

Beauty Youtubers (of HongKong), Consumer Culture and Gender Stereotype

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Focus Question

How do the Beauty Youtubers influence our choices of cosmetics?

Why Make-Up is not ONLY a Female thing?

Consumer Culture

How do the Beauty
Youtubers influence our
choice of cosmetics?

Changes of Consumer culture

“How do people choose cosmetics now and then?”

How do girls gain information of cosmetics?

Product Information from *megazines*

Pic/ Beauty Magazine of 2015 named *WITH*
(Photo taken by Shandy)



Changes of Consumer culture

“How do people choose cosmetics now and then?”



Pic/ One of the brand introduced in these magazines is 3CE.(Photo taken by Shandy)

Changes of Consumer culture

“How do people choose cosmetics now and then?”

How do girls gain information of cosmetics?

Product Information from *megazines*

Shopping and Consulting at *cosmetic counter*

Pic/ Go to the counter to get the latest infomation.
(Online Photo)



Changes of Consumer culture

“How do people choose cosmetics now and then?”

With the emergence of Social Media.....

Information from *beauty youtubers'*
channel

Pic/ Youtuber Bren Lui is using a
3CE product in her
video.(screenshot)



Changes of Consumer culture

“How do people choose cosmetics now and then?”

With the emergence of Social Media...

Consumer actively explore give feedbacks and collect information to choose products from beauty and fashion bloggers.

→ “ Why do the consumers choose to believe in their opinions?”

Pic/The fans are asking the Youtuber Jessica Wong questions through Youtube comments.(screenshot)



Kitty 8 個月前
你支concela 係邊度買

回覆 ·  



米米 Lee 1 年前
cream blush 個掃係咩brand??

回覆 ·  



Jessica Wong 1 年前
+米米 Lee rt!)

回覆 ·  



Chloe Ma 1 年前
Rivecowe eyeliner 可以係邊到買呀？

回覆 ·  

Bren Lui!



— Bren Lui?

Hana Tam!



Momotani DTC White 白



— Hana Tam?

Ding Ding!



— Ding Ding?

Changes of Consumer culture

“ Why do the consumers choose to believe in their opinions?”

→ They are like ordinary people

→ Less distanced bloggers

Changes of Consumer culture

However,

→ they are redefining beauty.

- might be something **external** as the discussion of inner beauty is usually **absent** in their videos
- How to be a **goddess-like girl**

→ **This mindset have an influence on the consumers' decision.**

- The consumers perceive that we have a lot of choices, but before we choose, they have choose them for us, as they are recommending the products for us.

Ding Ding!



— Ding Ding?

Pic/Ding Ding used 20 products during her make-up in a video.



Changes of Consumer culture

However,

→arousing audiences' **desire** of buying cosmetics

- the **price** of being beautiful is consuming products



Pic/Ding Ding's cosmetics on lips.(number:15)(Screenshot)

Changes of Consumer culture

Pic/Netizens challenge Bren Lui using an account named “Brenson Lui” (which is not Bren Lui herself).

【BrenLui大佬B】隱瞞商業關係假自購、假分享、訛稱自己設計con、盜圖冒認產品效果、copyrain商品貨源宣傳包裝問題 beauty beggar blogger



brenson lui

訂閱 1,673

觀看次數：94,897 次

Youtubers also being questioned:

Conceal the commercial relationship with the company,
not buying product on her own but being sponsored,
sharing fake messages,
lying on design icon by herself,
pirate photos to manipulate effectiveness of the products.....

Changes of Consumer culture

But

→ Positively saying, consumers gain a more **authentic information** from Beauty Youtubers.

- no longer only gain information from those ad(in the magazines, sales of the shops) which is paid to do so.
- **consumers are not hearing single-sided but multi-element information.**

Wait A second - -

Where is the voice
of male?

Gender Stereotype

Make-Up is a **ONLY**
Female thing?

Do make-up

Male

FeMale

—

Ricky Kazaf!



— Ricky Kazaf?

Gender stereotype

Ricky: “There is **no special division** of cosmetics for male or female, as long as you use them in a right way. Choose the color for you, you can create a make-up style that belongs to you.”

