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MASTER'S THESIS

**IMPACT OF SOCIAL MEDIA INFLUENCER ADVERTISING ON
CHINESE FEMALE CONSUMERS' PURCHASE INTENTION OF
COSMETICS**

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INTRODUCTION

Since 2014, the global cosmetics industry has maintained positive growth with a growth rate of 5.25% in 2019 based on the newest data (Cosmetic industry growth | Statista, 2020). The Asia-Pacific region has been the industry leader, accounting for about 40 percent of the global market (Cosmetic industry growth | Statista, 2020). Consumer disposable income on cosmetics has been higher in recent years than in the past (Gomułka, 2018).

Consumers purchase intention to cosmetics are increasing and shows more complexity of the purchase journey. In particular, millennial women have always accounted for a high proportion of cosmetics consumption (Eastman & Liu, 2012). According to Acheampong et al. (2016), Chinese millennials get a higher education degree and show more knowledge. When consumers make decisions, they make a series of comparisons between products and relevant information. Especially in recent years, with the popularity of Internet, consumers are more and more interested in comparing and seek product information through social media. The popularity of comparing and getting cosmetics information through social media platforms among women is increasing (Arab et al., 2019). Consumers believe that cosmetics information can be displayed online and also can get the most cost-effective recommendation from influencers. As indicated by Ma and Yang (2018), women shoppers tend to be attracted to the regular online promotions being displayed on the cosmetics' online websites.

Many scholars pay attention to investigate the differences between celebrity endorsement and influencers recommendation on consumers' purchase intention. Researchers argued that the interaction between consumers and influencers is higher than that of brand advertising and could show more purchase intention (Lou et al., 2019). Top key opinion leader Li Jiaqi's live broadcast on Hermès lipsticks can attract more than 10 million viewers in China. Hermès itself is very well-known, but he bluntly pointed out Hermès's lipsticks' design while recognizing Hermès products. It is not suitable for Chinese consumers now. More than 93% of netizens in the subsequent survey agree with his opinion (Top KOL in China, 2020). It can also fully show that influencer's impact on consumers even exceeds the brand itself in some situations.

Enterprises are aware of the change of consumers' habits, so they have also changed the way of strategic communication with consumers. Previously, companies used traditional

media to communicate with consumers and try to persuade them to make a purchase. Television commercials are a prime example. Since consumers are turning their attention to the Internet, companies are also shifting the way they communicate with consumers to the Internet. The most common way is for companies to advertise through brands' social media accounts. The obvious advantage of online publicity is that it can achieve two-way communication, that is, consumers can communicate with the brand by leaving comments after reading the advertisement. However, one drawback of brand communication through their own social accounts is that consumers are easy to find that the content is actually advertising, which will cause consumers to dislike or boycott. In contrast, companies have discovered that online celebrities can also promote their products. Research has found that the promotion of online celebrities can improve consumers' attitudes towards brands (Munnukka et al., 2019).

Some researchers tend to find out how different forms of interactions could influence customer engagement. The influencers can interact with consumers in various ways, such as through recommendation posts. Consumers will not only like the posts, but also take the initiative to leave messages. Some influencers will solicit customers' questions and reply to them. Through this process, the consumers interact well with the influencers to help inform their purchase intentions, but there is no clear conclusions about the factors that influence consumers and influencers' engagement and then affect purchasing intention.

Although some researchers investigated how the various forms interaction and platforms influence consumer engagement in Western contents, the Asia contents are ignored. Many scholars investigated the interaction between the Western influencers and consumers, mostly based on Facebook and Twitter platforms (Parker and Wang, 2016). Many factors influence consumers' purchasing intentions. Based on different social platforms, the influencing factors will vary. Also, different cultural backgrounds will have different influences on consumers' consumption psychology and consumption decision making process (Lang, Seo, and Liu, 2019). Taking interactivity as an example, bullet screens, which are very popular in East Asia, are not widely used in Europe and America (Wan et al., 2020). Gender plays a significant role in regulating the relationship between consumers and brands, and the perceived value of functions. Women are especially more likely to perceive the functional value of products through interaction (Haixia & Yangshen2020).

The study of the East was neglected, do these critical factors have the same influence in terms of the relationship between customer engagement and purchasing intention in Chinese content? This research chose Sina Weibo as the target social media platform, because it is one of the most influential and active social platforms in China (Bylund, 2018). Both Chinese and foreign brands have official accounts on Sina Weibo.

Therefore, the aim of this research is to identify the factors that influence the interaction of Chinese millennial female consumers with influencer advertising and thus influence cosmetics purchasing intention on Sina Weibo.

Objectives:

- 1) To identify the development and function of social media, especially in marketing perspective.
- 2) To review the relevant literature regarding the concepts and types of influencer advertising
- 3) To identify relevant elements which influence the engagement between customers and influencer advertisement.
- 4) Concluding theoretical analysis, summarize the factors in the influencer advertisement that will affect the consumer's purchase intention, and make assumptions.
- 5) To develop the research methodology
- 6) To do empirical test about the influence of customers and advertising characters on consumers intention on cosmetics
- 7) To recommend implementations for marketers in further promotion campaigns.

1. SOCIAL MEDIA INFLUENCER ADVERTISING CONCEPT

1.1. Development and new usage of social media

The evolution of social media can be divided into three stages: pre-printing era, printing and publishing era, radio and Internet era. The emergence of modern social media is based on the development of Web2.0. The improvement over the first two stages is that people can communicate through social media; that is, social media has become bidirectional (Andrews et al., 2020). As mentioned by Chaffey (2019), the majority of people consider social media as an integral part of their lives as they regularly use certain applications and social websites. Almost 57% of the world, which amounts to 4.39 billion people, are Internet users, while 45% (3.48 billion) are using social media actively (We Are Social, 2019).

New uses have followed, and people have created social media to interact and connect with people at different levels, such as individuals, businesses, markets, politics, and professions. Online communication and coordination are conducted through social media. Social media is a kind of Internet-based platform (Huang & Benyoucef, 2013) which combines various online communication channels focusing on creating a community-based interaction among the users through their input, collaboration, and content sharing activities (Delerue et al., 2012, Richter and Koch, 2007).

The role of social media is essential. Interactive micro-blog advertising marketing allows consumers to express their opinions on a specific brand. Social media backend can tailor personalized Internet marketing activities for consumers based on specific potential targets through the feedback mechanism, thus creating a complete interactive advertising marketing experience between consumers and brands (Li, 2011).

The purpose of social media is to communicate with each other in terms of products, brands, services, personalities, and problems. Kapoor et al. (2017) summarize that different user-driven platforms are the main components of social media, which could promote the wide distribution of fascinating ideas, the creation of dialogue, and acquire a wider audience. These advantages breed the seeds of influencer marketing and content marketing, which transfer the discourse power from enterprises to consumers and opinion leaders.

Social media has many uses. In practice, digital technology occupies an integral part of

consumer life. Social media such as Facebook, Twitter, Instagram, Sina Weibo, WeChat, and others basically cover all the social needs of people, such as sharing their daily lives, showing their fashion taste, contacting family and friends, and sharing their feelings among friends. Because of its huge user base, marketers and brands can also use it for marketing purposes.

From the public point of view, social media provides a platform for people to share their experiences. For example, as one of China's most popular social media apps, Sina Weibo provides a platform for users to access and share personal daily life and product experience (Teo et al., 2016), as well as express their thoughts by commenting or forwarding posts. It is also possible to establish, maintain, and strengthen social relations with friends, family members, and enterprises on social media.

In particular, relationship marketing strategy and other marketing strategies are used to establish long-term relationships with key social media parties to improve customer participation and loyalty (Chambers, Morehead, & Sallee, 2020). As of 2018, there are almost 65 million business pages on Facebook that focus on achieving their goals through social media (Geomarketing.com, 2017).

At present, people use social media mainly for three purposes: through Facebook and WeChat, it is convenient to communicate and interact with family members, friends, and other familiar people; to find strangers with common interests, such as Quora and Zhihu in China, to communicate with more people and gain knowledge and happiness; and finally, to learn how to own and benefit from digital content, such as news, user product reviews, and gossip.

The diversity of content presented by social media further promotes the development of social media functions and then promotes the development of social media marketing. More specifically, different marketing strategies should be adopted according to different types of content. For example, female customers tend to assess cosmetics, so there is a more urgent demand for cosmetics' popularity.

Different types of customers release their corresponding content that can accelerate the two-way communication between enterprises and customers so that enterprises can establish contact with customers as wide as possible, and customers can also contact more brands (Wood, 2017). Social media content can be presented through text, video, and other visual means, providing consumers with a more diversified experience, and increasing their purchasing intention (Kuang, 2018). Due to these advantages, social media undertakes more

promotional activities to communicate with the target audience effectively.

With the increase of promotion activities in social media, scholars began to study social media in sales and marketing. Due to the popularity of social media advertising, traditional advertising media usage is declining, for instance, newspapers and television (Duffett, 2015). Using social media requires a deep understanding of customers in the sales process and promotion activities.

Social media marketing strategy needs to consider the relationship among product/service, customer, price, and other factors to participate in the promotion activities as much as possible. Influence advertising has gained popularity due to celebrity endorsement and brand advertising. Especially because customers have more engagement with influencer advertising through social media (Schouten, Janssen, & Verspaget, 2020). Through consumers' participation, consumer purchasing intention can be increased, and consumers can be promoted to make a purchase (Wu et al., 2016).

1.2. Influencer advertising in social media

Influencers are people who build a reputation for their knowledge and expertise on a particular topic, who regularly post on their favorite social media channels and attract a large number of enthusiastic followers (Kiss & Bichler, 2008). Online influencers are active on all platforms and social media and are targeted at specific areas. In general, beauty bloggers are supported by female users. Male users prefer bloggers who are related to electronics or digital devices. Online influencers have a large number of followers is one of the important factors makes them influential (Rabiah et al., 2019).

Followers show interest in the influencers' life and opinions. Some influencers can be seen as key opinion leaders representing good word-of-mouth. Products inadvertently recommended by influencers will be purchased by fans, and even products not recommended by influencers but appearing in social media will be inquired and purchased by fans (Johansen and Guldvik, 2017). Therefore, influencers are the best choice for marketing promotion (Casaló, Flavián, & Ibáñez-Sánchez, 2018). As a result, brand collaboration with influential people frequently occurs to improve brand awareness and product promotion.

The influencers provide a new way for the brands to improve brand awareness and save

advertising expenses. Many brands consider cooperating with influencers to promote their products on influencers social media platforms, whether through content or videos (Lee and Ha, 2020). There are even advertisements that make it hard for followers to tell whether it is an advertisement or just personal recommendation by an influencer. The right influencer can significantly increase product sales because they have great influence over their followers (Weismueller et al., 2020). In fact, these fans are the potential consumers needed by the brand. At the same time, the brand is also pursuing influencers to enhance their competitive advantage (Booth & Matic, 2011).

On the other hand, the right influencer, especially a key opinion leader, has relatively high brand selection requirements (Jin & Muqaddam, 2019). Therefore, in this mutual promotion behavior, influencers critically recommend the products they have chosen to their followers. For example, Jiaqi Lie, one of China's top influencers and key opinion leaders, refused to recommend Chanel lipstick to the audience because Chanel is a globally recognized first-line cosmetic brand ("China's Top KOL", 2020).

Instead, Li gave detailed information and judgment about the Chanel lipstick and gave their true feelings and suggestions regarding whether to purchase the lipsticks. Therefore, consumers and followers will rely more on influencers, whether in their daily entertainment or seeking product recommendations (Rabiah, Parashakti, and Mahfud, 2019). At the same time, influencers also rely on strong followers to enhance their influence and gain more opportunities to cooperate with more brands.

Influencer marketing is a form of marketing where marketers and brands invest in selected influencers to create and promote their branded content to influencers of their own followers and the brands' target consumers. In China, many influencers sell cooperative products to their fans through live streaming (Hou, 2019). Compared with brand-generated ads, influencer-generated brand content is considered to have more effective and direct connections with potential consumers (Schouten, Janssen, & Verspaget, 2020).

Some studies focused on the process and motivation of social media influencers to gain mass user attention by providing product knowledge or increase the product's attractiveness and increase the likelihood of followers to buy it (Kapitan & Silvera, 2016). Many followers begin to accept influencers' advertisements because they trust influencers. Advertisements published by influencers will be hidden and difficult for followers to distinguish because the

content of the advertisements are not just the content of traditional advertisements. In more detail, product introductions, product reviews, and product facts are potential components of the dynamics of influencer releases that add value to information and introduce product knowledge. The dynamic that these influencers post is essentially about increasing customer awareness and engagement with the brand.

Many researchers have focused on the effectiveness of influencer marketing. The concept of influencer marketing has only emerged in recent years, and research on influencers is still in its early stage (Brown and Hayes, 2008). Most of the researchers investigated how influencers' marketing works, how the influencer's attributes affect consumers and the relationship between influencers and consumers (Monge-Benito, Elorriaga-Illera, & Olabarri-Fernández, 2020).

Most scholars emphasize trust (Lou & Yuan, 2019). At the same time, other traits are also commonly tested, including appearance, knowledge, and passion. However, those scholars ignored the fact that influencers use advertising to communicate with consumers. Whether it is the establishment and maintenance of the relationship between the influencer and the consumer or the personal attractive of the influencer, ultimately the influencer achieves the purpose of promotion by placing the product in the advertisement for publicity.

Some scholars focus on the difference between celebrity advertising and influencer advertising because celebrities and influencers all have extensive networks and gain large amounts of followers (Agnihotri & Bhattacharya, 2020). At the same time, big brand companies seek to cooperate with celebrities and influencers to promote their products.

First, the celebrity background is very different from that of his influencers. Celebrities have their own representative works, whether in music, film, and sports. Influencers' backgrounds and experiences are similar to those of most consumers, with the same education, lifestyle, and hobbies. Consumers will feel more intimate with influencers, and consumers feel closer to influencers than they do to celebrities (Schouten, Janssen, & Verspaget, 2020). To some extent, consumers trust influencers' advertising more than celebrities. Meanwhile, consumers tend to interact more with influencers' advertisements than with celebrities or advertisements of the brand itself.

However, the consumer purchasing process is complicated due to various factors that affect consumers purchasing decisions. The mechanism for why consumers tend to interact

with influencers and buy the products they recommend is not logically stated. Most of the studies are based on external influencing factors and are separate from consumers' psychological factors.

Even though many researchers pay attention to the influential of influencer on consumers' purchasing behavior, they focused on the aspect of influencer's own attractiveness and neglect the influence of influencer's advertising itself (Weismueller et al., 2020). In fact, the influencer and the influencer's advertisement have different functions, because the influencer provides virtual company for consumers, but the influencer's advertisement provides consumers with more information besides company.

Moreover, the interaction between consumers and influencers is different from that between consumers and influencers. The engagement between consumers and influencers in social media platform is based on their parasocial relationship, but the interaction between consumers and influencers in advertising is more for the purpose of obtaining information or extra benefits (Finsterwalder, Yee and Tombs, 2017). Therefore, to explore the interaction between consumers and influencers is different from the interaction between consumers and influencers.

In sum, the role of influencers and influencer advertising are critical in terms of marketing. Previous studies have investigated the role of celebrities and celebrities advertising. However, influencers and influencers advertising are different form celebrities and celebrities advertising. Meanwhile, most of researchers focused on the role of influencers and neglected influencer advertising. Therefore, this research will identity the characters of consumers and advertising influence influencer advertising.

2. FACTORS INFLUENCING CUSTOMER ENGAGEMENT WITH INFLUENCER ADVERTISING

2.1. The role of influencer advertising interactivity

Interactivity, as a critical element of influencer advertising, may stimulate customer participation. Interactivity is gaining a lot of attention in new communication channels, such as social media (Kiousis, 2002). However, there is no agreement on the causes of interaction in social media and the impact of interactivity on consumers.

Interactivity refers to a kind of intermediary interfaces that can exchange information and enable users to interact with the platforms (Bucy and Tao, 2007). At this stage, researchers have demonstrated that interactivity can be achieved in websites, social platforms, mobile apps, and virtual reality (Yang and Shen, 2017). A lot of research has been done on interactivity based on the characteristics of the website, but neglect researches in terms of other media ways.

Different from web-based or technology-based interaction, interactivity in the context of social media generally refers to the interaction between users. Such interaction can be the psychological reaction of consumers or the actual operation of consumers via social media. In this research, interactivity refers to the interaction that consumers can have with influencers on social platforms. The interaction between influencers and followers can be realized through social media platforms by like or comment on the post (Jun & Yi, 2020). Also, interactivity is a way of communication, and media output is the result of input provided by users (Labrecque, 2014). In other words, interaction is the process of engaging and communicating between users and influencers (McMillan and Hwang, 2002).

