

Comparison between Live Delivery and Video Delivery of Skincare Products

Shan Han^{1, *, †}, Yiyun Wang^{2, †}, Yunshan Wu^{3, †}

¹Information academy, Beijing Forestry University, Beijing, China

²Asia Europe Business School, East China Normal University, Shanghai, China

³Rosedale Global High School, Beijing, China

*Corresponding author: ShanHan0626@outlook.com

†These authors contributed equally.

Abstract. This article will start with the development trend and current situation of the skincare industry, marketing methods, product styles, online celebrity industry, and marketing methods on skincare products from the perspective of marketing. The study highlights the internal and external differences between marketing methods and skincare products, analyzing the reasons for the above differences. It offers relevant information from the perspective of marketing methods, skincare product industry development and online celebrity marketing suggestions. The need of research on the skincare product relates closely and potentially from microeconomic of skincare products sale to macroeconomic of online platform sales, which stays in line with the trend of both fashion and technology. Research finds out that short video marketing is less influential than live streaming marketing in general. The effect on the skincare products of both expensive luxury and small-time retailer product (relevantly cheap) is of no significant difference. The application of the skincare practice suggests a possible and feasible way in marketing and expanding the skincare products. It also implies a way of upgrading, directing and functioning the purpose and functions of the novel media platform which plays a role in the marketing of products, including but not restricted to skincare ones.

Keywords: Skin care product marketing; skin care product industry; marketing; online marketing.

1. Introduction

In today's society, people have a higher level of demand for aesthetics, leisure and health concepts, so the skincare industry is also growing rapidly. Currently, the global cosmetics industry market size is \$524.91 billion in 2021, with the U.S. as the top consumer country and China ranking second. At the same time, cosmetics are part of people's daily life and are a necessity for many people. As the skincare industry becomes more competitive, products and brands continue to be enriched, with more emphasis on specialization, high-end and personalization. In addition, online marketing is now becoming more and more popular and is a topic of concern for all industries. Countless cosmetic companies have turned to the online battlefield. Brand uses different marketing methods to promote their own products is a thought-provoking topic whether these various marketing methods can be developed more significantly in today's fast-changing world. . Most cosmetic companies also assume this as a starting point for meeting customer needs. This article will obtain information about customer needs and purchasing power based on experience. The authors then organize the business activities in a planned manner according to the business period. Ultimately companies provide customers with satisfactory goods and services by coordinating the price, channel and promotion strategies of products.

The research topic is to analyze the impact of marketing style, skincare style, online industry and marketing style on skincare products from the perspective of marketing. The research method focuses on investigating and recording different skincare brands' online short videos and live broadcasts and comparing them with offline selling stores. Investigations and data collection were also conducted on marketing celebrities in online media. Then, the study will then integrate and compare how effective the marketing approach is. The content is arranged to introduce the development of the skincare

industry first, and then analyze the effect of different marketing methods, and finally analyze the specific reasons.

2. Skincare Industry and New Media Platforms

2.1 The Development of China's Domestic Skincare Products Industry

As shown in Fig.1, the total retail sales of cosmetic products in China, represented by skincare products, are rising year by year [1]. Their share in the overall social consumer goods market is also increasing year by year, with the industry positively looking up [2]. In 2021, total retail sales of the cosmetics category exceeded 400 billion RMB, with a year-on-year growth of 14%, outpacing the 12.5% growth rate of total retail sales of consumer goods [1]. Skincare products are moving towards consumer "necessities" and entering the queue of highly popular products for all. In China's domestic skincare market, there are three major camps: local traditional brands, local emerging brands, and international brands, among which the mid-range and luxury brands represented by international skincare are growing the fastest [3, 4].

