

The Impact of Social Media Influencers on Purchase Intention Towards Cosmetic Products in China

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ABSTRACT

The research aims to study the influence of Key Opinion Leaders (KOLs), social media influencers in China, on the perception and purchase intention of college age female consumers. For the between-subject experimental study, one group of respondents was shown the information for four products, while the 2nd group was shown both the product information and the product review given by a celebrity, and the 3rd group was shown the product information and a review provided by the well-known blogger and KOL on Little Red Book, one of the most popular social media platforms in China. Each participant in the survey were asked to assess their product attitude and purchase intention for each product. In order to determine the influence of the KOLs, An ANOVA analysis was performed on the data. The results indicate that celebrity KOLs exert a measureable influence on young female customers' perceptions of products and purchase intention but the popular blogger KOL does not. Additionally, there is a strong correlation between the product attitude and purchase intention.

Keywords: KOL, Purchase intention, Social Media, Social Media Influencers.

INTRODUCTION

Key opinion leader (KOL) is term frequently used by marketers in China. Different from the meaning in existing research, KOLs refers to social media influencers (Escobedo, 2017; Lawson, 2018). Influencers, also formally known as opinion leaders, are perceived to be experts in one subject that can exert impact on their “followers”. Despite with the rapid development of influencer marketing and a widely distribution of social media, few research has studied influencer marketing in the Chinese market, so little is known about how social media influencers in China influence young female customers on product attitude and purchase intention. Thus, there is a gap in the literature on the influence of KOLs in China on young female customers’ product attitude and purchase intention in terms of cosmetic products.

With the booming of Chinese digital market, influencer marketing has been widely adopted by companies to promote the sales, and social media influencers have become a prominent player on social media platforms in China like Weibo, WeChat, Little Red Book and Tik Tok. Specifically, Little Red Book is a typical example, which is a popular social media platform in China in which users can share product review and personal recommendations. KOLs like to offer product review and personal recommendations about cosmetic products on Little Red Book. More importantly, an increasing number of famous people are joining Little Red Book, such as well-known celebrities and skillful bloggers. For example, Kim Kardashian West recently created her own account in this platform, which stimulated widespread discussion on the Internet. Thus, it is of paramount importance to statistically verify whether celebrity and blogger KOL will influence young female customers’ product attitude and purchase intention that can provide a strong evidence for companies in China. Additionally, more research should be conducted in multiple facets so that the firm will gain more insight in developing marketing strategies in the future.

Generally speaking, the purpose of the research was to explore the influence of social media influencers in China on young female customers’ product attitude and purchase intention. To be more specific, firstly, the research was to explore the influence of celebrity and blogger KOL on young female customers’ attitudes on products and their purchase intentions. Then, it aimed to test the correlation between attitude and purchase intention.

DEFINITION OF TERMS

KOL: Key Opinion Leader, abbreviated as KOL, are social media influencers who often offer advice and recommendations to their “followers”.

Little Red Book: Little Red Book, also known as Xiaohongshu, is a popular social media beauty site in China that enables users to post personal recommendations about a product, service and other things to the public. It is the most popular platform for young female customers.

LITERATURE REVIEW

Influencer Marketing

Compared to traditional marketing methods such as pre-roll, banner and pop-up advertisement, influencer marketing is considered as less intrusive and more flexible for the public, and is gaining increasing popularity (Conick, 2018). In recent years, firms realized it

is beneficial to adopt influencer marketing as customers tend to trust product recommendations more from their favorite influencers and it is cost-effective to cooperate with influencers instead of traditionally investing on print and space (Sharma & Albus, 2018). Influencers have their own scales with regard to the level of engagement and size of network. Micro-influencers are individuals who are closely engaged with customers within their social network and will have a direct impact on their behavior, while macro-influencers are people who can bring different levels of leadership to a more general audience (Brown & Fiorella, 2014).