Social media influencers need to communicate and interact with the public and transmit information, so influencer plays a role of information transmission between brands and customers (Meng & Wei, 2015). When consumers watch influencer advertisements, they are naturally involved in the interaction with the advertising content. This interaction is a natural human response. However, different consumers interact in various ways and behave differently. Some consumers participate directly in advertisements created by influencers, such as comments, while others will not.

The interaction of social media influencer advertising with customers in various ways. Influencer is mainly constructed through interaction and communication with online peers (Wang & Li, 2016). In the past, it was difficult for brands to communicate with customers in two-ways. Now, influencers can easily interact with their followers or subscribers in real-time on social media platforms. Followers can give feedback through like, comments, personal comments and other ways to interact with of the influencer's posts. Generally, this kind of interaction is visible to all people on social media (McMillan and Hwang, 2002). After purchasing the products recommended by influencers, consumers can offer their positive or negative opinions through praise and comments, so as to let others know the value of the products. This behavior can be seen as a way for customers to participate in the content that influencers publish.

Second, interactivity is essential to focus on customer-centered customers. To this end, companies often test and recommend engines using social media platforms, allowing customers to provide their input (Friedrichsen, µ HL Benninghaus, and SpringerLink 2013). According to Chang et al. (2015), social media interaction is more effective than traditional marketing strategies, such as sales promotion that annoys customers.

By contrast, interactivity through social media helps to attract customers by educating them. Jun and Yi (2020) proved that, compared with traditional advertising, the interactivity of influencers can be seen as a distinguishing feature of influencer advertising, because traditional advertising only simply conveys information, and interaction on social media is a kind of mechanism, which allows consumers to sense and provide feedback. In other words, the interaction between consumers and influencers gain more popularity with ordinary consumers than the traditional approaches.

2.2. Perceived relevance to influencer advertising

Perceived relevance is an essential factor affecting the final effect of advertising (Muehling and McCann, 1993). The concept of perceived relevance refers to being relevant to oneself or in a way that contributes to the achievement of one's own goals (Celsi and Olson 1988). In this context, perceived relevance refers to the relevance of the consumer to the advertising content of the influencer. This definition includes the premise that consumers view or participate in an influencer's advertisement if they perceive that the influencer's

advertisement is likely to be useful to them. Perceived advertising relevance is likely to make consumers have a good purchase intention (Pavlou and Stewart, 2000). The trend based on self-understanding is increasing year by year, and consumers have higher and higher requirements for the matching degree of brand and self so that, to a certain extent.

Perceived relevance is a kind of psychological judgment and an emotional expression produced by consumers. When consumers watch influencer advertisements, they will automatically evaluate advertising content, advertising quality, information accuracy, information authenticity and other aspects. In fact, when consumers purposefully watch advertisements, they will always look for relevant and useful information through advertisements (Breves et al., 2019).

One difference between influencer advertisements and brand advertisements on social media is that influencer advertisements contain a lot of information (Levin, 2020). Influencer advertisements can make consumers accurately perceive the relevance of advertising content and themselves through information such as brand concept, product introduction and product advantages.

The perceived relevance is generated based on the customer's psychological cognition. It can represent the differences between different brands in the customer's mind, and the generation of the difference will allow the customer to preferentially choose the product with a unique presence in the customer's mind. Consumers pay more attention to the advertising content associated with them when they browse the advertising content (Zeng, Huang, and Dou, 2009). The perceived relevance of advertisements and consumers have a more favorable impression of advertising content on social networking sites. Under the same digital advertising situation, more relevant advertisements are more acceptable to consumers (Merisavo et al., 2007).

Dean et al. (2012) also noticed that customers are more likely to be interested in ads if they perceive these advertisements to be more relevant to their personal situations. Customers will positively comment social media advertising and are more willing to conduct such advertising when making a decision if they believe the advertising is relevant to their goals and preferences. For example, when consumers who like beauty cosmetics see the evaluation of hot new cosmetics by influencers, consumers will automatically perceive the relevance of advertisements and pay certain attention to the advertisements. Even if the advertisements

created and published by customers favorite influencers, consumers will watch and interact by identifying the relevance of the advertisements. Therefore, for consumers, when facing advertising content, they pay more attention to the appropriateness of the advertisement and themselves.

2.3. Customer hedonic motivation of watching influencer advertising

Many scholars have confirmed that utilitarian motivation, hedonic motivation, and social motivation have an effect on human behavior (Dolan et al., 2015; Fernandes & Remelhe, 2015). These three different motivations emphasized various people's goals (Kritzinger & Petzer, 2020). First of all, social motivation refers to the interaction between people and the goal of getting attention or response from others (Sedgewick et al., 2015). Utilitarian motivation refers to goal-oriented behavior, such as functional goals or practical goals (Childers et al., 2001). Hedonic motivation is described as a personal psychological feeling to feel or experience motivation, such as enjoyment and entertainment (Cai et al., 2020).

The research in this article only considers hedonic motivation because on the social media platform, in the engagement between consumers and influencers, it is emphasized that consumers participate in the purchase because of the recommendation of influencers, which reflects consumers' inner desires to interact with influencers (Martín-Consuegra et al., 2019). Although consumers are willing to interact with influencers, this kind of interaction is only a one-way interaction, and there is no response from social media influencers, that is, there will be no goals for consumers to behave (Munnukka, Uusitalo and Toivonen, 2016). Therefore, social motivation does not apply to this research.

In the same way, utilitarian motivation does not apply to the process of consumers interacting with social media influencers in this study due to consumers actually do not have the direct purchase goal (O'Brien, 2010). If consumers want to achieve their purchase goals, they do not need to interact with social media influencers; instead, consumers could purchase through online shopping platforms. Therefore, this article only uses hedonic motivation in terms of the three kinds of motivation for research.

Simply put, hedonic motivation is a kind of human nature (Kaczmarek, 2017). People can take the initiative to perform certain behaviors to obtain positive personal experiences and be accompanied by happiness, love, and joy, so to reduce negative feelings to avoid pain and fear

(Rezvani, Jansson, and Bengtsson, 2018). Hedonic motivation indicate that people can measure their own emotional experience, and can measure various behaviors, good or bad. People can make themselves feel happy and joyful by continuing to perform good behaviors (Sharifi Fard eet al., 2019). Some scholars have found that people's use and exposure to technology will be reflected through hedonic motivation (Childers et al., 2001; Martín-Consuegra et al., 2019).

The behavior of using technology products will make users feel happy. Especially after the popularity of social software, many scholars have found that Hedonic motives will make consumers more dependent on social software, especially the way of interaction on social media (Baabdullah, 2018). And there are many studies that have found that the Hedonic motivation of consumer purchase behavior is related to consumer participation. For example, Kim, Kim, and Wachter (2013) found that due to the development of mobile technology, people's practice of using smartphones and tablets has increased substantially.

Although the basic function of mobile phones is communication and contact between people, the advancement of technology has led to the emergence of multi-functional mobile phones, which reflects the Hedonic motivation of people using mobile phones brought by technology (Kim, Kim, and Wachter, 2013). Specifically, consumers can implement different functions at any time and place by using smart phones. For most users, not only can they listen to basic entertainment functions such as music, but also use a lot of social software to meet their entertainment needs.

Consumers have hedonic motives when they make purchases. In the past, consumers mostly shopped to meet basic needs and keep their lives in order. In today's society, people are immersed in the pursuit of enjoyment. In a world of material abundance, consumers purchase to satisfy their enjoyment needs. Especially in the developed environment of online shopping, people just need to use mobile phones or computers to make timely purchases to meet their enjoyment needs.

2.4. Influencer advertising informativeness

An important characteristic of advertising is informativeness. Advertisement is a tool often used by marketers in promotion strategies to improve the awareness of products in the minds of consumers and achieve the purpose of promoting the brand or sales (Manickam,

2014). In the advertisement, the information of the advertisement is delivered to the target consumers in a timely manner, so the consumers receive the information from the advertisement (Siau and Shen, 2003). The informativeness of advertising, whether through email advertising, message advertising, or social media advertising, has been proved to play a very important role (Rajesh et al., 2019).

As an important quality, informativeness and high quality are used on posts sent by social media influencers, which can help customers make choices and judgments on the basis of the information provided, which is that the amount of information on the content can promote the process of customers' purchase decisions (Lee and Hong, 2016). Ordinary users can gain public attention on social media by sharing attractive information and thus grow into opinion leaders, which may encourage ordinary people become social media influencers.

According to Chu & Kim (2011), the role of information in influencer posts is essential. In fact, consumers currently choose to believe the content of posts posted by these influencers over those posted by brand owners, because posts generated by influencers not only contains the basic introduction of the product, but also helps followers to choose the most suitable and economical product through further evaluation of the product (Alhid Ari, Iyer, & Paswan, 2015).

Content should attract customers and attract them in the long term (Lee and Hong, 2016). According to Van-Tien Dao et al. (2014), the amount of information is one of the three major beliefs of social media influencers in publishing content. According to the research, in terms of content posted by social media influencers, the breadth of information has a positive impact on the perceived value of customers. Successful influencers focus on posting information that is source rich and makes their customers feel it (Goodrich, Schiller and Galletta, 2015). Abou Taam et al. (2014) believed that compared with entertainment and credibility, the amount of information has a different impact on the value of content posted by social media influencers.

Besides, information is effectively obtained on e-commerce websites instead of offline advertising (Gao and Koufaris, 2006), which shows that the amount of information plays a crucial role in the content posted by social media influencers. If advertising is both entertaining and informative, customers are likely to be attracted.

According to Alhid ari, Iyer, & Paswan (2015), the posts generated by influencers providing the results of product evaluation and comparison with similar products, which helps

followers to see the most suitable and economical products in the most intuitive way. Ki and Kim (2019) also claimed that customers rely on the information provided by influencers' posts when making purchase decisions and product selections. Social media has the function and personal use of sharing information with strong personal preferences, producing such valuable posts that the average user would not publish. (Lin, Bruning, & Swarna 2018)

2.5. Consumer trust to influencer advertising

According to Gefen, Karahanna and Straub (2010), trust can be regarded as a belief or intention, which is highly dependent on another organization. (Gefen & Pavlou, 2012) asserted that believe in trust is to believe that one party is based on the experience of past interactions and believes that the behaviour of the other party can meet their expectations. According to the definition of trust given by these scholars, trust refers to the belief that the other party will do things in the way they expect. In this context, trust refers to the consumer's belief in influencer advertising.

Consumer trust is an essential basis for establishing a relationship between buyers and sellers. Therefore, consumer trust for merchants in social networks is one of the essential factors that constitute transactions. Consumers use this to measure whether they are willing to buy from merchants in this social network (Beatty, 2011). For goods or services, the higher the trust in the merchants in social networks, the higher the willingness to buy (Kim and Park, 2013). Relatively speaking, if the online merchants leave consumers with a wrong impression, the willingness to buy will be decreased.

According to Stewart (2009), one way to build initial trust is through transfer. Granovetter (2013) points out that the idea behind social network theory is that trust can be mediated through the Internet and spread among different individuals. When consumers know they trust the website, they will gradually trust the retailer (Lewis and Weigert, 2012). Trust of individuals in social networks on the website and the trust level of an individual for an entity can be affected by others.

With the development of the Internet, more and more scholars begin to study consumer trust and social networks. However, trust is not clearly defined and measured. McKnight and Chervany(2011) believe that in different situations and different people, individuals show a consistent tendency to trust in the desire to rely on others. So, even in different contexts, trust

can be seen as people's willingness to interact in order to achieve a common goal. (Pavlou & Dimoka, 2006; Wu et al., 2014) believes that credibility and kindness are the keys to build consumer trust.

Good faith refers to the ability and willingness of trading partners to fulfil their commitments; Goodwill refers to the concern of trading partners for consumers. Not only because of interests, but also out of inner goodwill, and even choose to sacrifice their own interests in order to protect the interests of consumers. Singh and Sirdeshmukh (2010) believe that competence and credibility are two crucial factors to build consumer trust. Competitiveness refers to the honesty and reliability of enterprises to fulfil their promises to consumers.

More and more scholars pay attention to online trust and emphasize that trust is the core of successful online transactions (Ruan and Durrezi, 2016; Jiang et al., 2016). (Sari, Widyanti & Listyorin, 2020; Bianchi & Andrews, 2012) believes that trust has a significant impact on consumers' purchase intention. In addition, Pavlou(2003) proposed a new view through empirical research: acceptance model using trust to improve technology. Increase the transaction between both parties. Consumer trust can improve consumers' perceived usefulness and ease of use, thus increasing their purchase intention.

Although trust has been widely studied in marketing, they are all about the trust between people. In fact, in social media, users not only need to trust the influencer, but also need to trust the influencer's advertising. Consumers' trust in the influencer does not necessarily mean consumers' trust in the influencer's advertising because consumers are aware of the collaboration between the influencer and the advertiser. It is very important to study the influence of advertising on the change of consumer behavior to explore consumers' trust in influencer advertisements.

3. ASPECTS OF CUSTOMER ENGAGEMENT AND PURCHASE INTENTION RELATIONSHIP

3.1. The role of customer engagement

Since the 1970s, scholars have been investigating customer engagement, generally defined customer engagement from the elements and customer roles' perspectives. Cermak, Silpakit, and Fisk in 1985 defined customer engagement from two aspects of material and spiritual effort in the process of receiving products or services, including intellectual, physical, emotional, and energy input. According to File (1992), customer engagement is the role and expected behavior of consumers in the process of service consumption. In fact, customer participation involves not only the customer itself, but also the close relationship with the brands.

Lee (2001) claims that customer engagement refers to the extent to which consumers are willing to pay physical strength and energy in the production and delivery of services or products and the degree of cooperation in making consumption decisions. Lloyd (2003) focused on customers' contribution in terms of customer engagement, in the acceptance of products and services, which ultimately affects the quality of products and services accepted by consumers. Kelley et al. (1900) believed that consumers play the role of "part of employees" in enterprises and participate in producing and delivering enterprise products or services for a short time.

Several previous studies have revealed a different area of increased customer engagement through social media (Chae, 2015). Public organizations have begun to use social media as a means to promote relationships with customers (Effing, Hillegersberg, & Huibers, 2011). For example, some nonprofit organizations use social media platforms to promote their ideas and values in order to attract more people to donate money to their particular project. Besides, politics (Stieglitz & Dang-Xuan, 2013) and health sector (Ji, Chun, Wei, & Geller, 2015) are concentrated areas of the most previous study on social media marketing.

When considering the dimension of customer engagement, different scholars have various opinions because the content and degree of customer engagement are various in different industries. Lloyd explored the measurement of customer engagement in the banking industry

in 2003 and published the corresponding research results, and he divided customer engagement into three dimensions: cooperative production, perceived effort, and work cognition. Claycomb et al. (2001) proposed that customer engagement can be divided into two dimensions: attendance behavior and information provision. Attendance behavior refers to the consumption times and frequency of consumers. Information provision refers to how consumers provide information and suggestions to enterprises in receiving products and services.

In general, customer engagement online consists of customer participation in production, publicity, purchasing, and review. Therefore, in the whole marketing process, consumers play the role of a buyer and play the role of producer and propagandist (Viswanathan et al., 2018). In fact, consumers can interact on social media with brands advertisements and influencers advertisements by following, forwarding, and commenting to promote their favorite products. The next part will discuss how customers are engaging through social media platforms.

3.2. Customer engagement on social media advertising

Customer engagement is currently related to social media advertising (Sashi, Brynildsen and Bilgihan, 2019), which shows that influencers use social media advertising to increase customer participation. Influencer advertisements are targeted at the followers base. The brand will generally select influencers that match the brand to cooperate with, that is to say, the fans of the influencers the brand cooperates with are the target customers or potential customers of the brand. Social media platforms are becoming more and more important for influencers to communicate with customers and followers (Khamis & Welling, 2016). Specifically, social media advertising allows influencers to use eWOM to attract customers (Choi, SEO, and Yoon, 2017). In addition, consumer engagement has become popular in recent years because it affects customers' purchase decisions.

Consumer engagement is influenced by many factors, such as activation, emotional or cognitive processing through social media advertising (Harrigan et al., 2018). Ashley and Tuten (2015) believe that social media advertising is an effective way to keep in touch with customers before and after sales.

Generally speaking, the participation of consumers before consumption is mainly a process of information search and comparison. The participation of consumers after the

completion of shopping is generally the evaluation process of brand or product, namely E-WOM. The study showed that update information frequently and encourage participation regularly can generate higher customer participation, and encourage customers to share content through social media, and offer discounts or draw prizes are more likely to attract customer engagement. Therefore, the common way to interact with consumers through is to engage with consumers through social media.

