

iscte

INSTITUTO
UNIVERSITÁRIO
DE LISBOA

MAC's cosmetics marketing strategy to enter the children's makeup market

Linyun Hou

Master in business management

Supervisor:

Professor Luís Carlos da Silva Martins, Invited Professor
Iscte – Instituto Universitário Lisboa

Co-supervisor:

PhD, Professor Renato Jorge Lopes da Costa, Assistant
Professor with Habilitation
Iscte – Instituto Universitário Lisboa

June, 2024



BUSINESS
SCHOOL

Department of Marketing, Strategy and Operations

**MAC's cosmetics marketing strategy to enter the children's
makeup market**

Linyun Hou

Master in business management

Supervisor:

Professor Luís Carlos da Silva Martins, Invited Professor
Iscte – Instituto Universitário Lisboa

Co-supervisor:

PhD, Professor Renato Jorge Lopes da Costa, Assistant
Professor with Habilitation
Iscte – Instituto Universitário Lisboa

June, 2024

Acknowledgements

From the topic selection to the completion of the paper, it underwent countless revisions and ultimately completed the writing of this article. The joy of completing the final draft is accompanied by the inherent complexity, experience, and refinement in the process of academic pursuit. Although the writing process of this paper was full of challenges, I am very grateful to my supervisor for providing me with patient academic guidance, which enabled me to successfully complete this work. Sincere thanks to my mentor!

Due to my limited academic level and time, there may be some shortcomings in the writing process of this article. In the future, I will continue to strengthen my research and welcome criticism and suggestions from readers. Thank you all!

Abstract

Through sustainable development, using social media, product innovation, and global growth to boost brand competitiveness, MAC is adjusting to changing market trends. MAC is anticipated to sustain its growth and hold its top spot in the beauty sector as more customers want superior quality and environmental protection. And now, this thesis will explore the possibility of MAC to seek for the new market growth via entering the Children's makeup market in China.

Cosmetics used by children under the age of twelve are referred to as children's makeup products in China. A cursory search for children's cosmetics on e-commerce sites yields thousands of goods from dozens of manufacturers, all varying significantly in price. Products such as colored eye shadow, powder blusher, lip gloss, nail polish, powder, and beauty brush are typically offered as sets. In recent years, there has been a noticeable trend in the Chinese market for children's makeup products. Children's makeup has become a new consumer trend due to the emergence of social media and makeup bloggers, as well as the growing attention that parents are paying to their children's skills and performances.

The main problem is that the parents will consider about the safety, credibility and the preference of the kids in using the makeup products. It is unclear for MAC to identify the target market and their demands.

The objectives of this research are to develop a marketing plan for MAC to develop the new children makeup product in the Chinese market.

This study has adopted the quantitative research methodology to identify the willingness and the preference of the consumers in China. In this study, a business plan implemented can be used to complete and focus on commercial marketing strategy, so children's makeup goods will be able to fulfil market demand while increasing MAC's brand awareness and market share.

Keywords: Marketing, strategy, customer behavior

Resumo

Através do desenvolvimento sustentável, da utilização das redes sociais, da inovação de produtos e do crescimento global para impulsionar a competitividade da marca, a MAC está a adaptar-se às novas tendências do mercado. Prevê-se que a MAC sustente o seu crescimento e mantenha o seu lugar de destaque no setor da beleza, à medida que mais clientes pretendem qualidade superior e proteção ambiental. E agora, esta tese irá explorar a possibilidade de a MAC buscar o novo crescimento do mercado através da entrada no mercado de maquiagem infantil na China.

Os cosméticos usados por crianças menores de doze anos são chamados de produtos de maquiagem infantil na China. Uma pesquisa rápida por cosméticos infantis em sites de comércio eletrônico resulta em milhares de produtos de dezenas de fabricantes, todos com preços variando significativamente. Produtos como sombra colorida, blush em pó, brilho labial, esmalte, pó e pincel de beleza são normalmente oferecidos em conjuntos. Nos últimos anos, tem havido uma tendência notável no mercado chinês para produtos de maquiagem infantil. A maquiagem infantil tornou-se uma nova tendência de consumo devido ao surgimento das mídias sociais e dos blogueiros de maquiagem, bem como à crescente atenção que os pais estão prestando às habilidades e desempenhos de seus filhos.

O principal problema é que os pais não levam em consideração a segurança, a credibilidade e a preferência dos filhos no uso dos produtos de maquiagem. Não está claro para a MAC identificar o mercado-alvo e suas demandas.

O objetivo desta pesquisa é desenvolver um plano de marketing para a MAC desenvolver o novo produto de maquiagem infantil no mercado chinês.

Este estudo adotou a metodologia de pesquisa quantitativa para identificar a vontade e a preferência dos consumidores na China. Neste estudo, um plano de negócios implementado pode ser usado para completar e focar na estratégia de marketing comercial, para que os produtos de maquiagem infantil sejam capazes de atender à demanda do mercado e, ao mesmo tempo, aumentar o reconhecimento da marca MAC e a participação no mercado.

Palavras-chave: Marketing, estratégia, comportamento do cliente

Table of content

Acknowledgements.....	i
Abstract.....	ii
Resumo	iii
Table of content.....	iv
List of tables.....	v
List of figures.....	v
1. Introduction.....	1
2. Literature review	5
2.1 Marketing strategy	5
2.2 Product Purchasing Behaviors	5
2.3 Customers' decision making process can be divided into several steps.....	6
3.0 Methodology	9
3.1 Research objectives.....	9
3.2 Quantitative research and data collection.....	9
3.3 Sampling	10
3.3 Data analysis	10
3.4 Ethical consideration.....	11
3.5 Findings.....	11
3.5.1 Overview Findings.....	11
3.5.2Demographic information of the respondents.....	12
3.5.3 Consumer behaviour and the brand.....	14
4.0 Marketing Plan.....	23
4.1 Executive Summary	23
4.2 External Situational Analysis	23
4.2.1 Children's makeup market in China.....	23
4.2.2 Consumers in this market.....	23
4.2.3 Competition of the market	26
4.3 Internal Situational Analysis	28
4.3.1 Characterization of the company.....	28
4.4 SWOT analysis of MAC's children's makeup product development.....	30
4.5 Marketing plan objective.....	32
4.6 Segmentation, Targeting and Positioning.....	32
4.7 Marketing -Mix	34
4.7.1 Product strategy.....	34
4.7.2 Pricing strategy	36
4.7.3 Placement strategy	36
4.7.4 Promotion strategy	37
5. Conclusion	41
Reference	43
Appendix.....	47

List of tables

Table 1: gender of respondents (The author, 2024)	12
Table 2: age of respondents (The author, 2024).....	13
Table 3: education level of respondents (The author, 2024)	13
Table 4: income level of respondents (The author, 2024).....	14
Table 5: Segment of MAC (The author, 2024)	32
Table 6: schedule and budget (The author, 2024).....	39

List of figures

Figure 1: Value of the beauty and personal care market worldwide in 2020, by leading country (Statista, 2020).....	2
Figure 2: Research Onion (Saunders et al., 2019)	10
Figure 3: Have you ever purchased beauty products for children under 12 years old? (The author, 2024).....	14
Figure 4: How do you usually get information about children’s makeup products? (The author, 2024).....	15
Figure 5: What do you think is the main motivation for children to use makeup products? (The author, 2024)	16
Figure 6: Do you think children’s makeup products should be separated from adult beauty products? (The author, 2024)	16
Figure 7: What factors are you most concerned about when it comes to children’s makeup products? (The author, 2024).....	17
Figure 8: What is the price range you are willing to pay for children’s makeup products (The author, 2024)	18
Figure 9: For children’s makeup products, what types of products would you like to include? (The author, 2024)	18
Figure 10: what kind of package do you prefer? (The author, 2024).....	19
Figure 11: What is the main reason why you don’t buy children’s makeup products? (The author, 2024).....	19
Figure 12: What aspects do you think should be considered in MAC children’s makeup products? (The author, 2024).....	20
Figure 13: Do you think the MAC makeup brand is consistent with children’s makeup products? (The author, 2024).....	21
Figure 14: Would you like to try to buy our brand of children’s makeup products? (The author, 2024).....	21
Figure 15: maternity childcare in China (Statista, 2022).....	24

1. Introduction

MAC Cosmetics was founded in 1984 in Toronto by Frank Toskan and Frank Angelo. Now, it is one of the world's leading professional makeup producers and sellers. With 500 independent stores and an annual revenue of more than \$1 billion, MAC Cosmetics is among the top three beauty companies sold in more than 120 countries worldwide (MAC, 2023). MAC Cosmetics had more than 100 locations throughout the globe in the 1990s, bringing in an estimated 200 million francs in sales. The company has become the best-selling brand in the world thanks to its growth, the addition of new sales locations, and the creation of items that are specifically tailored for each continent (MAC, 2023). Though the inventor kept creative control, Estée Lauder took over and managed the company in 1994 after acquiring 51% of the stock.

The brand has the vision to provide an innovative cosmetic approach for professionals and consumers with its bold colors and textures, as well as collaborating with renowned makeup artists, fashion designers, and celebrities. The vision of this luxury brand is rooted in creativity, leading trends, and breaking through the boundaries of makeup art. They expect to be a global leading makeup authority in the hearts of professional makeup artists and consumers, meeting their demand for high-quality service.

Moreover, MAC Cosmetics has increased its market share abroad. To reach this enormous consumer base, they aggressively investigate the Asian market, particularly the Chinese market. Their decision to create physical storefronts in China and sell their items on Chinese e-commerce platforms has further enhanced their brand recognition and impact. They also took part in a few major beauty pageants and events in an effort to engage and communicate with more Chinese customers. In the Chinese market, young people are the target market for MAC Cosmetics, which they like for its affordable pricing, good quality, variety of colors, and cost-effectiveness. Furthermore, MAC enjoys a solid industry standing and reputation, a steady stream of new business, a wide range of product offerings, robust R&D capacities, and the ability to cater to various client segments (MAC, 2023). MAC Cosmetics is making full use of social media to market and promote its products. They work together with celebrities and well-

known beauty bloggers to promote their goods on social media and share user experiences. This kind of marketing may help build stronger relationships with customers and better understand their wants and comments in addition to increasing brand visibility.

A wide range of goods used to clean, alter, and enhance the human face and body are referred to as cosmetics in China (Statista, 2020). Toiletries, skincare, makeup, and hair care items are among the common cosmetics offered in China. Among the industries with the quickest growth and most promise for the future of China is the beauty and cosmetics sector.

Out of the five major global markets, the Chinese cosmetics sector is predicted to increase at the fastest annual pace despite the current COVID-19 epidemic. About half of the cosmetics market in Asia Pacific and more than one-fifth of the global cosmetics market were accounted for by China in 2021 (Vogue, 2022). The demand for higher-quality, branded items in the beauty and personal care sector is rising as a result of urbanization, an increase in disposable money, and the influence of social media. Approximately 28% of Chinese consumers are more inclined to buy luxury or high-end cosmetics, far ahead of customers in South Korea and Australia, according to Statista's 2022 consumer poll.