Academically speaking, those who can play a key role as influencers in influence marketing are opinion leaders. Opinion leaders are defined as individuals who have expertise in a specific subject and tend to offer information and advice to their “followers” (Weimann, Tustin, van Vuuren, & Joubert, 2007). The concept was originated from two-step flow theory in a presidential election campaign that stated the information as well as influence firstly move from mass media to opinion leaders, and then pass from opinion leaders to their followers (Katz, 1957). Nevertheless, criticism came out asserting that the process of interpersonal communication was not as easy as two-step flow model, but rather, opinion leaders are both disseminators and recipients because people who influence others are influenced by other groups as well, which is known as multi-flow model (Weimann, 1982).

According to previous papers, opinion leaders are considered to be more knowledgeable in one field, exposed to the media, more involved in social activities, more interested in the field Weimann (1982) and more accessible to the information (Himmelboim, Gleave and Smith, 2009). With regard to the function, Chau & Hui (1998) listed three types of impacts opinion leaders exert: 1) acting as a role model for imitation, 2) providing information and 3) offering recommendations and directions.

Social Media Influencer

Social media facilitates the spread of information as well as influence that enables a large quantity of opinion leaders to become brand ambassadors (Conick, 2018). Marketers find it paramount to target well-connected influencers to drive the conversation that can benefit the brand (Roberts, 2010). YouTube, Facebook, Twitter and Instagram are vivid examples of platforms in many countries. In China, social media influencers are actively involved in Little Red Book, Weibo, WeChat and other platforms, and they possess a unique name, KOL. In the current literature, the term KOL is mostly written on research papers in pharmaceutical and medical field (Lim, Mohd Radzol, Cheah, & Wong, 2017). Nevertheless, with the booming of Chinese digital market, it becomes a specific term being used in China to refer to social media influencers (Escobedo, 2017; Lawson, 2018).

Regarding social media influencers, the number of followers was proved to be one of measurements of the size of network to predict opinion leadership (De Veirman, Cauberghe, & Hudders, 2017; Feng, 2016). Referring to Association of National Advertisers in the report, micro-influencers have 50 to 25,000 followers on social media, mid-level influencers have 25,001 to 100,000 followers, and macro-influencers have over 100,000 followers (Conick, 2018). Companies prefer to educate and encourage selected macro-influencers who have a large network to release favorable brand messages through their social media channels (Brown & Fiorella, 2014).

In China, KOLs are highly exposed to online platforms such as Weibo, WeChat, Little Red Book and Tik Tok. According to Ashley Galina Dudarenok, a China marketing expert, there are five types of Chinese KOLs (Escobedo, 2017):

- 1) Celebrities include actors, singers and TV personalities, but the cost of collaborating with them tend to be high.

- 2) Web celebrities, are also known as “wanghong”. Papi Jiang was a great example, who is famous for her humorous short video podcasts.
- 3) Bloggers who build a community based on their expertise often write product reviews after their personal experience.
- 4) “WeMedia” are smaller media companies that are run by former or current journalists.
- 5) Industry experts are the professional who possess abundant knowledge in a specific industry.

In the cosmetic industry, celebrities, web-celebrities and bloggers are popular social media influencers in China. Specifically, an increasing number of celebrities and bloggers started to join Little Red Book, while numerous web-celebrities like to develop their own brands.

Influence of Social Media Influencers on Product Attitude

Brown & Hayes (2007) defined the influence as the power to exert an impact on a person, thing or event, which can vary from attitudes to direct purchase decision. Instagram influencers who can generate persuasive messages can change their followers’ attitude and acceptance towards a product (Huhn, Brantes Ferreira, Sabino de Freitas, & Leão, 2018). Nevertheless, few research has explored the individual effect of celebrity and blogger on product attitude as social media influencers. Referring to the influence of social media influencers on product attitude, hypotheses were formulated in the following:

- H1-a: Blogger KOLs will exert a positive influence on young female customers’ product attitude.
- H1-b: Celebrity KOLs will exert a positive influence on young female customers’ product attitude.

