

SELLING BEAUTY ON WEIBO:
CONTENT ANALYSIS OF SHORT VIDEOS' WEIBO ADVERTISING
STRATEGIES, APPEALS, AND EXECUTIONS



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Selling Beauty On Weibo: Content Analysis Of Short Videos' Weibo Advertising

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ABSTRACT

This article examines the dominant advertising strategies, advertising appeals, and advertising executions in short videos from Weibo official accounts by high-prestige cosmetic brands. A content analysis of 84 short videos from 7 Weibo official accounts was conducted. The results suggest that the product advertising strategies were the primary strategies used in the sampled videos. Rational appeals were more observed than emotional appeals. Feature appeals were the core rational appeals. Personal states or feeling appeals dominated the emotional appeals categories. Testimonial executions were the most frequently used executions. In comparing short videos created by brands and by KOLs, product advertising strategies were the most frequently used strategies among the sampled videos. Rational appeals were the most commonly used appeals in the videos created by brands while a combination of rational and emotional appeals dominated the sampled videos by KOLs. Fantasy and testimonial executions were the most used executions in short videos created by brands and by KOLs, respectively. The research concludes that the similar advertising

strategies appeared in the videos created by brands and by KOLs. However, different advertising appeals and executions appeared in the videos created by two parties.

The research results lend themselves to provide managerial implications for strategizing Weibo advertising by international high-prestige cosmetic brands.

Keywords: Advertising Appeals, Advertising Executions, Advertising Strategies, China, Weibo



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Hang Yin

TABLE OF CONTENTS

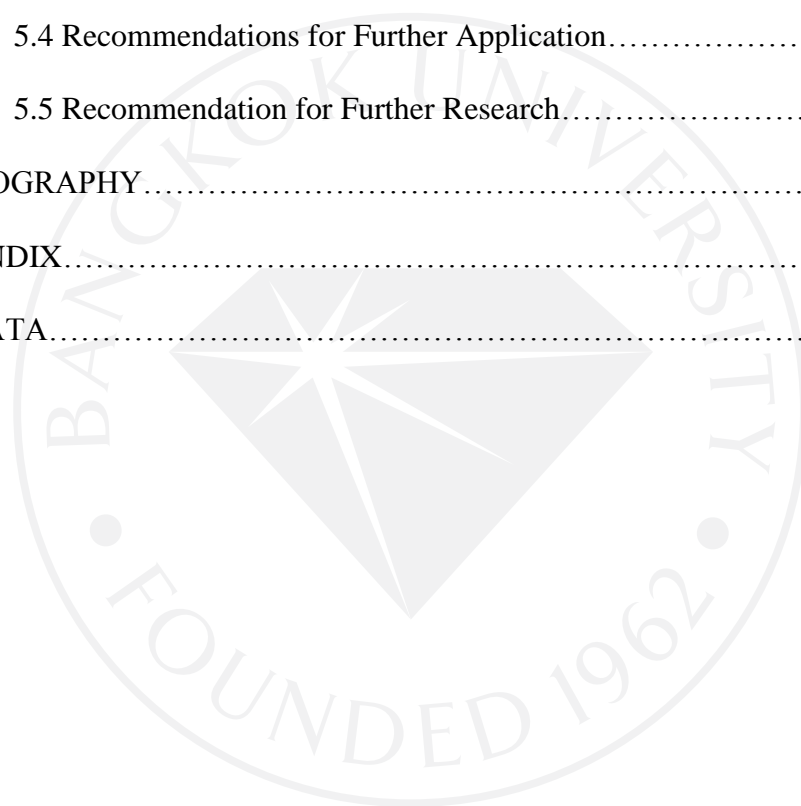
	Page
ABSTRACT.....	iii
ACKNOWLEDGEMENT.....	v
LIST OF TABLES.....	ix
LIST OF FIGURES.....	x
CHAPTER 1 INTRODUCTION.....	1
1.1 Background	1
1.1.1 Current Situation of the High-prestige Cosmetic Products in China.....	1
1.1.2 Background of Short Video Advertising.....	3
1.2 Rationale and Problem Statement.....	5
1.3 Objectives of Study.....	5
1.4 Research Questions.....	6
1.5 Scope of Study.....	7
1.6 Significance of the Study.....	7
1.7 Definition of Terms.....	7
CHAPTER 2 LITERATURE REVIEW.....	10
2.1 Related Literature Review and Previous Studies.....	10
2.1.1 Short Video Advertising.....	10
2.1.2 Advertising Strategies.....	13
2.1.3 Advertising Appeals.....	14

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 2 LITERATURE REVIEW (Continued)	
2.1.4 Advertising Executions.....	19
2.2 Conceptual Framework.....	22
CHAPTER 3 RESEARCH METHODOLOGY.....	24
3.1 Research Design.....	24
3.2 Population and Sample Selection.....	25
3.3 Research Procedure.....	34
3.4 Research Instrument and Data Analysis.....	36
3.5 Validity.....	37
3.6 Reliability.....	38
CHAPTER 4 FINDINGS.....	39
4.1 General Information of Sample.....	39
4.2 Findings.....	40
CHAPTER 5 DISCUSSION.....	55
5.1 Summary of Findings.....	55
5.1.1 Advertising Strategies.....	56
5.1.2 Advertising Appeals.....	56
5.1.3 Advertising Executions.....	56
5.1.4 Weibo short videos by brands tend to use similar advertising strategies from Weibo short videos by KOLs.....	57
5.1.5 Weibo short vides by brands tend to use different advertising appeals from Weibo short videos by KOLs.....	57

TABLE OF CONTENTS (Continued)

	Page
CHAPTER 5 DISCUSSION (Continued)	
5.1.6 Weibo short videos by KOLs.....	58
5.2 Discussions.....	58
5.3 Limitations.....	61
5.4 Recommendations for Further Application.....	61
5.5 Recommendation for Further Research.....	62
BIBLIOGRAPHY.....	63
APPENDIX.....	71
BIODATA.....	76



LIST OF TABLES

	Page
Table 3.1: List of seven international high-prestige cosmetic brands whose short videos on Weibo were selected in this study.....	26
Table 3.2: General Coding Scheme.....	35
Table 4.1: Summary of the Selected Short Videos.....	40
Table 4.2: Advertising Strategies Used in Short Videos.....	41
Table 4.3: Advertising Appeals used in short videos.....	41
Table 4.4: Rational Appeals Used in Short Videos.....	42
Table 4.5: Emotional Appeals Used in Short Videos.....	44
Table 4.6: Advertising Executions Used in Short Videos.....	46
Table 4.7: Advertising Strategies Used in Short Videos by Brands (n = 42) and KOLs (n = 42).....	48
Table 4.8: Advertising Appeals Used in Short Videos by Brands (n = 42) and KOLs (n = 42).....	49
Table 4.9: Rational Appeals Used in Short Videos by Brands (n = 42) and KOLs (n = 42).....	50
Table 4.10: Emotional Appeals Used in Short Videos by Brands (n = 42) and KOLs (n = 42).....	51
Table 4.11: Advertising Executions Used in Short Videos by Brands (n = 42) and KOLs (n = 42).....	52

LIST OF FIGURES

	Page
Figure 1.1: Examples of the three major segments of China’s cosmetic products	2
Figure 1.2: A shot of “She finally went to the dating corner”.....	4
Figure 2.1: Conceptual Framework.....	23
Figure 3.1: ESTÉE LAUDER’s Weibo official accounts.....	27
Figure 3.2: Lancôme’s Weibo official accounts.....	28
Figure 3.3 SK-II’s Weibo official accounts.....	29
Figure 3.4: Whoo’s Weibo official accounts.....	30
Figure 3.5: Sulwhasoo’s Weibo official accounts.....	31
Figure 3.6: Shiseido’s Weibo official accounts.....	32
Figure 3.7: Lamer’s Weibo official accounts.....	33
Figure 4.1: Use of rational appeals in Shiseido short video.....	43
Figure 4.2: Use of rational appeals in SK-2 short video.....	45
Figure 4.3: Use of demonstration and testimonial appeals in Lancôme's short video.....	47
Figure 4.4: Use of fantasy advertising executions in Sulwhasoo’s short video: Time Concentrate.....	54

CHAPTER 1

INTRODUCTION

The first chapter introduces the research background, rational and problems, objectives of the study, and research questions. It also describes the scope of the study, the significance of the study, and definition of terms.

1.1 Background

1.1.1 Current Situation of the High-prestige Cosmetic Products in China

In June 2020, China's prestige beauty e-commerce sales increased 87% to \$1.3 billion (Riley, 2020). Due to the mid-year sales festival known as China's '618' Shopping Festival, "all beauty super-categories recorded growth compared to last year, with skincare sales increasing by 98% to \$489 million, makeup sales were increasing 58 percent to \$102 million, fragrances sales increasing 61% to \$21 million, and haircare sales increasing 126 percent to \$16 million" (Riley, 2020). As China's middle class expands and consumers have higher purchasing power, they are likely to spend their beauty expenses on luxury or expensive products. The high-end products signify high quality and show their successful careers' purchasing power (Lim, 2020). Chinese consumer's popular luxury brands are mostly foreign brands, such as Dior, Chanel, La Mer, Estée Lauder, and Lancôme. Chinese consumers associate French and European brands with innovation, Japanese brands with a good image, and Korea, Asian, and US brands with mass markets (Lim, 2020). Consumers aged 35–45 are the highest spender on luxury beauty products. Moreover, popular live streaming trends create more brand

awareness and sales among Generation Z consumers, as the online platforms allow for direct engagement with beauty experts and key opinion leaders (KOLs) (Lim, 2020).

China's cosmetics brand can mainly be classified into three major segments: mass, masstige, and prestige (Fung Business Intelligence Centre, 2013). In the high-prestige segment, the representative brands are SK-2, Estée Lauder, Lancôme.

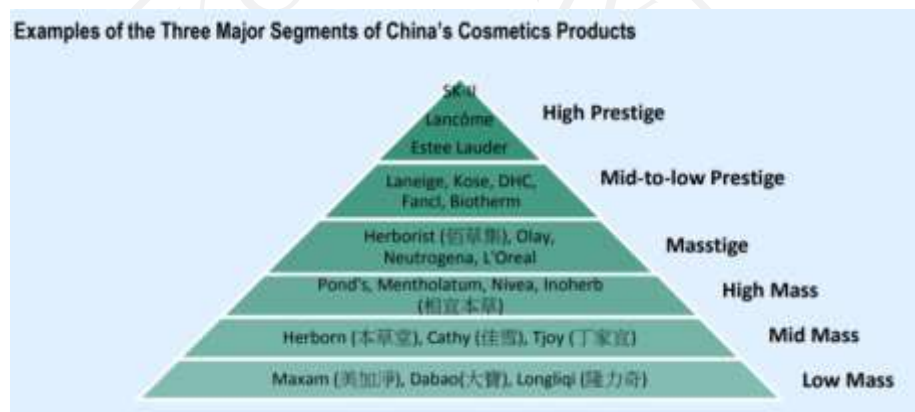


Figure 1.1: Examples of the three major segments of China's cosmetic products

Source: Fung Business Intelligence Centre. (2013). *China's cosmetics market*.