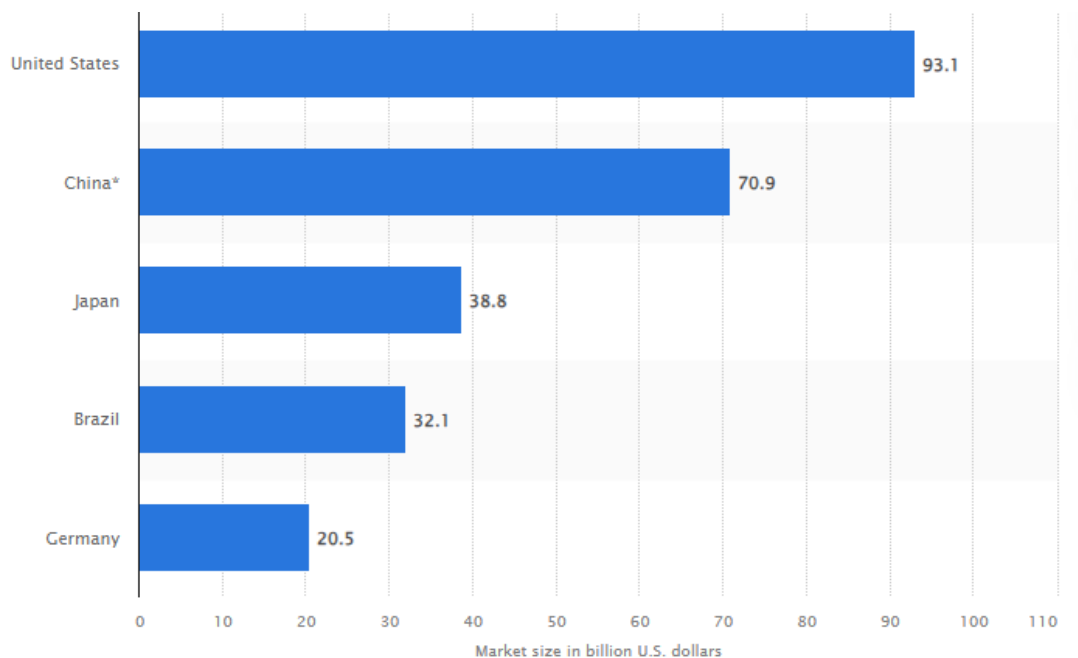


Figure 1: Value of the beauty and personal care market worldwide in 2020

Source: leading country, Statista, 2020

growth to boost brand competitiveness, MAC is adjusting to changing market trends. MAC is anticipated to sustain its growth and hold its top spot in the beauty sector as more customers want superior quality and environmental protection. And now, this thesis will explore the possibility of MAC to seek for the new market growth via entering the Children's makeup market in China.

Cosmetics used by children under the age of twelve are referred to as children's makeup products in China. A cursory search for children's cosmetics on e-commerce sites yields thousands of goods from dozens of manufacturers, all varying significantly in price. Products such as colored eye shadow, powder blusher, lip gloss, nail polish, powder, and beauty brush are typically offered as sets. According to the industrial report, at least 50 million children in China use cosmetics annually, and the market share of children's cosmetics has grown to around 5 billion yuan, with a growth rate of 23% each year (Vogue, 2022). Furthermore, the use of cosmetics by children is growing at a very rapid pace every year. The worldwide children's cosmetics industry is predicted to develop at a compound annual growth rate of 8.66% between 2019 and 2024, with a market size of 150 billion yuan in 2024 (Vogue, 2022).

The main problem is that the parents will consider about the safety, credibility and the preference of the kids in using the makeup products. It is unclear for MAC to identify the target market and their demands... In recent years, there has been a noticeable trend in the Chinese market for children's makeup products. Children's makeup has become a new consumer trend due to the emergence of social media and makeup bloggers, as well as the growing attention that parents are paying to their children's skills and performances. The market for children's makeup products has been full of challenges, especially with variable product quality, ambiguous labelling, and a lack of safety regulations.

The objectives of this research are to develop a marketing plan for MAC to develop the new children makeup product in the Chinese market.

The project aims to explore the potential of MAC entering the Chinese children's cosmetics market by determining the consumer preferences and needs. The objectives are to identify target market segments, develop a child-friendly product line that addresses safety and reliability concerns, and ultimately, establish MAC's presence in this emerging market segment

while enhancing brand recognition and market share.

A quantitative research approach will be employed to gather data on consumer preferences and willingness to purchase children's cosmetics. Surveys and market analysis will be conducted to identify market trends and opportunities, while a focused business marketing strategy will be devised to align product offerings with market demands, thus positioning MAC favorably in the Chinese children's cosmetics market.

Chapter 1: Introduction. The section provides a brief overview of the research background and significance

Chapter 2: Literature review. The section reviews relevant theories and studies on marketing strategies, product purchasing behaviors, and consumer decision-making processes, laying the foundation for the subsequent research.

Chapter 3: Methodology. The section outlines the research objectives, which are focused on developing a marketing plan tailored for MAC's children's cosmetics in the Chinese market. It details the quantitative research approach, data collection methods, sample selection, data analysis techniques, and ethical considerations in conducting the research.

Chapter 4: Marketing Plan. The core of the paper, which comprises an external and internal situational analysis of the Chinese children's cosmetics market. The SWOT analysis evaluates MAC's strengths, weaknesses, opportunities, and threats in this market. Based on this analysis, the paper formulates market segmentation, targeting, and positioning strategies. It then proposes a comprehensive marketing mix, encompassing product, pricing, placement, and promotion strategies.

Chapter 5: Conclusion. The section summarizes the key findings of the research and offers insights into the future prospects of MAC's entry into the Chinese children's cosmetics market.

2. Literature review

2.1 Marketing strategy

The four Ps of the marketing mix are product, price, channel, and promotion, or the "4Ps" (Kotler & Armstrong, 2010). Product categories, innovation, quality, and hues are the main elements of marketing strategy (Schwemmer & Ziewiecki, 2018). Marketing plans are essential to a company's survival. Unique marketing techniques are required to seize the market. From the study of Swastha (2012), strategy comprises grand plans outlining an organization's operational framework for accomplishing its objectives. Kloter and Armstrong (2010) define marketing as a social process in which people and groups create and exchange goods and value with one another in order to get what they need and desire. Business departments use marketing strategy as their marketing reasoning to accomplish marketing objectives. Target market, marketing mix, and marketing expenditure level are all addressed in detail in marketing plans.

2.2 Product Purchasing Behaviors

Marketing should be centered on meeting and exceeding consumers' expectations and needs. How individuals or groups get or let go of products, experiences, or ideas in order to satisfy their needs is another idea related to consumer behavior (Pradhan et al., 2018). Effective consumer behavior, according to Deliya and Parmar (2012), requires the ability to recognize customers, dynamic market processes, and the ability to make decisions based on these aspects. Therefore, in order to deliver appropriate goods or services that satisfy consumers' requirements and standards, brands must comprehend consumer behavior and viewpoints. Kotler concurs that a thorough grasp of consumer behavior tactics requires a thorough understanding of customers.

Customers' behavior is affected by different factors. These can be categorized as psychological, personal, social, and cultural by Kotler & Armstrong (2010). Kotler & Lee (2008) assert that the biggest effect on consumer behavior is cultural. Strydom (2004), however, is certain that individual and group characteristics are the only two variables that have an impact

on consumer behavior. Individual factors include things like motivation, perception, learning capacity, attitude, personality, and way of life (Kotler & Armstrong, 2010). Culture, family socioeconomic position, group influence, and the influences of ideological groupings are the components that comprise a group. For example, it is impossible to overstate the role that the media plays in propagating ideas about what constitutes attractiveness and beauty from a psychological standpoint. As a matter of fact, promoting cleanliness and fresh fragrances is essential to bolster cultural psychology, increase cosmetic sales, and encourage women to express and feel in some way (Rastogi et al., 1999). In general, a wide range of variables influence consumer behavior, and there are several ways in which customers behave. Customers may choose to do the following, for instance: evaluate the product and the market as a whole logically before making a purchase, illogically, heavily impacted by marketing and advertising in general. This behavior may also emphasize sentiments and favorable feelings associated with the goods. Lastly, consumers can be precisely looking for goods that will enable them to fulfil their objectives. Nevertheless, additional variables may also have an impact on customer behavior and inclination to buy. The focus of self-consistency theory study is consumers' self-images (Khalid et al., 2018). Studies have indicated that buyers typically buy goods that are consistent with their perception of themselves. A person's self-concept is influenced by a variety of things, such as their surroundings, culture, and religious convictions. Symbolic consumption and self-consistency are related concepts. Intriguing research has shown how effective advertising is in helping people activate themselves (Shen & Bissell, 2013). The ability of customers' purchases to both express and extend their personalities is a critical factor in the success of the cosmetics sector. Advertising is actually a system of representative symbols that affects consumers' self-awareness. The study's authors assert that social cognitive research has underlined that a greater propensity to integrate outside knowledge into one's own viewpoint is correlated with heightened self-thinking activation (Shen & Bissell, 2013).

2.3 Customers' decision-making process can be divided into several steps.

Information search: Regardless of the quality of the goods, customers will base their decisions

on both internal and external factors as well as prior experiences. When searching for information, the customers may go to legitimate websites, use online databases like YouTube, or rely on the experiences of other users (Jin et al., 2019).

Measuring the alternatives: Potential customers have developed their expectations for the brand at this phase. Currently, they are weighing various choices in comparison to other possible purchasers (Jin et al., 2019). Price reductions, exceptional brand attributes, brand accessibility, and even customized products with options for color or design are some examples of what's possible. Using marketing collateral, the brand must persuade consumers that it is superior to its rivals.

After purchasing the products: Customers now have to determine if they are happy with the brand. According to Kotler & Lee (2008), this topic may be influenced by consumers' perceptions of and expectations for brand performance. In a similar vein, Jin et al. (2019) contends that at this point, consumers will assess whether the brand fulfils or surpasses their needs. Consumers' perceptions of a brand will affect their future purchase choices.

Impulsive purchase is an important behavior for the consumers. According to an intriguing study on impulsive behavior in cosmetic marketing campaigns (Wu et al., 2016), the shopping experience is the sole significant element influencing purchase intention for this particular customer segment. According to this study, providing impulsive buyers with enough attention and knowledge on cosmetics can enhance their enjoyment of the shopping experience, help them generate pleasant memories, and ultimately encourage them to make a purchase. Impulsive customers are not influenced by brand image or the need to satisfy certain demands while making purchases, in contrast to typical consumers. But, after learning about their preferences, brands can enhance the interior design of their establishments to draw in customers (Meena, 2018). For example, by making store windows more appealing or adding richer, colorful displays, brands can make their customers feel good and leave a positive impression on their memories.

3.0 Methodology

3.1 Research objectives

The primary goal of this thesis is to develop a marketing plan for MAC to develop the new children makeup product in the Chinese market.

This study has adopted the online survey to identify the willingness and the preference of the consumers in China. The research questions of this study include:

1. How does the children's makeup products impact customer purchase behavior? through providing answers to this question, it will be able to ascertain regardless of the motivates and the preferences of the consumers. The significance of the package's physical qualities will also be investigated. Examples include package color, packing materials, visual design and text on a package, and inventive attributes.

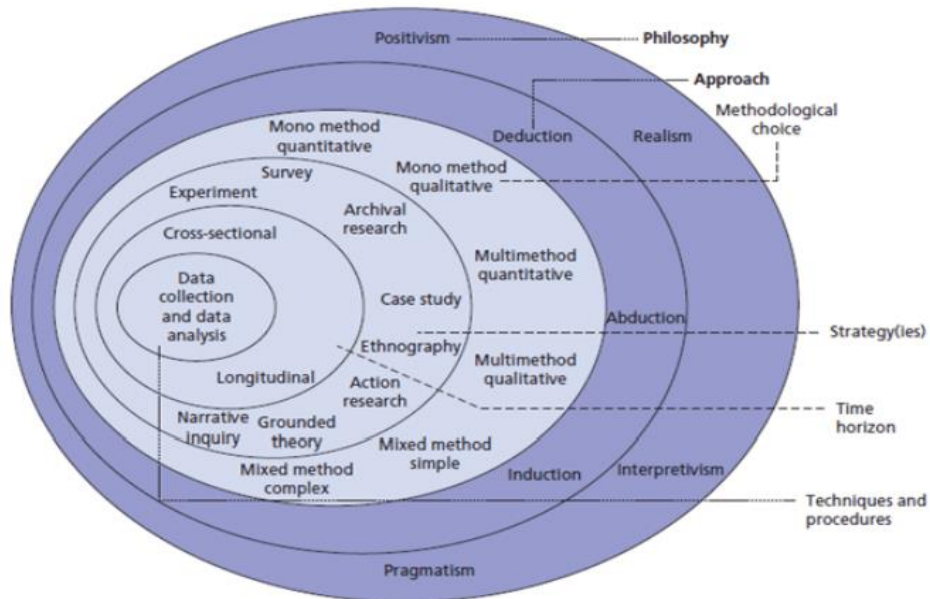
2. What is the consumer's ideas of the children makeup products? It will provide the different options such as price, product line and the features of the products to measure the ideas of consumers.

