Research on Product Presentation Methods in Live-streaming Sales Videos – A Case Study of Beauty Product

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Abstract:

This study takes beauty products as an example to explore the impact of product presentation methods in live-streaming sales videos by influencers on social platforms such as Douyin and Xiaohongshu on consumers' purchase desire. The research content mainly includes three aspects: first, analyzing how product presentation methods affect consumers' purchase desire; second, comparing the different ways influencers present products; and finally, conducting an in-depth study of the top five popular live-streaming sales videos on the Douyin platform. The results indicate that the method of product presentation plays a key role in stimulating consumers' purchase desire, and the personalized presentation styles of different influencers also significantly influence consumers' purchasing decisions. This study provides valuable insights for the production of live-streaming sales videos and is of great significance for enhancing the online sales effectiveness of beauty products.

Keywords: Live-streaming sales video, Beauty products, Product presentation methods; Influencer Marketing

1. Introduction

With the rapid development of the economy, the allure of Chinese traditional culture is increasingly evident. As a significant medium for conveying "beauty," the market status of beauty products is becoming more prominent. Numerous domestic cosmetics companies have successfully developed a range of high-quality, trendy national products by integrating traditional cultural elements. Concurrently, the swift advancement of the Internet, particularly the widespread popularity of short videos, has sparked a new revolution in the marketing of beauty products. This article aims to explore the background of the rise of live streaming and product demonstration videos, the importance of beauty products in the e-commerce market, and the methodologies for presenting products in these videos. Through this research, we aspire to offer effective online marketing strategies for the beauty industry.

2. Research on Live-streaming Sales and Product Presentation

In Indonesia, the research by Amalia and Aprianingsih has revealed the central role of live streaming in beauty product promotion, making it an indispensable part of marketing strategies. Their work also offers a unique perspective on environmental analysis, helping practitioners better understand market dynamics and consumer behavior, thus enabling more precise marketing decisions [1] Following this, Huang and his team's comparative analysis of the business models of different live video streaming platforms has uncovered subtle differences in operational strategies and market positioning among these platforms. Their comparative case study is epoch-making, as it not only shows how each platform competes in the fierce market, but also demonstrates how they attract and retain consumers through differentiated services, which is crucial for understanding the business model of product presentation in live streaming [2] Chen and his team presented a thought-provoking paper at an international conference, exploring the complex relationship between beauty and sales in live streaming. The phenomenon they proposed, "beauty backfires," suggests that in some cases, over-presenting beauty products may have a counterproductive effect, leading to a decline in sales. This perspective opens up a new direction in product presentation research, reminding practitioners to weigh the degree of presentation when promoting products [3]. Wang's doctoral thesis delves into how live streaming affects sales, revealing the actual effects and mechanisms behind live streaming e-commerce through a combination of in-depth theoretical discussion and solid empirical analysis[4] Luo and his colleagues' research found that persuasion strategies play

a crucial role in the product presentation process, with appropriate language use effectively enhancing consumer purchase intention, providing an important revelation for practitioners of live streaming e-commerce[5].Liu and others analyzed how brands use live streaming e-commerce as an emerging marketing strategy in the mobile era, particularly their application on the Tmall platform. Their research not only offers a series of practical strategic guidelines for brands but also demonstrates how to effectively promote products and enhance brand influence through the emerging medium of live streaming, thereby standing out in a highly competitive market [6].

Overall, these studies explore various aspects of live-streaming sales and product presentation from different perspectives. These aspects include, but are not limited to, live-streaming environment analysis, business models, sales impact, linguistic persuasion styles, and brand marketing strategies. These research efforts not only provide us with theoretical frameworks but also demonstrate the actual effects of live-streaming sales and the key factors of product presentation through empirical analysis. Future research can further investigate how these factors interact with each other and how to optimize the practice of live-streaming sales.

