Traits of Online Bloggers, Perceived Value and Consumers' Purchase Intentions: A Study of Beauty Bloggers on RED APP

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Abstract: Based on the SOR model, a hypothetical model on the traits of beauty bloggers in RED APP, perceived value and Consumers' purchase intentions were proposed. The 241 valid questionnaires collected were subjected to sample statistical analysis, reliability analysis and regression analysis using SPSS 26.0, and the mediation effects in the model were explored using Bootstrap analysis. The study showed that the five traits of popularity, credibility, professionalism, interactivity and attractiveness of beauty bloggers on RED APP had a significant positive effect on consumers' intentions to purchase cosmetics, and perceived value also had a significant positive effect on consumers' intentions to purchase cosmetics. Perceived value partially mediates between the four traits of popularity, trustworthiness, professionalism and attractiveness and consumers' intentions to purchase cosmetics, and fully mediates between interactivity and consumers' intentions to purchase cosmetics.

Keywords: Perceived value, Purchase intentions, Beauty blogger, RED APP

1. Introduction

Nowadays, it's the age of the "universal blogger", and online bloggers are always influencing consumers, whether intentionally or unintentionally, as a single word or action by a blogger may trigger a purchase. With the growing influence of online bloggers, more and more companies are seeing the commercial value of online bloggers and are using them to market and promote their products. Therefore, it is meaningful to study the influence of beauty bloggers' attributes on consumers' shopping behaviour.

There are many studies on "internet celebrities" and "internet bloggers".Internet celebrities are persons who have certain social assets on social media and can use these social assets to realize quick cash.[1] The characteristics of internet celebrities are summarised from a sociological perspective: chatty, flexible, ambitious and career-minded, efficient and reliable.[2] The Netflix economy is an economic form dominated by Netflix, which transforms a large fan base into purchasing power through marketing and content distribution via internet platforms.[3] The Netflix economy is essentially a business model that uses the exposure, retweets and large fan base of Netflix to achieve a purposeful and targeted approach to marketing products.[4] There are numerous academic studies on the impact of Netflix and online bloggers on consumers. A study in France investigated the influence of the traits of four beauty bloggers on the Youtube platform on consumers' purchase intentions and found that the credibility and interactivity of beauty bloggers had a significant positive effect on consumers' willingness to buy, while the attractiveness of their appearance had no significant effect on consumers' purchase intentions.[5] A survey was conducted in Taiwan, China, and the study found that the credibility of online bloggers and the usefulness of their recommendations influenced consumers' attitudes towards products, and therefore their purchase intentions.[6] Based on the actual situation of RED APP beauty bloggers, this study integrates and modifies the previously described traits of online celebrities, and investigates the mechanisms of the five traits of beauty bloggers on consumers' purchase intentions in terms of their popularity, credibility, professionalism, interactivity and attractiveness, and introduces perceived value as a mediating variable.

2. Theoretical background and hypothesis

2.1. SOR model

The SOR (stimulus-organism-response) model is derived from environmental psychology, which suggests that the environment can stimulate an individual physiologically or psychologically, resulting in certain responses.[8] Later, many scholars introduced the SOR model to the study of consumer behaviour. In recent years, with the popularity and development of the Internet, more and more scholars have applied the SOR model to study consumers' online purchasing behaviour. The influence of e-commerce anchor traits on consumer purchase intentions and the mediating role of perceived value and perceived value in the influence has been explored based on the SOR model.[9] This study differs from the external stimulus of e-commerce anchors with products by using domain-specific beauty bloggers as the external stimulus, where consumers perceive the value of the product stimulated by the promotional marketing of the beauty blogger's videos or graphics, and ultimately influences the consumers' purchase intentions.

