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**The role of microblog beauty celebrities recommendations on consumer purchasing
behavior: Evidence from Chinese female college students**

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The Role of Microblog Beauty Celebrities Recommendations on Consumer Purchasing Behavior: Evidence from Chinese Female College Students

ABSTRACT

The purpose of this study is to explore the influence of microblog beauty celebrities' recommendation on female college students' purchase of beauty products. This study constructs the form of a questionnaire survey about the purchase of beauty products. We are using a large amount of 347 respondents. After sorting out the results of the questionnaire survey and data evaluation and analysis, we find that the perceived usefulness of recommendations significantly influences the attitude. The perceived usefulness of recommendations significantly influences intention to purchase. What's more, trust also affects perceived usefulness of recommendations, attitude, and intention. Moreover, reputation significantly influenced the trust of microblog beauty celebrities, attitude, and intentions. The results of this study showed that trust, attitude, perceived usefulness and reputation of microblog beauty celebrities can affect female college students' purchase intention.

Keywords: Online celebrities; marketing of beauty products; consuming intention

I. INTRODUCTION

With the authorization of Internet technology, the source of information transmission has changed a lot (Kendall, 2014). Online celebrities are arising, which has resulted in changes in marketing methods. These online celebrities possess a dual nature of a famous person and social media. As a leading marketing platform for online celebrities, compared with traditional media, microblog has more user stickiness and communication power (Lu *et al.*, 2010). Its marketing value is also highly valued by all brands. It also turns out that consumers usually trust microblog celebrities more than salespeople and TV ads. Consumers may use the information suggested by relevant celebrities to evaluate products before making a purchase decision (Kim *et al.*, 2016). In recent years, microblog has been regarded as the most common and prominent platform for recording and presenting ideas and reactions related to any specific life event (Zhou, 2017). After people share their opinions with others through any product or service, they often post their comments on microblog. 81% of consumers will seek advice from microblog celebrities before purchasing any product through online websites. 74% of people who have accepted these suggestions and suggestions think that they influence purchasing any product or service (Hsu *et al.*, 2013). Therefore, microblog has obviously become an important factor for consumers before they are buying products and make purchase decisions.

Nowadays, microblog has developed into an accessible media resource for people to share their personal experiences on personal websites, such as travel or hobbies, and share their comments after using the products (Gamson, 2011). There are many full-time or part-time microblog celebrities, because of the significant number of followers, they recommend products with an absolute commercial value. People seem to be more willing to believe in the products that microblog celebrities recommend rather than the products that are advertised on TV. Although the literature related to the influence of microblog celebrities has been increasing in this period, there is no record on the impact of microblog celebrities on the consumption intention of female college students.

This study takes microblog as the research platform and female college students as the research objects to explore the role of consumer intention in marketing effect.

Microblog beauty celebrities are one of several types of celebrities with a large number of followers on microblog, and beauty products are a big part of the sales volume of e-commerce platforms, even many e-commerce platforms only sell beauty

products (Chang, 2016). In China, the clear majority of users of beauty products are women. Due to the large number of female college students using microblog, and many began to contact beauty products only after entering university, so they bought a relatively large number and frequency.

As for the methodology part, this study adopted the form of a questionnaire survey about the purchase of beauty products. To attract female college students to participate, preparing some beauty samples as small gifts at the end of the questionnaire to randomly distributed to participants. After sorting out the results of the questionnaire survey and data evaluation and analysis, the results of this study showed that all of the hypotheses were close to reality.

The third-party influence factor is universal and essential in the research of influencing consumers' willingness. Compared with the influence of traditional opinion leaders and celebrities, the generation mechanism and information dissemination mechanism of Microblog celebrities also have their particularity. Microblog celebrities have used network media to influence network users. In terms of information dissemination, the information is planned and screened in advance. In addition, they have followers and the ability to cash, the network relies on personal charm or create high-quality content or user operation means to accumulate followers, user stickiness and strong dissemination continuously, and can achieve the conversion of fans flow. Therefore, the research on the marketing effects of microblog celebrities and microblog celebrities not only conforms to the current marketing trend and the trend development of network economy but also has distinct characteristics of times.

