

Factors of Lipstick Products Review Videos Influencing Consumers' Purchase Intention

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ABSTRACT

With the use of social media, especially the growth of China's short video sharing platforms, lipstick review videos have become one of the most popular promotion channels of lipstick products. This article reveals the survey findings of 127 respondents, who are viewers of lipstick consumers and lipstick video reviews and discussed which aspects of lipstick video review will be the deciding factor of click rate. Based on these above, this paper puts forward some suggestions to make beauty brands and beauty blogs more effective in promoting lipstick.

Keywords: Digital Marketing, Advertising, Social Media, Lipstick Products, Video Content Creators.

1. INTRODUCTION

Lipstick has always been a landmark beauty product in the history of cosmetic products. In the past decade, the promotion of lipstick products has changed drastically. With the increasing use of the Internet, digital marketing nowadays becomes the predominant way of promotion, and lipstick products are no exception. Beauty bloggers are the main force of online beauty products promotion. On various media platforms in China, such as Weibo, DouYin and Red, beauty bloggers will post short paragraph reviews or short videos to explain their lipstick in detail. For example, the beauty bloggers will talk about formula, color, feeling just after applying the lipstick or after 8-12 hours, so as to help the viewers better understand some products.

In the past few years, the short video platform has gained more users than any other media platform. In June 2021, the average number of daily users of the DouYin app, China's top short video platform, is 3.35 billion[2]. Due to the proliferation of short video platforms, beauty bloggers tend to comment and sample content through short videos. At the same time, many cosmetic brands send the PR boxes of their recently released products to beauty bloggers, asking them to review lipstick products in short videos. This article will discuss China's Lipstick products market and China's beauty blog promotion methods. Then, it will introduce a survey to explore some factors influencing American bloggers' preference of making lipstick review videos and the impact of video production speed on viewers' purchase intention.

1.1. Lipstick Products Sales in China

"My Love from The Stars", a well-known and deeply loved K-drama in China, was released in 2013. The lipstick that the female lead, Jun Jihyun worn in the show, is lipstick from Saint Laurent. The Chinese called this lipstick "YSL52" and the color of this lipstick "My Love from The Star Color". Some people who were crazy about this particular color might even be the fans of the program, but they love how the lipstick color looks on Jihyun, although the color makes her look good only because of the efforts of her makeup artist. The stunning glammers of Jihyun in the show was not completed by one lipstick. However, not everyone has the privilege to let the top-notch makeup artists follow them and help them make up, so people could only put their faith in the magic lipstick and hope them look as good as Jun Jihyun[4]. Some other K-dramas brought the popularity of other lipsticks. With the same mentality, people buy lipstick and imagine that they look as good as the heroine on TV.

Furthermore, "Beauty Value Economy" is a new internet slang in China, also known as "Yan Zhi Jing Ji", which means that people like to buy products that are good for their appearance[3]. From the perspective of Chinese consumers' preference for cosmetics, lipstick/lip gloss products are currently the most popular beauty products in China [5]. The TmoGroup article, "China's Best-Selling Makeup Products and Brands for 6.18 in 2021", mentioned two different lipstick products from five top beauty products brand Perfect Diary and

Pinkbear sales ranking[2]. The lipstick market is promising, and luxury goods and low-grade products are the main force. The domestic and foreign brands are also equally attracting buyers[5].

1.2 Beauty Bloggers in China

Around the mid-2000s, beauty-focused websites, such as NetEase Blog, Sina Blog, and OnlyLady Blog, enabled internet users to create and exchange information online. Large numbers of users joined these online communities to share beauty knowledge and skills[6]. At about the same time, celebrities' makeup artists also often published beauty books to introduce their techniques and opinions in makeup and skincare. They also went on TV to do makeup and skincare instructions.

Since the mid-2010s, blog sites declined with the growth of other forms of social media (such as microblogging, video-sharing, and picture-sharing sites), but the term "beauty blogger" still exists [6]. On Weibo (a microblog website and application), a group of people like to share their experience of beauty products, also known as the "MeiZhuangQuan". They share insights of the beauty products they use, or display products for their followers of Weibo (usually lipstick products). As the views of their posts increase, they will win more followers. When they reach a certain of followers, for example, 10,000 followers, there will be brands sending PR boxes to them to ask them or pay for their swatch and review of brand products.

Short video is starting to become the preferred format for lipstick product reviews. This is not only because it shows the audience the colors of the lipstick without any filters which are mostly used in microblogs, but also with the vigorous development of short-video social platforms, such as DouYin can reach 3.35 billion daily users[1]. Beauty bloggers can start or transfer their main posting channels to various short-video platforms.