2.2. The influence of online blogger traits on consumers' purchase intentions

Although beauty bloggers are not as well-known as celebrities, the promotion and marketing of products by online bloggers are taking advantage of the celebrity effect of bloggers and the herd mentality of consumers. Beauty bloggers have a certain level of popularity, credibility, professionalism, interactivity and attractiveness, all of which may have a positive impact on consumers' purchase intentions. The traits that consumers look for in online celebrities have been summarised into four dimensions: credibility, professionalism, interactivity and attractiveness, and it has been shown that all four dimensions positively influence consumers' purchase intentions.[4] It has been found that the more visible the visibility and interactivity qualities of an online celebrity, the more likely it is that fans will be more willing to buy.[7] Accordingly, the following hypotheses were proposed:

H1a: The popularity of beauty bloggers positively affects consumers' intentions to purchase cosmetics.

H1b: The credibility of beauty bloggers positively affects consumers' intentions to purchase cosmetics.

H1c: The professionalism of beauty bloggers positively affects consumers' intentions to purchase cosmetics.

H1d: The interactivity of beauty bloggers positively affects consumers' intentions to purchase cosmetics.

H1e: The attractiveness of beauty bloggers positively affects consumers' intentions to purchase cosmetics.

2.3. The mediating role of perceived value in the influence of online bloggers on consumers' purchase intentions

The more consumers perceive the value of a product, the more willing they are to buy it.[10] The qualities of the online blogger will be expressed through the videos or graphics posted. The product explanation in the videos or graphics will influence the fan base's perception of the product, and the interaction with the fans will also make them understand the essence of the product better so that the fan base will feel the value of the product. The fans are potential consumers, and the more they feel the value of the product, the stronger their willingness to buy it will be. Accordingly, the following hypotheses were proposed:

H2a: Perceived value plays an intermediary role in the influence of beauty bloggers' popularity on consumers' intentions to purchase cosmetics.

H2b: Perceived value plays an intermediary role in the influence of the credibility of beauty bloggers on consumers' intentions to purchase cosmetics.

H2c: Perceived value plays an intermediary role in the influence of beauty bloggers' professionalism on consumers' intentions to purchase cosmetics.

H2d: Perceived value plays an intermediary role in the influence of beauty bloggers' interaction on

consumers' intentions to purchase cosmetics.

H2e: Perceived value plays an intermediary role in the influence of beauty bloggers' attractiveness on consumers' intentions to purchase cosmetics.

3. Research design and results

3.1. Questionnaire design

The main method used in this study was a questionnaire. The questionnaire is divided into four main sections: first, some necessary explanations of this questionnaire, including the purpose of the questionnaire and privacy safeguards; second, screening questions for the research subjects, who in this paper must be people who follow beauty bloggers, cosmetics and related make-up content on RED APP; third, basic information about the research subjects, including the gender, age, income, education and occupation of the respondents. Fourthly, the relevant measurement scales of this study, which are derived from some well-established scales, have good reliability and validity.

The measurement of online blogger traits referred to Liu Fengjun et al.'s (2020)[4] and Sugiantari's (2018)[11] scale for measuring opinion leader traits, and revised according to the contextual conditions of this study, with a total of five dimensions and 16 questions items. The measurement of perceived value was based on the Perceived Value Scale developed by Sweeney et al. (2001)[12] and was revised to fit the context of this study by removing the three dimensions from the original scale and combining the two dimensions of perceived functional value and perceived emotional value into one dimension, with a total of six questions. The measure of consumers' purchase intentions were mainly borrowed from Zhou et al.'s (2021)[13] scale and slightly modified according to the content of this thesis, containing four main questions. The questions on the variables in the questionnaire were measured on a five-point Likert scale, ranging from 1 to 5, indicating "strongly disagree" to "strongly agree" respectively.

3.2. Data collection

The questionnaire is mainly distributed online. On the one hand, it is posted in the RED APP to share the questionnaire to find the fans who follow the beauty bloggers, and on the other hand, it is collected in a large range from the well-known beauty bloggers in the APP. The research object of this paper is mainly the consumers who pay attention to beauty bloggers and cosmetics and have cosmetics shopping experience in RED APP. This questionnaire has taken 282 questionnaires for two months since February 2023, and the effective questionnaire after eliminating invalid questionnaires is 241.