→ **Make-Up is a not ONLY Female thing.**

Original Text: 化妝品無特別劃分男或女，只要用上正確方法，選擇適合你的顏色，你都可以塑造到一個屬於你的妝容！

Gender stereotype

What's behind his words and his video clip?

He is challenging the tradition that:

Male is masculine, while female is feminine. → **Fix what male and female should be like.**

→ he uses his own face to **break the traditional image of gender.**

→ his concept blur the boulder of male and female should do.

→ the image of male and female are not singular



Gender stereotype

<https://www.youtube.com/watch?v=e6RPKZ4e8ls>



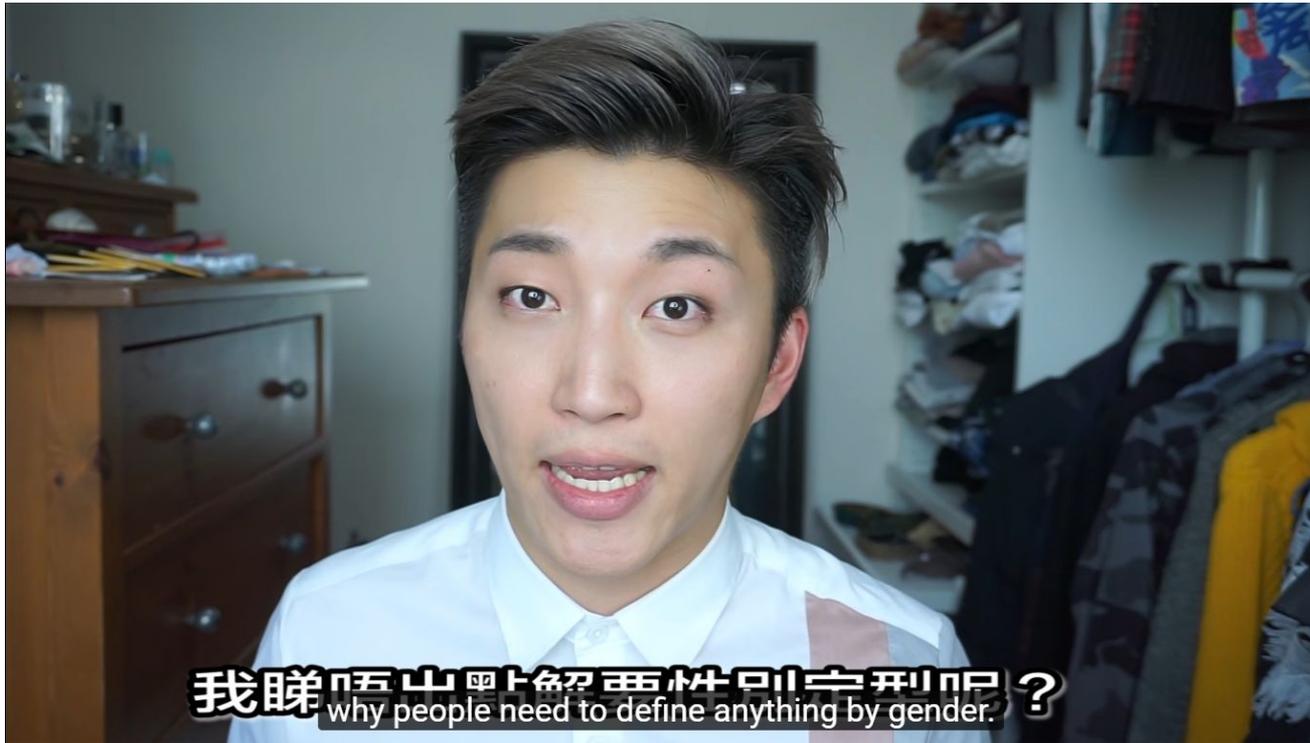
Gender stereotype



Gender stereotype



Gender stereotype



Gender stereotype

→ However,

- like other Youtubers, he also gives rises to the desire of making up and buying cosmetics of the consumer
- also stress the external beauty more than the inner one

Conclusion

From Beauty Youtubers, we see diverse information from ordinary people

As audiences are not getting: **single-sided praise of cosmetics**(advertisement from the company, the sales.....) and **traditional values**(man can't do make-up) but **multiple information** from Youtubers.

Thanks Everyone~