

As consumers' purchases in online markets increase due to the spread of COVID-19, many brands are actively entering the online retail business. A new form of distribution called live commerce that enables two-way communication with customers in real time, it is an effective distribution for the MZ generation who are familiar with the Internet and digital devices. Live commerce is emerging as an alternative to the offline market as people are less likely to go out due to the COVID-19

Therefore, this study was conducted to find out the market share of live commerce and customer satisfaction.

This study was conducted with 440 adults in their 20s and 30s who had experience purchasing cosmetics through Live Commerce. The study investigated and analyzed cosmetic purchases and satisfaction through Live Commerce.

The summary of the results of this study is as follows.

First, as a result of studying purchasing behavior of cosmetics customers. Among consumers, women accounted for the majority with 98.2%, and the percentage of women making purchases through the Internet was the highest at 40.3%. As an advantage of Internet shopping, 57% of women responded that it was convenient.

Second, the result of examining the Live Commerce usage status. Youtube Live was the most used channel when using Live Commerce at 41.1%, and 52.2% of women responded that the time period most watched was between 16:00 and 21:00. Cosmetics were the most frequently purchased products by 41.6% in Live Commerce by women who responded to the survey. Live Commerce viewing time showed a significant difference depending on the average monthly cosmetic purchase cost and the proportion of cosmetic purchases through Live Commerce.

Third, the result of a study of purchasing behavior of consumers through Live Commerce, 61.6% of women had experience writing real-time comments. The realtime comment writing rate showed a significant difference depending on age, marital status, average monthly cosmetic purchase cost, Live Commerce viewing time, and the amount of cosmetics purchased using Live Commerce.

Fourth, the result of studying the satisfaction of purchasing cosmetics through Live Commerce, the survey group showed high satisfaction with the convenience of Live Commerce. Depending on age and marital status, there was a significant difference in the amount of cosmetics purchased using Live Commerce.

This study is meaningful in confirming the purchasing trend and satisfaction of consumers who have purchased cosmetics through Live Commerce. Based on this, I expect that various brands will successfully enter the Live Commerce market and grow to become a stable distribution channel.

The limitations and suggestions of this study are as follows.

First, this study only surveyed women in their 20s and 30s who have experience purchasing cosmetics through Live Commerce, and there is a limit to representing the whole group. For more accurate results, a survey for various age groups is recommended.

Second, consumption of men's or genderless cosmetics increased, and men emerged as a new customer group in the cosmetics market. However, since the surveyor of this study was targeted at women in their 20s and 30s who had experience purchasing cosmetics through live commerce, there is a need for a follow-up study on men of the MZ generation, one of the major consumers of live commerce.

Third, the sample group was insufficient to analyze the characteristics of the research subjects. By diversifying the survey group, I recommend objective and subdivided questionnaires such as the time to commute by occupation, use of public transportation, and the purpose of watching live commerce based on the cosmetics purchased.

Thank you very much .. :) and thank you for the note!

Again thank you very much.. You are the best writer I've seen..