



Business Model And Platform Development Strategy Of The Shopee Application And Shopee Video In The Beauty Product Sector (A Case Study of Glad2glow)

Evrillisa Martini ¹⁾ ; Dwi Ardiansyah ²⁾ ; Fatwamanda Nurdini³⁾

1) Pamulang University. evrillisaaa@gmail.com, dwiardiansyah1998@gmail.com,
fatwa.mandans@gmail.com

2)

Abstract. The beauty product industry has become increasingly popular across various age groups in the digital era. The shift in consumer behavior compels companies to adapt to interactive e-commerce based business models. This study employs a qualitative descriptive approach using the business model canvas (bmc) framework to identify the nine key components of the glad2glow business model on the shopee platform. The purpose of this research is to analyze the business model and sales platform development strategy on the shopee application supported by the shopee video feature, particularly within the local beauty product sector represented by glad2glow. The findings indicate that glad2glow adopts a business to consumer (b2c) model by utilizing shopee video and shopee live as its primary channels for promotion and sales. The main value proposition offered includes natural based skincare products at affordable prices, along with direct interaction between the brand and consumers through video content and live-streaming sessions. Effective development strategies involve enhancing the quality of educational video content, collaborating with beauty influencers, and optimizing customer loyalty programs through exclusive promotions and discounts. In conclusion, digital innovation through the shopee video and shopee live features enhances customer engagement and strengthens the positioning of local brands within the e-commerce market. The study recommends that companies prioritize the management of creative, user-experience-based content and leverage sales data analytics to formulate more targeted marketing strategies.

Keywords: *Shopee Video; Business Model Canvas (BMC); E-commerce Strategy; Digital Innovation; Beauty Industry; Glad2Glow; Customer Engagement; Live Streaming Marketing*

INTRODUCTION

The rapid advancement of digital technology has significantly accelerated the growth of e-commerce in Indonesia. Among the most influential platforms is Shopee, which offers interactive features such as Shopee Video and Shopee Live to enhance product promotion and sales engagement. One notable brand leveraging these features is Glad2Glow, a beauty product company established in 2022. Glad2Glow claims that its cosmetic products are made from natural ingredients and safe formulations suitable for all skin types. The brand offers a diverse range of skincare products including facial cleansers, moisturizers, serums, masks,

and other treatments designed to address various skin concerns. Furthermore, Glad2Glow has obtained certifications from BPOM (Indonesian Food and Drug Authority) and Halal MUI, which reinforces consumer trust and product credibility. Through Shopee Live sessions, Glad2Glow not only showcases its products but also fosters emotional engagement with consumers by explaining product benefits in real time and providing exclusive promotional offers such as 10% discounts, Golden Tick badges, and cash on delivery (COD) options. These digital initiatives have become a crucial part of Glad2Glow's marketing strategy, enhancing both visibility and customer loyalty.

Glad2Glow currently has approximately 4.5 million followers on the Shopee platform and over 702,000 followers on Instagram. Social media platforms based on personal profiles, such as Facebook and Instagram, allow users to interact with friends and their favorite brands, while content-based platforms like YouTube and TikTok focus more on visual storytelling through videos, images, and short articles. Both types of social media offer substantial opportunities for companies to build brand awareness and strengthen customer engagement. In today's digital landscape, digital marketing particularly through creative content such as videos and photos has become a dominant trend in advertising. By utilizing the Shopee Video feature, Glad2Glow has successfully attracted more than 100,000 viewers, with each video generating shopping cart interactions for more than three Glad2Glow products. This demonstrates the growing role of interactive video content in influencing consumer purchasing behavior within the beauty industry.