In general, there are two ways that customers can engage with influences. The first way is customers can interact with the posts published by their favorite influencers. Customers can repost, comment, like, and even derive the practice that influencers will randomly select several users who comment to give gifts, which will improve consumers' enthusiasm to participate (Silva, 2019). Engagement in influencer advertising is high with some incentives. Many influencer advertisements deliberately remind consumers to engage and so could receive rewards.

Secondly, in the live broadcast process, the influencer and the consumer can interact in real time. Consumers will ask the influencer questions through the bullet screen, and the influencer will also ask the consumers questions to obtain the consumers' real ideas about the product (Woodcock & Johnson, 2019). The degree of engagement in the process of live broadcasting is higher than that of text or video in social media. Although consumers know that influencers' live broadcasts are actually advertisements, they will also actively participate in acquiring important product information and experience. However, the real-time broadcast cannot be considered as a kind of advertisements, because influencers tend to use sales strategies during the live broadcast, which has gone far beyond the scope of advertisements. It is a process similar to sales rather than promotion. Although live broadcast sales can also have effects such as increasing brand awareness, the use of sales strategies and persuasive purchases are the main domain of live broadcast.

3.3. Purchase intention

Purchase intention is defined as the willingness of consumers to purchase any product. Purchase intention is defined as a consumer's willingness to buy any product or service (Bian and Forsythe, 2012, Grewal, Monroe and Krishnan, 1998). Fishbin (1995) pointed out that

willingness is the concept of an individual performing a particular behaviour. On the basis of this theory, Dodds et al. (1991) proposed that consumer purchase intention refers to the psychological will generated by people before the occurrence of current purchase behaviour. The possibility of a person choosing which brand to purchase a particular product is caused by various factors, which can be internal or external.

There is another explanation for purchase intention, that is, customers purchase the same product based on their previous purchase experience, which will be affected by social, personal and psychological factors (Silverman, 2001). The possibility of such repurchase behavior is called purchase intention (Mirabi, Akbariyeh and Tahmasebifard, 2015). Companies must find a way to achieve repurchase behavior because, at this stage, consumers will hesitate between several brands or quickly switch to other brands (Kim and Ko, 2012). Purchasing intention determines whether the purchasing behaviour of consumers occurs. As a kind of subjective psychological attitude, purchase intention affects the behaviour of consumers. It is of great significance to study the generation of purchase intention.

Each customer's purchase intention can be affected by internal and external factors. Internal factors mainly include trust, risk, utility, knowledge, attitude, personality, values, motivation, lifestyle, and purchase involvement. This is due to the different growth experiences of different consumers.

External factors may include the brand's reliability, current market competition, or the degree of consumer participation. Any company that wants to influence customers' purchase intentions needs to have a stable brand reputation (Gatti, Caruana, and Snehota, 2012). If the company does not establish any reliability or trustworthiness in the market, it will likely not affect customers' purchasing intentions (Chiu et al. 2012, Jung and Seock, 2016). As Hong and Cha (2013) stated, brands can increase their likelihood of influencing purchase intentions in several ways. For example, a company can establish a social image that is sufficient to influence customer intentions. This includes establishing a critical brand identity, including logos that customers can remember (Sparks, Perkins, and Barkley, 2013).

In addition, Meskaran, Ismail, and Shanmugam (2013) pointed out that companies must also build trust to attract as many customers as possible, which means that the higher the trust a brand can build, the higher the customer's willingness to buy. At the same time, consumers' participation in a brand will also influence consumers' purchasing intentions.

For example, the internationally renowned online game League of Legends will select the player's favorite skins through online voting for unique effect skins made by the players themselves and add these skins to the mall for players to purchase (Kordyaka et al., 2018). Because the players participate in the production process, so in the skin selection process, consumers will canvass for their favorite skins and promote them on social media, which will affect the purchase intentions of other consumers. The first two factors focus on improving the company's own strength, and the third factor is to enable consumers to influence more consumers through personal participation of consumers. Therefore, purchase intention is a crucial aspect for most companies to have more customers

Consumers' engagement will increase their purchase intention (Bowden, 2009). According to previous analysis, consumers evaluate advertisements when they see an influencer advertisement. Influencer advertising on social media offers consumers the possibility of interaction. Unlike traditional television advertising or media advertising, consumers will actually interact with the advertising. This interaction increases consumer perception of the brand and the product (Doorn, 2011). When consumers have a sufficient understanding of the brand or product, as well as the persuasive persuasion of the influencer in the advertisement, it is easy to arouse consumers' purchase intention.

4. RESEARCH METHODOLOGY OF INFLUENCE OF SOCIAL MEDIA INFLUENCER ADVERTISING ON CHINESE FEMALE CONSUMERS' PURCHASE INTENTION OF COSMETICS

4.1. The conceptual research framework

The purpose of this study aims to analyze the how social media influencer advertising influences Chinese female consumers' purchasing intention of cosmetics. Based on China's consumption background, the research will choose Sina Weibo as the social media platform which is the largest and most popular social media in China (Teo et al., 2016). In this study, the model (Figure 1) contains seven variables: interactivity, perceived relevance, hedonic motivation, informativeness, customer engagement, trust and purchase intention. Customer engagement as a mediate variable. Purchase intention is the dependent variable.

Based on previous research, some scholars have studied the relationship between influencers' posts' informativeness and trust and consumers' purchase intention. In particular, the relationship between trust and consumers' purchase intention has always been the focus of western scholars' research. For example, Lou and Yuan's (2019) research shows that posts' informativeness and trust can improve brand awareness and positively impact consumers' purchasing intentions. Therefore, this study will also analyze whether trust in consumers' purchasing intentions will change under different consumer target groups and backgrounds.

There are not many studies on the analysis of influencer advertisements on social media for female cosmetics consumption in the existing research, especially for Chinese consumers. Based on previous research, most of the researcher neglect focus on specific gender, because gender differences will cause the perceived difference between consumers and the influencers' content (Haixia & Yangshen 2020). Therefore, this research analyzed the relationship between relevant variables and purchase intention and will further analyze based on previous research. To analyze how influencer advertising affects customer engagement and how customer engagement and trust ultimately affect purchase intention.

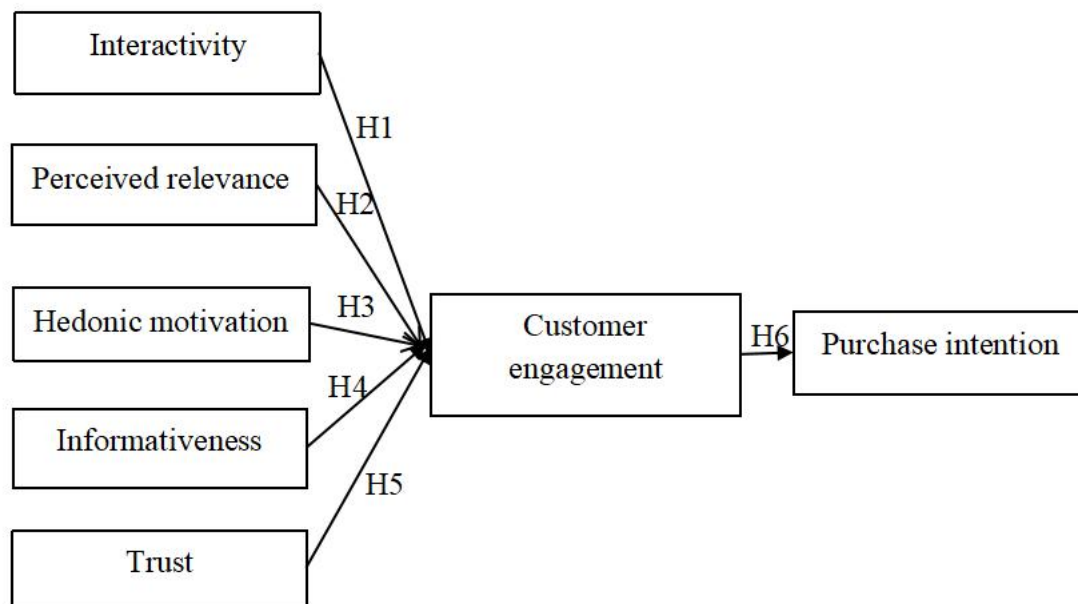


Figure 1. The conceptual research model

Previous scholars have studied the relationship between interactivity and customer engagement and found that interactivity will positively affect customer engagement. Merrilees (2016) examined the relationship between interactive consumer experience and consumer participation. Researchers analyze the consumer's interactive experience for different types of brands, including hedonic brands and functional brands. According to the results, it is found that interactive brands have a significant impact on customer engagement. In addition, according to the findings of Brodie et al. (2013), it is found that enhancing the interaction of social media platforms can enhance customer engagement.

This study evaluated customer engagement by testing different online brand communities. It turns out that the customer's interactive experience with the online brand community leads to customer participation. At the same time, customers who participated in the brand described higher customer loyalty, authorization, commitment, connection, trust, and satisfaction. According to the analysis above, the hypothesis can be proposed as:

H1: Interactivity with cosmetic influencers' advertisements on Sina Weibo will be positively related to customer engagement with cosmetic influencers' advertisements on Sina Weibo.

Research (Chen et al.,2014) shows that the followers may only refer to blogs that they believe are related to themselves and focus on using these limited contents to build the information they need. From the survey results, perceived relevance will affect the content and the impact of blogs or social media. Therefore, if the followers feel the relevance of the advertising content after seeing it, they are likely to increase their interest in the advertising content, thus enhancing participation. According to the analysis above, the hypothesis can be proposed as:

H2: Consumers perceived relevance with cosmetic influencers' advertisements on Sina Weibo will be positively related to customer engagement with cosmetic influencers' advertisements on Sina Weibo.

In addition, Chiu er al., (2014) found that consumers' repeated purchase behavior is related to hedonic motivation. Through analysis, the author found that hedonic value has a positive effect on consumers' willingness to repeat purchases. However, when consumers' perceived risks are taken into consideration, consumers' willingness to repeat purchases has a negative impact. Through the above analysis, the hypothesis of hedonic motivation and consumer participation is:

H3: Consumers hedonic motivation to see the influencer's advertising will be positively related to customer engagement on Sina Weibo

Demangeot and Broderick (2016) pointed out that customer engagement is related to social media advertising, including information about the subject. The research specifically focuses on content or information that should appeal to customers. According to research by Blaso-arcas, Hernandez-Ortega, and Jimenez-Martinez (2016), information-rich social media channels have an impact on the traveller's experience. This study uses real experimental techniques. The results show that the amount of information on the website is an essential factor affecting the social satisfaction of users and travellers. However, the content has no significant impact on the customer's purchase intention. Therefore, the hypothesis will be proposed as:

H4: Informativeness of influencer's advertising will be positively related to customer

engagement on Sina Weibo.

According to the study of McKnight and Chervany (2011), even in different situations and different people, when individuals show continuous trust in others, trust can also be seen as people's willingness to interact in order to achieve a common goal. The study of Islam and Rahman (2016) verified the positive correlation between customer engagement and trust. Their research directly shows that the higher customer engagement will have a positive impact on trust. So in this paper, According to the above analysis, the hypothesis will be proposed as:

H5: Trust with influencer advertising will be positively related to customer engagement on Sina Weibo.

The research result of Prentice et al. (2019) have shown that, due to the emotional connection between consumers and the platform through customer participation, consumers have trust in the brand, which may cause consumers to transform non-transactional behaviors into purchasing behaviors. Therefore, the more customer participation on the Internet, the more likely they want to buy products or services. Ashley and Tuten (2015) also believe that by allowing consumers to participate in social media interactions, consumers can be provided with more information about product discounts, thereby increasing consumers' purchase intentions and promoting consumption. In my study, we also consider that customer engagement of influencer advertising has a positive impact on purchase intention. Therefore, the hypothesis will be proposed as:

H6: Customer engagement with influencer advertising on Sina Weibo will positively influence customer purchasing intention.

4.2. Research method

A research paradigm is a model and framework that guides researchers in the whole study and aims to enable researchers to conduct research scientifically (Andrew and Halcomb, 2009). The research paradigm guides researchers conduct scientific research in order to present better research related to the research (Weaver and Olson, 2006). In the field of

sociology, there are three common research paradigms, including positivism, constructivism and pragmatism.

This research adopts positivism paradigm. Positivism research emphasizes the objectivity of research, that is, the researcher and the research subject remain independent so that the research problem will not be affected by the researcher's subjectivity (Saunders, et al., 2016). This paper chooses positivism paradigm for three reasons. First, a scientific practice may have positive consequences for research and researchers. Second, it relies on human behaviour in generating facts and figures. Besides, the context of the study is information about female millennial consumers in China. Therefore, it is necessary to identify and observe their respective interests and behaviours in order to evaluate the research objectives and objectives better.

The research method plays a significant role in the whole research. The correct research methods will make the research results more convincing. That is to say, choosing the right method can achieve the research goal and solve the research problem more effectively (Bryman and Bell, 2015). Therefore, the choice of research method is particularly important. There are three research methods, including quantitative research, qualitative research and mixed research.

According to the previous researches, quantitative research is the most popular and effectively method when investigating consumer behaviour. Quantitative research is a research process based on data analysis (Bryman and Bell, 2015). The most appropriate research method that can be associated with quantitative research is the deductive method since there are already established structures that pave the way for the generation of reliable data (Bryman and Bell, 2015). This means that, in previous studies, quantitative studies were conducted in deductive methods as long as the established framework was relied upon. Therefore, this research chose quantitative approach.

Survey planning

Survey is the most widely used quantitative research tool. The role of questionnaires in quantitative research is prominent because researchers aim to extract digital information that involves vital structures from the respondents concerned (Bryman and Cramer, 2006). In addition, the benefits of this quantitative research tool are obvious as it focuses on determining the opinions of the participants in the study (Bryman and Cramer, 2006). As

primary data, the questionnaire can ensure that the data are up to date. Therefore, this research used survey online questionnaire which can quickly collect more reliable primary data.

4.3. Sampling

In terms of sampling, there are two types of sampling, namely probabilistic sampling and non-probabilistic sampling (Saunders et al., 2009). In terms of probability sampling, the choice of interviewees is equal but opposite (Rubin and Babbie, 2009). Researchers are keen to use non-probabilistic sampling based on convenient sampling because the sampling framework for female millennials is relatively small compared to the unrestricted sampling framework (Saunders et al., 2009). Therefore, convenient sampling is suitable for extracting information within a limited time range.

We will reply on the previous studies which provided sample methods in order to receive the average respondents of our questionnaire. We used the previous studies sample size to get the average sample size for our study. As we know that at least 325 respondents should be set in each questionnaire. This paper has identified influencer advertising as the research object. In order to gain more insights, we will set up two questionnaires. In these two questionnaires, only influencers of different genders are controlled, while other questions are set unchanged. Finally, through the data analysis of the two questionnaires, compare the possible effects of different influencer genders on female consumer behavior.

The sample of this study should be Chinese female millennial who have Sina Weibo account and follow cosmetic influencers. Finally, a total of 768 Chinese female consumers of millennial cosmetics were selected to conduct a questionnaire survey, Questionnaire A (Male influencer) collected a total of 383 questionnaires, including 356 valid questionnaires; questionnaire B (Female influencer) collected a total of 385 questionnaires, including 356 valid questionnaires. Response rate is greater than 70%, which can be used as the basis for research conclusions. The age group of millennials is between 24 and 39 years old, and they were born between 1981 and 1996 (Berger, 2018). The reason to choose millennial is that millennial are the major users of social media and have the ability to purchase cosmetic. They were recruited through Sina Weibo's social media site, which is popular among Chinese. It easily got the age information on the Sina Weibo information page and can see whom the

candidate follows and whom the candidate follows. Therefore, the respondents were contacted through Sina Weibo, and the questionnaire was filled out after their consent was obtained.

4.4. Designing questionnaire

There are two ways to write a survey document: open and close. In terms of open-ended questions, respondents are free to provide any information. In general, there are three types of closed questions, including two-point questions, multiple-choice questions, and scaling questions (Bryman and Bell, 2015). As Newby (2014) points out, closed questions can be answered by the available options. In some cases, the answer can be yes or no. However, in other cases, respondents could use a variety of options, such as Likert scales. In this particular approach, the respondent must highlight the available options. The ways to participate in the questionnaire include an online questionnaire and a face-to-face questionnaire. Due to the convenience and level of usage of millennial women in China, the researchers used online contact information with the help of Sina Weibo. This part contains a lot information that is not related to the paper.

In order to collect our primary data for our study, we designed a questionnaire for this research. The questionnaire is divide into three sections, screening questions, questions about all the variables and basic information of the respondents. Influencer advertising is a commonly used form of social media advertising. We found very similar and suitable topics from previous studies for application, and set them in this paper with certain modifications. We will measure and evaluate all questionnaire with multiple choice questions and also relies on a 5-point Likert scale from "strongly agree" to "strongly disagree".

