

# Cultural Differences in Marketing Strategies for 40s Women in China and Japan

**Hang Dong**\*

The Department of Management Synthesis, Tokyo Management College, Chiba, Japan

## **Email address:**

toukou@126.com (Hang Dong)

\*Corresponding author

## **Abstract**

The evolving socio-economic landscape and the rising status of women have propelled the 40+ female demographic into the forefront of the beauty market. However, significant cultural disparities between China and Japan in terms of cultural background, societal values, and aesthetic perceptions necessitate distinct marketing strategies to cater to the beauty needs of this demographic. This study delves into the cultural nuances underlying marketing strategies for 40+ women's beauty needs in China and Japan. Employing a mixed-methods approach encompassing literature review and case analysis, the study examines five dimensions of the comparative analysis: beauty ideals, consumer preferences, information dissemination, product formulation, and visual presentation. Through the above comparative analysis of specific Chinese and Japanese beauty brands, incorporating the insights from industry experts, cultural commentators, and beauty consumers, the study unveils how these differences stem from the distinct cultural backgrounds, societal values, and aesthetic perceptions of the two countries. Understanding the cultural differences in marketing strategies for 40+ women's beauty needs in China and Japan is crucial for multinational beauty companies to effectively penetrate these lucrative markets. By tailoring their messaging, product offerings, and visual communication to align with the cultural nuances of each market, companies can resonate with consumers and achieve sustainable growth.

## **Keywords**

Cultural Differences, Marketing Strategies, 40+ Women, Beauty Needs, China, Japan