Table 1. Consumer Interest in Glad2Glow Products through the Shopee Video Feature

Product Name	Price (IDR)	Units Sold
Glad2Glow Blueberry 5% Ceramide Moisturizer Repair Barrier	Rp 41,280	10,000+
(Large Size – Economical Pack) Glad2Glow Blueberry Moisturizer 100g 5% Ceramide Moisturizer Repair Barrier	Rp 89,100	5,700+
(Repair & Glowing Set) Glad2Glow Glowing, Healthy, and Moist Bundle 4-in-1	Rp 70,650	2,400+

Because of its efficient and affordable skincare product line, Glad2Glow has become one of the most recognized skincare brands in the Indonesian market, particularly among teenagers. Its flagship products such as the Glad2Glow Perfect Cover Cushion Foundation Waterproof Make Up Setting Concealer BB Cream, which provides up to 12 hours of long-lasting coverage with a glowing finish and a lightweight velvet to matte texture, and the Glad2Glow Bright Glowing Bundle All-in-One (7-in-1) that includes a brightening moisturizer, serum, cleanser, toner, peeling solution, retinol, and 10% niacinamide have gained significant consumer attention. Glad2Glow has recorded more than 2,000,000 units sold in the beauty market, fulfilling consumer needs and delivering notable skin benefits (Chaffey & Ellis-Chadwick, 2019). By leveraging the Shopee Video strategy, Glad2Glow benefits from Shopee's capabilities to provide consumers with a real-time shopping experience. This feature enables the brand to introduce its products visually, demonstrate product usage through videos, create a more interactive and personalized shopping experience, and offer exclusive promotions or discounts that often trigger impulsive purchases among consumers.

This study aims to analyze the business model and sales platform development strategy of Glad2Glow on Shopee using the Business Model Canvas (BMC) approach, as well as to evaluate the effectiveness of the Shopee Video feature in increasing consumer purchase intention. Through this research, it is expected that a deeper understanding of digital marketing dynamics in the modern era can be achieved, particularly regarding how companies can optimize technology to enhance their competitive advantage. Furthermore, this study seeks to provide practical recommendations for business practitioners seeking to utilize Shopee Video as an effective digital marketing strategy.

LITERATURE REVIEW

E-Commerce dan Model Business

E-commerce has evolved into a digital trading system that enables companies to conduct transactions across borders without time limitations. Laudon and Traver (2022) explain that e-commerce involves utilizing the internet to manage buying and selling, distribution, and digital services. Similarly, Turban et al. (2023) state that e-commerce incorporates digital technologies to facilitate selling, purchasing, and business collaboration within online ecosystems. In the case of Glad2Glow, the business model falls under the B2C category, as products are sold directly to consumers through the Shopee marketplace. The digital business model can be analyzed using the Business Model Canvas (BMC), introduced by Osterwalder and Pigneur (2010), which consists of nine key components, including value proposition, customer segments, distribution channels, and key resources. Recent studies show that the BMC remains relevant for analyzing modern digital platforms. Ching and Fauzi (2022) found that innovation in value proposition and digital marketing channels significantly influences online business success. Likewise, Sfenrianto et al. (2023) emphasize that consumer data utilization and interactive feature integration have become essential aspects of marketplace business models. This literature is relevant to Glad2Glow in understanding how beauty products build value propositions through video content, social presence, and interactive customer experiences via Shopee.

Shopee Video and Live Commerce

Shopee Video is a short-form video feature designed to enhance interaction between brands and users. Recent research highlights the role of short video content in influencing purchasing decisions. Laaroiba (2023) found that short demonstration videos effectively strengthen users' confidence in the authenticity and benefits of skincare products. This aligns with Cai and Wohn (2022), who argue that short-form video content accelerates conversion by providing concise, visually appealing information. Live commerce functions as a video-based marketing strategy with significant impact on engagement and trust. Yang (2024) explains that real-time product demonstrations reduce consumer risk perception and simulate an experience similar to trying products physically. Similarly, Wijaya and Manaf (2022) assert that entertainment value and informative communication in live shopping directly contribute to enhanced trust and purchase intention. This literature supports the relevance of Shopee Video and Shopee Live for Glad2Glow, offering a platform for education, product demonstration, and direct interaction that strengthens sales conversion in the beauty sector.

