

# Research on the impact of recommendations from beauty opinion leaders on social platforms on women's consumption intentions

## Guo Guo

School of Media and Communications, Chongqing University of Posts and Telecommunications, Chongqing, 400065, China

Email: guoguoprincess@icould.com

### Abstract:

Based on the continuous development of marketing in the field of beauty and cosmetics, the recommendation form of beauty opinion leaders has become prevalent on social platforms. Beauty is one of the most representative industries, where women are the primary consumers, and their emerging consumption personalities are also prominent. This study proposes an investigation into how the suggestions of beauty opinion leaders have influenced the consumption psychology of female consumers. The focus of this article's study is a phenomenon occurring on social platforms, employing a questionnaire survey method. Its research is more aligned with the social reality of internet users.

**Keywords:** beauty products, purchase intention, opinion leaders, emotional trust

## 1. Introduction

### 1.1 Research significance

In the era of self-media, social media has emerged as the primary social learning platform, and beauty products have become a hotly debated category due to their affordable prices and their ability to captivate the attention of female demographics. As a novel marketing model, recommendations from beauty opinion leaders exert a significant influence on consumers' purchasing decisions [1]. This study endeavors to explore the theoretical and practical implications of this phenomenon.

In terms of practical significance, the recommendations of opinion leaders diminish the cost for

consumers in acquiring product information and influence their purchase intentions. It is advisable for consumers to make informed choices and economize; concurrently, beauty opinion leaders should endeavor to enhance their service quality. Corporate merchants, on their part, should refine their marketing strategies and product offerings, while social platforms ought to optimize their advertising ecosystems.

In terms of theoretical significance, beauty, as a social necessity for women, has been extensively researched. However, there is scant research on the recommendations made by beauty opinion leaders. This study aims to augment the theoretical understanding of the impact of beauty opinion leaders' popularity and professionalism on women's consumer psychology.

## 1.2 Research objectives

Explore the effectiveness of the professionalism and popularity of opinion leaders' recommendations in the field of beauty and cosmetics on social platforms in influencing women's consumption intentions.

## 1.3 Research content

The study explores how the professionalism and popularity of beauty opinion leaders influence consumers' emotional trust and purchase intention. In the Internet era, information has become easy to obtain, and the popularity of opinion leaders is closely related to consumer purchasing behavior<sup>[2-4]</sup>. High-profile opinion leaders can enhance consumers' halo effect and increase purchase intention. Since there is so much information about modern products, it is difficult for consumers to make the best choice. Professional recommendations from beauty opinion leaders can enhance consumer confidence and promote purchasing decisions. Based on this, a hypothesis is made:

H1: The popularity of beauty opinion leaders on social platforms has a positive impact on women's purchase intention.

H2: The professionalism of beauty opinion leaders on social platforms has a positive impact on women's purchase intention.

Famous people have a greater impact on emotional trust. When consumers seek professional advice to purchase high-quality and affordable products, these opinions can significantly influence their purchasing decisions<sup>[5]</sup>. GILLY (2003) pointed out that the stronger the professional ability of the communicator, the more trust consumers have and the higher their purchase intention. This study found that recommendations from opinion leaders who focus on the beauty field are more likely to be accepted than those from opinion leaders in all fields, and can better reflect product value. This makes the following assumptions:

H3: The popularity of beauty opinion leaders on social platforms has a positive impact on the emotional trust of female consumers.

H4: The professionalism of beauty opinion leaders on so-

cial platforms has a positive impact on the emotional trust of female consumers.

Emotional trust is trust based on emotion, emphasizing its perceptual characteristics. Research shows that emotional trust plays a mediating role in consumers' purchase intention, affecting purchasing behavior and stimulation<sup>[6-8]</sup>. When the authenticity and professionalism of a product are guaranteed, consumers trust the recommendations of opinion leaders more and believe that the product is more in line with expectations, thereby enhancing their sense of trust. Based on this, a hypothesis is made:

H5: Emotional trust has a mediating effect on the popularity and purchase intention recommended by beauty opinion leaders.

H6: Emotional trust has a mediating effect on the professionalism recommended by beauty opinion leaders and purchase intention.

## 2. Questionnaire design

### 2.1 Questionnaire design ideas

The paper uses field investigation method to obtain the data needed for the research. Since the variables used in this study are all latent variables, when preparing the questionnaire, existing relatively complete measurement methods were used, and a more understandable method was adopted for some questions. This study developed the final questionnaire through pre-testing and surveys of relevant experts. The theoretical model constructed was verified through a questionnaire survey. In this process, we used consumer purchase intention (professionalism, popularity) as the dependent variable and opinion leaders on the beauty product website as the independent variable, and introduced the moderating role of the intermediate variable emotional trust. In addition, corresponding measurement tools need to be developed, mainly including the three dimensions of beauty opinion leadership, emotional trust and consumer purchase intention (professionalism, popularity), to explore the relationship between independent variables and dependent variables.