2.1 Analysis of Product Presentation in Live-Streaming Sale

With the advancement of Internet technology and the widespread adoption of social media, live-streaming sales have emerged as a compelling new model of e-commerce, garnering significant attention from both domestic and international merchants and consumers alike. In this paradigm, the manner in which products are presented plays a crucial role in shaping consumer purchase decisions. The following review examines the strategies and effectiveness of product presentation in live-streaming sales, drawing upon recent research findings. Yin and Areeprayolki's research found that live-streaming sales effectively enhance the shopping experience of consumers by providing real-time interactive experiences and immediate feedback, which significantly contributes to improving consumer satisfaction and loyalty. They also pointed out that this interactivity offers new insights for product presentation strategies, meaning that through live-streaming, brands can display product features more vividly and intuitively, thereby better attracting and retaining consumers[7]. Shi and his colleagues used eye-tracking technology to meticulously analyze how the facial attractiveness of live-streaming hosts and the type of product affect consumer purchase intention. The results indicate that the appearance of the host and the match with the product play a significant role in the consumer decision-making process.

Specifically, an attractive host who aligns with the product style can more effectively stimulate consumer desire to purchase, providing important references for product presentation and host selection in live-streaming sales[8]. Wang and his team's research focused on the sales of fashion products in live-streaming e-commerce and analyzed the dual impact of intuitive design and behavioral design on product sales. They revealed an interesting phenomenon, namely, that well-designed live-streaming interfaces and interactive elements can significantly increase consumer purchase rates. This research not only confirms the importance of product presentation design in live-streaming sales but also offers specific suggestions for merchants on how to optimize design to boost sales performance[9]. Xu and his colleagues proposed an innovative multi-modal analysis framework aimed at predicting product sales in live-streaming e-commerce, with the reputation of the host being a key factor. The introduction of this framework implies that the effectiveness of product presentation depends not only on the characteristics of the product itself but also on the personal brand of the host. The reputation and performance of the host play a vital role in building consumer trust and promoting sales conversion [10]. Wang and his colleagues emphasized how influencers effectively influence consumer purchase decisions through live-streaming. The research results show that the personal charm, professional knowledge, and interaction style of influencers are all key factors affecting the effectiveness of live-streaming sales, which has important guiding significance for brands on how to choose and collaborate with influencers. [11]

The analysis of product presentation in live-streaming sales reveals multiple key factors, including consumer experience, host attractiveness, product type, design elements, and host reputation. These studies not only provide us with a deep understanding of product presentation in live-streaming sales but also offer practical guidance for merchants and hosts to optimize presentation strategies and improve sales performance. Future research can further explore how these factors interact with each other and how to combine emerging technologies to enhance the effectiveness of product presentation.

2.2 Analysis of Product Presentation in Live-streaming E-commerce from the Perspective of Consumer Behavior

The analysis of product presentation in live-streaming e-commerce from a consumer behavior research perspective focuses on how consumers perceive and react to product information during live streams, thereby influencing their purchase decisions. It examines psychological activities like perception, cognition, and emotion, and how

factors such as host attractiveness, interactivity, content quality, and presentation style interact to shape purchasing behavior. The research also considers consumer engagement and expectations for real-time feedback, aiming to understand how effective product presentation strategies in live-streaming e-commerce attract attention, stimulate interest, and drive purchases. This insights are valuable for brands and merchants in strategizing for live-streaming and offer a new on emerging e-commerce models.

Ye et al.'s study indicates that choosing the right influencer plays a decisive role in the success of live sales. This is because the personal traits of the influencer, such as reliability, expertise, and attractiveness, as well as the alignment with the target audience, directly impact consumer purchasing behavior. Therefore, their research emphasizes that in live-streaming e-commerce, brands need to carefully select influencers who align with their image and target market to maximize marketing effectiveness [12]. Wang et al.'s research found that the interactivity and real-time feedback of live streaming provide consumers with a richer shopping experience, which significantly influences their purchase decisions. Thus, the study suggests that product presentation strategies in live-streaming e-commerce should fully consider consumers' needs for interaction and their expectations for immediate feedback to more effectively attract and convert potential customers [13]. Zhang's research results indicate that while high traffic is an important factor in sales success, the process of converting traffic into sales does not happen automatically. It depends on the quality of product presentation and whether it can meet consumer needs. Simply pursuing traffic is not enough to guarantee sales success; it is also necessary to focus on how to attract and retain consumers through high-quality product presentation [14]. Ram's study emphasizes the importance of operational strategies in live-streaming e-commerce, including how to attract and maintain consumer attention through effective product presentation and interaction. Live-streaming e-commerce is not just about showcasing products; it is also a way to establish a connection with consumers. Therefore, the development of operational strategies needs to consider consumers' psychology and behavior, as well as how to create an attractive shopping environment through live streaming[15].

