstandardized Coefficients	B	Std. Error	Standardized Coefficients	t	Sig.	VIF
1	Constant	1.953	0.309		6.314	0.000	

Product Strategy	0.683	0.048	0.568	3.711	0.000	1.060
Price Strategy	0.401	0.045	0.392	8.945	0.000	1.085
Place Strategy	0.566	0.039	0.488	4.316	0.000	1.071
Promotion Strategy	0.312	0.055	0.278	4.214	0.000	1.046

NOTE：*P<0.05, **P<0.01, ***P<0.001

Therefore, according to the results of data analysis, product strategy has a significant positive effect on the marketing strategy of Mac company. Hypothesis H1 is established. Price strategy has a significant positive effect on the marketing strategy of Mac company. Hypothesis H2 is established. Place strategy has a significant positive effect on the marketing strategy of Mac company. Hypothesis H3 is established. Promotion strategy has a significant positive effect on the marketing strategy of Mac company. Hypothesis H4 is established.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study focuses on the marketing strategy of Mac company. A total of 500 questionnaires were distributed and 497 valid questionnaires were returned. Through SPSS analysis, the factors affecting the marketing strategy and the relationship between the factors were found.

5.1.1 Product Strategy Has a Significant Positive Effect on Marketing Strategy of Mac Company

It was discovered that product strategy exerts a significant and positive influence on marketing strategy. The standardized regression coefficient (β) of product strategy stands at 0.683, with a P-value less than 0.05, indicating the statistical significance of this finding. This underscores that Mac company's product strategy plays a pivotal role in determining the effectiveness of its marketing strategy. Encompassing design, quality, functionality, and innovation, product strategy intertwines with marketing strategy, which involves advertising, promotion, pricing, and distribution channels. The results reveal that by formulating and implementing effective product strategies, Mac company can markedly enhance the performance of its marketing strategies, thereby better attracting and retaining customers, boosting market share, and driving corporate performance. This research underscores the centrality of product strategy within the overall marketing framework of an enterprise. Consequently, Mac company should accord paramount importance to its product strategy, continually innovating and enhancing product quality to fortify its market competitiveness, thereby providing robust support for its marketing strategies.

5.1.2 Price Strategy Has a Significant Positive Effect on Marketing Strategy of Mac Company

It was revealed that pricing strategy has a significant and positive impact on marketing strategy. The standardized regression coefficient (β) for pricing strategy is 0.401, with a P-value less than 0.05, confirming the statistical significance of this result. Mac company's pricing strategy influences the effectiveness of its marketing strategy to a certain extent. This strategy encompasses pricing models, discount strategies, and pricing adjustments. The findings indicate that by devising and executing effective pricing strategies, Mac company can notably enhance the outcomes of marketing strategies, attracting customers and boosting sales. While its influence is not as pronounced as of product strategy (β=0.683), pricing strategy remains a crucial factor influencing marketing effectiveness. Mac company should carefully craft and adjust its pricing strategies based on market demands and competitive landscapes to strengthen

its market competitiveness and customer satisfaction, ultimately supporting its marketing strategies.

5.1.3 Place Strategy Has a Significant Positive Effect on Marketing Strategy of Mac Company

It was found that the place strategy has a significant and positive impact on marketing strategy. The standardized regression coefficient (β) for the place strategy is 0.566 with a P-value of less than 0.05, which demonstrates the statistical significance of this finding. Mac company's distribution strategy significantly affects the effectiveness of its marketing strategy. This strategy includes channel selection, distribution networks, logistics management, and other related aspects. The research results indicate that by creating and implementing effective distribution strategies, Mac company can improve the outcomes of its marketing strategies, enabling efficient product delivery to target customers and increasing sales opportunities. Therefore, Mac company should prioritize the development and optimization of its distribution channels to ensure that products reach consumers efficiently through effective distribution strategies, providing strong support for its marketing strategies.

5.1.4 Promotion Strategy Has a Significant Positive Effect On Marketing Strategy of Mac Company

It was found that the promotional strategy has a significant and positive impact on the marketing strategy. The standardized regression coefficient (β) for promotional strategy is 0.312, with a P-value less than 0.05, indicating the statistical significance of this result. Mac Inc.'s promotional strategy noticeably influences the effectiveness of its marketing strategy. This strategy includes advertising, sales promotion, public relations, direct marketing, and other related tactics. The study concludes that by developing and executing effective promotional strategies, Mac Inc. can significantly enhance the outcomes of its marketing strategies, effectively boosting brand awareness and attracting customers. See Table 5.1.

