

Research on the Marketing Strategy of Male Color Cosmetics—Taking JACB Brand as an Example

Xiaoyu Li^{1,a,*}

¹Department of Stage Art, National Academy of China Theatre Arts University, Beijing, China

^ali18160512581@163.com

*Corresponding author

Keywords: Beauty Products; Male Consumer Psychology; Consumer Demand; Marketing Strategy; Loyalty; Competitiveness Marketing Strategy; Loyalty; Competitiveness

Abstract: With the opening up of society and the gradual improvement of men's aesthetic awareness, the male makeup market is gradually expanding and becoming a new growth point for cosmetics. However, due to the late start of this market, the male color cosmetics market still has many challenges and opportunities. This paper summarizes the importance of its marketing and points out the future market trends and opportunities. The market should grasp the opportunity and continuously improve itself to seize the opportunity. Through theoretical analysis, understanding consumer needs and psychology, shaping brand image, and expanding sales channels, among other strategies, companies can improve brand influence and market share, ultimately realizing sustainable development.

1. Introduction

In the context of the age of information explosion, fashion and make-up have long ceased to be exclusive labels for women, and have become a universal pursuit across gender boundaries. With the diversification of aesthetic concepts and men's increasing emphasis on self-image management, the male makeup market has quietly emerged as a trend-setting new trend. From the increasing number of male makeup bloggers on social media to men's exquisite pursuit of makeup, this market is attracting more and more attention with its unique charm. However, the development of the male makeup market still faces many challenges, such as low market awareness, serious product homogenization, and blurred brand image. Therefore, how to deeply understand the psychological needs of male consumers, develop makeup products that are more in line with men's skin characteristics and aesthetic preferences, as well as formulate effective marketing strategies, has become an important issue for promoting male makeup brands.

JACB brand, as an emerging male cosmetic brand, has achieved initial success in the male color cosmetics market with its unique perspective and innovative strategies. The purpose of this paper is to analyze the case of JACB brand in the male color cosmetics market in depth and discuss the marketing strategy and market positioning behind it. At the same time, combining with the psychological characteristics of male consumers, it explores the R&D direction and market prospect of male color cosmetics products to provide useful inspiration and reference for other color cosmetics brands. Through the research in this paper, it is expected to provide valuable reference and guidance

for the future development of the male color cosmetics market.

2. Literature Review

2.1 Consumption share of cosmetics for men and women

Hou WeiSheng (2024) for men in the consumption of beauty products pointed out that with the progress of society and the renewal of consumer concepts, men's concern for personal appearance and image is increasing[2]. Their consumption area is no longer limited to traditional clothing and hairstyles, but has expanded to beauty products. This phenomenon is particularly significant among the young male college student group, which drives the steady growth of the beauty products consumption market. In the future, male consumers are expected to surpass women in terms of consumption in the field of beauty and become an important group that cannot be ignored in this market. What is even more remarkable is that in the consumption of high-end beauty products, men's purchasing power surprisingly exceeds that of women, showing that the return on men's investment in brands has a higher potential and value.

2.2 Male Makeup Market Consumption Rapidly Growing

World Luxury Report Blue Book Currently, male consumption in the high-end product market is growing strongly, and the growth rate of all kinds of goods is significantly faster than that of female consumers. What is more worth mentioning is that once male consumers become interested in and recognize a certain brand, they tend to maintain long-term attention and loyalty, and this durability and stability is particularly prominent among consumer groups, far exceeding the performance of female consumers. (Fu Yifu, 2021). Therefore, it is meaningful to study the male color cosmetics market[3].

2.3 Male Consumer Self-Concept

AaZeng, D.and Zhang, T. (2008) proposed a structural model theory of male consumer self-concept, which was used to study the self-concept of male consumers and to explain male consumer behavior, and produced a chart (see figure1) of the model of the evolution of the differentiation of the self-concept of individual male consumers[4].

