

# Beauty Marketing and Appearance Anxiety: A Study on Beauty Video Viewing and Female Consumers' Desire to Purchase Beauty Products Post-print

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## Abstract

With the advent of the short-video era, the impact of short videos on consumers has become increasingly apparent. However, under the influence of consumerism, the beauty economy, and various other factors, consumers, particularly female consumers, exhibit increasing levels of facial anxiety after exposure to beauty short videos. In light of this, this paper adopts a questionnaire-based approach to examine the relationships among female consumers' exposure to cosmetic videos, their willingness to purchase beauty products, and facial anxiety. Analysis reveals that the greater the severity of facial anxiety among females, the stronger their desire to purchase beauty products, and that significant differences exist in the degree of facial anxiety among women from different socio-economic backgrounds.

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