The impact of beauty brand experience on brand loyalty in the context of new consumerism

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Abstract: In the context of new consumerism, consumers' demand for beauty brands is no longer limited to the products themselves, but more focused on brand experience. Consumers' pursuit of personalized, social, and quality experiences further strengthens the role of brand experience in brand loyalty. Therefore, beauty brands should focus on emotional marketing, enhance personalized services, optimize shopping experience, strengthen social interaction, and enhance brand associations to strengthen consumer brand loyalty.

1.Introduction

With the development of the economy and the transformation of consumer attitudes, new consumerism is gradually emerging. The new consumerism emphasizes consumers' pursuit of quality, personalization, and experience, which brings new opportunities and challenges to the beauty industry. In the fierce market competition, beauty brands not only need to provide high-quality products, but also need to attract and retain consumers through a good brand experience, thereby improving brand loyalty. Brand loyalty refers to the emotional dependence and behavioral loyalty that consumers have towards a certain brand, and their willingness to purchase the brand's products for a long time and recommend them to others. Therefore, studying the impact of beauty brand experience on brand loyalty in the context of new consumerism has important theoretical and practical significance.

2.The connotation of new consumerism

New consumerism is a consumer centered consumption concept that emphasizes consumers' pursuit of quality, personalization, experience, and value. In the context of new consumerism, consumers pay more attention to the quality and safety of products, and have higher requirements for brand trust. At the same time, consumers pursue personalized products and services, hoping to express their personality and values through consumption. In addition, consumers have increasingly high demands for consumer experience, not only focusing on the effectiveness of product use, but also on the emotional experience and social interaction during the purchasing process.

3.The constituent elements of beauty brand experience

Brand experience refers to a series of feelings and experiences that consumers experience during their interaction with a brand. According to the theory of brand experience, brand experience can be divided into five aspects: sensory experience, emotional experience, thinking experience, action experience, and relational experience.

One is sensory experience. It refers to consumers' perception of a brand through visual, auditory, tactile, olfactory, and gustatory senses. In beauty brands, the appearance design, packaging, fragrance, and other aspects of products provide consumers with sensory experiences. For example, exquisite packaging and pleasant fragrance can attract consumers' attention and enhance their interest in the brand.

The second is emotional experience. It refers to the emotional response generated by consumers during the

interaction with the brand. Beauty brands can establish emotional connections with consumers through advertising, marketing campaigns, customer service, and other means. For example, some brands enhance brand loyalty by conveying positive values or emotional stories that resonate emotionally with consumers.

The third is the experience of thinking. It refers to consumers' perception and thinking of the information conveyed by a brand. Beauty brands can help consumers better understand their products and brands by providing valuable content such as skincare knowledge, beauty tutorials, etc., thereby enhancing consumer awareness and trust in the brand.

The fourth is action experience. It refers to the actual experience of consumers in the process of purchasing and using products. This includes the convenience of the purchasing process, the effectiveness of product use, after-sales service, etc. For example, convenient purchasing channels, good usability, and timely after-sales service can enhance consumer satisfaction, thereby affecting brand loyalty.

The fifth is related experience. It refers to the long-term relationship and interaction established between consumers and brands. Beauty brands can maintain long-term contact with consumers through membership systems, social interactions, and other means, enhancing consumers' sense of belonging and loyalty to the brand.

4.The impact mechanism of beauty brand experience on brand loyalty under the background of new consumerism

4.1.Personalized experience and brand loyalty

In the context of new consumerism, consumers' demand for personalization is increasing day by day. Beauty brands can better meet consumers' needs and increase brand loyalty by providing personalized products and services. For example, some brands provide customized beauty products based on consumers' skin type, complexion, and other characteristics, allowing consumers to feel the brand's care and respect, thereby enhancing their loyalty to the brand.

4.2.Socialized Experience and Brand Loyalty

With the development of social media, consumers are increasingly focusing on social experiences. Beauty brands can interact with consumers through social media platforms, sharing product information, usage experience, and other content to enhance consumers' sense of identification and belonging to the brand. In addition, consumers' sharing and recommendations on social media can also expand the brand's influence, attract more potential consumers, and thus increase brand loyalty.