Influence of Social Media Influencers on Purchase Intention

Purchase intention refers to a motive to buy certain products or services in the future (Cheung & Thadani, 2012). Spears & N. Singh (2004) defined purchase intention as “an individual’s conscious plan to make an effort to purchase a brand.” A sales forecast survey demonstrated 75.3% of participants in the “definitely will buy” category finally bought the goods during the six month period (Whitlark, Geurts, & Swenson, 1993). Thus, it is convinced purchase intention is a reliable indicator to predict the actual purchasing behavior. As offline opinion leaders, college students who have a higher level of centrality within the group have a positive effect on their peers’ purchase intention on paid mobile applications (Chen, Tsai, & Ann, 2018). As online opinion leaders, social media influencers’ product match-up and meaning transfer is positively correlated to customers’ purchase intention (Lim, Mohd Radzol, Cheah, & Wong, 2017). The same as product attitude, hypotheses concerning purchase intention were shown below:

- H2-a: Blogger KOLs will exert a positive influence on young female customers’ purchase intention.
- H2-b: Celebrity KOLs will exert a positive influence on young female customers’ purchase intention.

Product Attitude and Purchase Intention

In addition, based on existing literature, the attitude is significantly correlated to purchase intention. The attitude towards the brand has a strong positive relationship with purchase intention (Spears & N. Singh, 2004). Also, the product attitude is significantly

correlated to purchase intention (Chiou, 1998; Wang, Yu, & Wei, 2012). Thus, the hypothesis was formulated:

- H3: There is a positive correlation between product attitude and purchase intention.

Conceptual Framework

Figure 1 (Appendix) illustrates the conceptual framework, in which hypotheses were generated based on previous literature.

There are five hypotheses, listed as follows.

- H1-a: Blogger KOL will exert a positive influence on young female customers' product attitude.
- H1-b: Celebrity KOL will exert a positive influence on young female customers' product attitude.
- H2-a: Blogger KOL will exert a positive influence on young female customers' purchase intention.
- H2-b: Celebrity KOL will exert a positive influence on young female customers' purchase intention.
- H3: There is a positive correlation between product attitude and purchase intention.

METHODOLOGY

Setting

There are numerous social media platforms where KOL are actively involved, while Little Red Book is one of the most popular one. It is a platform in which every user is able to post their recommendation on a specific product to the public. Famous people, in particular bloggers and celebrities have created and growth their accounts and started to communicate their product reviews and advice to the public. It is noteworthy that Kim Kardashian West also opened her account on Red Little Book recently, which symbolizes the beginning of their expansion on the marketplace in an international level. Thus, it is reasonable to use Red Little Book as the background of this experimental study.

Research Design and Data

The experiment was a between-subject experimental design. A survey with five-point scales was conducted for data gathering that turns out to be a reliable method. Bredahl (2001) adopted response scales from "extreme avoidance intention" to "extreme purchase intention" in the survey to measure purchase intention. In business, a survey that investigates customers' purchase intention is usually conducted when companies plan to forecast sales of a new or modified product (Whitlark, Geurts, & Swenson, 1993).

Sampling Procedure

The survey was conducted over a 45-day period. Quota sampling was adopted, which is a non-probability sampling technique in which the sample has some shared characteristics. In this case, the respondents were self-identified as female college students reached through a shared QR code and the link via social media.

Methods and Instruments of Data Gathering

Before designing the survey, the researcher searched for the information needed in the experimental stage, revealed in Table 1 (Appendix). Firstly, four KOLs were selected on RED. Within each group, two KOLs who are either celebrity or blogger have a similar number of followers on the platform, less than 20,000. After having targeted on specific KOLs, the researcher chose one of their recommendations on a certain product. Later on, the researcher found out the basic information of products from official authorities. However, in order to eliminate external factors, the name of KOL was removed in the experimental stage, so respondents could only see the identity of KOL.

