

The Impact of TikTok K-beauty Video Characteristics on Beauty Management Behavior and Cosmetics Purchase Intention

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Abstract

With the rise of mobile devices, video content has emerged as a crucial tool for information acquisition and communication for both businesses and consumers. Specifically, K-beauty videos on the TikTok platform have introduced a novel shopping experience and altered consumer culture. The goal is to encourage the production of more effective K-beauty short video content, which could serve as fundamental data for beauty-related companies targeting the Chinese market through social networking services (SNS). This study collected and analyzed 420 valid questionnaires from Chinese viewers who have watched TikTok K-beauty videos, employing SPSS 26.0 for analysis. SPSS 26.0 was employed for frequency analysis, exploratory factor analysis, and reliability testing. T-tests and ANOVA identified demographic differences, while regression analysis evaluated the effects of video characteristics on beauty management behavior and cosmetics purchase intention. The findings indicate that among the three dimensions of K-beauty video content—interest, convenience, and interaction—interest and interaction significantly correlate with users' hair care behavior, whereas convenience does not. However, all three factors significantly influence makeup management behavior. The impact of K-beauty video characteristics on cosmetic purchase intentions ranks in the order of interest, interaction, and convenience. The interaction between social media platforms like TikTok and consumers facilitates communication between audiences and content creators, encourages audience participation, and positively affects users' beauty management behavior.

Keywords: TikTok, K-Beauty Video, Beauty Management Behavior, Purchase Intention.

Introduction

1. Background and purpose of the study

With the popularization of mobile devices and advances in digital technology, YouTube and Instagram have emerged to meet current demands. Social media platforms like TikTok have gradually become a part of daily life, underscoring the increasing trend of global mobile video content consumption (Youn-seo & Yong-mi, 2022). Short-form content has rapidly become a key communication and marketing tool for businesses and consumers. Marketing through the internet and smartphones, now prevalent in the smart media era, positively influences the cosmetics purchasing intentions and behaviors of women in their 20s. Currently, numerous short video apps such as Douyin, Kuaishou, Maopai, Meipai, Xiaokaoxiu, Sigua Video, and Weibo have dominated the market, with TikTok being the most notable. TikTok has ballooned into a huge network, with over one billion users around the globe and another 700 million if you include the Chinese version of TikTok, Douyin. This success has forced Facebook, Snapchat and YouTube to respond with their own short-form apps, mimicking TikTok. In China, ecommerce and in-app purchases account for a much higher percentage of its total revenue (Curry, 2024, October 31).

In January of 2024, TikTok has 1.1 billion Monthly Active Users worldwide as of January 2024 as per the data provided by Statista. According to the latest Statista survey, 30.25% of internet users worldwide had used or seen videos posted on TikTok. In contrast, 44 percent said they hadn't, and 25.75% said they'd never heard of TikTok (Kumar, 2024, October 31). According to the "China Short Video Market Research Report for the Third Quarter of 2019"

by Big Data Research, a professional Internet data research organization in China, as of the third quarter of 2019, Douyin averaged 186.57 million daily users. QiMai Data indicated that the app's average daily downloads were 230,000; on a yearly basis, this number was 85.55 million (Randi et al., 2022). As of 2021, TikTok has over 1 billion global users, making it one of the most successful social media platforms (Taejun et al., 2022). Initially, it was predominantly used by artists, but its user base quickly expanded. By 2021, many celebrities, including BTS, BLACKPINK, Cindy, Lee Sedol, and TWICE, have become avid TikTok users. Even Cheongwadae has utilized TikTok to promote government policies. Currently, TikTok is being used across various sectors (Randi et al., 2022).

Short video, a key interactive medium in the 5G era, is increasingly recognized for its value in information communication. Douyin's content now spans entertainment, news, science, and online education, becoming an integral part of users' lives. The 53rd "Statistical Report on Internet Development in China" by the China Internet Network Information Center (CNNIC) reveals that as of December 2023, the user size of online video had reached 1.067 billion, up 36.13 million from December 2022, making up 97.7% of all Internet users. Among them, the number of short video users was 1.053 billion, an increase of 41.45 million over December 2022, accounting for 96.4% of all Internet users (CNNIC, 2024).

