

The Relationship between Interest in Online Sales Promotion and Impulsive Buying for Cosmetics among Chinese Generation Z Consumers

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ABSTRACT

The objective of this study was to explore the relationship between interest in online sales promotion and impulsive buying behavior for cosmetic consumption among Chinese Generation Z. The research samples of this research were 250 Chinese male and female Generation Z, aged between 18 and 26 years old, who have purchased cosmetics in the past three months and currently residing in China. The results illustrated that respondents had a positive opinion on interest in online sales promotion for cosmetics ($M = 3.57$), with discount promotion receiving the highest score ($M = 3.90$) and free shipping receiving the lowest overall score ($M = 3.20$). Regarding the relationship between the variables, the result of the study demonstrated that the total interest in online sales promotion is positively related with impulsive buying behavior ($r = 0.226$), while among the eight types of online promotions, sweepstakes had the highest relationship with impulsive behavior ($r = 0.322$).

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Introduction

China's cosmetics market is in a growing stage, and its growth rate is much higher than that of mature markets such as the United States and Japan. In 2018, China became the second-largest consumer of cosmetics in the world.

At the same time, Generation Z is gradually becoming a major consumer group, especially in the cosmetics market. According to Statista, the retail sales value of cosmetics in China rose to \$52.3 billion in 2020. This makes China the world's second-largest beauty and personal care product market. (International Trade Administration, 2022). In addition, a survey in 2021 showed that around 60% of Generation Z cohort used cosmetics products at least three to five times a week, 38.3% of which used them almost every day (Ma, 2023).

Therefore, the consumption potential of Generation Z is unlimited and how to attract their attention is very important. And, sales promotion has been considered one of the most effective marketing tools because it can attract and encourage customers to buy products (Gotoclient, 2021). For example, previous study from Gilbert and Jackaria (2002) found that price discounts would accelerate consumers' attempt and purchase of products.

Furthermore, the convenience of the internet also makes impulsive buying more likely to happen. Rodrigues, Lopes, and Varela (2021) mentioned that around 80% of people have an impulsive buying desire when shopping online. However, there are also subtle differences in buying behavior among different types of

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consumers. So far, there are few studies on the impulsive buying behavior of Chinese Generation Z customers (Qin, 2015). Therefore, studying interest towards online promotion types and impulsive buying behavior for cosmetic consumption in Chinese Generation Z can enrich existing research on impulsive buying behavior and help more cosmetic brands and companies choose the most suitable types of online promotions to win the hearts and attention of Generation Z.

Online Sales Promotion

Among all the marketing incentives used by companies, sales promotion is commonly used because it is the most direct and effective (Aaker, 1973). Sales promotion is defined as a marketing activity that focused on action, which aims to have an immediate impact on consumer behavior and thus lead to immediate purchase behavior (G. Belch, G., & M. Belch, 2018).

Similarly, online sales promotions are described as a purposeful activity in which online merchants provide short-term incentives (different types of sales promotion) to target audiences via the Internet to induce their attention and desire to buy products, so as to achieve the purpose of successful consumption (Yin, 2018). Zhao and Luo (2008) analyzed the most popular and representative online shopping platforms (Taobao, Tmall, and JD) in China and summarized eight representative promotional types. Due to their comprehensiveness and the compatibility of the analyzed data source, these eight sales promotion types were used as a framework for exploring which type has the highest correlation with Chinese Generation Z's impulsive purchasing behavior in this study. The eight sales promotion types are as follows:

1. Price promotion: Sellers sell their products at prices significantly lower than the usual retail price of the products. A larger discount is more likely to catch the eye of consumers during online shopping, prompting them to make a purchase.

2. Discount promotion: It is similar to price promotion, so the online shopping platform will provide different tags to help consumers distinguish the difference between them. Similarly, discount promotions will stimulate consumers and attract their attention.

3. Coupon: These coupons are time-limited and are designed to allow consumers to purchase more items in order to take advantage of the offer. In online shopping, electronic coupons are convenient for consumers to receive and use.

4. Sweepstakes: As one of the most common promotional tools used by online shopping platforms, sweepstakes have a certain allure to consumers. Consumers need to reach a

certain amount of spending to have the opportunity to participate.

5. Quantity discount: Consumers can get more offers by buying more quantity of products. For consumers, if increasing the number of products they buy can reduce the unit price of goods, their willingness to increase the number of purchases will also be greatly enhanced.

6. Free shipping: It is a very important link in online shopping. Merchants reduce the cost of consumers' purchase of goods by reducing express delivery fees, thus increasing their willingness to purchase.