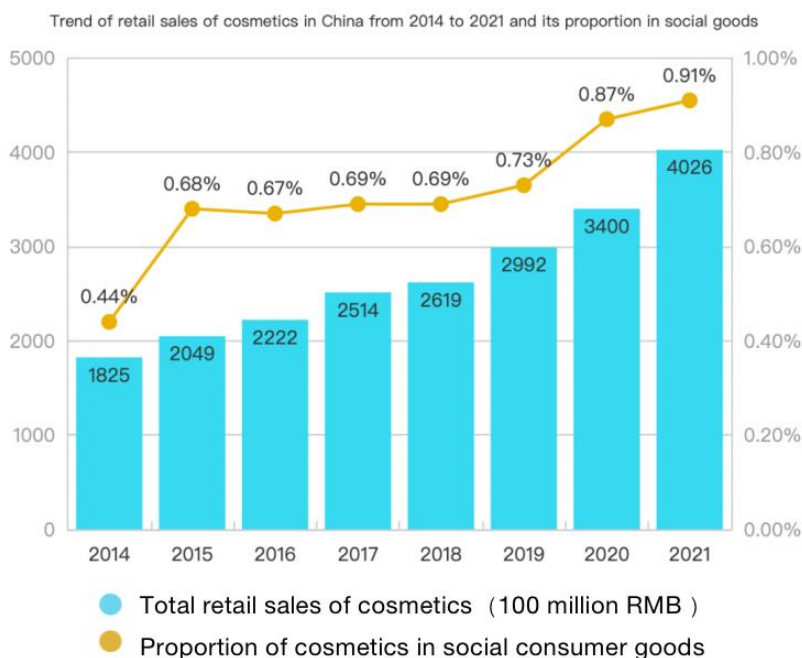


Fig 1. Trend of retail sales of cosmetics in China from 2014 to 2021 and its proportion in social goods

In recent years, the skincare industry has been making steady progress, gradually upgrading the product consumption structure and diversifying the consumption level. With the rapid development of the "beauty-appearance" economy, the skincare category has been gradually refined, with the traditional cleansing products, serums and creams, as well as product units (SKUs) derived from the eye, neck, hand and other parts of the body. In order to meet the segmented needs of users, brand companies are constantly developing new materials and overlaying functions, for example, cleansers need to moisturize the skin at the same time, and creams need to moisturize and remove wrinkles at the same time. This has led to an increasing number of homogenized products from different brands.

There are many skincare brands and SKUs on the market, making the retail pressure on the skincare industry unprecedentedly severe with many superimposed functions and many dazzling uses [5]. Brand companies have to use more marketing techniques in order to let more people better understand the advantages and usage of their brand products. In addition to traditional store sales, brand manufacturers are paying more and more attention to online social media, because these media

can better communicate product ideas and usage through graphic interaction, video expression, live video, etc. Online social media can better reach the user.

2.2 China's Mainstream Domestic New Media Platforms

With the prevalence of new media platforms, people's time is increasingly being consumed on media platforms, which has become a major sales battlefield for skincare marketing. Using social media marketing to increase brand awareness and reputation and to drive consumer interest and willingness to buy has now become a common marketing approach for many international skincare brands. Skincare and makeup content is a substantial content type on new media platforms and is well suited to using movie stars and net celebrities to spread content.

More and more big bloggers are producing rich types of skincare and makeup content, social platforms are developing new online tools, and many innovative forms of marketing have been spawned: product marketing content co-created by users and the brand owner, live-streaming sales [6]. There are four main platforms used for online marketing in the domestic skincare industry.

First, the short-form video platforms is the emerging short-form video creation and release, social-oriented platform. Users by following the platform "Internet celebrity" and "influencer" creators access to key information. At the same time, users can also post and edit short-form videos, participate in marketing activities hosted by brands.

Second, E-commerce platforms, such platforms are traditional online sales platforms, but with the development of technology, developed the same online live function in order to provide third-party merchants stationed in the use.

Third, content community platforms are traditional graphic content creation-based social platforms, taking into account content production and social functions, with the development of technology. Knowledge-sharing-based social platforms also provide users with video content creation tools, allowing users to submit video creation content in addition to traditional graphic creation.

Fourth, social platforms are the most traditional social-based platforms. They offer the main online communication function. This type of platform is from traditional instant messaging (IM) software development.

2.2.1 Short-form video platforms

As TikTok's deployment in China, TikTok is a short video hosting service under China's ByteDance. Users can host their own video presentations on the product, which can last up to 10 minutes. Kuaishou includes an app for users to share short videos, as well as social networking and video effects editing functions. In November 2021, Kuaishou was officially established as a short video social product, similar in nature to Twitter.

2.2.2 E-commerce platforms

On April 21, 2003, Taobao was registered and established by Ali Cloud Computing (Beijing) Co., LTD. On the platform, individual entrepreneurs can open online stores and users can buy goods on the platform by paying through their online accounts. Pinduoduo Inc. is a subsidiary of PDD Holdings. It uses Internet e-commerce technology to connect farmers and consumers in traditional agriculture directly, and by 2021, 16 million farmers will supply fruits and vegetables to users across China. All three traditional E-commerce platforms have developed online live sale features for users, who can participate in live sales activities on the platform.