Retrieved from http://www.iberchina.org/files/china_cosmetics_market.pdf.

In the process of studying Shiseido's marketing strategy in China, Motohashi (2015) believes that the sales channels of cosmetics in China can be divided into three categories: department stores, specialty stores, and pharmacies. High-prestige products such as CPB or SHISEIDO under the Shiseido Group are sold in high-prestige department stores. Also, the mid-end cosmetics brands in Shiseido Group are

distributed through specialty stores and pharmacies. For example, ELIXIR, HAKU, and Za (Motohashi, 2015).

According to consumers' preference for the brand, quality and price, and purchasing power, the cosmetic brands can be divided into three primary levels: high-prestige, middle-end and low-end. In the high-prestige segment, consumers are often high-income earners in large and medium-sized cities. Many of them are young or middle-aged women, and they prefer imported branded cosmetics brands in Europe, America, and Japan (HKTDC, 2020).

By analyzing cosmetics' current situation in China, price, and consumer groups, Yang (2011) divided cosmetics brands into basic washing products, personal care products, and cosmetic products.

Following Yang (2011), we defined high-prestige cosmetics as cosmetics sold in high prestige department stores or official websites, with an average price of more than 600 yuan. Most of the consumers are high-income earners in large and medium cities.

1.1.2 Background of Short Video Advertising

The development of the mobile Internet and the popularization of smartphones have gradually changed media consumption in China. In June 2018, China's Internet penetration rate reached 57.7 percent, with more than 800 million Internet users, of which 98.3% accessed the Internet through mobile phones (CNNIC, 2020). Mobile smart devices have become the basis of the Internet of things, and the era of social media has entered a new level. With the development of mobile 4G networks and 5G networks and the rapid popularization of smartphones, the short video industry has been on its rise. The traditional text and graphic content

presentation forms can no longer meet the current needs of users. The emergence of short videos more caters to the media usage habits of consumer fragmentation. The video duration is also significantly controlled within 15 seconds to 5 minutes. The short video is becoming a preferred content communication and social way for users, and providing a better communication and transformation channel for brands. (Gao & Yang, 2016, pp. 64- 69).

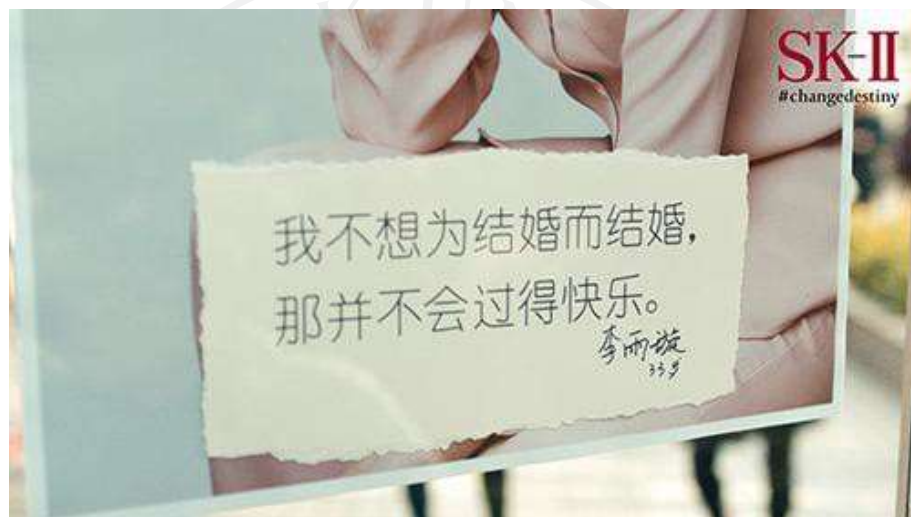


Figure 1.2: A shot of “She finally went to the dating corner”

Source: Social Beta. (2013). *A case of SK-2*. Retrieved from

<https://socialbeta.com/t/sk-ii-change-destiny-campaign-in-china>.

One of the phenomenal case studies is the short video advertisement titled “She finally went to the dating corner” released by SK-II cosmetics brand in 2016. This short video advertisement lasted for 4 minutes and 16 seconds. The short video caused widespread discussion among consumers in less than five days since its release on April 7, 2016 (Social Beta, 2013). Weibo and other social media have become the main channels for users to be informed about cosmetics, accounting for

73 percent (Weibo Report, 2019). Users generally take a positive attitude towards cosmetics advertisements in social networks and think that can help users better understand cosmetics' efficacy (iResearch, 2016).

1.2 Rationale and Problem Statement

To date, beauty luxury markets in China have been researched. Motohashi (2015) explained that high-prestige brands like the Clé de Peau Beauté or SHISEIDO were imported and sold only in the department stores in China. Yu (2014) confirmed that younger, middle-income shoppers shaped the market for global high-end brands driven by different dynamics, such as conspicuous accomplishment and multiple nodes of cosmopolitanism. Wang, et al. (2021) claimed that consumers perceived the benefit of sustainable luxury in the emotional aspects, especially evoking guilt-free joy. Very few research, to the knowledge of the authors, has examined luxury brand advertising. In the intersection of luxury cosmetic brands and online advertising, this research contributes to literature of advertising strategies, appeals, and executions. It expands the theories to analyze media content on Weibo, one of the most popular online platforms among Chinese people.

1.3 Objectives of Study

This study has six objectives:

1.3.1 To explore advertising strategies that are most frequently used in short videos from Weibo official accounts by high-prestige cosmetic brands.

1.3.2 To explore advertising appeals that are most frequently used in short videos from Weibo official accounts by high-prestige cosmetic brands.

1.3.3 To explore advertising executions that are most frequently used in short videos from Weibo official accounts by high-prestige cosmetic brands.

1.3.4 To explore whether short videos that are created by brands tend to use different advertising strategies from short videos that are created by KOLs.

1.3.5 To explore whether short videos that are created by brands tend to use different advertising appeals from short videos that are created by KOLs.

1.3.6 To explore whether short videos that are created by brands tend to use different advertising executions from short videos that are created by KOLs.

1.4 Research Questions

RQ1: What advertising strategies are most frequently used in short videos from Weibo official accounts by high-prestige cosmetic brands?

RQ2: What advertising appeals are most frequently used in short videos from Weibo official accounts by high-prestige cosmetic brands?

RQ3: What advertising executions are most frequently used in short videos from Weibo official accounts by high-prestige cosmetic brands?

RQ4: How do short videos' advertising strategies created by brands differ from those created by KOLs?

RQ5: How do short videos' advertising appeals created by brands differ from those created by KOLs?

RQ6: How do short videos' advertising executions created by brands differ from those created by KOLs?

1.5 Scope of Study

This research examined advertising and message strategies that were used in 84 short videos from seven Weibo official accounts by high-prestige cosmetic brands. Following Wang (2016), this article defined high-prestige cosmetic as cosmetic that belongs to the luxury product. It is sold only in high-prestige department stores (Motohashi, 2015) or official websites, with an average price of more than 600 yuan (Yang, 2011). The sample was purposively selected based on the list of top 10 cosmetic sales of Taobao double 11 Shopping Festival in 2016-2020. Short videos by the seven international high-prestige cosmetic brands were selected: Estée Lauder, Lancôme, SK-2, Whoo, Sulwhasoo, Shiseido, and La Mer (Intellasia East Asia News, 2020)

1.6 Significance of the Study

This research sheds light on advertising and message strategies in Weibo short videos by popular high-prestige cosmetic brands among Chinese consumers. The research results lend themselves to provide practical guidance for international luxury cosmetic brands that aim to enter the Weibo advertising landscape. In particular, the results are timely and relevant to current media consumption and landscape that KOLs advertising is a crucial tool to marketing communication strategies.

1.7 Definition of Terms

The research involves the following essential concepts:

1.7.1 Short video

Short video refers to the new media advertisement with the characteristics of

short time, strong expressiveness, and fast propagation. It is also the product of transforming human entertainment from the Internet to the mobile Internet in the new era (Gao, Wu & Guo, 2019).

1.7.2 KOLs Advertising

With the development of social media, brands seek to sign contracts with key opinion leaders (KOLs) who have a strong influence on their social media followers to promote the company's products through the production of videos (Chen, Ji, Jiang, Miao & Shi, 2020)

1.7.3 Advertising Strategies

Advertising strategies refer to approaches that determine the overall core value that the message promotes (Belch & Belch, 2003).

1.7.4 Advertising Appeals

Advertising appeals refer to the means to attract the attention of consumers through a variety of ways. The appeals potentially form underlying content of the advertisement (Belch & Belch, 2003), and gradually affect their attitude towards the appeals of goods or services, and lead to purchase behaviors (He & Qu, 2018).

1.7.5 Rational Appeals

Rational appeals center on consumers' practical or functional needs for a product or service (Belch & Belch, 2003; Kotler, 2003) by showing factual information about the product's characteristics, uses, and service methods (Belch & Belch, 2003).

1.7.6 Emotional Appeals

Emotional appeals stimulate consumers' psychological or social needs for a product or service (Belch & Belch, 2003; Kotler, 2003) by arousing their positive or

negative emotions (Kotler, 2003).

1.7.7 Advertising Executions

Advertising executions refer to “the manner in which an advertising appeal is used to communicate with the audience. Advertising appeals are used to elicit a response from the audience” (Belch & Belch, 2003, pp. 267-275). Execution is the way an advertising appeal is presented, and a variety of execution styles can carry out particular appeals (Belch & Belch, 2003).

1.7.8 Brand Advertising

Weibo brand advertisement refers to the official account release of brand information on Weibo to improve the popularity and reputation of products and brands and promote products and services sales (Luan, 2012).

1.7.9 International High-prestige Brand

Most high-prestige brands are not just about selling goods, but about the lifestyle that expresses customers' personalities (Chansai, 2019) and represents their social status.

Compared with local brands, international brands are recognized by a broader range of consumers communities. Through the consumption of the same brand, promote the interconnection among global consumers (Holt, Quelch & Taylor, 2004), which makes these brands more attractive than those without international influence. Therefore, consumers seeking social status are more likely to be attracted to high-prestige brands, while leading high-prestige brands usually exist worldwide (Chansai, 2019).

CHAPTER 2

LITERATURE REVIEW

This chapter proposes to provide the theory of the past studies on the classification of cosmetic brands, the definition of the short videos, advertising strategies, advertising appeals, and advertising executions.

2.1 Related Literature Review and Previous Studies

2.1.1 Short Video Advertising

2.1.1.1 Definition of Short Video Advertising

Short video is defined as “a new video form that counts the length in seconds, mainly relies on the mobile intelligent terminal to achieve rapid shooting and editing, and can share and seamlessly connect in real-time on the social media platform” (Liu, 2015, pp. 107-109).

Wang (2016) takes the Christmas series advertisement of John Lewis as an example, and analyzed how to combine artistry and commerciality in a short video advertisement and tell a good brand story.

Short video is considered a quick attention-grabbing tool in digital marketing, and social media is the channel to realize video communication powerfully. Linda (2012) stresses that it would be better for companies to implement video in social media marketing to connect the consumers effectively, and their popularity would be expanded.

