KRIEZACADEMY

ANALYSING THE INFLUENCE OF INTERNET CELEBRITY SHORT VIDEOS ON VIEWER BEHAVIOUR: BEAUTY AS A PERSUASIVE FACTOR

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Abstract

This study investigates the influence of short videos by internet celebrities on consumers' perceptions and behavior towards beauty products, with a focus on the authenticity and credibility factors of influencers. The use of social media and platforms like TikTok, Instagram, and YouTube have changed the digital marketing paradigm, with beauty influencers playing a key role in influencing consumer preferences and purchasing decisions. This analysis integrates psychological theories such as identification with influencers, consumer motivation, and information processing processes to understand the mechanisms underlying the influence of these short videos. Influencer authenticity, which includes consistency in product recommendations and transparency in interactions with followers, was identified as a crucial factor in building consumer trust. Research shows that this authenticity not only strengthens the emotional bond between influencers and followers, but also strengthens the persuasive impact of the beauty messages conveyed. Additionally, an influencer's credibility, which is often tied to their reputation and experience in the beauty industry, plays an important role in increasing followers' appeal and acceptance of the products being promoted. The results of this study show that a successful influencer marketing strategy in the beauty industry must consider integrity and transparency as the main pillars. Brands should strive to build ongoing collaborations with influencers who have aligned values and prioritize honesty in conveying product information to their followers. Meanwhile, influencers need to pay attention to honesty in recommending products in order to maintain their credibility in the long term. This research provides valuable insights for marketing practitioners to optimize influencer marketing strategies in the dynamic beauty context. By understanding the role of authenticity and credibility in influencing consumer attitudes and behavior, brands can leverage the positive influence of influencers to build strong relationships with their audiences and achieve more effective marketing goals.

Keywords: influencer, authenticity, credibility, digital marketing, beauty products

INTRODUCTION

Analysis of the influence of short videos by internet celebrities on audience behavior, especially in the context of beauty as a persuasive factor, is a

topic of increasing interest in contemporary media and communication studies. This phenomenon has particularly emerged with the explosion in popularity of platforms like TikTok, where users, both large and small, creatively produce entertaining content and often promote beauty products.

These short videos have a unique appeal because they are able to convey a powerful message in a short time, often less than a minute. In the context of beauty, internet celebrities often act as influencers who introduce new products, beauty techniques, or even emerging trends. They utilize platforms like TikTok to show transformations from before and after use of certain beauty products, which directly influences the viewer's perception.

The influence of short videos by internet celebrities on viewer behavior can also be seen in changing consumption patterns. Viewers tend to be interested in trying beauty products recommended by internet celebrities they follow, because of their perception that these celebrities have trustworthy knowledge and experience in matters of beauty. This opens up a huge opportunity for beauty brands to increase their sales by collaborating with influencers who have a large follower base on platforms like Instagram and YouTube.

However, there is also the potential for confusion among consumers due to the differing opinions of internet celebrities. A beauty product recommended by one influencer may not suit another viewer's preferences or skin condition. Therefore, it is important for viewers to do additional research before deciding to purchase a recommended product. Psychological aspects also play an important role in this analysis. Internet celebrities are often able to evoke emotions in viewers through their short videos, such as curiosity, admiration, or even a desire to participate in a certain trend. When this is related to beauty products, these emotions can significantly influence purchasing decisions, because viewers feel personally connected to what they are seeing.

Another challenge is maintaining authenticity in content produced by internet celebrities. There is a risk that some influencers may promote products excessively or even dishonestly, simply for financial gain or other opportunities. This raises trust issues among discerning viewers, which may influence the persuasive impact of beauty videos produced by internet celebrities. However, the power of platforms like TikTok cannot be ignored. They provide a wide creative exploration space for users, including internet celebrities, to develop and test various promotional strategies and presentation styles. This opens the door to innovation in new ways to reach a wider audience with beauty products, which may not be possible with traditional marketing methods.