2.2.3 Content community

Xiaohongshu, "China's version of Instagram," had more than 300 million registered users in 2019, 90 percent of whom were female and 70 percent younger than 30. Xiaohongshu serves as a "grass planting" platform where users can share their beauty and health-related experiences. The companies can also do product reviews and travel destination reviews, which provides a powerful channel for brand promotion. At present, Little RED Book also operates Red Mall.

Zhihu was launched in China on January 26, 2011. Before 2014, it had more than 10 million registered users. By May 2015, it had 17 million users and 250 million views per month. Zhihu is a professional question-and-answer community where users ask questions and invite professional users to answer questions online.

Bilibili's site has a very young audience, with early users focusing more on anime comics and games, but later branching out to a wider range of content. At present, Bilibili is the main streaming media grease meter in China, and constantly updates the content environment conducive to users' creation.

2.2.4 Social platforms

Wechat has gradually to a universal application and super application transformation now. In Wechat developer environment, support small and medium-sized businesses or large enterprises to develop easy-to-use small programs. Users can access the main functions immediately without having to download the app. Can be online including e-commerce, live streaming, video games and other types of applications. In 2018, it became the world's largest independent mobile app, with more than 1 billion active users alone. Weibo is also a social platform that has been active for a long time in China. Users can take videos and host pictures in the community. Currently, it does not have its own e-commerce services.

2.3 China Domestic Beauty Users to Obtain Content Information Channel Distribution

According to the online questionnaire research conducted by the domestic marketing platform "Weiboyi", the distribution of domestic beauty users' access to product content information, the proportion of online channels has surpassed the traditional product content information access channels. Among them, 41% of users choose to get information about beauty products through third-party e-commerce platforms as shown in Fig. 2. 36% of users chose to get beauty product information through social media [7].

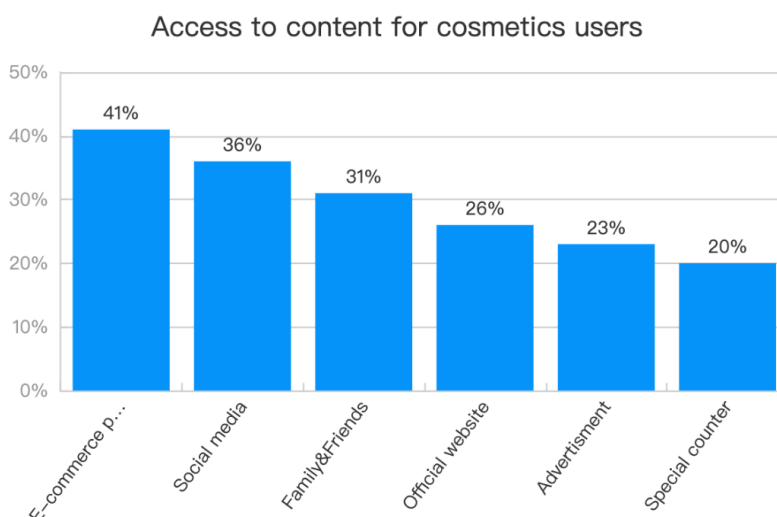


Fig 2. Access to content for cosmetics users [7]

3. Analysis of Different Ways and Effects of New Media Online Marketing in the Skincare Industry

3.1 Online Marketing Methods for Short-form Video Platforms

3.1.1 Short-form video implantation

The short-form video platform can give full play to its advantages of massive video material and mature online live technology to get the attention of brand advertisers. The brands can select relevant KOLs (Key Opinion Leaders), through the big data, which generally have their own massive

subscribers. KOLs will customize their content style to implant skincare products for brands, highlighting the product's positioning and functional characteristics through interpretation of plot and character settings. And then guide fans to buy through the online sale function provided by the media platform.

3.1.2 Online live marketing

Live online marketing is a form of online marketing that involves interacting with viewers through live video streaming while selling products. During the live broadcast, the merchant will introduce the features of the product in detail and answer the product questions raised by the audience in a timely and targeted manner. This interactive approach can be a good way to let users understand the characteristics and advantages of the product, especially for multi-functional, segmented skincare products, which is helpful to communicate and sell.