Social media and video advertising are so popular in academia and industry that when relevant study measures the effect of short video communication,

they find that it significantly impacts consumers. Cheredar (2012) notices that compared with long-time advertising (> 10 minutes), it is obvious that short video advertising is more effective than it. When facing long-time advertising video, the audience will take traditional mysterious ways, including moving to visit other pages and doing other work with smartphones. Specifically, the advertising recall rate of those brands that use short videos is much higher than that of long videos. It is about 25%, and the audience's purchase intention or service intention is 42% higher than long video advertisings. Walter & Gioglio (2020)'s study shows that consumers who watch video ads are 85% more likely to buy products than those who did not.

Based on this, this study defines short video advertising as a video with seconds as the unit, the duration is generally within a few seconds to five minutes, its content and production modes are rich and diverse, and the advertising information is mainly disseminated through new media channels (iResearch, 2016).

Besides, short video advertising is different from traditional TV advertising, which has low cost, vivid and interactive content.

1) In the form of advertisement broadcasting, it is less limited by capital cost. The traditional TV advertisement is well made and covers a wide population, so high production and broadcast costs. Most of the broadcast forms are presented in the TV terminal to control within 15 seconds. However, the production cost of network short video advertisement is controllable, and the advertising channel can be realized by relying on the network, which has the characteristics of low cost compared with TV advertisement (Wang, 2016, pp. 118-119).

2) The content of the advertisement is more vivid and diverse. Subject to the requirements of TV review, such as the regulations on the administration of

radio and television, the content of TV advertisements is relatively single and severe, and most of them are slogans type propaganda. They cannot narrate the plot of the advertisement due to the limitation of time factors. By contrast, short video advertisements cater to the interest of the network audience more. (Liu, 2015, pp. 107-109).

3) In terms of advertising interactivity, there are strong links with users. TV viewers have low interactivity and can only passively accept or reject advertising content; Short video advertising users have good communication effects. They can participate in interaction through forwarding, comments and praise to establish user relations (Wang, 2016, pp. 118-119).

2.1.1.2 Short Video Advertising on Weibo

The scale of China's online advertising revenue is increasing significantly, and the market share is increasing. In 2016, China's online marketing revenue exceeded 300 billion yuan, accounting for 68% of the five major media advertising (magazine advertising, TV advertising, radio advertising, newspaper advertising, online advertising); Regarding the 2016 core data of China's online advertising, China's online advertising market scale achieved 290.27 billion yuan, and the speed rate of every year is 32.9% year (iResearch, 2016).

In 2017, the upsurge of short videos continued to spread, and the commercial value of short videos was even more significant than ever. Driven by market interests, Weibo launched a comprehensive video commercialization strategy. The model has multiple short video advertising forms such as full-screen start-up video advertising, Weibo story, brand hot push, feed advertising, etc.

The diversification of microblog short video advertising has attracted many

enterprises to choose Weibo for short video marketing. Simultaneously, the diversification of short video advertising also allows enterprises and brands to plan reasonable marketing layouts according to their product characteristics to maximize the marketing effect (Luo, 2018, pp. 180-181).

Weibo plays a significant role in social media for building the brand reputation of cosmetic companies and promotes sales. Functioning as a social platform, Weibo is useful to contribute to spread. In addition, a large number of KOLs can cooperate with cosmetic brands directly (Ecommerce China, 2018). At the same time, Cosmetics companies have used Chinese social networks as part of their marketing strategies to attract and attract consumers and allow consumers to share their views and comments on products and brands. Chinese consumers strongly demand to interact with the brand and hope to be adopted by the brand. Also, they want to receive personalized information about products, brands, special events, promotions, and discounts (Cosmetics China, 2020).

The decisions of the advertising strategies, advertising appeals, and advertising executions determine the creative tactics. While advertising strategies direct the core value of the message (Yu, 2011), advertising appeals and executions guide how the message is communicated (Belch & Belch, 2003).

2.1.2 Advertising Strategies

Advertising strategies refer to approaches that determine the overall core value that the message promotes. Yu (2011) explored Weibo advertisement communication strategy in the Web 2.0 era and classified advertising strategies into four types: product advertising, promotion advertising, brand advertising, and activity advertising.

Product Advertising

Product advertising strategies promote products by disseminating product information by presenting elements associated with the product, including product characteristics, utility, and benefits (Yu, 2011, pp. 135-137).

Promotion Advertising

Promotion advertising strategies focus on promotion information, such as coupons, gift cards, and discount orders. For example, consumers' promotion messages forwarded by consumers on Weibo help brands achieve twice the results in a short period (Yu, 2011, pp. 135-137).

Brand Advertising

Brand advertising strategies highlight brand value and culture by introducing the culture and history of brands, brand personality, brand scale, performance, development process, corporate social responsibility, and other brand-related aspects (Yu, 2011, pp. 135-137).

Activity Advertising

Activity advertising strategies aim to increase the attention of the target consumers and enhance the brand memory, such as brands can use Weibo Topic Page# to interact with consumers (Yu, 2011, pp. 135-137).

2.1.3 Advertising Appeals

Advertising appeals refer to the means to attract the attention of consumers through a variety of ways. The appeals potentially form the underlying content of the advertisement (Belch & Belch, 2003), gradually affect their attitude towards the appeals of goods or services, and lead to purchase behaviors (He & Qu, 2018).

Advertising appeals are categorized into two major types: rational appeals and

emotional appeals (Belch & Belch, 2003; Kotler, 2003). Advertising appeals refer to packaging products, services, organizations, or individuals in various ways that deliver a particular benefit, stimulation, identification, or reason to explain what consumers are thinking about and why they buy products (Kotler, 2003).

Advertising appeals refer to the intended use of various strategies by advertising makers to stimulate potential consumers to collect information about the product, form further or change their attitude and cognition towards the product, and eventually lead to purchasing behavior (Lin, 2011, pp. 8446-8457).

Stafford proposed that “An individual should have an explanation behind purchasing an item; that reason is either emotional or rational” (Stafford & Day, 1995, pp. 57-71). Kotler (2003) divided advertising appeals into rational and emotional appeals also.

2.1.3.1 Rational Appeals

Kotler (2003) characterized rational appeals as rationally situated consumers' purchase intention by straightforwardly demonstrating an item's favorable aspect. Rational appeals center around the advantages that consumers may appreciate. An advertisement accentuates that a product or service could accomplish the function and benefits customers want.

Keshari and Jain argued that advertising could be considered rational appeals advertising if the advertisement contains one of these information cues: 1. price of the product or service 2. quality 3. function 4. material 5. purchasing time and place 6. any research data about the product 7. packaging (Keshari & Jain, 2014, pp. 37-42).

Rational appeals show consumers factual information about the product's characteristics, uses, and service methods to form a particular brand awareness or generate a specific desire (Belch & Belch, 2003).

Belch & Belch (2003) divide rational appeals into five types: competitive advantage appeals, feature appeals, news appeals, product/service popularity appeals, and favorable price appeals.

Competitive Advantage Appeals

Competitive advantage appeals highlight the characteristics and advantages of products or services through the comparative analysis of advertising information. Advertisers often directly or indirectly compare the brand with another (or some other) brand and declare that their brand has advantages in one or more characteristics (Belch & Belch, 2003, pp. 267-269).

Feature Appeals

Feature appeals mainly focus on conveying product characteristics, performance, and purchase benefits. Such advertisements tend to be highly informative. High-tech products always tend to use this type of rational appeals (Belch & Belch, 2003, pp. 267-269).

News Appeals

News appeals refer to news or reports about products, services, or company advantages. This appeal can be applied to new products or services. When the company has vital information to spread to the target market, this appeal is the most effective (Belch & Belch, 2003, pp. 267-269).

Product/ service Popularity Appeals

product/ service popularity appeals refer to emphasizing the popularity of products or services by indicating the number of consumers of a specific brand, the number of experts recommending the brand (KOLs), or the brand's leading position in the market (Belch & Belch, 2003, pp. 267-269).

Favourable Price Appeals

Favourable price appeals focus on making price the core of advantage. This advertisement is often used in the promotion activities of retailers (Belch & Belch, 2003, pp. 267-269).

2.1.3.2 Emotional Appeals

Kotler (2003) described emotional appeals as stimulating consumers' purchase purposes by inciting their positive or negative emotional appeals. The positive emotional appeals incorporate humor, love, happiness, etc., while negative emotional appeals mean fear, a sense of guilt, and so on.

Keshari and Jain also declared that the primary negative emotions are guilt, fear, shame, and positive emotions: love, pride, prestige, and joy (Keshari & Jain, 2014, pp. 37-42). Panda (2013) complemented the negative emotions with patriotism, affection, nostalgia.

This study will adopt the theoretical framework of scholars Belch and Belch (2003). They divide the feelings that can be used as the basis of the emotional appeals into two categories: one is personal states or emotions, which includes 19 kinds of feelings, such as achievement, joy accomplishment, nostalgia, affection, Pleasure, fear, grief; the other is social-based feelings, which includes approval, affiliation/ acceptance, belonging, embarrassment, involvement,

recognition, rejection, respect, status, total nine kinds of feelings.

Marsha believes that consumers are less sensitive to the commodity price perception in the emotional appeals advertisement. The application of emotional appeals advertisement will promote the sales effect, and at the same time, it will make consumers form a positive emotional experience for the advertising brand and enhance the consumers' preference and inclination for the products and brands (Marsha, 2009, pp. 60-65).

Belch and Belch (2003) have thoroughly explained rational appeals and emotional appeals in their study and have a specific authority. For the sake of consistency and reliability of the research, Belch & Belch (2003) framework is selected to classify rational and emotional appeals in this study.

2.1.3.3 Advertising Appeals in Cosmetic Advertising

The first is emotional appeals. Emotional appeals for cosmetic ads mainly include warmth, fear, endorsement, and sexiness (Ma, 2012). More than 90% of cosmetic advertisements use celebrity endorsements. Women appear more frequently than men in advertisements, and women are more likely to appear naked in advertisements (Zhang, 2008). Emotional appeals in cosmetics advertisements can more easily stimulate consumers' desire to buy through emotions (Li & Huang, 2010).

Swani, Milne & Brown (2003) found in an empirical study on word-of-mouth on social media that the inclusion of emotional appeals in advertising produces have better communication effects; For example, their research shows that information containing emotional content generates an average of 16 likes, and it was observed that an average of 8 likes for these messages did not contain emotional content. Promotions with strong emotional appeals are more likely to be spread and

shared online (Alhabash & McAlister, 2013).

Lin (2011) finds that in order to achieve the best communication effect, it is essential that advertising spokespersons and advertising appeals be combined. Among the different appeals, emotional appeals are the best way to create a satisfactory result.

In addition to emotional appeals, rational appeals mainly include introductory explanation appeals and comparative appeals (Ma, 2012). Advertisers mainly guide and shape the audience's purchases through technology appeals and accurate data appeals. Teaching beauty knowledge and displaying and using methods are also used in advertising, which is also rational appeals (Zhang, 2008).