In summary, the analysis of product presentation in live-streaming e-commerce from the perspective of consumer behavior reveals that influencer selection, interactivity, real-time feedback, and operational strategies are all key factors influencing consumer purchase decisions. These studies provide valuable insights into understanding and optimizing product presentation in live-streaming e-commerce, while also pointing out directions for future research to further explore.

3. Fundamental Principles for Displaying Beauty Products

3.1 Authenticity

Authenticity serves as the cornerstone of beauty product live-streaming videos. It mandates that the content presented must precisely match the actual product, devoid of exaggerations or falsifications. The significance of this principle lies in its role as the foundation for establishing consumer trust, which is crucial for safeguarding brand reputation. When showcasing products, broadcasters should ensure their authenticity, accurately convey their characteristics, ingredients, and effects, and refrain from using misleading filters or exaggerated language.

3.2 Attractiveness

In an era where short videos proliferate, the principle of attractiveness becomes paramount for beauty product live-streaming videos to stand out. By leveraging high-definition visuals, professional lighting setups, and well-chosen background music, broadcasters can stimulate viewers' senses, sparking their interest and curiosity. Innovative presentation methods, such as special effects and animations, further enhance the videos' appeal and intrigue, making beauty products even more captivating.

3.3 Interactivity

The principle of interactivity underscores the social nature of live-streaming commerce, encouraging broadcasters to forge strong connections with viewers. Through interactive segments like Q&A, raffles, and polls, broadcasters can promptly gauge viewers' needs, adjust their presentation strategies, and foster a sense of engagement and belonging among viewers, ultimately boosting purchase intentions. Moreover, the utilization of social media platforms provides an extended space for broadcasters to interact with viewers, further bridging the gap between them.

3.4 Professionalism

Given the vast array and intricate functionalities of beauty products, the principle of professionalism necessitates that broadcasters exhibit profound expertise and knowledge during their presentations. This not only aids consumers in better understanding products and making informed purchasing decisions but also elevates broadcasters' personal image and brand value. Broadcasters should thoroughly research products beforehand, delivering professional explanations and demonstrations backed by their own experiences. When necessary, they can invite industry experts or brand representatives to co-host live streams, providing

viewers with more comprehensive and professional services.

4. Case Analysis

4.1 Selection of a Successful Beauty Product Live-Streaming Sales Video Case

Blogger Ali Bei Cup, with a following of 4.363 million, and Wenzi, who has 5.388 million fans, are both standouts in the beauty product niche on TikTok. Ali captivates with her emotion-driven persona and a wealth of beauty tips, often incorporating Omega into her videos, which are characterized by dramatic contrasts, humorous monologues, and memorable moments. Her innovative product presentations, including fan-submitted photos and high engagement during the makeup imitation process, serve as a clever ad slot. Wenzi, on the other hand, thrills her audience with detailed product reviews, fulfilling viewer wishes through her three-comment readings and teasers. Both influencers maintain a fair and objective stance, with unique personal styles that resonate with their viewers. In a selected case study that exemplifies the remarkable success of live-streaming sales, these influencers demonstrate how engaging product demonstrations and clear explanations can attract a large audience and convert viewers into buyers, surpassing sales targets and showcasing the power of their influencer marketing strategies.

4.2 Analysis of Presentation Methods, Marketing Strategies, and Elements

of Success In analyzing this case, we focused on its presentation methods, marketing strategies, and the underlying elements of success. Firstly, the video's presentation was highly professional and appealing, with the influencer using high-definition cameras and professional lighting to ensure the visual impact of the products. Secondly, her marketing strategy included establishing a strong emotional connection with the audience by sharing personal experiences and stories to enhance the appeal of the products. Additionally, she used tactics such as limited-time offers and interactive Q&A sessions to stimulate the audience's desire to purchase. In terms of the elements of success, the influencer's personal charm, professional knowledge, and accurate understanding of the target audience's needs were all indispensable.