At the same time, the live broadcast process can also be complemented by marketing activities, such as live promotions, which stimulate users to place orders for products in a timely manner with ultra-short-term offers and limited quantities, etc. Generally speaking, live streaming can be limited in time by the energy of the host. But through the host relay method, some brands will use 24-hour continuous live streaming to sell online [8]. Even some live broadcasters can sell products simply by talking to viewers about unrelated product content.

Data shows that in 2021, the beauty category live GMV (Gross Merchandise Volume) up to 200 billion RMB, of which, Tiktok, Kuaishou and other beauty live show nearly 10.7 million times, the sales scale straight to 100 billion RMB. Taking Tiktok as an example, nearly 40% of users said they would buy products recommended by online live sales. After watching the live sales show, users will appear to search for brand-related products, browse the brand pages, follow the brand/artist account, and even purchase brand-recommended products, effectively enhancing the all-around relationship chain from awareness, interaction, and word-of-mouth to the recommendation.

3.2 Online Marketing Methods for Content Community Platforms

3.2.1 Graphic sharing

By creating graphic notes or recommended articles, after a comparative analysis, the differences in the effect of multiple products with uniform functions are compared in a research style to highlight product features.

3.2.2 Short videos

Unlike story-based short videos on short-form video platforms, short video content on content community platforms is more inclined to explain and share the application and use of products. The content community platform focuses on content sharing, in which graphic sharing, short video explanations coupled with marketing methods specific to skincare products can also be a good way to promote brand sales.

The well-known domestic content community Xiaohongshu platform: Xiaohongshu "fashion code" has become one of the most popular marketing methods used by international skincare brands, with KOLs leading the fashion trend by creating a series of "fashion code" related to beauty. For example, MOTD (makeup of the day), Vlog (Video log), Plog (Photo log) and other forms of life recording are also applicable to the sharing of skincare goodies. Advanced expressions in the form of GRWM (Get ready with me) and ASMR (autonomous sensory meridian response) give international skincare brands an advanced, immersive sense of ritual. In addition, the "trust" based multi-dimensional content "recommend" is also the main feature of the Xiaohongshu platform [9].

3.3 Skincare Consumer Trends

In terms of consumer groups, international skincare purchasing power appears as three characteristics of consumer turnover, high frequency consumption, and high price escalation. As the 90s, 95s and even 00s enter society, the consumption structure of the 70s and 80s in the skincare market starts to shake, and the young consumers show a blowout consumption demand. In addition,

the annual per capita consumption of cosmetic orders in China has increased year by year, and the frequency of cosmetic consumption has risen steadily. In terms of cosmetic unit price, compared to low- and mid-range cosmetics, high-end cosmetic consumption power is increasing year by year, and the post-80s-95s are the main force of consumption.

Take the domestic international skincare consumers as a whole one, whether it is the "Young generation" who grow up with digitalization, the "HE power" who contribute to the male face economy, the "Busy white-collar" who are labeled as the new high-ends in society, or the "Rich aunties" who have money and leisure and known the fun of online shopping, these four consumer forces will be the future incremental population of international skincare, especially worth the attention of brands.

3.4 Skincare Online Advertising Trends

As shown in Fig.3, according to the data from the "Weiboyi" marketing platform, in 2021, the social media advertising orders and the amount spent by skincare brands have increased significantly, among which the amount spent by international brands and the amount spent by KOLs have jumped 144% and 159% respectively, which are not as strong as local brands but are still the mainstream force [7].