3.2 Quantitative research and data collection

A questionnaire survey has been used as the data collection approach. Survey questions has been created using Enjoining in order to gather data. It has sent out the final questionnaire via email and various social media channels. All of the data that has been gathered will then be examined. Two sections make up the questionnaire survey. The first section deals with attitudes towards purchases, and the second section contains participant demographic information. (see appendix)

The purpose of this survey is to assess consumer opinions on children's cosmetics. This study's primary goal is to assess the many elements that affect purchasing, although it mostly focuses on how consumers behave while making cosmetic purchases. Onion Saunders et al.'s 2019 research is included in this paper. Reach the goals of the research in terms of tactics. As a result, quantitative approaches were used, such as using data to look into study phenomena and

offer empirical support. Research plans may be developed by studying the onion model, which



symbolically embodies many elements of the interaction between components and evaluation.

Figure 2: Research Onion (Saunders et al., 2019)

3.3 Sampling

Based on the degree of precision needed to achieve the study's goals, the researchers employed probability sampling approaches in this investigation. According to MacIntosh and O'Gorman (2015), probability sampling is a method that chooses a research population at random. With the use of this technology, researchers may achieve their goals of accuracy and accessibility to resources.

3.3 Data analysis

To get data, researchers utilize self-completed surveys and other researchers. The data was analyzed by researchers using SPSS and Excel. The first phase involves cleaning the data, which includes removing any mistakes from the information collected on the spot, verifying that every participant has answered every question, making sure all of the questionnaire's pages

are undamaged, and calculating the total number of correctly completed questionnaires. The survey questionnaire must then be encoded into the SPSS. Data entry must then begin, and the database must be cleaned up to remove any inaccurate entries. Data processing is essential because it guarantees data accuracy and converts raw materials to reduce and categorize data analysis forms. Scientists utilize descriptive statistics in order to determine the mode, mean, and median. Furthermore, range, variance, and standard deviation were highlighted in the data by the application of inferential statistics. The study also examined the relationship that existed between participant data, objective data, and demographic data. Tables and images have been utilized in data analysis to help with data interpretation through prediction.

3.4 Ethical consideration

In this research, people will be contacted and their attributes will be examined. Thus, moral reflection is followed throughout this work. Every participant's privacy and confidentiality are protected in this study. Research participants will feel hurt if they think the researchers have violated their privacy by failing to take any precautions to preserve it. Research may not yield good results if respondents' confidentiality cannot be guaranteed. As a result, researchers must guarantee that participant data is fully their property and should not be shared with third parties. Lastly, the participants were given an explanation of the researchers' motives for doing the study. Furthermore, each and every participant understands that answering the survey's questions is voluntary and contingent upon their willingness to participate.

3.5 Findings

3.5.1 Overview Findings

This study has collected 213 people and 13 of them were invalid as they failed to fulfill the all questions. The findings of quantitative data gathered via surveys are presented in this section. Through the questionnaires, participants answered questions on how cosmetic packaging affects consumer behavior, which allowed researchers to make inferences about the study. Online surveys may explain the data on customer perceptions and comprehension of purchasing

kids' cosmetics and examine the elements that impact their purchase behavior. This report has utilized tables in the ensuing the following section to provide the findings of this research on demographic data and to examine the respondents. Researchers can make conclusions on how consumers of kids' cosmetics behave while making purchases and what influences their behavior in the next section. Through linking these inferences based on the findings and examining the literature to affect this behavior. Finally, as the product illustrates, the results might significantly affect how the cosmetics sector interacts with Irish consumers in the cosmetic packaging market.

3.5.2 Demographic information of the respondents

There were 213 responses to the questionnaire survey and 13 of them were invalid as they failed to fulfill the all questions. Based on their gender, age group, education level and income, the respondents were grouped. Ten responses were men, one was non-binary, and 104 respondents were women. The distribution of responders by gender is displayed in the table below.

Table 1: gender of respondents

Gender	Account	Percentage
Male	64	32%
Female	136	68%
Total	200	100%

Source: The author, 2024

Regarding the age category, no respondents were between the ages of 18 and 25, and 88 individuals, or 44%, were between the ages of 26 and 35. 72 respondents (or 36% of the sample) were 36-45 years old and 40 respondents (20% of the sample) was 46-55 years old. The distribution of responders by age group is displayed in the table below.

Table 2: age of respondents

Age	Account	Percentage
18-25	0	0%
26-35	88	44%
36-45	72	36%
46-55	40	20%
total	200	100%

Source: The author, 2024

32 respondents, or 16%, did not completed high school and 68 respondents have completed the high school. Of those surveyed, 87 had a bachelor's degree (43.5%), 3 had a master's degree (1.5%), 10 had a Ph.D. The respondents' educational attainment is depicted in the table below.

Table 3: education level of respondents

Education level	Account	Percentage
Below high school	32	16%
high school	68	34%
bachelor	87	43.5%
master	3	1.5%
PhD	10	5%
Total	200	

Source: The author, 2024

Most of the respondents (51.5%) earned no more than 5,000 RMB per month and 47.5% of the respondents earned more than 5000-10000 per month. Only 1% of them earned more than 10000 RMB per month.

Table 4: income level of respondents

Income	Account	Percentage
<5000 RMB per month	103	51.5%
>= 5000 but <10000	95	47.5%
>=10000 but < 30000	2	1%
>=30000 but <50000	0	0%

>=50000 per month	0	0%
Total	200	

Source: The author, 2024

3.5.3 Consumer behavior and the brand

3.5.3.1 Customer intention

The country provides a clear definition for children's cosmetics: referring to cosmetics aimed at children aged 12 and below, with functions such as cleaning, moisturizing, refreshing, and sun protection. In this question, when answering question, respondents were asked whether they have purchased the kids' makeup products, 46.5% of the respondents have purchased the beauty products for children under 12 years old while 53.5% did not.

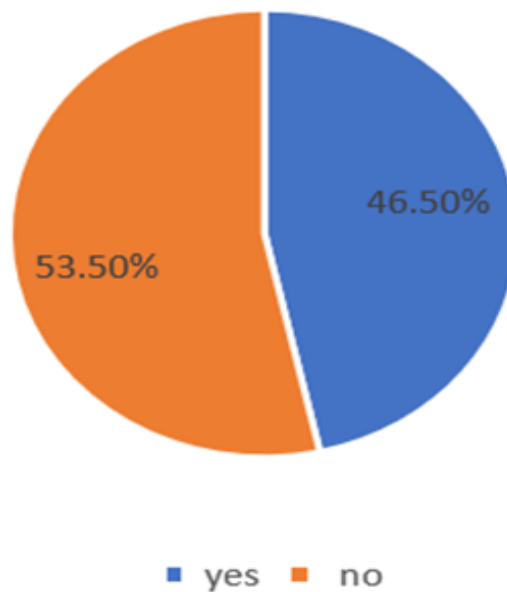


Figure 3: Have you ever purchased beauty products for children under 12 years old?

Source: The author, 2024

It has tested how people get information about children's makeup products, most of respondents (86%) have obtained the information from TV and online advertising. 81% of them have listened to the recommendations from their friends of family and 53% of them may obtain

the information on the store and only 17% of them obtain the information on social media.

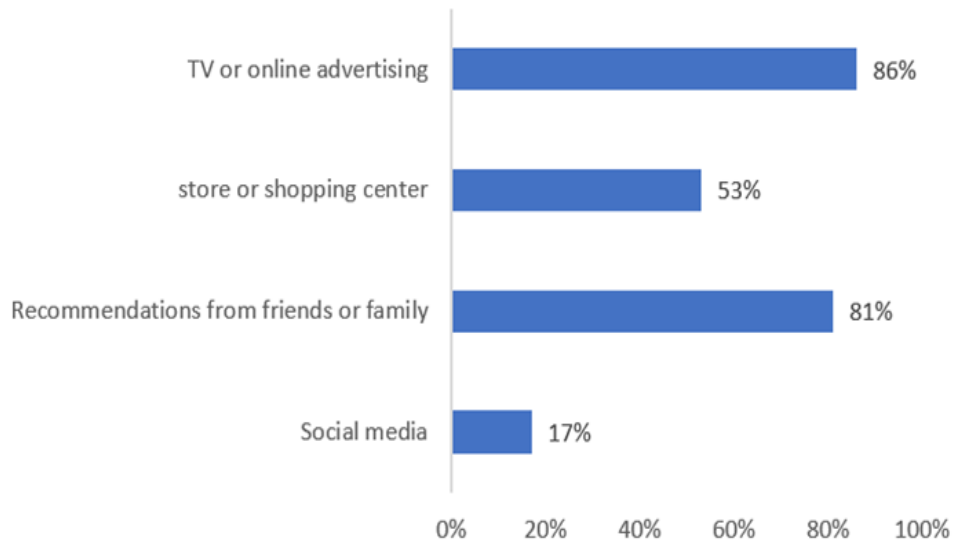
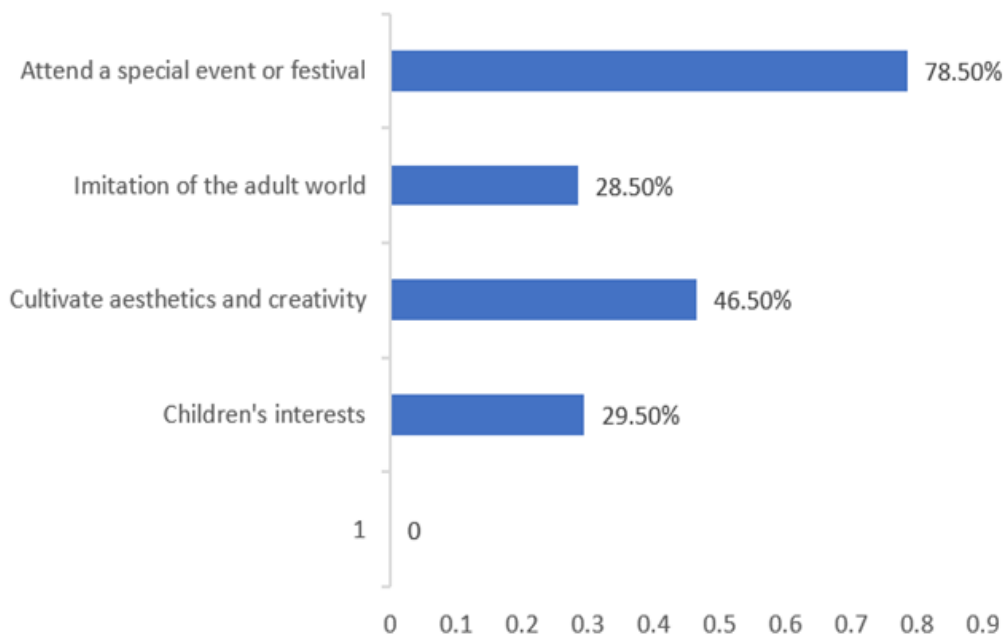


Figure 4: How do you usually get information about children's makeup products?

Source: The author, 2024

There is reason to believe that makeup manufacturers should find ways to attract customers and maintain interest. Therefore, this question was designed to explore the motivations of consumers to purchase the kids' makeup products. Respondents purchased the kids' makeup products to attend the special event or festival (78.5%). 46.5% of them were motivated by developing kids' aesthetics and creativity, 29.5% of them were motivated by the



hobby and interest of the kids while 28.5% of them were motivated by the imitation of adults.

Figure 5: What do you think is the main motivation for children to use makeup products?

Source: The author, 2024

In terms of the purposes of making the kids' makeup products, 70% of the respondents believed that it was important to separate the kids' makeup products from adults as kids' skin is more sensitive. And 30% of the respondent thought it was not necessary to separate the kids' makeup products from adults as the ingredients are safe.