**Table 1 Variable sample table**

variable	sample size	minimum value	maximum value	average value	median	standard deviation
opinion leader	580	1.00	5.00	3.742	3.800	0.783
Professionalism	580	1.00	5.00	3.987	4.000	0.720
popularity	580	1.00	5.00	3.743	3.800	0.652
emotional trust	580	1.00	5.00	3.714	3.800	0.809

Based on this, this project plans to start with personal basic information and use Likert's five-point question-an-

swer method to measure beauty online opinion leaders, emotional trust and consumer purchase intentions (professionalism, popularity). The questionnaire of this survey tried to use an internationally recognized and mature scale for research, and used it as the measurement tool in this study. Finally, in this survey, a mature measurement tool was selected, taking into account the real working status

and consumer characteristics of beauty online opinion leaders, and conducted the survey in the “live broadcast” scenario, and conducted a test on some of the words Corresponding modifications are made to ensure that the measurement results are reasonable and valid, and to prepare for future research.

**Table 2 Variable hypothesis statistical table**

variable	hypothesis	Assumption content	effect
Opinion leader	H1	The popularity of beauty opinion leaders on social platforms has a positive impact on women’s purchase intention	forward
	H2	The professionalism of beauty opinion leaders on social platforms has a positive impact on women’s purchase intention	forward
Consumer purchase intention (professionalism, popularity)	H3	The popularity of beauty opinion leaders on social platforms has a positive impact on the emotional trust of female consumers	forward
	H4	The professionalism of beauty opinion leaders on social platforms has a positive impact on the emotional trust of female consumers	forward
emotional trust	H5	Emotional trust has a mediating effect on the popularity and purchase intention recommended by beauty opinion leaders	intermediary
	H6	Emotional trust has a mediating effect on the professionalism and purchase intention recommended by beauty opinion leaders	intermediary

2.2. Explanatory variable measurement scale

**Table 3 Opinion leadership measurement scale**

Measured variables	Measurement items	Reference sources
opinion leader	Bloggers can make effective evaluations of the beauty products they recommend	Gong Xiaoxiao et al. (2019); Xu Yue et al. (2021); Li Qi et al. (2021); Wei Jianfeng et al (2022)
	The blogger’s live broadcast scene and atmosphere can attract me	
	Bloggers interact with consumers to provide timely information on beauty products and answer all questions.	
	The blogger has a reputation and prestige in society, and I think the beauty products he recommends will be more secure.	
	The blogger has extensive knowledge about the beauty product and I trust the quality of the beauty product he recommends.	

Opinion leaders usually have high professional knowledge or experience in a certain field, and consumers are more likely to trust their recommendations, thereby increasing their purchase intention. When opinion leaders recommend a product or brand, their followers may consider it a trustworthy choice, enhancing their identification with the product and desire to purchase it<sup>[9-11]</sup>.

Opinion leaders share their opinions and experiences through social media, blogs or other platforms, which can quickly spread information and influence a wider consumer group<sup>[12]</sup>. Cooperation with well-known opinion leaders can enhance the brand’s visibility and image, causing consumers to have more positive associations with the brand, thereby promoting purchases. The emotional connection

between opinion leaders and their followers also affects purchase intention<sup>[13,14]</sup>. Consumers may be more inclined to purchase products recommended by opinion leaders because they like and trust them.

**Table 4 Purchase Intention (Familiarity) Measurement Scale**

Measured variables	Measurement items	Reference sources
popularity	I can clearly identify well-known beauty opinion leaders on social platforms	Scott et al. (2000); Jillian et al. (2001); Verhoef et al. (2005); Zhang Guozheng et al (2017)
	I strongly trust the recommendations of the beauty influencers I follow	
	I think the popularity of a beauty influencer affects my receptiveness to their product recommendations	
	I feel emotional resonance with beauty influencer content and feel that what they share is in line with my needs	
	I tend to buy products recommended by well-known beauty opinion leaders	

Consumers are more likely to buy products recommended by opinion leaders or brands who are considered to have professional knowledge and skills<sup>[15]</sup>. When consumers believe that an opinion leader is professional in the field of beauty, they are more likely to trust the products they recommend. Professionalism can enhance consumers' trust in brands or opinion leaders<sup>[16-18]</sup>. Consumers generally view professional recommendations as more reliable, thereby increasing their purchase intention. Professionalism is often related to the accuracy and authority of

information. Consumers are more willing to buy products recommended by professionals because they believe these products can meet their needs<sup>[19]</sup>. Opinion leaders or brands with high professionalism usually create a better brand image, attract consumers' attention, and thereby increase purchase intention. Professional presentation not only increases consumers' trust, but may also establish an emotional connection, making consumers more willing to support and purchase products recommended by these professionals.