Driven by the robust revenue-generating capabilities of live broadcast sponsorships, from January to May 2024, Douyin's in-app purchase revenue exceeded US \$2 billion, marking a 26% year-on-year increase and ranking first in social app revenue. Instagram experienced the highest year-on-year growth rate among social apps, with its revenue increasing by 230% due to a rise in subscriptions (Gun-ho, 2024, October 31). Recent studies have highlighted TikTok's growing influence on consumer beauty behaviors (Prameswari & Kusumawati, 2024), emphasizing how short-form video characteristics such as virality and interactivity shape user engagement and decision-making processes (Selezneva, 2024).

Focusing on TikTok, given the rapid growth of the short video market, I aim to analyze the impact of popular K-beauty short videos on Chinese consumers' beauty management behaviors. This analysis will explore the characteristics of Chinese consumers' beauty management behaviors and cosmetics purchasing intentions after viewing K-beauty short videos. The goal is to encourage the production of more effective K-beauty short video content, which could serve as fundamental data for beauty-related companies targeting the Chinese market through social networking services (SNS).

2. Scope and methodology of the study

Due to the novel coronavirus pandemic, social platforms have become a crucial means of communication, allowing people to connect with others. With in-person interactions limited, individuals continue to maintain emotional connections through mobile phones and social media, also utilizing these platforms for shopping. In an era where face-to-face communication is restricted, short video platforms enable people to document and share their daily lives with others. Similarly, cosmetics companies can showcase product features and usage through short videos, making it easier for consumers to make purchases. TikTok continues to emphasize its role in meeting user needs and has shown potential as a platform for marketing communication. The fashion industry, in particular, is actively using TikTok content as a new way to communicate with young consumers (Ziyuan & Dongwon, 2022).

It can be confirmed that in the consumer market unaffected by the novel coronavirus pandemic, the public's enthusiasm for short videos remains high. According to the US market research agency Insider Intelligence, TikTok is expected to surpass Instagram and Facebook to become the largest social networking platform by 2025. With a variety of filtering and editing effects, it is foreseeable that TikTok's short clips, accompanied by music and other content, will further expand their influence in the online media ecosystem (Koh Woon, 2024). Makeup remains the most significant product that composes consumers' cosmetic awareness, irrespective of the pandemic situation (Choi et al., 2022).

This study integrates the analysis of characteristics of K-Beauty Koku videos from previous research, a survey on beauty behavior and cosmetics purchase intentions, and includes

questions on demographic characteristics. It surveys and analyzes Chinese viewers of K-Beauty Koku videos, examining the collected data.

Literature Review

TikTok K-Beauty Video Status

TikTok, developed by the Chinese IT company ByteDance, is a social networking service that allows users to create and share ultra-short videos. Launched in 2016, it targets users across 150 countries and regions, supporting 75 languages.

Beauty, defined in the dictionary as "charm," represents a positive human behavior aimed at expressing individuality and distinction through aesthetic appeal(Jaehun et al., 2020). Beauty videos refer to the creation of content related to beauty, accessible to everyone from amateurs to professionals and beauty creators. There are no restrictions on producing or consuming beauty content(Hye-kyeong & Sun-hyoung, 2021). The term "K-Beauty" first appeared in the report titled "Formulating a Comprehensive Plan for Cultivating the Cosmetics and Beauty Industry in Chungcheong North." Drawing on the success of the 2013 Chungcheong Wusong Cosmetics and Beauty World Expo, the report proposed implementing a K-Beauty-led plan to develop Chungcheong North Province's cosmetics and beauty industry into a global hub, thereby creating jobs and boosting the region's economy(Esther et al., 2022).

In the 2022 Overseas Hallyu Survey, over 60% of respondents indicated that Hallyu content influenced their purchase and use of Korean products and services. Hallyu content comprised an average of 27.4% of total cultural content consumption, with the highest consumption in K-beauty (31.7%), TV dramas (31%), and fashion (29.2%). Recent analysis of internet big data revealed that K-beauty makeup, along with K-epidemic prevention, K-TV dramas, and K-pop, are among the main keywords associated with the Korean Wave. This data suggests that the beauty industry is one of the primary beneficiaries of the Korean Wave(Young-Joo, 2022).