• **Question 1: measures interactivity.** 4 items a) The influencer cosmetics advertisements on Sina Weibo don't hold back information, b) Influencer cosmetics advertisements on Sina Weibo listen to what I have to say, c) Influencer cosmetics advertisements on Sina Weibo allows me to communicate directly with it, d) Influencer cosmetics advertisements on Sina Weibo is open in sharing information, are taken and modified to fit the context of this research from Labrecque (2014).

• **Question 2: measures perceived relevance.** 4 items a) Influencer cosmetics advertisements on Sina Weibo is relevant to me, b) Influencer cosmetics advertisements on Sina Weibo is important to me, c) Influencer cosmetics advertisements on Sina Weibo address

my needs, d) Influencer cosmetics advertisements on Sina Weibo suit my tastes, are taken and modified to fit the context of this research from Chen et al (2014).

• **Question 3: measures hedonic motivation.** 3 items a) To me, purchase cosmetics recommended by influencers advertisements on Sina Weibo is a way to relieve stress, b) I purchase cosmetics recommended by influencers advertisements on Sina Weibo for my friends and family, c)When I'm in a down mood, I purchase cosmetics recommended by influencers advertisements on Sina Weibo can make me feel better, are taken and modified to fit the context of this research from Arnold & Reynolds (2012).

• **Question 4: measures informativeness.** 3 items a) Information obtained from Influencer cosmetics advertisements on Sina Weibo would be useful for me, b) I would learn a lot from using the influencer cosmetics advertisements on Sina Weibo, c)I think the information obtained from the influencer cosmetics advertisements on Sina Weibo would be helpful, are taken and modified to fit the context of this research from Lee & Hong (2016).

• **Question 5: measures trust.** 3 items a) The cosmetic influencer gives me a sense me trust, b) I believe the cosmetic influencer, c)The cosmetic influencer gives me a feeling of trust, are taken and modified to fit the context of this research from Hu et al (2019).

• **Question 6: measures customer engagement.** 4 items a) I responded to the cosmetic influencer advertisements on Sina Weibo, b) I participated in discussion about the cosmetic influencer advertisements on Sina Weibo, c) I repost the cosmetic influencer advertisements on Sina Weibo, d) I give "likes" for the cosmetic influencer advertisements on Sina Weibo, are taken and modified to fit the context of this research from Chen et al (2014).

• **Question 7: measures purchase intention.** 4 items a) I will purchase the cosmetic advertised by the cosmetic influencer on Sina Weibo, b) I desire to purchase the cosmetic advertised by the cosmetic influencer on Sina Weibo, c) I tend to purchase the cosmetic advertised by the cosmetic influencer on Sina Weibo rather than other cosmetic brands, d) I tend to advertise for the cosmetic advertised by the cosmetic influencer on Sina Weibo, are taken and modified to fit the context of this research from Bian & Forsythe (2012).

To summarize the contents of this chapter, this paper will do further research based on the previous one and develop more detailed contents. This questionnaire method is very suitable for our future analysis because we try to study the correlation between independent and dependent variables.

5. THE ANALYSIS OF THE EMPIRICAL DATA

5.1. Reliability analysis

In this research, the reliability tests were applied, which is to measure all the questions applied in the questionnaire constructs. Although there is no uniform standard for analyzing the Cronbach's Alpha, according to the view of most scholars, if the Cronbach's alpha is above 0.9, the reliability of the test or scale is highly reliable, but if Cronbach's alpha is above 0.7, which means it also could be tested.

We could know that the Cronbach's alpha of reliability of the interactivity is 0.908 (Questionnaire A), 0.912 (Questionnaire B). The Cronbach's alpha of reliability of the perceived relevance is 0.921 (Questionnaire A), 0.919 (Questionnaire B). The Cronbach's alpha of reliability of the hedonic motivation is 0.899 (Questionnaire A), 0.897 (Questionnaire B). The Cronbach's alpha of reliability of the informativeness is 0.903 (Questionnaire A), 0.892 (Questionnaire B). The Cronbach's alpha of reliability of the trust is 0.883 (Questionnaire A), 0.899 (Questionnaire B). The Cronbach's alpha of reliability of the customer engagement is 0.922 (Questionnaire A), 0.929 (Questionnaire B) The Cronbach's alpha of reliability of the purchase intention is 0.919 (Questionnaire A), 0.926 (Questionnaire B). All of them are more than 0.8 and nearly 0.9, which means this questionnaire could be tested and highly reliable.

5.2. Analysis of sample distribution

We used SPSS to analyze our collected data and to present the analyse result of sample distribution. This result shows in table 1 (Appendix 3) that in questionnaire A, >6 years occupies the largest proportion. On the contrary, in questionnaire B, <3 years occupies the largest proportion. The monthly income of most people shows in table 2 (Appendix 2) is between 3001-9000. Cause in questionnaire A, monthly income range between 3001-6000 is 24.7%, and monthly income range between 6001-9000 is 25.3%; In questionnaire B, monthly income range between 3001-6000 is 24.7%, and monthly income range between 6001-9000 is 26.7%. We could say that no matter in both two questionnaires, this range (3001-9000) is around 50%.

Table 1. Analyse of time spent in total on Sina Weibo

Time spent on Sina Weibo	Male influencer		Female influencer	
	Frequency	Percent	Frequency	Percent
<3 years	100	159	159	44.7
3-6 years	103	93	93	26.1
>6 years	153	104	104	29.2

Table 2. Analyse of income per month (RMB)

Income per month (RMB)	Male influencer		Female influencer	
	Frequency	Percent	Frequency	Percent
<3000	59	16.6	55	15.4
3001-6000	88	24.7	87	24.4
6001-9000	90	25.3	95	26.7
9001-12000	63	17.7	62	17.4
>12000	56	15.7	57	16

Table 3. Analyse of education

Education	Male influencer		Female influencer	
	Frequency	Percent	Frequency	Percent
Upper secondary school	15	4.2	95	26.7
Bachelor student	209	58.7	164	46.1
Master student	78	21.9	61	17.1
Other	54	15.2	36	10.1

Compared with education analysis (Appendix 1), we also found that the most people are bachelor students in both questionnaires. Cause in questionnaire A, bachelor students is more than 50% (58.7%), and in questionnaire B, it is also around 50% (46.1%). In these two analyses of respondents, we have obtained highly consistent results.

5.3. Results of hypotheses testing

In this part, 6 Hypotheses will be evaluated which is identified in methodology part.

We applied a correlation analysis between independents variables, intermediate variable and dependent variable each one separately. To understand the effect and relationship of each variable to the intention of buying in terms of positive or negative aspects. According to the rule of thumb, the higher the value of the coefficient, the stronger relationship between them and vice versa. We can interpretive values as follow (Appendix 4).

Table 4. Correlation analysis of interactivity and customer engagement

		Interactivity	customer engagement
Interactivity	Pearson Correlation	1	.757**
	Sig. (2-tailed)		0
	N	712	712
Customer engagement	Pearson Correlation	.757**	1
	Sig. (2-tailed)	0	
	N	712	712

As we have seen, Pearson's correlation analysis is applied. Check the correlation coefficient between variables. From the (table 4) we can see that there is a strong positive correlation between interactivity and customer engagement ($r = .757^{**}$, $P < 0.001$). These results indicate the positive impact of interactivity to customer engagement.

From above analysis results, all these data shows that **H1: Consumers interactivity with cosmetic influencers' advertisements on Sina Weibo will be positively related to customer engagement with cosmetic influencers' advertisements on Sina Weibo** is accepted.

Table 5. Correlation analysis of perceived relevance and customer engagement

		perceived	customer

		relevance	engagement
Perceived relevance	Pearson Correlation	1	.647**
	Sig. (2-tailed)		0
	N	712	712
Customer engagement	Pearson Correlation	.647**	1
	Sig. (2-tailed)	0	
	N	712	712

We can see that Pearson's correlation analysis is applied. Check the correlation coefficient between variables. From the (table 5) it can be seen there is a moderate positive correlation between performed relevance and customer engagement ($r = .647^{**}$, $P < 0.001$). These results indicate the positive impact of perceived relevance to customer engagement.

We can see from above analysis's result that **H2: Consumers perceived relevance with cosmetic influencers' advertisements on Sina Weibo will be positively related to customer engagement with cosmetic influencers' advertisements on Sina Weibo** is accepted.

Table 6. Correlation analysis of hedonic motivation and customer engagement

		Hedonic motivation	customer engagement
Hedonic motivation	Pearson Correlation	1	.638**
	Sig. (2-tailed)		0
	N	712	712
Customer engagement	Pearson Correlation	.638**	1
	Sig. (2-tailed)	0	
	N	712	712

As we have seen, Pearson's correlation analysis is applied. Check the correlation coefficient between variables. From the (table 6) we can see that there is a moderate positive correlation between hedonic motivation and customer engagement ($r = .638^{**}$, $P < 0.001$).

These results indicate the positive impact of hedonic motivation.

So we can prove that **H3: Consumers hedonic motivation to see the influencer’s advertising will be positively related to customer engagement on Sina Weibo** is accepted.

Table 7. Correlation analysis between informativeness and customer engagement

		informativeness	customer engagement
Informativeness	Pearson Correlation	1	.619**
	Sig. (2-tailed)		0
	N	712	712
Customer engagement	Pearson Correlation	.619**	1
	Sig. (2-tailed)	0	
	N	712	712

As we have seen, Pearson's correlation analysis is applied. Check the correlation coefficient between variables. From (table 7) we can see that there is a moderate positive correlation between informativeness and customer engagement ($r = .619^{**}$, $P < 0.001$). These results shows that the informativeness has positive influence of customer engagement.

From all the data analysis above, it can be proved that **H4: Informativeness of influencer’s advertising will be positively related to customer engagement on Sina Weibo** is accepted.

Table 8. Correlation analysis between trust and customer engagement

		trust	customer engagement
Trust	Pearson Correlation	1	.636**
	Sig. (2-tailed)		0
	N	712	712
Customer engagement	Pearson Correlation	.636**	1

	Sig. (2-tailed)	0	
	N	712	712

As we have seen, Pearson's correlation analysis is applied. Check the correlation coefficient between variables. From the (table 8) we can see that there is a moderate positive correlation between trust and customer engagement ($r = 0.636^{**}$, $P < 0.001$), these results indicate the positive impact of trust to customer engagement.

We can see from above analysis's result that **H5: Trust with influencer advertising will be positively related to customer engagement on Sina Weibo** is accepted.

Table 9. Correlation analysis between customer engagement and purchase intention

		customer engagement	purchase intention
Customer engagement	Pearson Correlation	1	.639**
	Sig. (2-tailed)		0
	N	712	712
Purchase intention	Pearson Correlation	.639**	1
	Sig. (2-tailed)	0	
	N	712	712

As we have seen, Pearson's correlation analysis is applied. Check the correlation coefficient between variables. From (table 9) we can see that there is a moderate positive correlation between customer engagement and purchase intention ($r = 0.639^{**}$, $P < 0.001$), these results indicate the positive impact of customer engagement.

We can see from above analysis's result that **H6: Customer engagement with influencer advertising on Sina Weibo will positively influence customer purchasing intention** is accepted.

5.4. Analysis of demographic characteristic of respondents

SPSS was used to test the difference of the overall satisfaction score and the scores of

each dimension into demographics variables such as income and education background. A one-way analysis of variance (F test) was performed on multi-class samples such as "educational background". Cause we have two questionnaires, so we test both questionnaire, analyze whether demographics variables in each questionnaire will affect the independent variables, and finally compare the result whether there is a difference when influencer is man or woman.

When $P < 0.05$, the difference is significant.

From the table 10 shown that p value of interactivity is 0.145 in Weibo using time category, and table 11 shown that p value of interactivity is 0.588 in Weibo using time category; also all the other p value of each variable in the Weibo using time category is greater than 0.05 which means that in terms of Weibo using time categories, all respondents' responses has no significant difference, which means that all the variables do not differ depending on respondents' Weibo using time when influencer is man or woman.

Table 10. Demographic characteristic of respondents - Weibo using time in total (Male influencer)

Interactivity	Weibo using time in total	N	M ± SD	F	Sig.
	Less than 3 years	100	3.48 ± 1.22	1.939	0.145
	3-6 years	103	3.17 ± 1.18		
	More than 6 years	153	3.26 ± 1.09		
Perceived relevance	Less than 3 years	100	3.49 ± 1.25	2.773	0.064
	3-6 years	103	3.09 ± 1.26		
	More than 6 years	153	3.29 ± 1.13		
Hedonic motivation	Less than 3 years	100	3.36 ± 1.25	1.103	0.333
	3-6 years	103	3.15 ± 1.24		
	More than 6 years	153	3.13 ± 1.23		

	years				
Informativeness	Less than 3 years	100	3.44 ± 1.25	1.267	0.283
	3-6 years	103	3.18 ± 1.25		
	More than 6 years	153	3.25 ± 1.16		
Trust	Less than 3 years	100	3.32 ± 1.29	0.737	0.479
	3-6 years	103	3.12 ± 1.24		
	More than 6 years	153	3.17 ± 1.2		
Customer engagement	Less than 3 years	100	3.35 ± 1.23	1.465	0.232
	3-6 years	103	3.27 ± 1.21		
	More than 6 years	153	3.09 ± 1.28		
Purchase intention	Less than 3 years	100	3.41 ± 1.23	1.396	0.249
	3-6 years	103	3.13 ± 1.26		
	More than 6 years	153	3.33 ± 1.26		

Table 11. Demographic characteristic of respondents - Weibo using time in total (Female influencer)

Interactivity	Weibo using time in total	N	M ± SD	F	Sig.
	Less than 3 years	159	3.45 ± 1.23	0.531	0.588
	3-6 years	93	3.38 ± 1.08		
	More than 6 years	104	3.31 ± 1.04		
Perceived relevance	Less than 3 years	159	3.33 ± 1.24	1.713	0.182
	3-6 years	93	3.34 ± 1.12		
	More than 6 years	104	3.31 ± 1.21		

Hedonic motivation	Less than 3 years	159	3.5 ± 1.26	1.103	0.333
	3-6 years	93	3.26 ± 1.24		
	More than 6 years	104	3.24 ± 1.21		
Informativeness	Less than 3 years	159	3.32 ± 1.31	0.072	0.93
	3-6 years	93	3.31 ± 1.11		
	More than 6 years	104	3.37 ± 1.23		
Trust	Less than 3 years	159	3.36 ± 1.25	0.038	0.962
	3-6 years	93	3.39 ± 1.17		
	More than 6 years	104	3.34 ± 1.12		
Customer engagement	Less than 3 years	159	3.3 ± 1.25	0.287	0.75
	3-6 years	93	3.41 ± 1.14		
	More than 6 years	104	3.31 ± 1.19		
Purchase intention	Less than 3 years	159	3.46 ± 1.18	1.081	0.34
	3-6 years	93	3.34 ± 1.1		
	More than 6 years	104	3.25 ± 1.21		

From the table 12 and table 13, p value of interactivity in income category is 0.414 (table 12), p value of interactivity in income category is 0.887 (table 13); Both of these two tables shown that p value of each variable in the income category is greater than 0.05 which means that in terms of income categories, all respondents' responses has no significant difference, which means that all the variables do not differ depending on respondents' income level when influencer is man or woman.

