

Research on the Impact of Beauty Livestreaming on Consumers

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Abstract: Under the combined force of digital technology and e-commerce, beauty product livestreaming has transitioned from a display and promotion method for beauty products to one of the main sales channels of the retail industry. With the development of livestream e-commerce, beauty consumption has become a popular topic in the market, and consequently, changes have occurred in the behaviour and decision-making process of online shoppers. Based on primary research, secondary data analysis and academic studies, this paper will investigate how beauty livestreaming affects consumers' intention to purchase online and explore the reasons for this behaviour, such as social presence, host professionalism, emotional perception and situational pressure. It will also discuss the positive effects that livestreaming has had on enhancing the shopping experience and promoting the development of the industry, as well as existing problems such as impulse buying and inappropriate marketing inducements. By clarifying the logical structure of consumer behaviour under the influence of beauty livestreaming, this paper hopes to provide theoretical support for the healthy standardisation of beauty livestreaming and offer reasonable directions for brand operation and rational consumption by consumers.

Keywords: Beauty Livestreaming, Live Streaming E-commerce, Consumer Purchase Intention, Social Presence, Impulse Buying

1. Introduction

With the development of digital technology and the e-commerce model, live-streaming commerce has emerged as a new type of marketing that functions as the main retail channel. This particular feature can be seen very clearly in the beauty industry; live-streaming e-commerce has added considerable amounts to transaction conversion rates and changed the structure of beauty commerce significantly. According to data published by the China Internet Network Information Center (CNNIC) [1] at the end of 2021, more than 600 million people in China had used the Internet to engage in live-streaming e-commerce by that time. According to data from iMedia Consulting [2], the beauty and personal care category has been the main force of live-streaming e-commerce sales so far. Given the rapid development of the above industries, it has raised many questions for us: How has beauty live-streaming changed people's consumption decisions?

Therefore, this paper will study the following problems systematically: As a specific type of marketing communication, what are its main ways and psychological mechanisms for stimulating

consumers' desire to purchase online? Will the resulting changes in society and the economy be simple and one-dimensional, or will they be complex and diverse? To address the above problems, the main goal of this paper is to use systematic literature research to organise and build the inner logic of how beauty live-streaming affects consumer behaviour, and at the same time, consider both the positive value and potential risks.

Therefore, in order to achieve the above purpose, this paper will mainly utilise a study of relevant academic achievements from various fields. The structure of the full paper is as follows: The first part defines the concept and types of beauty live-streaming and compares it with traditional marketing. The second is the way in which beauty live-streaming affects people's consciousness, selection and emotions. The third section is a summary of the main contents, applications and problems of the entire work. Based on the analysis in the previous section, the fourth part will explore in detail all levels of the impact on consumers, the beauty industry and platforms of beauty live-streaming, and put forward prospects for its healthy development.

1.1. Definition and research background of beauty livestreaming

This section will introduce the concept of beauty live-streaming. It will introduce and discuss the main ideas and development process of e-commerce live-streaming and beauty live-streaming by explaining their definitions and features, as well as the connection between e-commerce live-streaming and traditional advertising.

1.1.1. E-commerce livestreaming

E-commerce live-streaming is a new mode of online sales that utilises live-streaming to show products, explain how to use them and provide other information in real-time through live broadcasts. Hosts answer questions from viewers and then drive the purchase of goods. Compared with traditional e-commerce and TV shopping, this model is more in line with the times; there is also a certain kind of follower cultivation by hosts and social features. It has the function of spreading information and promoting products to stimulate people's interest in purchasing. Recently, e-commerce live-streaming has become one of the hot consumption trends. According to research by CNNIC [1], by the end of 2021, the number of users of livestreaming e-commerce in China had exceeded 600 million. With the rapid development of the Internet and continuous innovation in e-commerce models, beauty product livestreaming has gradually become one of the main forms of the beauty industry. Beauty products have started to be sold through live e-commerce broadcasts in many countries. Given the interactive and real-time characteristics of live-streaming platforms, a combination of product exhibition, live demonstration, sales, etc., can be integrated into a single event to enhance the shopping experience for consumers and improve the conversion rate of purchases.