7. Limited-time offer: The most representative is Taobao and Tmall's "11.11 Shopping Festival." Merchants offer limited-time promotions and lower prices to attract consumers, which in effect gives consumers a sense of urgency of time and increases their impulse to buy.

8. Premium: Premium promotion means that sellers offer extra goods to consumers and these gifts are attractive to consumers. They will increase their shopping consumption to get these gifts.

The AIDA Model

In this study, Yin's (2018) scale was used to measure the variable interest in online sales promotion and the scale is based on AIDA model. Thus, this section delved into the details of AIDA model. In 1898, Lewis proposed this model of consumer behavior, which advocates attracting consumers' attention first to make them interested in products, so that subsequent purchases can occur. Based on the psychological process of customer purchase, it summarizes a successful advertising or sales promotion activity in four steps: attention, interest, desire, and action, known as AIDA model (Lewis, 1898, as cited in Yin, 2018).

The primary task in the first phase of the AIDA model is to draw consumers' attention to product- or brand-related marketing messages. The promotional activities used by sellers tend to focus consumers' attention on the promotional products and brands through visual and auditory sensory stimulation. The second step is to arouse consumers' interest in products. In addition to the functional attributes of products and brands, consumers pay special attention to the influence of price when making purchase decisions (Yin, 2018). The third step is to stimulate consumers' desire to buy. Interesting and highly discounted promotional activities can create a good shopping atmosphere and make consumers believe that they can get specific benefits by buying the product, thus stimulating their desire to buy. The final step is to get the consumer to make the purchase. Generally, there is a time lag between the formation of the desire to buy and the actual purchase. However,

when sellers use limited-time promotions, they create a sense of urgency and motivate consumers to take immediate action. AIDA model is classic for explaining consumer behavior and is very relevant today (Song, Ruan, & Jeon, 2021).

Impulsive Buying Behavior

Impulsive buying behavior has been a hot topic of research in the field of consumer behavior. So far, there is no authoritative definition of impulse buying behavior in the theoretical community, but many scholars have explored it from various perspectives and expressed different views.

The research on impulsive buying behavior has been around for forty years (Clover, 1950) Of such earlier study is DuPont Studies (Piron, 1991). Their studies developed a preliminary profile of impulsive buying behavior through a survey of more than 50 products and concluded that impulsive buying is equivalent to unplanned buying. In the 1980s, some scholars began to explore the causes of impulsive buying behavior from the consumers themselves. Weinberg and Gottwald (1982) considered impulsive buying to be the behavior of consumers who do not plan their purchases and who do not think rationally when they buy.

According to Beatty and Ferrell (1998), impulsive buying is a sudden and unplanned purchase behavior. However, Valence, d'Astous, and Fortier (1988) proposed that impulsive buying behavior is not always irrational. For example, when compulsive impulse buyers are in a state of anxiety, they will relieve their inner pressure by purposeful consumption (Valence et al., 1988). Moreover, Jones, Reynolds, Weun, and Beatty (2003) mentioned that impulsive buying is a psychological response that cannot be easily controlled, showing a strong desire for something and an impulsive consumption induced by a strong emotional experience. A recent study from Djafarova and Bowers (2021) showed that advertisements, opinion leaders and user-generated content act as stimuli in evoking positive emotions, which subsequently trigger impulse purchases in Generation Z fashion females.

Combining the above studies, this paper defines impulsive buying behavior as follows: consumers do not have a purchase plan or a clear intention to buy a particular product, but when they are sufficiently stimulated or influenced during the purchase process, they will have a strong and sudden need to buy the product, which will prompt them to purchase the product immediately.

Many scholars have studied impulsive buying behavior from different angles and found that there are many factors that will affect it. This paper summarizes these factors into the following three categories: product factors, consumer factors, and environmental factors.

For product factors, in the early days, due to the limitations of theory and experience, many scholars thought that the main factor affecting impulsive buying was products (Clover, 1950; West, 1951). In 1951, West's research showed that the impulse purchase share of bread and candy was 70.1% and 65.8% respectively, while the impulse purchase share of cosmetics was only 41.8%. Scherhorn, Reisch, and Raab (1990) found that certain types of specific products were more likely to result in impulsive buying. Their study confirmed that categories such as clothing, books, food, artwork, cosmetics, and sports equipment were more likely to lead to impulse purchases.