The Korean beauty industry holds a prestigious position globally and exerts significant influence. Korean cosmetics, style, and other K-beauty-related content frequently feature in international beauty videos.

TikTok K-Beauty Video Features

The emergence of TikTok has transformed the shopping experience for K-beauty enthusiasts. The rapid growth of the short video industry and the rise of ultra-short videos have significantly changed people's lives. Beauty content creators now produce easily understandable videos, including beauty-related information, product types and characteristics, and makeup and hair tutorials(Mi-jung & Jong-moo, 2020), and share them through the TikTok platform.Hyun-woo & Eun-Jin(2022)'s research categorizes the appeal of beauty content into four factors: usefulness, interest, reliability, and informability(Hyun-woo & Eun-Jin, 2022) . Hye-kyeong & Sun-hyoung (2021) identifies six factors: convenience, interest, usefulness, interaction, and cosmetics appreciation(Hye-kyeong & Sun-hyoung, 2021). Byung-jong and Jong-moo (2020) concentrate on the informability of video characteristics, dividing it into five factors: connectivity, convenience, reliability, and innovation(Byung-jong & Jong-moo, 2020). Drawing on these studies, this study classifies the appeal of beauty content into three characteristics: interest, convenience, and interaction.

Beauty management behavior

Appearance management is a crucial method of self-management that enables us to smoothly conduct social activities. By managing our appearance, we enhance our self-confidence, make a positive impression on others, and increase our credibility. Moreover, appearance management is a sign of respect for others. The term "beauty management behavior" combines "beauty" and "management behavior." Here, "beauty" refers to the actions taken to care for one's appearance, beauty, and health. "Management behavior" is considered the act of caring for or paying attention to any object(Hyun Jin & In Ryu, 2010). Therefore, "beauty management behavior" is defined as the actions taken to alter one's body and appearance to align with societal ideals, aiming for a beautiful and healthy look(Youn-seo & Yong-mi, 2022). Hyun-woo and Eun-Jin(2022) 's research categorizes appearance management behavior into

makeup, hair, body shape, and clothing management(Hyun-woo & Eun-Jin, 2022). Bo-mi & Eun-Jin(2021) 's study divides beauty management behavior into appearance and body shape management(Bo-mi & Eun-Jin, 2021), while Hee-sung(2018)'s study categorizes it into skin and makeup management behavior(Hee-sung, 2018). In this study, beauty management behavior is classified into two types: hair beauty management and makeup beauty management.

Cosmetics purchase intention

The term "purchase order" describes consumers' intentions to engage in specific behaviors when selecting a product in the future. It represents the likelihood that consumers' beliefs and attitudes towards a product will be converted into actual purchase actions(Moon, 2020). Consumers assess whether a product or service will meet their expectations before making a purchase. If they believe their expectations will be met, a purchase intention is formed(Randi et al., 2022).Purchase intention is a decisive factor directly affecting consumer behavior, defined as the intention to engage in a purchase. It is equivalent to the stage preceding actual behavior. Previous studies have analyzed how attitudes towards products impact consumer purchase intention. Moreover, the informative, entertaining, and interactive features of YouTube beauty videos have been shown to correlate with cosmetics purchase intentions and emotions (+)(Hee-sung, 2018).Wang & Lee's study confirmed that K-beauty SMIs can influence consumers' new product acceptance intention(Wang & Lee, 2021).

Methods

● Research problem

The research questions of this study are as follows:

1. Understand the sub-dimensions of beauty video characteristics on Douyin.
2. Identify the sub-dimensions of beauty management behavior.
3. Explore the impact of Douyin's beauty video characteristics on audience beauty management behavior.
4. Investigate the impact of Douyin's beauty video characteristics on viewers' cosmetics purchase intentions.
5. Examine the differences in beauty management behaviors according to demographic characteristics.