Make full use of the functions of real-time and interactive operation in live-streaming platforms to combine the introduction of products, live demonstrations, direct sales, etc., providing consumers with a convenient and visual shopping experience in beauty live-streaming. With the continuous development of the Internet and e-commerce models, it has gradually begun to develop around the world. At present, the three typical categories of beauty live-streaming are as follows:

1.1.2. Brand-owned livestreaming

Brand-owned live-streaming is one of the main long-term operating models for the brand. The official Douyin flagship store of Florasis is a typical case; many 37-hour live-streaming events have been held, and different hosts have taken turns going live. During the broadcast, they introduced the fine craftsmanship of their carved lipsticks, released a limited-edition Miao-style product, and had the celebrity guest Chen Yanfei introduce the brand's idea of "flower-based beauty". With the support of the limited-time digital red envelope and trust-building factors such as product registration certificates, the livestream achieved a GMV of more than 1.6 billion yuan and accounted for 52.87% of the brand's total sales. It is a typical case of good long-term brand livestreaming operation.

1.1.3. Influencer-driven sales

The model is a professional content creator with a large number of fans. Li Jiaqi is a well-known male beauty influencer and has developed his own brand and career. Using the tag "Lipstick King" and tapping into the trend of "male beauty consumption" has drawn a large number of people. He is able to employ various rhetorical means and convey a lot of information in his short films. He frequently uses the standard story structure of "show, swatch and recommend" in a single minute to present the information briefly. He is generally talkative and unpretentious; therefore, he may be perceived as more approachable by the public. Through recommendations of popular colours and the addition of celebrities, he has also boosted the confidence of the products and consumers' desire to buy. His success has also promoted the development of male beauty content in e-commerce sales.

1.1.4. User-generated reviews

Authentic users' experience is the focus of this kind, and it can be found on Little Red Book. With more than 300 million monthly active users, over 80 million content sharers and a daily search penetration rate of 60%, Little Red Book has gradually come to meet the needs of consumers in their daily lives. It is called "grass planting", and people share their product recommendations based on personal experience to influence others' desire to buy. All users can post their review and impression to form a chain of "recommendation-style" content. At the same time, disguised advertisements can also spread here. When influencers post undeclared "grass-planting" notes for the purpose of commercial promotion, it is a hidden advertisement on the platform that still appears as a "genuine share" and thus boosts brand influence. Therefore, in this study, disguised advertising on Little Red Book refers to marketing content posted on the platform with the aim of promotion, which is difficult to identify, and spreads a product or brand via paid content notes.

In addition, there is a lively community of users of Little Red Book that can encourage them to buy more. New mothers are users who share and interact based on trust, for example, talking about products for infants and young children, such as baby food and diapers, in the maternal and child products section. This sincere response is based on the people's own needs, so they will be more satisfied. A good community environment will help more people read various product reviews and learn about them more deeply; thus, they will be more motivated to use the platform and thus be exposed to influencer recommendations and potentially buy.

1.2. The difference between beauty live broadcast and traditional marketing

After analyzing the general situation of the beauty market, this part will introduce the new model of beauty live-streaming and compare it with the older forms of advertising and e-commerce sales. Be aware that beauty live-streaming is not going to replace all the old-style ads completely. It is rather a "complementary innovation" that can expand the marketing benefits and support other kinds of video advertisements.

A type of live-streaming that can talk to the host and other viewers is called a beauty live-stream. The audience can ask questions, post their own experiences and thoughts in the comments section, etc., and the host will reply to these in time with expert shopping advice. A large amount of participation will build trust among consumers and increase their desire to buy; thus, both view counts and sales will rise. The model is for promotion and sales of products at the same time, and live-streaming is used to display the appearance, texture and actual application effects of the products in detail. Consumers will be able to get a better and more intuitive sense of products than they can from old-fashioned text and pictures. A live test or display of the effect by the host can make people feel it more directly and be more willing to buy.

Additionally, the traffic aggregation effect of the livestreaming platform and the personal influence of the hosts can rapidly draw the attention and participation of many consumers. Through the help of professionals, a few characteristic cases will be presented, and then it will be promoted for a limited time to boost sales. Due to the strong participation of livestreaming, consumers are no longer passive listeners but can also join in the promotion activities actively.

The contact information and other materials in an advertising case will be included in the subsequent design of interactive functions for social media. Hosts can recommend suitable beauty products for viewers according to their skin type, skin tone, other personal characteristics, etc. It will boost the sense of achievement for the children and enhance their motivation to study.