In terms of consumer factors, early studies focused on demographic factors such as gender, age, and income. As psychological research was introduced into the analysis of impulsive buying, inner factors such as personality and quality received extensive attention. In an empirical study by Bellenger, Robertson, and Hirschman (1978), they found that age had a significant effect on impulsive purchases, with groups younger than 35 and older than 65 more likely to make impulsive purchases compared to other age groups. Moreover, Dittmar, Beattie, and Friese (1995) found that gender also influences impulse buying, for example, women have less self-control in the shopping process compared to men. However, according to the latest CNBC survey, men have a much higher proportion of impulse purchases than women and they spend more money (Braverman, 2019). Furthermore, consumers' consumption values also have an impact on their impulsive buying behavior. Friese and Koenig (1993) argued that people's experiences at a young age have a strong influence on impulse buying and that these experiences will affect their values as adults. In addition, Lee and Kacen's (2008) empirical study analyzed the influence of socioculture on impulsive buying. By comparing impulsive buying in different countries, they concluded that consumers in individualistic social cultures are more likely to make impulsive purchases compared to collectivistic social cultures.

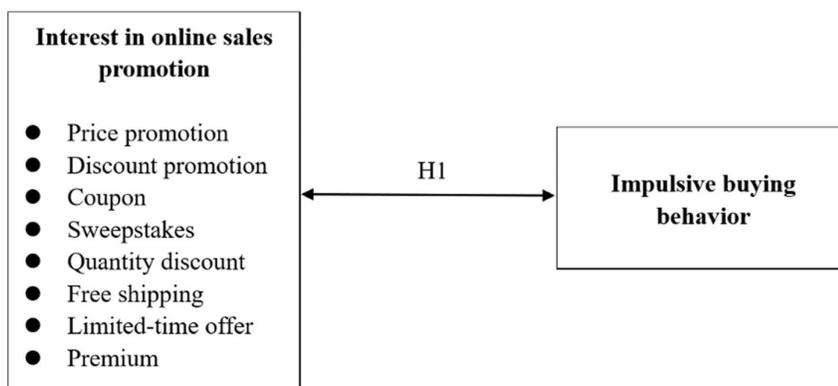
Lastly, environmental factors involve shopping environment and sales promotion. In an online shopping environment, the design of a website or page can influence impulse buying (Madhavaram & Laverie, 2004). When the design of the online store is more beautiful and attractive, it will have more sales advantages than the offline store. With regard to sales promotion, many sellers use promotions to attract consumer interest in their products. This is because the price discounts that they can offer to consumers can easily stimulate them to make impulsive purchases. Dholakia's (2000) study also demonstrated that advertising or price reduction promotions can significantly influence impulse buying behavior.

Conceptual Framework and Hypothesis

Based on the previous literature review, when the consumer is sufficiently interested in the product, it will encourage purchase behavior. Due to product, consumer, and environmental factors, cosmetic products might interest Generation Z consumers, and with certain sales promotion, they

may be encouraged to have sudden need to buy the product. Therefore, we hypothesized that interest in online sales promotion is correlated with impulsive buying behavior for cosmetic consumption among Chinese Generation Z. Figure 1 illustrates the conceptual framework that was used in this study.

Figure 1: Conceptual Framework



H1: Interest in online sales promotion has a positive relationship with impulsive buying behavior.

Methodology

This research is based on the quantitative approach aiming to explore the relationship between interest in online sales promotion and impulsive buying behavior for cosmetic consumption among Chinese Generation Z. This study collected data through an online survey and used a structured online questionnaire to capture the responses of generation Z consumers.

Purposive sampling was employed to select eligible respondents. The selection criteria were that they had to be Generation Z (aged between 18 and 26), all gender because they are the main target of cosmetic products (Zhou et al., 2020). Also, they must have purchased cosmetic products in the past three months. The questionnaires were distributed to several social media through WJX online survey, such as Weibo and WeChat, where it can reach many target respondents. Based on the relevant studies by Qin (2015) and Yin (2018), their studies was 200 to 300 people. Therefore, the sample size of this study was 250 people. Data were collected using a structured questionnaire through the WJX online survey in November, 2021.

Measurement of the variables

This study mainly measured two variables which include interest in online sales promotion and impulsive buying behavior.

The eight types of online promotions (price promotion, discount promotion, coupon, sweepstakes, quantity discount, free shipping, limited-time offer, and premium) was measured by using a five-point Likert scale, and the scale was taken from the research of Yin (2018), originally from Chan (1996). This measurement scale used based on the AIDA model, and the range of the scale included: strongly disagree (1), disagree (2), neither agree nor disagree (3), agree (4), and strongly agree (5). In previous studies, the Cronbach 'α value of this measurement scale was greater than 0.8, so this scale is highly reliable (Yin, 2018).

