Research on Video Marketing of Beauty Makeup Industry

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Abstract: Driven by the trend of mobile video, information video and social video, online video marketing is becoming a new brand outlet, and a variety of beauty videos emerged at the right moment. Though logistic regression analysis, we determine the characteristics of the target users, and provide some reference for the improvement of the beauty makeup evaluation videos and the future development direction.

1. Survey Design

Methods combining the qualitative method with quantitative research, 695 college students were investigated by questionnaire and interviewed in Taiyuan. Logistic model was used to analyze the influencing factors of attention on beauty makeup evaluation videos, and studied the influential of basic information of the respondents on the viewing of the beauty evaluation videos. Thus provides some references for the improvement of the beauty makeup evaluation video and the future development direction.

2. Survey Analysis

2.1 Default Dummy Variable

We want to study whether college students watch beauty makeup assessment videos or not. The independent variables are gender, grade and average monthly consumption of cosmetics. Binary variable Y records whether people have the experience of watching the evaluation videos. $Y = 1$ means they have seen the beauty evaluation videos, and $Y = 0$ means they have not. Gender is a virtual variable, 0 is male, 1 is female, and grade is a variable with values from 1 to 4. The average monthly consumption of cosmetics is an ordered multi-category variable, with values from 1 to 5 representing different price ranges.

The row whose elements are all "0" in the matrix indicates that the value level corresponding to the independent variable is taken as the reference level. In this model, "freshman" in grade is set as the reference level, and the corresponding three dummy variables are: $Q_{21} = 1$ sophomore; 0, not a sophomore. $Q_{22} = 1$, junior; 0, not a junior. $Q_{23} = 1$, senior; 0, not a senior.

Set "less than 100 yuan" in the average monthly cosmetics consumption as the reference level, the corresponding four dummy variables are: $Q_{31} = 1,100 \sim 150$ yuan; 0, other consumption range. $Q_{32} = 1,150 \sim 200$ yuan; 0, other consumption range. $Q_{33} = 1,200 \sim 300$ yuan; 0, other consumption range. $Q_{34} = $ more than 1, 300 yuan; 0, other consumption range.

2.2 Logistic Regression Analysis of Binomial Classification with SPSS

Table 1. Module 0 classification table

Observation value			predicted value		
			Viewing situation		Correct percentage
			Not	Yes	
Step 0	Viewing situation	Not	0	241	0.0
		Yes	0	349	100.0
	Prediction accuracy				59.2

Module 0 is a model in which covariates in the dependent variable regression only contain intercept terms and no other explanatory variables. It can be seen from the prediction results that the logistic regression model based on "module 0" has a prediction accuracy of 100% for watching evaluation videos, while 0% for not watching evaluation videos Therefore, the regression model based on "module 0" is not reliable, and the prediction accuracy of the total sample is 59.2%.

Based on the invalid model, we start to introduce all the independent variables into the analysis to compare with the model of the previous block. Table 2 is the classification table for forecasting by using regression model with all independent variables. It can be seen that P > 0.5 and the total prediction accuracy is 70.8%, which is higher than before.

Table 2. Module 1 classification table

Observation value			predicted value		
			Viewing situation		Correct percentage
			Not	Yes	
Step 1	Viewing situation	Not	120	121	49.8
		Yes	51	298	85.4
	Prediction accuracy				70.8

"Module 1" means that the covariates in dependent variable regression contain constant terms and all explanatory variables. Through the omnibus examine of module coefficient, it can be seen that the probability value of "module 1" and the model based on the module is 0.001, which is significantly less than the significance level of 0.05. We can come into inclusions that independent variables into the equation is more valuable than the constant term model without any independent variables. Module 1 and the model established on the module are very significant.

3. Survey Conclusion

Predict and operate "module 1". Set B as the estimated value of constant and coefficients of all independent variables. Exp (B), OR (odds ratio), is the ratio and advantage ratio, which is the multiple of the observed probability of occurrence caused by each unit increase of the independent variable when other variables remain unchanged. P represents the probability of dependent variable viewing. According to these data, the fitted logistic regression model is as follows:

$$\text{Logit(P)} = -2.36 + 0.89 \times Q_1 + 0.59 \times Q_{21} + 1.22 \times Q_{22} + 1.59 \times Q_{23} + 0.89 \times Q_{31} + 1.37 \times Q_{32} + 1.04 \times Q_{33} + 0.33 \times Q_{34}$$

The model shows that the gender changes from male to female, the higher the grade and the higher the average monthly consumption of cosmetics will bring positive probability increases for choosing to watch the beauty makeup evaluation videos, among which the increase of the number of students in the fourth grade has the most significant impact on it, followed by the increase of the number of students whose average monthly consumption of cosmetics is 150~200 yuan also can give beauty makeup evaluation videos viewing rate make a great contribution.