Table 5.1 Hypothesis Test Results

NO.	Hypothesis	Result
H1	Product strategy has a significant positive effect on the marketing strategy of Mac company.	Supported
H2	Price strategy has a significant positive effect on the marketing strategy of Mac company.	Supported
H3	Place strategy has a significant positive effect on the marketing strategy of Mac company.	Supported
H4	Promotion strategy has a significant positive effect on the marketing strategy of Mac company.	Supported

5.2 Recommendation

(1) Product Strategy

First, Mac company has a relatively single series of products available for sale, which are basically mass-produced; the products basically belong to low-end products with low technical content, resulting in a serious degree of product homogenization in the marketing market. Based on this situation, Mac company should increase the diversity of products to reduce the threat of other companies. Through the above analysis can be obtained according to the target market to improve product diversification. Second, increase the high-end high profit products. The production of high-end high profit products is relatively small, because almost half of the product quality is to apply the low-end customer market, therefore, the task of Mac company needs to be placed on the improvement of product quality and profitability, and enhance the company's degree of specialization.

Product quality is an important factor in the survival and healthy and sustainable development of a company, an important condition to gain a competitive advantage. In the vicious competition in the low-end products can only be spelled out very low prices, go a huge number of thin profits, which is not conducive to the long-term development of a company, only to improve the quality of the product to meet the more high-end customers, in order to obtain stable and high profits. Third, Mac company wants to be in the fierce market of beauty products in China market, the company must continue to develop new products, only in this way to meet the company's sustained long-term development goals. Mac company in recent years has been a single product business model, more or less impede the long-term development of the company, so according to market changes, through the research of various types of customers, pay attention to the industry dynamics, research of the market hot products and other ways to carry out new product development and research and development, to enhance the advantages of the company, improve the company's popularity, so as to obtain more sales and profits.

(2) Price Strategy

First, Mac company should adjust the cost of the floating plus price strategy. Mac company uses the cost-plus pricing method, which may not meet every customer's price expectations. To reduce the company's disadvantage in this regard, Mac company can take the cost of floating into the price of this method, converted into an advantage. Mac company salesman through the different types of products required by customers, different quantities, different markets, and other factors such as different markup ratios, to ensure that the company the price of the product price differences, to meet the different needs of various types of customers, at the same time the price markup of the different, can ensure that the company in any case, to obtain a relatively stable profit, reduce the price competition with other companies and get lower profits. price

competition and get lower profits.

Second, the discount price method refers to the strategy of low price and low profit to expand marketing, which is also known as thin profits. Mac company can give some discounts to some larger customers' every time they make large-scale purchases. Especially when the amount of customers purchases a product so that the company's production has a large scale, Mac company will reduce some of the costs in the production process, you can give this part of the cost savings to the customer, back to the customer, to enhance the company's marketing advantage, to achieve a win-win situation.

Third, the combination price method usually refers to the product combination marketing method, the customer individually buys products in the combination of the total price than the combination purchase price is higher or the customer buys products in a combination of particularly low, through the combination of the price of the products in the combination of the final combination of the price is the same. Most of the products in the sports and fitness products industry need to be purchased in combination. Customers in Mac company alone to purchase a certain type of product cost-effective than the combination of purchasing cost-effective to low, so that customers are more willing to combine the purchase of products, or customers in Mac company to purchase a certain type or two, or even a variety of products is particularly low, to meet the purchase order program to save time and energy, other products will also be in Mac company by increasing the profitability of these Product profits, making the final combination of profits greater than the profits of single product sales, prompting Mac company's advantage to increase and reduce the threat, which can lead to an increase in sales, the overall profit because of the increase in sales, this combination of pricing strategy can be used to seize the market at the same time.

(3) Place Strategy

The use of social media is a trend in the community, a variety of people can be potential customers, and the cost of investment is relatively low, the return is relatively ideal. Mac company can use this social media channel to turn a single channel into multiple channels and implement multi-level marketing. Facebook, YouTube, Instagram, LinkedIn, and other social media. Create an account for Mac company on Facebook, and publish company information and product news for promotion. On YouTube, the company post videos of how to use the products and the production process of Mac company to attract the attention of target customers. This has the potential to bolster Mac company's advantage and mitigate potential threats.