Impulsive buying behavior was measured using a five-point Likert scale to explore respondents' impulsive buying behavior with cosmetic consumption. And the range of the scale included: strongly disagree (1), disagree (2), neither agree nor disagree (3), agree (4) and strongly agree (5). This measurement scale was taken from the research of Qin (2015), originally from Beatty and Ferrell (1998) and Li (2007). In previous studies, the Cronbach 'α value of this measurement scale was 0.79 and is highly reliable (Qin, 2015).

However, to ensure reliability and validity, the measurement scales used in this study were tested and confirmed to have high reliability in previous studies. In addition, the draft of the questionnaire was verified for content validity and consistency. Subsequently, a back-translation test and a pre-test were conducted before running the main test to ensure face validity.

Findings

A total of 297 questionnaires were collected, of which 47 were invalid as they did not pass the screening questions. Thus, a total of 250 respondents were included in this study with a response rate of 84.2%. The demographic profiles of the respondents were presented in Table 1.

Table 1: The respondents' demographic profiles

Gender	<i>f</i>	%
Female	152	60.8
Male	98	39.2
Total	250	100.0

Interest in Online Sales Promotion for Cosmetics among Chinese Generation Z

This part is about the interest in eight online sales promotion types for cosmetics: price promotion, discount promotion, coupon, sweepstakes, quantity discount, free shipping, limited-time offer, and premium. Firstly, the overall average score for interest in online sales promotion was 3.57 which described that respondent had a moderately positive agreement on interest in online sales promotion for cosmetics. Among the eight online promotion types, discount promotion got the highest average score with 3.90, followed by the price promotion with the mean score of 3.85 and free shipping promotion received the lowest average score with 3.20.

The Cronbach's Alpha value of the measurement scale for the interest in online sales promotion was .93, confirming its high reliability. This value corresponds to Yin's (2018) original scale, and its reliability was greater than .80.

Impulsive Buying Behavior for Cosmetics among Chinese Generation Z

According to the results, the overall average score for impulsive buying behavior was 2.76 which described that respondent had a slight level of agreement with impulsive buying for cosmetics. In this scale, the statement "*During the past three months, in the process of shopping, I suddenly have a strong impulse to buy cosmetic products online that I do not plan to buy*" had the highest mean score of 3.10 and the statement with the lowest mean score was "*During the past three months, I purchased the cosmetics online without any careful consideration*" ($M = 2.38$).

The Cronbach's Alpha value of this measurement scale for the impulsive buying behavior was .79, confirming its reliability. This value corresponds to the original scale from Fam et al. (2019), which had the same reliability of .79.

Relationship between Interest in Online Sales Promotion and Impulsive Buying Behavior for Cosmetics among Chinese Generation Z

The relationship between the variables was analyzed by using Pearson's Product Moment Correlation. As shown in Table 2, the total interest in online sales promotion and impulsive buying behavior have a significantly positive, but low relationship ($r = .23, p < .05$). It implied that the greater the interest in online sales promotions for cosmetic among Chinese Generation Z, the more impulsive buying they will make.

In addition, this study further examined the relationship between interest in each type of online sales promotion and impulsive buying behavior. The finding showed that in the interest in online promotions, the types of online sales promotions that have a significantly positive, but low relationship with impulsive buying behavior are *sweepstakes, quantity discount, free shipping, and premium*. Moreover, the other four types of online sales promotions that have a relationship, but not significant with impulsive buying behavior are *price promotion, discount promotion, coupon, and limited-time offer*. The results implied that if Chinese Generation Z is more interested in the four online promotions of sweepstakes, free shipping, limited-time offer, and premiums, their impulsive buying behavior for cosmetics will increase.

Table 2: Correlation between Interest in Online Sales Promotion and Impulsive Buying Behavior for Cosmetics

Relationship between	<i>r</i>
Price promotion and Impulsive buying behavior	.02
Discount promotion and Impulsive buying behavior	.06
Coupon and Impulsive buying behavior	.11
Sweepstakes and Impulsive buying behavior	.32*
Quantity discount and Impulsive buying behavior	.13*
Free shipping and Impulsive buying behavior	.20*
Limited-time offer and Impulsive buying behavior	.10
Premium and Impulsive buying behavior	.23*
Interest in online sales promotion and Impulsive buying behavior	.23*

Note: * $p < .05$

Overall, the above results demonstrated that hypothesis 1 was accepted, which showed that there is a positive relationship between the interest in online sales promotion and impulsive buying behavior for cosmetics among Chinese Generation Z.