Consumer Behaviour in Beauty Product Marketplaces

Beauty products have unique purchasing characteristics because consumers typically require visual proof and social validation before making decisions. Huwaida (2024) highlights that Indonesian youth are heavily influenced by visual content such as reviews and testimonial videos. Amalia et al. (2023) further note that impulsive buying behavior is often driven by engaging live demonstrations and active interactions between hosts and viewers. Moreover, Burhanudin and Puspita (2023) argue that trust in social commerce is built upon information quality, honest content presentation, and emotional support from user communities. Their findings suggest that skincare buyers actively seek real-use demonstrations, detailed explanations, and peer recommendations before purchasing. These insights validate the importance of video-based marketing and community content for beauty brands like Glad2Glow, which require strong visual validation to attract new customers.

Video Marketing in E-Commerce

Video marketing has become a key strategy for improving customer engagement. Yang et al. (2022) emphasize that video marketing enhances information retention and helps consumers better understand product benefits. Tutorials, reviews, and demonstrations are found to be more effective in generating purchase intention compared to static image content.

Zhang (2023) argues that integrating video content with direct purchase features improves conversion rates because users can buy products without leaving the video. Shopee Video utilizes this mechanism, offering in-video purchase buttons that enable fast and seamless transactions. This approach aligns strongly with the needs of beauty brands such as Glad2Glow, where video explanations of product usage can increase customer trust and help consumers make more confident decisions.

Sales Platform Development Strategies on Shopee

Literature on digital sales platform development indicates that a brand's success on marketplaces depends on its ability to manage content, leverage platform features, and adapt to consumer preferences. Setiawan et al. (2025) state that community interactions—such as comments, likes, and live chat—enhance seller credibility and strengthen long-term brand–consumer relationships. Additionally, Lestari et al. (2025) highlight that live shopping has become a core strategy in modern e-commerce because it reduces information gaps between sellers and buyers. They also note the importance of analytics tools, such as Shopee Analytics, in understanding buying patterns and optimizing content strategy. For Glad2Glow, the use of Shopee Video, loyalty programs, collaborations with complementary brands, and routine sales data analysis reflects the implementation of recommended digital platform development strategies.

Beauty Product Business Models in Online Marketplaces

The beauty industry in online marketplaces is highly competitive, making product differentiation essential. Amrullah and Siska (2021) argue that beauty brands integrating consumer education, authentic content, and visual promotions achieve higher conversion rates. Meanwhile, Kim and Lee (2023) explain that social presence and visual proof significantly shape consumer loyalty in the skincare sector. This literature reinforces the need for Glad2Glow to emphasize value propositions through educational video content, collaborations with credible influencers, and consumer engagement within digital communities to enhance brand loyalty and preference.

RESEARCH METHODOLOGY

This study employed a descriptive qualitative approach with an analytical focus on the Business Model Canvas (BMC) framework to examine and interpret Glad2Glow's business model and sales platform strategy.

1. Research Object:

The object of this research is Glad2Glow, an Indonesian local skincare brand that markets and sells its products through the Shopee E-commerce platform.

2. Data Sources:

- a) **Secondary Data:** Consists of promotional materials such as *Glad2Glow's Shopee Video advertisements*, product displays, and promotional visuals (images).
- b) **Literature Review:** Includes theoretical references on *E-commerce*, *business models*, and *digital marketing strategies* drawn from academic journals, books, and online resources.
- c) **Online Observation:** Conducted through the direct observation of Glad2Glow's promotional activities on Shopee Live, focusing on engagement techniques, promotional offers, and consumer interaction patterns.

RESULTS AD DISCUSSION

Business Model Canvas (BMC) Analysis of Glad2Glow on Shopee

To provide a comprehensive understanding of Glad2Glow's operational structure within the Shopee ecosystem, the Business Model Canvas (BMC) framework is applied to analyze the core elements of its digital business strategy. This analysis outlines the nine interrelated

components that shape the brand's value creation, value delivery, and value capture processes on the platform. The complete assessment is presented in Table 2.