● Methods of data collection and analysis

Data collection focused on Chinese consumers who watched Douyin beauty videos. From July 22 to August 1, 2023, the research company Wenjuan Wang conducted a study over approximately 10 days using an online questionnaire, available at <https://www.wenjuan.com>. To ensure the authenticity and validity of the responses, questions designed to gauge attention were included. A total of 420 valid questionnaires were collected and analyzed. The SPSS 26.0 program was utilized to understand the general characteristics of the participants through frequency analysis and exploratory factor analysis, verifying the measurement tool's feasibility. To verify reliability, the Cronbach's alpha coefficient is calculated, and the correlation between variables is determined through correlation analysis. Additionally, T-tests and ANOVA analyses were conducted to identify differences in beauty management behavior and cosmetics purchase intention across demographic variables. Regression analysis was used to examine the impact of beauty video characteristics on beauty management behavior and cosmetics purchase intention.

● Research tools

The study utilizes a questionnaire developed from prior research. This questionnaire includes questions on the characteristics of Douyin K-beauty videos, beauty management behaviors, and cosmetics purchase intentions. The features of K-beauty videos draw on the studies of Eui-hyoung & Sun-hyoung,Hye-kyeong et al.(Eui -hyoung & Sun-hyoung, 2018; Hye-kyeong et al., 2020), and Hee-sung (Hee-sung, 2018), with revisions and enhancements made by the researchers. "Watching Douyin beauty videos offers a different experience compared to still photos, as it feels like witnessing real use and experience". The survey includes 24 questions, such as "I often watch Douyin K beauty videos" and "I can quickly get the latest cosmetics information through Douyin K beauty videos." The beauty management behavior questionnaire

has been revised and improved, building upon the work of Mi-jin , Bo-mi & Eun-Jin (Bo-mi & Eun-Jin, 2021; Mi-jin, 2019). "I have watched Douyin K-beauty videos and followed makeup trends". "After watching these videos, I decided to visit a professional skincare shop for treatment." "I am very interested in the hairstyles featured in Douyin K-beauty videos." This includes 22 questions, such as "I want to imitate the hairstyles of artists featured in Douyin beauty videos." The question regarding cosmetics purchase intention has been revised and improved by Hee-sung (Hee-sung, 2018), "After watching Douyin K-beauty video, I want to buy basic cosmetics", "After watching Douyin K-beauty video, I want to buy hair-only cosmetics." The questionnaire is reorganized into a total of 5 questions, including "I intend to recommend the cosmetics in the Douyin K-beauty video to people around me"; The demographic characteristics section includes questions on gender, age, education level, occupation, monthly average cosmetics purchase amount, cosmetics purchase frequency, and the frequency of viewing Douyin beauty videos (days). These questions are structured as nominal scales and measured using a five-point Likert scale.

● **Demographic characteristics of the subjects surveyed**

Table 1 summarizes the demographic characteristics of respondents who have used the Douyin app. Out of 420 surveyed, 16% (67 individuals) were men and 84% (353 individuals) were women. The age group was 9.8% (41 people) under 20 years old, 64.3% (270 people) 20 to 29 years old, 21.9% (92 people) 30 to 39 years old, 4.0% (17 people) at 40 years old or above. Regarding education level, 23.3% (98 individuals) were in college, 72.6% (305 individuals) were university students, and 4.0% (17 individuals) were graduate students; college students constituted the largest group.

The occupations were students 31.2% (131 people), civil servants 12.9% (54 people), faculty 11.0% (46 people), company employees 32.6% (137 people), self-employed 4.0% (17 people) and freelancers 8.3% (35 people).

The average monthly spending on cosmetics is highest in the 100-500 yuan range, accounting for 46.9% (197 people), followed by the 500-1000 yuan range at 32.6% (137 people), above 1000 yuan at 11.9% (50 people), and under 100 yuan at 8.6% (36 people).

The frequency of cosmetics purchases was as follows: 18.8% (79 people) purchased once a week or more, 27.9% (117 people) purchased once every two weeks, 32.9% (138 people) purchased once a month, 13.3% (56 people) purchased once every three months, and 7.1% (30 people) purchased once every six months or more.

The average daily duration of watching Douyin beauty videos is most commonly between 30 minutes and 1 hour, accounting for 49% (206 people), followed by 1 to 2 hours at 20.7% (87 people), less than 30 minutes at 19.3% (81 people), and more than 2 hours at 11% (46 people).