In this context, it is important to understand that short videos by internet celebrities serve not only as a promotional tool, but also as a reflection of the social trends and aspirations developing in today's digital society. They reflect

how beauty is viewed and interpreted by a new generation that is increasingly connected online. Overall, the analysis of the influence of short videos by internet celebrities on audience behavior regarding beauty highlights the complexity in the dynamics between the use of new technologies, digital marketing strategies, and social interactions. Further studies are needed to dig deeper into how this phenomenon influences consumption patterns and perceptions of beauty in the future.

METHOD

The research method in literature studies regarding the influence of short videos by internet celebrities on audience behavior, especially in the context of beauty as a persuasive factor, involves a systematic approach to collecting and analyzing relevant literature. This study aims to understand how and why these short videos influence consumer behavior, with a focus on how beauty is used as a tool of persuasion in this content. First, this approach involves a comprehensive literature search through academic databases such as PubMed, Google Scholar, and scientific journals related to media and communication. The search used a combination of keywords such as "internet celebrity short videos", "viewer behavior", "beauty persuasion", and other variants to ensure broad coverage of the literature relevant to the topic.

Second, literature selection was carried out taking into account strict inclusion criteria, including direct relevance to the influence of short videos by internet celebrities on audience behavior and the use of beauty as a persuasive factor. Studies that examine the psychological influence, consumer motivation, and social impact of the content are the main focus in the literature selection. After relevant literature was identified, analysis was carried out using a descriptive and critical approach. This involves a close reading of each article and study to identify the main findings, research methodology used, and the strengths and weaknesses of each study. This approach makes it possible to outline general patterns in how internet celebrities influence consumer perceptions and behavior through their short videos.

Then, a literature synthesis was conducted to extract the main findings and emerging trends from the different studies analyzed. It involves organizing information from selected literature in a coherent conceptual framework, focusing on the role of beauty as a dominant persuasive factor in short videos by internet celebrities. Next, interpretation of the findings is carried out by considering relevant theoretical frameworks, such as digital marketing theory, persuasion theory, and social media theory. This approach makes it possible to explain the mechanisms underlying how beauty is used to influence viewers' attitudes and behavior in an ever-evolving digital context.

Finally, a discussion of the results is conducted to outline the implications of the findings in practical and theoretical contexts. This includes suggestions for marketing practitioners on how to optimize the use of beauty as a tool of persuasion in digital campaigns, as well as implications for further research in this area. The discussion also involves critical reflection on limitations in the existing literature and recommendations for the development of better research methodology in the future.

Thus, the systematic approach in this literature study provides in-depth insight into how short videos by internet celebrities influence consumer behavior, with beauty as a key element in the digital persuasion process. This analysis not only broadens understanding of contemporary social media dynamics, but also provides a foundation for future research and practical applications in the face of ever-changing trends in digital communications.

DISCUSSION

Short videos by internet celebrities influence consumers' perceptions of certain beauty products

The study of how short videos by internet celebrities influence consumers' perceptions of certain beauty products is an interesting area of research in the context of modern social media and digital marketing. This phenomenon is not only changing the way beauty brands interact with consumers, but also influencing the way consumers consume, evaluate and purchase beauty products. In this analysis, we will dig deeper into how short videos by internet celebrities can influence consumers' perceptions of beauty, both from a psychological, social and economic perspective.

In general, short videos by internet celebrities are able to influence consumers' perceptions of beauty products through several main mechanisms. First of all, they often act as influencers who have a large follower base on platforms such as TikTok, Instagram, or YouTube. The credibility they have as public figures who are considered knowledgeable in the field of beauty gives them the power to influence the opinions and purchasing decisions of their followers. For example, when a famous influencer recommends a beauty product through a short video showing impressive results, this can change the consumer's perception of the product from a before and after point of view.