Table 2. Business Model Canvas Analysis of Glad2Glow on Shopee

BMC Component	Analysis for Glad2Glow on Shopee
Customer Segments	The primary target market consists of female consumers aged 18–35 years who are interested in affordable local skincare products.
Value Proposition	Glad2Glow offers natural ingredient–based products, such as the <i>Blueberry 5% Ceramide Moisturizer</i> , which helps repair the skin barrier. The brand emphasizes competitive pricing and authentic product guarantees through its <i>Shopee Mall ORI</i> certification.
Channels	The brand utilizes Shopee Mall, Shopee Live, and Shopee Video as its main sales and engagement channels, complemented by social media platforms such as Instagram and TikTok to drive traffic to its Shopee store.
Customer Relationships	Customer relationships are developed through interactive engagement on Shopee Live, including live product demonstrations, Q&A sessions, and promotional giveaways to strengthen customer trust and loyalty.
Revenue Streams	Revenue is primarily generated through direct product sales on Shopee, supported by discount promotions, product bundling, and skincare set sales that encourage repeat purchases.
Key Resources	Core resources include a digital marketing team, high-quality skincare products, efficient inventory management, and a verified Shopee Mall account that enhances brand credibility.
Key Activities	Key operational activities involve live streaming sessions, short video content creation, online store management, and order and review handling to ensure customer satisfaction.
Key Partners	Strategic partnerships are maintained with Shopee as the primary platform, beauty influencers, and logistics and payment service providers to support smooth operations and marketing outreach.
Cost Structure	Major expenses include promotional costs (discounts, influencer collaborations), online store operational expenses, logistics, and paid advertising on the Shopee platform.

Sales Platform Development Strategy

Strengthening Glad2Glow's competitive position within the Shopee ecosystem requires the implementation of comprehensive strategies aligned with current digital market dynamics. In the context of intense competition among beauty brands, the effective use of Shopee Video, Shopee Live, and data-driven analytics becomes a crucial determinant in enhancing competitiveness and customer loyalty. The following strategies are formulated to support sales growth and reinforce brand presence within Shopee's platform-based marketplace.

a. Optimization of Shopee Video

Leveraging Shopee Video is essential for expanding product exposure while building a compelling narrative about the benefits of Glad2Glow products. Short-form video content is particularly effective because it aligns with current user behavior, where consumers prefer easily digestible, visually engaging information. To maximize this potential, Glad2Glow should produce educational video content, such as product usage tutorials, explanations of active ingredients, and skincare tips relevant to consumer needs. Educational content helps increase trust and strengthen consumer perceptions of product quality. Consistency in uploading videos also enhances algorithmic visibility, improving the likelihood of videos appearing in Shopee

Video recommendations. Glad2Glow can integrate storytelling with clear calls-to-action such as “view product” or “buy now” to optimize direct conversions from video content. Additionally, leveraging trending audio and popular video formats may accelerate organic reach. When executed well, video content becomes not only a promotional tool but also an educational medium that fosters deeper emotional connections between the brand and its consumers.

b. Scheduled Live Shopping

Within modern e-commerce ecosystems, live commerce has proven highly effective in increasing engagement and driving purchases through real-time interaction. Glad2Glow can benefit from establishing a consistent Shopee Live schedule, for instance, two to three sessions per week during peak traffic hours. A predictable schedule creates anticipation among loyal customers, encouraging them to return regularly for promotions or product demonstrations. During live sessions, Glad2Glow can showcase product demonstrations, present before–after comparisons, and address customer questions instantly. Prompt responses help reduce consumer hesitation and build greater trust in product effectiveness. Furthermore, offering exclusive deals such as flash sales, special product bundles, or purchase bonuses available only during live sessions can increase buying urgency. This aligns with the behavior of beauty consumers, who often respond strongly to attractive promotions and real-time product evidence. Host quality is another key determinant of success. A knowledgeable, engaging, and personable host can significantly influence viewer retention and conversion rates. Therefore, live shopping should be positioned not only as a sales channel but also as an interactive engagement tool that enhances brand credibility.

