Academic Journal of Management and Social Sciences
ISSN: 2958-4396 | Vol. 2, No. 3, 2023

Research on the Effect of Short Beauty Videos on Audiences

-- Take the Little Red Book Platform as an Example

Nuoshi Huang *

School of Foreign Languages, Guangzhou College of Technology and Business, Guangzhou, Guangdong, 510850, China
* **Corresponding author Email:** cecilia1014@foxmail.com

Abstract: Along with the rise of new media industry, the influence effect of beauty review videos, as a branch of short video vertical, should not be underestimated. From the perspective of the influence effect on the audience, we take the short videos of beauty category assessment released in Little Red Book platform as the research object, and explore the influence effect of cognition, attitude and behavior based on the 5w communication theory of communication, and structure the four levels of subject, content, mode and audience of the communication process, and use questionnaire survey method, and conduct reliability analysis, descriptive analysis, SPSS26 software. The hypotheses were verified by SPSS26 software, ANOVA, and correlation analysis. The research results show that: the professionalism of the communication subject positively affects the communication effect; the proportion of images and the length of communication mode positively affect the communication effect; the young women among the communication audience are more likely to be influenced by short videos. The chaos in the self-media industry cannot be eradicated in a day or two, and there is a long way to go to solve these problems.

Keywords: Influence Effects; Short Beauty Videos; Audience Psychology; Tik Tok.

1. Introduction

In recent years, whether it is men or women, makeup has become one of the main behaviors of people's daily life, and cosmetics have also become the main force of people's daily consumption. [1] At the same time, the emergence of the Internet and the rapid development of the new media industry have brought social media into the eyes of the public, and people can more easily learn about the new beauty products and how to use them, anytime, anywhere. Under the background of the COVID-19, the development of new media has been accelerated, and the base of netizens who regard anchors and bloggers as their main business is soaring. [2] Taking the Little Red Book as an example, there are millions of people who have been evaluated by beauty alone. It can be seen that the number of audiences behind the short videos of beauty evaluation is huge.

Based on the characteristics of different personal colors of beauty assessment accounts, the audience can learn more targeted knowledge of skin care and beauty by continuously following a certain blogger whose skin type, skin color and aesthetics are similar to their own. [3] However, there are also many problems behind the rise of short videos on beauty evaluation: bloggers are attracted by the pure business model of brand marketing and massive advertising placement, regardless of the quality of the product; Bloggers lack professionalism, have low entry barriers, and do not understand the product ingredients, use methods and effects, which will affect the audience's viewing experience and purchase intention. [1] All these problems can all reflect that the current bottleneck in the development of short videos of beauty evaluation is related to the poor communication effect.

Therefore, in this research, taking Little Red Book APP as an example and according to each link of Lasswell's 5w communication model, the three dimensions of cognition, attitude and behavior are set as dependent variables, and the communication subject, the communication audience, the communication content and the communication mode are set as independent variables [4], and the influencing factors of the communication effect are further analyzed. Through the collection of questionnaires and the detailed analysis of the questionnaire results, the study of the impact of short videos of American reviews on the audience is particularly important to solve the problems faced by short videos of American reviews.

2. Data Analysis of the Impact of Short Videos of Beauty Makeup on the Audience

2.1. Analysis of the Credibility and Validity of the Communication Effect of Short Videos of Beauty Evaluation

2.1.1. Reliability Analysis

The reliability of the scale was analyzed to be able to verify the reliability of the data in this study, so the results of the reliability analysis of the total scale are shown in Table 1. The reliability analysis yielded an Alpha value of 0.934, which is a high reliability value, so it can be seen that the scales involved in the questionnaire of this study have a high stability and reliability.

Table 1. Reliability Statistics

Cronbach's Alpha	N of Items
.934	18

2.1.2. Validity Analysis

The validity of the data of this study was considered by exploring factor analysis with KMO and Bartlett's test values. The KMO value >0.6 is suitable for exploratory factor

analysis; Bartlett's sphericity test is to test whether the variables are independent of each other, and if sig. <0.05, then it is suitable for factor analysis, and the results of factor analysis in this study are shown in the Table 2. The analysis was performed by spss26 software, and the KMO value of this study was obtained as 0.921, which is greater than 0.9, and the test result showed significant Sig.=0.000 (p<0.01), indicating that this questionnaire has a high validity.