4.3 Summary of Learnable Experiences and Lessons

The examination of successful influencers like Luo Wangyu, who boasts 18.444 million followers, reveals the power of knowledgeable content and professional presentation in the beauty niche. Luo's distinctive "bash one, praise one" strategy in his videos, where he debunks

myths and shares skincare insights, has not only educated his audience but also driven sales, as seen with his endorsement of chemical exfoliation products that sold out rapidly. Similarly, "Yi Yi Hei Mao," with 4.276 million followers, captures attention with titles that address current trends and pain points, utilizing celebrity appeal to breakdown star-worthy looks and promote products through live makeup sessions. "Dad's Review," with a following of 23.131 million, further exemplifies the value of clear and concise content, focusing on the ingredients of products tested by experts, unaffected by packaging or marketing. These cases underscore the importance of quality product presentation, emotional connection with audiences, and understanding their needs, demonstrating that strategic resource utilization can lead to significant achievements in live-streaming sales and offering a guide for others in the industry.

5. Marketing Strategy Optimization

5.1 Adjusting Presentation Methods Based on Target Audience for Increased Precision

To more effectively attract and convert target consumers, the presentation methods in live-streaming sales need to be precisely adjusted according to different target audiences. This requires brands and hosts to deeply understand the preferences, needs, and purchasing behaviors of the audience, and then customize the live-streaming content and format accordingly. For instance, if the target audience is young women, the presentation might need to be more fashion and entertainment-focused. Precise targeting allows hosts to more effectively convey product value, enhance user engagement, and increase the conversion rate of sales. Additionally, the use of big data and artificial intelligence technologies can help hosts analyze audience behavior, enabling more precise content delivery. This data-driven adjustment of presentation methods not only improves marketing efficiency but also enhances the user experience.

5.2 Strengthening Host Training to Improve Professionalism and Interaction Skills

Hosts are the soul of live-streaming sales, and their professionalism and interaction skills directly impact the effectiveness of the live stream and sales performance. Therefore, it is crucial to strengthen training for hosts. Training content can include product knowledge, sales techniques, communication skills, and interactive game design, among others. Systematic training enables hosts to better master product features, interact with the audience confidently, and handle various situations that may arise during the live stream effectively. Moreover, hosts should learn how to establish emotional connections with the au-

dience through storytelling and emotional bonding, thereby increasing viewer loyalty and repurchase rates..

5.3 Continuously Optimizing Product Presentation and Marketing Strategies with Data Analysis Tools

Data analysis tools play a crucial role in the process of live-streaming sales. By analyzing key metrics such as view counts, likes, comments, shares, and transaction rates, hosts and brands can gain real-time insights into the effectiveness of the live stream and promptly adjust product presentation and marketing strategies. For example, if a product has a low click-through rate, it might be necessary to adjust its display position or change the way it is introduced. If audience activity is high during certain periods, it could be an opportunity to arrange more interactive segments or offer time-limited promotions. Using data analysis tools allows for continuous testing and optimization of live-streaming content, ensuring that each session achieves the best possible sales outcome. This data-driven optimization strategy helps to enhance overall marketing effectiveness and user satisfaction.

Conclusion

The research on product presentation methods in live-streaming sales videos, with a focus on beauty products, yields valuable insights into the dynamics of e-commerce and consumer behavior in the digital age. Through the analysis of a successful beauty product live-streaming sales video case, it becomes evident that the quality of product presentation, the emotional connection established with the audience, and the understanding of the target audience's needs are critical factors in driving sales. The optimization strategies discussed—including adjusting presentation methods based on the target audience, enhancing host training, and utilizing data analysis tools—highlight the importance of a tailored and data-driven approach to live-streaming sales. This study concludes that by adopting these strategies, brands and influencers can effectively enhance their marketing efforts, leading to increased consumer engagement, higher conversion rates, and ultimately, greater success in the competitive live-streaming sales landscape.

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