3.3. Sample analysis

Table 1: Demographic characteristics of survey samples

Titles	options	frequency	Percentage (%)
gender	woman	230	95.436
	man	11	4.564
age	20-25 years old	205	85.062
	26-30 years old	20	8.299
	Under 20 years old	15	6.224
	30 -35 years old	1	0.415
academic degree	undergraduate college	180	74.689
	Graduate students and above	54	22.407
	universities and colleges	6	2.49
	College degree or below	1	0.415
Average monthly disposable income	Below 2000 yuan	143	59.336
	2000-4000 yuan	80	33.195
	4001-8000 yuan	14	5.809
	More than 8000 yuan	4	1.66
occupation	student	217	90.041
	Self-employed/freelancer	7	2.905
	Staff of enterprises and institutions	7	2.905
	teacher	4	1.66
	other	4	1.66
	civil servant	2	0.83
total		241	100.000

Based on the analysis of the data collected, the statistics obtained are shown in Table 1. The respondents of this questionnaire are mainly female in terms of gender, accounting for 95.436%, which indicates that the main consumer group of cosmetics is still female. In terms of age, the respondents were mainly between 20-25 years old, accounting for 85.062%, which indicates that the cosmetic consumers are relatively young, in line with the group characteristics of cosmetic consumers. In terms of education, 97.096% of the respondents had a bachelor's degree or above, indicating that the quality of the people who participated in the questionnaire was high, which increased the accuracy of the questionnaire. In terms of occupation, the main occupation engaged in is student, as students have more spare time and have relatively free time to browse RED APP. In terms of average monthly disposable income, it is mainly concentrated below RMB 4,000, which mainly matches the occupation of the participants.

3.4. Empirical analysis

3.4.1. Reliability and validity analysis

The reliability analysis of the recovered data is shown in Table 2.

Table 2: Reliability testing of measurement models

variable	Cronbach's α coefficient	Standardized Cronbach's α coefficient	number of terms	sample number
Traits of online bloggers	0.815	0.823	16	241
Perceived value	0.772	0.775	six	241
Purchase intentions	0.708	0.714	four	241
overall	0.886	0.891	26	241

As can be seen from Table 2, Cronbach's α coefficient values for the individual variables in this questionnaire are all above 0.7, which is good reliability. The overall Cronbach's α coefficient value of the data obtained was 0.886 and the standardised Cronbach's α coefficient value was 0.891, both of which were higher than 0.8, indicating that the reliability of the data from this survey is high and the data are credible for the next step of the analysis.

Table 3: Results of the validation factor analysis

model	factor	χ^2	df	p	χ^2/df	RMSEA
		-	-	>0.05	<3	<0.10
Seven-factor model	po,cr,pr,in,at,pe,pu	470.095	278	0.000	1.691	0.054
Six-factor model	po+cr,pr,in,at,pe,pu	580.967	284	0.000	2.046	0.066
Five-factor model	po+cr+pr,in,at,pe,pu	593.828	289	0.000	2.055	0.066
Four-factor model	po+cr+pr+in,at,pe,pu	643.019	293	0.000	2.195	0.071
Three-factor model	po+cr+pr+in+at,pe,pu	703.284	296	0.000	2.376	0.076
Two-factor model	po+cr+pr+in+at+pe,pu	754.106	298	0.000	2.531	0.08
Single-factor model	po+cr+pr+in+at+pe+pu	789.576	299	0.000	2.641	0.083

Combining the measurement scales corresponding to each variable in the research model, this study used AMOS 22.0 to test the discriminant validity and convergent validity between the model variables and conducted a validated factor analysis on the seven variables, the results of which are shown in Table 3. The results showed that the fit indicators of the seven-factor model (χ^2=470.095, χ^2/df=1.691, RMESA=0.054, CFI= 0.887), significantly outperformed the other competing models. Thus, the seven-factor model better represents the structure of the measurement factors with better discriminant and convergent validity between the variables.