Table 12. Demographic characteristic of respondents - income (Male influencer)

	Income	N	M ± SD	F	Sig.
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Interactivity	<3000	59	3.1 ± 1.08	0.987	0.414
	3001-6000	88	3.32 ± 1.14		
	6001-9000	90	3.35 ± 1.13		
	9001-12000	63	3.21 ± 1.35		
	>12000	56	3.5 ± 1.05		
Perceived relevance	<3000	59	3.07 ± 1.3	1.494	0.203
	3001-6000	88	3.2 ± 1.21		
	6001-9000	90	3.42 ± 1.12		
	9001-12000	63	3.2 ± 1.27		
	>12000	56	3.53 ± 1.15		
Hedonic motivation	<3000	59	3.1 ± 1.24	1.179	0.32
	3001-6000	88	3.22 ± 1.31		
	6001-9000	90	3.33 ± 1.24		
	9001-12000	63	2.96 ± 1.25		
	>12000	56	3.36 ± 1.11		
Informativeness	<3000	59	3.13 ± 1.18	0.595	0.666
	3001-6000	88	3.31 ± 1.24		
	6001-9000	90	3.42 ± 1.22		
	9001-12000	63	3.2 ± 1.23		
	>12000	56	3.3 ± 1.19		
Trust	<3000	59	3.04 ± 1.19	0.451	0.771
	3001-6000	88	3.3 ± 1.23		
	6001-9000	90	3.21 ± 1.23		
	9001-12000	63	3.13 ± 1.34		
	>12000	56	3.23 ± 1.22		
Customer engagement	<3000	59	3.1 ± 1.27	0.602	0.661
	3001-6000	88	3.14 ± 1.21		
	6001-9000	90	3.27 ± 1.28		
	9001-12000	63	3.17 ± 1.34		
	>12000	56	3.41 ± 1.12		

Purchase intention	<3000	59	2.98 ± 1.25	1.418	0.228
	3001-6000	88	3.36 ± 1.24		
	6001-9000	90	3.37 ± 1.2		
	9001-12000	63	3.22 ± 1.36		
	>12000	56	3.48 ± 1.22		

Table 13. Demographic characteristic of respondents - income (Female influencer)

	Income	N	M ± SD	F	Sig.
Interactivity	<3000	59	3.34 ± 1.16	0.285	0.887
	3001-6000	88	3.37 ± 1.15		
	6001-9000	90	3.5 ± 1.14		
	9001-12000	63	3.34 ± 1.12		
	>12000	56	3.36 ± 1.14		
Perceived relevance	<3000	59	3.25 ± 1.22	0.187	0.945
	3001-6000	88	3.3 ± 1.24		
	6001-9000	90	3.4 ± 1.15		
	9001-12000	63	3.3 ± 1.2		
	>12000	56	3.38 ± 1.22		
Hedonic motivation	<3000	59	3.18 ± 1.23	0.48	0.751
	3001-6000	88	3.46 ± 1.29		
	6001-9000	90	3.4 ± 1.2		
	9001-12000	63	3.3 ± 1.29		
	>12000	56	3.37 ± 1.23		
Informativeness	<3000	59	3.33 ± 1.26	0.337	0.853
	3001-6000	88	3.35 ± 1.18		
	6001-9000	90	3.42 ± 1.21		
	9001-12000	63	3.19 ± 1.31		
	>12000	56	3.31 ± 1.27		
Trust	<3000	59	3.45 ± 1.07	0.242	0.914
	3001-6000	88	3.35 ± 1.18		

	6001-9000	90	3.4 ± 1.2		
	9001-12000	63	3.34 ± 1.27		
	>12000	56	3.25 ± 1.22		
Customer engagement	<3000	59	3.35 ± 1.17	0.748	0.56
	3001-6000	88	3.31 ± 1.24		
	6001-9000	90	3.47 ± 1.2		
	9001-12000	63	3.3 ± 1.23		
	>12000	56	3.13 ± 1.16		
Purchase intention	<3000	59	3.33 ± 1.23	0.35	0.844
	3001-6000	88	3.46 ± 1.21		
	6001-9000	90	3.42 ± 1.14		
	9001-12000	63	3.29 ± 1.13		
	>12000	56	3.27 ± 1.17		

In the collected database, there are respondents from all education categories, the table 14 and table 15 shown that p value of each variable in the education category is greater than 0.05 which means that in terms of education categories, all respondents' responses has no significant difference, which means that all the variables do not differ depending on respondents' education level when influencer is man or woman.

Table 14. Demographic characteristic of respondents - education (Male influencer)

		N	M ± SD	F	Sig.
Interactivity	Upper secondary school	15	3.55 ± 1.24	1.148	0.33
	Bachelor student	209	3.3 ± 1.17		
	Master student	78	3.13 ± 1.16		
	Other	54	3.46 ± 1.07		
Perceived relevance	Upper secondary school	15	3.38 ± 1.26	2.439	0.064
	Bachelor student	209	3.26 ± 1.17		

	Master student	78	3.1 ± 1.26		
	Other	54	3.66 ± 1.23		
Hedonic motivation	Upper secondary school	15	3.2 ± 1.45	0.143	0.934
	Bachelor student	209	3.19 ± 1.3		
	Master student	78	3.17 ± 1.15		
	Other	54	3.3 ± 1.08		
Informativeness	Upper secondary school	15	3.2 ± 1.35	2.007	0.113
	Bachelor student	209	3.23 ± 1.23		
	Master student	78	3.19 ± 1.17		
	Other	54	3.65 ± 1.15		
Trust	Upper secondary school	15	3.24 ± 1.47	0.604	0.613
	Bachelor student	209	3.17 ± 1.27		
	Master student	78	3.11 ± 1.22		
	Other	54	3.39 ± 1.08		
Customer engagement	Upper secondary school	15	3.08 ± 1.33	1.512	0.211
	Bachelor student	209	3.27 ± 1.25		
	Master student	78	2.97 ± 1.27		
	Other	54	3.38 ± 1.17		
Purchase intention	Upper secondary school	15	3.2 ± 1.26	0.516	0.671
	Bachelor student	209	3.32 ± 1.27		
	Master student	78	3.16 ± 1.24		
	Other	54	3.42 ± 1.23		

Table 15. Demographic characteristic of respondents - education (Female influencer)

		N	M ± SD	F	Sig.
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Interactivity	Upper secondary school	95	3.43 ± 1.16	0.912	0.435
	Bachelor student	164	3.33 ± 1.15		
	Master student	61	3.33 ± 1.08		
	Other	36	3.66 ± 1.08		
Perceived relevance	Upper secondary school	95	3.25 ± 1.34	2.28	0.079
	Bachelor student	164	3.23 ± 1.18		
	Master student	61	3.46 ± 1.13		
	Other	36	3.76 ± 0.87		
Hedonic motivation	Upper secondary school	95	3.4 ± 1.18	2.592	0.053
	Bachelor student	164	3.28 ± 1.28		
	Master student	61	3.21 ± 1.29		
	Other	36	3.87 ± 1.04		
Informativeness	Upper secondary school	95	3.38 ± 1.27	1.274	0.283
	Bachelor student	164	3.28 ± 1.24		
	Master student	61	3.18 ± 1.21		
	Other	36	3.66 ± 1.15		
Trust	Upper secondary school	95	3.45 ± 1.22	1.379	0.249
	Bachelor student	164	3.31 ± 1.2		
	Master student	61	3.19 ± 1.14		
	Other	36	3.64 ± 1.1		
Customer engagement	Upper secondary school	95	3.28 ± 1.19	0.861	0.462
	Bachelor student	164	3.29 ± 1.23		
	Master student	61	3.33 ± 1.25		
	Other	36	3.63 ± 1		

Purchase intention	Upper secondary school	95	3.35 ± 1.21	0.771	0.511
	Bachelor student	164	3.36 ± 1.19		
	Master student	61	3.28 ± 1.18		
	Other	36	3.64 ± 0.96		

5.5. Comparison of male and female influencers

To observe more insights, Simple linear regression analysis used to measure the effectiveness of independent variables between the male and female influencers. The table 16 (Appendix 5) shows the difference of influencer's gender. Perceived relevance found the regression equation in male influencer ($F = 422.928$, $P < 0.001$), $R^2 = 0.544$, and coefficient beta $b = 0.738$. On the contrary, the regression equation ($F = 534.629$, $P < 0.001$) was found in female influencer, with R^2 being 0.602 and coefficient beta $b = 0.776$. It was found that the results indicated that the corresponding $P < 0.001$ in both aspects. However, different gender have different effects. In male influencer, the independent variable has 54.4% interpretation intention for the dependent variable, while in female influencer it is 60.2%. Moreover, it is found that the regression coefficient of male influencer is 0.738, and the regression coefficient of female influencer is 0.776, which indicates that in female influencer, perceived relevance has a stronger influence on customer engagement.

Table 16. Regression analysis of interactivity to customer engagement

Independent	Dependent	SEX	F	R Square	T	P-value	Standardized Beta
interactivity	customer engagement	A	422.928	0.544	20.565	0.000	0.738
		B	534.629	0.602	23.122	0.000	0.776

Table 17. Regression analysis of perceived relevance to customer engagement

Independent	Dependent	SEX	F	R Square	T	P-value	Standardized Beta
Customer	Perceived	A	238.304	0.402	15.437	0.000	0.634

engagement	relevance	B	273.033	0.435	16.524	0.000	0.660
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The table above (Appendix 5) shows the difference of influencer's gender. Perceived relevance found the regression equation in male influencer ($F = 238.304$, $P < 0.001$), $R^2 = .402$, and coefficient beta $b = 0.634$. On the contrary, the regression equation ($F = 273.033$, $P < 0.001$) was found in female influencer, with R^2 being 0.435 and coefficient beta $b = 0.660$. It was found that the results indicated that the corresponding $P < 0.001$ in both aspects. However, different gender have different effects. In male influencer, the independent variable has 40% interpretation intention for the dependent variable, while in female influencer it is 43.5%. Moreover, it is found that the regression coefficient of male influencer is 0.634, and the regression coefficient of female influencer is 0.660, which indicates that in female influencer, perceived relevance has a stronger influence on customer engagement.

Table 18. Regression analysis of hedonic motivation to customer engagement

Independent	Dependent	SEX	F	R Square	T	P-value	Standardized Beta
Customer engagement	Hedonic motivation	A	236.517	0.401	15.379	0.000	0.633
		B	246.621	0.411	15.704	0.000	0.641

The table above (Appendix 5) shows that hedonic motivation found regression equation in male influencer ($F = 236.517$, $P < 0.001$), $R^2 = 0.401$, and coefficient beta $b = 0.633$. On the contrary, the regression equation ($F = 246.621$, $P < 0.001$) was found in female influencer, R^2 was 0.411, and the coefficient beta $b = 0.641$. It was found that the results indicated that the corresponding $P < 0.001$ in both aspects. However, different genders have different effects. In the male influencer, the independent variable has 40.1% interpretation intention for the dependent variable, while in the female influencer it is 41.1%. Moreover, it is found that the regression coefficient of male influencer is 0.633, and the regression coefficient of female influencer is 0.641, indicating that in female influencer, hedonic motivation has a stronger influence on customer engagement.

Table 19. Regression analysis of informativeness to hedonic motivation

Independent	Dependent	sex	F	R Square	T	P-value	Standardized Beta
Customer engagement	Informativeness	A	226.413	0.39	15.047	0.000	0.625
		B	213.989	0.377	14.628	0.000	0.614

The table above (Appendix 5) shows the difference between difference of influencer's gender. Informativeness found the regression equation in male influencer ($F = 226.413$, $P < 0.001$), $R^2 = 0.39$, and coefficient beta $b = 0.625$. On the contrary, a regression equation ($F = 213.9891$, $P < 0.001$) was found in female influencer, with R^2 being 0.377 and coefficient beta $b = 0.614$. It was found that the results indicated that the corresponding $P < 0.001$ in both aspects. However, different genders have different effects. In the male influencer, the independent variable has 39% interpretation intention for the dependent variable, while in the female influencer it is 37.7%. Moreover, it is found that the regression coefficient of male influencer is 0.625 , and the regression coefficient of female influencer is 0.614 , indicating that in male influencer, informativeness has a stronger influence on customer engagement.

Table 20. Regression analysis of trust to customer engagement

Independent	Dependent	sex	F	R Square	T	P-value	Standardized Beta
Customer engagement	Trust	A	186.512	0.345	13.657	0.000	0.587
		B	314.267	0.47	17.728	0.000	0.686

The table above (Appendix 5) shows the difference between influencer's gender. Trust found the regression equation in male influencer ($F = 186.512$, $P < 0.001$), $R^2 = 0.345$, and coefficient beta $b = 0.587$. On the contrary, the regression equation ($F = 314.267$, $P < 0.001$) was found in female influencer, R^2 was 0.47 , and the coefficient beta $b = 0.686$. It was found that the results indicated that the corresponding $P < 0.001$ in both aspects. Also, different

genders have different effects. In the male influencer, the independent variable has 34.5% of the interpretation intention for the dependent variable, while in the female influencer it is 47%. Moreover, it is found that the regression coefficient of male influencer is 0.587, and the regression coefficient of female influencer is 0.686, indicating that in the female influencer, trust has a stronger influence on customer engagement.

Table 21. Regression analysis of customer engagement to purchase intention

Independent	Dependent	sex	F	R Square	T	P-value	Standardized Beta
Purchase intention	Customer engagement	Male influencer	243.507	0.408	15.605	0.000	0.638
		Female influencer	244.195	0.408	15.627	0.000	0.639

The table above (Appendix 5) shows the difference between questionnaire A and questionnaire B. Customer engagement found the regression equation in the male influencer ($F = 243.507$, $P < 0.001$), $R^2 = 0.408$, and the coefficient beta $b = 0.638$. On the contrary, a regression equation ($F = 244.195$, $P < 0.001$) was found in female influencer, with R^2 being 0.408 and coefficient beta $b = 0.639$. It was found that the results indicated that the corresponding $P < 0.001$ in both aspects. However, different genders have different effects. The independent variable of male influencer has 40.8% interpretation intention for the dependent variable, while the female influencer is 40.8%. However, it is found that the regression coefficient of Male influencer is 0.638, and the regression coefficient of female influencer is 0.639, indicating that in the female influencer, Customer engagement has a stronger influence on purchase intention.

Through all the data analysis in above chapters, the analysis has verified the hypothesis I have developed in the methodology part. It has gained a good results for the hypothesis, all hypotheses were confirmed with the research, and we will discuss the research results in the next chapter.

5.6. Discussion of research results

This paper explores the impact of influencer advertisements in Sina Weibo on Chinese female consumers based on previous research. The age group is millennial female consumers. According to previous studies, young women of this age prefer to compare and search for information through social media. Simultaneously, the proportion of women in this age group in cosmetic consumption has been very high. By collecting and analyzing data, we verified all of our hypotheses and also found some interesting results.

Brodie et al. (2013) in their study demonstrated that enhancing the interaction of social media platforms can enhance customer engagement. Also, Merrilees (2016) found that interactive brands have a significant impact on customer engagement. Extending to this paper, this research results confirmed it. This master thesis research result demonstrates a strong, statistically significant relationship, which shows that interactivity with cosmetic influencers' advertisements on Sina Weibo will be positively related to customer engagement with cosmetic influencers' advertisements on Sina Weibo.

Another factor that affects customer engagement is consumers perceived relevance, Chen et al.(2014) found that perceived relevance will affect the content and the impact of blogs or social media. Extending to this paper, our research results confirms it. Also, we found that perceived relevance with cosmetic influencers' advertisements on Sina Weibo will be positively related to customer engagement with cosmetic influencers' advertisements on Sina Weibo.

Demangeot and Broderick (2016), in their study have pointed out the correlation between the informativeness of social media advertisements and customer engagement. Furthermore, they pointed that the informativeness of advertisements should be improved to enhance customer engagement in advertisements. It also confirmed in our research. Another critical factor affecting customer engagement is trust, Islam and Rahman (2016) verified a positive correlation between customer engagement and trust. This master thesis research results demonstrate a strong, statistically significant relationship, which shows that trust with influencer advertising will be positively related to customer engagement on Sina Weibo.

Prentice et al. (2019), Ashley and Tuten (2015) in their study demonstrated that by increasing the customer engagement of social media, consumers' buying behavior could be improved, thereby increasing consumers' purchase intentions. Extending to this paper, results demonstrate a strong, statistically significant relationship; Also, we set customer engagement

as intermediate variables between independent variables and consumers' purchase intention, Chiu et al., (2014) in their study demonstrated that hedonic motivation has a positive effect on repeat purchases intention. In our research, we have determined the positive correlation between hedonic motivation and customer engagement.

We will combine the results of the data analysis with the content of the previous theoretical part, summarize this paper in the next part, and point out reasonable recommendations for marketers.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

This study focuses on how influencer advertising on social media influences consumers' purchasing intention, and finds that the more consumers participate in influencer advertising, the stronger their purchasing intention. Therefore, it can be regarded as an effective way to positively influence customers' purchasing intention, as more and more customers rely on online interaction with their favorite influencer advertising, such as thumb up and forwarding ads. To be specific, some consumers will interact with each other according to their motivation, especially when they have entertainment motivation, they are more likely to interact with advertisements. And when consumers can perceive the interactivity of advertisements, such as comments, consumers will be more willing to participate in the interaction of advertisements.

At the same time, the research results show that hedonic motivation, interactivity, perceived relevance, information content, trust and other factors will undoubtedly improve the level of customer engagement. According to the results, if consumers find pleasure in influencer ads, they tend to stay connected to the brand, and customer engagement increases significantly. At the same time, for Chinese millennial women, the role of informativity is crucial, as they tend to get trend information related to cosmetics. At the same time, it's clear that influencer-based ads are a clear source of attraction for millennial women in China, as the advertising mechanisms on display are quite relevant to their interests. In addition, if consumers have more opportunities to interact with brands through social media, engagement will increase, leading to increased purchase intention.