Second, the short video platform has become an important marketing tool, brand-building tool, and service tool, that the company should introduce and integrate into its entire marketing system, which allows it to maximize its value. Short video platform mainly refers to TikTok, Twitter, Snack Video, and other platforms, through the creation

of Mac company's account, the daily release of company information and product dynamics for promotion; at the same time, it can also be live with goods, through the star to attract a large number of traffic followers, through the hot products to attract target customers to click into the watch and continue to watch, active sharing, Gain trust and transform into customers, which is undoubtedly a big opportunity for marketing to reduce the threat.

Third, Mac company should deep plowing cross-border e-commerce platform. Mac company opened Alibaba Station account marketing from the time of the creation of the trade Department in 2017, but it is only used for the supplement of marketing, in a sloppy marketing state, and a lot of the marketing data of the Alibaba Station is lack of analysis, and it does not make full use of all the data. Mac company should follow up on the following aspects of improvement to increase the advantages, can reduce some of the threats. First of all, Alibaba Station views visitor details, collects buyer data, sees which products visitors are interested in, and targets marketing; Secondly, buyers who have purchased goods for positive product reviews. So that other visitors in the product browsing to see the positive comments can help potential buyers to reduce the quality of the goods to be purchased to reduce concerns, a more realistic understanding of the product can quickly make purchasing decisions.

(4) Promotion Strategy

It's imperative to adopt multi-channel publicity strategies. With individuals constantly bombarded by diverse information, repetitive exposure is to being remembered. This necessitates leveraging popular APPs and video platforms to disseminate advertisements (Danielle, 2018). Moreover, it's crucial to innovate in advertising formats, collaborating with high-profile brands and celebrities to co-create advertisements that divert attention and elevate our brand's popularity. Integrating fresh elements and cultivating a distinctive brand aesthetic is paramount. Mac is in the competitive landscape of renowned lipstick brands and holds a favorable position due to its established reputation. However, its pricing strategy is more accessible and appealing to the audience. This unique charm captivates consumers, often serving as a reinforcement for the introduction of new models or flagship product series. Ultimately, when consumers are in the market for beauty products, Mac becomes a preferred choice, thanks to the lasting impression created through strategic advertising.

To increase sales, MAC needs to enhance online promotions with membership cards, 'buy more, give more' offers, discounts, and vouchers. It's also important to streamline product launches and use short-term promotional strategies (Danielle, 2018). In a period, arouse people's purchasing enthusiasm, cultivate customers' interest and use hobbies, and make customers know about products as soon as possible. Encourage consumers to purchase for the first time to achieve the purpose of use. Encourage users to buy again and establish consumption habits. Set up more online flagship stores in various well-known apps. Online flagship stores can make it more convenient and

intuitive for consumers to choose and buy goods. Large makeup brands like MAC can host events in flagship stores online, such as live broadcasts and lotteries, to boost sales and attract consumers. To achieve a firm position and grow stronger, it's important to embrace the old while also innovating the new. One effective strategy is to engage big-name celebrities to endorse advertisements. Celebrity endorsements help to communicate the brand's unique personality and appeal, allowing products to establish a strong connection with their target consumer groups and smoothly enter the consumer market. It spreads to the target groups through certain media, thus creating a personalized brand image in the brand market and highlighting the brand effect.

Second, Mac company should enhance customer participation in promotional tools. Time-limited discount activities. In the holidays held before the promotional activities for a few days of publicity to build momentum, mainly to publicize the discounts are very high and the price is very low products, so that a large number of customers in the holiday activities of Mac company products purchases, while diversion to the other types of products marketing, enhance the company's advantages, so that Mac company's sales and profits increased. At the same time to take discount activities. In general, Mac company each product according to customer demand type, quantity and other factors to provide a price discount, in order to stimulate customers to increase demand as well as to stabilize the customer's long-lasting relationship, the customer has a history of orders in the new order program on the basis of the order to give the customer order price discounts again, despite the relative reduction in product profits, but to a certain extent increased product marketing! Amount as well as lay a solid foundation for stabilizing customers. Take the purchase of gift activities. Customers in Mac company for the purchase of orders, the reception of the business staff will remind customers of the total amount of orders up to a certain amount of range of the company will give some other products as a gift to benefit from Mac company's various needs of customers. General gifts are printed with the trademark of Mac company's small products. Customers can not only use these products to exercise use, but also on the Mac company's products for publicity.