In addition, short videos by internet celebrities often use strong persuasion techniques to attract attention and move viewers' emotions. They often use personal narratives about their experiences with a particular product, showing dramatic transformations or satisfying results, which effectively increases the audience's interest and desire to try the product for themselves. This is closely related to persuasion theory in communication psychology, where trust and

identification with an influencer can strengthen the impact of the message conveyed.

From a psychological perspective, beauty videos by internet celebrities also influence consumer perceptions through creating new trends and social norms. When many different influencers from various backgrounds and skin types recognize the benefits of a particular product, it can change consumers' perception of that product as the desired "standard of beauty." This creates implicit social pressure to follow trends and use promoted products, especially among younger generations who are susceptible to social media influence.

Additionally, short videos by internet celebrities also play an important role in expanding the socially acceptable definition of beauty. They often highlight different types of beauty and ways to enhance your appearance that may not be represented in traditional media. For example, influencers promoting beauty products for acne-prone skin or eco-friendly products provide a wider choice for consumers looking for solutions that suit their personal needs and values.

However, there are also challenges related to the influence of short videos by internet celebrities on consumer perceptions of beauty products. One of the main challenges is the issue of authenticity and transparency. Sometimes, influencers can promote products excessively or dishonestly, which can cause disappointment and distrust among their followers. This raises questions about how reliable the information conveyed in these short videos is, and whether their impact actually provides added value to consumers or simply follows market trends.

Additionally, there is also debate about the long-term impact of using certain beauty products promoted via short videos by internet celebrities. Some products may have side effects that are not directly conveyed or clearly understood in promotional content. This has sparked attention about the social responsibility of influencers in conveying accurate and complete information to their followers, especially in the context of beauty products that can affect users' health and self-confidence.

In addition to their psychological and social impact, short videos by internet celebrities also have significant economic implications in the beauty industry. Beauty brands are increasingly seeing the value of investing in working with influencers to promote their products to large, actively engaged audiences on social media platforms. This is changing the digital marketing landscape where investing in influencer marketing is becoming an increasingly dominant strategy to reach younger, digitally connected consumer targets.

In this context, it is important to see that the influence of short videos by internet celebrities on consumers' perceptions of beauty products is not only about

the immediate effect on purchases, but also about the formation of long-term relationships between brands and consumers. Using the right strategies in collaboration with influencers can help brands build trust, increase brand loyalty, and lead consumers to make more informed purchasing decisions and consider their personal values.

Overall, this in-depth analysis of how short videos by internet celebrities influence consumer perceptions of beauty products not only provides insight into current market dynamics and consumer behavior, but also highlights the challenges and opportunities in digital marketing and the use of social media as a strategic tool in outreach. an audience that is increasingly connected online. Follow-up studies are needed to dig deeper into how this phenomenon will continue to develop in the future, and how beauty brands can adapt to effectively and ethically capitalize on the positive influence of short videos by internet celebrities.

Psychological factors that influence viewers to react to beauty messages conveyed in short videos by internet celebrities

Analysis of the psychological factors that influence viewers to react to beauty messages conveyed in short videos by internet celebrities opens a broad window to understand the complexity of consumer behavior in the context of modern social media. One of the main factors is the identification and credibility of the influencer in the video. Viewers tend to place more value on information conveyed by influencers who they perceive as having trustworthy knowledge and experience in the beauty field. When a well-known and respected internet celebrity recommends a particular product or shows impressive results, this can trigger a strong emotional response from viewers who identify with the influencer. This phenomenon is supported by identification theory in communication psychology, where viewers tend to imitate or follow the behavior they see on social media, especially if they feel connected or consider the influencer to be a "legitimate source".

Apart from identification, another significant psychological factor is the social and psychological effects of social interactions in social media communities. Short videos by internet celebrities often reinforce or create new socially acceptable beauty norms. When many different influencers from various backgrounds and skin types recognize the benefits of a particular product or set new beauty standards, this can change consumers' perceptions of the desired or ideal beauty. This social effect is sometimes more powerful than the direct message in a video, as it influences the perceptions and values held by viewers within their community.