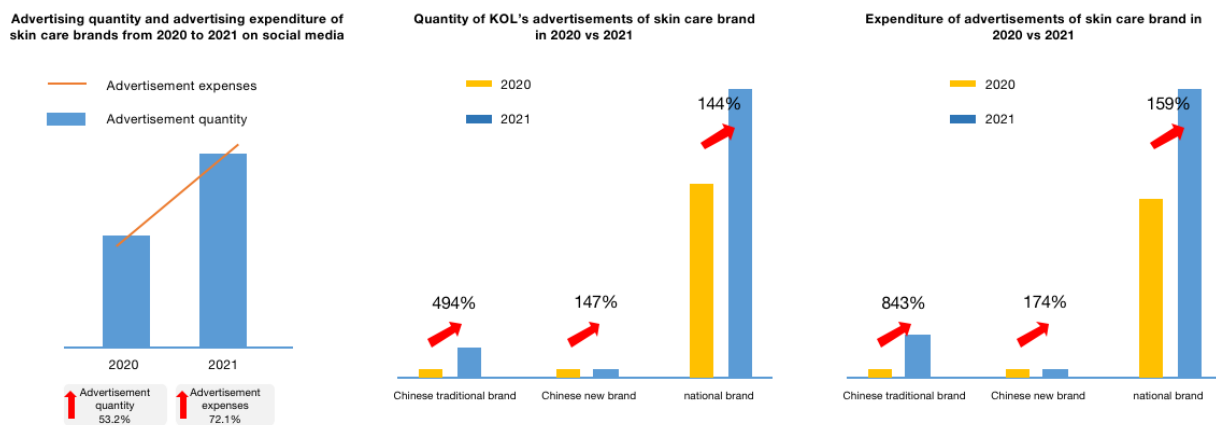


Fig 3. Advertising quantity & advertising expenditure [7]

4. Case Study of Skincare Marketing Practice

La Mer is a brand of Estee Lauder Group, positioned as a light luxury product. La Mer Cream contains vitamins and seaweed extracted organic matter that quickly penetrates the skin to help regenerate healthy, supple, natural skin. It keeps skin moist and elastic. Its rich deep-sea plant extracts are suitable for all skin types, including the most sensitive areas around the eyes [1].

AOEO is an emerging Chinese skincare brand. Founded in 2019, AOEO brand advocates "believe in the power of formula". AOEO skincare brand focuses on plant-derived non-additive and gentle skincare, positioning young users in first and second-tier cities. As a brand targeting young consumers, when AOEO skincare brand officially launched Camellia Cleansing Milk in March 2020, the marketing method used was the social media marketing that is popular among young consumers.

4.1 Online Marketing Channel Selection

This paper uses the data performance of the relevant accounts on the official data platform of TikTok as a reference, in order to ensure the accuracy of the data. In this paper, the following two categories of three accounts are selected as case reference objects.

4.1.1 Official Account

La Mer official account: This is the brand's official TikTok account, the account has 784,000 followers, and 344 original creations (as of January 2023), the account La Mer produced a lot of stories about the brand and product promotion, is very focused on the brand tone. The official AOEO flagship account on TikTok has 460,000 followers and 66 original creations (as of January 2023), mainly used for online live sales and product introductions.

4.1.2 Third party accounts with huge followers

"Make a Friend Live" is an account on the Tiktok platform, operated by the famous online entrepreneur Luo Yonghao and his team. The account has 20.43 million followers and 1,119 original creations (as of January 2023). On April 1, 2020, Luo Yonghao conducted his first live-streaming sales. During the 3-hour live broadcast, Luo carried 22 products, with total sales of over 910,000 pieces and a cumulative online presence of 48 million people. The GMV (24-hour actual payment) of the live broadcast that night exceeded 100 million yuan. On December 9, 2020, the annual summary released by "Make a Friend Live" showed that Luo Yonghao's monthly GMV rose from 210 million yuan in April 2020, when he started to online live show, to 520 million yuan in November, and the Top 3 categories with the highest sales were food and beverage, daily necessities and apparel, with 68.62% of consumers being male and 31.38% female. 31.38%.

As a typical live streaming account, the ability of "Make a Friend Live" in product sales should not be underestimated. The studio has cooperated with many well-known brands many times, including the "Lamer" mentioned in this article. Because of the influence of the studio, it has brought considerable sales and attention to the brand.

4.1.3 The effect of different channels on TikTok

Compare the sales of Lamer face cream on Tiktok in different marketing channels. The live sales of La Mer official account show that 30 live shows were conducted in the last 30 days during the monitoring interval, with a sales range of 10-25 million yuan and a sales volume range of 5,000-7,500 units. The video sales showed that 35 original videos were updated in the last 30 days during the monitoring interval, but generated \$0 in sales.

The live sales of "Make a friend live" show that the total sales range for the last 30 days in the monitoring area is between 10-25 million yuan, and La Mer is selling through live video sales only at "Make a Friend Live". Monitoring interval platform for the last 30 days of the influencer & talents selected short video with the top sales hovered between 2500-5000 yuan. In the proportion of sales channels in the last 30 days, the number of live sales accounted for up to 89.83%, while the amount of video implant sales accounted for only 0.04%.