In short, the purpose of beauty live-streaming is to promote and sell goods. Through the host's large number of followers and influence, a large amount of traffic and conversions can be obtained at a lower advertising cost. Add some new kinds of content that people are interested in at the moment and let them see how it works. In addition, the model is free from the limitations of time and space for the old sales channels and can open new market paths for brands.

Livestreaming in e-commerce is now one of the shopping forms for the people today. The two main reasons for the development of live-streaming commerce are as follows: Firstly, in the process of presenting products by hosts, not only are objective specifications of the products provided, but also personal experiences and emotional expressions are displayed to stimulate consumers' desire to purchase; Secondly, live-streaming offers continuous and in-depth real-time interaction that can meet various needs of users, and hosts can answer specific questions about products through such conversations. This shows that the old way of one-way advertising is no longer sufficient. If there is no good regulation, the attractive features may be used to harm consumers' rights. There are overstatements, falsehoods, false promotions, etc. Therefore, they need to be addressed and managed.

2. The impact path of beauty live broadcast on consumer behavior

2.1. Influencing consumer cognition and decision-making mechanisms

Under the background of e-commerce live-streaming, consumer cognition and decision-making are influenced by all kinds of psychological and social factors. Conformity is also one such reason; as e-

commerce has spread and become a common way for people to shop, there are certain risks. Conformity can be irrational behaviour, such as excessive spending and blindly following the instructions of others; therefore, it may expand the economic interests of e-commerce hosts. This problem of change in social psychology has good and bad effects, and to reduce the bad ones, we need the combined efforts of society and individuals to promote a healthier pattern of consumption.

At the same time, consumer mindset is also a mediator in the purchase decision process. The goal of a rational purchase decision is to acquire a good for life at the lowest cost [3]. In fact, people are motivated by both intrinsic factors and external circumstances when making choices [4]. Live-streaming in e-commerce can create a sense of urgency among consumers by going live and showing products; thus, they are motivated to purchase quickly because they believe the products are attractive and suitable, as well as due to impulse buying [5]. Impulse buying is usually unplanned, less deliberate, and driven by emotion [6], and is associated with irrational emotions [7]. Thus, the cultivation of reasonable consumption consciousness is necessary to improve people's mental health and promote the healthy development of the economy.

Social presence and trust are also in the same way. Research has found that social presence, which is the feeling of closeness to others through social and emotional interactions, can increase consumers' trust in online shopping [8] and improve their sense of the honesty and good will of sellers [9]. During the live-streaming event, instant communication will raise the sense of participation among the public and increase their trust in both the product and the host for the purpose of purchase [10]. Social presence may also affect the effect of perceived personalised recommendations on store trust [11], and it is important in the building of trust and decision-making.

The above reasons are the collective environment of e-commerce live-streaming. Livestreaming has been combined with social interaction, entertainment and shopping to stimulate the desire for impulsive purchase among consumers [12]. These features help to give people a sense of being there [13], put them in a state of flow, create good emotions about the brand, and thus encourage them to buy online. With the development of technology and the desire for various forms of entertainment in consumption, live-streaming sales have gradually been used. Compared with traditional e-commerce, live-streaming is more in-person and authentic; it also has a social atmosphere [14, 15], so now we better know what customers want. Opinion leaders are asked to guide and demonstrate how to use the products in real time to increase consumer trust in their functions and quality [16-17]. At the same time, there are many livestreams for people to choose from based on their interests, so it is not a one-size-fits-all model.

2.2. Host behavior and emotional mechanism: influencing consumer emotions

Some e-commerce operators will send out various invitations to draw the attention of the public. Compared with offline shopping assistants, e-commerce hosts can take advantage of the Internet to make people's shopping life more convenient and efficient, thus promoting the development of e-commerce live-streaming. At the same time, the behaviour of the host and the created atmosphere will also affect people's emotions and choices.

The Mediation of Positive Emotions is also one. Positive emotions refer to the sense of happiness, pleasure, etc., that consumers experience in the livestream environment, and they can help to reduce cognitive load and motivate them to buy spontaneously [18].