The survey was designed through Qualtrics, divided into three parts. Firstly, the question of gender ensured the conformity of our expectation on the sample as females. In the second part, questions involved assessing the product attitude and purchase intention about four products. The information of goods was illustrated in photos for respondents. Two versions of pictures were designed, wherein one version only included the basic information of products (brand name, name of the product, volume, price, skin type, function and description). The other version consisted of not only basic information but also product review generated by KOLs on Little Red Book. After the two versions of photos were classified into two groups, randomizers were added in the survey flow so the two groups of pictures would be mutually exclusive to each other for participants. Also, the two groups of images were evenly distributed.

In the third part, another two demographic question was asked (age, hometown). Also, additional questions investigated respondents' usage rate of KOL platforms, names of platforms, number of following KOLs and monthly budget on cosmetics, respectively. The instrument used 5-point scale to measure product attitude, purchase intention and usage rate, shown in Table 2 (Appendix).

Statistical Treatment

Shown in Figure 2 (Appendix), four groups will be classified out of total responses for data analysis. First of all, responses were sorted into two groups based on whether respondents have seen the product review generated by KOLs. Furthermore, another two groups were classified according to the type of KOLs (celebrity and blogger) whose content has been seen. Regression and ANOVA were adopted to statistically test the hypotheses.

ANALYSIS

Descriptive Data

According to the results of survey, 181 females completed the survey. In terms of age, 100% of participants' responses used in the analysis ranged from 18 to 22. In addition, the survey shows only 3% of females said they never use social media platforms to seek recommendations when purchasing cosmetic products. Meanwhile, 35% respondents use social media most of the time to look for advice on cosmetics while 21% always do it. As for the platform, Little Red Book (76%), Weibo (66%), WeChat (48%) and Bilibili (28%) are the most popular ones among young female customers.

The Influence of KOL on Product Attitude

In order to specifically study the influence of blogger and celebrity KOL, three groups of responses had been analyzed: 1) no KOL, 2) blogger KOL, and 3) celebrity KOL. Table 3 (Appendix) illustrates the description of data. As for the product attitude, the control group

(no KOL) has the mean of 3.3261, the blogger group has the mean of 3.4944, and the celebrity group has the mean of 3.5618.

Multiple comparisons were adopted to explore the influence of celebrity and blogger KOL in detail, illustrated on Table 4. (Appendix). The table indicates that there is a significant difference ($p=0.041$, mean difference= 0.23571) between the group with influence of celebrity KOL and the group with no influence of KOL. However, no difference on product attitude is found ($p=0.195$, mean difference= 0.16830) between the group with the influence of blogger KOL and the group with no influence of KOL. Also, there is no significant difference ($p=0.823$, mean difference= 0.06742) between celebrity group and the blogger group.

As a result, it is concluded that celebrity KOL has a significant influence on young female customers' product attitude while blogger KOL does not. In addition, there is no significant difference on product attitude between celebrity and blogger KOL. The influence of celebrity KOL in the result is supported by previous studies (Huhn et al., 2018). As for the blogger KOL, the result is not supported.

The Influence of KOL on Purchase Intention

As indicated in Table 5 (Appendix), for the purchase intention with no influence of KOL, the mean was 2.9891. With regard to the blogger group, the mean of purchase intention was 3.1124, while the celebrity group has the mean of 3.3820.

To study the influence of celebrity and blogger KOL, respectively, more analysis has been carried out. As indicated in Table 6 (Appendix), the group with the influence of celebrity KOL has a significantly larger mean than the group with no influence of KOL ($p=0.000$, mean difference= 0.39289). In addition, the group with the influence of celebrity KOL has a significantly larger mean than the group with influence of blogger KOL ($p=0.060$, mean difference= 0.26966). However, there is no significant difference ($p=0.453$, mean difference= 0.12323) between the blogger group and the control group.

As a result, it is concluded that celebrity KOL has a significant influence on young female customers' purchase intention while blogger KOL does not. The result on celebrity KOL is consistent with the findings on the influence of social media influencers by (Lim et al., 2017), but it is contradictory when it comes to the result on blogger KOL.