In terms of theoretical contributions, this study has made contributions to the literature from two aspects. Firstly, from the hypothetical value of the research, this paper examines the influence among attitude, trust, perceived value, reputation, and the impact on Chinese female college students' in China purchase of beauty products. In addition, the research on microblog celebrities marketing is also an extension of the consumption field, which has research value and significance. What is more, it expands the research scope. Secondly, from the practical amount of the research, because in China, microblog has become a mainstream social media, provide specific guidance for microblog beauty celebrities in China, ensure they can present a better performance in the future.

The remainder of this study is organized as follows. The next section is about theoretical framework and research hypotheses. In Section 3, we illustrate the methodology of this study. In Section 4, we show the results of reliability, validity and hypothesizes. At the end of the study, the conclusion is mentioned.

II. THEORETICAL FRAMEWORK AND RESEARCH HYPOTHESES

The development of blogger

Before 2004, with the rise of BBS such as BBS, a large number of writers began to post on BBS under pseudonyms or anonymously, mostly literary works. Since the birth of microblog in 2003, the form of online communication combined with pictures and texts has become popular. Some people get attention by publishing eye-catching pictures and texts, just as Gamson (2011) put forward the anti-celebrity. The grassroots celebrities of this period are different from traditional celebrities, who are unconventional and unconventional on the Internet. Combined with media hype, their popularity rose quickly. From 2010 to now, with the emergence of rich media integrating video, audio, graphic and other forms of communication. Outstanding appearance, original content, communication strategy, marketing skills, become this period microblog celebrity people must four conditions.

E-commerce is considered to be the most favorable way for web celebrity to realize its profits. Zhang, CEO of Alibaba¹ (2005), said that web celebrities with more than 50 million followers on taobao² platform quickly introduced fashion trends through microblog as the main channel, and simultaneously conducted pre-sale and customization of clothes, beauty products and other products on taobao. Web celebrity e-commerce is considered as a social + e-commerce web celebrity model. In the early stage, web celebrity promoted its products on social platforms such as microblog, WeChat and taobao live, and in the later stage, customized products and sold products through online e-commerce. Different from traditional e-commerce, web celebrity e-commerce provides customized products by interacting with followers on social media and understanding their needs.

¹ Founded in 1999, alibaba group (NYSE: BABA, hkex: 9988) is an e-commerce online trading platform offering B2B trading, online retail, shopping search engine, third-party payment and cloud computing services.

² Taobao is the network shopping website alibaba in China, founded in 2003 by jack ma, May 10, is geared to the needs of mainland China, Hong Kong, Macao and Taiwan consumers with Malaysia C2C shopping website (B2C website - Tmall lending), individual or enterprise all can open their own online shop in taobao, taobao also have auction platform.

Microblog marketing

The research on characteristics of microblog marketing is mostly qualitative, including characteristics, themes, advantages and disadvantages of microblog marketing. In terms of marketing characteristics, microblog takes into account multiple characteristics of user operation, content operation, channel operation and activity operation. Arnold (2010) pointed out that Twitter marketing can help enterprises to screen target audiences, conduct interactive communication and build emotions with the audience, as well as conduct brand publicity, advertising publicity, activity promotion and other information release features of different themes. In terms of marketing advantages, microblog has changed the one-way communication mode and has a strong communication ability, and even caused viral transmission to create greater commercial value.

Jane (2010) summarized five strategies for microblog marketing: interaction, word of mouth, emotion, personal symbol and personalized marketing. Kelly (2010) summarized the eight elements of microblog marketing, including clear marketing objectives, continuous updating status, enhancing credibility, increasing interactivity, shaping long-term image, accumulating popularity, cooperating with other marketing means, and making joint efforts with interpersonal connections. Some scholars believe that the key to microblog marketing is to do a good job in self-promotion, self-release, monitoring at any time, good at learning from others and interactive communication. Enterprises were Microblog marketing should attach importance to operation, take microblog operation as a long-term brand building strategy, and put forward the importance of keeping enterprise microblog active degree, number of users and stickiness. Hensley (2011) concluded through research that celebrity effect, celebrity building and event marketing of microblog are relatively mature marketing strategies. In addition, advertising implantation, word-of-mouth publicity, brand publicity and activity marketing of microblog are also important marketing models. Liu (2010) pointed out that microblog marketing has such advantages as timely update, ease of use, low cost, strong word-of-mouth effect, high trust, high segmentation, strong user stickiness and strong sharing ability. Weibo, on the other hand, the characteristics of led to other information output too fast, fragmentation of present professional form not only reduces the content and credibility, and also reduce the attention in the hand, this will also present professional form not only reduces the content and credibility, and

also reduce the attention in the hand, and will also affect the marketing effect. Zheng (2011) conducted SWOT³ analysis on enterprise microblog marketing and pointed out that microblog marketing has advantages of soft communication and real-time communication, as well as disadvantages of fragmented marketing, lax supervision and single marketing mode. Zhou (2011) concluded through research that the celebrity effect, celebrity building and event marketing of microblog are relatively mature marketing strategies. In addition, the use of microblog advertising implantation, word-of-mouth publicity, brand publicity and event marketing are also important marketing models of microblog.