At the same time, there is also the problem of time pressure in the livestreaming environment. Time pressure is the anxious and urgent psychological state people experience when they have to make decisions in a short amount of time because of an approaching deadline for work. Merchants of e-commerce live-streaming frequently use a "limited-time promotion" strategy to inform

consumers that there is "a limited-time deal and time is running out" to create a sense of urgency and thus motivate people to buy without thinking [19]. Because there is insufficient time to fully evaluate the product information, the consumer's judgment will likely be restricted [20], and thus they may be driven by intuition or past experience to make a quick purchase; this significantly increases the likelihood of cognitive-impulse purchases.

Therefore, the effect of professional hosts is often pronounced in this situation. Host professionalism refers to the combination of knowledge, communication ability and promotion skills [21]. A professional host can skillfully guide the mood of time pressure: On the one hand, he can continue to make viewers happy with interesting explanations and communication; At the same time, he should present essential decision-making information with a sense of authority and credibility. It can motivate or increase people's desire to buy under the circumstances of time pressure and thus promote some form of impulsive purchase.

2.3. Gender culture: how content production influences consumption attitudes

With the development of self-media and the influence of postmodern culture, the old idea of "cosmetic women" has gradually disappeared. People's Expectations and Perceptions of the outside have changed. With the rise of consumerism in postmodern culture, men's consumption has emerged as a new focus of consumption and a driver of economic growth after women, and the target group is now men. As a result, the short-video content created by male beauty livestreamers, such as Li Jiaqi, has introduced newness and broken the gender barrier; it is also in line with the current aesthetic preference of women for the "pretty boy" image. In terms of content production, the male beauty livestream short videos have different character designs and unique positions and are therefore more attractive to the audience. Character Design is one of the essential attributes of "internet celebrities" and "opinion leaders", and among many beauty influencers, Li Jiaqi's outstanding status is closely related to the team's design of his persona and lifestyle concept, especially the distinctive identity of the "Lipstick King".

Live-streaming can be used to develop one's own identity and be known as an influencer [22]. Generally, live-streamers are doing various works to create, maintain and enhance their social image for the purpose of better connecting with their fans. The above is a relatively well-organized public image built by displaying appearance, personality, special attributes, professional skills and knowledge [23]. The purpose of the image streamers is generally to present in line with the persona they wish to present to the audience. The first studies on streamer personas have shown that this kind is formed by the combination of live shows, platform functions such as personalised emotes and special effects, the selection of content (such as games), and various styles [24].

3. Review of research methods and theoretical frameworks

To ensure the scientific validity and reliability of the results of research on how beauty live-streaming affects consumers' intention to buy online, it is necessary to use strict, various and well-established research methods and theoretical systems. This chapter will systematically introduce the research methods and basic theoretical systems that have been used in this area previously, as well as how they are applied and what value they bring, to lay the groundwork for this paper.

3.1. Application of primary research methods

Research in this area has many methods, which are mostly quantitative, and some qualitative research and Big Data technology are also being used. The subjects of study are mainly divided into two groups: First, the end consumers who watch beauty livestreams and have experience with online shopping are the main research objects; they are the primary decision-makers in purchasing and studying them can help reveal the underlying influencing mechanisms. Secondly, some research has also begun to study how to utilise live-streaming for the supply side by adding the beauty live-streaming host and e-commerce platform operator. The particular ways are as follows:

3.1.1. Survey questionnaire method: the core tool of quantitative research

Because it is easy to collect a large number of samples and perform statistical analysis, the survey questionnaire method has been widely applied in this area. Scholars often employ all sorts of online questionnaires, such as Wenjuanxing, Credamo, Amazon Mechanical Turk and so on, to collect the views of consumers who have watched beauty live-streaming shows. The questionnaire is based on the main problems, and established scales have been used to measure consumers' sense of interactivity [25], trust, social presence, and finally purchase intention [26]. held a relatively large number of people, asked them how to increase the impulse-purchase desire of consumers in live e-commerce. The reason is that, in short, the sample should be representative; its scale and validity need to be verified properly, and other data are gathered carefully.

3.1.2. Structural equation modeling and multiple regression analysis: statistical tools for examining complex relationships

According to the data obtained from the questionnaire so far, at present, Structural Equation Modelling (SEM) and multiple regression analysis are generally used to explore the relationships among many variables. Structural Equation Modelling can be used to study many latent variables in a complex theoretical model, and it is convenient for investigating mediation and moderation, such as whether host professionalism promotes purchase intention indirectly through trust. For instance, [27] employed SEM to determine whether the whole path of the effect of host characteristics (professionalism and attractiveness) in beauty live-streaming on purchase intention is mediated by consumer identification. Multiple regression can be used to determine how many different factors (independent variables), such as the quality of live-streaming content, discount size, frequency of interaction, etc., work together to affect the dependent variable (purchase intention) and how strong the relationship is. Now that some new statistical tools have been developed, we can go further than simply listing the correlations and learn more about how exactly and under what conditions beauty live-streaming affects people's choices.