c. Influencer Collaboration

Collaborating with influencers especially beauty creators active on Shopee is an effective strategy for expanding Glad2Glow’s market reach. Influencers with engaged audiences provide strong social proof, which plays a critical role in shaping purchase decisions. Recommendations delivered through review videos, unboxing content, or joint live sessions often appear more authentic and credible compared to direct brand advertisements. Glad2Glow may collaborate with influencers of varying scales, from nano-influencers to macro-influencers, to reach diverse consumer segments. Nano-influencers typically offer higher engagement rates, while macro-influencers enhance brand visibility on a broader scale. These collaborations do not merely enhance exposure; they help build perceptions of quality through genuine testimonials. By engaging influencers, Glad2Glow can also strengthen its presence within the beauty community on Shopee, positioning the brand as a trusted and recognizable choice among skincare consumers.

d. Consumer Loyalty Programs

In highly competitive e-commerce environments, retaining existing customers is generally more cost-effective than acquiring new ones. Glad2Glow can develop consumer loyalty programs by utilizing Shopee’s voucher, cashback, and reward point features. Repeat buyers may be offered personalized incentives, such as exclusive discounts, birthday vouchers, or special promotional packages unavailable to new customers. The primary aim of loyalty programs is to encourage repeat purchases and increase customer lifetime value. Incentives also help reduce the likelihood of customers switching to competitors. To improve the effectiveness of loyalty initiatives, Glad2Glow can segment customers based on purchase frequency or transaction value, allowing for more personalized reward offerings. Personalization has been shown to positively influence customer satisfaction and long-term brand relationships.

e. Data-Driven Analysis with Shopee Insight

The ability to utilize data from Shopee Insight is a strategic advantage in crafting sales strategies that reflect actual consumer behavior. Data related to top-performing products, content effectiveness, audience demographics, and search patterns can guide more targeted

decision-making. For example, if the data suggests consumers are most active during evening hours, Glad2Glow can schedule key uploads and live sessions during that period to maximize engagement. Additionally, analytical insights enable Glad2Glow to identify products requiring restocking, determine the most effective content formats, and evaluate promotional strategies that yield the highest conversion rates. By adopting a data-driven approach, the brand can ensure its decisions are more measurable, efficient, and responsive to market fluctuations. Data analytics also facilitate continuous performance evaluation, enabling the refinement of marketing strategies over time.

CONCLUSION AND RECOMMENDATION

The analysis indicates that Glad2Glow adopts a Business-to-Consumer (B2C) E-commerce model, supported by the Shopee Video and Shopee Live features, which have proven effective in enhancing consumer trust and interaction. Through the application of the Business Model Canvas (BMC) framework, Glad2Glow successfully leverages its value propositions—including high-quality products, real-time consumer engagement, and attractive promotional strategies—to expand its market presence within the digital beauty sector. For recommendation, Glad2Glow can adopt the following strategic recommendations (a) Market Segmentation Expansion and broaden its target audience by introducing specialized skincare products for male consumers and teenagers, thereby increasing market coverage and brand inclusivity; (b) Video Content Innovation should be developed more engaging and authentic video content by featuring customer testimonials and visible product results, which can enhance consumer trust and purchase intention' (c) Customer Retention Enhancement' (d) Cross-Brand Collaboration and do Routine Sales Analytics Review.