In terms of influence on users, Charles (2016) studied the personal charm of power-generating microblog celebrity, its published pictures and texts, its interaction with users, and the loyalty of its followers, which positively affected users' willingness to consume clothes in its online store. In terms of e-commerce website marketing, and the role of Internet celebrities in microblog celebrity mode, the professionalism of microblog celebrity stores and the product quality of microblog celebrity stores would promote consumers' willingness to consume commodities in their stores. Some scholars regard microblog celebrity as a reference group and find that the information, value and interaction of microblog celebrity will positively affect the consumption intention of users in their stores. Microblog celebrity marketing strategy based on the customer transfer value theory, believing that a successful microblog celebrity marketing should maximize the value of service, product and image and minimize the cost of time and currency. In terms of live broadcast marketing, some scholars have found that the appearance level of beauty makeup anchors will lead to the impulsive purchase behavior of users.

Online consumption intention

Online consumption intention refers to the final decision made by consumers after browsing product or service information through online platforms. The subjective probability and possibility of online payment purchase. Ajzen (1991) indicates that the consumption intention is the consumption line. As a necessary process, it plays a decisive role in consumer buying behavior and is an important indicator to predict consumer behavior.

³ SWOT analysis, also known as situation analysis, was proposed by a management professor at the university of San Francisco in the early 1980s. SWOT stands for Strength, Weakness, Opportunity and Threat.

Users' perceived value is important to their Internet use and consumption behavior to influence. Through research, some scholars have found the perceived value antecedents that affect online consumption, such as the usefulness of online shopping sex, ease of use, convenience, enjoyment, interactivity, etc. Viswanath and Ritu (2006) explored consumers' purchasing behaviors under network conditions from the perspectives of demographic characteristics and consumer psychology. Jung-Im (2012) found that Internet shopping was in line with college students' pursuit of fashion, individuality and convenience. Ariel (2013) pointed out in his research that college students have conformity psychology, fashion psychology and comparison psychology, and they are affected by emotional factors. When the received information can stimulate their emotions and satisfy their emotions to the greatest extent, they will have purchase intention.

Some scholars have pointed out the importance of trust factors, including the credibility of merchants, the position of consumer trust, and the trust of consumers through the guarantee mechanism. Gefen (2003) studied the consumer intention of users in the B2C e-commerce model and found that the consumer behavior depends on their trust in suppliers, perceived ease of use and perceived usefulness. Ridings (2002) found that the trust between members in the virtual community has a significant positive impact on the information acquisition intention of members.

Bansal (2000) studied virtual communities and pointed out that consumers would seek expert advice before making decisions and be influenced by it.

Perceived Usefulness of Blogger Recommendations

Perceived usefulness refers to a person think use of technology innovation will improve the degree of job performance (Davis et al., 1989). In a microblog environment, female college students believe that microblog beauty celebrities' recommendations can enhance their purchasing decisions, especially when buying expensive, new, or unproven products. One common explanation is the uncertainty created by buying expensive, new or unproven products. Female college students often feel uneasy about uncertainty because of their limited financial resources and affair that some cosmetics may be allergic or unsuitable for their skin. As a result, they tend to follow the advice of celebrities to help reduce the risk of making a purchase decision.

H1: *Perceived usefulness of microblog beauty celebrities recommendations will positively affect female college students' attitudes toward purchasing products.*

H2: *Perceived usefulness of microblog beauty celebrities recommendations will positively affect female college students' intentions to purchase products.*

Trust

Generally speaking, trust can be defined as a firm dependence on the integrity, ability or characteristics of a person or thing (McKnight et al., 2001a). In addition, trust is an important factor in successful online transactions, as well as the key to attracting and retaining customers and gaining competitive advantage over the Internet. Trust has a positive impact on consumer attitudes and shopping intentions. Therefore, Microblog beauty celebrities need to provide trust-related mechanisms to encourage female college students to adopt recommendations.