Table 2. Validity analysis: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.921
Bartlett's Test of Sphericity	Approx. Chi-Square	3087.133
	df	378
	Sig.	.000

2.2. Descriptive Analysis of the Communication Effect of Short Videos of Beauty Evaluation

2.2.1. Demographics Basics

The statistical results of this survey questionnaire are shown in the Table 3.

Table 3. Demographics Basics

Respondent demographic attributes		Frequency	Percent
Gender	Male	77	27.5
	Female	203	72.5
Age	18-25 years old	117	41.8
	25-30 years old	82	29.3
	30-35years old	60	21.4
	Over 35 years old	21	7.5
Occupation	Student	91	32.5
	State-owned enterprise workers	37	13.2
	Private sector workers	85	30.4
	Career workers	28	10.0
	Freelance	33	11.8
	Others	6	2.1
Monthly income	3000 RMB and below	89	31.8
	3000-5000RMB	62	22.1
	5000-10,000RMB	88	31.4
	10000RMB and above	41	14.6

2.2.2. The Basic Situation of Audience's Awareness of Beauty Evaluation Videos

In this questionnaire, the descriptive statistics for the audience's cognitive level are shown in the table, and the values have reference value, in which the average value of memory degree is 3.8, the average value of attention degree is 3.8107, and the average value of conscientiousness is 3.7679. From the above data comparison, we can conclude that the highest score is the attention degree, so the audience pays more attention to the short video of beauty assessment category, and thinks that the video has a strong the lowest score is seriousness, that is, the audience does not pay much attention to the short video, and it is mostly used for amusement and passing time.

2.2.3. The Basic Situation of Attitudes Towards Beauty Evaluation Videos

In this questionnaire, the descriptive statistics of audience attitudes are shown in the table, the mean value of clarity is 3.8214, the mean value of fondness is 3.8071, the mean value of authenticity is 3.6357, the mean value of exquisiteness is 3.8250, and the mean value of fun is 3.6929. By comparing the data, it can be seen that the highest score is exquisiteness, that is, the audience has a higher recognition of short videos with more exquisite picture production. The next highest score is the clarity, but the lowest is the authenticity.

2.2.4. The Basic Situation of People's Behavior Towards Beauty Evaluation Videos

In this questionnaire, the descriptive statistics of behavior are shown in the table, The mean value of purchase degree is 3.725, the mean value of choice degree is 3.6964, and the mean value of recommendation degree is 3.6893. According to the comparison of the above data, audiences are more likely to make purchase after watching beauty review videos, and the degree of choice degree is second only to purchase degree, audiences will choose the products recommended in the videos if they have shopping needs. But the willingness to recommend for friends and family is not high.

2.3. Analysis of Variance of Beauty Evaluation Short Video Communication Effect

2.3.1. Results of ANOVA between Audiences and Dimensions at Different Age Stages

According to the Table 4, the results of ANOVA for the dimensions related to perceptions, attitudes, and behaviors of audiences of different ages show that Sig.=0.001<0.05 i.e., on the dimension of authenticity, there is a significant difference between 18-25 years old and 25-30 years old, and 18-25 years old perceive product information in short videos to be more authentic than 25-30 years old. Sig.=0.447<0.05i.e., in the choice of advertising-type copy, there is a significant difference between 18-25 years old and 25-30 years old, 25-30 years old are more likely to watch short videos with ad-based copy than 18-25 years old.

Table 4. Multiple Comparisons1

Dependent Variable	(I)Age	(J)Age	Mean Difference (I-J)	Std. Error	Sig.
11. I think the information about the products described in the short beauty videos of the review category is true	18-25 years old	25-30 years old	-.447*	.137	.001
		30-35 years old	-.298*	.151	.050
		Over 35years old	-.295	.226	.192
13. Little Red Book platform: - I prefer to watch beauty videos with advertising-type copy (with product ads)	18-25 years old	25-30 years old	-.623*	.150	.000
		30-35 years old	-.538*	.165	.001
		Over 35years old	-.474	.247	.056

*. The mean difference is significant at the 0.05 level.