2.1.4 Advertising Executions

Advertising executions refer to “the manner in which an advertising appeal is used to communicate with the audience. Advertising appeals are used to elicit a response from the audience” (Belch & Belch, 2003, pp.267-275). Execution is the way an advertising appeal is presented, and a variety of advertising executions can carry out particular appeals (Belch & Belch, 2003).

Sharma & Singh (2021) proposed 11 ways to execute advertising information: (1) straight- sell or factual message, (2) animation, (3) scientific-technical evidence, (4) Personality symbol, (5) demonstration, (6) fantasy, (7) testimonial, (8) dramatization, (9) Slice of life, (10) humor, (11) combinations.

This categorization is congruent with Belch & Belch's (2003) identification regarding how advertising messages can be presented. They introduce 12 formats of executing advertising messages:(1) Straight sell or factual message, (2) scientific/ technical evidence, (3) demonstrations, (4) comparison, (5) testimonial, (6) slice of

life, (7) animation, (8) personality symbol, (9) imagery, (10) dramatization, (11) humor, (12) combinations.

Because Belch & Belch (2003)'s classification of advertising appeals and advertising executions is very systematic and detailed, this research decided to use its framework to analyze the video strategy of high-prestige international cosmetics brands.

Straight Sell or Factual Message

Straight sell or factual message needs a bald presentation of information about the product or service, such as its features or functions (Belch & Belch, 2003, pp. 267-275).

Scientific/ Technical Evidence

Scientific/technical evidence is a variation of the straight sell. This type of execution uses scientific or technical evidence or information in the ad to prove a claim (Belch & Belch, 2003, pp. 267-275).

Demonstration

Demonstration shows a product or service in actual use or in certain scenarios to illustrate its critical advantages or benefits (Belch & Belch, 2003, pp. 267-275).

Comparison

Comparison means comparing a brand against the competition directly or indirectly (Belch & Belch, 2003, pp. 267-275).

Testimonials

Testimonials are a popular form for advertisers to present their advertising messages. That is, a person promotes a product or service by telling their personal

experience of using it (Belch & Belch, 2003, pp. 267-275).

Slice of Life

Slice of life execution is always accompanied by a problem/solution background. The kind of execution first attempts to portray a situation involving a problem or conflict that consumers may face in their daily lives. It then shows how the advertiser's product or service can resolve such a problem (Belch & Belch, 2003, pp. 267-275).

Animation

Animation is to use animated characters or scenes drawn by artists or on the computer to attract consumers. It is often used as an execution technique for advertising targeted at children (Belch & Belch, 2003, pp. 267-275).

Personality Symbol

Personality symbol involves using a central character or personality symbol to deliver the advertising message and with which the product or service can be easily identified. The personality symbol could be a person who is always served as a spokesperson, animated character, or even animal (Belch & Belch, 2003, pp. 267-275).

Fantasy

Fantasy is a form of an ad showing an imaginary situation or illusion involving a consumer and the product or service. Cosmetic companies mainly utilize fantasy execution and appear in advertisements for other products such as automobiles and beer (Belch & Belch, 2003, pp. 267-275).

Dramatization

Dramatization refers to the creation of a suspenseful situation or scenario in the form of a short story. Like Slice of Life, dramatizations often use the problem/solution format to show how the advertised product or service can help resolve a problem (Belch & Belch, 2003, pp. 267-275).

Humor

Humor is a wise method, it introduces products, services, and brands in a humorous way to narrow the distance with consumers quickly. Humor can be seemed as “the foundation of an advertising appeal”. (Belch & Belch, 2003, pp. 267-275).

Combinations

Combination is a comprehensive approach. The above execution techniques can be combined when presenting an advertisement message. For example, slice-of-life advertisings are often used to demonstrate a product or make brand comparisons (Belch & Belch, 2003, pp. 267-275).

2.2 Conceptual Framework

Based on the above literature, this study examined how different advertising strategies, executions, and appeals were used in the short VDO of high prestige cosmetics brands via Weibo.

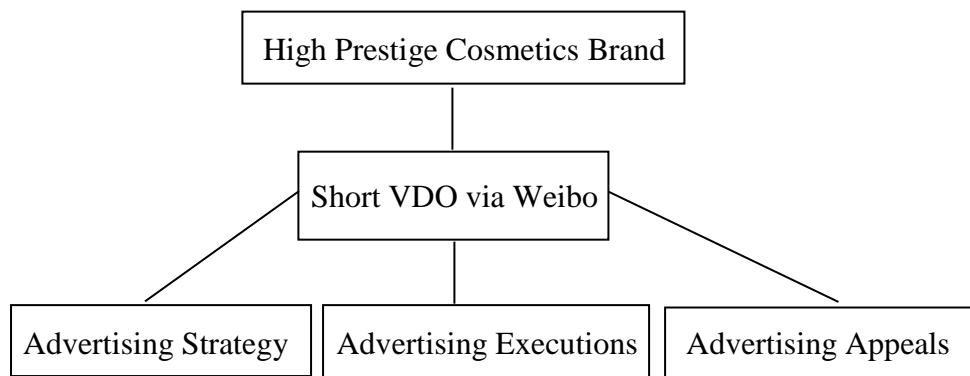
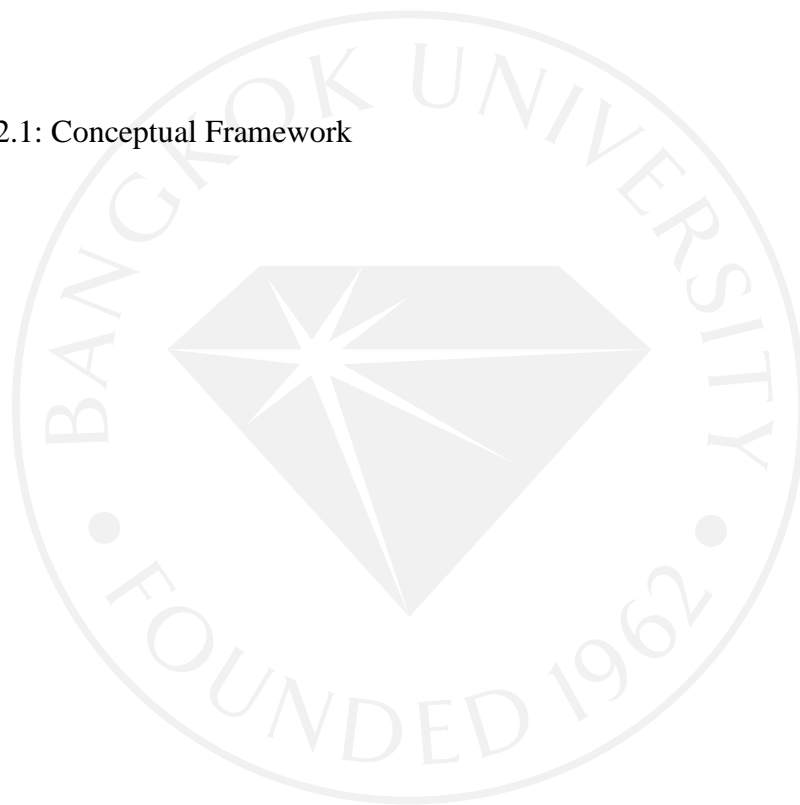


Figure 2.1: Conceptual Framework



CHAPTER 3

RESEARCH METHODOLOGY

This chapter explains the methodology of this research. This included research design, population and how to choose samples, the details of the research procedure, and describes the coding system. In the final, this chapter will talk about the reliability and validity of this study.

3.1 Research Design

This research used content analysis to examine advertising and message strategies used in 84 short videos from 7 Weibo official accounts by high-prestige cosmetic brands. In particular, it analyzed short videos' advertising strategies, advertising appeals, and advertising executions.

The content analysis method is “an objective, systematic, quantitative and descriptive research technique for the manifest content of dissemination” (Berelson, 1952, p. 18). Content analysis is applied to the study of media content to determine the behavior patterns, attitudes, and fundamental values of the people who create these materials (Berelson, 1952). The method is “a research technique for making replicable and valid inferences from data to their content” (Krippendorff, 2018, p. 403). The method, thus, allows the authors to reveal the frequency of the use of strategies, advertising appeals, and advertising executions in the sampled videos. Three aspects of the video content were coded: advertising strategies, advertising appeals, and advertising executions.

3.2 Population and Sample Selection

A sample of 84 short videos from 7 Weibo official accounts by high-prestige cosmetic brands published between January 1, 2018, and December 31, 2020, was a unit of analysis. This time frame is appropriate, as evidenced by an increase in the online sales volume of cosmetic brands. In 2018, the proportion of online retail sales of cosmetic gradually increased, accounting for 74.2% of the total retail sales in 2018. Moreover, short video advertising has become the main channel of Chinese product sales in Internet development (Chyxx Industry, 2018).

Following Wang (2016), this article defined high-prestige cosmetic as a cosmetic that belongs to the luxury product. It is sold only in high-prestige department stores (Motohashi, 2015) or official websites, with an average price of more than 600 yuan (Yang, 2012). The sample was purposively selected based on the top 10 cosmetic sales of Taobao double 11 Shopping Festival in 2016-2020. Short videos by the 7 international high-prestige cosmetic brands were selected: Estée Lauder, Lancôme, SK-2, Whoo, Sulwhasoo, Shiseido, and La Mer (Intellasia East Asia News, 2020).

For Weibo official accounts by each brand, short videos were produced by cosmetic brands and by KOLs who were invited to endorse the brands. Accordingly, the study selected six short videos by each cosmetic brand created by the brands themselves and another six produced by KOLs. Therefore, 12 short videos by each cosmetic brand were recruited, yielding 84 short videos.

Table 3.1: List of seven international high-prestige cosmetic brands whose short videos on Weibo were selected in this study

No.	Brands	Weibo Account	Numbers of Followers	Highest Number of Video Likes
1.	Estée Lauder	雅诗兰黛	3.61 million	115,527
2.	Lancôme	兰蔻 LANCOME	2.35 million	719,466
3.	SK-2	SK-II	1.3 million	42,352
4.	Whoo	The_History_Of_Whoo 后	1.14 million	46,342
5.	Sulwhasoo	雪花秀 Sulwhasoo	0.98 million	112,404
6.	Shiseido	SHISEIO 资生堂官方 微博	0.96 million	22,076
7.	La Mer	LAMER 海蓝之谜	0.57 million	33,162

The Weibo home pages and origin country of the seven brands are as follows:

1) ESTÉE LAUDER (America), Weibo ID:雅诗兰黛, with 3.61 million followers.



Figure 3.1: ESTÉE LAUDER's Weibo official accounts

Source: Weibo. (2021a). *ESTÉE LAUDER's official account*. Retrieved from

https://weibo.com/esteelauder?refer_flag=1005055013.

2) Lancôme (France), Weibo ID: 兰蔻 Lancome, with 2.35 million followers.



Figure 3.2: Lancôme's Weibo official accounts

Source: Weibo. (2021b). *Lancôme's official account*. Retrieved from https://www.weibo.com/lancome?refer_flag=1001405010_.

3) SK-II (Japan), Weibo ID: SK-II, with 0.96 million followers.



Figure 3.3: SK-II's Weibo official accounts

Source: Weibo. (2021c). *SK-II's official account*. Retrieved from https://www.weibo.com/skiicn?is_hot=1.