**Table 5 Purchase intention (professionalism) measurement scale**

Measured variables	Measurement items	Reference sources
Professionalism	I think the beauty influencers I follow have a wealth of expertise in beauty	Parasuraman et al. (1988); Spears et al. (2004); Bi Xuemei (2004); Li Lei (2019)
	I feel very trustworthy in the beauty advice provided by beauty influencers	
	I believe the information shared by beauty influencers is accurate and professionally based	
	I think the techniques shown by beauty influencers in their videos or posts are very professional	
	I am more likely to trust beauty opinion leaders who demonstrate high professionalism	

Emotional trust is consumers' trust in the quality of beauty products, related certifications of beauty products, the reliability of live broadcast scenes, and the professionalism and integrity of bloggers. This trust is based on consum-

ers' comprehensive evaluation of the product information displayed during the live broadcast, the blogger's words and deeds, and the services provided by the platform<sup>[20]</sup>.

**Table 6 Emotional trust measurement scale**

Measured variables	Measurement items	Reference sources
emotional trust	I believe that interactions between beauty bloggers and me are sincere and trustworthy	Pavlou et al. (2004); Kuan et al. (2007); Kim et al. (2018); Zhang Henan (2022)
	I believe that the cosmetics business is capable of meeting my needs and is very reliable.	
	I believe that the product information published by beauty products is true and reliable	
	I believe that beauty product manufacturers will have the best interests of consumers in mind	
	Overall, beauty product bloggers are trustworthy	

### 2.3 Sample data

As shown in the descriptive statistical analysis of sample data in Table 7, in this questionnaire survey, there were no male participants. The basic survey was based on the high participation and attention of the female group in beauty products, and women played a more active role in purchasing them. Role.

In terms of age structure, the proportion of young people among the respondents is relatively high, with 92 people aged 25 and under, accounting for 15.9%, 116 people aged 26 to 35, accounting for 20.0%, and 330 people aged 36 to 55, accounting for 20.0%. The ratio is 56.9%, and there are 42 people aged 56 and above, accounting for 7.2%. The ages are mainly concentrated between 26 and

55 years old, accounting for 76.9% of the total sample.

In terms of consumer education level, 60 people have a high school degree or below, accounting for 10.3%, 88 people have a college degree, accounting for 15.2%, 288 people have a bachelor's degree, accounting for 49.7%, and 144 people have a graduate degree or above, accounting for 24.8% ; Among them, the number of people with a bachelor's degree or above is the largest, accounting for 74.5%.

In terms of occupation type, there are 60 students, accounting for 10.3%, 114 teachers, accounting for 19.7%, 179 employees of government or public institutions, accounting for 30.9%, 102 corporate employees, accounting for 17.6%, and 70 freelancers. people, accounting for 12.1%, and 55 other people, accounting for 9.5%.

**Table 7 Sample data table**

	variable	frequency	percentage(%)	Effective percent- age (%)	Cumulative percent- age (%)
gender	male	0	0	0	0
	female	580	100	100	100
Marital status	Married	418	72.1	72.1	72.1
	unmarried	162	27.9	27.9	100.0
educational level	High school and below	60	10.3	10.3	10.3
	College	88	15.2	15.2	25.5
	Undergraduate	288	49.7	49.7	75.2
	Graduate students and above	144	24.8	24.8	100.0
Profession	student	60	10.3	10.3	10.3
	teacher	114	19.7	19.7	30.0
	Government or public institu- tion employees	179	30.9	30.9	60.9
	Corporate staff	102	17.6	17.6	78.4
	freelancer	70	12.1	12.1	90.5
	other	55	9.5	9.5	100.0
family members	2 people and below	32	5.5	5.5	5.5
	3 people	166	28.6	28.6	34.1
	4 people	176	30.3	30.3	64.5
	5 people and above	206	35.5	35.5	100.0

## 3. Research results

### 3.1 Authentication factor

This article uses AMOS 24.0 to conduct confirmatory confirmatory factor analysis. As shown in the statistical

table of factor loading coefficients in Table 6, the absolute values of the standard loading coefficients of the three variables of opinion leaders, purchase intention, and emotional trust are all greater than 0.600 and show significance (  $p < 0.05$  ), which means there is a good measurement relationship.