References

Ali, R., Mohamad, R., & Tretiakov, A. (2013). The determinants of strategic information system planning (SISP) success: A proposed framework for small and medium-sized enterprises (SMES). *Journal of Innovation Management in Small & Medium Enterprises*, *12*(22), 1–9. https://doi.org/10.5171/2013.348197

Awan, M. A. (2019). Market segmentation: Exploring cell phone market of young adults. *International Journal of Trade, Economics and Finance*, *5*(2), 151–154.

Bai, Q., & Yang, M.B. (2018). Research on marketing strategy of domestic cosmetics in China-marketing analysis based on fruit-based. *Peasant Staff*, 13, 256.

Benoit, A. (2019). *VIVA MAC: AIDS, fashion, and the philanthropic practices of MAC cosmetics*. University of Toronto Press.

Buckley, P. (2020). Business versus marketing. *Marketing Review*, *19*(1), 16–20.

Chen, C. (2020). Research on the marketing strategy of domestic cosmetics in the era of online shopping-taking a brand as an example. *Research on Economic and Social Development*, (02), 68.

Chen, F. (2018). *International financial management*. Capital University of Economics and Business Publishing House.

Chen, G., Zhang, P., & Kun, Y. (2018). *Domestic cosmetic brand marketing strategy: Operation and Management*. [N.P.].

Chen, G.P. (2018). *Research on cosmetics marketing strategy of BaiQue Ling Company*. Guangxi University.

Cong, F. (2019). *Research on marketing strategy of domestic cosmetic enterprises in social media environment*. Henan University.

Dai, R., Feng, H., Hu, J., Jin, Q., Li, H., Wang, R., Wang, R., Xu, L., & Zhang, X. (2021). The impact of COVID-19 on small and medium-sized enterprises (SMES): Evidence from two-wave phone surveys in China. *China Economic Review*, *67*(34), 101607. https://doi.org/10.1016/j.chieco.2021.101607

Danielle, G., & Mullock, A. (2018). Cosmetic surgery: Regulatory challenges in a global beauty market. *Health Care Analysis*, *26*(3), 220-234.

Deng, Y. (2018). Marketing Strategy. *Quotient*, *2*(04), 93.

Du, L., Razzaq, A., & Waqas, M. (2022). The impact of COVID-19 on small- and medium-sized enterprises (SMES): Empirical evidence for green economic implications. *Environmental Science and Pollution Research*, *30*(67). https://doi.org/10.1007/s11356-022-22221-7

Eilon, S. (2020). On market segmentation. *Omega*, *21*(5), 507–510.

Fan, Q. (2019). An exploratory study of cross border e-commerce (CBEC) in China: Opportunities and challenges for small to medium size enterprises (SMES). *International Journal of E-Entrepreneurship and Innovation*, *9*(1), 23–29. https://doi.org/10.4018/ijeei.2019010103

Forlani, D., & Parthasarathy, M. (2013). Dynamic market definition: An marketing perspective. *Marketing Review*, *20*(2), 142–160. https://doi.org/10.1108/02651330310470375

Gao, M. Sun, X. Xue, Y. (2018). *Research and analysis of enterprise marketing theory and marketing strategy under the background of economic diversification*. China Business Press.

Guo, L., Zeng, W., Wang, X., & Wang, L. (2020). Regulations on the supervision and administration of cosmetics. *China Cosmetics*, (08), 41-47.

Herbane, B. (2021). Exploring crisis management in UK small- and medium-sized enterprises. *Journal of Contingencies and Crisis Management*, *21*(2), 82–95. https://doi.org/10.1111/1468-5973.12006

Hobza, M., & Vondráčková, A. (2018). Target market under miffed II: The distributor's perspective. *SSRN Electronic Journal*, *56*(33). https://doi.org/10.2139/ssrn.3215920

Hossain, M., & Kauranen, I. (2016). Open innovation in SMES: A systematic literature review. *Journal of Strategy and Management*, *9*(1), 58–73. https://doi.org/10.1108/jsma-08-2014-0072

Huang, Q. (2007). Research on communication strategy of cosmetic brand. *Market Forum*, 12, 50-52.

Huang, W. (2018). China cosmetics market analysis. *Daily Chemicals Science*, 12-19.

Huang, W.J. (2017). Analysis of Chinese cosmetic market. *Daily Chemical Science*, (02), 18-20.

Jackson, S. (2020). Market share is not enough: Why strategic market positioning works. *Journal of Business Strategy*, *28*(1), 18–25.