2.3.2. Results of ANOVA between Audiences and Dimensions for Different Occupations

According to the Table 5, the ANOVA results of the dimensions related to perceptions, attitudes and behaviors of the audiences of different occupations show that

Sig.=0.038<0.05, i.e., in the dimension of attention, there is a significant difference between state enterprise workers and students and the attention of students is higher than that of enterprise workers, Sig.=0.019<0.05 between private enterprise workers and state enterprise workers, Sig.=0.039 < 0.05, i.e., in the dimension of clarity, there is a significant difference between state enterprise workers and private enterprise workers and the attention of private enterprise workers is higher than that of state enterprise workers. Sig.=0.039<0.05, i.e., in the dimension of clarity, there is a significant difference between SOE workers and private sector workers and the attention of SOE workers is higher than that of private sector workers.

Table 5. Multiple Comparisons2

Dependent Variable	(I) 4, Occupation	(J) 4, Occupation	Mean Difference (I-J)	Std. Error	Sig.
11. I think the product information described in the short beauty video of the review category is true	Students	State-owned enterprise workers	-.383*	.186	.040
		Private enterprise workers	-.450*	.144	.002
		Career workers	-.162	.206	.431
		Freelance	-.505*	.193	.010
		Others	.040	.401	.920

*. The mean difference is significant at the 0.05 level.

2.3.3. Results of ANOVA between Audiences and Dimensions at Different Income Levels

According to the Table 6, the results of ANOVA for the dimensions related to perceptions, attitudes, and behaviors of audiences with different income levels show that Sig.=0.005<0.05 i.e., on the dimension of truthfulness, there is a significant difference between those with income levels of $5,000-10,000 and those with income levels of $3,000 or less, and those with income levels of $5,000-10,000 consider the product information in short videos to be more truthful than those with income levels of $3,000 or less. Sig.=0.002<0.05 i.e., on the dimension of recommendation, there is a significant difference between those with income levels of $5,000-10,000 and those with income levels of $3,000 or less, and those with income levels of $5,000-10,000 are more likely than those with income levels of $3,000 or less to recommend products to their family and close friends.

Table 6. Multiple Comparisons3

Dependent Variable	(I) Monthly income	(J)Monthly income	Mean Difference (I-J)	Std. Error	Sig.
11. I think the information about the products described in the short beauty videos of the review category is true	3000 RMB and below	3000-5000RMB	-.220	.158	.165
		5000-10,000RMB	-.402*	.143	.005
		10000RMB and above	-.460*	.180	.011
11. I will recommend the products recommended by the beauty video to my friends and family	3000 RMB and below	3000-5000RMB	-.494*	.155	.002
		5000-10,000RMB	-.425*	.141	.003
		10000RMB and above	-.363*	.177	.041

*. The mean difference is significant at the 0.05 level.

2.4. Correlation Analysis of the Effect of Short Videos of Beauty Evaluation

2.4.1. The Characteristics of Communication Audience Groups Significantly Affect the Effect of Short Video Communication

In this study, the correlations between demographic characteristic variables and the communication effect of beauty assessment short videos were analyzed by spss26 software, and the statistical results are shown in the Table 7, which shows that there is a correlation between demographic characteristic variables for some dimensions of the communication effect of beauty assessment short videos.

In terms of cognitive effect, occupation (r=0.148, p<0.05) was positively correlated with memorability, meaning that students were more likely to be attracted when watching such short videos.

In terms of attitude effect, age (r=0.129, p<0.05), occupation (r=0.132, p<0.05), and monthly income (r=0.186, p<0.01) were positively correlated with trust in the authenticity of beauty assessment short videos, i.e., the older the age and the higher the monthly income of people working in companies, the more they believed in the authenticity of the content.

In terms of behavioral effects, age (r=0.188, p<0.01), occupation (r=0.138, p<0.05), and monthly income (r=0.152, p<0.05) were positively correlated with the degree of recommendation, i.e., the older and higher monthly income corporate workers were more willing to recommend the short video to their family and friends after watching it.