Distinguish		Frequency (%)
Gender	Male	67(16.0)
	Female	353(84.0)
Age	Under 20	41(9.8)
	20 years old	270(64.3)
	Thirty years old	92(21.9)
	40 and above	17(4.0)
Education	College (including school)	98(23.3)
	University (including school)	305(72.6)
	Graduate school (including school)	17(4.0)
Occupation	Student	131(31.2)
	Civil servant	54(12.9)
	Faculty	46(11.0)
	Company staff	137(32.6)
	Self-employed	17(4.0)
	Freelancer	35(8.3)
Cosmetics purchase amount (Monthly average)	Under 100 yuan	36(8.6)
	100-500 yuan	197(46.9)
	500-1000 yuan	137(32.6)
	More than 1000 yuan	50(11.9)
Cosmetics purchase frequency	Once a week or more	79(18.8)
	Once every two weeks	117(27.9)
	Once a month	138(32.9)
	Once in the first quarter	56(13.3)
	Half a year or more	30(7.1)
TikTok Beauty Video Viewing frequency (days)	Less than 30 minutes	81(19.3)
	30 minutes to 1 hour	206(49.0)
	1-2 hours	87(20.7)
	More than 2 hours	46(11.0)

Table 1. Demographic characteristics of the subjects surveyed

Results

1. Sub-dimensions of TikTok beauty video characteristics

To explore the sub-dimensions of Douyin beauty video characteristics, this study utilized principal component analysis to examine factors for 11 questions related to these characteristics and employed the Varimax rotation method to extract factors.

The moderation of factor explanatory power is considered, and Cronbach's alpha is calculated to verify the reliability of the measurement items. The analysis results are shown in Table 2. The characteristics of Douyin beauty videos are categorized into three sub-dimensions, with the overall variance's explanatory power being 65.119%.

Factor 1 is about preference, which includes questions about enjoyment, such as "I think it is fun to watch Douyin K-beauty videos," "I often watch Douyin K-beauty videos," "Douyin K-beauty videos are enjoyable," and "The field of Douyin K-Beauty videos is interesting." This factor's uniqueness was 4.925, its explanatory power was 44.773%, and its confidence level was 0.847.

Factor 2 is about "Convenience," which comprises four questions highlighting the ease of accessing Douyin K-beauty videos: the ability to watch them anytime and anywhere, the ease of sharing their content with friends, the speed at which the latest Korean cosmetics information can be obtained, and the convenience of accessing Korean cosmetics information through these videos. The uniqueness of this factor was 1.207, its explanatory power was 10.976%, and the confidence level was 0.743.

Factor 3 is a question about interactivity, pertains to interactivity and comprises three questions: "You can communicate with the beauty creator when watching Douyin K-beauty videos," "You can easily communicate with the Douyin K-beauty video manager," and "You can comment or ask questions on Douyin K-beauty videos." The uniqueness of this factor was 1.031, its explanatory power was 9.369%, and its confidence level was 0.765.

Factor	Question	Factor load	Uniqueness	Schell name variable (Cumulative Variables) (%)	Confidence level
Factor 1 Interesting	I think it's fun to watch TikTok K-beauty videos	0.791	4.925	44.773 (44.773)	.847
	I often watch TikTok K-beauty videos	0.786			
	Douyin K-Beauty Videos Bring Me Fun and Joy	0.761			
	Douyin K-Beauty video scope is interesting	0.756			
Factor 2 Convenience	Douyin K-beauty videos can be watched anytime, anywhere, which is convenient	0.794	1.207	10.976 (55.75)	.743
	Douyin K-Beauty video content can be shared with friends	0.694			
	TikTok K-Beauty Video Quickly Get the Latest Cosmetics Information in Korea	0.634			
	TikTok K-Beauty Video is convenient for obtaining Korean cosmetics information	0.613			
Factor 3 Trade name Functionality	You can communicate with beauty creators when watching Douyin K-beauty videos	0.795	1.031	9.369 (65.119)	.765
	It is easy to communicate with TikTok K-Beauty Video Manager	0.794			
	You can comment or ask questions on TikTok K-Beauty videos	0.687			

Table 2. Characteristic Factor Analysis and Reliability Verification Results of TikTok K-Beauty Video

2. Identify the Headings Beauty Management Behavior Subdimension

The results of the factor analysis and reliability verification for TikTok beauty management behaviors, specifically hair management behavior and makeup management behavior, are presented in Table 3. Two distinct factors were identified.