2. CHARACTERISTICS OF LIPSTICK REVIEW VIDEOS MADE BY CHINESE BEAUTY BLOGGERS

2.1 Vibe and Style Matter

In the Western beauty blog, lipstick review video has many similarities with that by Chinese beauty bloggers. For example, when the season changes, beauty bloggers would make videos such as "The 10 Lipsticks You Cannot Live without in these Winter", or when e-commerce websites hold sales events, beauty bloggers will make videos such as "Sephora VIB Must Buy" or "XXX Brands Lipsticks Deals on 11.11". However, the videos produced by Chinese beauty bloggers also have some unique features. "Chun Yu" is a Chinese internet slang commonly used to describe girls who look innocent but sexy at the same time. "Chun" means innocent, while

"Yu" has the meaning of desire. Yi Meng Ling is currently one of the most influential internet influencers in China. She is famous for the "Chun Yu" vibe. "Chun Yu" is the vibe that many girls in China try to have the same style as Yi Meng Ling. Many beauty bloggers like to make lipstick review videos in the "Chun Yu" style, and recommend lipstick to make girls feel like Yi Mengling. "Wester Style" is also very famous in China. It refers to the lipstick color of nude that are usually worn by western beauty bloggers. China's makeup lovers will also search this style of lipsticks videos.

2.2 Functions of Lipsticks Matter

"Zhan Nan" is an internet slang for an individual (usually a heterosexual woman) who can attract men (heterosexual men). Under the influence of the Beauty Economy, women would purchase products that make them feel once they use the products, their beauty would help them to attract potential high-quality partners. Beauty bloggers use this word to describe the color of lipsticks, usually coral pink and coral red. When beauty bloggers make their lipstick review videos, some bloggers will put "Zhan Nan Lipstick" label in their thumbnail to gain more viewers.

In China, fair skin and milky skin are equal terms of beauty. [7]. The best-selling cosmetics are usually the two lightest colored products. When using lipstick products, people's desire for fair skin has not changed. Beauty bloggers will make lipstick recommendation/review videos titled "The Lipsticks That Make Your Skin Look Extra Fair/Make You Look Whiter". The videos usually feature the recommendations of red, brick-red lipsticks. In Red, a short video social media platform popular among China women, search keywords "lipstick review" or "lipstick recommendations", there will be a few video thumbnails, including "lighter skin" or "lighter skin". This shows that beauty bloggers are trying to point out the functions of the lipstick. As a result, they will attract audience who want to make themselves have a certain vibe or make themselves look more flattering to others eyes.

3. DESIGN OF THE SURVEY

The purpose of the survey is to investigate the viewer's preference for the beauty lipstick review video of China's beauty bloggers, specifically, the influence of watching the lipstick review videos on consumers' purchase intention. The first two questions are used to select participants who had purchased lipsticks and watched the lipstick review videos. Question 3 and Question 4 are about the frequency of purchasing lipstick products and the frequency of watching lipstick review videos. Question 5 to Question 12 are about the preferences of respondents from the following aspects of the lipsticks review videos: the beauty bloggers

themselves (their gender, their skin tone, their style), the review method of the lipsticks (the filming settings, the swatch method, video lipstick categorization). Questions 13 and 14 are about how respondents rated the impact of lipstick review videos on their purchase intention.

4. RESULTS

127 of the 500 volunteers said they regularly purchase lipsticks and watch beauty bloggers' lipstick review videos. They completed this survey with a reward of 1 Yuan. 28 participants said that they would buy one to three lipsticks a year, would hardly watch the lipstick reviews. Only when they needed to buy lipsticks would they see some lipstick video. 47 respondents stated that they would purchase one to three lipsticks within six months. Of the 47 respondents, 27 watched lipstick review videos every day. 35 respondents stated that they would purchase one to three lipsticks in a month and 17 respondents said that they would purchase one to three lipsticks in a week. Respondents who would purchase at least one lipstick every month mentioned that they watch lipstick review videos almost every day.

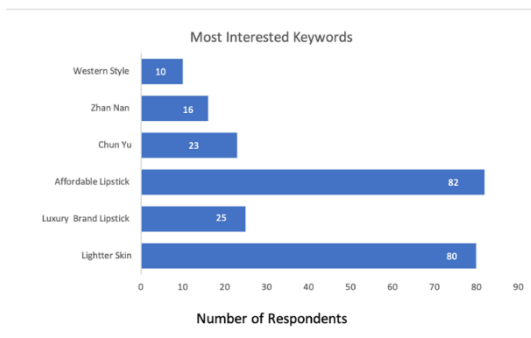


Figure 1 Most Interested Keywords

As shown in Figure 1, when it comes to preferences for lipstick review videos, 82 of respondents believe that the key words that enable them to click on lipstick video commentary are related to "affordable" lipsticks. "lighter skin" is another popular option that 80 people prefer. Under the age of 30, 56.9% of participants use IOS as mobile phone system.

98 out of 127 respondents said that the personal style of beauty bloggers will affect their possibility of clicking on the video. Figure 2 shows the number of respondents who choose the following five styles. They may click on different options on the style of beauty blog. Specifically, the popular internet slang "Chun Yu" in China has been welcomed by many Chinese women. Many respondents also chose other styles, such as "The Student", "Office Worker" and "Western Style". Other Of the 127 respondents, 65 said they prefer videos made by female beauty bloggers, and 43 respondents said they are indifferent to the gender of beauty bloggers.