Jeevan, R. Armstrong, A. (2008). Cosmetic tourism and the burden on the NHS. *Journal of plastic, reconstructive & aesthetic surgery: JPRAS*, *27*(13), 20-24.

Jian, B.Z. (2016). Interactive marketing and application model in mobile electronic commerce. In *Results of 2016 International Conference on Management Science and Innovation (Management Science and Innovation Volume II)* (pp.69-74).

Kherbach, O., Mocan, M. L., & Dumitrache, C. (2017). Implementation of the lean manufacturing in local small and medium sized enterprises. *Journal of Innovation Management in Small and Medium Enterprises*, (23), 1–10. https://doi.org/10.5171/2017.799859

Kostka, G., Moslener, U., & Andreas, J. (2013). Barriers to increasing energy efficiency: Evidence from small-and medium-sized enterprises in China. *Journal of Cleaner Production*, *57*(23), 59–68. https://doi.org/10.1016/j.jclepro.2013.06.025

Kotler, P., & Trías, F. (2003). *Lateral marketing: New techniques for finding breakthrough ideas*. Wiley.

Küller, P., Vogt, M., Hertweck, D., & Grabowski, M. (2012). IT service management for small and medium-sized enterprises: A domain specific approach. *Journal of Innovation Management in Small and Medium Enterprise*, *22*(434), 1–17. https://doi.org/10.5171/2012.476533

Kumar, M. (2016). A stochastic frontier analysis of exporting small and medium sized enterprises in India. *International Journal of Strategic Information Technology and Applications*, *7*(3), 1–23. https://doi.org/10.4018/ijsita.2016070101

Lee, J.-H., Choi, K.-H., & Cho, H.-K. (2021). Exploring the influence of satisfaction on sports marketing 4P mix factors using meta-analysis. *Korean Journal of Sports Science*, *30*(1), 367–379. https://doi.org/10.35159/kjss.2021.2.30.1.367

Li, H. (2019). Research on marketing strategy of domestic cosmetic brands. *Modern Business*, (13), 11-12.

Li, S. (2017). Research on consumer's buying behavior and marketing strategy in China's cosmetic industry. *Communication Research*, 9.5-7.

Li, X. (2017). *Research on cosmetic network marketing strategy of L 'Oreal (China)*. (Master's thesis). Hebei University of Economics and Business.

Li, X.Q. (2018). *The docking relationship between current marketing and commodity sales*. School of Information, Shanxi Agricultural University.

Ling，G. Yan, W.Z. Qi, B.F. (2019). Research on the integration of big data technology and precision marketing in e-commerce enterprises. In *Proceedings of 2019 9th International Conference on Information and Social Science (ICISS 2019)* (pp.91-99).

Liu, X.Y. (2017). *On the ideological characteristics of teenagers on the internet and new media environment*. School of Computer Science and Technology, Southwest University of Science and Technology.

Lv, Y. (2019). *Research on marketing strategy optimization of Shanghai BaiQue Ling Daily Chemical Co., Ltd*. Lanzhou University of Technology.

Ma, B.W. (2019). Innisfree's limited edition of the popular New Year was listed on January 1st. *Yoka Fashion Network*, *12*(06)129-130.

Michna, A., Kmieciak, R., & Burzyńska-Ptaszek, K. (2017). Job preferences and expectations of disabled people and small and medium-sized enterprises in Poland: Implications for disabled people's professional development. *Human*

Resource Development Quarterly, *28*(3), 299–336. https://doi.org/10.1002/hrdq.21280

Muchardie, B.G. Yudiana, N.H. Guna, W.A. (2016). Effect of social media marketing on customer engagement and its impact on brand loyalty in caring colors cosmetics, Martha Tilaar. *Binus Business Review*, *7*(1), 74.

Nemoto, J., & Zuo, H. (2017). Is informal employment a result of market segmentation? Evidence from China. *Australian Economic Review*, *50*(3), 309–326. https://doi.org/10.1111/1467-8462.12228

Paliwoda, S. J. (2021). Marketing: An assessment. *Marketing Review*, *16*(1), 8–17. https://doi.org/10.1108/02651339910257601

Parnell, J. A., Long, Z., & Lester, D. (2015). Competitive strategy, capabilities and uncertainty in small and medium sized enterprises (SMES) in China and the united states. *Management Decision*, *53*(2), 402–431. https://doi.org/10.1108/md-04-2014-0222

Paul, E. G., & Krieger, A. M. (2019). A simple approach to target market advertising strategy. *Market Research Society. Journal*, *35*(2), 1–9. https://doi.org/10.1177/147078539303500201

Piercy, N. (2020). The corporate environment for marketing management and marketing budgeting. *Marketing Review*, *1*(3), 14–32. https://doi.org/10.1108/eb008254

Qian, L.Y. Chen, Y.T. (2019). Marketing strategy analysis of "Planting Grass" marketing of domestic cosmetics. *Modern Marketing (Information Edition)*, (11), 226-227.