Discussion

Interest in Online Sales Promotion for Cosmetics among Chinese Generation Z

The overall average score for interest in online sales promotion was 3.57 out of the full score of 5.00, which described that respondent had a moderately positive agreement on interest in online sales promotion for cosmetics. According to the data analysis, respondents were most interested in discount promotion and price promotion among the eight types of online promotions.

The possible explanation could be that discount promotions and price promotions can focus consumers' attention on the promoted product through visual sensory stimulation (Pesendorfer, 2002). Compared with other online promotions, discount promotions and price promotions can make consumers see the price changes more intuitively. According to G. Belch and M. Belch (2018), discount promotion provided additional value or incentive to the consumer for the product and its primary objective was to generate immediate sales. In other words, sellers offer discounts that make consumers feel they are getting more benefits, which drives an immediate response. Furthermore, the results of this research were consistent with Yin's (2018) research, which also showed that discount promotion is the most interesting online promotion type for Chinese consumers. Therefore, for Chinese Generation Z, discount promotions seem to be more appealing to

them when they buy cosmetics online.

Moreover, compared to other types of online sales promotions, respondents were less interested in free shipping with a score of 3.20 out of 5.00. The possible explanation for this could be that in many Chinese shopping websites, almost all products offer free shipping. As a result, for most Chinese consumers free shipping was more like a basic service that most online shops are bound to offer, leading to a low level of consumer interest in it. Besides, the results of Yin's (2018) study also confirmed that Chinese consumers are less interested in free shipping than other promotion types.

Impulsive Buying Behavior for Cosmetics among Chinese Generation Z

The results showed that respondents had a slight level of agreement with impulsive buying behavior for cosmetics as the overall average score was 2.76 out of 5.0. It can be seen that the impulse buying of cosmetics was not high among Chinese Generation Z. This could be explained by the influence of gender (Bellenger et al., 1978). Over 60% of the respondents were female in this study, so the findings may have been influenced by that resulting in low impulse purchases of cosmetics by respondents. Based on the survey of CNBC, men had a much higher proportion of impulse purchases than women (Braverman, 2019). Moreover, this could also be explained by the influence of sociocultural (Fam et al., 2019). The results of Lee and Kacen's (2008) research concluded that consumers in individualistic social cultures are more likely to make impulsive purchases compared to collectivistic social cultures. China followed the collectivist social culture and advocated the consumption concept of rational consumption, so Chinese Generation Z consumers may be influenced by these social standards, resulting in

their consumption not being completely blind and impulsive. Also, another possible explanation could be that the page design of those online shopping websites is not attractive enough for the respondents. In the findings of Madhavaram and Laverie's (2004) research, they found that in an online shopping environment, the design style of a page can influence impulse buying, which consistence with the results of this study. Therefore, if consumers saw a poorly designed page on a shopping website, they might not click on it to view the product information and it won't increase that impulse to buy.

The statement under impulsive buying behavior, which received the highest rating was "during the past three months, in the process of shopping, I suddenly have a strong impulse to buy cosmetic products online that I do not plan to buy" with a score of 3.10 out of 5.00, depicting that respondent are more likely to suddenly have a strong impulse to buy cosmetics that are not planned. This could be that product factors have an impact on impulse buying, such as the product category (Bellenger, Robertson, & Hirschman, 1978). The findings of Scherhorn, Reisch, and Raab (1990) showed that certain types of specific products were more likely to result in impulsive buying, such as clothing, food, cosmetics, and so on. Also, West's (1951) research showed that the impulse purchase share of bread and candy was 70.1% and 65.8% respectively, while the impulse purchase share of cosmetics was only 41.8%. These findings were consistent with the results of the study. Therefore, it can be said that cosmetics can induce impulsive buying behavior of respondents, but it does not cause them to make completely irrational impulsive buying.

Furthermore, the results of Friese and Koenig's (1993) research proposed that people's experiences at a young age have a strong influence on impulse buying. As a group of people born in the era of network information explosion, Chinese Generation Z has its own way to identify information. When they purchased the products online, they would compare them on different online shopping platforms and then choose the most cost-effective one to buy (Ye, 2021). Therefore, unlike the blind impulse buying, the impulsive buying behavior of Chinese Generation Z would be more rational, and they would consider the cost limit when buying cosmetics. (Bayley & Nancarrow, 1998; Ye, 2021).