The Harman single-factor test was used to test the study data for homoscedasticity problems, test questions for all variables in this study were loaded on a common factor, a one-way structural equation model was constructed, and the fit of the model was tested. The results of the study showed that the KMO value was 0.869, Bartlett's test of sphericity approximated a chi-square of 1933.135, df=325, p<0.000, and the factor 1 variance explained 27.231%, which did not account for 50% of the cumulative variance explained, so there was no serious homologous bias problem in this study.

3.4.2. Relevance analysis

The Pearson correlation coefficient was used in this study to describe the degree of correlation between the traits of RED APP beauty bloggers (popularity, credibility, professionalism, interactivity, attractiveness), perceived value and intentions to purchase cosmetics. When the absolute value of Pearson's coefficient is closer to 1, it represents a higher degree of correlation between the variables. A

Pearson coefficient greater than 0 indicates a positive correlation between the two variables, while a coefficient less than 0 indicates a negative correlation between the two variables. The Pearson correlation coefficients for this study are shown in Table 4. The popularity trait of beauty bloggers showed a significant positive correlation with perceived value (r=0.395, p<0.01) and purchase intentions (r=0.418, p<0.01), credibility showed a significant positive correlation with perceived value (r=0.454, p<0.01) and purchase intentions (r=0.374, p<0.01), and professionalism showed a significant positive correlation with perceived value (r= 0.505, p<0.01) and purchase intentions (r=0.452, p<0.01) showed a significant positive correlation, interactivity showed a significant positive correlation with perceived value (r=0.388, p<0.01) and purchase intentions (r=0.197, p<0.01), attractiveness showed a significant positive correlation with perceived value (r=0.46, p<0.01) and purchase intentions (r= 0.488, p<0.01) showed a significant positive correlation, and perceived value showed a significant positive correlation with purchase intentions (r=0.521, p<0.01). The correlation coefficients between these variables ranged from 0.197-0.521, tentatively suggesting that the model and hypotheses have some validity.

Table 4: Pearson correlation coefficient

	1	2	3	4	5	6	7	8	9	10	11	12
gender	1***											
age	0.133**	1***										
academic degree	0.037	0.252***	1***									
income	0.277***	0.326***	0.077	1***								
occupation	0.213***	0.258***	0.154**	0.342***	1***							
popularity	0.061	0.033	0.054	0.074	0.062	1***						
credibility	0.114*	0.032	0.006	0.042	0.011	0.318***	1***					
professionalism	0.219***	0.081	0.05	0.092	0.018	0.506***	0.495***	1***				
interactivity	0.014	0.085	0.077	0.057	0.062	0.193***	0.322***	0.295***	1***			
attractiveness	0.058	0.019	0.012	0.16**	0.123*	0.398***	0.267***	0.454***	0.122*	1***		
Perceived value	0.089	0.072	0.024	0.064	0.043	0.395***	0.454***	0.505***	0.388***	0.46***	1***	
Purchase intentions	0.003	0.095	0.004	0.019	0.051	0.418***	0.374***	0.452***	0.197***	0.488***	0.521***	1***

***, **and* represent the significance level of 1%, 5% and 10% respectively

3.4.3. Regression analysis

To further test the hypothesis, this study uses regression analysis to test the relationship between independent variables, intermediate variables and dependent variables. See Table 5 for the specific test results. In all models, gender, age, educational background, income and occupation are used as control variables. M1 indicates the popularity trait of RED APP beauty bloggers (β= 0.424, p<0.01) has a positive impact on cosmetics purchase intentions, and H1a has been preliminarily verified. M2 indicates credibility trait (β= 0.376, p<0.01) has a positive impact on cosmetics purchase intentions, and H1b has been preliminarily verified. M3 indicates a professional trait (β= 0.479, p<0.01) has a positive impact on cosmetics purchase intentions, and H1c has been preliminarily verified. M4 indicates interactive trait (β= 0.202, p<0.05) has a positive impact on cosmetics purchase intentions, and H1d has been preliminarily verified. M5 indicates attractiveness trait (β= 0.496, p<0.01) has a positive impact on cosmetics purchase intentions, and H1e has been preliminarily verified.