4.3.Quality experience and brand loyalty

New consumerism emphasizes the pursuit of quality, and consumers are willing to pay higher prices for high-quality products and services. Beauty brands can enhance consumer satisfaction and trust in the brand by providing high-quality products and shopping experiences, thereby strengthening brand loyalty.

5.Suggestions for Enhancing Beauty Brand Experience and Brand Loyalty in the Context of New Consumerism

5.1.Pay attention to emotional marketing

Beauty brands can convey positive emotional values and establish emotional resonance with consumers through various means. For example, telling the story behind the brand in advertisements, emphasizing the lifestyle and values advocated by the brand, and creating emotional identification among consumers. Meanwhile, brands can also demonstrate their sense of social responsibility through public welfare activities and other means, winning the respect and trust of consumers. In addition, brands should pay attention to the warmth and sincerity of language in their interaction with consumers, so that consumers can feel the brand's care and attention. For example, through the enthusiastic service of customer service personnel and the positive response of brand social

media accounts, consumers can feel the brand's attention and respect for them, thereby enhancing their emotional dependence on the brand.

5.2.Enhance personalized services

Consumers' demand for personalization is increasing in the context of new consumerism, and beauty brands should actively meet this demand. Brands can use big data analysis and other methods to gain a deeper understanding of consumers' personalized characteristics such as skin type, complexion, preferences, etc., and provide customized beauty products and services for consumers. For example, recommending suitable skincare products based on the consumer's skin type, providing personalized makeup recommendations based on the consumer's skin tone, and so on. In addition, brands can also launch personalized product packaging, exclusive membership services, etc., allowing consumers to feel the unique care of the brand and thereby increase their loyalty to the brand. For example, some brands offer exclusive birthday gifts, priority purchase rights, and other privileges to members, enhancing their sense of belonging and loyalty to the brand.

5.3.Optimize shopping experience

Shopping experience is one of the important factors that affect consumer brand loyalty. Beauty brands should optimize the shopping experience from multiple aspects. Firstly, improve the convenience of purchasing channels. Brands can expand their online sales channels, optimize the user experience of e-commerce platforms, and enable consumers to purchase products more conveniently. Meanwhile, brands can also provide consumers with a better shopping environment through the rational layout and optimization of offline stores. Secondly, provide good product performance. Brands should focus on product development to ensure that the quality and effectiveness of their products meet consumers' expectations. In addition, brands should provide timely after-sales service to solve problems encountered by consumers during use. For example, setting up a dedicated after-sales service hotline to promptly handle consumer complaints and inquiries, allowing consumers to feel the reliability and professionalism of the brand.

5.4.Strengthen social interaction

With the development of social media, consumers are increasingly focusing on social experiences. Beauty brands should fully utilize social media platforms to interact with consumers. Brands can attract consumers' attention and participation by publishing interesting content, hosting online events, and other means. For example, sharing beauty tutorials, user experience, and other content to help consumers better understand the brand and products through interaction. Meanwhile, brands can also continuously improve their products and services by interacting with consumers, collecting their feedback and suggestions. In addition, brands can encourage consumers to share their user experience on social media and expand their brand influence through word-of-mouth communication. For example, some brands organize user sharing events, giving small gifts or coupons to sharing users to encourage consumers to actively share, thereby attracting more potential consumers and increasing brand loyalty.

5.5.Strengthen brand association

The long-term relationship and interaction between brands and consumers are important ways to enhance brand loyalty. Beauty brands can maintain long-term contact with consumers through membership systems, point rewards, and other means. For example, establishing a comprehensive membership system, providing members with benefits such as point redemption and exclusive discounts, and incentivizing consumers to continue purchasing branded products. At the same time, brands can also enhance members' sense of participation and belonging to the brand by regularly holding membership activities, such as offline experience events, new product trials, etc. In addition, brands can maintain regular communication with consumers, understand their needs and opinions, continuously optimize products and services, further strengthen the relationship between the brand and consume

rs, and improve brand loyalty.

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