The Correlation between Product Attitude and Purchase Intention

The results found out that there is a significant correlation between product attitude and purchase intention. Table 7 (Appendix) shows the significance level ($p=0.000$), while Table 8 (Appendix) demonstrates R square to be 0.525, an indicator for strong correlation. The result is supported by previous works that proved the positive correlation between product attitude and purchase intention (Chiou, 1998; Spears & N. Singh, 2004; Wang et al., 2012).

DISCUSSION and IMPLICATIONS

In this study, we explored the influence of KOL on young female customers' product attitude and purchase intention towards cosmetics product. In the survey, two sets of questionnaire were evenly distributed to participants to test the difference on response based on the influence of KOL. The results show that celebrity KOL has a significantly positive influence on female customers' product attitude and purchase intention, but blogger KOL does not. In addition, female customers' purchase intention differs by the attribute of KOL

(celebrity or blogger). Last but not least, there is a strong positive correlation between customers' product attitude and purchase intention. Table 9 (Appendix) demonstrates the results for hypothesis testing.

The study indicates that celebrity KOL is becoming a crucial player in the current marketing campaign of beauty industry because people who have seen the product review generated by them will be likely to have a more positive product attitude and a higher level of purchase intention towards cosmetic products. Nonetheless, the identity of blogger KOL cannot exert the same effect. Customers tend to have a significantly higher level of purchase intention on cosmetics when they see a celebrity's product review, while buyers are not influenced solely by the identity of blogger when seeing the product advice. Thus, even though the cost of collaborating with celebrity is generally higher than that of blogger, celebrity KOL seems to be a stronger identity in influencer marketing.

LIMITATIONS

There are three limitations of the study. Firstly, the sample of the survey were all Chinese university students. Thus, the subject is limited to the physical location as well as the age range, and it fails to consider students in other areas and young working females. Secondly, the experimental study only adopted the text as the way KOL communicates to the public. In reality, however, video has become a more popular and attractive way of communication used by KOL and received by the public. Thirdly, the study does not measure how respondents perceive KOL and corresponding product review, which can be an evidence to explain the hiding reason behind such results. On the contrary, it only shows the identity of KOL to participants.

RECOMMENDATION FOR FUTURE WORK

There are a few recommendations on the future work. To begin with, it is suggested that more research on social media influencers in other Chinese platforms such as Weibo can be conducted in the future. Additionally, future research might use video in the experiment to explore KOL's influence. Also, in order to verify the influence of celebrity and blogger, real KOL can be shown to the subject with assessment on the perception towards KOL and their content, instead of merely showing the identity of KOL as celebrity or blogger. Researchers can also focus on studying the factors that can stimulate young female customers to follow the blogger KOL in social media sites.

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APPENDIX A: DATA

Q1. What is your Gender (we would like to have female participants to complete the survey)?

Options	Number
Female	181
Male	0

(there are two versions from Question 2 to Question 9)

Alternative 1

Q2. Do you like the product? (Product A)

Options	Number
Dislike	6
Slightly dislike	5
Neither dislike or like	39
slightly like	31
Like	11

Q3. Will you purchase the product?

Options	Number
Definitely not	5
Probably not	24
Might or might not	22
Probably	36
Definitely	5

Q4. Do you like the product? (Product B)

Options	Number
Dislike	6
Slightly dislike	6
Neither dislike or like	35
slightly like	27
Like	18

Q5. Will you purchase the product?

Options	Number
Definitely not	7
Probably not	22
Might or might not	26
Probably	24
Definitely	13

Q6. Do you like the product? (Product C)

Options	Number
Dislike	13
Slightly dislike	13
Neither dislike or like	41
slightly like	17
Like	8

Q7. Will you purchase the product?