Table 5: Results of main effects regression analysis

variable	Purchase intentions				
	M1	M2	M3	M4	M5
gender	-0.026	-0.035	-0.119	-0.002	-0.053
age	-0.111	-0.128	-0.072	-0.147	-0.085
academic degree	-0.019	-0.033	-0.002	-0.026	-0.018
income	-0.023	0.04	-0.06	0.029	-0.056
occupation	0.111	0.072	0.074	0.07	0.022
popularity	0.424***				
credibility		0.376***			
professionalism			0.479***		
interactivity				0.202**	
attractiveness					0.496***
R²	0.193	0.157	0.226	0.058	0.25
Adjust R²	0.172	0.135	0.206	0.034	0.231
F	9.335	7.263	11.404	2.391	13.024

***,**and * represent the significance levels of 1%, 5% and 10% respectively.

3.4.4. Bootstrap mediated effects test

The regression analysis results of the mediating effect are shown in Table 6. M6 indicates that

perceived value(β= 0.526, p<0.01) has a positive impact on cosmetics purchase intentions; M1 and M7 take popularity as the independent variable and purchase intentions as the dependent variable, and gradually put the control variable and intermediary variable perceived value into the regression model. After adding the perceived value variable, the regression coefficient between popularity and purchase intention decreased significantly from 0.424 in M1 to 0.262 in M7 (p<0.001), indicating that perceived value plays a partial mediating role in the impact of popularity on purchase intention, and H2a has been verified; In the same way, the regression coefficient between credibility and purchase intention in M2 and M8 was significantly reduced from 0.376 in M2 to 0.175 in M8 (p<0.001), indicating that perceived value played a part of intermediary role in the influence of credibility on purchase intention, and H2b was verified; In the same way, the regression coefficient between professionalism and purchase intention in M3 and M9 was significantly reduced from 0.479 in M3 to 0.28 in M9 (p<0.001), indicating that perceived value played a part of intermediary role in the impact of professionalism on purchase intention, and H2c was verified; In the same way, verify M4 and M10, the regression coefficient of interactivity to purchase intention is reduced from 0.202 in M4 to -0.006 in M10, indicating that perceived value plays a complete intermediary role in the impact of interactivity on purchase intention, and verify that H2d is established; In the same way, the regression coefficient between attractiveness and purchase intention in M5 and M11 was reduced from 0.496 in M5 to 0.32 in M11, which was significant (p<0.001), indicating that perceived value played a part of intermediary role in the influence of attractiveness on purchase intention, and H2e was verified.

Table 6: Results of Mediating Effect Regression Analysis

variable	Purchase intentions					
	M6	M7	M8	M9	M10	M11
gender	-0.049	-0.059	-0.06	-0.109	-0.049	-0.073
age	-0.083	-0.077	-0.087	-0.059	-0.082	-0.064
academic degree	-0.021	-0.011	-0.02	-0.003	-0.021	-0.011
income	-0.037	-0.059	-0.024	-0.074	-0.037	-0.076
occupation	0.1	0.115	0.093	0.091	0.101	0.057
popularity		0.262***				
credibility			0.175***			
professionalism				0.28***		
interactivity					-0.006	
attractiveness						0.32***
Perceived value	0.526***	0.426***	0.446***	0.394***	0.528***	0.383***
R^2	0.286	0.344	0.31	0.342	0.286	0.364
Adjust R^2	0.268	0.324	0.29	0.321	0.265	0.345
F	15.657	17.445	14.987	17.222	13.365	19.02

***,**and* represent the significance level of 1%, 5% and 10% respectively

To further test the indirect effect of perceived value, this paper used the bootstrap method to conduct 2000 put-back sampling, and the specific test results are shown in Table 7. The results show that the 95% confidence interval for perceived value between awareness and purchase intention is [0.232, 0.093], between credibility and purchase intention is [0.238, 0.1], between professionalism and purchase intention is [0.297, 0.124], and between attractiveness and purchase intention is [0.294, 0.115], indicating a partially mediating role for perceived value, again validating H2a, H2b, H2c and H2e, while the 95% confidence interval for perceived value between interactivity and purchase intention was [0.171, 0.07], indicating a fully mediating role for perceived value in the effect of interactivity on purchase intention, validating H2d.