Rashad, Y. Terry, A. Seyedi, A. (2011). How unreliable delivery system affects e-marketing effectiveness. *Information Communication and Management--International Proceedings of Computer Science and Information Technology* (pp.15-30).

Reimann, S. (2020). Eine Praktische definition von digitalisierung Basie rend auf kaizen und den marketing 4P. *Digital Welt*, *4*(3), 38–42. https://doi.org/10.1007/s42354-020-0281-9

Ren, S., Eisingerich, A. B., & Tsai, H.-T. (2015). How do marketing, research and development capabilities, and degree of internationalization synergistically affect the innovation performance of small and medium-sized enterprises (SMES)? A panel data study of Chinese SMES. *Business Review*, *24*(4), 642–651. https://doi.org/10.1016/j.ibusrev.2014.11.006

Rokonuzzaman, M., & Choudhury, K. P. (2011). Economics of software reuse and market positioning for customized software solutions. *Journal of Software*, *6*(1). https://doi.org/10.4304/jsw.6.1.31-37

Schizas, P., & Thomakos, D. D. (2013). Market timing and trading strategies using asset rotation: Non-neutral market positioning for exploiting arbitrage opportunities. *Quantitative Finance*, *15*(2), 285–298. https://doi.org/10.1080/14697688.2013.850172

Song, X.F. (2019). *Research on marketing strategy of Mary Kay (China) Cosmetics Co., Ltd. in China*. (Master's thesis). Beijing Jiaotong University.

Su, Z. (2020). *Forecast of operation and development trend of construction machinery industry*: *Construction machinery technology and management*. [N.P.].

Sun, W. (2020). On the marketing strategy of domestic cosmetics brands from the perspective of consumer behavior. *Modern Business*, (05), 12-13.

Tian, Y. (2018). *Research on social media marketing strategy of Chinese beauty brands*. Hebei University.

Wang, J., & Yu, L. (2021). The analysis of louis Vuitton's marketing strategy in China based on the 4P model and brand marketing. *BCP Business & Management*, *16*(56), 99–108. https://doi.org/10.54691/bcpbm.v16i.272

Wang, X.H. Liu, Y.X. (2020). Analysis of precision marketing strategy of domestic cosmetic brands in new media environment —— Taking BaiQue Ling as an Example. *Hubei Agricultural Mechanization*, (03), 44.

Wang, Y. (2019). *Cosmetic marketing strategies-what are the cosmetic marketing strategies.* Shanxi University of Finance and Economics.

Wang, Z.S., & Xie, H.L. (2001). The new marketing concept of E-commerce times. *New Management Trends in New Century--Proceedings of the 4th International Conference on Management*, *18*(1), 77-82.

Waterschoot, W., & Bulte, C. (2021). The 4P classification of the marketing mix revisited. *Journal of Marketing*, *56*(4), 83.

Weinstein, A. (2019). Target market selection in B2B technology markets. *Journal of Marketing Analytics*, *2*(1), 59–69.

Wen, M. (2020). International beauty marketing. *Details*, *8*(19), 50-51.

Williams, C., Du, J., & Zhang, H. (2020). International orientation of Chinese internet smes: Direct and indirect effects of foreign and indigenous social networking site use. *Journal of World Business*, *55*(3), 101051. https://doi.org/10.1016/j.jwb.2019.101051

Wu, H. (2019). Research on export marketing channels of steel trading enterprises. *Regional Economic Review*, 9, 47-49.

Wunderlich, J. (2020). Positioning as normative actors – China and the EU in climate change negotiations. *JCMS: Journal of Common Market Studies*, *58*(5). https://doi.org/10.1111/jcms.13019

Xin, Y.Z. (2019). A foundation of trust: The key to China's domestic cosmetic companies earning their share of the rapidly expanding Chinese cosmetics industry. In *Proceedings of the 2018 International Symposium on Humanities and Social Sciences, Management and Education Engineering (HSSMEE 2018)* (pp.54-56).