4) Whoo (Korea), Weibo ID: The_History_Of_Whoo后, with 1.14 million followers.



Figure 3.4: Whoo's Weibo official accounts

Source: Weibo. (2021d). *Whoo's official account*. Retrieved from <https://weibo.com/u/6212577382>.

5) Sulwhasoo (Korea), Weibo ID: 雪花秀 Sulwhasoo, with 0.98 million followers.



Figure 3.5: Sulwhasoo's Weibo official accounts

Source: Weibo. (2021e). *Sulwhasoo's official account*. Retrieved from <https://weibo.com/sulwhasoochina>.

6) Shiseido (Japan), Weibo ID: SHISEIO 资生堂官方微博, with 1.3 million followers.



Figure 3.6: Shiseido's Weibo official accounts

Source: Weibo. (2021f). *Shiseido's official account*. Retrieved from <https://weibo.com/shiseidocn>.

7) La Mer (France), Weibo ID: LAMER 海蓝之谜, with 0.57 million followers.



Figure 3.7: Lamer's Weibo official accounts

Source: Weibo. (2021g). *Lamer's official account*. Retrieved from https://www.weibo.com/lamerchina?is_hot=1.

Weibo is appropriate to study advertising and message strategies of video advertising for two significant reasons. First, Weibo is one of the leading social media in China, with an average of 521 million users, and 38,000 brands have registered official accounts on Weibo (Weibo Report, 2019). Second, as many as 81.5% of users have purchased after watching Weibo short videos (iResearch, 2016). Third, the total number of Weibo KOLs in various fields has reached 400,000 KOLs (iResearch, 2016).

3.3 Research Procedure

Initially, a sample of 84 short videos from 7 Weibo official accounts by high-prestige cosmetic brands was recruited.

In the second stage, two coders who were graduate students in the MA Global Communication program at Bangkok University designed the codebook and code sheet. The coders agreed on the explanations of coding categories and instructions. The coders recorded the presence of elements indicated in the coding scheme (Table 4.2):

1) Coding scheme based on general information: brand names, countries of origin, years of video published, types of products, and sources.

2) Coding scheme based on reviewed literature (Belch & Belch, 2003; Yu, 2011): advertising strategies, advertising appeals, and advertising executions.

In the pilot test, the coders coded a sample of 42 videos to check for accuracy and intercoder reliability of the coding instrument. Descriptive statistics (frequency and percentage) were used to analyze the data. Following Perrault & Leigh (1989)'s formula, the average of intercoder reliability was .87, which is within the range of acceptable intercoder reliability.

Table 3.2: General Coding Scheme

Coding Item	Keywords	Coding
Brand Names	Estée Lauder	BN1
	Lancôme	BN2
	SK-2	BN3
	Whoo	BN4
	Sulwhasoo	BN5
	Shiseido	BN6
	La Mer	BN7
Countries of Origin	France	CO1
	Japan	CO2
	America	CO3
	Korea	CO4
Years of Video Published	2021	YVP1
	2020	YVP2
	2019	YVP3
	2018	YVP4
	2017	YVP5
Types of Products	Skin Care	TP1
	Personal Care	TP2
	Cosmetic	TP3
Sources	Brands KOLs	S1 S2
Advertising Strategies	Product Advertising	AS1
	Promotion Advertising	AS2
	Brand Advertising	AS3
	Activity Advertising	AS4

(Continued)

Table 3.2 (Continued): General Coding Scheme

Coding Item	Keywords	Coding
Rational Appeals	Competitive Advantage Appeals Feature	RA1
	Appeals	RA2
	News Appeals	RA3
	Product or Service Popularity Appeals	RA4
	Favorable Price Appeals	RA5
Emotional Appeals	Personal States or Feeling Appeals	EA1
	Social-Based Feelings Appeals	EA2
Advertising Executions	Straight Sell	AE1
	Scientific or Technical Evidence	AE2
	Demonstration	AE3
	Comparison	AE4
	Testimonial	AE5
	Slice of Life	AE6
	Animation	AE7
	Personality Symbol	AE8
	Fantasy	AE9
	Dramatization	AE10
	Humor	AE11

3.4 Research Instrument and Data Analysis

Based on the coding guidelines, the researcher recorded elements in Microsoft Excel.

First, to record the frequency of general information in each video and calculate the percentage of the frequency.

Second, to record the frequency of advertising strategies used in short videos.

Third, to record the frequency of advertising appeals used in short videos.

Fourth, to record the frequency of advertising executions used in short videos.

Fifth, to compare the frequency of advertising strategies, advertising appeals, and advertising executions used in short videos by brands and by KOLs.

3.5 Validity

In this study, the content analysis of short videos strictly followed the theoretical frameworks mentioned in Chapter 2. RQ1 examined the core advertising strategies used in short videos from Weibo official accounts by high-prestige cosmetic brands. The coding scheme relied on the framework by Yu (2011), which consisted of 4 strategies: product advertising, promotion advertising, brand advertising, and activity advertising.

RQ2 examined the core advertising appeals used in short videos from Weibo official accounts by high-prestige cosmetic brands. The coding scheme relied on the framework by Belch & Belch (2003), which consisted of 2 main types: rational appeals and emotional appeals. Rational appeal subcategories consisted of competitive advantage appeals, feature appeals, news appeals, product or service popularity appeals, and favorable price appeals. Emotional appeals consisted of personal states or feeling appeals and social-based feeling appeals.

RQ3 examined the core advertising appeals used in short videos from Weibo official accounts by high-prestige cosmetic brands. The coding scheme relied on the framework by Belch & Belch (2003) which consisted of 11 types: straight sell, scientific or technical evidence, demonstration, comparison, testimonial, slice of life, animation, personality symbol, imagery, dramatization, and humor.

RQ4, 5, and 6 compared the core advertising strategies (RQ4), appeals (RQ5), and executions (RQ6) used in short videos that brands vs KOLs created.

Therefore, the validity of this article can be guaranteed to a certain extent.

3.6 Reliability

Two coders who were graduate students in the MA Global Communication program at Bangkok University designed the codebook and code sheet. One of them was the author of this research. The other was XiCheng Lu, the coders agreed on the explanations of coding categories and instructions. The coders recorded the presence of elements indicated in the coding scheme. The coders coded a sample of 42 videos to check for accuracy and intercoder reliability of the coding instrument. Descriptive statistics (frequency and percentage) were used to analyze the data. Following Perrault & Leigh (1989)'s formula, the average of intercoder reliability was 85 percent which is within the range of acceptable intercoder reliability.

CHAPTER 4

FINDINGS

This chapter describes the content analysis results of short videos published by seven high-prestige cosmetics brands on their Weibo pages. Firstly, this paper introduces the general descriptive data of short videos of seven brands. Then, this chapter provides the results of answering the six research questions developed in chapter 2, which examine the advertising strategies, creative strategies, and advertising of short videos released by seven international high-prestige cosmetics brands.

4.1 General Information of Sample

This study analyzed 84 selected short videos on Weibo to examine the selected videos' advertising strategies, advertising appeals, and execution styles.

The results of Table 4.1 indicated that the author studied 84 video samples from seven different brands. Among them, each brand selected 12 video samples (14.3%). For each brand, half of the videos were created by brands, known as brand advertising (7.1%), and the other half was created by KOLs, known as KOLs advertising (7.1%). Therefore, the research analyzed 42 videos that were considered brand advertising (50%), and 42 were regarded as KOLs advertising (50%).

Table 4.1: Summary of the Selected Short Videos

No	Brand Name	No of videos	Percentage	No of videos produced by brands	Percentage	No of videos produced by KOLs	Percentage
1	Estée Lauder	12	14.3%	6	7.1%	6	7.1%
2	Lancôme	12	14.3%	6	7.1%	6	7.1%
3	Shiseido	12	14.3%	6	7.1%	6	7.1%
4	Whoo	12	14.3%	6	7.1%	6	7.1%
5	Sulwhasoo	12	14.3%	6	7.1%	6	7.1%
6	SK-2	12	14.3%	6	7.1%	6	7.1%
7	Lamer	12	14.3%	6	7.1%	6	7.1%
Total		84	100%	42	50%	42	50%

4.2 Findings

4.2.1 RQ#1: What advertising strategies are most frequently used in short videos from Weibo official accounts by high-prestige cosmetic brands?

The results shown in Table 8 indicated that the primary advertising strategies used in Weibo short videos by international high-prestige cosmetic brands were product advertising (64.2%), followed by activity advertising (16.5%), brand advertising (13.8%), and promotion advertising (5.5%).

Table 4.2: Advertising Strategies Used in Short Videos

Item	Frequency	Percentage
Product Advertising	70	64.2%
Promotion Advertising	6	5.5%
Brand Advertising	15	13.8%
Activity Advertising	18	16.5%
Total	109	100%

**multiple counts permitted*

4.2.2 RQ#2: What advertising appeals are most frequently used in short videos from Weibo official accounts by high-prestige cosmetic brands?

The results of Table 4.3 indicated that the rational appeals used in Weibo short videos by international high-prestige cosmetic brands were accounted for 55.8%, while emotional appeals were accounted for 44.2%.

Table 4.3: Advertising Appeals used in short videos

Item	Frequency	Percentage
Rational Appeals	72	55.8%
Emotional Appeals	57	44.2%
Total	129	100%

**multiple counts permitted*

The results of Table 4.4 indicated that the primary rational appeals used in Weibo short videos by international high-prestige cosmetic brands were feature appeals (69.4%), followed by competitive advantage appeals (12.5%), the next one is news appeals (11.1%), Then the follow by favorable price appeals (5.6%). Finally, the product/service popularity appeals (1.4%) account for the lowest percent.

Table 4.4: Rational Appeals Used in Short Videos

Item	Frequency	Percentage
Competitive Advantage Appeals	9	12.5%
Feature Appeals	50	69.4%
News Appeals	8	11.1%
Product/ Service Popularity Appeals	1	1.4%
Favorable Price Appeals	4	5.6%
Total	72	100%

* *multiple counts permitted*

Figure 4.1 shows four screenshots of Shiseido's short video "the perfect combination of ASMR and makeup", which is a classic example of using feature appeals in rational appeals. In the short video, beauty KOLs @仇仇-qiuqiu combines makeup with the most popular ASMR, highlighting the product's excellent texture and natural and delicate makeup effect.



Figure 4.1: Use of rational appeals in Shiseido short video

Source: Shiseido's Official Weibo. (2017). *Perfect combination of Shiseido cosmetics and ASMR*. Retrieved from https://weibo.com/tv/show/1034:4364936751588575?from=old_pc_videoshow.

The results of Table 4.5 indicated that the personal status or feeling appeals used in Weibo short videos by international high-prestige cosmetic brands was accounted for 59.5%, while social-based feeling appeals was accounted for 8.3%.

Table 4.5: Emotional Appeals Used in Short Videos

Item	Frequency	Percentage
Personal States or Feeling Appeals	50	87.7%
Social-Based Feeling Appeals	7	12.3%
Total	57	100%

**multiple counts permitted*

Figure 4.2 shows a screenshot of SK-2 short video “axis of life”, which shows the emotional appeals. At the end of the short video, Chinese actress Chun Xia, who wants to pursue her career, finally reaches an understanding with her friends who want her to have a stable life, and an advertising message appears: “paint your axis of life”. It reflects the love, affection, and ambition of personal feelings in emotional appeals.