Options	Number
Definitely not	17
Probably not	31
Might or might not	21
Probably	20
Definitely	3

Q8. Do you like the product? (Product D)

Options	Number
Dislike	6
Slightly dislike	6
Neither dislike or like	34
slightly like	29
Like	17

Q9. Will you purchase the product?

Options	Number
Definitely not	5
Probably not	18
Might or might not	35
Probably	31
Definitely	3

Alternative 2

Q2. Do you like the product? (Product A)

Options	Number
Dislike	1
Slightly dislike	3
Neither dislike or like	36
slightly like	35
Like	14

Q3. Will you purchase the product?

Options	Number
Definitely not	4

Probably not	13
Might or might not	30
Probably	34
Definitely	8

Q4. Do you like the product? (Product B)

Options	Number
Dislike	1
Slightly dislike	6
Neither dislike or like	41
slightly like	20
Like	21

Q5. Will you purchase the product?

Options	Number
Definitely not	6
Probably not	13
Might or might not	28
Probably	22
Definitely	20

Q6. Do you like the product? (Product C)

Options	Number
Dislike	3
Slightly dislike	6
Neither dislike or like	48
slightly like	22
Like	10

Q7. Will you purchase the product?

Options	Number
Definitely not	7
Probably not	21
Might or might not	38
Probably	20
Definitely	3

Q8. Do you like the product? (Product D)

Options	Number
Dislike	4
Slightly dislike	7
Neither dislike or like	35
slightly like	25
Like	18

Q9. Will you purchase the product?

Options	Number
Definitely not	4
Probably not	14
Might or might not	28
Probably	33
Definitely	10

Q10. What is your age?

Options	Number
18	14
19	28
20	52
21	52
22	28
Others	7

Q11. Which city are you from?

Options	Number
Hangzhou	23
Wenzhou	21
Ningbo	18
Taizhou	8
Jiaxing	7
Chengdu	5
Chongqing	5
Wuhan	5
Others	89

Q12. How often do you use social media platforms to seek recommendations when purchasing cosmetic products?

Options	Number
Never	5
Sometimes	50
About half the time	25
Most of the time	63
Always	38

Q13. Please choose the following platforms that you use to seek recommendations on cosmetic products (You are free to choose more than one answer).

Options	Number
Little Red Book	138
Weibo	119
WeChat	87
BiliBili	50
Tik Tok	18
Others	4

Q14. How many key opinion leaders (KOLs) do you follow on these platforms whom you obtain advice from on cosmetic products?

Options	Number
Equal to or less than 10	78
11 to 20	56
21 to 30	28
More than 30	19

Q15. How much will you spend on cosmetic products every month?

Options	Number
Equal to or less than 500	96
501-1000	55
1001-1500	18
1501-2000	5
2001-2500	4
2501-3000	2
More than 3000	1

APPENDIX B: FIGURES AND TABLES

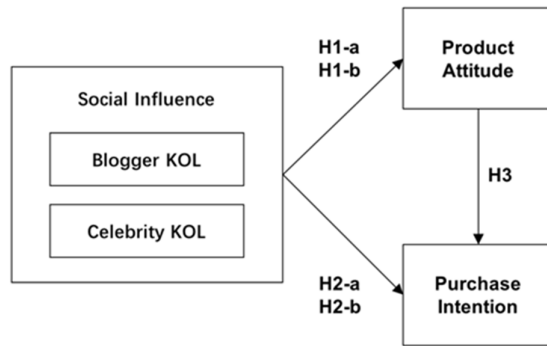


Figure 1. Conceptual Framework

ID	Group	Username	Number of followers (k)	Attribute	Recommended Product
1	A	吃粽子的喵	486	Blogger	Colourpop Flexitarian Super Shock Highlighter
2		乔欣 Bridgette	494	Celebrity	Bifestar Eye Makeup Remover
3	B	66 姨太太	1,032	Blogger	KENZO World Eau de Toilette
4		何穗	1,028	Celebrity	Tarte tartelette in bloom clay palette