H3: *Trust will positively affect female college students' perception of usefulness.*

H4: *Trust will positively affect female college students' attitudes toward purchasing products.*

H5: *Trust will positively affect female college students' intentions to purchase products.*

Reputation

Reputation is related to the degree of which a microblog beauty celebrities is reliable. Therefore, this research advice that microblog beauty celebrities with different levels of reputation could affect female college students' attitudes and behavioral intentions differently. For instance, a reputable microblog beauty celebrities may be more likely to influence female college students to buy a product through a persuasive microblog or video, which will make female college students willing to buy the product. On the contrary, if some microblog beauty celebrities do not have a high reputation, female college students may be not prone to believe or buy the product because of their recommendation.

H6: *Reputation of microblog beauty celebrities will positively affect female college students' trust in the microblog beauty celebrities.*

H7: *Reputation of microblog beauty celebrities will positively affect female college students' attitudes toward purchasing products.*

H8: *Reputation of microblog beauty celebrities will positively affect female college students' intentions to purchase products.*

Attitudes

Attitude is the core of behavior theory and decision research. It is considered to be one of the most important predictors of behavior (Bagozzi, 1992). In this research,

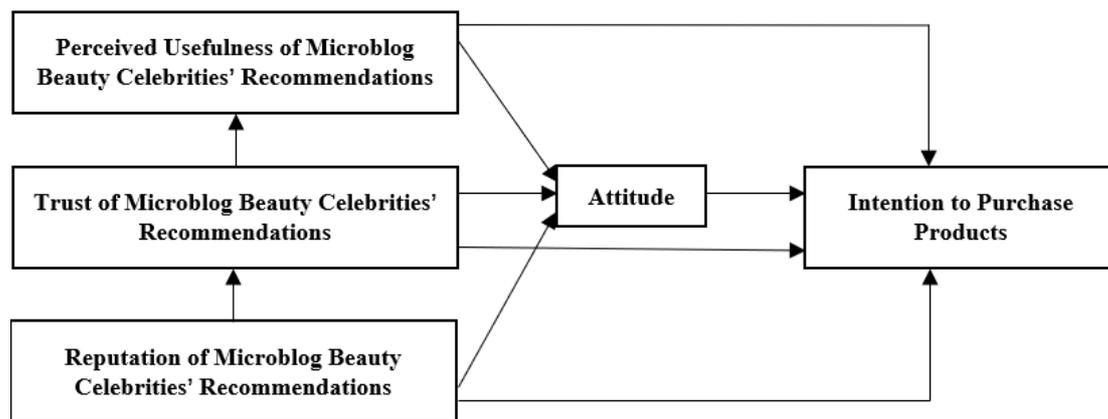
attitude is defined as the degree of positive feelings of female college students' on purchasing products.

H9: Female college students' attitudes toward products will positively affect their intentions to purchase products.

Based on above discussions, this study construct a theoretical framework which is shown in Figure 1.

Figure 1

Theoretical Framework



III. METHODOLOGY

Sample

An online questionnaire designed based on the literature and experience of microblog. Data were collected from convenience samples of female college students from 133 different universities, including 96 different majors from 31 provinces in China. Female students were told that their participation was voluntary, but some little gifts was used as an incentive, such like lipstick, eye shadow and other beauty samples. As a result, the sample collected 347 respondents.

Scales

The online questionnaire consisted of two separate parts: demographic profile based on behavior towards experiences of microblog and constructs based on the literature. In order to develop scales for measuring perceived usefulness of recommendations, trust, attitudes, intentions, and microblog beauty celebrities' reputations, measurement items were used. These were adapted from existing validated scales from past research (Davis, 1989), revising to suitable for China situation. Each question was measured by a five-point Likert scale. The scope was from "strongly

disagree” (1) to “strongly agree” (5). Besides, the questionnaire is available in both Chinese and English to ensure that foreign female students can also understand it.

IV. RESULTS

Descriptive Statistics

Table 1 lists the means and standard deviations. As is shown that the participants responded positively to the research constructs. Moreover, the coefficient values for those constructs are above the conventional level.