Figure 4.2: Use of rational appeals in SK-2 short video

Source: SK-2's Official Weibo. (2019). *Axis of life*. Retrieved from https://weibo.com/tv/show/1034:4416834061947429?from=old_pc_videoshow.

4.2.3 RQ#3: What advertising executions are most frequently used in short videos from Weibo official accounts by high-prestige cosmetic brands?

The results shown in Table 4.6 indicated that the primary advertising executions were testimonial (21.1%) and demonstration (21.1%), followed by straight sell (18.6%), fantasy (14.3%), slice of life (9.3%), dramatization (5.6%), humor (4.3%), scientific or technical evidence (3.7%), and animation (1.9%).

Table 4.6: Advertising Executions Used in Short Videos

Item	Frequency	Percentage
Straight Sell	30	18.6%
Scientific/ Technical Evidence	6	3.7%
Demonstration	34	21.1%
Comparison	0	0%
Testimonial	34	21.1%
Slice of Life	15	9.3%
Animation	3	1.9%
Personality Symbol	0	0%
Fantasy	23	14.3%
Dramatization	9	5.6%
Humor	7	4.3%
Total	161	100%

**multiple counts permitted*

To explain the two advertising executions of demonstration and testimonial, figure 4.3 shows the screenshot of the product evaluation of Lancôme's new foundation. These two advertising executions often appear together in short videos. The beauty KOLs @小豬姐姐 personally tested the new foundation in front of the camera and showed the makeup effect and usage of the product. And at the end of the film, the product is recommended through a whole day of evaluation.



Figure 4.3: Use of demonstration and testimonial appeals in Lancôme's short video

Source: Lancôme's Official Weibo. (2020). *The new version of Lancôme foundation*.

Retrieved from https://weibo.com/tv/show/1034:4550608057991213?from=old_pc_videoshow.

4.2.4 RQ#4: How do short videos' advertising strategies created by brands differ from those created by KOLs?

Table 4.7 indicated that the product advertising was mostly used in short videos in Weibo produced by brands, while the product advertising was also mostly used in short videos in Weibo produced by KOLs. Therefore, Weibo short videos by brands tend to use similar advertising strategies from Weibo short videos by KOLs.

For the short videos produced by brands (n=42), this study found that the primary strategies used in Weibo short videos were product advertising (56.1%), followed by activity advertising (19.3%), brand advertising (14.0%) and promotion advertising (10.5%).

For the short videos produced by KOLs (n=42), this study found that the primary strategies used in Weibo short videos were also product advertising (73.1%), followed by activity advertising (16.7%), brand advertising (13.5%), and promotion advertising (13.5%).

Table 4.7: Advertising Strategies Used in Short Videos by Brands (n = 42) and KOLs (n = 42)

No	Category	Brand advertising		KOLs advertising	
		Frequency	Percentage	Frequency	Percentage
1	Product Advertising	32	56.1%	38	73.1%
2	Promotion Advertising	6	10.5%	0	0%
3	Brand Advertising	8	14.0%	7	13.5%
4	Activity Advertising	11	19.3%	7	13.5%
Total		57	100%	52	100%

**multiple counts permitted*

4.2.5 RQ#5: How do short videos' advertising appeals created by brands differ from those created by KOLs?

The results of Table 4.8 indicated that the rational appeals were mostly used in short videos in Weibo produced by brands, while the combination of emotional and

rational appeals was mostly used in short videos in Weibo produced by KOLs. Therefore, Weibo short videos by brands tend to use different advertising appeals from Weibo short videos by KOLs.

For the short videos produced by brands (n=42), this study found that the primary appeals used in Weibo short videos were rational appeals (57.1%), followed by emotional appeals (43.0%).

For the short videos produced by KOLs (n=42), this study found that the primary appeals used in Weibo short videos were combination of emotional and rational appeals (64.3%), followed by emotional appeals (49.3%).

Table 4.8: Advertising Appeals Used in Short Videos by Brands (n = 42) and KOLs (n = 42)

No	Category	Brand advertising		KOLs advertising	
		Frequency	Percentage	Frequency	Percentage
1	Rational Appeals	21	57.1%	7	16.7%
2	Emotional Appeals	13	43.0%	8	19.0%
3	Combination	8	21.9%	27	64.3%
Total		42	100%	42	100%

The results of Table 4.9 indicated that the feature appeals were mostly used in short videos in Weibo produced by both brands and KOLs.

For the short videos produced by brands (n=42), this study found that the primary appeals used in Weibo short videos were feature appeals (65.7%), followed

by news appeals (21.9%), the next one is favorable price appeals, reaching (9.4%). Then the next is product/service popularity appeals (3.1%). As China's advertising laws and regulations do not allow for advertising that uses competitive advantage appeals, this subcategory does not apply to this study.

For the short videos produced by KOLs (n=42), this study found that the primary appeals used in Weibo short videos were feature appeals (72.5%), followed by competitive advantage appeals (22.5%), followed by favorable price appeals (2.5%), followed by news appeals (2.5%) and the product/service popularity appeals (0%).

Table 4.9: Rational Appeals Used in Short Videos by Brands (n = 42) and KOLs

(n = 42)

No	Category	Brand advertising		KOLs advertising	
		Frequency	Percent	Frequency	Percent
1	Competitive Advantage Appeals	0	0%	9	22.5%
		21	65.7%	29	72.5%
2	Feature Appeals	7	21.9%	1	2.5%
3	News Appeals	1	3.1%	0	0%
4	Product/ Service Popularity Appeals				
5	Favorable Price Appeals	3	9.4%	1	2.5%
Total		32	100%	40	100%

**multiple counts permitted*

The results of Table 4.10 indicated that the personal status or feeling appeals were mostly used in short videos in Weibo produced by both brands and KOLs.

For the short videos produced by brands (n=42), this study found that the primary appeals used in Weibo short videos were personal status or feeling appeals (68.0%), followed by social-based feeling appeals (32.0%).

For the short videos produced by KOLs (n=42), this study found that the primary appeals used in Weibo short videos were personal status or feeling appeals (85.7%), followed by social-based feeling appeals (14.3%).

Table 4.10: Emotional Appeals Used in Short Videos by Brands (n = 42) and KOLs (n = 42)

No	Category	Brand advertising		KOLs advertising	
		Frequency	Percentage	Frequency	Percentage
1	Personal Status or Feeling	16	32.0%	6	85.7%
2	Emotional Appeal	34	68.0%	1	14.3%
Total		50	100%	7	100%

4.2.6 RQ#6: How do short videos' advertising executions created by brands differ from those created by KOLs?

The results of Table 4.11 indicated that the fantasy was mostly used in short videos in Weibo produced by brands, while the demonstration and testimonial were mostly used in short videos in Weibo produced by KOLs. Therefore, Weibo short videos by brands tend to use different advertising appeals from Weibo short videos by

KOLs.

For the short videos created by brands (n = 42), the primary advertising executions were fantasy (27.1%), followed by demonstration (14.6%), testimonial (12.5%), straight sell (10.4%), dramatization (10.4%), scientific or technical evidence (10.4%), slice of life (6.3%), animation (6.3%), and humor (6.3%).

For the short videos created by KOLs (n = 42), the primary appeals used in Weibo short videos were testimonial (24.1%) and demonstration (24.1%), followed by straight sell (22.3%), slice of life (10.7%), fantasy (8.9%), dramatization (3.6%), humor (3.6%), and scientific or technical evidence (2.7%), and animation (0%), personality symbol (0%) and comparison (0%) did not appear in the sample.

Table 4.11: Advertising Executions Used in Short Videos by Brands (n = 42) and KOLs (n = 42)

No	Category	Brand advertising		KOLs advertising	
		Frequency	Percentage	Frequency	Percentage
1	Straight Sell	5	10.4%	25	22.3%
2	Scientific	3	6.3%	3	2.7%
3	Demonstration	7	14.6%	27	24.1%
4	Comparison	0	0%	0	0%
5	Testimonial	6	12.5%	27	24.1%
6	Slice of Life	3	6.3%	12	10.7%
7	Animation	3	6.3%	0	0%

(Continued)

Table 4.11 (Continued): Advertising Executions Used in Short Videos by Brands

(n = 42) and KOLs (n =42)

No	Category	Brand advertising		KOLs advertising	
		Frequency	Percentage	Frequency	Percentage
8	Personality Symbol	0	0%	0	0%
9	Fantasy	13	27.1%	10	8.9%
10	Dramatization	5	10.4%	4	3.6%
11	Humor	3	6.3%	4	3.6%
Total		48	100%	112	100%

**multiple counts permitted*

In order to explain this way of advertising executions, Figure 4.3 shows the screenshot of Sulwhasoo time concentrate. The video compares time aging to a standing glacier, which offers the great anti-aging ability of Sulwhasoo time concentration. Finally, the slogan “not moved by the time” appears.

Interestingly, the study found that comparison accounts for 0% (n = 84) in KOLs and brand advertising. Comparison refers to the advertisements that are compared with clearly identified competitors by language and vision. Through the comparison with competitors, highlight their unique selling points and advantages, appeal to consumers. Because of the bad tendency of belittling competitors, this kind of advertisement is seldom used in China.



Figure 4.4: Use of fantasy advertising executions in Sulwhasoo's short video:

Time Concentrate

Source: Sulwhasoo's Official Weibo. (2019). *Not moved by the time*. Retrieved from <https://m.weibo.cn/2002262597/4408870921717987>.

CHAPTER 5

DISCUSSION

This chapter provided a discussion of findings relating to research questions, literature review, and methodology. It also offers further pieces of advice on application and research. The chapter is divided into five parts as follow:

5.1 Summary of Findings

5.2 Discussions

5.3 Limitations

5.4 Recommendation for Further Application

5.5 Recommendation for Further Research

5.1 Summary of Findings

In this study, 84 short videos of seven high-prestige cosmetic brands were investigated. The research relied on the theoretical framework of Belch & Belch (2003) and Yu (2011) for content analysis.

There are six findings that will be explained below:

5.1.1 Advertising Strategies

5.1.2 Advertising Appeals

5.1.3 Advertising Executions

5.1.4 Advertising Strategies for Videos Created by Brands vs By KOLs

5.1.5 Advertising Strategies for Videos Created by Brands vs By KOLs

5.1.6 Segments of advertising executions for Videos Created by Brands vs
By KOLs

5.1.1 Advertising Strategies

According to the 84 short videos (100%) of high-prestige cosmetics brands, the primary advertising strategies used in Weibo short videos by international high-prestige cosmetic brands were product advertising (83.3%), followed by activity advertising (21.4%), brand advertising (17.9%), and promotion advertising (7.1%). In the category of advertising strategies, product advertising is the most commonly used strategy.

5.1.2 Advertising Appeals

According to the 84 short videos of high-prestige cosmetics brands, 55.8% of short videos are rational appeals, 44.2% of short videos are emotional appeals. Obviously, rational appeals are used more than emotional appeals in the short video advertising of high prestige cosmetics brands.