Table 7: Results of mediating effect

path	c total effect	a	b	a*b mediating effect value	a*b (95%BootCI)	c' direct effect	Inspection conclusion
Popularity-Perceived Value-Purchase Intentions	0.4	0.379	0.403	0.153	0.232 - 0.093	0.248	Partial mediation
Credibility-Perceived Value-Purchase Intentions	0.303	0.384	0.422	0.162	0.238 - 0.1	0.141	Partial mediation
professionalism-Perceived Value-Purchase Intentions	0.495	0.551	0.372	0.205	0.297 - 0.124	0.29	Partial mediation
Interactivity-Perceived Value-Purchase Intentions	0.113	0.233	0.5	0.117	0.171 - 0.07	-0.003	Complete intermediary
Attractiveness-Perceived Value-Purchase Intentions	0.541	0.528	0.362	0.191	0.294 - 0.115	0.349	Partial mediation

4. Conclusion and discussion

Based on the SOR model, through theoretical analysis and empirical tests, this study reached the following conclusions: First, the traits of RED APP beauty bloggers have a significant positive impact on consumers' intentions to purchase cosmetics, including popularity, credibility, professionalism, interactivity and attractiveness; Secondly, the popularity, credibility, professionalism, interactivity and attractiveness of RED APP beauty bloggers can have a positive impact on consumers' intentions to purchase cosmetics through the path of perceived value; Third, perceived value plays a partial mediating role in the impact of popularity, credibility, professionalism, and attractiveness on purchase intentions, while perceived value plays a complete mediating role in the impact of interactivity on purchase intentions.

This study takes a certain type of blogger on a certain platform as the research object, further refining the relevant research of online bloggers, and proving the value of beauty bloggers in cosmetics marketing. Based on the above conclusions and analysis, the following management implications are put forward: First, the company needs to pay attention to the characteristics of the blogger itself when using online bloggers for product promotion. Every online blogger has its characteristics, and every product has its unique attributes. The needs of online bloggers and products match each other. The needs of fans of bloggers and consumers of products are the same. The personal characteristics of bloggers should also conform to the value concept of products. The proper match between the two can give full play to the role of online bloggers in promotion and marketing, make use of the influence and appeal of online bloggers on fans, make consumers have resonance and consumption impulse, let consumers feel the value and significance of products, and improve their purchase intentions; Second, online bloggers need to find their characteristics and continue to "operate" their characteristics. The fan group is also a kind of "electronic wealth". How to maintain and improve "electronic wealth" also needs the progress of online bloggers themselves. Online bloggers should increase their professional skills, actively understand and get familiar with the preferences of fans, effectively communicate with fans, and enhance the experience and sense of substitution of fans. When promoting marketing products, online bloggers should be very familiar with the promoted products and understand the true composition, function and quality of the products, which can not only better display the products, but also enhance the credibility of the bloggers themselves. At the same time, in this era of "universal bloggers", the network anchors are seriously homogenized. Only by cultivating their abilities in many aspects and giving full play to their advantages can they stand out, be unique and be liked by more people; Thirdly, regulatory authorities and online platforms need to jointly participate in the management of online bloggers and introduce laws, regulations, and industry rules to regulate the promotion and marketing behaviour of online bloggers. Avoid events that exaggerate or distort the product and confuse the fake with the real for the sake of advertising expenses. In the future, the industry of online bloggers will become more and more standardized, and bloggers will also move forward on the road of specialization.

There are also some limitations in this study: firstly, this study only considers the influence of online bloggers' traits on consumers' purchase intentions, and does not consider the influence of factors such as the characteristics of the product itself and the setting of the consumption scenario, which could be studied from other angles in the future; secondly, the group of research subjects is small and may not be representative, so future studies could expand the group of research subjects and the sample size to improve the generalizability of the study.

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