Factor 1 comprises three questions related to hair management behavior: "I plan to follow the hairstyles of artists in Douyin K-beauty videos," "I have spent more time on hair management after watching Douyin K-beauty videos," and "After watching the Douyin K-beauty video, I once thought about going to the beauty salon to change my hairstyle." This factor has a unique value of 3.016, explains 50.267% of the variance, and has a confidence level of 0.820.

Factor 2 pertains to makeup management behavior, with questions like "After watching Douyin

K-beauty videos, I prefer to apply functional cosmetics (BB/whitening/pores/sunscreen/wrinkle improvement)," "After watching Douyin K-beauty videos, I am more careful in choosing eye care products/cosmetics," and "After watching a Douyin K-beauty video, if I have skin problems, I pay more attention." The factor had a unique value of 1.111, explained 18.525% of the variance, and had a confidence level of 0.717.

Factor	Question	Factor load	Unique	Schell name variable (Cumulative Variables) (%)	Confidence level
Factor 1 Interest	I think it's fun to watch TikTok K-beauty videos	0.791	4.925	44.773 (44.773)	.847
	I often watch TikTok K-beauty videos	0.786			
	Douyin K-Beauty Videos Bring Me Fun and Joy	0.761			
	Douyin K-Beauty video scope is interesting	0.756			
Factor 2 Convenience	Douyin K-beauty videos can be watched anytime, anywhere, which is convenient	0.794	1.207	10.976 (55.75)	.743
	Douyin K-Beauty video content can be shared with friends	0.694			
	TikTok K-Beauty Video Quickly Get the Latest Cosmetics Information in Korea	0.634			
	TikTok K-Beauty Video is convenient for obtaining Korean cosmetics information	0.613			
Factor 3 Trade name Functionality	You can communicate with beauty creators when watching Douyin K-beauty videos	0.795	1.031	9.369 (65.119)	.765
	It is easy to communicate with TikTok K-Beauty Video Manager	0.794			
	You can comment or ask questions on TikTok K-Beauty videos	0.687			

Table 3. Factor Analysis and Reliability Test of Beauty Management Behavior

3. The Impact of Beauty Video Features on TikTok on Beauty Management Behavior, with Figures and Tables

To comprehend the effect of Douyin beauty videos' characteristics on beauty management behavior, the aspects "interest", "convenience", and "interaction" of Douyin beauty videos were identified as independent variables. The components "hair management behavior" and "makeup management behavior" of beauty management were considered dependent variables. A regression analysis was conducted as shown in Table 4.

The regression analysis results indicated that interest factors and interaction factors explained 37.0% of the variance in hair management behavior. Furthermore, characteristics of Douyin beauty videos were positively correlated with hair management behavior. Specifically, the impact of each characteristic on hair management behavior was significant, with interest ($= .452, t = 9.141 ***$) and interaction ($= .209, t = 4.309 ***$). The results indicated that despite its considerable influence, the convenience factor did not significantly affect hair management behavior. Furthermore, the study found that the aforementioned three factors were significantly

positively correlated with makeup management behavior. The explanatory power for beauty management behavior was 37.3%, with Douyin beauty videos' characteristics significantly impacting makeup management behavior. Interest ($.253, t = 5.120^{***}$), convenience ($.339, t = 6.863^{***}$), and interaction ($.135, t = 2.782^{**}$) followed in significance. This result aligns with Huang Xicheng's (2018) study, which found that entertainment significantly positively correlates with makeup behavior. Similarly, Liu Xianyu's (2022) research indicated that the stronger the reliability, interest, and informational characteristics, the more significant their impact on hair management behavior. Hence, it is evident that highlighting certain features, particularly the interest factor, in K-beauty videos can encourage viewers to engage in beauty management actions, playing a positive role.