3.1.3. In-depth interviews and case studies: qualitative explorations of underlying motivations

Since quantitative research is not capable of discovering the reasons behind psychological factors, emotions and other motives that motivate people to make consumption decisions, various types of qualitative research, such as in-depth interviews and case studies, have been used broadly in place of it. Select some typical users of the live-streaming service and popular streamers, conduct semi-structured interviews with them, and then conduct thematic analysis on the content of the interview to obtain rich qualitative data. For example, [28] interviewed 15 heavy users of beauty livestreams

and found that the emotional need for "companionship shopping" is at the centre of the livestream environment. Some representative situations of some popular live-streaming rooms (such as those led by Li Jiaqi and Wei Ya) have been taken as cases of study, and excellent marketing methods have been collected as a large number of empirical materials for theory construction.

3.1.4. Emerging big data analysis and experimental methods

With the development of technology, some studies have started to use big data analysis methods and directly scrape and analyze unstructured data from real-time comments, bullet chats, likes and shares in livestream rooms to measure audience sentiment and interaction objectively [29]. A controlled experiment can be conducted to change only one factor in the simulated live-streaming environment, such as the type of host or the way products are presented, and then it can be determined whether this modification is the reason for the different results; thus, the internal validity of the marketing research is enhanced.

3.2. Foundational core theoretical frameworks

Research has been carried out before, and many studies have taken advantage of existing marketing and communication theories to build their own analysis systems. The main theoretical schools are:

S-O-R Theory: It is the most fundamental analysis model that assumes the livestream environment acts as a stimulus to alter people's inner states and, as a result, produce an output such as the intention to purchase or actual purchase. The path of the framework from external factors to psychological states in people's minds and behaviour has been clarified.

Technology Acceptance Model and its Extensions: To investigate the intention of people to use new technologies, for example, "live-streaming shopping" has frequently been mentioned; at the heart of this is the belief in its usefulness perception, ease of operation and pleasantness.

Social Presence Theory: The first is to explain why live-streaming has been successful in e-commerce in recent years. Based on studies, it is generally believed that a sense of "co-presence" can be generated by means of real-time audio-visual signals in the interaction among live-streamers and their followers to reduce uncertainty and build trust, thus stimulating people's willingness to buy products [30].

Flow Theory: A type of intense concentration in people that can make them lose track of time while watching livestreams. The flow experience has been shown to positively affect people's attitudes and intentions to act.

Theory of Social Influence (e.g., reference group influence, conformity): To determine whether the behaviour of other viewers in the livestream room (such as rush-buying and positive comments) can lead an individual consumer to choose products out of a sense of norm or in pursuit of information.

In short, the current research on the effect of beauty live-streaming on consumers' purchase intention for online sales has formed a good system by combining the quantitative trend of "questionnaire-data-model" with qualitative additions, such as in-depth interviews, and has also been actively used in new data analysis technology. Theoretically, it is a multi-level and multi-variable explanation system built on many aspects of marketing, communication, psychology and sociology. All of the above ways and theories can help us understand the phenomenon of live-streaming e-commerce in more depth and provide practical references for improving the live-streaming strategies of platforms, brands and hosts. Based on the above methodological and theoretical results, the construction of the model and its experiments in this paper are introduced.

4. Discussion on the impact of beauty live broadcast on consumers' willingness to buy online

As an outstanding case of specialised live-stream e-commerce, live-streaming of cosmetics sales has reshaped the marketing environment of the beauty industry and also altered people's way of shopping and consumption. It was found in this paper that beauty live-streaming has a strong positive effect on consumers' intention to buy online because it is interactive and close to the products. The effect is not linear but rather multi-faceted; there will be some positive and some negative consequences for the industry, consumers and platforms, and thus needs to be thoroughly investigated and handled properly from all sides.

On the positive side, beauty live-streaming has driven the development of the industry and created considerable economic benefits for consumers.