Yang, L.Y. (2020). *Analysis report of a Western European cosmetic entering the Chinese market*. Baidu Library.

Yu, H.B. (2018). *Research on marketing strategy of c cosmetics plaza based on women's consumer behavior*. (Master's thesis). Changchun University of Science and Technology.

Yu, Y. (2020). When the competition crisis comes, what will the "bellwether" of domestic beauty make a breakthrough? *Baidu Encyclopedia*, 18-21.

Yun, H.X. (2015). Cosmetics marketing strategy analysis under the E-commerce background. In *Proceedings of 2015 3rd International Conference on Economics and Social Science (ICESS 2015 V86)* (pp.77-79).

Yun, H.X. (2015). Cosmetics marketing strategy analysis under the E-commerce Background. In *Proceedings of 2015 3rd International Conference on Economics and Social Science (ICESS 2015 V86)* (pp.98-105).

Zhang, X.J. Wang, L.J. (2021). Optimization analysis of sports brand marketing strategy based on 4Ps theory. *Trade Show Economy*, (08), 28-30.

Zheng, X. (2015). Research on international brand building of domestic cosmetics. *Brand Monthly*, (09), 45.

Zhu, J. (2021). Analysis on Adidas marketing strategies in 4P model. *Scientific and Social Research*, *3*(5), 67–75. https://doi.org/10.36922/ssr.v3i5.1204

Zhu, Y., Zhou, L., Xie, C., Wang, G.-J., & Nguyen, T. V. (2019). Forecasting SMES' credit risk in supply chain finance with an enhanced hybrid ensemble machine learning approach. *International Journal of Production Economics*, *211*(34), 22–33. https://doi.org/10.1016/j.ijpe.2019.01.032

Appendix

Dear Ms./Mr.

Hello, in order to better understand the status of marketing strategy of Mac company, according to the development of this questionnaire, thank you for taking the time to fill out this questionnaire, this questionnaire is carried out in an anonymous manner, the entire confidentiality, only for the study of this study, not for other commercial purposes. This questionnaire data for our research is very important, please fill in according to their own actual situation, thank you again for your support!

Part I. Basic Information

1.Gender？ ☐ Male   ☐ Female

2. Age？ ☐ 18-25years ☐ 26-35years ☐ 36-45years ☐ 46-55years ☐ more than 55

3. Highest level of education
☐ Junior high school   ☐ Senior high school   ☐Undergraduate   ☐ Master's degree   ☐ Others

4. Your monthly income
☐3000 and below ☐3001-5000 ☐5001-8000 ☐8001-15000 ☐15001-20000 ☐ 20001 and above

Part II. Marketing Strategy

Please indicate your agreement with each of the following descriptions based on your actual. Please put a tick on the corresponding number representing your level of agreement, with "1" indicating total disagreement, "5" indicating total agreement, and the specific meaning of each number indicating your level of agreement.

The specific meaning of each number is shown in the table below:

Totally Disagree		Disagree	General	Agree	Agree completely
1	2		3	4	5

Measuring item	1	2	3	4	5
Product Strategy					
1. You are very familiar with the current products of Mac company.					
2. Mac company's current product range has diversity.					
3. You are very familiar with the current product positioning of Mac company.					
4. Mac company's current product style has a strong sense of identity					
Price Strategy					
5. You are currently particularly sensitive to the price of Mac company products.					
6. You think that the current price of Mac company and the market with the same quality products are comparable					
7. You think the current price of Mac company products is very reasonable.					
8. Mac company products used with the amount of products spent on a reasonable match is very high.					
Place Strategy					
9. Mac company's current purchase channels are diversified.					
10. Mac company's current purchase of product channels to save time and effort.					
11. You think that Mac company's purchase of products has a convenient channel.					
12. Through a variety of channels to understand the products of Mac company.					
Promotion Strategy					
13. You think Mac company promotional activities more often.					
14. You have a high degree of participation in the promotional activities of Mac company.					
15. You think Mac company's promotional activities are rich.					
16. you are more inclined to Mac company discount promotional activities.					
Marketing strategy					
17. Mac company understands the market and implements differentiated marketing strategies.					
18. Mac company has a sense of competition, and constantly improve the competitiveness.					
19. Mac company has a sense of risk, reasonable risk control.					
20. Mac company understands the conventions and has a strong sense of the rule of law.					