Recommendations

This paper encourages marketers to pay attention to investing in influencer advertisements to promote their cosmetic products. Marketers can find influencers fit for their company's products based on market research to cooperate. Because, unlike celebrities, cosmetic influencers are particularly well-known with cosmetic and have a certain degree of professionalism for cosmetic product information. Consumers will firstly perceive the relevance of advertisements to them. Therefore, this paper recommends that brand marketers

choose influencers who match the characteristics of specific products so as to achieve the delivery of advertising content to targeted consumers. In terms of advertising content, clear interactive words such as "commenting" and "forwarding" can greatly increase consumer engagement and increase consumer purchase intentions. At the same time, advertising content should be more reliable and relevant to the product itself to increase targeted consumers' trust in the advertisement, rather than exaggeration or false propaganda. In addition, appropriately increasing the entertainment elements of advertising can improve consumer interaction. The comparison of effects of different advertising forms on consumer interaction and purchase intentions still needs further research.

Simultaneously, we also found that people with a bachelor's degree or above have accounted for the vast majority. Therefore, marketers should pay attention to the quality of advertisements when cooperating with influencers to release advertisements to attract the love of highly educated people. Also, marketers should fully understand all the factors that influence consumers' purchase intention. Combining these influencing factors, marketers should reasonably grasp the content of advertisements in the process of cooperating with influencers.

Through our survey, in general it can be considered that female influencers have a more prominent influence on female consumers' purchase intentions in China. Therefore marketers can also consider this result and increase cooperation with female influencers appropriate product promotion.

Limitation

This paper still has some limitations that need to be noted. First of all, this article only studies the social media Sina Weibo. In China, many social media are still widely used with many users, such as Tiktok, WeChat, QQ, etc. Secondly, this research is only limited to millennial female consumers as the research target population. Comparing male and female consumers or consumer behaviors on different social media can also be carried out in the future.

Meanwhile, in consideration of time limit, this study invited 768 participants (712 valid inside), which does not represent the whole consumer behavior of Chinese women. However, as this questionnaire is designed for female consumers from various parts of China and

respondents of this online questionnaire are Chinese female from different regions, the research results are still somewhat representative to the general trend of Chinese female consumer behavior.

Besides, this research mainly considers relevant factors of consumers and brands. However, in fact, there are other factors influencing consumers' purchase intentions. In particular, this paper applies customer engagement as an intermediate variable. Different scholars have different perspectives and opinions of customer engagement dimensions. This paper merely focuses on consumers' behavior engagement, such as likes and forwarding, excluding consumers' psychological engagement. The results of this analysis show a few advantages of female influencers in the cosmetics industry. Scholars can also analyze why young female consumers are more interested in female influencers from the perspective of psychology.

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**AN EXPLORATION OF SOCIAL MEDIA INFLUENCER
ADVERTISING ON CHINESE FEMALE CONSUMERS' PURCHASE
INTENTION OF COSMETICS**

SUMMARY

113 Pages (including annexes), 1 figures, 21 tables, 158 references.

The primary purpose of this master thesis is to assess the factors that influence the interaction of Chinese millennial female consumers with influencer advertising and thus influence cosmetics purchasing intention on Sina Weibo.

The work consists of three main parts: analysis of literature, development of the research methodology, and empirical findings. The essence of the thesis paper is presented in the introduction; the thesis paper ends with conclusions and recommendations, references, annexes, and questionnaires.

Literature analysis presents the main critical influencer advertising background and the essential factors: interactivity, perceived relevance, hedonic motivation, informativeness, trust, customer engagement, and purchase intention. It is followed with the typology of factors that the different gender of influencers influences consumers' purchase intention.

The research model is based on the influencing factors that have been analyzed and verified by previous researchers that affect consumers' purchase intentions. The main hypotheses include testing influences of interactivity, perceived relevance, hedonic motivation, informativeness, and trust in customer engagement, and customer engagement on purchase intention. Data is collected via an online survey, using convenience sampling. The research instrument (questionnaire) is developed using the scales that had appropriate reliability in the earlier studies.

The empirical analysis is performed based on 356 questionnaires (Two questionnaires, 768 in total). The reliability of the used scales is appropriate (Cronbach's Alpha is greater

than 0.8) and allows further data analysis. The data analysis allows confirming the influence of chosen determinants on the attitude and on purchase intention. The factors of interactivity, perceived relevance, hedonic motivation, informativeness, and trust positively influence customer engagement, and then customer engagement has a positive influence on purchase intention.

Performed theoretical and empirical analysis allows developing conclusions and recommendations implications. These results provide marketers with insights that can help them understand Chinese millennial female consumers and improve the cooperation between marketers and influencers.

APPENDIX

Appendix 1. Descriptive statistics of education

Descriptives										
			N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
							Lower Bound	Upper Bound		
A	Q4	Upper secondary school	15	3.5500	1.23635	.31923	2.8653	4.2347	1.50	4.75
		Bachelor student	209	3.3038	1.16815	.08080	3.1445	3.4631	1.00	5.00
		Master student	78	3.1282	1.16269	.13165	2.8661	3.3904	1.00	5.00
		Other	54	3.4583	1.06703	.14520	3.1671	3.7496	1.25	5.00
		Total	356	3.2992	1.15584	.06126	3.1787	3.4196	1.00	5.00
	Q5	Upper secondary school	15	3.3833	1.26373	.32629	2.6835	4.0832	1.25	5.00
		Bachelor student	209	3.2572	1.16976	.08091	3.0977	3.4167	1.00	5.00
		Master student	78	3.0962	1.25824	.14247	2.8125	3.3798	1.00	5.00
		Other	54	3.6574	1.22791	.16710	3.3223	3.9926	1.00	5.00
		Total	356	3.2879	1.20954	.06411	3.1618	3.4140	1.00	5.00
	Q6	Upper secondary school	15	3.2007	1.45254	.37504	2.3963	4.0051	1.00	5.00
		Bachelor student	209	3.1868	1.30012	.08993	3.0095	3.3641	1.00	5.00
		Master student	78	3.1713	1.15327	.13058	2.9113	3.4313	1.00	5.00
		Other	54	3.3024	1.08384	.14749	3.0066	3.5982	1.00	5.00
		Total	356	3.2015	1.24070	.06576	3.0722	3.3308	1.00	5.00
	Q7	Upper secondary school	15	3.2007	1.34520	.34733	2.4557	3.9456	1.00	5.00
		Bachelor student	209	3.2329	1.22638	.08483	3.0656	3.4001	1.00	5.00
		Master student	78	3.1878	1.17385	.13291	2.9232	3.4525	1.00	5.00
		Other	54	3.6546	1.14617	.15597	3.3418	3.9675	1.33	5.00
		Total	356	3.2856	1.21340	.06431	3.1591	3.4121	1.00	5.00
	Q8	Upper secondary school	15	3.2433	1.46707	.37879	2.4309	4.0558	1.00	5.00
		Bachelor student	209	3.1725	1.26759	.08768	2.9996	3.3453	1.00	5.00
		Master student	78	3.1069	1.21760	.13787	2.8324	3.3814	1.00	5.00
		Other	54	3.3891	1.07720	.14659	3.0951	3.6831	1.33	5.00
		Total	356	3.1940	1.23651	.06553	3.0651	3.3228	1.00	5.00
	Q9	Upper secondary school	15	3.0833	1.33184	.34388	2.3458	3.8209	1.00	4.75
		Bachelor student	209	3.2715	1.24933	.08642	3.1012	3.4419	1.00	5.00
		Master student	78	2.9712	1.26644	.14340	2.6856	3.2567	1.00	5.00
		Other	54	3.3796	1.16831	.15899	3.0607	3.6985	1.00	5.00
		Total	356	3.2142	1.24737	.06611	3.0842	3.3442	1.00	5.00
	Q10	Upper secondary school	15	3.2000	1.25783	.32477	2.5034	3.8966	1.25	4.75

		school								
		Bachelor student	209	3.3158	1.26535	.08753	3.1432	3.4883	1.00	5.00
		Master student	78	3.1603	1.24249	.14068	2.8801	3.4404	1.00	5.00
		Other	54	3.4167	1.22955	.16732	3.0811	3.7523	1.25	5.00
		Total	356	3.2921	1.25217	.06637	3.1616	3.4227	1.00	5.00
B	Q4	Upper secondary	95	3.4316	1.16375	.11940	3.1945	3.6686	1.00	5.00
		school								
		Bachelor student	164	3.3323	1.15285	.09002	3.1546	3.5101	1.00	5.00
		Master student	61	3.3320	1.08178	.13851	3.0549	3.6090	1.00	4.75
		Other	36	3.6597	1.07596	.17933	3.2957	4.0238	1.00	5.00
		Total	356	3.3919	1.13611	.06021	3.2734	3.5103	1.00	5.00
	Q5	Upper secondary	95	3.2526	1.33712	.13719	2.9802	3.5250	1.00	5.00
		school								
		Bachelor student	164	3.2332	1.18079	.09220	3.0512	3.4153	1.00	5.00
		Master student	61	3.4590	1.12840	.14448	3.1700	3.7480	1.25	5.00
		Other	36	3.7569	.86908	.14485	3.4629	4.0510	1.75	5.00
		Total	356	3.3301	1.19605	.06339	3.2054	3.4547	1.00	5.00
	Q6	Upper secondary	95	3.3963	1.18344	.12142	3.1552	3.6374	1.00	5.00
		school								
		Bachelor student	164	3.2805	1.28225	.10013	3.0828	3.4783	1.00	5.00
		Master student	61	3.2138	1.28704	.16479	2.8841	3.5434	1.00	5.00
		Other	36	3.8708	1.03990	.17332	3.5190	4.2227	1.67	5.00
		Total	356	3.3597	1.24329	.06589	3.2301	3.4893	1.00	5.00
	Q7	Upper secondary	95	3.3826	1.26849	.13014	3.1242	3.6410	1.00	5.00
		school								
		Bachelor student	164	3.2846	1.23891	.09674	3.0936	3.4757	1.00	5.00
		Master student	61	3.1802	1.21409	.15545	2.8692	3.4911	1.00	5.00
		Other	36	3.6572	1.15420	.19237	3.2667	4.0477	1.33	5.00
		Total	356	3.3306	1.23600	.06551	3.2017	3.4594	1.00	5.00
	Q8	Upper secondary	95	3.4531	1.21808	.12497	3.2049	3.7012	1.00	5.00
		school								
		Bachelor student	164	3.3148	1.20032	.09373	3.1297	3.4999	1.00	5.00
		Master student	61	3.1857	1.13608	.14546	2.8948	3.4767	1.00	5.00
		Other	36	3.6389	1.09960	.18327	3.2668	4.0109	1.67	5.00
		Total	356	3.3624	1.18664	.06289	3.2387	3.4860	1.00	5.00
	Q9	Upper secondary	95	3.2816	1.19075	.12217	3.0390	3.5241	1.00	5.00
		school								
		Bachelor student	164	3.2927	1.23056	.09609	3.1029	3.4824	1.00	5.00
		Master student	61	3.3279	1.24878	.15989	3.0080	3.6477	1.00	5.00
		Other	36	3.6319	1.00443	.16740	3.2921	3.9718	1.00	5.00
		Total	356	3.3301	1.20178	.06369	3.2048	3.4553	1.00	5.00
	Q10	Upper secondary	95	3.3526	1.21082	.12423	3.1060	3.5993	1.00	5.00

school									
Bachelor student	164	3.3552	1.18658	.09266	3.1722	3.5381	1.00	5.00	
Master student	61	3.2787	1.17889	.15094	2.9768	3.5806	1.25	5.00	
Other	36	3.6389	.96445	.16074	3.3126	3.9652	1.25	5.00	
Total	356	3.3701	1.17056	.06204	3.2481	3.4921	1.00	5.00	

Appendix 2. Descriptive statistics of income

Descriptives										
			N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
							Lower Bound	Upper Bound		
A	Q4	<3000	59	3.1017	1.08091	.14072	2.8200	3.3834	1.50	5.00
		3001-6000	88	3.3210	1.14279	.12182	3.0789	3.5632	1.00	4.75
		6001-9000	90	3.3500	1.13226	.11935	3.1129	3.5871	1.00	5.00
		9001-12000	63	3.2063	1.34969	.17004	2.8664	3.5463	1.00	5.00
		>12000	56	3.4955	1.04934	.14022	3.2145	3.7766	1.25	5.00
		Total	356	3.2992	1.15584	.06126	3.1787	3.4196	1.00	5.00
Q5	Q5	<3000	59	3.0720	1.30487	.16988	2.7320	3.4121	1.00	5.00
		3001-6000	88	3.2045	1.20734	.12870	2.9487	3.4604	1.00	5.00
		6001-9000	90	3.4194	1.12044	.11810	3.1848	3.6541	1.00	5.00
		9001-12000	63	3.2024	1.27385	.16049	2.8816	3.5232	1.00	5.00
		>12000	56	3.5313	1.15016	.15370	3.2232	3.8393	1.00	5.00
		Total	356	3.2879	1.20954	.06411	3.1618	3.4140	1.00	5.00
Q6	Q6	<3000	59	3.0964	1.24282	.16180	2.7726	3.4203	1.00	5.00
		3001-6000	88	3.2165	1.30634	.13926	2.9397	3.4933	1.00	5.00
		6001-9000	90	3.3294	1.23870	.13057	3.0700	3.5889	1.00	5.00
		9001-12000	63	2.9578	1.24968	.15745	2.6430	3.2725	1.00	5.00
		>12000	56	3.3573	1.11008	.14834	3.0600	3.6546	1.00	5.00
		Total	356	3.2015	1.24070	.06576	3.0722	3.3308	1.00	5.00
Q7	Q7	<3000	59	3.1298	1.18174	.15385	2.8219	3.4378	1.00	5.00
		3001-6000	88	3.3072	1.24252	.13245	3.0439	3.5704	1.00	5.00
		6001-9000	90	3.4184	1.22059	.12866	3.1628	3.6741	1.00	5.00
		9001-12000	63	3.2008	1.23094	.15508	2.8908	3.5108	1.00	5.00
		>12000	56	3.2979	1.18559	.15843	2.9804	3.6154	1.00	5.00
		Total	356	3.2856	1.21340	.06431	3.1591	3.4121	1.00	5.00
Q8	Q8	<3000	59	3.0400	1.18588	.15439	2.7310	3.3490	1.00	5.00
		3001-6000	88	3.3034	1.22769	.13087	3.0433	3.5635	1.00	5.00
		6001-9000	90	3.2111	1.22704	.12934	2.9541	3.4681	1.00	5.00
		9001-12000	63	3.1322	1.33749	.16851	2.7954	3.4691	1.00	5.00
		>12000	56	3.2261	1.22396	.16356	2.8983	3.5538	1.00	5.00
		Total	356	3.1940	1.23651	.06553	3.0651	3.3228	1.00	5.00
Q9	Q9	<3000	59	3.0975	1.26969	.16530	2.7666	3.4283	1.25	5.00
		3001-6000	88	3.1392	1.21109	.12910	2.8826	3.3958	1.00	5.00
		6001-9000	90	3.2722	1.28389	.13533	3.0033	3.5411	1.00	5.00