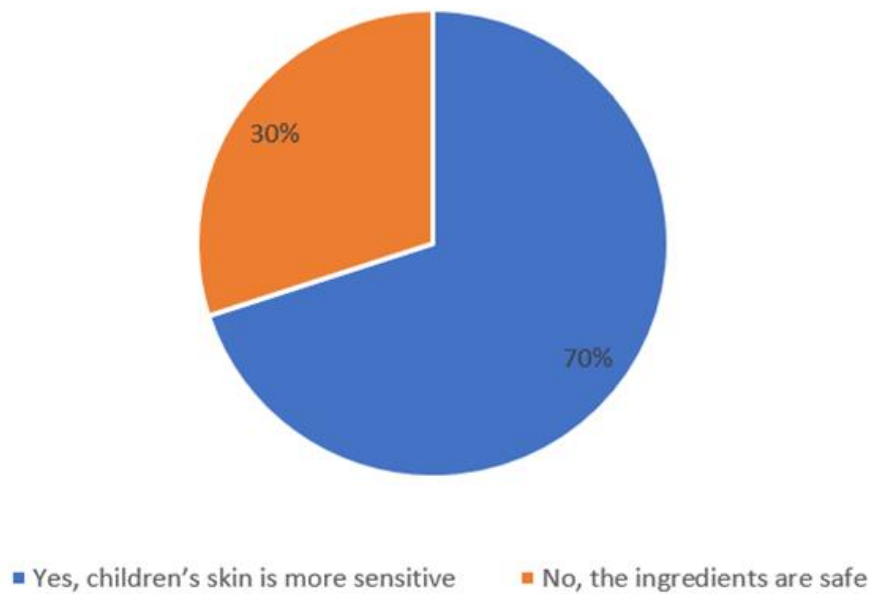


Figure 6: Do you think children's makeup products should be separated from adult beauty products?

Source: The author, 2024

The factors that affect consumers' decisions to buy kids' makeup products are the subject of questions in this survey. First, the question that all respondents found most crucial while making kids' cosmetic purchases was brought up. Respondents made many choices, and the outcomes show that project cost and product reviews are the most important variables. According to 70% of respondents, ingredient safety was a significant factor. 65.5% of respondents stated that brand awareness is another crucial issue to be taken into account. 58.5% of the respondents viewed product quality as another important aspect while 30.5% of them regarded the price as an important factor. Based on these findings, it is reasonable to assume that the brands should always take actions to attract customer attention to specific products that

they may have had positive experiences with in the past.

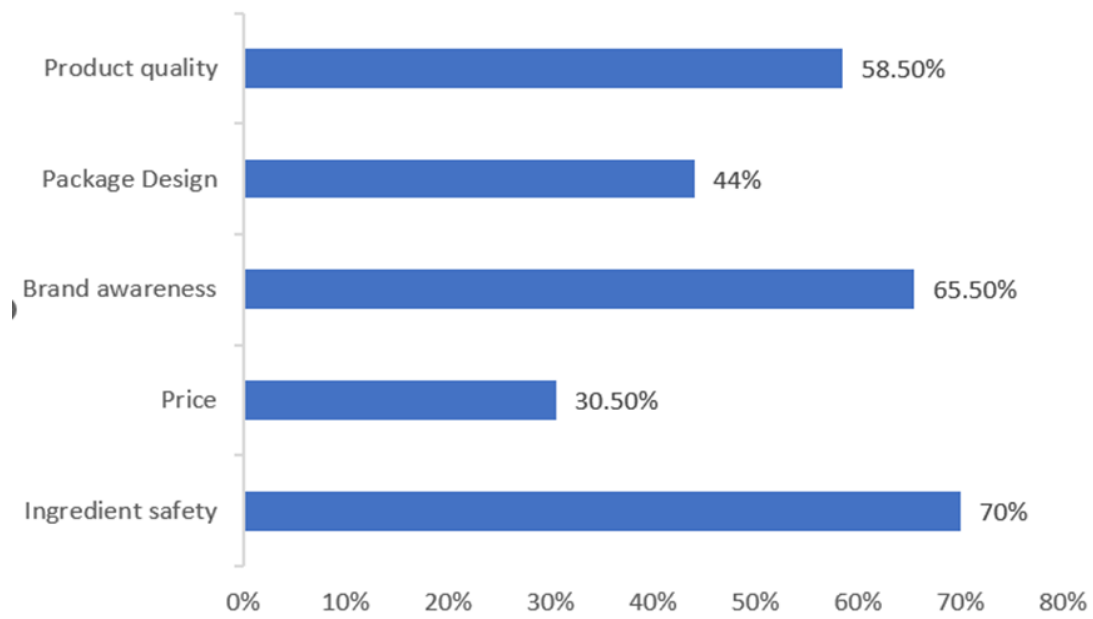


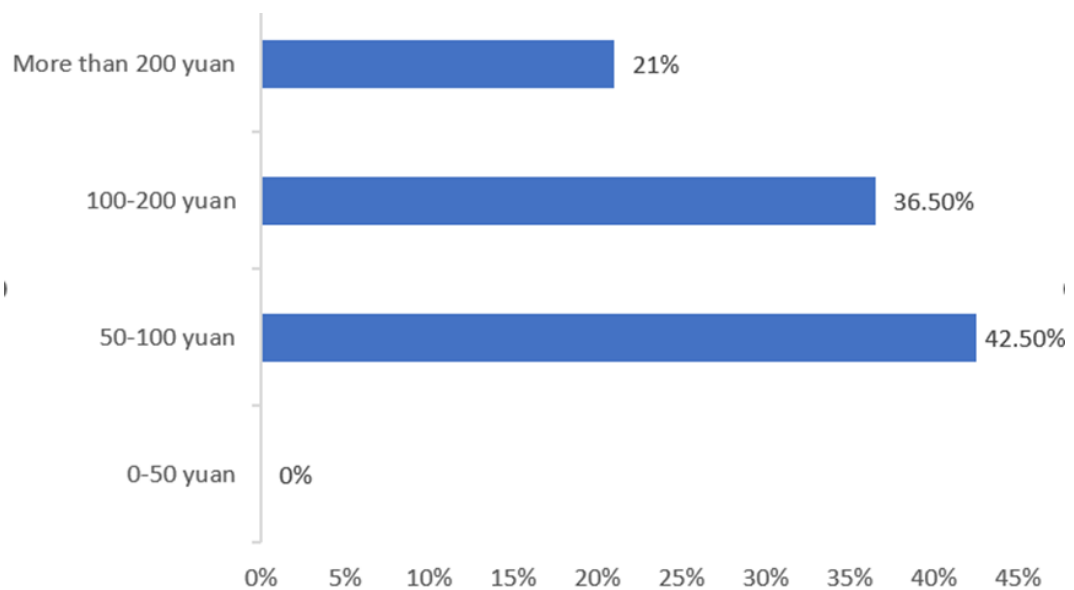
Figure 7: What factors are you most concerned about when it comes to children's makeup products?

Source: The author, 2024

3.5.3.2 Product features

In this section, it has measured the features of products.

Firstly, in terms of price, most of people accepted the price of 50-100 RMB for the kids' makeup products (42.5%) while 36.5% of them believed that the 100-200 RMB was reasonable. And



21% of them believed they can accept the price more than 200 RMB.

Figure 8: What is the price range you are willing to pay for children's makeup products

Source: The author, 2024

In terms of the product category, 77.5% of the respondents believed that the nail polish can be accepted. 56.5% of them believed that the makeup brush can be accepted and 49% of them accepted the blush. These product types are important for the kid's makeup product development.

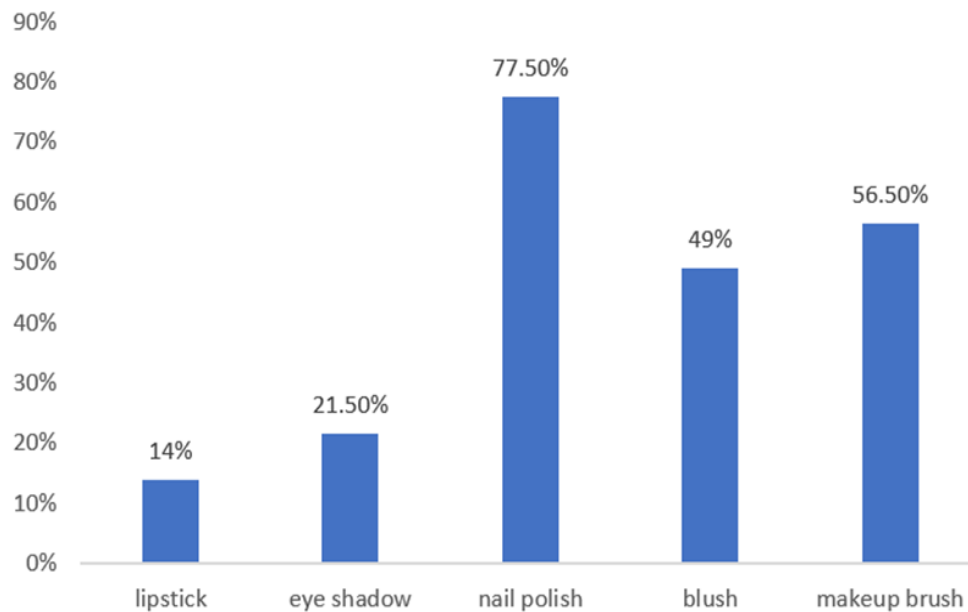


Figure 9: For children's makeup products, what types of products would you like to include?

Source: The author, 2024

In terms of the package special product package is also important factors for customers. Therefore, it is important to consider the traits of the product can be put on the packaging, as this may attract more buyers. 49.5% of consumers prefer the minimalist design. 31% of them were very concerned about style innovation. 19.5% of people prefer the children's fun in the product package. Therefore, the brands need to create original designs for the kids' makeup products.

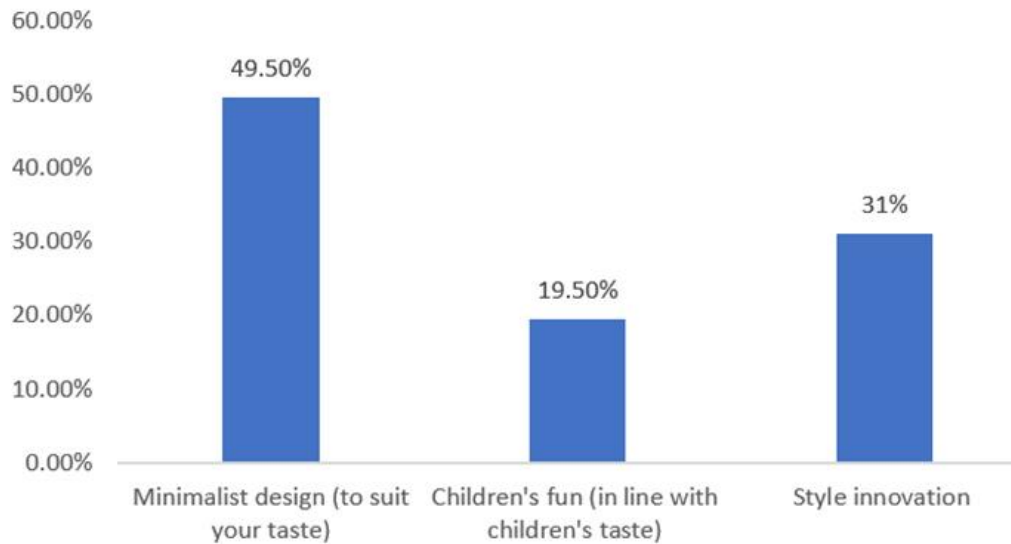


Figure 10: what kind of package do you prefer?

Source: The author, 2024

This question was designed to understand the concerns of consumers in purchasing the kids' makeup products. It has described what prevented customer from making the purchase decision. The results indicated that for the respondents, the unsafe chemical ingredients were the most important element (56.5%), followed by the demands of kids (26.5%). And 17% of the respondents thought that the price was too high. Therefore, it can be reasonably predicted that compared to the features of MAC products of other products.