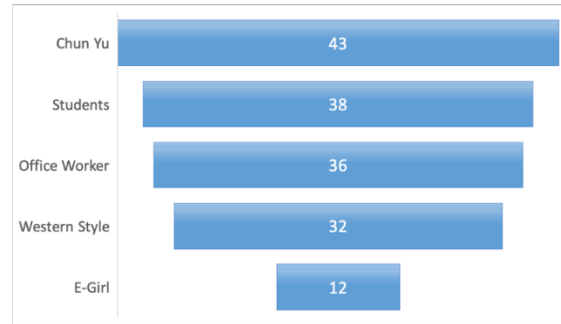


Figure 2 Preference of Style of Beauty Bloggers

Over 50 % of respondents would like the blog of loggers about how their entire face in the video frame look like with the lipstick they are trying on. As shown in Figure 3, respondents preferred the same type of lipstick color or similar lipstick types in the video, rather than all lipsticks from the same brand. According to the survey results, indoor swatches and mouth swatches are more preferred than outdoor and arm swatches.

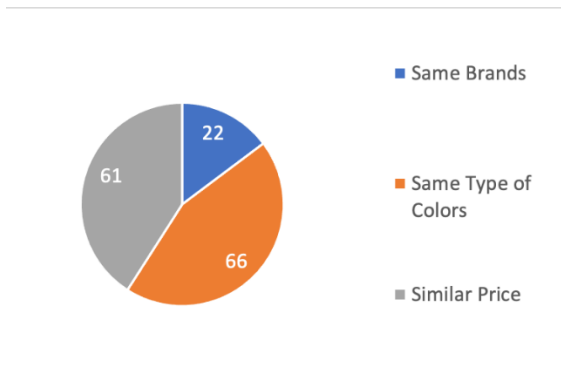


Figure 3 Respondents Preference

In question 13, 72 respondents rated the effectiveness of lipstick review videos over 6 (on the scale of 1-10, 1 as lowest effectiveness and 10 as the highest). In question 14, more than 50% of respondents said they would always watch lipstick review videos for them to buy.

5. DISCUSSION

Here are some observations through the above survey results and suggestions for beauty brands and beauty bloggers to improve click-through rate of the videos.

5.1. "White/Lighter Skin" is the Selling Point

According to the survey results, one of the most interesting keywords chosen by respondents is "lighter skin". In China, white skin is regarded as a symbol of luxury and prestige[7]. This is almost the standard for celebrities, especially women since celebrities normally have pale skin. Celebrities with darker skin color are usually categorized as "alternative". For a long time, under the influence of cultural values of white skin and many celebrities, Chinese women feel the need to look

whiter. When lipstick review titles include “pale skin” or “lipsticks make your skin look whiter”, the key words above will have a positive impact on video click through rate. Many beauty brands aware the meaning behind lighter skin in the Chinese culture, so they often market selected lipstick as “lipsticks making you look whiter” and inform the influencers to mention the selling point in their videos.

5.2. Looking for Deals

The most chosen keyword in Figure 1 is “affordable lipstick”. The purpose of watching lipstick review videos is not only to review the colors and texture of lipsticks, but also to find a deal. Beauty bloggers on YouTube receive the offers from drug store brands to make videos specifically about the products from the brands. Besides, they often link their discount code under the descriptions. On Red, a social media video platform known for short-video sharing and micro posting, many bloggers like to make lipsticks review videos of a collection released by a single brand. However, according to the results of the survey, people are likely to click the lipstick videos with similar prices or colors. lipstick videos with similar prices or colors, they look for lipstick recommendations at reasonable prices. Beauty brands need to reconsider a complete lipstick collection in the form of a video. Alternatively, insert lipstick link into the recommended lipstick video with similar color and the same price.

5.3. Variations of Styles of Beauty Bloggers

In Figure 3, the number of respondents who choose the beauty blog style they are most interested in is evenly distributed. On short video sharing platform, searching for keywords such as “lipstick recommendation” or “lipstick swatch” often results in different keywords. Even though styles like “Chun Yu” have been popular on Chinese social media platforms recently, some people like alternative styles which stratify their psychological needs and make them feel different from other girls. Styles like “The Students” and “Office Worker” are suitable for these two groups of people. For people who go to work and school, the color of lipstick needs to be socially accepted. Since lipsticks need to meet the social needs and psychological needs of the consumers, beauty brands should pay for different styles of beauty bloggers and make lipstick reviews video as promotional tools.

6. CONCLUSION

The purchase intention of lipstick buyer is heavily influenced by the pursuit of beauty and the discount of lipstick products. The traditional value of beauty in China (the glorification of white skin and the innocent but provoking styles like “ChunYu”) and the trends in western beauty community both influence the styling of people in China. At the same time, beauty bloggers in

China are fully aware of the effect of both interpretation of beauty and the beauty value economy [3], so they are adopting all the factors in their lipstick review.

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