Furthermore, psychological theories about motivation also provide insight into the factors that encourage viewers to react to beauty messages in short videos. Intrinsic motivation, such as a desire to feel better about oneself or increase self-confidence, is often the main driver behind audience interest in a promoted beauty product. For example, videos showing dramatic transformations or positive personal experiences using a particular product can provide an emotional incentive for viewers to try the product to achieve similar results.

In addition to intrinsic motivation, extrinsic motivation can also play an important role in audience responses to beauty messages in short videos. This includes factors such as financial or social incentives, where viewers may be encouraged to purchase certain beauty products because they hope to gain benefits or recognition from those in their social circle who follow the same trend. This motivation is often seen in influencer marketing strategies where special offers or discount codes can be used to stimulate impulse purchases or build stronger brand loyalty.

In addition to motivational factors, psychological theories about information processing also provide a deep understanding of how viewers respond to beauty messages in short videos. The Elaboration Likelihood Model (ELM) theory, for example, suggests that audiences can process information centrally (through rational and analytical considerations) or peripherally (based on impressions and emotions obtained from the message context). In the context of short videos by internet celebrities, this information processing process can vary depending on how strongly the viewer engages with the content and how relevant the beauty message is to their values or needs.

Not only that, the use of the Psychology of Persuasion theory is also important in understanding how short videos by internet celebrities can influence consumer behavior in the context of beauty. Principles such as authority, consistency, and social proof are often used in influencer marketing strategies to strengthen trust and convince the audience about the quality or benefits of the beauty product being promoted. For example, when a respected influencer in the beauty sector provides a strong testimonial or shows real proof of the results achieved with a particular product, this can make the audience more inclined to trust and try the product.

It is also important to consider the influence of emotions in audience responses to beauty messages in short videos. Emotions, such as awe, desire, or curiosity, are often powerful drivers behind purchasing actions or participating in beauty trends promoted by influencers. Videos that are able to evoke positive emotions or provide solutions that are considered relevant to certain beauty problems can generate a stronger response from viewers, because they feel emotionally connected to the message conveyed.

However, it is important to remember that audiences' responses to beauty messages in short videos by internet celebrities are also influenced by the social, economic, and cultural contexts in which they find themselves. Differences in cultural values or social expectations may influence how viewers interpret or respond to certain beauty content. Therefore, influencer marketing and beauty promotion strategies must be sensitive to local context and adapt messages to meet the different needs and preferences of various audience segments.

Overall, the analysis of the psychological factors that influence viewers to react to beauty messages conveyed in short videos by internet celebrities provides a more comprehensive picture of the complexity of consumer behavior in the digital era. By understanding motivation, information processing, the influence of emotions, and other psychological theories, we can more effectively design marketing strategies that leverage the positive influence of influencers to achieve marketing goals and build stronger relationships with consumers. Continued studies and further research in this area will continue to bring new knowledge about how short videos by internet celebrities can be used as an effective persuasive tool in influencing consumer behavior in the future.

The authenticity and credibility of influencers in short videos influence consumer attitudes and behavior towards the beauty products being promoted

Analysis of the extent to which the authenticity and credibility of influencers in short videos influences consumer attitudes and behavior towards beauty products is a critical aspect in digital marketing and consumer psychology. An influencer's authenticity and credibility play a central role in determining their level of trust and influence with their audience. Influencers who are considered authentic and have high credibility tend to be more effective in influencing consumer attitudes and behavior towards the beauty products they promote. This authenticity factor includes how consistent the influencer is in conveying their values or opinions, the extent to which they use the product consistently in their daily lives, and the extent to which they can build honest relationships with their followers.

An influencer's authenticity is often closely tied to their level of credibility. When influencers consistently show congruence between what they say and what they do in a beauty context, this can strengthen their followers' trust in their product recommendations. Followers tend to view influencers as trustworthy sources of information, as they view influencers as having first-hand experience and knowledge of the beauty products they promote. For example, influencers who openly and honestly address the flaws or weaknesses of the products they use in their short videos can increase their authenticity in the eyes of followers, as this

shows that they are not just trying to sell the product, but are also trying to provide a balanced review. and informative.