After getting the regression equation, we test the model with 120 random samples obtained in the pre-investigation stage, and 50 predicted values were obtained after the independent variable values of the samples were substituted into the equation. Then, convert the output data, and the result less than 0.5 is converted to 0, means "not seen"; the result greater than 0.5 is converted to 1, means "seen". Compared with the real viewing situation of the sample, the prediction accuracy rate is

72.5%, which is very close to the prediction accuracy rate of 70.8% obtained by the previous model, indicating a good fitting effect.

4. Video Marketing Development Strategy

4.1 Precision Marketing Concept

In terms of consumption, we need to mine the user's needs in the deepest way, so that the content can truly grasp the users. Students who watch beauty makeup videos prefer sharing videos and make-up tutorials videos, which reflects the potential demand of college students to watch such videos in order to learn the blogger's relevant knowledge of make-up skills and product selection through videos, so as to get some help for themselves. The target audience is defined as fast-paced consumption, rational consumer character, monthly cosmetics consumption in 150~200 yuan of senior college students. They have a strong curiosity about new things, pay more attention to the actual effect of products, and are easily influenced by other people's evaluation and feedback. In a conclusion, we should pay close attention to these characteristics and preferences of college students, so as to create more suitable videos for the target users.

Invest a certain amount of store coupons in the video to attract more actual buyers and increase the conversion rate. When making the video and the introduction around the page, you can appropriately add the purchase links and preferential links of the product, so as to improve the customer flow and turnover of the online store conveniently and efficiently. In addition, the link should be set to the mode that allows the browser to automatically detect the security and display it in real time, so that the customers can be assured to click and purchase at ease, and not lose customers due to the fear of access security. Add feedback channels around the beauty video, such as comment area and public discussion area, so that visitors who are concerned about product reputation and using effect can learn more feedback information from others, and attract potential users who are accustomed to knowing the performance of cosmetics through others' recommendation.

4.2 Video Form and Content Improvement

From the production of video marketing content, highlight the authenticity of product comparison effect, do not exaggerate the product effect, be responsible for consumers, and dispel users' concerns. The video content should focus on the safety of the product, including whether the cosmetics ingredients are safe, which people are suitable for use and whether the cosmetics are tested by relevant departments or present safety rating results. Flexible use of hot topics, looking for the right entry point to combine with video content, at the same time, pay attention to the timeliness of hot topics, and do not use expired hot topics, so that video can keep pace with the times, trigger users' desire to express in hot topics, and improve video interaction rate.

In the form of special topics or series, the content is divided into different dimensions or hot spots that users pay attention to, form a series of videos, meet the different viewing needs of the audience, and increase the number of subscribers. When designing a video copy, we should pay attention to the combination of interest and practicality of the content, so that the video content can not only entertain the viewers, but also provide corresponding beauty guidance and shopping skills, which can both consolidate the existing audience, and expand the user group through the existing audience praise. In the process of shooting and production according to the video copy, the picture definition, the beginning and the end, the background music, the title and brief introduction, the control of the video duration and rhythm, the final editing, etc. shall be carefully arranged and planned, and further adjustment should be made based on the user's preference and feedback.

4.3 Marketing Video Promotion

In terms of communication, it is necessary to cooperate with platforms with high attention of target users or densely distributed audiences, improve click through rate of marketing videos, broaden potential market to speed up product promotion, try to strengthen the "exposure rate" of

such videos on various platforms of the Internet, put more efforts into microblog and video app, and expand Redbook app and e-commerce platform under technical support. Product suppliers, video copywriters and bloggers should do their own jobs and do their best. The win-win cooperation strategy can not only provide a powerful publicity channel for brand makers, but also promote the development of video marketing industry and improve the attractiveness of video to users in all aspects. Product suppliers, video copywriters and bloggers should do their own jobs and do their best. The win-win cooperation strategy can not only provide a powerful publicity channel for brand makers, but also promote the development of video marketing industry and improve the attractiveness of video to users in all aspects. And select the peak period of network traffic and fixed push time to increase user stickiness.

In terms of user positioning, it is recommended to conduct market research in the early stage of video production, build logistic model after obtaining basic information data of users, find corresponding target customers in combination with information such as users' gender, age and consumption amount, and further clarify their consumption habits, network usage habits and product preferences. Accumulate and collect the quality and performance data of cosmetics evaluation products, and improve the evaluation product database. In the process of continuously increasing the number of evaluation products, the professional evaluation data on hand can be sold to manufacturers or other video producers as authoritative first-hand materials, and as a special service publicity point of the company. Combine the popular and reputable beauty bloggers with web celebrity talent resources and the needs of traditional enterprises to create a new mode of cross-border cooperation, and uphold the business philosophy of win-win. Meanwhile, when bloggers have accumulated a certain number of fans, they can try to sell products in self-operated online stores.

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