REFERENCES

- Amalia, D., Pratama, A., & Zulkifli, R. (2023). *Factors influencing impulsive buying behavior in live streaming commerce*. Journal of Digital Business & Marketing, 11(2), 134–147.
- Amrullah, R., & Siska, M. (2021). *Digital differentiation strategy for beauty brands in online marketplaces*. Journal of Beauty and Digital Commerce, 4(1), 20–33.
- Ayuningtyas, R. (2024). *Interactive video content and consumer decision-making on beauty products in e-commerce platforms*. Journal of E-Commerce Insight, 5(1), 22–33.
- Burhanudin, A., & Puspita, D. (2023). *Determinants of trust in social commerce: The role of information quality and emotional support*. Journal of Social Commerce Studies, 4(2), 45–59.
- Cai, J., & Wohn, D. Y. (2022). *Short video content and its impact on consumer purchase journey in digital commerce*. Journal of Interactive Media & Retailing, 8(3), 101–118.
- Ching, R. K. H., & Fauzi, A. (2022). *Business model innovation for digital platforms in Southeast Asia*. Journal of Digital Business Models, 7(1), 12–25.
- Data observasi Shopee Glad2Glow (2025).
- Fadhilah, N., Rahmawati, S., & Yusuf, M. (2024). *Sharia-based trust factors in live commerce transactions*. International Journal of Islamic Economics and Digital Markets, 3(1), 55–68.
- Huwaida, S. (2024). *Digital behavior of young consumers in Indonesia: The influence of video-based e-commerce interactions*. Journal of Consumer Studies, 8(1), 41–53.
- Kim, H., & Lee, E. (2023). *Social presence and visual proof in online skincare purchasing behavior*. International Journal of Digital Consumer Research, 6(2), 77–90.
- Laaaroiba, N. (2023). *Pengaruh video pendek terhadap minat beli produk skincare*. Laaroiba Journal of Business & Technology, 7(3), 88–96.
- Laudon, K. C., & Traver, C. G. (2022). *E-commerce: Business, technology, and society* (16th ed.). Pearson.

- Lestari, F., Sari, A., & Gunawan, B. (2025). *The evolution of live shopping strategy in Southeast Asia's e-commerce*. Asian Journal of Digital Marketplaces, 6(1), 77–93.
- Mahyuzar, M., & Wardoyo, T. (2024). *Peran engagement dan ulasan dalam membentuk kepercayaan konsumen e-commerce*. Jurnal Manajemen dan Teknologi Online, 12(1), 15–27.
- Novita, R., & Lajj, F. (2024). *Influencer credibility and social presence in live commerce purchasing decisions*. Journal of Social Media Marketing, 9(2), 99–112.
- Osterwalder, A., & Pigneur, Y. (2010). *Business model generation*. John Wiley & Sons.
- Setiawan, H., Kusuma, R., & Widodo, F. (2025). *Community engagement and purchase intention in live streaming commerce*. Journal of Interactive Digital Economy, 4(1), 60–74.
- RIGGS Journal (2024). *Pengaruh Live Streaming, Online Review, dan FOMO terhadap Keputusan Pembelian Produk Glad2Glow di Platform TikTok*.
- Sfenrianto, C., Widyanto, M. A., & Prabowo, J. (2023). *Digital platform competitiveness through data analytics and interactive features*. Journal of Information Systems & Digital Innovation, 5(2), 144–159.
- Shopee Indonesia (2024). *Panduan Shopee Video dan Shopee Live*.
- Sunanto, S. (2024). *Determinants of flow experience and trust in live streaming commerce*. Journal of Interactive Marketing Asia, 3(4), 201–217.
- Turban, E., King, D., Lee, J., Liang, T. P., & Turban, D. (2023). *Electronic commerce: A managerial and social networks perspective* (10th ed.). Springer.
- Wijaya, M., & Manaf, A. (2022). *The effect of entertainment and informativeness on trust in live shopping streams*. Journal of Digital Retailing, 5(3), 130–140.
- Yang, L. (2024). *Reducing perceived risk through real-time product demonstration in live commerce*. Journal of Live Streaming & Digital Retail, 4(2), 55–69.
- Yang, X., Zhao, H., & Li, T. (2022). *The effectiveness of video marketing in online retail: Consumer perception and engagement*. Journal of Digital Marketing Research, 12(1), 40–55.
- Zhang, C. (2023). *Integrated video shopping and conversion optimization in mobile commerce platforms*. Journal of Mobile Retail & Innovation, 7(4), 66–82.