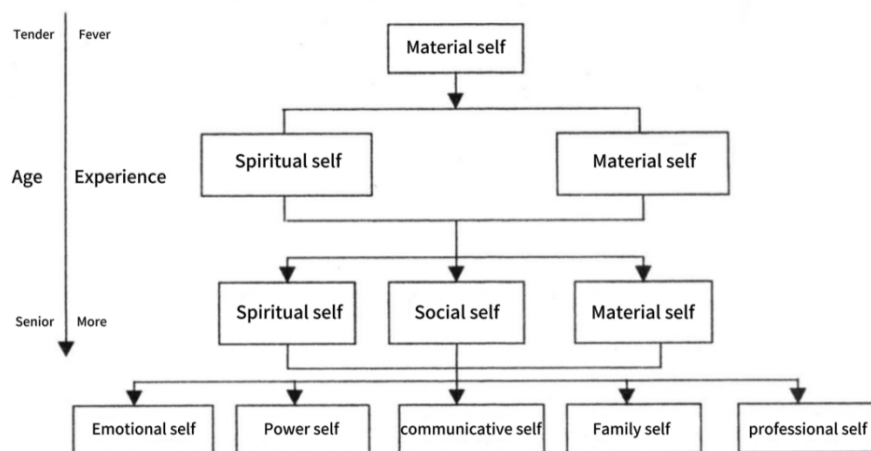


Figure 1: Evolutionary Model of Individual Self-Concept Differentiation for Male Consumers (Zeng, Deming, Zhang, Tingsen, 2008)

Table 1: Male consumer's Self-Concept and Its Components (Zen, Deming, Zhang, Tingsen, 2008)

Self-concept code	Self-concept naming	Five self-concept characterizations
M: Might-self	Power self	The pursuit of domination and possession of power and social status.
A:Ancestry—self	Family self	Pursuing family harmony and happiness, with a focus on the family
L:Loving—self	Emotional self	Seeking personal emotional fulfillment, inner emotional outpouring.
E: Enterprise—self	Professional self	Pursuit of career achievement, goal-oriented
S: Social-self	Communicative self	Seeking harmony in social interactions, preferring socializing

As shown Table 1, when choosing products and services, male consumers tend to favor options that fit their personal image and self-perception. This preference not only helps them to strengthen and consolidate their self-identity, but also inspires them to buy more actively. From a marketing perspective, the key to an effective communication strategy is to create an image of masculinity that is consistent with the self-perception of the target consumer.

If the image portrayed by the enterprise has obvious deviation from the consumers' self-image, then its marketing effect will inevitably be seriously weakened. Therefore, when carrying out marketing activities, companies should be closer to consumers, explore their perceptions and feelings about the product, and pay close attention to and fulfill the psychological needs of consumers.

These in-depth market insights provide a solid basis for companies to develop marketing strategies for male beauty products. By accurately grasping the psychological characteristics and preferences of male consumers, companies are able to promote their beauty products more effectively and stand out in a competitive marketplace.

2.4 Gender makeup texture differences

Male makeup products have special characteristics, Yang Yanfang (2020) on male skin characteristics in male cosmetics beauty product needs to take a careful study, men and women's skin type, the role of the product are very different[1].

2.5 Advertising and marketing

In traditional cosmetic advertisements, handsome men and women have become the main force to attract customers' attention. Zhou Chunfa (2017) suggests that in the cosmetic market, many famous makeup brands choose men as the spokespersons for women's makeup, in an attempt to attract female consumers through the strategy of "male color marketing"[5]. Although this practice seems to be a reflection of equal gender relations, in fact, in a subtle way to strengthen the concept of women being dominated by male aesthetics. At the same time, this also reflects that the current market to a certain extent ignored the demand and potential of male color cosmetics, and failed to give sufficient attention and investment. This unbalanced marketing strategy not only restricts the development of the male makeup market, but also fails to fully demonstrate the equality and diversity of both genders in the pursuit of beauty.