Table 7. Correlations 1

		Memory	Attention	Seriousness	Clarity	Affection	Authenticity d	Beauty	Interest	Purchase	Selection	Recommend
Gender	Pearson Correlation	-.004	-.062	.049	.002	.056	-.108	-.004	-.060	-.045	-.021	-.075
Age	Pearson Correlation	.049	-.096	.073	.027	-.025	.129*	.010	.006	.076	.031	.188**
Occupation	Pearson Correlation	.148*	-.004	.095	.022	.084	.132*	.056	.062	-.001	.049	.138*
Monthly Income	Pearson Correlation	.061	.005	.063	.040	-.024	.186**	-.023	-.042	.019	.021	.152*

**. Correlation is significant at the 0.01level (2-tailed).

2.4.2. Video Length and Screen Ratio Significantly Affect the Effect of Short Video Dissemination

In this study, the correlation between the communication mode and the communication effect of beauty evaluation short videos was analyzed by spss26 software, and the statistical results are shown in the Table 8.

In terms of cognitive effect, the proportion of the screen (r=0.005, p<0.01) is positively correlated with the attention of watching beauty evaluation videos, i.e., the larger the screen occupies, the more the audience is attracted to it.

In terms of attitude effect, video length (r=-0.378, p<0.01) has a negative relationship with the attention of watching beauty evaluation videos, that is, the longer the video time is, the less the audience likes to watch it.

In terms of behavioral effects, there was a positive correlation between the screen ratio (r=0.198, p<0.01) and the attention of watching beauty review videos, i.e., the larger the communication screen occupied the cell phone screen, the

more likely the audience would generate recommendation behavior.

Table 8. Correlations 2

		Memory	Attention	Seriousness	Clarity	Affection	Authenticity d	Beauty	Interest	Purchase	Selection	Recommend
Frame ratio	Pearson Correlation	.112	.005**	.077	.034	.074	.170	.111	.036	.101	.098	.198**
	Sig. (2-tailed)	.060	.931	.201	.569	.217	.004	.064	.549	.092	.102	.001
Video length	Video length	.055	.042	.107	.003	-.378**	.033	.047	.010	-.005	.023	.071
	Sig. (2-tailed)	.362	.488	.074	.955	.224	.582	.434	.870	.932	.707	.235

**. Correlation is significant at the 0.01level (2-tailed).

3. Conclusion

According to the previous study, we can first see that the screen ratio and the length of communication can significantly affect the communication effect of short videos, the audience prefers horizontal screen and moderate length of short videos. Improper video ratio will make audiences feel uncomfortable in the process of watching and thus affect the video playback, while the video should be controlled within a certain market and the content should be concise and not too long. Secondly, according to the analysis results, the older and higher income audiences pay more attention to the authenticity of short video products and will recommend good products to people around them. Third, the professionalism of short video communication subject positively affects the communication effect. The homogenization and over-commercialization of short beauty videos will easily lead to the loss of fans in the long run. Sustainable development is very important, it is recommended to continue to produce professional original quality content.

References

[1] Liu C.X. (2021). Assessment class beauty makeup short video communication effect research (A master's degree thesis, Dalian University of Technology). https:// kns.cnki. net/ kcms2 /article/abstract?v=HFsX_CjliKb15Rne3jXlr6jNZuzjY Om66 e-6_i9xgDzaOwd9Gx6wlNZsav-iUoNazFm-VUDfrNLpds8 mfYYFcIiL0dpB1jylyIAHsQkedf 9XejvnGeUhw ==&uniplat form=NZKPT&language=C HS.

[2] Wen X.T. (2021). "Vertical domain + plot" -- Exploration of short video content creation mode. TV Technology, 03:81-83.

[3] Wang R.X. & Lou X.D. (2021). Audience psychological analysis of domestic beauty evaluation microblogs under the theory of use and satisfaction. New Media Studies, 04:24-26.

[4] Zhao W.H. (2020). Analysis on the advantages of short video Communication -- Based on the 5W model of Communication Science Lasswell. Satellite Television and Broadband Multimedia, 07:218-219.

[5] Ma S.Y. (2020). Short video microblogging platform beauty makeup propagation force factors affecting research (A master's degree thesis, Dalian University of Technology). https: //kns.cnki.net/kcms2/article/abstract?v=6NQcqlsMs0jj9BMln nGX8r3t4k TuhOp_l1SUtUK4_qTf-K3hdrTRiphrJ7kQ no Me 3SQZTO1DkPSoV8hcFNxs8QAffnON8wrwePaIkUnxJS29o syrNcpwA==&uniplatform=NZKPT&languag e=CHS.