However, challenges arise when an influencer's authenticity and credibility are questioned or doubted. Sometimes, influencers can be perceived as disingenuous or too commercial in their product promotions, which can reduce the persuasive impact of their short videos. For example, when followers feel that an influencer is only promoting a product because of pay or other incentives, this can reduce trust levels and result in skepticism towards the product being promoted. Savvy viewers can often identify discrepancies between the beauty messages an influencer conveys and the values they choose to follow or adopt.

Apart from authenticity, influencer credibility also plays an important role in influencing consumer attitudes and behavior towards beauty products. This credibility can be strengthened through a variety of factors, including the influencer's reputation among peers and within the beauty industry, their level of experience using beauty products, and recommendations from respected sources within their community. For example, influencers who are frequently invited to attend beauty industry events or recognized by top brands can gain additional credibility as experts in their field. This makes followers more likely to accept and trust their recommendations for beauty products.

However, it is important to remember that influencer credibility can vary depending on different audiences and contexts. Factors such as demographics, cultural values, and followers' personal preferences can influence how they judge an influencer's credibility in a particular context. For example, an influencer considered credible in one community or target market may not have the same impact among a different audience or in the broader global market. Therefore, influencer marketing strategies must be tailored to the characteristics and preferences of the target audience to achieve an optimal level of credibility and maximize their influence on consumer attitudes and behavior towards beauty products.

The influence of the authenticity and credibility of influencers in short videos on consumer attitudes and behavior can also be seen from a social psychology perspective. Psychological theories of persuasion, such as authority and social proof, suggest that influence from sources that are considered authoritative or popular within a community can increase followers' tendency to follow or adhere to the advice or recommendations they provide. When influencers build a reputation as a reliable and authoritative source in the beauty context, this can strengthen the persuasive power of the beauty messages they convey in their short videos. Followers can feel more confident in making purchasing decisions or trying products recommended by influencers who are deemed to have in-depth knowledge and relevant experience in the beauty field.

However, there is also a risk that the influence of an influencer's authenticity and credibility in a short video can be manipulated or misused. This phenomenon sometimes leads to unethical marketing practices where influencers may receive payments or incentives to recommend products without carefully considering the quality or relevance of those products to their followers. This can damage the influencer's reputation in the long term and reduce followers' trust in the beauty product recommendations they provide. Therefore, it is important for influencers and brands to adhere to ethical standards and transparency in product promotion via social media, to maintain their integrity and credibility in the eyes of their followers.

In conclusion, the analysis of the extent to which the authenticity and credibility of influencers in short videos influences consumers' attitudes and behavior towards beauty products highlights the importance of trust and relationships built between influencers and their followers. An influencer's authenticity, which reflects consistency and integrity in the delivery of a beauty message, as well as their credibility, which is tied to authority and respect within the community, play a central role in determining the effectiveness of an influencer marketing campaign. Continued study of these dynamics will continue to expand our understanding of how influencers can be used as a strategic tool in beauty product marketing, while maintaining integrity and trust in their interactions with their followers in an ever-evolving digital era.

CONCLUSION

In conclusion, the influence of short videos by internet celebrities in influencing consumer perceptions and behavior towards beauty products is strongly influenced by psychological factors such as identification with influencers, consumer motivation, information processing, as well as emotional and social influences. The authenticity and credibility of influencers play a crucial role in determining the level of trust of their followers, which in turn influences the persuasive impact of their beauty product recommendations. It is important for brands and influencers to consider integrity and transparency in every marketing campaign, prioritizing honesty in conveying product information to their followers. While influencer marketing strategies continue to evolve, efforts to build deeper and more sustainable relationships with audiences, as well as prioritizing authenticity in every interaction, will help maintain and increase positive influence in this dynamic beauty industry.

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