3. Main article

3.1 Obstacles and solutions to JACB brand marketing

3.1.1 Daily Makeup Problems Faced by Male Makeup Consumers

Nowadays, the age of male consumers of makeup products is basically 18-35 years old, and these consumers have higher requirements for their appearance and are willing to try various men's cosmetics to improve their image. However, there are still a small number of men who, due to traditional concepts, believe that males should show a masculine image, and make-up is often regarded as a feminine behavior; there are also some males who may have cognitive anxiety about their own gender, worrying that changing their appearance through make-up will be regarded as weak or not masculine enough, which in turn will affect their social status and interpersonal relationships. Cognitive anxiety may arise from fears that wearing make-up will be perceived as weak or insufficiently masculine, potentially affecting social status and interpersonal relationships. This may stem from social prejudices and misunderstandings about homosexuality and bisexuality, as well as personal identification with and acceptance of gender roles. There is also a social phenomenon suggesting that homosexual and bisexual males may face discrimination and prejudice, leading some to wear make-up out of fear of misinterpretation as belonging to this orientation group. This may derive from homosexual or bisexual prejudices and misunderstandings, as well as individuals' secrecy and caution about their sexual orientation.

But this trend doesn't mean that women are looking down on men who wear makeup; in fact, more and more people are leaning towards appreciating and accepting men's makeup as a form of personal freedom. In order to change this trend, we need to start from the following aspects:

1) We must promote gender equality and break down the concept of gender roles through education and publicity, so that people fundamentally realize that both men and women have the right and freedom to pursue beauty.

2) We must respect everyone's choices and freedoms without discriminating against or demeaning others because of their appearance, so that everyone is free to express himself or herself and pursue his or her own way of life.

3) Society must provide social support to men who dare to try make-up, so that they can feel the tolerance and acceptance of society, and at the same time strengthen their respect and reduce discrimination and prejudice.

A multifaceted approach is needed to break down traditional character role prejudices, respect individual choices and personal freedom, strengthen social support, and eliminate, as far as possible, the trend that makes up men's fear of being looked down upon by women.

3.2 Product marketing strategy

3.2.1 Focus on male makeup products

We need to clearly define the brand's consumer positioning and formulate a marketing strategy targeting a specific age group for men's makeup products, taking into account the unique characteristics of male skin. In terms of texture, male makeup products are more lightweight, breathable and do not contain excessive oil ingredients to reduce the burden on the skin; in terms of color, they are more focused on low-toned colors, such as concealers and eyebrow pencils in the natural department, aiming to create a natural and translucent makeup; in terms of efficacy and usage, male makeup products should be customized to be more close to male skin, based on the thickness of the skin and the resistance to ultraviolet rays.

3.2.2 Building brand image (based on male consumer psychology)

Male color cosmetics products always follow the trend in packaging design and are committed to attracting consumer attention by regularly launching and updating their packaging. As times continue to evolve, so do consumers' aesthetic concepts, so the packaging design of male color cosmetics products needs to keep up with the times in order to meet consumers' needs and expectations.

In terms of packaging design, male makeup brands pay close attention to the fashion world to capture the latest design elements and trends. Showing the fashionable and modern sense of the product, the brand should focus on the texture and touch of the packaging materials, and choose high-grade materials, such as metal and glass, in order to enhance the product's sense of class and quality; it can also launch and update the packaging on a regular basis, and design packaging of different styles and themes according to market demand, product characteristics and festival atmosphere. For example, during Valentine's Day, a brand may launch romantic style packaging. These well-designed packages not only increase the attractiveness of the products, but also allow consumers to feel the brand's intention during the purchase process; they can be shown to consumers through various channels such as social media and offline activities. They will invite famous bloggers, celebrities and other spokespersons or partners to share product usage tips and packaging feelings to attract more consumers' attention and purchase; meanwhile, they will organize some packaging design competitions or call for entries to encourage consumers to participate in the design and further increase the interactivity and topicality of the products.