First, from the perspective of the industry and economy, beauty live-streaming has begun to grow. It has shortened the path from brand exposure and product awareness to sales conversion and achieved good sales results. For instance, the top influencers can earn hundreds of millions of yuan in sales from a single live-streaming event; this would be impossible under the old retail model. The new Sales Mode will promote the growth of the cosmetics market. According to the report by iMedia Consulting [2], the live-streaming e-commerce market in China continues to expand, and beauty and personal care products have been a mainstay. It will promote the growth of the corresponding industries for production, logistics and marketing, etc. At the same time, live-streaming is providing a new way for some Chinese beauty brands to compete in the market. These brands can quickly reach their target consumers, build strong brand awareness, and have successful launches by spreading content and values through live-streaming; it is much cheaper and faster than the old way. Therefore, the market is diversified and has strong competition [31].

Second, in terms of consumers, live-streaming beauty can improve the convenience and shopping experience of information for consumers so that they can buy. Most online shopping sites only use pictures and words; thus, there is a lack of information. Beauty live-streaming shows are led by professional makeup artists and skincare specialists to demonstrate how to use beauty products live, discuss their ingredients and effects, etc. This can add some colour to the product information. A good image and a "see-it-as-it-is" experience can reduce people's fear of the unknown [32]. Research shows that in a real-time interactive manner, such as answering questions and changing colours, as well as by showing people that others are also buying from a busy purchasing scene and giving positive comments, it can motivate people to make impulse purchases [30]. Exclusivity discounts and free gifts at the live stream will also make consumers feel that they are getting a good deal and thus increase purchases.

Thirdly, according to the standards of the industry and the governance rules of the platform, some problems have been addressed to some extent in the field of beauty live-streaming. In light of the problems that have occurred in the early days, such as tax evasion by top influencers, false advertising and fake reviews, regulatory authorities and platforms have strengthened their work in recent years. The government of the People's Republic of China has issued some regulations, such as the "Measures for the Administration of Online Live-streaming Marketing (Trial)", which stipulate responsibilities for hosts, platforms and merchants. High-profile cases of top influencers who were fined for tax and compliance violations have also been given wide public attention and spread a negative image [33]. The platform has also improved the content and handling of complaints and other services. Although the above measures will cause some short-term adjustments, they will help to improve the long-term environment of the industry, remove non-compliant participants, and protect the rights and interests of honest enterprises and consumers. Thus, an institution will be built

to support the development of the industry and provide "environmental signals" and "trust" for the model.

However, with the prosperity of beauty live-streaming, there are also many serious problems and potential risks that need to be addressed.

First, it will damage the old-school marketing path and business system and increase market fluctuation. With the rise of the model of live-streaming e-commerce led by top influencers, it is now one of the main channels for attracting consumers and competing with traditional offline stores and online retail for traffic and sales. Brands often have to pay high commissions and offer low prices to secure positions in the top live-streaming platforms; thus, they may reduce their profit margin and damage the long-term development of the brand and its price strategy [34]. In addition, if too much of the sales fall on a few key opinion leaders, the brands and the entire supply chain will be at risk. Any problems with the influencers will be very serious.

Secondly, there are risks to consumers in the form of information overload, impulse purchase and violation of rights. There is a high volume of information and an artificial sense of urgency in live-streaming, and due to reasons such as "limited quantities" or "flash sales", people may be tempted to buy impulsively. Many end up buying unnecessary or unsuitable goods and thus are wasted money [35]. Although the regulations are stricter, there are still occasional problems of false advertising and defective goods. Live-streaming is often too spontaneous, so it may be difficult to obtain proof and make an appeal later. In addition, some influencers' narrow beauty ideals and excessive consumerism may have a negative impact on the aesthetics and spending habits of young people and other consumers.

Thirdly, in terms of the means of distribution and changes in the industry, the current model may limit the diversity of materials and development prospects. The algorithm of the platform will likely promote content and hosts with good sales data, so more people will be led to high-conversion, sales-oriented content. Although this will improve the company's business results, it will also be highly centralised. Based on the above research, it will be more difficult for creators to gain the attention of the general public through the creation of in-depth content on subjects such as ingredient analysis, long-term effect reviews and niche brand exploration. Over time, it will reduce people's sense of professionalism and diversity for the platform's content [36]. If the industry is too dependent on a low-price sales model and marketing measures, the brand will need to spend too much money on competing with other brands. Research at universities and colleges shows that it may divert attention and investment from fundamental research, core technology development and actual product innovation; thus, the industry will not be able to move towards being driven by scientific innovation and product quality.

