Beauty marketing and appearance anxiety: A study on beauty video viewing and female consumers' desire to purchase beauty products

[*]Haoran Qiao
Jilin animation institute, Changchun 130013, China
[*]Corresponding author E-mail: 1404099976@qq.com

Abstract: With he advent of the era of the short video, the impact of the short video on consumer as been increasingly apparent. However, due to the influence of consumerism, the beauty economy, and many other aspects, consumers, especially female consumers, have more and more facial anxiety after exposure to beauty short videos. Based on this, this paper uses the research method of a questionnaire survey to study the relationship between female consumers' cosmetic video contact and consumers' willingness to buy beauty products and facial anxiety. After analysis, it is found that the more serious the female's facial anxiety, the stronger the desire to buy beauty products, and there are significant differences in the degree of facial anxiety among women of different economic levels.

Keywords: Beauty short video; Appearance anxiety; Purchase intention of beauty products; Consumerism

1 Introduction

In the era of digital media, short video technology has let everyone "be seen", all kinds of short videos are widely loved, especially beauty short video, which has a wide audience base. In this context, the beauty short video industry is also derive developed such as e-commerce live delivery, short video marketing, and other emerging industries.

At present, the per capita consumption amount of Beauty products of Chinese consumers is increasing year by year.According to the latest data released by the National Bureau of Statistics, the growth of the domestic cosmetics market in 2021

is still strong, with a year-on-year increase of 14%, and the overall sales volume is close to 400 billion yuan. The eye-catching performance of the beauty market is closely related to the vigorous development of short beauty videos. Platforms such as Xiaohongshu and Dou Yin have attracted a large number of beauty bloggers to continuously produce beauty content, and carry out beauty marketing and live delivery. At the same time, the issue of facial anxiety is becoming more and more common. In this regard, we have a curiosity: whether watching beauty short videos will enhance people's facial anxiety? What is the mechanism of facial anxiety? At the same time, whether watching beauty short video will affect the consumption of beauty products?

2 Journals reviewed

As a new communication content, beauty short video sharing has been developing rapidly in recent years. In the era of a short videos, beauty video marketing also gradually highlights the advantages. At present, academic circles begin to pay attention to the importance of short video marketing beauty.

2.1 Research on beauty makeup short video

According to the "2021q1 quarterly insight report on the beauty industry" released by massive calculation, the retail sales of the cosmetics industry increased to 36.75 billion yuan, a year-on-year increase of 42.5%. The rapid development of the cosmetics market is mainly due to the traffic support in the Internet platform, among which the new marketing models such as planting grass in beauty videos and internet celebrity selling goods through live commerce are the reasons that can not be ignored.

Through reading and sorting out the relevant foreign research materials, it can be seen that most of the researches mainly analyze the communication strategy, marketing strategy, development status, and other aspects of the beauty short video. Yaumul Brahmi et al. Explored the impact of beauty videos on consumers' purchase intention through consumers' trust in information sources and consumers' experience in using the product (yaumul rahmi, Laras sekarasih and bertina sjabadhyni, 2017).In view of the factors that affect consumers' purchase of beauty products, Wang ziyue takes the short video of Dou Yin beauty as an example and finds that the two factors of product quality and authenticity of video content have a decisive effect on consumers' purchase

intention (Wang ziyue, 2020).

It can be seen that the academic circle has not studied the influencing factors of consumers' willingness to buy beauty products from the perspective of short video contact. Therefore, this is a relatively new research perspective. This paper will study the relationship between cosmetic short videos and consumers' purchase intention from the perspective of consumerism theory.

2.2 Research on the influencing factors of consumers' purchase intention

There are rich achievements in the research on consumer purchasing behavior at home and abroad. Foreign scholars (Gefen, 2003) studied consumer willingness from the perspective of consumer trust and found that consumer behavior depends on their trust in suppliers, perceived ease of use, and perceived usefulness of products.

Chinese scholars have also done more research on the influencing factors of consumers' purchase intention. Li Chao et al. Through the method of grounded theory found that in the context of short video marketing, the external stimulation of merchants to customers gives birth to purchase intention and sharing intention (Li Chao et al., 2020). Wu yueshuang and others conducted the empirical analysis with the help of the structural equation model (SEM), and found that entertainment and interactivity significantly affect consumers' perceived value and perceived trust, and then affect their purchase intention (Wu et al., 2021).

It can be seen that there are few kinds of research on the influencing factors of consumers' purchase intention from the perspective of individual psychology, and the academic achievements of analyzing consumers' purchase intention from the perspective of facial anxiety are blank.

2.3 A study of facial anxiety

Facial anxiety refers to people's worry that their appearance does not conform to the aesthetic standards and will be negatively evaluated by others, resulting in negative emotions such as nervousness, anxiety, and uneasiness. This kind of social anxiety from appearance evaluation is appearance anxiety.