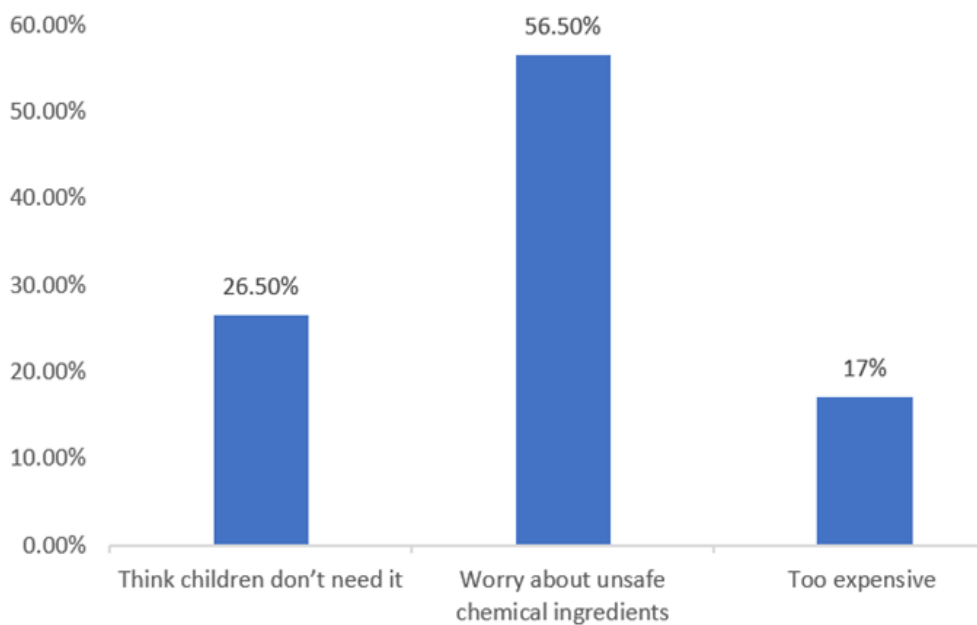


Figure 11: What is the main reason why you don't buy children's makeup products?

The author, 2024

3.5.3.3 MAC's branding

In this section, the questions are designed to explore the consumers' impression of MAC's branding position and its decision to make the kids' makeup products. The respondents have been asked what aspect they think MAC should do well to enter children's makeup products.

75.5% of the respondents through use security was important, 73.5% of respondents thought that product quality was necessary, and 71% thought price positioning was important. Approximately 56.5% of respondents believed the natural ingredients were necessary and 54% of them thought color richness was important. Some of them (32.5%) thought the meaning of education was necessary. The response to this question shows that the participants have a fairly clear view on this matter, the product quality, especially the security and ingredients can still be considered an important part for the consumers. This is because the perception of product quality is related to its consumer experience.

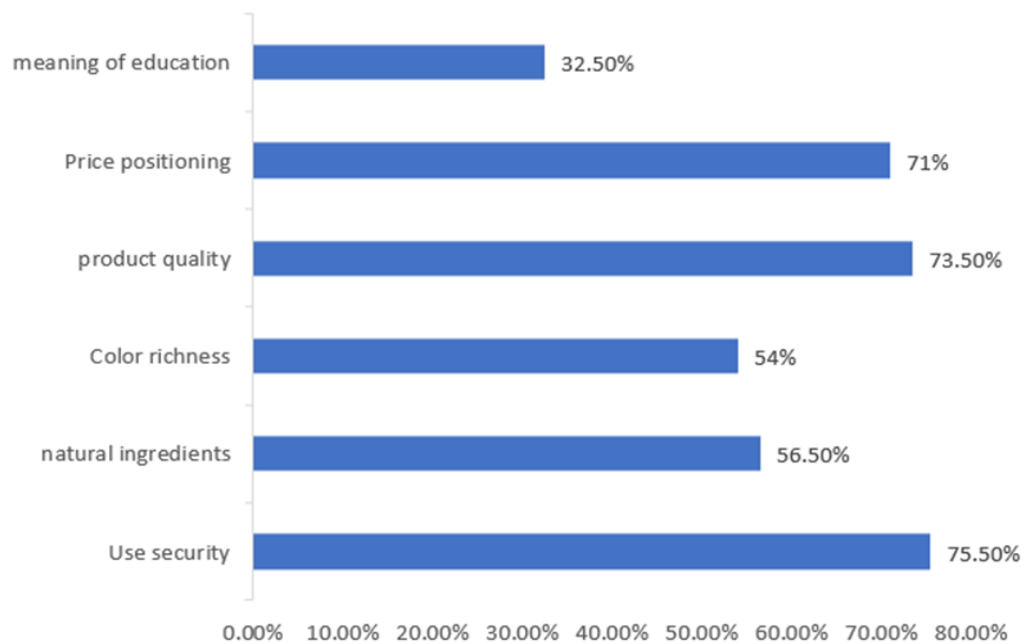


Figure 12: What aspects do you think should be considered in MAC children's makeup products?

Source: The author, 2024

36.5% of the respondents believed that the MAC makeup brand was not quite consistent with children's makeup products while 29.5% of them thought it was totally inconsistent. 29% of them were even neutral in this question. Therefore, it is a challenge and opportunity for MAC

to enter this new market.

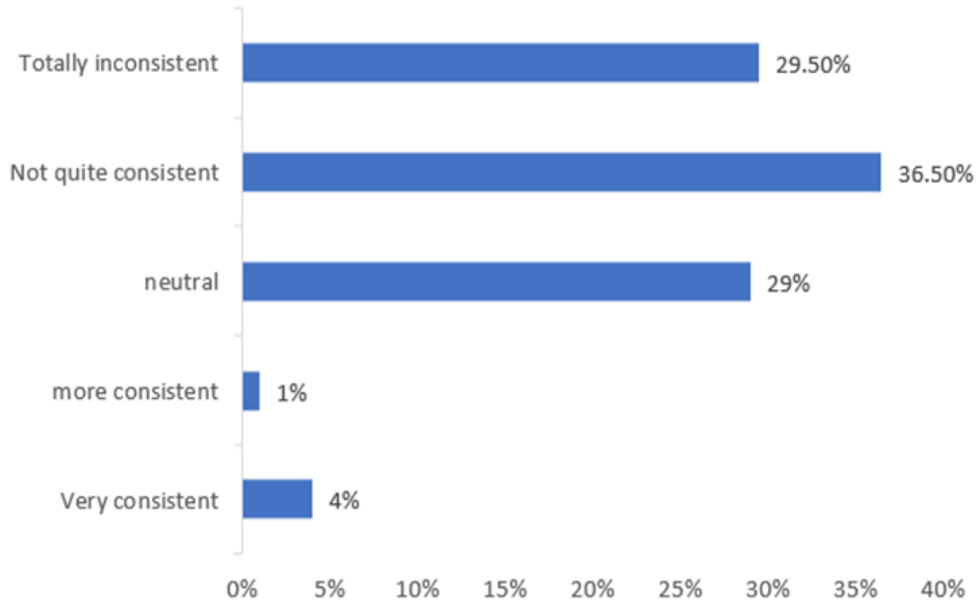


Figure 13: Do you think the MAC makeup brand is consistent with children’s makeup products?

Source: The author, 2024

Finally, the respondents were asked whether they would like to try MAC’s children’s makeup products. 55.5% of them said no and 44.5% said yes.

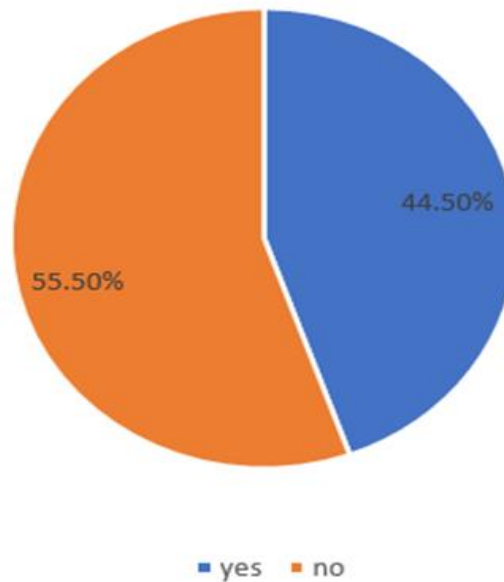


Figure 14: Would you like to try to buy our brand of children’s makeup products?

Source: The author, 2024

4.0 Marketing Plan

4.1 Executive Summary

The primary data for this study were gathered using a questionnaire survey. Because survey questionnaires may be used to examine a variety of topical issues, I decided to adopt this research approach. Undoubtedly, one of the key advantages is asking as many questions as you can (Taherdoost, 2016). It is in the best interest of researchers to keep each survey brief because long questionnaires might bore participants. This activity also aids in the collection of trustworthy data for the creation of empirical evidence. In this sector, it will analyze the marketing environment for MAC's new product in the Chinese market.

4.2 External Situational Analysis

4.2.1 Children's makeup market in China

In 2021, the National Medical Products Administration (NMPA) in China issued the final version of the Regulations on the Supervision and Administration of Children's Cosmetics, which came into effect on January 1, 2022 (Vogue, 2022). In this regulation, the country provides a clear definition for children's cosmetics: referring to cosmetics aimed at children aged 12 and below, with functions such as cleaning, moisturizing, refreshing, and sun protection. For the first time, the promising but chaotic children's cosmetics market in China has specific regulations to follow.

4.2.2 Consumers in this market

Nowadays, society in China is more receptive to the idea that one's look determines who they are. Daughters of the 1980s and 1990s are unlikely to have their interest in cosmetic products suppressed, and their parents could even encourage it. According to Koala's research, China had a year-over-year surge in children's cosmetics sales of more than 1200% in May 2020

(Vogue, 2022). Disney's sales rose 100% within that same time frame. The post-80s and post-90s generations have been driving the cosmetics consumption for 20 years, according to a report from the Chinese research firm Forward Industry Research Institute, which is responsible for the market expansion. Because they have better economic circumstances and a greater degree of education than parents in past generations, they have higher standards for children's items (Jiang, 2021). In a poll conducted by Baobab Tree, a social media platform catering to the mother and child market, more than thirty-eight percent of parents said that while buying baby items, safety should be the first priority (Statista, 2022). Furthermore, more than thirty-one percent of parents think that when buying items for mothers and children, more expert guidance is required. Regarding the usage of cosmetics, they have an open attitude and recognize that kids may use skincare products and enjoy make up.

China's market for mother and child goods is anticipated to grow to 4679.7 billion yuan by 2025, according to Statista's projection (Statista, 2022). It's also critical to take into account the fact that Chinese households are now able to provide more for their offspring because of the rise in household earnings.

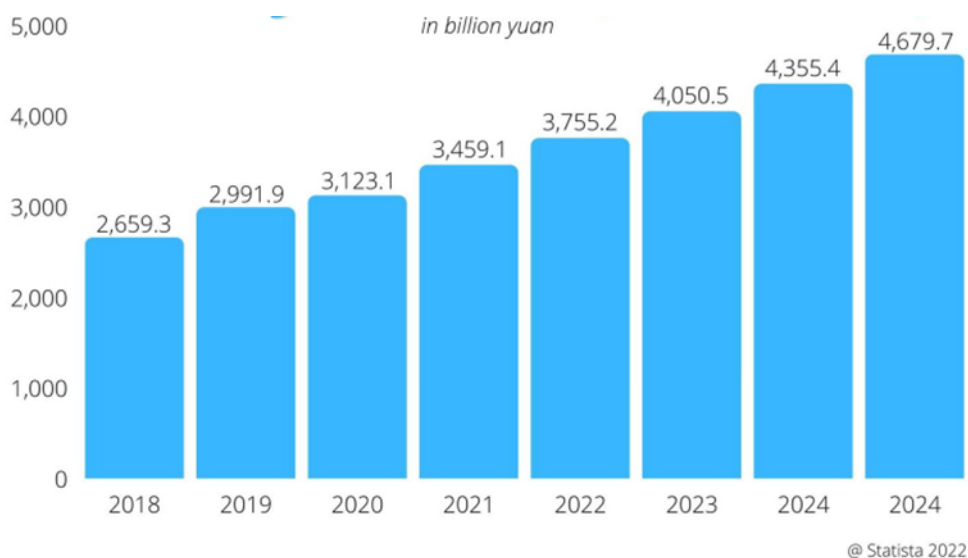


Figure 15: maternity childcare in China (Statista, 2022)

In reality, since the Covid-19 epidemic, there has been an increase in demand for baby care goods, particularly in the areas of baby feeding, health, hygiene, and items with hygienic qualities. China is predicted to continue to lead the market in these areas (Hansika et al., 2021).