		9001-12000	63	3.1746	1.34077	.16892	2.8369	3.5123	1.00	5.00
		>12000	56	3.4063	1.12266	.15002	3.1056	3.7069	1.00	5.00
		Total	356	3.2142	1.24737	.06611	3.0842	3.3442	1.00	5.00
	Q10	<3000	59	2.9831	1.25247	.16306	2.6567	3.3094	1.00	5.00
		3001-6000	88	3.3551	1.23684	.13185	3.0931	3.6172	1.00	5.00
		6001-9000	90	3.3667	1.19820	.12630	3.1157	3.6176	1.25	5.00
		9001-12000	63	3.2183	1.35636	.17088	2.8767	3.5598	1.00	5.00
		>12000	56	3.4821	1.21996	.16302	3.1554	3.8089	1.00	5.00
		Total	356	3.2921	1.25217	.06637	3.1616	3.4227	1.00	5.00
B	Q4	<3000	55	3.3409	1.16206	.15669	3.0268	3.6551	1.00	5.00
		3001-6000	87	3.3678	1.14618	.12288	3.1235	3.6121	1.00	5.00
		6001-9000	95	3.4974	1.13661	.11661	3.2658	3.7289	1.00	5.00
		9001-12000	62	3.3387	1.12270	.14258	3.0536	3.6238	1.00	5.00
		>12000	57	3.3596	1.13784	.15071	3.0577	3.6616	1.00	5.00
		Total	356	3.3919	1.13611	.06021	3.2734	3.5103	1.00	5.00
	Q5	<3000	55	3.2455	1.21573	.16393	2.9168	3.5741	1.00	5.00
		3001-6000	87	3.3017	1.23722	.13264	3.0380	3.5654	1.00	5.00
		6001-9000	95	3.3974	1.15403	.11840	3.1623	3.6325	1.00	5.00
		9001-12000	62	3.2984	1.19582	.15187	2.9947	3.6021	1.00	5.00
		>12000	57	3.3772	1.21663	.16115	3.0544	3.7000	1.00	5.00
		Total	356	3.3301	1.19605	.06339	3.2054	3.4547	1.00	5.00
	Q6	<3000	55	3.1820	1.22527	.16522	2.8508	3.5132	1.00	5.00
		3001-6000	87	3.4597	1.28881	.13817	3.1850	3.7343	1.00	5.00
		6001-9000	95	3.4002	1.20172	.12329	3.1554	3.6450	1.00	5.00
		9001-12000	62	3.3016	1.28765	.16353	2.9746	3.6286	1.00	5.00
		>12000	57	3.3742	1.23170	.16314	3.0474	3.7010	1.00	5.00
		Total	356	3.3597	1.24329	.06589	3.2301	3.4893	1.00	5.00
	Q7	<3000	55	3.3275	1.26487	.17055	2.9855	3.6694	1.00	5.00
		3001-6000	87	3.3491	1.18351	.12689	3.0968	3.6013	1.33	5.00
		6001-9000	95	3.4204	1.21241	.12439	3.1734	3.6674	1.00	5.00
		9001-12000	62	3.1882	1.31329	.16679	2.8547	3.5217	1.00	5.00
		>12000	57	3.3104	1.26787	.16793	2.9739	3.6468	1.00	5.00
		Total	356	3.3306	1.23600	.06551	3.2017	3.4594	1.00	5.00
	Q8	<3000	55	3.4482	1.06633	.14378	3.1599	3.7365	1.00	5.00
		3001-6000	87	3.3529	1.18089	.12660	3.1012	3.6046	1.00	5.00
		6001-9000	95	3.4037	1.20115	.12324	3.1590	3.6484	1.00	5.00
		9001-12000	62	3.3437	1.26530	.16069	3.0224	3.6650	1.00	5.00
		>12000	57	3.2454	1.22402	.16212	2.9207	3.5702	1.00	5.00
		Total	356	3.3624	1.18664	.06289	3.2387	3.4860	1.00	5.00
	Q9	<3000	55	3.3545	1.16537	.15714	3.0395	3.6696	1.25	5.00
		3001-6000	87	3.3103	1.23947	.13289	3.0462	3.5745	1.00	5.00

	6001-9000	95	3.4737	1.19867	.12298	3.2295	3.7179	1.00	5.00
	9001-12000	62	3.2984	1.22795	.15595	2.9865	3.6102	1.00	5.00
	>12000	57	3.1316	1.16411	.15419	2.8227	3.4405	1.00	5.00
	Total	356	3.3301	1.20178	.06369	3.2048	3.4553	1.00	5.00
Q10	<3000	55	3.3273	1.22557	.16526	2.9960	3.6586	1.00	5.00
	3001-6000	87	3.4569	1.20994	.12972	3.1990	3.7148	1.00	5.00
	6001-9000	95	3.4237	1.14220	.11719	3.1910	3.6564	1.25	5.00
	9001-12000	62	3.2944	1.13308	.14390	3.0066	3.5821	1.00	5.00
	>12000	57	3.2719	1.16906	.15485	2.9617	3.5821	1.00	5.00
	Total	356	3.3701	1.17056	.06204	3.2481	3.4921	1.00	5.00

Appendix 3. Descriptive statistics of spending time on Weibo

Descriptives										
			N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
							Lower Bound	Upper Bound		
A	Q4	Less than 3 years	100	3.4825	1.21712	.12171	3.2410	3.7240	1.00	5.00
		3-6 years	103	3.1748	1.17669	.11594	2.9448	3.4047	1.00	5.00
		More than 6 years	153	3.2631	1.09191	.08828	3.0887	3.4375	1.00	5.00
		Total	356	3.2992	1.15584	.06126	3.1787	3.4196	1.00	5.00
	Q5	Less than 3 years	100	3.4850	1.25470	.12547	3.2360	3.7340	1.00	5.00
		3-6 years	103	3.0874	1.25573	.12373	2.8420	3.3328	1.00	5.00
		More than 6 years	153	3.2941	1.13160	.09148	3.1134	3.4749	1.00	5.00
		Total	356	3.2879	1.20954	.06411	3.1618	3.4140	1.00	5.00
	Q6	Less than 3 years	100	3.3572	1.25446	.12545	3.1083	3.6061	1.00	5.00
		3-6 years	103	3.1522	1.23618	.12180	2.9106	3.3938	1.00	5.00
		More than 6 years	153	3.1329	1.23386	.09975	2.9359	3.3300	1.00	5.00
		Total	356	3.2015	1.24070	.06576	3.0722	3.3308	1.00	5.00
	Q7	Less than 3 years	100	3.4432	1.24508	.12451	3.1961	3.6903	1.00	5.00
		3-6 years	103	3.1843	1.25244	.12341	2.9395	3.4290	1.00	5.00
		More than 6 years	153	3.2508	1.16271	.09400	3.0651	3.4366	1.00	5.00
		Total	356	3.2856	1.21340	.06431	3.1591	3.4121	1.00	5.00
	Q8	Less than 3 years	100	3.3171	1.29499	.12950	3.0601	3.5741	1.00	5.00
		3-6 years	103	3.1166	1.23691	.12188	2.8749	3.3583	1.00	5.00
		More than 6 years	153	3.1656	1.19880	.09692	2.9741	3.3570	1.00	5.00
		Total	356	3.1940	1.23651	.06553	3.0651	3.3228	1.00	5.00
	Q9	Less than 3 years	100	3.3475	1.23086	.12309	3.1033	3.5917	1.00	5.00
		3-6 years	103	3.2718	1.20615	.11885	3.0361	3.5076	1.00	5.00
		More than 6 years	153	3.0882	1.28102	.10356	2.8836	3.2928	1.00	5.00
		Total	356	3.2142	1.24737	.06611	3.0842	3.3442	1.00	5.00
	Q1	Less than 3 years	100	3.4075	1.23483	.12348	3.1625	3.6525	1.00	5.00
	0	3-6 years	103	3.1262	1.25678	.12383	2.8806	3.3718	1.00	5.00
		More than 6 years	153	3.3284	1.25704	.10163	3.1276	3.5292	1.00	5.00
		Total	356	3.2921	1.25217	.06637	3.1616	3.4227	1.00	5.00
B	Q4	Less than 3 years	159	3.4528	1.22963	.09752	3.2602	3.6454	1.00	5.00

	3-6 years	93	3.3844	1.07943	.11193	3.1621	3.6067	1.00	5.00
	More than 6 years	104	3.3053	1.03691	.10168	3.1036	3.5069	1.00	5.00
	Total	356	3.3919	1.13611	.06021	3.2734	3.5103	1.00	5.00
Q5	Less than 3 years	159	3.3333	1.23877	.09824	3.1393	3.5274	1.00	5.00
	3-6 years	93	3.3414	1.12154	.11630	3.1104	3.5724	1.00	5.00
	More than 6 years	104	3.3149	1.20527	.11819	3.0805	3.5493	1.00	5.00
	Total	356	3.3301	1.19605	.06339	3.2054	3.4547	1.00	5.00
Q6	Less than 3 years	159	3.4950	1.26089	.10000	3.2975	3.6925	1.00	5.00
	3-6 years	93	3.2582	1.24078	.12866	3.0026	3.5137	1.00	5.00
	More than 6 years	104	3.2436	1.20934	.11859	3.0084	3.4787	1.00	5.00
	Total	356	3.3597	1.24329	.06589	3.2301	3.4893	1.00	5.00
Q7	Less than 3 years	159	3.3162	1.31320	.10414	3.1105	3.5219	1.00	5.00
	3-6 years	93	3.3118	1.10643	.11473	3.0840	3.5397	1.00	5.00
	More than 6 years	104	3.3693	1.23467	.12107	3.1292	3.6094	1.00	5.00
	Total	356	3.3306	1.23600	.06551	3.2017	3.4594	1.00	5.00
Q8	Less than 3 years	159	3.3629	1.24600	.09881	3.1677	3.5581	1.00	5.00
	3-6 years	93	3.3868	1.16594	.12090	3.1467	3.6269	1.00	5.00
	More than 6 years	104	3.3397	1.12091	.10991	3.1217	3.5577	1.00	5.00
	Total	356	3.3624	1.18664	.06289	3.2387	3.4860	1.00	5.00
Q9	Less than 3 years	159	3.2987	1.24888	.09904	3.1031	3.4944	1.00	5.00
	3-6 years	93	3.4113	1.13650	.11785	3.1772	3.6454	1.00	5.00
	More than 6 years	104	3.3053	1.19310	.11699	3.0733	3.5373	1.00	5.00
	Total	356	3.3301	1.20178	.06369	3.2048	3.4553	1.00	5.00
Q1	Less than 3 years	159	3.4638	1.18229	.09376	3.2786	3.6490	1.00	5.00
0	3-6 years	93	3.3441	1.10022	.11409	3.1175	3.5707	1.00	5.00
	More than 6 years	104	3.2500	1.21179	.11883	3.0143	3.4857	1.00	5.00
	Total	356	3.3701	1.17056	.06204	3.2481	3.4921	1.00	5.00

Appendix 4. Correlations analysis

Correlations		Q4	Q9
Q4	Pearson Correlation	1	.757**
	Sig. (2-tailed)		.000
	N	712	712
Q9	Pearson Correlation	.757**	1
	Sig. (2-tailed)	.000	
	N	712	712

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations		Q5	Q9
Q5	Pearson Correlation	1	.647**

	Sig. (2-tailed)		.000
	N	712	712
Q9	Pearson Correlation	.647**	1
	Sig. (2-tailed)	.000	
	N	712	712

**.

Correlations			
		Q6	Q9
Q6	Pearson Correlation	1	.638**
	Sig. (2-tailed)		.000
	N	712	712
Q9	Pearson Correlation	.638**	1
	Sig. (2-tailed)	.000	
	N	712	712

**.

Correlations			
		Q7	Q9
Q7	Pearson Correlation	1	.619**
	Sig. (2-tailed)		.000
	N	712	712
Q9	Pearson Correlation	.619**	1
	Sig. (2-tailed)	.000	
	N	712	712

**.

Correlations			
		Q8	Q9
Q8	Pearson Correlation	1	.636**
	Sig. (2-tailed)		.000
	N	712	712
Q9	Pearson Correlation	.636**	1
	Sig. (2-tailed)	.000	
	N	712	712

**.

Correlations			
		Q9	Q10
Q9	Pearson Correlation	1	.639**
	Sig. (2-tailed)		.000

	N	712	712
Q10	Pearson Correlation	.639**	1
	Sig. (2-tailed)	.000	
	N	712	712

** Correlation is significant at the 0.01 level (2-tailed).

Appendix 5. Simple linear regression analysis

Variables Entered/Removed ^a				
	Model	Variables Entered	Variables Removed	Method
A	1	Q4 ^b	.	Enter
B	1	Q4 ^b	.	Enter

a. Dependent Variable: Q9

b. All requested variables entered.

Model Summary					
	Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
A	1	.738 ^a	.544	.543	.84318
B	1	.776 ^a	.602	.601	.75959

a. Predictors: (Constant), Q4

ANOVA ^a							
	Model		Sum of Squares	df	Mean Square	F	Sig.
A	1	Regression	300.680	1	300.680	422.928	.000 ^b
		Residual	251.676	354	.711		
		Total	552.356	355			
B	1	Regression	308.469	1	308.469	534.629	.000 ^b
		Residual	204.250	354	.577		
		Total	512.718	355			

a. Dependent Variable: Q9

b. Predictors: (Constant), Q4

Coefficients ^a							
		Unstandardized Coefficients			Standardized Coefficients		
	Model	B	Std. Error	Beta	t	Sig.	
A	1	(Constant)	.587	.135		4.340	.000
		Q4	.796	.039	.738	20.565	.000
B	1	(Constant)	.547	.127		4.311	.000
		Q4	.820	.035	.776	23.122	.000

a. Dependent Variable: Q9

Variables Entered/Removed ^a				
	Model	Variables Entered	Variables Removed	Method

A	1	Q5 ^b	. Enter
B	1	Q5 ^b	. Enter

- a. Dependent Variable: Q9
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
A	1	.634 ^a	.402	.401
B	1	.660 ^a	.435	.434

- a. Predictors: (Constant), Q5

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.		
A	1	Regression	222.232	1	222.232	238.304	.000 ^b
		Residual	330.124	354	.933		
		Total	552.356	355			
B	1	Regression	223.256	1	223.256	273.033	.000 ^b
		Residual	289.462	354	.818		
		Total	512.718	355			

- a. Dependent Variable: Q9
b. Predictors: (Constant), Q5

Coefficients^a

Model	Unstandardized Coefficients			Standardized Coefficients			
	B	Std. Error		Beta	t	Sig.	
A	1	(Constant)	1.063	.148		7.165	.000
		Q5	.654	.042	.634	15.437	.000
B	1	(Constant)	1.122	.142		7.905	.000
		Q5	.663	.040	.660	16.524	.000

- a. Dependent Variable: Q9

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
A	1	Q6 ^b	. Enter
B	1	Q6 ^b	. Enter

- a. Dependent Variable: Q9
b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
A	1	.633 ^a	.401	.399

B	1	.641 ^a	.411	.409	.92393
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a. Predictors: (Constant), Q6

ANOVA ^a							
Model			Sum of Squares	df	Mean Square	F	Sig.
A	1	Regression	221.232	1	221.232	236.517	.000 ^b
		Residual	331.124	354	.935		
		Total	552.356	355			
B	1	Regression	210.527	1	210.527	246.621	.000 ^b
		Residual	302.191	354	.854		
		Total	512.718	355			

a. Dependent Variable: Q9

b. Predictors: (Constant), Q6

Coefficients ^a							
Model			Unstandardized Coefficients		Standardized Coefficients		
			B	Std. Error	Beta	t	Sig.
A	1	(Constant)	1.177	.142		8.288	.000
		Q6	.636	.041	.633	15.379	.000
B	1	(Constant)	1.249	.141		8.842	.000
		Q6	.619	.039	.641	15.704	.000

a. Dependent Variable: Q9

Variables Entered/Removed ^a				
Model		Variables Entered	Variables Removed	Method
A	1	Q7 ^b	.	Enter
B	1	Q7 ^b	.	Enter

a. Dependent Variable: Q9

b. All requested variables entered.

Model Summary					
Model		R	R Square	Adjusted R Square	Std. Error of the Estimate
A	1	.625 ^a	.390	.388	.97553
B	1	.614 ^a	.377	.375	.95010

a. Predictors: (Constant), Q7

ANOVA ^a							
Model			Sum of Squares	df	Mean Square	F	Sig.
A	1	Regression	215.468	1	215.468	226.413	.000 ^b
		Residual	336.887	354	.952		
		Total	552.356	355			

B	1	Regression	193.166	1	193.166	213.989	.000 ^b
		Residual	319.552	354	.903		
		Total	512.718	355			

a. Dependent Variable: Q9

b. Predictors: (Constant), Q7

Coefficients^a

			Unstandardized Coefficients		Standardized Coefficients		
Model			B	Std. Error	Beta	t	Sig.
A	1	(Constant)	1.105	.149		7.392	.000
		Q7	.642	.043	.625	15.047	.000
B	1	(Constant)	1.342	.145		9.263	.000
		Q7	.597	.041	.614	14.628	.000

a. Dependent Variable: Q9

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
A	Q8 ^b	.	Enter
B	Q8 ^b	.	Enter

a. Dependent Variable: Q9

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
A	.587 ^a	.345	.343	1.01090
B	.686 ^a	.470	.469	.87592

a. Predictors: (Constant), Q8

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.	
A	1	Regression	190.599	1	190.599	186.512	.000 ^b
		Residual	361.757	354	1.022		
		Total	552.356	355			
B	1	Regression	241.117	1	241.117	314.267	.000 ^b
		Residual	271.602	354	.767		
		Total	512.718	355			

a. Dependent Variable: Q9

b. Predictors: (Constant), Q8

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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			B	Std. Error	Beta		
A	1	(Constant)	1.321	.149		8.894	.000
		Q8	.593	.043	.587	13.657	.000
B	1	(Constant)	.995	.140		7.123	.000
		Q8	.695	.039	.686	17.728	.000

a. Dependent Variable: Q9

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
A	Q9 ^b	.	Enter
B	Q9 ^b	.	Enter

a. Dependent Variable: Q10

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
A	1	.638 ^a	.408	.406
B	1	.639 ^a	.408	.407

a. Predictors: (Constant), Q9

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.		
A	1	Regression	226.843	1	226.843	243.507	.000 ^b
		Residual	329.775	354	.932		
		Total	556.618	355			
B	1	Regression	198.570	1	198.570	244.195	.000 ^b
		Residual	287.859	354	.813		
		Total	486.429	355			

a. Dependent Variable: Q10

b. Predictors: (Constant), Q9

Coefficients^a

			Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.		
A	1	(Constant)	1.232	.142		8.705	.000
		Q9	.641	.041	.638	15.605	.000
B	1	(Constant)	1.298	.141		9.206	.000
		Q9	.622	.040	.639	15.627	.000

a. Dependent Variable: Q10

QUESTIONNAIRE

Questionnaire A

Dear respondent,

I am a master student at Vilnius university. I am working on master thesis, and the aims of this questionnaire is to study the influence of social media influencer advertising on Chinese female consumers' purchase intention of cosmetics.