Relationship between Interest in Online Sales Promotion and Impulsive Buying Behavior for Cosmetics among Chinese Generation Z

The results from the correlation analysis showed that there was a significantly positive, but low relationship between interest in online sales promotion and impulsive buying behavior for

cosmetics, thus accepting the hypothesis one. Lewis's (1989) AIDA model also explained that sellers use promotions to attract the attention of consumers and get them interested in the product so that a purchase can take place. The highly discounted promotional activities could create a good shopping atmosphere and make consumers believe that they can get specific benefits by buying the product, thus stimulating their desire to buy (Zeng, 2011). These findings were also consistent with the Yin's (2018) study which explored the relationship between Chinese consumers' interest in online sales promotion and impulsive buying behavior and found a positive relationship between the variables.

Additionally, the present study further examined the relationship between interest in each type of online sales promotion and impulsive buying behavior. The results showed that in the interest in online promotions, the types of online sales promotions that had a relationship, but not significant with impulsive buying behavior were price promotion, discount promotion, coupon, and limited-time offer. The possible explanation could be that these four online sales promotions have been overused by merchants in the last two years, leading to consumers feeling tired of them (Lee, 2021). The frequent use of sales promotions could give consumers the impression that even if they miss out on this promotion, the seller will run another one in a few days. The overuse of promotions not only fails to stimulate consumers to make purchases but may also have a negative impact on them (Blakeman, 2015). Also, the increasingly complex promotion rules also make consumers feel negative about it, which leads to a decrease in purchasing desire (Wang, 2015). Moreover, false promotions could also lead to a decrease in consumer trust (Lee, 2021). Some sellers might use the method of raising prices first and then lowering prices to deceive consumers, which leads to consumers not getting too many discounts or even no discounts. The research results of Della Bitta and Monroe (1980) showed that only when the price discount reaches a certain range can it produce real stimulus to consumers. As a result, online promotions with smaller price reductions can make it difficult to stimulate consumers to buy the products.

Furthermore, the findings of this study showed that the interest in sweepstakes has the highest correlation with impulsive buying behavior compared with other types of online sales promotion. The possible reason could be that Chinese Generation Z consumers prefer things that make them feel exciting and interesting, which contest or competition to win a prize can create this excitement for them (Zhang, 2021). The uncertainty of prizes increases the stimulation of interaction to a great extent, which stimulates the

impulsive buying behavior of Generation Z consumers. Besides, in the results of this research were consistent with Chen's (2019) research, which also showed that many Generation Zs tend to participate in competition-based activities to satisfy their need for excitement and fun.

Limitations and Directions for Future Research

Overall, the results obtained from this study are positive. However, there are some limitations that need to be solved in the future. The current study only focuses on Chinese Generation Z aged between 18 and 26 and when it comes to sales promotion, cultural differences, geographic differences, as well as brand availability can have an impact on the consumer as well. In the future, the sample for such studies should be expanded to younger Generation Z. At the same time, researcher can conduct research with Generation Z consumers in another culture or country to see if these cultural factors can have an influence on the interest and impulsive buying behavior regarding the promotion.

To further improve this research, future researchers could consider using qualitative methods in addition to quantitative methods to gain more insight into respondents' opinions of online sales promotions and impulsive buying behavior. Lastly, this study is based on the consumption of cosmetics. The future research can explore a specific type of cosmetics, such as make-up cosmetics or hair care product.

Practical Implications

The results of this study provide valuable knowledge and information, which can help more companies and brands understand which types of online promotion will motivate Chinese Generation Z's interest in buying cosmetics. And online merchants can choose the most suitable online promotion type according to their own situation to induce Generation Z consumers to generate impulsive buying behavior, especially for cosmetics brands.

According to the research results, when Chinese Generation Z buys cosmetics online, the types of online sales promotions they are most interested in are discount promotion and price promotion. Therefore, cosmetics sellers or cosmetics brands can use these two online sales promotions to grab Chinese Generation Z consumers' attention and attract them to click on the product page to view product information in detail.

In addition, when sellers or brands choose sweepstakes prizes and gifts, they should give priority to what Chinese Generation Z consumer is interested in. This can stimulate their desire to buy

impulsively and increase the sales volume of cosmetics. At the same time, considering that Chinese Generation Z consumers tend to be rational when buying cosmetics, it is suggested that sellers should add product information together with the sales promotion as well, so that it can encourage the buying behavior.

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