3.2.3 Sample promotion strategy

Many makeup products will be given samples, in the design of the sample products should be exquisite and attractive, to ensure consistency with the genuine products; designate attractive activities to stimulate consumers' desire to buy, and improve the presence of samples; nowadays travel and so on, most of them are accustomed to carry samples, according to its convenient characteristics, to provide the official samples of the purchasing channels, while at the same time timely guidance for consumers to buy the genuine products; according to consumer feedback and market demand, regularly update and launch new samples to keep the products fresh and improve their purchase willingness. Consumer feedback and market demand, regularly update and launch new product samples to keep consumers' freshness of the product and increase their purchase intention.

3.2.4 Based on the analysis of JACB brand advertising marketing strategy

Advertising can stimulate the potential demand of consumers, and through repeated dissemination and rendering, expand its product awareness, thus increasing the purchase volume. The focus should be on men's makeup products, as there are fewer brands on the market. The JACB brand primarily targets men who are still in school and not yet fully economically independent, so the marketing strategy should emphasize cost-effectiveness and high quality.

3.3 JACB

3.3.1 Advantages of swot analysis

It can take into account the internal and external factors of the product in the market, providing a more comprehensive perspective; it can directly show the correlation between the strengths and weaknesses, which can help to make more accurate decisions.

3.3.2 Target audience Male makeup products (Advantage)

1) Growing market demand: As men's demand for self-image is getting higher and higher, the market demand for men's color cosmetics products is growing. According to market research, more and more men start to pay attention to and use color cosmetics. This provides a broad space for the development of male color cosmetics market. L'Oreal, as a global leading beauty brand, has developed a male makeup product line through precise market positioning, which is popular among consumers.

2) Diversification of product demand: There are a variety of male makeup products on the market, such as a series of products developed for male skin condition and daily needs, to meet the diversified product demand of male consumers.

3) Driven by social media trends: Social media and e-commerce platforms provide good publicity channels and sales platforms for male makeup products, which is conducive to promoting the development of the entire male makeup market. On the network platform, we can often see bloggers planting grass or live with goods to promote products, so that the brand and consumers closer to enhance its visibility and sales.

4) To enhance self-confidence: Fierce product competition is emerging as the market expands, with many businesses seizing the first opportunity. As competition intensifies, improving product quality and service levels has become the key to standing out.

5) To satisfy personalized needs: As male consumers increasingly focus on their self-image, they are paying more attention to the personalization and differentiation of cosmetics. The male cosmetics market can provide diversified product choices for different skin types, ages, occupations and other needs to meet the personalized needs of male consumers.

6) Enhancement of self-identity: The use of cosmetics helps male consumers shape or maintain their own external image, thereby enhancing self-confidence and self-identity. The fulfillment of this psychological need is a major advantage of the male cosmetics market.

3.3.3 Weaknesses

1) People still have prejudice: influenced by traditional culture, male make-up is still not accepted by some people, who think that cosmetics are exclusively for women, which to a certain extent affects the development of the market for male make-up.

2) Low market awareness: Emerging brands need to spend too much money on publicity, and compared to the female market, the overall awareness is low, making it difficult to increase product awareness. Consumers are also confused when choosing products.

3) Serious homogenization of the market: some male makeup products on the market lack uniqueness and differentiation, and there are few products that can attract the eyes of male consumers. Some male makeup brands even have the same adwords, and consumers are not attracted by similar advertisements.

4) Price positioning: some consumers are sensitive to the price of the product, need to ensure product quality at the same time, to attract consumers at a reasonable price.

5) Product quality varies: Due to the late start of the male cosmetics market, the quality of products on the market varies. In order to pursue profits, some brands use low-cost raw materials and production processes, resulting in unstable product quality and safety is difficult to guarantee.

6) Intense competition in the market: With the continuous expansion of the male cosmetics market, the competition between brands has become increasingly intense. In order to stand out in the market, brands need to continue to innovate and upgrade products, improve quality and service level.