The younger consumers also frequently visit baby products in quest of superior merchandise. But given that Chinese consumers are increasingly likely to buy everything online, it is clear that the Covid-19 outbreak might have negative long-term effects on Chinese consumers. 50% of items pertaining to mothers and children were bought online as of 2021.

From the survey, the market is undeveloped. Children's demands in beauty products are growing fast, and this is driving the emergence of the children's makeup sector, particularly through social media and online advertising. For their kids to be able to show off at events, activities, and performances, parents are also prepared to spend money on safe, high-quality cosmetics. MAC thus has some potential to create children's beauty products based on market demand (Ma & Yang, 2018). When answering question, respondents were asked whether they have purchased the kids' makeup products, 46.5% of the respondents have purchased the beauty products for children under 12 years old while 53.5% did not. It has indicated an undeveloped market in this sector. At the same time, many buyers want to experience the different products of the brand. For the new product line, this is possible through the use of imaginative packaging.

In terms of the purposes of making the kids' makeup products, 70% of the respondents believed that it was important to separate the kids' makeup products from adults as kids' skin is more sensitive. It has been an important market growth for MAC. The product positioning for children's cosmetics has to be made clear. MAC may introduce beauty items like lipstick, eye shadow, powder blusher, and other items that are safe, nontoxic, and simple to apply that are especially made for kids. In keeping with children's usage patterns, these goods should have vibrant colors that persist and don't fade, be softly made, and be devoid of dangerous ingredients.

The customers are motivated by several factors to purchase the children's makeup products. Respondents purchased the kids' makeup products to attend the special event or festival (78.5%). 46.5% of them were motivated by developing kids' aesthetics and creativity, 29.5% of them were motivated by the hobby and interest of the kids while 28.5% of them were motivated by the imitation of adults. It is necessary for MAC to encourage the demands of consumers through satisfy their motivation. It has tested how people get information about children's makeup products TV and online advertising as well as recommendations from friends and family are important (Yang et al., 2021). Therefore, it has been important for MAC to

design its placement strategy. For example, MAC can access to a number of promotion channels. First, parents' interest may be piqued by posting imaginative and captivating information on social media sites regarding children's cosmetics. It can boost product exposure and awareness, partnerships with kid-related businesses or establishments. Examples of these partnerships include co-promoting with cartoons, amusement parks, etc. (Marie et al., 2022). To encourage kids to join and try out items, cosmetics and painting competitions can also be hosted at kindergartens, schools, and other locations.

In terms of exploring the consumers' decision to buy kids' makeup products are the subject of questions in this survey. 70% of respondents thought ingredient safety was a significant factor. 65.5% of respondents stated that brand awareness is another crucial issue to be taken into account. 58.5% of the respondents viewed product quality as another important aspect while 30.5% of them regarded the price as an important factor. For customers, quality is among the most crucial considerations. Parents want kid-friendly cosmetics that are simple to remove, color, and have decent durability. In addition, the product's quality and packaging have to live up to their expectations. Another significant consideration for buyers is price. In addition to meeting their children's demands, parents want to choose items that are very cost-effective and do not place an undue financial strain on their families. As a result, the market is more likely to choose children's cosmetics items with competitive pricing and great cost-effectiveness.

4.2.3 Competition of the market

The market for children's skincare products in China was estimated by the Chinese research firm Forward Industry Research Institute to be worth 29.11 billion yuan (4.39 billion US dollars) in 2020, a 12.6% rise from the year before (Statista, 2022). By 2023, it has reached 40 billion yuan. Even with the present drop in the China's reproduction rate, new businesses and consumer segments for children are continuously growing. Taking children's skincare and makeup products as an example, children's skincare and makeup categories have been successively introduced by listed companies like Shanghai Jiahua (SH600315, stock price of 28.61-yuan, market value of 19.504 billion Hong Kong dollars), Shangmei Group (HK02145, stock price of 26.4 Hong Kong dollars, market value of 10.407 billion Hong Kong dollars), and Betani

(SZ300957, stock price of 92.41-yuan, market value of 39.145 billion). Despite the implementation of the one child policy by the Chinese government in 2015, market data indicates that the country has been seeing a fall in birth rates for a number of years. Actually, it costs a lot to raise children in China when it comes to activities, education, and health care, and parents there are either unaccustomed to raising several kids or would rather concentrate just on one or two (Gomez-Berrada et al., 2017). As a result, the market for baby products will be more dependent on the rise in average baby spending.

Many brands, particularly foreign ones, have taken advantage of the chance. According to the report of Nelson, it reveals that Chinese consumers' decision-making process is influenced by the safety signals they utilize. As a result, foreign brands of infant food and care items are growing in popularity in China's offline and online markets, which facilitates the entry of foreign companies into the market. One of them is Infant from Advanced Lipids. The brand has increased traffic by 250% as a consequence of effectively utilizing China's internet distribution channels.

Over the last three years, Tmall Global's newborn and kid sector has continued to develop quickly. Children's moisturizing, sunscreen, and shower gel, the sector's main categories, have grown by over three times during the previous two years. Through Tmall Global, more than 40 new international infant brands made their debut in the Chinese market in 2021. Several foreign brands have had remarkable success (Huang et al., 2017). Early in 2020, the French children's care brand Enfance made its way into China via Tmall Global, and in the first half of 2021, its sales climbed by 300%. Customers adore Enfance's newest product, an organic wash-free hair care spray for kids. They will work with Tmall to provide personalized child care goods in 2022. In 2016, the American infant care company Aveeno made its debut in China, pitching itself as a high-end line of natural children's care products (Ferret, 2017). Venn Consulting research shows that Avino has the highest market share of 8.1% in total sales across six e-commerce platforms from July 2018 to July 2019. To compete in the market, other foreign firms like Milk Baobab and Evereden are also aggressively creating specialized goods for Chinese youngsters.

Local Chinese brands of cosmetics for kids are also growing at the same time. Among the representatives is Dexter. Dexter was established in 2017 and now generates 30 million RMB

(4.72 million USD) in sales per month. In the most recent round of funding, the brand attracted the eye of investors and secured over 50 million yuan (7.86 million US dollars) in investment. In 2021, the well-known skincare company Biophyte genes also introduced LOVE&UNIQUE MEMORY, a division that specializes in child care. The "age specific skincare" focus of this company is on the various skin features of newborns and early children (ages 0-3, 3-6, 7-12), preschoolers, and school-age children (Vogue, 2022). It gives parents more scientific information and expert skincare advice with safety as its primary focus.

4.3 Internal Situational Analysis

4.3.1 Characterization of the company

Brand positioning-regardless of age or gender, the product strategy guarantees a MAC product for every consumer. More and more consumers are choosing MAC products since the cosmetics company offers a wide range of hues in its product line. MAC offers a wide range of makeup and beauty items, such as lipstick, eye shadow, foundation, skin care products, and cosmetic accessories. By addressing a range of skin tones and tastes, they promote inclusion. MAC Cosmetics products include Lip products, face, eye, skin and other collections. In addition, it has provided the premium services to maintain the customer loyalty, such as consultant of makeup skills, instore makeup services, and virtual try-on.

MAC is well-known for producing professional cosmetics products of the highest caliber. To guarantee enduring and colorful results, they put a lot of emphasis on employing premium products and creative formulae. To keep customers interested and excited, MAC frequently releases limited edition goods, collaboration series, and new series. In order to keep ahead of the curve with beauty trends, they also undertake research and development investments.

Brand image-MAC presents itself as a premium brand in the makeup sector. Prices for their products are often greater than those of many other cosmetic companies (Saima & Khan, 2020). Their price policy is consistent with their reputation for offering high-end makeup. Because of MAC Cosmetics' enduring excellence, customers are even prepared to forgo expensive product costs in exchange for them. Even at their high cost, those looking for more

items will use these above those from other brands. Because of this, the brand's premium approach has effectively increased sales.

Mission-MAC Cosmetics uses a variety of promotional combinations in their marketing strategy to increase sales of their premium goods. MAC employs the following techniques for promotional activities because it understands the value of advertising in this day of intense competition. MAC finances its advertising efforts over a range of media outlets, including print, digital, and television. To sell their products, they frequently work with celebrities, makeup artists, and other powerful people (Shen & Bissell, 2013). MAC has worked with Nicki Minaj, Lady Gaga, Rihanna, Miley Cyrus and other celebrities, to develop Viva Glam lipstick and lip gloss series to create more and more sales, thus making great contributions to MAC AIDS Fund.

Vision-MAC Cosmetics skillfully incorporates these components of the marketing mix to uphold its standing as a premium, cutting-edge cosmetics company (Saima& Khan, 2020). Their emphasis on inclusion, high-quality products, and effective marketing techniques has allowed them to create a solid reputation in the beauty sector and retain a devoted following of clients

Marketing approach- Only authorized distributors like Debenhams and House of Frasers and MAC specialist boutiques, which are situated in major department stores, sell MAC items, including skincare, lips, and face products. With its independent specialty shops and counters in upscale department stores throughout the globe, MAC offers a variety of conveniences to consumers in a variety of retail settings (Shen & Bissell, 2013). Additionally, MAC uses temporary buildings and pop-up stores in strategic areas to generate buzz and offer a distinctive shopping experience. MAC products are frequently used and sold in professional settings including beauty salons and cosmetics studios, underscoring their professional nature, in addition to physical and online storefronts.

Via its online shop, customers may buy MAC Cosmetics goods and services including consultations and virtual cosmetic trials. These cosmetics have been available for purchase online at Sephora Canada and Ultra Beauty Inc. since 2017 and 2018. Online sales have increased dramatically since the outbreak; Mac cosmetics launched the business and contributed significantly to its success. This brand offers a wide variety of items as well as

exclusive products online, and it has a strong online presence and an extensive e-commerce infrastructure.

4.4 SWOT analysis of MAC's children's makeup product development

As a popular method for business analysis, SWOT analysis assesses a company's Opportunities, Weaknesses, Threats, and Strengths. Based on the research of customers and related reports of the children's makeup market, a SWOT analysis of MAC's creation of cosmetics for kids looks like this:

Strengths

- High brand awareness: MAC is a well-known cosmetics brand with a large user base and positive image and it has strong brand backing for breaking into the kids' beauty sector.
- Dependable Product quality: MAC has long been renowned for producing high-grade goods (Medley et al., 2023). Its expert R&D team and stringent quality control standards enable it to guarantee children's beauty products are safe, gentle, and of the highest caliber.
- Strong capacity to innovate: MAC is a leader in the beauty and cosmetics industries, with a track record of introducing cutting-edge and captivating kids' beauty and cosmetics items to pique kids' interest and encourage them to explore.

Weaknesses

- Lack of experience in the children's makeup industry: MAC, a company that mostly caters to the adult beauty market, lacks experience and knowledge in this area and has to do more research and education in this area.
- Lack of richness in product line: When compared to other child-focused beauty businesses, MAC's children's beauty product collection could not be as extensive and may require more development.
- High costs: MAC's goods are often positioned in the mid-to-high-end segment of the market, and their costs are quite exorbitant, making them unaffordable for many families.

Opportunities

- High potential in children's makeup industry: The children's beauty business is expanding

quickly and has a lot of room to grow since parents are becoming more aware of their kids' abilities and performances, social media is becoming more popular, and beauty bloggers are becoming more prominent.

- Diverse demands from a broad customer base: MAC has additional market prospects in the children's beauty sector due to the growing diversity of consumer expectations and the increased need for high-quality, safe, and engaging goods (Jung et al., 2015).
- More chances for cross-border collaboration: For example, MAC might collaborate with other companies, organizations, or intellectual properties to jointly introduce co-branded or limited-edition children's beauty products in an effort to increase market share and brand influence.