In the category of rational appeals, feature appeals are the most commonly used appeals. In the type of emotional appeal, personal status or feeling is the most widely used way.

5.1.3 Advertising Executions

According to the 84 short videos of high-prestige cosmetics brands, 21.1% of short videos are testimonial, and 21.1% of short videos are demonstration. The two types of advertising executions are most commonly used for short videos published by international high-prestige cosmetic brands.

These two executive styles are usually used together. This type of advertising mainly uses celebrities, experts, or ordinary people to become the spokesperson of product use, verify and explain the functions and advantages of the product in front of the public, and make recommendations. Celebrities have a strong appeal. They

combine personal charm with commodities to produce demonstration effect among consume

5.1.4 Weibo short videos by brands tend to use similar advertising strategies from Weibo short videos by KOLs

The product advertising was most frequently used in short videos on Weibo produced both by brands and by KOLs.

For the short videos created by brands, the primary strategies were product advertising (76.2%), followed by activity advertising (26.2%), brand advertising (19.0%), and promotion advertising (14.2%).

For the short videos created by KOLs, the primary strategies were product advertising (90.5%), followed by activity advertising (16.7%), and brand advertising (16.7%).

5.1.5 Weibo short vides by brands tend to use different advertising appeals from Weibo short videos by KOLs

The video content of brand advertising is mostly rational appeals; Video content of KOLs advertising is mostly emotional appeals and rational appeals.

For the brand advertising among those elements of rational appeals, the author found that feature appeals account for the largest proportion, followed by news appeals. For the KOLs advertising among those elements of rational appeals, the author found that feature appeals also account for the largest proportion, followed by competitive advantage appeals.

For the brand advertising and KOLs advertising among the emotional appeals, personal status or feeling is commonly used emotional appeals. Through the expression of emotional appeals, advertising appeals for the particular value of goods

arouses the audience's recognition of emotion and attracts the target consumers to buy goods. In cosmetics advertising, love, emotion, excitement, pride can better identify with the product.

Weibo short vides by brands tend to use different advertising appeals from

5.1.6 Weibo short videos by KOLs

By subdivided the advertising executions of 84 short videos, the researcher found that fantasy is the most used advertising execution for brand advertising, “fantasy” is a form of advertising showing an imaginary situation or illumination involving a consumer and the product or service. This executive style can better deepen the brand image in the eyes of consumers (Belch & Belch, 2003).

In addition, demonstration and testimonial were the most common execution methods for KOLs advertising. Testimonial means that a person promotes a product or service by talking about personal experience in using the product or service. These two execution methods were usually used in KOLs advertising at the same time. The second was slice of life, which is always accompanied by the background of problem-solving. The advertising first attempts to describe the conflicts that consumers may face in their daily life. It then focused on how the advertiser’s products or services solve such problems (Belch & Belch, 2003).

5.2 Discussions

This article explored the dominant advertising strategies, advertising appeals, and advertising executions in Weibo short videos by leading international high-prestige cosmetic brands. The results from a content analysis of 84 short videos from 7 Weibo official accounts by high-prestige cosmetic brands yielded the following

arguments.

First, the results indicated that rational appeals, in particular, feature appeals were the dominant appeals. Testimonial and demonstration were the most frequently used executions. The results contrast with Sun (2018 as cited in Hang & Vimviriya, 2021, p. 46) findings which proposed that emotional appeals and imagery executions were most frequently used in high-prestige cosmetic television commercials aired in China between 2009 and 2019. These two works point out that different message strategies of advertising content are required for content creation on different media.

On Weibo, product reviews serve as an effective strategy for promoting sales, especially if KOLs specialize in the products they review (De Cicco, Iacobucci & Pagliaro, 2020). Product knowledge and demonstrations are useful content consumers are looking for (De Cicco, et al., 2020). Using rational appeals through testimonial and demonstration executions allows advertisers to engage with target consumers promote consumers' purchase desire. The processes are also supported by technological affordances that allow influencers to add a link from the posts of reviewed products to product pages and purchase (Agency China, 2017). Unlike advertising broadcast on television in China, media content is restricted by factors such as limited national TV channels and TV airtime costs (Barnes, Siu, Yu & Chan, 2009). During airtime, advertising aims to activate consumer awareness “as it enlivens the mind to receive sales messages” (Anderson, 1982) within only 15 seconds to a few minutes. Product knowledge and demonstration mainly highlight the brand's key information, rather than the experience of other consumers. On the cosmetic categories, advertisers rely on advertising appeals by using “actors or celebrities dressed and behaving in ways that embody values, aspirations, dreams and

fantasies” (Blair, 2004, p. 53) to revitalize the consumers’ minds.

Second, the results indicated that the videos created by KOLs mainly relied on feature appeals. The results contrast with Belch & Belch (2003), which proposed that consumer purchase decisions for some product categories, such as cosmetic and certain personal care products, were made based on both emotional and rational motives. Moreover, the results are also in contrast with Liu, Lin & Wu (2017)’s findings which studied the effects of advertising appeals by different types of endorsers. KOLs mainly used emotional appeals because they better aligned with beauty content’s nature and featured a URL link to other important Page or websites.

Third, while the videos created by brands mainly relied on fantasy executions, the videos created by KOLs largely used testimonials and demonstration executions. For fantasy executions, they helped create visual associations between images/symbols and cosmetic brands (Belch & Belch, 2003). The brand association (Aaker & Biel, 2013) encompassed all brand-related elements, such as pictures, experiences, perceptions, and attitudes (Kotler & Keller, 2006), which helped establish a brand image. Supported by (Lee, Goh & Noor, 2019), when consumers purchased skincare products, they simultaneously purchased the images associated with the products. For testimonial and demonstration executions, they fitted with the nature of user-generated content created by Weibo KOLs. Brands relied on product reviews and recommendations by KOLs to ensure brand credibility and increase media exposure (Chozan, 2021). Testimonial executions allowed consumers to explore products’ user experiences by different KOLs whom they usually trusted. Demonstration executions convinced consumers by showing the utility and advantages of the products in actual use (Belch & Belch, 2003).

5.3 Limitations

This research's prime limitations are as follows:

First, this research did not include the 19 personal states and 9 social-based feelings under the emotional appeals categories by Belch & Belch (2003). The coding scheme included only the emotional appeals divided into two subcategories: personal states and social-based feelings. However, the coding scheme should include 19 personal states and 9 social-based feelings for further research.

Second, this research recruited online videos on Weibo as a sample. As new videos are produced a very day, brands and influencers might create videos based on different advertising strategies, appeals, and executions.

5.4 Recommendations for Further Application

This research sheds light on advertising and message strategies in Weibo short videos by high- prestige cosmetic brands popular among Chinese consumers. The research results lend themselves to provide practical guidance for international luxury cosmetic brands that aim to enter the Weibo advertising landscape.

First, product advertising strategies should be the core strategies in creative campaigns by both brands and KOLs, as the product knowledge helps make the video attractive.

Second, fantasy executions have been the essence of advertising messages in cosmetic product categories (Belch & Belch, 2003). Brands should include the executions to show imagination and visual attractions related to the products and brands (Belch & Belch, 2003).

Third, effective influencer marketing depends mainly on content by KOLs. In the case of cosmetic Weibo advertising, KOLs created their video content by using both rational and emotional appeals, focusing on feature appeals and personal status and feeling appeals (e.g., happiness, fear, love). Testimonials are the core strategies that may be used together with other executions, such as demonstration

5.5 Recommendation for Further Research

Further research may consider including emotional appeals' 19 personal states and 9 social-based feelings in the coding scheme to deepen an understanding of the emotional appeals used in creative content. Moreover, a comparative work of advertising and message strategies used to create content in different popular social networking sites for Chinese consumers would yield valuable insights. In addition, further study may consider the comparison of international brands and local Chinese brands' advertising strategies on social media platforms.

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Appendix

Brand	No.	Name of Videos	Country Origin	Product Name	Link	Year
Lancome	1	#爱的信号请接收#	France	Lipsticks	https://m.weibo.cn/1742666164/4397730011520761	2019
	2	你想要的底妆，在这里！	France	Foundation	https://m.weibo.cn/1742666164/4343637476985448	2019
	3	#小黑瓶肤质改造计划#	France	Concentrate	https://m.weibo.cn/1742666164/4410678297048204	2019
	4	实力抗老，随时绽现#饱满高光肌#	France	Face Cream	https://m.weibo.cn/1742666164/4426147254884362	2019
	5	这个双 11，快来签收这份来自兰蔻的宠爱！	France	/	https://m.weibo.cn/1742666164/4429559753126374	2019
	6	这个双 11，你想要的，他都知道。	France	Skin care product	https://m.weibo.cn/1742666164/4425442079138882	2019
	7	和我过一天 vlog 新版兰蔻菁纯精华粉底液测评	France	Foundation	http://n.miaopai.com/media/f0oZvCZdRPx8P6FUnF96LNX_qugMVGFER	2020
	8	姐姐高级底妆秘密大公开！	France	Foundation	https://weibo.com/tv/show/1034:4550608057991213?from=old_pc_videoshow	2020
	9	新版#兰蔻菁纯粉底液#上脸初体验~	France	Foundation	https://m.weibo.cn/1742666164/4534272088352669	2020
	10	小黑瓶和小黑安瓶的区别到底是什么？	France	Concentrate	http://t.cn/RDyDYDp?m=4270109109731377&u=1746598137	2018
	11	兰蔻夏日赤茶妆	France	Lipsticks	https://weibo.com/tv/show/1034:4254885110085879?from=old_pc_videoshow	2018
	12	高温温泉粉底实测//什么神仙底妆我必须让大家知道	France	Foundation	https://weibo.com/tv/show/1034:4346194122711632?from=old_pc_videoshow	2019
Estée Lauder	1	Get 自信王牌，做#王牌赢家#	America	Lipstick	https://m.weibo.cn/1793598474/4447882985506793	2019
	2	作为演员的陈坤，经常通宵拍戏，有#明星小棕瓶#，修护直达“肌因”	America	Concentrate	https://m.weibo.cn/1793598474/4332299195440133	2019
	3	豌豆沙】将@春夏_x 温柔点亮	America	Lipstick	https://m.weibo.cn/1793598474/4327213983799187	2019
	4	肌肤总是反复冒痘痘？但留下痘印，@李现 ing 可舍不得！	America	Concentrate	https://m.weibo.cn/1793598474/4444659243568378	2019
	5	杨幂为你准备了“生日礼物”#传奇经典小棕瓶#	America	Eye Concentrate	https://m.weibo.cn/2360812967/4445752602100053	2019
	6	小棕瓶精华，修护肌因时刻年轻	America	Concentrate	https://weibo.com/tv/show/1034:4325868353314583?from=old_pc_videoshow	2019
	7	IU 港风慵慵懒妆，点亮跨年妆灵感！	America	Foundation	https://weibo.com/tv/show/1034:4587178890821656?from=old_pc_videoshow	2020
	8	台竟然也会如此不同？！？！	America	Concentrate	http://n.miaopai.com/media/IdLH07HRMvxMn9xQNqfPm6E_HRC70IFSS	2020
	9	20周年纪念敏感肌真爱精华	America	Concentrate	https://weibo.com/tv/show/1034:4587485674799135?from=old_pc_videoshow	2020