Dependent variable	Independent variable	β	t	Adjusted 2	F
Hair Management behavior	Interesting	.452	9.141***	.370	82.901**
	Convenience	.034	.690		
	Interactivity	.209	4.309***		
Makeup management behavior	Interesting	.253	5.120***	.373	83.948**
	Convenience	.339	6.863***		
	Interactivity	.135	2.782**		

** $p < .05$ *** $p < .01$

Table 4. The impact of the characteristics of Douyin K-beauty videos on beauty management behavior

4. TikTok K-Beauty: The Impact of Beauty Video Characteristics on Cosmetics Purchase Intentions, with Figures and Tables

To understand the impact of TikTok beauty video characteristics on cosmetics purchase intentions, this study analyzed Table 5. It set the sub-dimensions of Douyin K-beauty videos—"interest," "convenience," and "interaction"—as independent variables and cosmetics purchase intention as the dependent variable for regression analysis.

The regression analysis results indicated that the three factors significantly impacted cosmetics purchase intention, explaining 47.5% of the variance. TikTok K-beauty video characteristics significantly influenced cosmetics purchase intention, with interest ($\beta = .517, t = 11.465, p < .001^{***}$), interaction ($\beta = .182, t = 4.099, p < .001^{***}$), and convenience ($\beta = .091, t = 2.015, p < .05^{**}$) all contributing to the effect. The results indicate that interest is the most significant factor in Douyin K-beauty videos affecting cosmetics purchase intentions. This finding aligns with Huang Xicheng's (2018) study, "The Impact of Beauty Video Characteristics on Cosmetic Purchase Intention," which found that entertainment and interaction significantly positively correlate with cosmetic purchase intentions. Similarly, the analyses by Xu Huiqing (2020) and Jin Xianheng (2021) support this, demonstrating that the sub-factors of beauty video attention—interest, usefulness, cosmetics appreciation, interaction, and convenience—have a statistically significant positive relationship with cosmetics purchase intentions.

Dependent variable	Independent variable	β	t	Adjusted 2	F
Cosmetics Purchase intention	Interesting	.517	11.465***		
	Convenience	.091	2.015**	.475	127.29***
	Interactivity	.182	4.099***		

p < .05 *p < .01

Table 5. The impact of TikTok K-beauty video characteristics on cosmetics purchase intentions

5. Sub-dimensional differences in beauty management behavior according to demographic characteristics

One-way ANOVA was used to examine the differences in beauty management behavior among Chinese consumers of different ages, with Duncan's test performing post-event analysis to identify distinctions between groups. The analysis revealed significant differences in hair and makeup management behavior across age groups, as detailed in Table 6. Specifically, subjects under 20 years old exhibited significantly different hair management behaviors compared to those over 20, 30, and 40 years old ($F = 7.228$, $p < .01$). The factors influencing makeup management behavior were significantly higher in subjects under 20 years old compared to those in other age groups ($F = 3.717$, $p < .05$). Hair management behavior data showed that subjects over 40 years old had a lower score ($M = 3.51$) than those over 20 years old ($M = 3.78$) and 30 years old ($M = 3.86$), but higher than subjects under 20 years old ($M = 3.17$). The highest makeup management behavior score was observed in subjects aged 30, at 4.18, followed by those aged 20 ($M = 4.04$) and over 30 ($M = 3.98$), which were both higher than the scores of subjects under 20 ($M = 3.78$).

Chinese consumers in their 20s and 30s, having recently entered the workforce, tend to focus more on hairstyles. Conversely, individuals over 40 years old are less influenced by video content, preferring conservative hairstyles as they age. Analysis shows that those in their 30s are the most engaged in makeup management. This is attributed to their higher purchasing power compared to those in their 20s, and greater energy levels than those in their 40s.