Table 1
Descriptive Statistics

Constructs	Means	Standard Deviation	Cronbach’s Alpha
Perceived Usefulness of Recommendation	3.44	0.67	0.69
Trust	3.19	0.67	0.79
Attitude	3.64	0.99	0.89
Intention	3.57	0.65	0.67
Microblog Celebrities’ Reputation	3.42	0.69	0.68

Analytical Strategy for Assessment of Model

Structural equation modeling was conducted using AMOS 22 to test the fit between the research model (Figure 1) and the data set.

Measurement Model

Table 2 lists the results of the measurement model. The results indicated that all of the reliability of the items are bigger than the acceptable value of 0.50. The composite reliability can reflect the internal consistency. Consistent with the recommendations of Fornell. The average variance is bigger than the threshold value of 0.5 recommended by Fornell and Larcker. As the results showed in the table, the scales for evaluating these constructs were used to show the convergence reliability. The data in Table 3 showed that the variances were greater than any squared correlation among constructs,

which means that the constructs are distinct. In all, the test of the measurement model is successful.

Table 2

Item Reliability, Composite Reliability and Average Variance Extracted (AVE)

Construct	Item	Skewness	Kurtosis	Item Reliability	Composite Reliability	AVE
Perceived Usefulness of Recommendation	PU1	-0.597	0.268	0.87	0.984	0.66
	PU2	-0.215	-0.245	0.96		
	PU3	-0.312*	-0.294*	0.78		
Trust	TR1	-0.544*	0.211	0.848	0.901	0.755
	TR2	-0.711	0.789*	0.813		
	TR3	-0.215	0.214	0.983		
Microblog Celebrities' Reputation	RP1	-0.329	0.275	0.864	0.83	0.754
	RP2	-0.319*	0.241	0.801	0.77	0.732
	RP3	-0.423	0.225	0.818	0.75	0.742
Attitude	AT1	-0.565	-0.034	0.985	0.894	0.877
	AT2	-0.421*	-0.045	0.946		
		-0.399	0.498	0.849		
Intention	IN1	-0.555	0.488	0.812	0.872	0.855
	IN2	-0.421*	0.243	0.984		

*: Significant deviation from normality.

Table 3

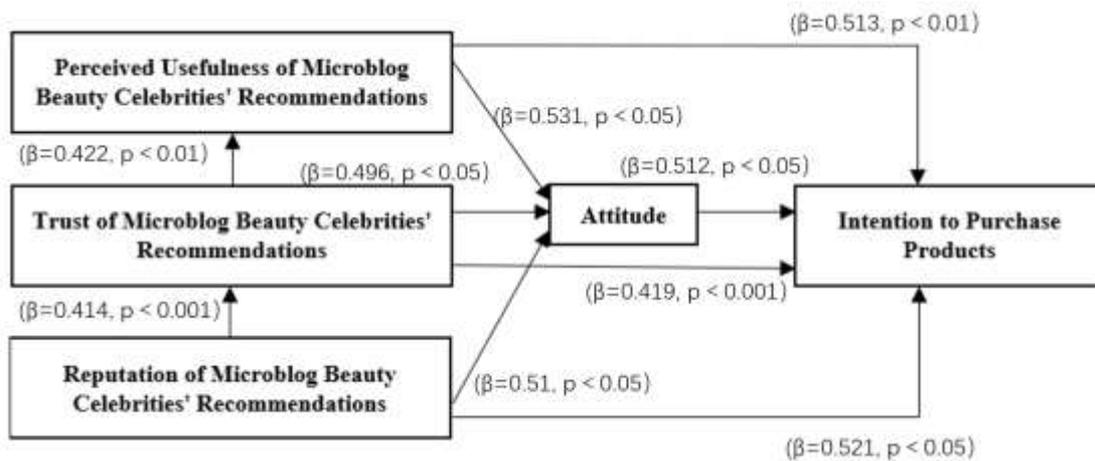
Discriminant Validity

Items	PU	TR	RP	AT	IN
PU	1				
TR	0.219	1			
RP	0.318	0.018	1		
AT	0.021	0.761	0.033	1	
IN	0.033	0.021	0.381	0.844	1

Structural Model

The results showed that all of the hypotheses were close to reality. Perceived usefulness of recommendations significantly influences the attitude ($\beta = 0.531, p < 0.05$), and it supports H1. Perceived usefulness of recommendations significantly influences intention to purchase ($\beta = 0.513, p < 0.01$), which means that H2 is also supported. What's more, trust also affects perceived usefulness of recommendations ($\beta = 0.422, p < 0.01$), attitude ($\beta = 0.496, p < 0.05$) and intention ($\beta = 0.419, p < 0.001$); these results support H3, H4, and H5 respectively. Moreover, reputation significantly influenced the trust of microblog celebrities ($\beta = 0.414, p < 0.001$), attitude ($\beta = 0.512, p < 0.05$) and intention ($\beta = 0.521, p < 0.05$); therefore, the results support H6, H7, and H8. The influence of attitude on intention was observed, because the figure for path coefficient is 0.512 ($p < 0.05$), supporting H9. The significance of the variables is stated in Figure 2.