In short, the effect of beauty live-streaming on people's desire to buy is two-sided. It is a good means to promote the digital economy and strengthen the brand's consumer power, but it also has the problems of disturbing market order, encouraging impulsive purchases and giving rise to new types of consumer disputes. In the future, in order to achieve good results, we should use resources rationally and reduce waste. It is necessary to make efforts from all quarters; at the industry level, brands should consider live-streaming as one component of an all-round marketing plan, not the only way to promote products and build long-term brand recognition. The regulatory authorities and platforms will strengthen revisions to laws and regulations, expand the scope of supervision over all links in the business process, utilise data analysis to address problems promptly, establish a good complaint system, etc. Consumers need to strengthen their media literacy, practice mindful consumption, learn to enjoy the convenience of live-streaming, make informed choices, buy according to actual needs, and protect their rights when necessary. Through joint efforts, the

problems of current beauty live-stream e-commerce can be addressed, and it will be healthier, more standardised and sustainable high-quality development. Therefore, there will be continuous improvements in the quality of life for all people and development of the industry.

5. Conclusion

This paper will explore the form of beauty product live-streaming sales as a type of e-commerce marketing and further investigate how and in what ways it affects consumers' desire to buy online.

Through a systematic review and analysis of the present domestic studies, the following general directions and conclusions have been put forward in this paper. Based on the review of literature, it has been concluded that there is a certain stimulus-organism-response mechanism in beauty live-streaming, and this includes real-time interaction, visual immersion and the host's personality. It is a two-way social shopping activity rather than the old one-way advertisement. It is hoped that this can motivate people to buy goods because they feel part of a group and are inspired by others, as well as being in a hurry or prompted by circumstances.

Both the discussion section and the introduction mention this phenomenon positively and negatively. Livestreaming beauty has some positive impacts on the development of the market, supports new brands, enables consumers to obtain more information and experiences, etc.; at the same time, there are problems such as market instability, promotion of irrational consumption, risks for consumers, and hindrance to innovation in industrial content and research investment. It is now in the process of developing under regulatory reform and, due to facing risks and opportunities, its quality is also uneven.

Based on the above results, the main argument of this paper can be summarised as follows: As a revolutionary marketing channel, beauty live-streaming has changed consumers' ideas about, decisions on, and ways of buying products through technology, strong emotions and social interactions. It is not to be considered an inheritance of traditional marketing, but rather a new form of combining content, social phenomena and e-commerce. The extent of the effect will also be determined by the characteristics of the work environment for hosts and the regulations and institutions of the platform. Although it has achieved good commercial results so far, problems such as information asymmetry, traffic concentration and a focus on short-term marketing in this model still need to be solved to promote long-term development.

6. Practical implications and limitations

The above are the results. To improve the media literacy and critical thinking of consumers, we need to understand how beauty live-streaming works. Thus, they will better know the marketing plan and be more reasonable in their shopping decisions to protect their own rights and enjoy convenient and pleasant shopping. For brands and platforms, this study shows that beyond the pursuit of Gross Merchandise Volume, it is necessary to build long-term trust, provide genuine value, optimise the quality of interaction, and pay attention to social responsibility to gain consumer loyalty and achieve healthy, sustainable development. The platform should be able to offer reasonable algorithm-driven recommendations and all kinds of content, and at the same time have a certain level of commercial efficiency and general life for the ecosystem.

There are some shortcomings in this paper. First of all, it is a qualitative study based on a literature review; therefore, the conclusions are mainly drawn from the secondary analysis and synthesis of previous empirical study results, and no primary data have been collected. Second, the study is limited to the field of beauty products. Therefore, the conclusions should be used cautiously

when applied to the generalisation of livestreaming sales of other types of products, such as home appliances and food. Finally, this paper will present some general observations and pathways. It does not explain how some small changes in the manipulated variables, such as the discourse strategy of the hosts and the visual Design of the live-streaming room, are actually implemented. In the future, surveys, experiments and big data analysis can be used to conduct cross-category empirical comparisons of certain variables to verify and extend the framework put forward in this paper.

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