Factor	Under 20 (n = 41)	20 years old (n = 270)	Thirty years old (n = 92)	40 and above (n = 17)	F
	M (SD)	M (SD)	M (SD)	M (SD)	
Hair Management behavior	3.17(1.04)	3.78(.82)	3.86(.81)	3.51(1.16)	7.228***
Makeup Management behavior	3.78(.78)	4.04(.63)	4.18(.58)	3.98(.66)	3.717**
	A	B	B	AB	
	A	AB	B	AB	

p < .05, *p < .01, Duncan test result; A < B

Table 6. Differences in the sub-dimensions of beauty management behavior by age

Conclusions and Recommendations

This study aims to explore the characteristics of Tik Tok K-beauty videos and their impact on Chinese consumers' beauty management behaviors and cosmetics purchase intentions.

Summarizing the analysis, the characteristics of Tik Tok K-beauty videos are categorized into three factors: interest, convenience, and interaction. Meanwhile, beauty management behaviors are divided into two categories: hair management and makeup management behaviors.

Secondly, the investigation into how Tik Tok K-beauty videos' characteristics affect beauty management behavior reveals that interest and interaction significantly influence hair management behavior, whereas convenience does not. Furthermore, all three characteristics of Tik Tok K-beauty videos significantly impact makeup management behavior.

Thirdly, the impact of TikTok K-beauty video characteristics on cosmetics purchase intention

is ranked as follows: interest, interaction, and convenience. Research focusing on Generation Z consumers highlights that TikTok influencers significantly affect purchase intentions in the cosmetic industry, with factors such as trustworthiness, expertise, and entertainment value playing crucial roles (Nguyen et al., 2024; Rizomyliotis et al., 2024). By leveraging TikTok's interactive capabilities, brands can enhance their marketing strategies and engage more effectively with their target audience (Prameswari & Kusumawati, 2024), aligning with our study's emphasis on the importance of engaging and interactive content in K-beauty videos for influencing consumer behavior.

Lastly, the difference in beauty management behavior across various age groups reveals significant variations in hair management and makeup management behaviors. Specifically, the importance of hair management behavior is most pronounced when comparing consumers under 20 years old with those over 20, 30, and 40 years old. Conversely, in makeup management behavior, individuals in their 30s exhibit the highest engagement, with those in their 20s and 40s showing more significance than those under 20. A recent report by NielsenIQ (2024) highlights that beauty shopping habits differ significantly across generations, with Millennials (individuals in their late 20s to early 40s) exhibiting the highest order frequency and annual online spending in the beauty sector. This aligns with the increased engagement in makeup management behaviors observed in our study among individuals in their 30s, suggesting that this demographic places substantial importance on beauty and personal care products (NIQ, 10 October, 2024).

This study examines the influence of TikTok K-beauty videos on beauty management behaviors and cosmetics purchasing intentions, utilizing both literature and empirical research. The findings are academically significant for understanding the impactful features of K-beauty videos in China and theoretically establishing the connection between K-beauty videos and Korean cosmetics brands on Tik Tok. K-beauty videos on Tik Tok exhibit engaging characteristics and entertaining elements, suggesting content providers should leverage these aspects to enhance content design, thereby encouraging consumer engagement in beauty management behaviors. To maintain user interest and participation, providing content in a novel and engaging manner is crucial.

Social media platforms like Tik Tok significantly influence beauty management, suggesting the importance of utilizing these platforms to research and develop methods for guiding beauty management behavior.

Based on the research results, Tik Tok K-Beauty videos have emerged as a significant communication channel for beauty brands and marketers to engage with global consumers. Brands and marketing experts must consider the impact of these videos on different age groups when developing marketing strategies. Additionally, they should tailor content strategies to address the main concerns and values of each age group. By designing targeted marketing strategies and producing high-quality content based on these findings, beauty brands can significantly enhance their online presence.

This study has several limitations, and subsequent research will address marketing strategies. First, there's a need for platform diversification by conducting comparative research across various platforms and developing differentiated content strategies tailored to each platform's unique features. For instance, Instagram could focus on high-quality images and short videos emphasizing visual effects, YouTube could offer detailed tutorials and review videos, and Tik Tok could produce engaging and interactive short videos to attract different consumer demographics. Secondly, analyzing the long-term impact of K-beauty videos is essential to optimize marketing strategies through continuous brand image development and monitoring user feedback and behavior. Using data analysis tools to examine metrics such as viewing time, likes, and comments will help in providing optimal content, thereby enhancing user engagement and loyalty.

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