At present, scholars focus on the issue of influencing factors of facial anxiety and have made a lot of research results. In the era of the short video, social media will have

an important impact on young people's "appearance anxiety". Especially, the more young women invest in social media and pay more attention to self-presentation, the more likely they are to have negative emotions about their appearance (tigemann m, 2020).

In addition, social media can predict the upward effect of beauty on Chinese women's facial attractiveness. In analyzing the causes of female facial anxiety, Liu Qingqing believes that the influence of opinion leaders in the new media era and the popularity of digital beauty technology are the main reasons for female facial anxiety (Liu Qingqing, 2021).

Although these studies have been carried out by social media and opinion leaders, there are not many research results on the combination of consumerism and American cosmetic products and facial anxiety, especially the research on whether income level and education level play a role in influencing facial anxiety is almost blank, so this study has a certain significance.

3 Research design

3.1 Research questions

1.Why do female consumers have facial anxiety?

2.Is there an inevitable relationship between cosmetic short videos and facial anxiety?

3.Will facial anxiety be conducive to the marketing of beauty brands?

4.What kind of people have the most serious facial anxiety?

3.2 research hypothesis

Based on the above problems, the corresponding assumptions are put forward

H1: the more people watch the short beauty videos, the more intense their appearance anxiety is;

H2: the more anxious the audience is, the more willing they are to buy beauty products;

H3: different economic status of the audience, the degree of facial anxiety is different;

H4: the audience with different education levels has different facial anxiety.

In this paper, facial anxiety and purchase desire were measured with the five-level Likert scale. Among them, "appearance anxiety" includes the following questions: "I feel uneasy when people are looking at me", "I am worried that people will not like me because of my appearance", and "I am worried that people will talk about my appearance defects behind my back".The reliability coefficient of the scale was 0.807. Purchase desire is composed of the following questions: "I will buy some beauty products when watching the beauty video", "I will buy some beauty products I did not intend to buy when watching the beauty video", and "watching the beauty video is an important reference tool for me to choose to buy beauty products". The reliability coefficient of the scale is 0.687.

3.2 research method

To prove the hypothesis, this study adopts the research method of the questionnaire survey, carries on the convenient sampling, sends out the questionnaire in the form of an electronic version through the network channel, collects the questionnaire survey data, and arranges it. A total of 342 questionnaires were collected, including 295 for women and 47 for men. The number of samples who have watched the short video of beauty is 295, and the number of samples who have not watched the short video is 47. After screening out the male samples and the samples who have not watched the beauty short video, a total of 272 valid samples are obtained.

4 Data analysis

4.1 Analysis of using behavior of beauty video

According to the above survey, only 31.62% of the respondents in the survey watch short videos of beauty once a week. Less than 50% of women watch short videos of beauty every day.

Table 1 cosmetic short video contact channel analysis

$channel frequency				
		response		Percentage of cases
		Number of cases	percentage	
$channel	Tremolo	178	26.40%	65.40%
	Quotations from Chairman Mao Zedong	230	34.10%	84.60%
	Quick	30	4.40%	11.00%
	micro-blog	95	14.10%	34.90%
	Station B	134	19.90%	49.30%
	other	8	1.20%	2.90%
total		675	100.00%	248.20%
A uses a value of 1 to tabulate two groups.				

Through the descriptive analysis of the platform channels for the audience to browse short beauty videos, it is found that Xiaohongshu is the most preferred platform, followed by tremolo and station B.

Table 2 cause analysis of cosmetic short video contact

$cause frequency				
		response		Percentage of cases
		Number of cases	percentage	
$reason a total	To learn the knowledge and experience of beauty	246	39.60%	90.40%
	To relieve facial anxiety	72	11.60%	26.50%
	Beauty bloggers are my favorite	117	18.80%	43.00%
	Solve your own skin care problems	172	27.70%	63.20%
	other	14	2.30%	5.10%
		621	100.00%	228.30%
A uses a value of 1 to tabulate two groups.				

Through the descriptive analysis of the reasons for the audience to browse the short video of beauty, it is found that most of the female students watch the short video because they learn the knowledge and experience of beauty and apply them to themselves to solve the problem. The proportion of the samples that watch the beauty video is to alleviate the appearance anxiety is the lowest.

4.2 Hypothesis test

Table 3 correlation analysis of facial anxiety and beauty video viewing frequency

Frequency of watching beauty videos

	Frequency of watching beauty videos	
Facial anxiety	Pearson correlation	-0.088
	Sig.(double tail)	0.147
	Number of cases	272

Pearson correlation analysis was used to analyze the correlation between facial anxiety and beauty video viewing frequency, and the above table was obtained.The table demonstrates that the significance level P = 0.147, greater than 0.05, indicating that there is no significant correlation between women's facial anxiety and their frequency of browsing beauty, and the research hypothesis H1 is not supported.