Figure 2
Results of Hypotheses



Recommended products

It's important for companies and microblog beauty celebrities to know when to use and which products use blog marketing strategies. Therefore, in order to further explore the effectiveness of microblog beauty celebrities recommendations, online questionnaire also design a few open questions, such as "Which kind of beauty product you most likely to repurchase" "Which kind of makeup products demand is bigger, why?" The result showed that 47% of the respondents' answer is eye shadow, 33.0% of respondents is lipstick, 14.2% of respondents is foundation, 4.4% of respondents is

eyeliner, 3.38% of respondents is mascara. Study results suggested that the retailer of the products should be part of the energy used to cooperate with microblog beauty celebrities, female college students to use blog marketing strategy to promote their beauty makeup products, to attract more female college students to increase sales, and reminds the female college students from them to buy the product, rather than from their rivals.

V. DISCUSSION

Discussion

It is important for researchers and practitioners to understand the impact of microblog beauty celebrities' recommendations on purchasing beauty products. These findings confirm the recommendations observed in the existing literature and in previous studies (Park and FARR, 2007). In fact, having informative and recommended microblog celebrities will have a positive impact on consumers' buying attitudes and intentions. Therefore, this study confirms that the customer's especially female college students depend on microblog celebrities' recommendations before making the final purchase decision (Corporate Eye, 2010).

In addition to showing how blog recommendations affect consumers' attitudes and intentions to buy products, the study also found that the trust and reputation of blogs significantly and directly affect purchasing attitudes and intentions. The results are consistent with previous research by Kim et al. (2016) and Lu et al. (2014), who confirmed that trust and reputation have an impact on consumers' willingness to buy online. Hence, it means that consumers tend to accept recommendations from microblog beauty celebrities with high degree of trust and reputation, thus generating positive attitudes and behavioral intentions towards online shopping. The findings highlight the importance of microblog beauty celebrities' trust and reputation. In addition, the study confirms that the usefulness of microblog recommendations has a direct impact on female college students' attitudes and intentions. This means that female college students buy products if they think celebrity recommendations on microblog are useful.

As for Suggestions to brand owners, brand owners should attach importance to functional publicity and enhance product involvement. Product quality is the premise

of building brand image. When users perceive high product quality, they will pay attention to more information. Therefore, in marketing, we should improve the product involvement degree of propaganda content. In the case of cosmetic marketing, the evaluation of cosmetics and user reports can make users feel the quality of products. At the same time, we should also pay attention to the brand value publicity, build a good brand image, to create a positive brand reputation, is the consumer perception of the use of the product to bring value and psychological satisfaction. Indeed, microblog celebrity marketing has an impact on users' consumption intention. Therefore, in addition to official publicity, enterprises should actively cooperate with microblog celebrities marketing, and be jointly selected by multiple microblog celebrities-based products in parallel. And expand the product's dissemination and influence. In terms of the cooperation between the cosmetics brand and microblog celebrities, the cosmetics marketing with the help of microblog celebrities can achieve the net profit in the target field. It can also let users perceive factors such as marketing professionalism, and then perceive the product performance and psychological satisfaction, so that the public explain the intention of consumption. Therefore, cooperating with web celebrity for brand marketing can achieve very effective results.