La Mer chose "Make a Friend Live", which has the advantage of huge internet traffic, to carry out live-streaming with obvious effect. La Mer's official account created the video is more inclined to brand promotion, so in the 30 days of monitoring, through the original video sales of \$0, which is also the account on the original video positioning decision. The overall performance of La Mer account sales shows that the live-streaming sales is the main form of online sales for the brand.

Compare the sales of AOEO on Tiktok of different marketing channels. The live sales of AOEO official account shown that 714 live shows were conducted in the last 30 days during the monitoring interval, with sales ranging from 1-2.5 million RMB and the number of sales ranging from 10,000-25,000 units.

Video sales: The monitoring interval was updated with 1 original videos in the last 30 days, but generated sales of about 8000 RMB. The total number of sales of selected short videos by the platform in the last 30 days during the monitoring period ranged from 100,000-250,000 RMB. The number of new videos sold ranged from 1,000-2,500 RMB. 127 new videos were created. The percentage of sales channels in the last 30 days, the amount of live sales accounted for 73.53%, while the amount of video implant sales accounted for only 3.05%.

AOEO's implanted short videos are more oriented towards product features and selling rather than brand promotion, so the ratio of sales from the implanted videos is higher than La Mer's brand video

strategy. By monitoring the sales performance of the above two products on TikTok, the efficiency of live-streaming sales is still far greater than that of video implantation sales. The live-streaming sales method will be the mainstream sales method for the short-form video platform for a period of time in the future. Because compared to the implant video, live-streaming can more directly contact the user, more direct feedback.

5. Analysis and Suggestions

The marketing method in live streaming sales needs to focus more on the safety, quality, and credit of the service online. E-commerce platforms themselves lack the ability to resist hacker attacks, protect consumers' privacy, and are vulnerable to data theft. The security of users' personal information has become a major hidden danger. Apart from that the discrediting of enterprises involving the use of the online platform of all channels arouses the attention of necessity and gravity [10]. It is suggested to protect privacy like family address, codes of ID card and driver's license, work address and information involving family members and working colleagues from being leaked or abused by untrustworthy online platforms and the operation corporation supporting it. The timely report of mistrust issues and leaks of information is encouraged to diminish this negative aspect of online marketing.

The video sales need to be equipped with more comprehensive and competitive applications and functions to keep along in pace with the live-streaming service. With the development of Internet technology, the social platform system will become more and more perfect. However, although social platform marketing has mobilized the enthusiasm and convenience of people to participate in marketing, the original intention of social platform is to facilitate people's social communication. If users gradually throw away the original intention of social platform and use it as a tool of marketing, things will turn upside down [11]. Novel functions available like Online oriented, offline expansion, creation of new marketing concepts and expansion of potential consumers are proven ways to research, develop and apply new functions of online platforms.

The skincare industry, while putting more emphasis on marketing, is suggested to put more emphasis on product distinction despite little difference can be told within the technology and chemical application, which is the obstacle to moving the industry further and is also the essence that skincare products cannot live without. Apart from that, the media marketing strategy is encouraged to be vigorous partners and is advocated to generate and apply more novel modes of marketing like VR and AR combined marketing.

6. Conclusion

Today's skincare market is becoming increasingly competitive, and the use of social media has become one of the most important ways for companies to build their brand image, market their products and attract investment. Two different forms of online marketing are described, live sales and video sales. Among them, live sales can guarantee the daily broadcast of product ads, but video sales are more efficient in terms of escalation. The study involved two products - Lamer and AOEO. In comparison, Lamer is 10 times more expensive than AOEO, but both products have the same functions and use. In terms of marketing, the two products experienced both video sales and live sales. In live sales, lamer outperformed AOEO in sales on price advantage, while AOEO outperformed lamer in sales because the low price may induce consumers to pay more in quantity. In terms of video sales, both figures remain significant and follow the same trend as live sales. It is worth noting that video sales are lower than live sales in terms of sales amount and sales. Finally, the limitations of online sales were analyzed. First, the security and quality of webcasts need to be strictly controlled to prevent leakage of consumer information and inconsistency of goods. Secondly, video sales need to be constantly updated, and the video content should keep up with current events to motivate consumers. The marketing methods of social media platforms such as live streaming and video

placement advertising are all emerging marketing methods in recent years. It is hoped that future research can conduct in-depth research on a certain online marketing method.

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