Table 4 Relationship between product purchase anxiety and cosmetic desire

Facial anxiety	**Desire to buy**	
	Pearson correlation	.231**
	Sig.(double tail)	0.000
	Number of cases	272

Pearson correlation analysis was used to analyze the correlation between facial anxiety and the desire to buy beauty products. The table shows that the significance level is less than 0.01, and the correlation coefficient is r = 0.231, greater than 0, indicating that there is a significant positive correlation between women's appearance anxiety and their desire to buy beauty products, that is, the more serious the female's appearance anxiety is, the stronger the desire to buy beauty products is. The research hypothesis H2 is supported.

Table 5 Analysis of differences in facial anxiety among women with different educational background

education	Number of cases	average value	standard deviation	F	Significance
Below high school	7	14.00	5.26	0.596	0.618
specialty	19	14.95	4.16		
undergraduate	198	14.81	4.10		
Master degree or above	48	15.60	4.22		

Using single factor ANOVA test to test the difference of facial anxiety of women with different educational background, and get the above table. From the table, we can see that the significance level of hypothesis test is p = 0.618, which shows that there is no significant difference in the degree of facial anxiety among women with different educational levels. The hypothesis H3 is not supported. The author believes that this has a certain relationship with the sample size deviation. In this questionnaire survey, the sample group's education background is mostly undergraduate, and the proportion of samples below senior high school and junior college is low, which inevitably leads to the lack of effective information of this part of the group.

Table 6 Analysis of differences in facial anxiety among women with different incomes

monthly income	Number of cases	average value	standard deviation	F	Significance
Less than 1000 yuan	113	11.06	3.80	4.024	0.019
1000-3000 yuan	135	11.79	3.55		
Over 3000 yuan	24	9.58	3.99		

Using single factor ANOVA test to test the difference of facial anxiety of women with different economic levels, and get the above table. From the table, we can see that the significance level of hypothesis test p = 0.019, less than 0.05, which shows that there are significant differences in the degree of facial anxiety among women of

different economic levels.The hypothesis H4 is supported.Specific analysis shows that the female group with monthly income of 1000-3000 yuan has the most serious facial anxiety, and the average score of facial anxiety scale reaches 11.79.

5 Research conclusion and Prospect

In this study, we investigated the phenomenon of short cosmetic videos and facial anxiety through a questionnaire survey, trying to answer the question whether female consumers' desire to buy beauty products and facial anxiety would be affected by the browsing of beauty videos. Through the study, we found that the hypothesis H2 and H4 are supported, that is, the more serious the female's facial anxiety, the stronger the desire to buy beauty products, and there are significant differences in the degree of facial anxiety among women of different economic levels.The hypothesis H1 and H3 are not supported, because the proportion of female students in junior high school who watch the videos and H3 is inevitably lower than that of high school students, because the proportion of the female students who watch the videos is less than 50%.

5.1 There is a significant positive correlation between facial anxiety and the desire to buy beauty products

According to the report of mob Research Institute in 2021, about 76.4% of the respondents said that they had a certain degree of facial anxiety, and 20.30% of the respondents thought that they had moderate or severe anxiety. When women begin to concentrate too much on appearance, they will have strong facial anxiety.Once the internal feeling is missing, to make themselves psychologically acceptable, they often meet their needs through external forms, part of witch is beauty product. Female consumers can ease their sense of lack by purchasing beauty products.

Secondly, female consumers are negatively affected by consumerism, which leads to many short video creators and businesses overly emphasizing and amplifying the effect of appearance on women and stimulating female consumers' purchasing power on beauty products. To make profits, the creators of beauty videos and the manufacturers of beauty products are keen on creating "myths", so female consumers are easy to fall into the trap of consumerism.

5.2 There are significant differences in the degree of facial anxiety among women with different economic levels

The study found that women in different economic levels pay varying degrees of attention to appearance.Women, whose income is 1000-3000 per month, hold the most serious facial anxiety, most of them are college students.Facial anxiety presents a certain degree of age structure stratification, and the problem of facial anxiety is often found in young people in their 20s. Because some college students want to get promoted quickly when they enter the workplace, they need to improve their appearance more quickly. They pay too much attention to themselves and are self-centered, so they are more likely to have appearance anxiety. Women at the lower economic level do not pay much attention to appearance while maintaining their daily expenses, so the degree of facial anxiety is low; Women at a higher economic level can pay for their appearance anxiety, so the degree of facial anxiety is not high.

5.3 Appearance anxiety promotes the marketing of beauty short videos

Based on the first conclusion, we find that women with facial anxiety are more likely to have a desire to buy beauty products under the influence of consumerism. The female audience's contact with the beauty short videos aggravates their facial anxiety, so they have a strong desire to improve their appearance by purchasing beauty products. On the social media platform, the creation forms and contents of beauty short videos are various. When facial anxiety appears and starts to become more and more intense, brand merchants or creators of beauty short videos will increase their marketing efforts to seize business opportunities and traffic, and let more female consumers troubled by facial anxiety buy products through various marketing means, A closed loop is formed.

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