	10	你变成娇俏小女人!	America	BB cushion	https://weibo.com/tv/show/1034:4484311353589795?from=old_pc_videoshow	2020
	11	「豆沙少女妆」	America	Foundation	https://weibo.com/tv/show/1034:4462905165545490?from=old_pc_videoshow	2020
	12	雅诗兰黛全新第七代小棕瓶——年轻在握	America	Concentrate	http://n.miaopai.com/media/7If90ulQebCGRZCcBdFvBnQdOLtdrlWI	2019
Lamer	1	#共续蔚蓝心动#	France	/	https://m.weibo.cn/1689520375/4380516591477606	2019
	2	与宋妍霏一起探秘肌肤熠熠鎏光的秘密	France	Cushion Foundation	https://weibo.com/tv/show/1034:4370453633131438?from=old_pc_videoshow	2019
	3	新LA MER 海蓝之谜鎏光焕变气垫粉底液奢耀上市	France	Cushion Foundation	https://m.weibo.cn/1689520375/4366735551766741	2019
	4	LA MER 探索无界艺术展	France		https://weibo.com/tv/show/1034:442629390793929?from=old_pc_videoshow	2019
	5	ER 奇迹礼赞#浪漫七夕翩然而至	France	Face Cream	https://m.weibo.cn/1689520375/4398243380774088	2019
	6	#修护焕新 能量之水#	France	Lotion	https://m.weibo.cn/1689520375/4392470034978538	2019
	7	na's sharing】21天少女眼养成日记	France	Eye cream	https://weibo.com/tv/show/1034:4595520056786961?from=old_pc_videoshow	2021
	8	瓶空挑战 金靖	France	Face cream	https://weibo.com/tv/show/1034:4560315183202341?from=old_pc_videoshow	2020
	9	爱上LA MER 浓缩精华的 100 个理由	France	Concentrate/eye cream/face cream	https://weibo.com/tv/show/1034:4541485819822095?from=old_pc_videoshow	2020
	10	一起开启夜间护肤流程	France	Face cream	https://weibo.com/tv/show/1034:4540421108334594?from=old_pc_videoshow	2020
	11	今天来给大家测评一下海蓝之谜的贵妇线新上市的#LAMER 鎏金晚霜#	France	Face cream	https://weibo.com/tv/show/1034:4578086876807198?from=old_pc_videoshow	2020
	12	未满十八岁被同龄人叫阿姨?！我的肉肉脸抗老血泪史	France	Face cream	https://weibo.com/tv/show/1034:4574789780570120?from=old_pc_videoshow	2020
Shiseido	1	范丞丞 祝你新年快乐!	Japan	Face cream	https://weibo.com/tv/show/1034:4327235876787325?from=old_pc_videoshow	2019
	2	青嫫 battle 之战上线	Japan	Lip stick	https://weibo.com/tv/show/1034:4426195341898306?from=old_pc_videoshow	2019
	3	有女生~想要生活多点甜, 却害怕肌肤糖化变老?	Japan	Face Cream	https://weibo.com/tv/show/1034:4547612787802140?from=old_pc_videoshow	2020
	4	5G时代, 资生堂抗皱#小雷达#	Japan	Eye cream	https://weibo.com/tv/show/1034:4418638149523863?from=old_pc_videoshow	2019
	5	资生堂携手#天猫超级品牌日#发布全新彩妆	Japan	Lip stick/eye shadow/Blush	https://m.weibo.cn/1914132991/4366338154197415	2019
	6	, 资生堂许你世间美好万物	Japan	Lip stick/eye shadow/Blush	https://weibo.com/tv/show/1034:4371800079943071?from=old_pc_videoshow	2019
	7	像李佳琦一样白到发光的秘密?	Japan	/	https://weibo.com/tv/show/1034:4457821379428401?from=old_pc_videoshow	2020
	8	「彩妆和 ASMR 的完美结合」	Japan	Lip stick/eye shadow/Blush	https://weibo.com/tv/show/1034:4364936751588575?from=old_pc_videoshow	2019
	9	资生堂x 晚晚 收藏家精选: 探索艺术与自我发现的旅程	Japan	Lotion	http://n.miaopai.com/media/Pf0QMMyQtyxaldarFvWq6N0h-c9s4ekRM	2018

	10	资生堂X 原来是西门大嫂 联名礼盒	Japan	Lotion	http://n.miaopai.com/media/7-DMzqXV4sZUb4Z65NGtzCrhyoOhrYRA	2018
	11	新年party 妆! 提升桃花运! 迷倒小哥哥	Japan	Lip stick	http://n.miaopai.com/media/0vRUuyIJOKPm xp51I2noDM9 IX14u996G	2017
	12	李佳琦最喜欢的资生堂红气垫来咯	Japan	BB cushion	https://weibo.com/tv/show/1034:4460371977895938?from=old_pc_videoshow	2020
Sulwhasoo	1	Sulwhasoo X Angelababy 拍摄花絮	Korea	Concentrate	https://weibo.com/tv/show/1034:4403445176977396?from=old_pc_videoshow	2019
	2	光精华限时店#沈阳站	Korea	Concentrate	https://weibo.com/tv/show/1034:4425568335136651?from=old_pc_videoshow	2019
	3	#不糖不氧 实力圈粉#	Korea	Concentrate	https://m.weibo.cn/2002262597/4344640851	2019
	4	日月既往, 不可复追。时光的定律该如何破解?	Korea	Concentrate	https://m.weibo.cn/2002262597/4408870921717987	2019
	5	雪花秀科研创新中心所长朴元熙博士, 为你深度解析年轻实力	Korea	Concentrate	https://weibo.com/tv/show/1034:4552687816212531?from=old_pc_videoshow	2020
	6	雪花秀 x Angelababy	Korea	/	https://weibo.com/tv/show/1034:4493715306119201?from=old_pc_videoshow	2020
	7	第一次表演魔术演砸了	Korea	/	https://weibo.com/tv/show/1034:4412141478819779?from=old_pc_videoshow	2019
	8	远的白令海峡的冰川上, 寻找刘嘉玲	Korea	/	http://n.miaopai.com/media/kAHCa0qNNaUd CtlEXxd6nDo RNJWh3aaP.htm	2019
	9	2019 新「颜喜」攻略	Korea	Concentrate	https://weibo.com/tv/show/1034:4332081434527767?from=old_pc_videoshow	2019
	10	花秀 annfan 润致焕活膜精华液 黄金限量版	Korea	Concentrate	https://weibo.com/tv/show/1034:4384537405268715?from=old_pc_videoshow	2019
	11	雪花秀#傲世面霜#加持, 助力#24H 状态不下线#!	Korea	Face Cream	http://n.miaopai.com/media/EHYIMmUDk2 WjoM9hYfvbMr jhSmzhh-5.htm	2018
	12	雪花秀x吴宣仪	Korea	BB cushion	https://weibo.com/tv/show/1034:4254386654803693?from=old_pc_videoshow	2018
Whoo	1	臻启“后”时代。	Korea	Face Cream	https://m.weibo.cn/2822540851/4384110359365742	2019
	2	Whoo 后妆容视频	Korea	Foundation	https://weibo.com/tv/show/1034:4374095131797345?from=old_pc_videoshow	2019
	3	Whoo 后品牌周	Korea	Concentrate	https://weibo.com/tv/show/1034:4418569900115724?from=old_pc_videoshow	2019
	4	仪式感是我拥有无暇岁月的秘密	Korea	Concentrate	https://weibo.com/tv/show/1034:4347257370424906?from=old_pc_videoshow	2019
	5	Whoo 后 2019 宫廷宴享	Korea	/	https://weibo.com/tv/show/1034:4411394255454278?from=old_pc_videoshow	2019
	6	与李冰冰“后”爱秋日美肌	Korea	/	https://weibo.com/tv/show/1034:4415344589383800?from=old_pc_videoshow	2019
	7	拥有奢润光采的好肌肤, 就是一份美美的圣诞礼物。	Korea	Concentrate		2020
	8	为女性的高定#Whoo 后从绒色#	Korea	Lip Stick	https://m.weibo.cn/1797036332/4493231791944739	2020
	9	来说, 好的肌肤状态就是底气的最好呈现~	Korea	Concentrate	https://m.weibo.cn/2831925417/4594054375677082	2020
	10	Whoo 后香理淡繁华香水	Korea	perfume	http://n.miaopai.com/media/fq8FEZyeiraGZ5bWgQIpmn6 G6S4JzKmx	2019
	11	Who Am I? 答案就在“Whoo”的夏日故事	Korea	Lotion	http://n.miaopai.com/media/ZA37NNIZ1bwd ZrtqJZ~pNem 2fQdgJ9Mw	2020

	12	花相伴，沉醉在这馥郁又明媚的感受里。	Korea	perfume	http://n.miaopai.com/media/E6s-Aht3wpRzw4YNubiNow~376DQwqQx	2019
SK-2	1	第一集: PITERA 超模来了!	Japan	Lotion	https://weibo.com/tv/show/1034:4391582305068207?fr om=old_pc_videoshow	2019
	2	最新影片: 为什么她们不回家过年?	Japan	/	http://n.miaopai.com/media/-NT5Trqt49YTFTPJTvdR1ecNEidhdhM	2019
	3	PITERA 研修班预告片	Japan	Lotion	https://weibo.com/tv/show/1034:4386672964498313?fr om=old_pc_videoshow	2019
	4	窦靖童 x 绫濑遥 x Behati x IMMA 打破虚拟和现实的边界	Japan	Lotion	https://weibo.com/tv/show/1034:4427940419542883?fr om=old_pc_videoshow	2019
	5	汤唯 x SK-II	Japan	/	https://weibo.com/tv/show/1034:4557889822457882?fr om=old_pc_videoshow	2020
	6	SK-II 人生轴线 上海篇	Japan	Lotion	https://weibo.com/tv/show/1034:4416834061947429?fr om=old_pc_videoshow	2019
	7	霜篇 眼霜选的好, 熬夜没烦恼	Japan	Eye cream	http://n.miaopai.com/media/DZ2Wu99GzvNvV0- NlpDovrh6zMXO8F92	2020
	8	章一起Get 夏日晶透肌~	Japan	Lotion/ Concentrate	https://weibo.com/tv/show/1034:4524472338677788?fr om=old_pc_videoshow	2020
	9	中国首个 SK-II Future X 未来体验店	Japan	/	http://n.miaopai.com/media/Ge2oVlzn-ac0bwumei5tpcS4tSvNDW3h	2018
	10	Chloe sk-II	Japan	Lotion	https://weibo.com/tv/show/1034:4257278203769809?fr om=old_pc_videoshow	2018
	11	XO 新年限定版神仙水双瓶装	Japan	Lotion	https://weibo.com/tv/show/1034:4589707045044249?fr om=old_pc_videoshow	2021
	12	SK-II 全新升级大红瓶系列	Japan	Face cream/ Concentrate	https://weibo.com/tv/show/1034:4536463803482119?fr om=old_pc_videoshow	2020

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