Threats

- Harsh market rivalry: There is fierce competition in the children's beauty industry from both children-specific beauty brands and mainstream beauty businesses. In this industry, MAC must continue to be innovative and watchful.
- Strict regulatory development: Children's beauty products are governed by stringent regulatory oversight. In order to protect itself from legal liability resulting from product safety or quality defects, MAC must make sure that all goods meet all applicable regulations.
- Public opinion pressure: Public expectations for product safety and environmental preservation are rising as customers continue to place a greater value on children's beauty goods. In order to guarantee both product safety and environmental preservation, MAC must take proactive measures in response to public pressure. execution.
- MAC faces risks and drawbacks in addition to possibilities when it comes to creating cosmetics for kids. To be successful in the market, MAC must fully use its advantages, take advantage of opportunities, actively address challenges and drawbacks, and continuously strengthen and expand its competitiveness.
- For MAC, it is necessary to underline the differentiation strategy. Innovative product design, personalized customization services, interactive experience marketing, cross-border cooperation and collaboration, and brand image shaping are some of the ways that

children's beauty goods may achieve their differentiation strategy. By meeting a variety of consumer wants, these differentiation methods will increase a product's competitiveness and market share.

4.5 Marketing plan objective

It aims at attracting the target consumers of e children's makeup products and helping MAC to enter children's makeup industry.

4.6 Segmentation, Targeting and Positioning

Children aged 6 to 12 and their parents are the primary target market. Institutions of higher learning and talent development are other possible target clients. It has developed the segment for the primary target market.

Table 2 Segment of MAC

Segmentation Criteria	Sub-segments	Description	Potential MAC Target
Age	6-12 years old	Children in this age range are initially interested in makeup and dressing up, and are receptive to new things.	Yes (Primary Target)
	13-18 years old	Adolescents may be more focused on personal image and social media influence, and are more likely to purchase adult cosmetics.	No
Gender	Girls	Girls typically develop an interest in makeup earlier than boys.	Yes
	Boys	The makeup market for boys is smaller but growing.	No
City/Region	Tier 1 cities (e.g., Beijing, Shanghai)	Parents in these cities tend to be more open-minded and have higher disposable income.	Yes
	Tier 2 cities	Consumers in these cities also have a high level of acceptance and consumption ability, but competition may be fiercer.	Yes (Secondary Target)

Segmentation Criteria	Sub-segments	Description	Potential MAC Target
	Tier 3 and below cities	Makeup penetration and consumption ability are relatively low.	No
Social Class	Middle-class and above	Families with higher disposable income are willing to invest in their children's interests.	Yes
	Lower-income families	Cosmetics may not be a priority for these families.	No
Values & Beliefs	Fashion-conscious, individualistic	Parents who value their children's individuality and self-expression.	Yes
	Traditional, conservative	May not be supportive of children wearing makeup.	No
Behaviors	Active on social media	Children and parents active on social media are more likely to be influenced by makeup trends.	Yes
	Not active on social media	Less influenced by makeup trends.	No
Family Structure	Single-parent households	May need to focus more on children's self-expression and social needs.	Yes (Consideration)
	Dual-parent households	Conventional family structure but still values children's interests and social needs.	Yes

Source: The author, 2024

Based on the above market segmentation, MAC cosmetics can primarily target 6-12-year-old girls from middle-class and above families in Tier 1 and Tier 2 cities. These families tend to be fashionable, open-minded, and willing to invest in their children's interests and social needs. Additionally, single-parent households can be considered as a secondary target market.

Brand positioning

Regarding its brand image, MAC must continue to project its signature style and individuality while still being mindful of the tenderness and safety of its cosmetics for kids. Build customer trust and recognition of the product by highlighting its quality and safety.

Safety, fun, creative and self-expression are the brand position for MAC's new product

line.

- **Safety:** When it comes to children's makeup, safety need to come first. MAC should use a mild and safe formula to ensure that the product is free of harmful substances and suitable for children's skin. By emphasizing the product's safety, MAC may increase trust in the product among parents and kids.
- **Fun:** Child curiosity is piqued by interesting stuff. With its striking packaging, colorful formulas, and captivating user interfaces, MAC can pique youngsters' curiosity. Products that make youngsters chuckle while applying them, such lipstick with a beautiful animal design or eye cosmetics with a flashing effect, may be launched.
- **Creative:** Kids may be encouraged to utilize all of their imaginations and creativity by MAC. Introduce multicolored makeup products to allow children to freely mix and create as they grow in creativity and creative ability. MAC may hold imaginative painting competitions or creative workshops to better foster children's creativity and imaginations.
- **Self-expression:** Children's makeup may serve as a platform for their own expression. MAC have the ability to introduce several categories of cosmetic products, enabling kids to choose items that best fit their tastes and characteristics while showcasing their individuality.

4.7 Marketing -Mix

4.7.1 Product strategy

Product features: To guarantee that the product is not irritating to the skin, natural and additive-free components are used with an emphasis on safety and tenderness. It satisfies children's demands for performance and entertainment while being vibrant and simple to use.

Product line planning: provide a range of basic beauty products (lipstick, blush powder, eye shadow, etc.) and pair them with compact makeup bags and makeup equipment to make it easier for kids to do makeup on the go.

To grab kids' interest, kids' cosmetics packaging should emphasize playfulness and interaction. When designing product packaging, MAC might include eye-catching hues,

adorable patterns, and intriguing designs to make the product enjoyable for kids to use.

Furthermore, MAC's kid-friendly cosmetics line should incorporate environmentally friendly and sustainable practices. This includes the use of recyclable or biodegradable packaging materials to reduce waste and the impact on the environment. By adopting green manufacturing processes, MAC can ensure that the production of these cosmetics is less harmful to the planet. The use of natural and additive-free ingredients not only ensures the safety of children's skin but also aligns with the trend of green consumption. Consumers, especially parents, are increasingly aware of the importance of environmental protection and are more likely to choose products that prioritize sustainability. MAC can further strengthen its green credentials by clearly communicating its environmental commitments on product packaging and marketing materials. This includes information about the use of sustainable materials, recycling instructions, and any certifications or awards related to environmental performance. By doing so, MAC can appeal to consumers who value both product quality and environmental responsibility.

In China and Europe, there are notable differences in the requirements for cosmetics quality approval and licensing. In China, a registration and notification system are implemented, emphasizing the primary responsibility of registrants and notifiers, with strict compliance to national regulations and standards to ensure the safety and compliance of cosmetics. In contrast, Europe, specifically the European Union, adopts a mandatory pre-market notification system, requiring manufacturers, importers, or distributors to adhere to the EU Cosmetics Regulation (EC No 1223/2009) to ensure product safety. When devising marketing strategies for children's cosmetics, brands must thoroughly understand and comply with the quality approval and licensing requirements of their target market, showcasing relevant certifications to enhance consumer trust and willingness to purchase.

When formulating the marketing strategy of children's cosmetics, the difference in quality approval qualification of different countries should be fully considered. For the Chinese market, the compliance and safety of the products are emphasized, and the relevant approval certificates that have been obtained are displayed to enhance consumer confidence. At the same time, in the international market, actively seek and display certification in accordance with local

standards, such as FDA certification or EU cosmetics regulations compliance statement, to establish brand image and reputation. By meeting the quality approval requirements of different markets, Mac children's cosmetics will be more competitive and win the favor of consumers.

4.7.2 Pricing strategy

From the study, most of people accepted the price of 50-100 RMB for the kids' makeup products while 36.5% of them believed that the 100-200 RMB was reasonable. And 21% of them believed they can accept the price more than 200 RMB. The respondents trust that the higher price indicates a better quality for kids.

Mac's Cosmetics uses a product line pricing strategy that combines praising price and relative price. It has been demonstrated that MAC benefits from and generates more income from this product line pricing approach (Ponomareva & Nozdrenko, 2021). MAC bases its pricing decisions on how much customers think its products are worth. Customers looking for professional grade cosmetics have been drawn to their premium ingredients, pigments, and packaging, demonstrating why their costs are greater than those of mass market brands. Being a luxury brand, MAC makes sure that its costs don't go up in the market for high-end cosmetics. They attract a broad clientele by striking a mix between approachability and ambition.

4.7.3 Placement strategy

Online channel

- Official website: MAC's official website can have a section just for children's beauty products, complete with usage manuals, safety precautions, and thorough product introductions. To boost user engagement and buy intention, the official website can also include interactive features like online color testing and product matching suggestions.
- E-commerce platform: To establish an official flagship shop for MAC children's beauty items, work with well-known e-commerce platforms like Tmall and JD.com. The brand can use e-commerce platforms' traffic to boost sales volume and product exposure.
- Social media: such Weibo, TikTok, Xiaohongshu, etc. It can draw in the attention of the target audience by releasing engaging and imaginative product videos and visual content.

In parallel, the brand may work with opinion leaders or online celebrities to promote and test products.

Offline channel

- Working with toy stores and sellers: it can introduce the children's makeup products of MAC to these channels. These stores usually have clear target consumers and collaborate more with children's product brands, which helps to increase the visibility and sales volume of MAC children's beauty products.
- Educational institutions: In order to market MAC's children's beauty products as part of the activities or rewards, it can work with educational institutions (like kindergartens, primary schools, etc.) and activity venues (like amusement parks, parent-child activities, etc.). Through direct customer outreach, this cooperative approach raises brand recognition and favorability.
- Working with other brands: MAC can work with other brands or institutions related to children, such as joint promotion with animation, movies, children's clothing brands, etc. Through cooperation, they can expand the audience of our products and enhance brand influence.
- MAC's children's makeup placement strategy should make extensive use of both online and offline channels to increase product exposure, awareness, and sales via official websites, e-commerce platforms, social media platforms, specialty stores, children's product stores, educational institutions, and cross-border collaboration. At the same time, channel strategies must be constantly adjusted and optimized in response to market feedback and customer demand in order to preserve competitive advantage and fulfil market expectations.

4.7.4 Promotion strategy

- **Social media marketing**

MAC should make full use of the social networking sites like Weibo and TikTok to create product-related material that will capture children's attention and interest. At the same time, invite well-known beauty bloggers or children's celebrities to test and promote the items.

- **Offline activities**

MAC can hold children's makeup competitions, cosmetics courses, and other offline events to raise brand awareness and involvement. In addition, they can collaborate with schools and communities to conduct product trial and experience events, allowing children to see the quality and enjoyment of the items directly.

- **Membership system**

MAC can establish a membership system to give members with discounts, point redemption, and other incentives, hence increasing consumer loyalty and repurchase rates.

- **Examples of promotion activity**

Parent and children makeup DIY activity:

Project objective: to improve parent-child ties and foster family contact.

To promote children's beauty goods to increase brand exposure and recognition.

To develop children's aesthetic abilities and inventiveness, allowing them to witness the power of beauty while learning beauty methods.

- **Content of the activity:**

Teaching the makeup skills: It will invite professional makeup artists to teach youngsters fundamental cosmetic techniques like applying lipstick and eyeshadow. At the same time, parents may join and collaborate with their children to develop cosmetic items.

DIY makeup: It will supply a set of MAC's children makeup items, allowing children to freely play and create their own beauty works in the presence of their parents. Multiple beauty themes, such as princess style, fashion trends, and so on, can be established to encourage children's creativity.

- **Taking pictures and display:** Once children have completed their beauty works, they will be presented and chosen. Choose the Best Creativity Award and Best Skills Award, and give out prizes and diplomas to encourage youngsters to keep working hard.

- **Interactive game:** It will set up various interactive beauty activities, such as beauty knowledge Q&A, makeup speed competition, and so on, to make the activity more enjoyable and interactive.

- **Brand promotion:** it will set a brand section at the event to display MAC children's beauty goods and provide trial chances. Simultaneously, limited-time promotional

activities, such as discounts and rewards for purchasing product bundles, will be introduced to encourage people to buy.