**Table 8 Factor loading coefficient tabular statistics table**

Factor (latent variable)	Measurement items (manifest variables)	Non-standard load factor (Coef)	Standard error (Std. Error)	z (CR value)	P	Standard load factor (Std. Estimate)
opinion leader	OL1	1.277	0.088	14.557	***	0.814
opinion leader	OL2	1.261	0.087	14.538	***	0.812
opinion leader	OL3	1.212	0.087	13.882	***	0.753
opinion leader	OL4	1.053	0.086	12.244	***	0.629
opinion leader	OL5	1				0.602
purchase intention	CA1	0.963	0.055	17.441	***	0.746
purchase intention	CA2	1.196	0.064	18.641	***	0.796
purchase intention	CA3	1.071	0.066	16.278	***	0.698
purchase intention	CA4	1.07	0.059	18.125	***	0.774
purchase intention	CA5	1				0.749
emotional trust	CT1	1				0.805
emotional trust	CT2	0.97	0.05	19.417	***	0.748
emotional trust	CT3	1.06	0.05	21.001	***	0.795
emotional trust	CT4	1.095	0.052	21.053	***	0.797
emotional trust	CT5	1.045	0.049	21.23	***	0.802

### 3.2. Path coefficient result analysis

Opinion leaders have a significant positive impact on perceived popularity. The path coefficient is 0.217, where  $p < 0.05$  and supports the null hypothesis, so H1 is proved; Opinion leaders have a significant positive impact on perceived professionalism, with a path coefficient of 0.197, where  $p < 0.05$  supports the null hypothesis, so H2 is proved.

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Popularity has a significant positive impact on emotional trust, with a path coefficient of 0.201, where  $p < 0.05$  and supporting the original hypothesis, so H3 is proven; Professionalism has a significant positive impact of 0.232 on Emotional trust,  $p < 0.05$  and supports the null hypothesis, so H4 is confirmed.

**Table 9 Path coefficient analysis results**

hypothesis	path relationship	unstandardized path coefficient	standardized path coefficient	S.E.	C.R.	P	Hypothesis verification
H1	Opinion leader → visibility	0.243	0.217	0.049	4.975	***	support
H2	Opinion leader → professionalism	0.233	0.197	0.058	4.031	***	support
H3	Visibility → emotional trust	0.223	0.201	0.052	4.293	***	support
H4	Professionalism → Emotional trust	0.254	0.232	0.048	5.267	***	support

### 3.3 Analysis of mediation coefficient results

In order to further verify whether the mediating variable (emotional trust) plays a mediating role in the process

of influencing beauty consumers' purchase intention (famousness, professionalism), this study uses Bootstrap mediating effect testing technique to verify its significance. Methods Bootstrap ML was used to conduct 5000 repeated samplings to ensure the stability and reliability of the results.

**Table 10 Mediation effect test results**

intermediary path		effect size	standard error	95% confidence interval
Purchase intention → emotional trust → popularity	direct effect	0.2134	0.0431	[0.1287,0.2981]
	mediating effect	0.2427	0.0318	[0.1854,0.3103]
Purchase intention → Emotional trust → Professionalism	direct effect	0.3005	0.0375	[0.2269,0.3741]
	mediating effect	0.1896	0.0276	[0.1403,0.2498]

The direct effect size of emotional trust on purchase intention (popularity) is 0.2134, the standard error is 0.0431, the 95% confidence interval of the direct effect is [0.1287,0.2981] (excluding 0), emotional trust affects purchase intention (popularity), the mediating effect size is 0.2427, the standard error is 0.0318, and the 95% confidence interval of the mediating effect is [0.1854, 0.3103] (excluding 0), so Emotional trust affects the popularity and purchase intention recommended by beauty opinion leaders. There is a mediating effect between them, and H5 is confirmed.

The direct effect size of emotional trust on purchase intention (professionalism) is 0.3005, the standard error is 0.0375, and the 95% confidence interval of the direct effect is [0.2269,0.3741] (excluding 0), the mediating effect size of emotional trust on purchase intention (notability) is 0.1896, the standard error is 0.0276, the 95% confidence interval of the mediating effect is [0.1403, 0.2498] (excluding 0), so Emotional trust has a mediating effect on the professionalism and purchase intention recommended by beauty opinion leaders, and H6 is confirmed.

## 4. Conclusion

This study draws a series of important conclusions through empirical analysis and reveals the influence mechanism of beauty opinion leaders on social platforms on female consumers' purchase intention. Research shows that the popularity and professionalism of beauty opinion leaders have a significant positive impact on women's purchase intention, which means that brands should give priority to their influence and professionalism on social platforms when choosing opinion leaders to cooperate with. image. Visibility and professionalism not only directly affect purchase intention, but also play an important role by enhancing the emotional trust of female consumers. It emphasizes the intermediary role of emotional trust

in the consumer decision-making process and points out that brands should focus on establishing relationships with consumers in their marketing strategies. emotional connection between them. In summary, this study provides an empirical basis for beauty brands to optimize opinion leader cooperation strategies in social media marketing. It emphasizes the comprehensive role of popularity, professionalism and emotional trust, and has important practical value and enlightenment significance.

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