3.3.4 Opportunities

1) Wide market development prospects: With the rise of emerging markets in Asia, Europe and other places, the male market potential in these regions is large, providing a good development hell for the product. Nivea and other international brands through the promotion of the region, successfully increase sales, occupy a certain market share.

2) Emphasis on environmental protection: the world's attention to environmental protection is extremely high, through the packaging and product materials, to promote environmental awareness, to meet the needs of consumers on green consumption.

3) Holiday gift: in recent years, people are paying more and more attention to the sense of ceremony, can launch the relevant holiday gift box, through the holiday into the consumer's field of vision, improve product awareness.

4) Co-branding activities: Makeup product brands can work with other industries across borders to launch co-branding or cooperation activities, in order to attract more target consumers and increase product awareness and influence. For example, cooperation with celebrities, or choose to cooperate with male-related consumer brands to jointly launch male makeup products.

5) Customization: Brands can provide more customized services to meet the different needs of consumers, such as skin color, skin type, needs, packaging, etc. to provide more feasible personalized skincare and makeup solutions.

6) Consumption upgrading push: With the improvement of people's living standards and the trend of consumption upgrading, men's pursuit of beauty is also getting higher and higher. They are willing to pay for high-quality beauty products and enjoy better shopping experience and service. This provides a broad space and opportunity for the development of the male cosmetics market.

3.3.5 Threats

1) Market competition: As the male color cosmetics market continues to develop, more and more brands are entering the market, resulting in fierce competition.

2) Changes in consumer demand: It is difficult to satisfy the needs of all men, so it is necessary to grasp the needs and preferences of consumers in a timely manner, and launch products that better meet the expectations.

3) Policies and regulations: There are many policies and regulations governing the cosmetics industry, and policy changes have more or less impact on brand R&D, production and sales, so companies should always pay attention to trends and adjust their strategies in time to cope with unforeseen situations.

4) Damage to brand image: If the brand has product quality problems or bad reputation in the market, it will seriously affect the brand image and consumer trust. This will cause the brand to lose competitiveness in the market, and may even be eliminated by the market.

4. Conclusion

Men's makeup products JACB as an emerging brand is very potential, if you want to go higher and farther, you need to have more detailed analysis and prediction, this paper to JACB brand as the object of study first describes the domestic men's makeup background and the current situation of the makeup market, the use of SWOT analysis for a comprehensive analysis of the method concluded that, one, men's makeup products have a huge market and competitiveness, and There is also a blank market, which can be used to develop potential professional makeup; Second, it is difficult to be fully accepted and recognized by the majority of consumer groups; Third, perfect marketing methods and sufficient influence of advertising is an important factor affecting the promotion of the product, the

need to expand the influence of the elimination of obstacles; Fourth, changes in the regulatory environment have had a significant impact on the cosmetics industry, with policy changes prompting cosmetics companies to adjust their branding strategies. Enterprises need to strengthen internal management, focus on product innovation, adjust marketing strategies, and strengthen compliance and risk management in order to adapt to new market demands and regulatory requirements and achieve sustainable development. Therefore, male makeup products need to pay attention to brand positioning, improve the marketing model, innovative products, improve word of mouth, expand brand awareness, and establish a professional brand market

References

- [1] Hou Weisheng. *Male face economy pries consumer market*[J]. *Business Watch*,2024,10(06):18-20.
- [2] Fu Yifu. *Men's money is better to earn*[J]. *Money Management*,2021(03):71-73.
- [3] Zeng Deming, Zhang Tingsen. *A study on the construction of self-concept model of male consumers*[J]. *Journal of Hunan University (Social Science Edition)*,2008(01):58-61.
- [4] Yang Yanfang. *Research and application of physiological parameters of male facial skin*[D]. *Shanghai University of Applied Technology. University*, 2022.DOI:10.27801/d.cnki.gshyy.2020.000373.
- [5] Zhou Chunfa. *"Male Color Consumption"-An Exploration of the Consumption Culture of Male Stars Endorsing Female Cosmetic Advertisements* [J]. *Culture and Communication*, 2017,6(01):1-5.