Table 1. Information required for Survey

Scale	Product Attitude	Purchase Intention	Usage Rate
1	Dislike	Definitely not	Never
2	Slightly dislike	Probably not	Sometimes
3		Might or might not	About half of the time
4	Slightly like	Probably	Most of the time
5	Like	Definitely	Always

Table 1. Likert Scale

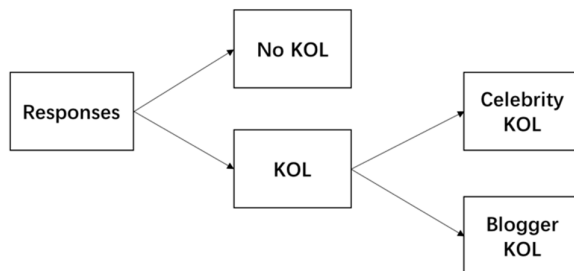


Figure 2. Classification of Responses

Report

Product Attitude

Attribute of KOL	Mean	N	Std. Deviation
No KOL	3.3261	368	1.08855
Blogger	3.4944	178	.87170
Celebrity	3.5618	178	1.00231
Total	3.4254	724	1.02187

Table 2. Descriptions on Product Attitude

Multiple Comparisons

Dependent Variable: Product Attitude
Scheffe

(I) Attribute of KOL	(J) Attribute of KOL	Mean Difference (I-J)	Std. Error	Sig.	90% Confidence Interval	
					Lower Bound	Upper Bound
No KOL	Blogger	-.16830	.09294	.195	-.3681	.0315
	Celebrity	-.23571*	.09294	.041	-.4355	-.0359
Blogger	No KOL	.16830	.09294	.195	-.0315	.3681
	Celebrity	-.06742	.10791	.823	-.2994	.1645
Celebrity	No KOL	.23571*	.09294	.041	.0359	.4355
	Blogger	.06742	.10791	.823	-.1645	.2994

*. The mean difference is significant at the 0.1 level.

Table 4. Multiple Comparison on Product Attitude

Report

Purchase Intention

Attribute of KOL	Mean	N	Std. Deviation
No KOL	2.9891	368	1.09240
Blogger	3.1124	178	.99078
Celebrity	3.3820	178	1.10475
Total	3.1160	724	1.08189

Table 3. Description of Data on Purchase Intention

Multiple Comparisons

Dependent Variable: Purchase Intention
Scheffe

(I) Attribute of KOL	(J) Attribute of KOL	Mean Difference (I-J)	Std. Error	Sig.	90% Confidence Interval	
					Lower Bound	Upper Bound
No KOL	Blogger	-.12323	.09782	.453	-.3335	.0870
	Celebrity	-.39289*	.09782	.000	-.6032	-.1826
Blogger	No KOL	.12323	.09782	.453	-.0870	.3335
	Celebrity	-.26966*	.11357	.060	-.5138	-.0255
Celebrity	No KOL	.39289*	.09782	.000	.1826	.6032
	Blogger	.26966*	.11357	.060	.0255	.5138

*. The mean difference is significant at the 0.1 level.

Table 4. Multiple Comparison on Purchase Intention

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.488	.097		5.027	.000
	Product Attitude	.767	.027	.725	28.260	.000

a. Dependent Variable: Purchase Intention

Table 5. Coefficient between Product Attitude and Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725 ^a	.525	.525	.74600

a. Predictors: (Constant), Product Attitude

Table 6. Regression Analysis

Hypothesis	Results
H1-a: Blogger KOL will exert a positive influence on young female customers' product attitude.	Not supported
H1-b: Celebrity KOL will exert a positive influence on young female customers' product attitude.	Supported
H2-a: Blogger KOL will exert a positive influence on young female customers' purchase intention.	Not supported
H2-b: Celebrity KOL will exert a positive influence on young female customers' purchase intention.	Supported
H3: There is a positive correlation between product attitude and purchase intention.	Supported

Table 7. Hypothesis Testing Results