Schedule for the first-year promotion and budget

Table 6: schedule and budget

Time	Main content	Budget
January-February	Publish New Year-themed posters and launched the "New Year, New Look, Children's Skin Care Starts with MAC" campaign to attract users' attention.	RMB 100,000
March	Launch the "Children's Skin Care Knowledge Month" activity and publish a series of skin care tutorials and articles on Xiaohongshu. second quarter	
April	Release new spring and summer products and conduct pre-sale activities through the social media public account.	RMB 150,000
May	Launch the "Mother's Day Parent-Child Makeup Contest" to encourage parents and children to participate together to increase brand exposure.	
June	Publish a Children's Day special video on Douyin to show the fun and safety of children's cosmetics.	
July	Hold online summer camp activities and invite users to participate and interact through social media.	RMB 200,000
August	Release information on discounts for the back-to-school season to attract parents to buy for their children	
September	Launch the "Teachers' Day Thanksgiving Feedback" activity to provide exclusive discounts for educators.	
October	Release new autumn and winter products, emphasizing the importance of moisturizing and skin care	RMB 200,000
November	Carry out Double Eleven Shopping Festival promotion activities and promote through WeChat official accounts and mini programs.	
December	Release Christmas and New Year themed posters and limited gift boxes to create a festive atmosphere.	

Source: The author, 2024

5. Conclusion

Children's makeup products have become a new consumer trend due to the emergence of social media and makeup bloggers, as well as the growing attention that parents are paying to their children's skills and performances. The use of cosmetics by children is growing at a very rapid pace every year. The worldwide children's cosmetics industry is predicted to develop at a compound annual growth rate of 8.66% between 2019 and 2024, with a market size of 150 billion yuan in 2024. The market for children's makeup products has been full of challenges, especially with variable product quality, ambiguous labelling, and a lack of safety regulations. MAC faces risks and drawbacks in addition to possibilities when it comes to creating cosmetics for kids. To be successful in the market, MAC must fully use its advantages, take advantage of opportunities, actively address challenges and drawbacks, and continuously strengthen and expand its competitiveness.

The primary goal of this research is to develop a marketing plan for MAC to develop the new children makeup product in the Chinese market. The survey was designed to explore the motivations of consumers to purchase the kids' makeup products. Respondents purchased the kids' makeup products to attend the special event or festival and they were motivated by developing kids' aesthetics and creativity, the hobby and interest of the kids while some of them were motivated by the imitation of adults.

It has adopted the quantitative research methodology. The research question is what the consumer's ideas of the children makeup products are. It has provided the different options such as price, product line and the features of the products to measure the ideas of consumers. The use security was the most important feature for the consumers when making decision of purchasing the children's makeup products. For customers, quality is among the most crucial considerations. Parents want kid-friendly cosmetics that are simple to remove, color, and have decent durability. In addition, the product's quality and packaging have to live up to their expectations. Another significant consideration for buyers is price. In addition to meeting their children's demands, parents want to choose items that are very cost-effective and do not place an undue financial strain on their families. As a result, the market is more likely to choose

children's cosmetics items with competitive pricing and great cost-effectiveness.

Marketing strategies are developed based on the study findings. A variety of strategies have been implemented to attain both minor and major objectives. For MAC, it is necessary to underline the differentiation strategy. Innovative product design, personalized customization services, interactive experience marketing, cross-border cooperation and collaboration, and brand image shaping are some of the ways that children's beauty goods may achieve their differentiation strategy. By meeting a variety of consumer wants, these differentiation methods will increase a product's competitiveness and market share. Regarding its brand image, MAC must continue to project its signature style and individuality while still being mindful of the tenderness and safety of its cosmetics for kids. Build customer trust and recognition of the product by highlighting its quality and safety. Safety, fun, creative and self-expression are the brand position for MAC's new product line.

In this study, there are some limitations. For example, the quantitative research was adopted to collect a limited amount of data. It is hardly to generalize the research results in the whole market. In the future, it will continue to monitor market dynamics and changes in customer demand, consistently optimizing goods and services, and providing children with a safer, more entertaining, and quality-guaranteed beauty experience.

Reference

- Deliya, M. M., & Parmar, B. J. (2012). Role of packaging on consumer buying behavior—patan district. *global Journal of management and Business research*, 12(10), 49-67.
- Gomez-Berrada, M. P., Ficheux, A. S., Dahmoul, Z., Roudot, A. C., & Ferret, P. J. (2017). Exposure assessment of family cosmetic products dedicated to babies, children and adults. *Food and Chemical Toxicology*, 103, 56-65.
- Gomez-Berrada, M. P., Ficheux, A. S., Guillou, S., Berge, C., de Javel, D., Roudot, A. C., & Ferret, P. J. (2017). Consumption and exposure assessment to cosmetic products for children under 2 years old. *Food and Chemical Toxicology*, 105, 151-160.
- Hinčica, V., Řezanková, H., & Qi, J. (2021). Perception of cosmetics quality in China—comparison between young and older consumers. *Young Consumers*, 22(4), 644-659.
- Huang, Z. I. H. O. N. G., & Foosiri, P. (2017). Factors affecting chinese consumers' purchase intention on facial make-up cosmetics. *University of Thai Chamber of Commerce, Bangkok*, 173-189.
- Jiang, K. (2021). *The Influence of e-WOM on Young Female Consumers' Purchase Behavior in the Cosmetic Industry in China* (Doctoral dissertation, Dublin, National College of Ireland).
- Jin, S. V., Muqaddam, A., & Ryu, E. (2019). *Instafamous and social media influencer marketing. Marketing Intelligence & Planning*.
- Jung, S. J., Hwang, Y. S., Choi, C. M., Park, A. S., Kim, S. U., Kim, H. J., ... & Jung, K. (2015). Examination and quantification of preservatives in cosmetics for children. *Journal of the Society of Cosmetic Scientists of Korea*, 41(3), 219-227.
- Khalid, Nor Rahimy Binti, Che Aniza Binti Che Wel, Syed Shah Alam, and Suraya Akmar Binti Mokhtaruddin. "Cosmetic for modern consumer: The impact of self-congruity on purchase intention." *International Journal of Asian Social Science* 8, no. 1 (2018): 34-41.
- Kotler, P., & Armstrong, G. M. (2010). *Principles of marketing*. Pearson Education India.
- Kotler, P., & Lee, N. (2008). *Social marketing: Influencing behaviors for good*. Sage.
- Ma, Y., & Yang, S. (2018). An empirical study of female e-shopper's satisfaction with cosmetic products in China. *International Journal of Business and Management*, 13(3), 211-219.
- MAC (2023), history, available at: <https://www.maccosmetics.com/>

- Man, Q., & Rahman, J. M. (2019). The impact of cosmetics industry social media marketing on brand loyalty: Evidence from Chinese college students. *Academy of Marketing Studies Journal*, 23(2).
- Marie, C., Garlantézec, R., Béranger, R., & Ficheux, A. S. (2022). Use of Cosmetic Products in Pregnant and Breastfeeding Women and Young Children: Guidelines for Interventions during the Perinatal Period from the French National College of Midwives. *Journal of Midwifery & Women's Health*, 67, S99-S112.
- Medley, E. A., Kruchten, K. E., Spratlen, M. J., Ureño, M., Cole, A., Joglekar, R., & Herbstman, J. B. (2023). Usage of Children's Makeup and Body Products in the United States and Implications for Childhood Environmental Exposures. *International Journal of Environmental Research and Public Health*, 20(3), 2114.
- Meena, S. (2018). Consumer psychology and marketing. *Age*, 21(30), 43
- Palmer, A. (2012). *Introduction to marketing: Theory and practice*. Oxford University Press.
- Ponomareva, E., & Nozdrenko, E. (2021). Digital Transformation of Marketing Strategy of Western Firms in Chinese Cosmetic Market. *Digital Strategies in a Global Market: Navigating the Fourth Industrial Revolution*, 229-241.
- Pradhan, D., Israel, D., & Jena, A. K. (2018). Materialism and compulsive buying behavior: The role of consumer credit card use and impulse buying. *Asia Pacific Journal of Marketing and Logistics*.
- Rastogi, S. C., Johansen, J. D., Menné, T., Frosch, P., Bruze, M., Andersen, K. E., ... & White, I. R. (1999). Contents of fragrance allergens in children's cosmetics and cosmetic-toys. *Contact dermatitis*, 41(2), 84-88.
- Saima, & Khan, M. A. (2020). Effect of social media influencer marketing on consumers' purchase intention and the mediating role of credibility. *Journal of Promotion Management*, 27(4), 503-523.
- Saunders, M, Lewis, P., & Thornhill, A. (2019). *Research Methods for Business Students* (8th edn.) Harlow (8th ed.). Harlow: Pearson Education Limited
- Schwemmer, C., & Ziewiecki, S. (2018). Social media sellout: The increasing role of product promotion on YouTube. *Social media+ Society*, 4(3), 2056305118786720.
- Shen, B., & Bissell, K. (2013). Social media, social me: A content analysis of beauty companies' use of Facebook in marketing and branding. *Journal of Promotion Management*, 19(5), 629-651.
- Silviana. (2012). Penerapan Strategi Pemasaran Marketing Mix . *Jurnal: Widya Teknik*, 20(1).

- Statista (2020), Value of the beauty and personal care market worldwide in 2020, by leading country, available at: <https://www.statista.com/statistics/562081/global-beauty-and-personal-care-market-value-by-country/>
- Stevens, R. E., Loudon, D. L., Ruddick, M. E., Wrenn, B., & Sherwood, P. K. (2012). *The marketing research guide*. Routledge.
- Strydom, J. (Ed.). (2005). *Introduction to marketing*. Juta and company Ltd.
- Taherdoost, H. (2016). Validity and reliability of the research instrument; how to test the validation of a questionnaire/survey in research. How to test the validation of a questionnaire/survey in research (August 10, 2016).
- Trampe, D., A. Stapel, D., & W. Siero, F. (2011). The self-activation effect of advertisements: Ads can affect whether and how consumers think about the self. *Journal of Consumer research*, 37(6), 1030-1045.
- Vogue (2022), what driving the Chinese boom in cosmetics for children, available at: <https://www.voguebusiness.com/beauty/whats-driving-the-chinese-boom-in-cosmetics-for-children>
- Wu, P. T., & Lee, C. J. (2016). Impulse buying behavior in cosmetics marketing activities. *Total Quality Management & Business Excellence*, 27(9-10), 1091-1111.
- Yang, L., Meng, W., & Li, Y. (2021). Marketing Strategies of Chinese Cosmetic Brands in Local Market. In *2021 3rd International Conference on Economic Management and Cultural Industry (ICEMCI 2021)* (pp. 3130-3138). Atlantis Press.

Appendix

Questionnaire on customer willingness for beauty products to enter the children's makeup market

1: Have you ever purchased beauty products for children under 12 years old?

yes

no

2: How do you usually get information about children's makeup products?

Social media

Recommendations from friends or family

store or shopping center

TV or online advertising

3: What do you think is the main motivation for children to use makeup products?

Children's interests and hobbies

Cultivate aesthetics and creativity

Imitation of the adult world

Attend a special event or festival

4: Do you think children's makeup products should be separated from adult beauty products?

Yes, children's skin is more sensitive

No, the ingredients are safe

5: What factors are you most concerned about when it comes to children's makeup products?

Ingredient safety

Price

Brand awareness

Package Design

Product quality

6: What is the price range you are willing to pay for children's makeup products?

0-50 yuan

50-100 yuan

100-200 yuan

More than 200 yuan

7: For children's makeup products, what types of products would you like to include?

lipstick

eye shadow

nail polish

blush

makeup brush

8: If you want to buy, what is the packaging design of the product you prefer?

the simple style (for your taste)

Funny Kids style (for children's taste)

Innovation style

9: What is the main reason why you don't buy children's makeup products?

Think children don't need it

Worry about unsafe chemical ingredients

Too expensive

10: What aspects do you think should be considered in MAC children's makeup products?

Use security

natural ingredients

Color richness

product quality

Price positioning

meaning of education

11: Do you think the MAC makeup brand is consistent with children's makeup products?

Very consistent

more consistent

neutral

Not quite consistent

Totally inconsistent

12: Would you like to try to buy our brand of children's makeup products?

yes

no

Demographic information

13: Your gender?

Male

Female

14: Your age?

18-25

26-35

36-45

46-55

15: Education level

Below high school

high school

bachelor

master

PhD

16: Income level pre month?

<5000 RMB per month

>= 5000 but <10000

>=10000 but < 30000

>=30000 but <50000

>=50000 per month