Microblog beauty celebrities' recommendations, the first to ensure that the continuous update, to create professional content. Maintain activity to increase user retention. In addition, the content to be Shared should have a certain degree of professionalism and leading-edge, go in the front of the field, and even create some exclusive content. Second, we should enhance interaction and communication to keep users engaged. Interaction rate is not only a standard to judge the popularity of microblog beauty celebrities, but also an important indicator to judge the marketing effect. Therefore, microblog beauty celebrities should not only actively participate in microblog interactions, reply to followers' comments and answer some questions. But also in the content to stimulate the willingness to interact. From the perspective of long-term marketing goals, microblog beauty celebrities also need to do a good job in user operations. I have used methods such as building up a fan group, first retaining some loyal followers, and let them take charge of the operation of the fan group. Through topic planning, followers can be given the space to express their emotions, so that they can gain the common emotional energy and stimulate their continuous interaction. The third is to use their own data accurate push. Weibo celebrities can use the big data in

the background of microblog to find out the page browsing rate and click rate at different time points in a day, so as to obtain the best marketing time node, so that microblog product push can be more accurate. In addition, we also need to judge according to followers' comments and other data, grasp the needs of followers, and push products according to the needs and purchasing ability of followers.

Theoretical Contribution

In terms of theoretical contributions, this study has made contributions to the literature from two aspects. Firstly, from the point of view of the theoretical value of the research, due to the different cultures of different countries, the research results of other countries may be different from those of China. This paper examines the influence among attitude, trust, perceived value, reputation, and the influence on female college students' in China purchase of beauty products. What is more, it expands the research scope. From a number of perspectives, a more comprehensive and objective analysis of the impact of these factors on consumption intentions. Second, from the point of view of the practical value of the research, because in China, microblog has become a mainstream social media, provide specific guidance for microblog beauty celebrities in China, ensure they can do better in future.

Limitation

Due to the limited number of empirical studies related to microblog celebrity and the limitations of scientific research conditions, this study has the following shortcomings:

In terms of model construction, this study is based on the relationship model between attitude, trust, perceived value, reputation and consumers' purchase intention. Although there are many variables, some important factors are ignored. For example, the personalized characteristics of the user, the strength of the relationship with microblog celebrity, the social environment, the location of the university, the economic situation (monthly living expenses) and whether there is a certain amount of disposable savings.

In terms of research object, female college students are selected as the research object in this study, which is representative but not universal. In addition, the selection of the whole beauty makeup microblog celebrity microblog as the research object will inevitably ignore the differences in marketing methods, marketing effects and base, activity and loyalty of followers between different beauty makeup microblog celebrity.

In sample collection, squid subjects are restricted by multiple conditions, which makes it more difficult to collect effective questionnaires. When the sample is limited, the sample collection scope can only be widened. This study collected a sample of 133 female undergraduates from different universities. However, due to the snowball effect of sampling method, due to the concentration of education background and the similarity of life style and living conditions of the samples. As a result, sample has a higher similarity.

This study is only aimed at college students in China (including Hong Kong, Macao and Taiwan), and there are cultural differences and consumption differences between different countries. Therefore, the results of this study can represent the consumption intention of beauty bloggers on Chinese female college students, with certain limitations.

VI. CONCLUSION

Based on the background of microblog economy, this study indicates the influence of microblog beauty marketing on female college students' consumption intention. Based on the review and arrangement of related literatures such as the development of blogger, microblog marketing and online consumption intention, in-depth interviews were added, five research measurement items were extracted, and hypotheses were proposed and models were established based on the relationship between each measurement items. The questionnaire is designed by referring to the mature scale and software of predecessors. Finally, 347 female college students who follow microblog beauty celebrity were collected and sorted out by online survey for data analysis, and conclusion that all the hypotheses were close to reality. Perceived usefulness of recommendations significantly influences the attitude and intention to purchase. What's more, trust also affects perceived usefulness of recommendations, attitude and intention. Moreover, reputation significantly influenced the trust of microblog celebrities, attitude and intention. The effect of attitude on intention was also observed.

As for the beauty product recommendations, according to the results of the open-end questions, female college students were more likely and willing to buy eye shadow and foundation products.

In the construction of the model, the variables should be more concise and the model relationships should be clearer. New factors can also be added, such as the

personality characteristics of female college students, the degree of relationship with microblog celebrity, loyalty to specific microblog celebrity, etc., to make the whole model more comprehensive. It can also be combined with the theoretical model of consumer behavior to make the model more explanatory.

In terms of research objects, it is suggested to select different microblog celebrity types (graphic, video), product types (such as skin care products, eye shadow, foundation makeup, lipstick) and user groups for comparative study. For example, a comparative study on the effects of well-known cosmetics brands recommended by beauty cosmetics microblog celebrity and minority cosmetics brands, or a study on the marketing effects of entertainment microblog celebrity endorsements of high-end luxury goods.

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