Nowadays, influencer advertising has become the most popular form of advertising for consumers when purchasing goods. The results of this survey are very important. Please fill in the questionnaire based on your real feelings and experience while using Sina weibo and online shopping behavior of cosmetics products. Your response will be treated anonymously and confidentially, and it would take no more than 10 minutes of your time to fulfill the questionnaire.

Please only answer this questionnaire if you are female between the ages of 24 to 39, you have experience of purchasing cosmetics and you should have experience following cosmetic influencers on Sina weibo.

In this questionnaire, “influencer” refers to people who have a number of followers on Sina Weibo. Influencers advertisements refers to any brands cosmetics which cosmetic influencers present, introduce, or persuade on Sina Weibo.

Thanks for your participation!

1. Do you have Sina Weibo account?

Yes

No

If the answer is No, please finish this survey. Thanks for taking your time.

2. Have you followed influencers on Sina Weibo?

Yes

No

If the answer is No, please finish this survey. Thanks for taking your time.

3. How long have you been using Sina Weibo?

A. Less than 3 years

B. 3-6 years

C. More than 6 years

Please see this advertisement posted by one of the Chinese famous influencers (male) on Sina Weibo and your experience with cosmetics influencers, and then answering the following questions.



1. Please indicate whether you agree or disagree with the following statements (1 - strongly disagree, 5 - strongly agree).

	1	2	3	4	5
The influencer cosmetics advertisements on Sina Weibo don't hold back information					
Influencer cosmetics advertisements on Sina Weibo listen to what I have to say					
Influencer cosmetics advertisements on Sina Weibo allows me to communicate directly with it					

Influencer cosmetics advertisements on Sina Weibo is open in sharing information					
--	--	--	--	--	--

2. Please indicate whether you agree or disagree with the following statements (1 - strongly disagree, 5 - strongly agree).

	1	2	3	4	5
Influencer cosmetics advertisements on Sina Weibo is relevant to me.					
Influencer cosmetics advertisements on Sina Weibo is important to me.					
Influencer cosmetics advertisements on Sina Weibo address my needs.					
Influencer cosmetics advertisements on Sina Weibo suit my tastes.					

3. Please indicate whether you agree or disagree with the following statements (1-strongly agree, 5-strongly disagree)

	1	2	3	4	5
To me, purchase cosmetics recommended by influencers advertisements on Sina Weibo is a way to relieve stress.					

I purchase cosmetics recommended by influencers advertisements on Sina Weibo for my friends and family					
When I'm in a down mood, I purchase cosmetics recommended by influencers advertisements on Sina Weibo can make me feel better					

4. Please indicate whether you agree or disagree with the following statements (1-strongly agree, 5-strongly disagree)

	1	2	3	4	5
Information obtained from Influencer cosmetics advertisements on Sina Weibo would be useful for me.					
I would learn a lot from using the influencer cosmetics advertisements on Sina Weibo.					
I think the information obtained from the influencer cosmetics advertisements on Sina Weibo would be helpful.					

5. Please indicate whether you agree or disagree with the following statement (1-strongly agree, 5-strongly disagree)

	1	2	3	4	5

The cosmetic influencer gives me a sense me trust.					
I believe the cosmetic influencer.					
The cosmetic influencer gives me a feeling of trust.					

6. Please indicate whether you agree or disagree with the following statements (1-strongly agree, 5-strongly disagree)

	1	2	3	4	5
I responded to the cosmetic influencer advertisements on Sina Weibo.					
I participated in discussion about the cosmetic influencer advertisements on Sina Weibo.					
I repost the cosmetic influencer advertisements on Sina Weibo.					
I give “likes” for the cosmetic influencer advertisements on Sina Weibo.					

7. Please evaluate your intentions to buy cosmetics product after seeing the content of advertisements on influencer advertising in Sina Weibo (1-strongly agree, 5-strongly disagree)

	1	2	3	4	5
I will purchase the cosmetic advertised by the cosmetic influencer on Sina Weibo.					
I desire to purchase the cosmetic advertised by the cosmetic influencer on Sina Weibo.					
I tend to purchase the cosmetic advertised by the cosmetic influencer on Sina Weibo rather than other cosmetic brands.					
I tend to advertise for the cosmetic advertised by the cosmetic influencer on Sina Weibo.					

Basic information of the respondent

1. How about your income per month (RMB)?

- A. Less than 3000
- B. 3001-6000
- C. 6001-9000
- D. 9001-12000
- E. More than 12000

2. What is your highest completed level of education?

- A. Upper secondary school
- B. Bachelor student
- C. Master student
- D. Other

Questionnaire B

Dear respondent,

I am a master student at Vilnius university. I am working on master thesis, and the aims of this questionnaire is to study the influence of social media influencer advertising on Chinese female consumers' purchase intention of cosmetics.

Nowadays, influencer advertising has become the most popular form of advertising for consumers when purchasing goods. The results of this survey are very important. Please fill in the questionnaire based on your real feelings and experience while using Sina weibo and online shopping behavior of cosmetics products. Your response will be treated anonymously and confidentially, and it would take no more than 10 minutes of your time to fulfill the questionnaire.

Please only answer this questionnaire if you are female between the ages of 24 to 39, you have experience of purchasing cosmetics and you should have experience following cosmetic influencers on Sina weibo.

In this questionnaire, “influencer” refers to people who have a number of followers on Sina Weibo. Influencers advertisements refers to any brands cosmetics which cosmetic influencers present, introduce, or persuade on Sina Weibo.

Thanks for your participation!

1. Do you have Sina Weibo account?

Yes

No

If the answer is No, please finish this survey. Thanks for taking your time.

2. Have you followed influencers on Sina Weibo?

Yes

No

If the answer is No, please finish this survey. Thanks for taking your time.

3. How long have you been using Sina Weibo?

A. Less than 3 years

B. 3-6 years

C. More than 6 years

Please see this advertisement posted by one of the Chinese famous influencer (female) on Sina Weibo and your experience with cosmetics influencers, and then answering the following questions.



1. Please indicate whether you agree or disagree with the following statements (1 - strongly disagree, 5 - strongly agree)

agree).

	1	2	3	4	5
The influencer cosmetics advertisements on Sina Weibo don't hold back information					
Influencer cosmetics advertisements on Sina Weibo listen to what I have to say					
Influencer cosmetics advertisements on Sina Weibo allows me to communicate directly with it					
Influencer cosmetics advertisements on Sina Weibo is open in sharing information					

2. Please indicate whether you agree or disagree with the following statements (1 - strongly disagree, 5 - strongly agree).

	1	2	3	4	5
Influencer cosmetics advertisements on Sina Weibo is relevant to me.					
Influencer cosmetics advertisements on Sina Weibo is important to me.					
Influencer cosmetics advertisements on Sina Weibo address my needs.					
Influencer cosmetics advertisements on Sina Weibo suit my tastes.					

3. Please indicate whether you agree or disagree with the following statements (1-strongly agree, 5-strongly disagree)

	1	2	3	4	5
To me, purchase cosmetics recommended by influencers advertisements on Sina Weibo is a way to relieve stress.					

I purchase cosmetics recommended by influencers advertisements on Sina Weibo for my friends and family					
When I'm in a down mood, I purchase cosmetics recommended by influencers advertisements on Sina Weibo can make me feel better					

4. Please indicate whether you agree or disagree with the following statements (1-strongly agree, 5-strongly disagree)

	1	2	3	4	5
Information obtained from Influencer cosmetics advertisements on Sina Weibo would be useful for me.					
I would learn a lot from using the influencer cosmetics advertisements on Sina Weibo.					
I think the information obtained from the influencer cosmetics advertisements on Sina Weibo would be helpful.					

5. Please indicate whether you agree or disagree with the following statement (1-strongly agree, 5-strongly disagree)

	1	2	3	4	5
The cosmetic influencer gives me a sense me trust.					
I believe the cosmetic influencer.					
The cosmetic influencer gives me a feeling of trust.					

6. Please indicate whether you agree or disagree with the following statements (1-strongly agree, 5-strongly disagree)

	1	2	3	4	5
I responded to the cosmetic influencer					

advertisements on Sina Weibo.					
I participated in discussion about the cosmetic influencer advertisements on Sina Weibo.					
I repost the cosmetic influencer advertisements on Sina Weibo.					
I give “likes” for the cosmetic influencer advertisements on Sina Weibo.					

7. Please evaluate your intentions to buy cosmetics product after seeing the content of advertisements on influencer advertising in Sina Weibo (1-strongly agree, 5-strongly disagree)

	1	2	3	4	5
I will purchase the cosmetic advertised by the cosmetic influencer on Sina Weibo.					
I desire to purchase the cosmetic advertised by the cosmetic influencer on Sina Weibo.					
I tend to purchase the cosmetic advertised by the cosmetic influencer on Sina Weibo rather than other cosmetic brands.					
I tend to advertise for the cosmetic advertised by the cosmetic influencer on Sina Weibo.					

Basic information of the respondent

1. How about your income per month (RMB)?

- A. Less than 3000
- B. 3001-6000
- C. 6001-9000
- D. 9001-12000
- E. More than 12000

2. What is your highest completed level of education?

- A. Upper secondary school
- B. Bachelor student
- C. Master student
- D. Other

社交媒体影响者（网红）广告对于中国女性消费者化妆品购买意愿影响的调查问卷 A

如今，影响者（网红）广告已成为消费者购买商品时最流行的一种广告形式。本问卷旨在研究新浪微博上的自媒体 KOL 广告营销中国女性消费者在化妆品中购买意愿的影响。我们的调查目标人群是千禧一代，年龄介于 24 至 39 岁之间。 问卷调查的结果对这项研究非常重要。 请根据您的真实感受和经历填写调查表。 您的回复将被匿名和保密处理。 感谢您的参与！

在本调查表中，“影响者”是指在新浪微博上拥有大量关注者，并通过评论化妆品和推荐化妆品产品对关注者的购买行为产生一定影响的人。

第一部分

您是否拥有新浪微博账号？ [单选题] *

是

否（如果答案是否，请结束作答，感谢您的参与）

您是否关注了社交媒体影响者（网红）？ [单选题] *

是

否（如果答案是否，请结束作答，感谢您的参与）

您使用新浪微博有多久了？ [单选题] *

少于三年

三到六年

六年以上

第二部分

请阅读中国知名网红(男性)在新浪微博上发布的这则广告，并回顾您与化妆品网红名人相关的一些经验，回答以下问题。

李佳琦Austin 20-12-10 16:22 来自 微博 weibo.com 已编辑

今晚双十二来啦!
#所有女生的美妆节#再来复习一下重点
今晚8:15, 千万不要错过哦

关+带#李佳琦直播#话题转评赞, 抽100人每人100元购物红包!



1.请选择您是否认可以下描述（1为非常不认同，5为非常认同）[矩阵单选题]*

	1	2	3	4	5
新浪微博上的影响者（网红）发布的化妆品广告不会隐瞒信息。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
新浪微博上的影响者（网红）发布的化妆品广告会参考我的意见或说法。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
新浪微博上的	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

影响者（网红） 发布的化妆品 广告会让我直 接与其交流。					
新浪微博上的 影响者（网红） 发布的化妆品 广告分享信息 时是公开透明 化的。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2.请选择您是否认以下描述（1为非常不认同，5为非常认同）[矩阵单选题]*

	1	2	3	4	5
新浪微博上的 影响者（网红） 发布的化妆品 广告是与我有 关的。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
新浪微博上的 影响者（网红） 发布的化妆品 广告对我来说 是重要的。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
新浪微博上的 影响者（网红） 发布的化妆品 广告满足了我 的需求。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
新浪微博上的	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

影响者（网红） 发布的化妆品 广告是符合我 的品味的。					
--------------------------------------	--	--	--	--	--

3.请选择您是否认可以下描述（1为非常不认同，5为非常认同）[矩阵单选题]*

	1	2	3	4	5
对我来说，购买 新浪微博上影 响者（网红）广 告推荐的化妆 品是缓解压力 的一种方法。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我会给我的家 人和朋友购买 新浪微博上影 响者（网红）广 告推荐的化妆 品。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
当我心情低落 时，购买新浪微 博上影响者（网 红）广告推荐的 化妆品会让我 心情好一些。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4.请选择您是否认可以下描述（1为非常不认同，5为非常认同）[矩阵单选题]*

	1	2	3	4	5
新浪微博上的 影响者（网红）	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

发布的化妆品 广告信息对我 来说应该是有 用的。					
我可以通过新 浪微博上的影 响者（网红）发 布的化妆品广 告学到很多。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我认为新浪微 博上的影响者 （网红）发布的 化妆品广告信 息应该是有帮 助的。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. 请选择您是否认以下描述（1 为非常不认同，5 为非常认同）[矩阵单选题] *

	1	2	3	4	5
化妆品影响者 （网红）给了我 一种信任的感 觉。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我相信化妆品 影响者（网红）。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
化妆品影响者 （网红）给了我 一些信任的想 法。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. 请选择您是否认以下描述（1 为非常不认同，5 为非常认同）[矩阵单选题] *

	1	2	3	4	5
我回应过新浪 微博上的影响 者（网红）发布 的化妆品广告。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我参与过新浪 微博上的影响 者（网红）发布 的化妆品广告 的讨论。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我在新浪微博 上转发过影响 者（网红）发布 的化妆品广告。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我给新浪微博 上的影响者（网 红）发布的化妆 品广告点过赞。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7.请选择您是否认可以下描述（1为非常不认同，5为非常认同）[矩阵单选题]*

	1	2	3	4	5
我将会购买新 浪微博上影响 者（网红）广告 推荐的化妆品。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我想要购买新 浪微博上影响 者（网红）广告 推荐的化妆品。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

我倾向于购买 新浪微博上影 响者（网红）广 告推荐的化妆 品。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我倾向于给新 浪微博上影响 者（网红）广告 推荐的化妆品 做宣传。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

第三部分

被调查者的基本信息

1.您的每月收入如何(RMB)? [单选题] *

A.小于 3000

B.3001-6000

C.6001-9000

D.9001-12000

E.超过 12000

2.您的最高学历是什么? [单选题] *

A.高中

B.本科生

C.硕士生

D.其他

社交媒体影响者（网红）广告对于中国女性消费者化妆品购买意愿影响的调查问卷 B

如今，影响者（网红）广告已成为消费者购买商品时最流行的一种广告形式。本问卷旨在研究新浪微博上的自媒体 KOL 广告营销中国女性消费者在化妆品中购买意愿的影响。我们的调查目标人群是千禧一代，年龄介于 24 至 39 岁之间。 问卷调查的结果对这项研究非常重要。 请根据您的真实感受和经历填写调查表。 您的回复将被匿名和保密处理。 感谢您的参与！

在本调查表中，“影响者”是指在新浪微博上拥有大量关注者，并通过评论化妆品和推荐化妆品产品对关注者的购买行为产生一定影响的人。

第一部分

您是否拥有新浪微博账号？ [单选题] *

- 是
- 否（如果答案是否，请结束作答，感谢您的参与）

您是否关注了社交媒体影响者（网红）？ [单选题] *

- 是
- 否（如果答案是否，请结束作答，感谢您的参与）

您使用新浪微博有多久了？ [单选题] *

- 少于三年
- 三到六年
- 六年以上

第二部分

请阅读中国知名网红(女性)在新浪微博上发布的这则广告，并回顾您与化妆品网红名人相关的一些经验，回答以下问题。



7月25号晚7点！7月25号晚7点！护肤品，彩妆，面膜，海蓝之谜，兰蔻，3ce，香奈儿，YSL，珂润，润百颜新品...废话不多说看图！！

👉现在就带#薇娅直播间#转发！抽3位锦鲤送全部！全部产品一份！抽5位送平板电脑，抽100位每人188现金！这次有你我看过了🤗



1.请选择您是否认可以下描述（1为非常不认同，5为非常认同）[矩阵单选题]*

	1	2	3	4	5
新浪微博上的影响者（网红）发布的化妆品广告不会隐瞒信息。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
新浪微博上的影响者（网红）发布的化妆品广告会参考我的意见或说法。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
新浪微博上的影响者（网红）发布的化妆品广告会让我直	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

接与其交流。					
新浪微博上的影响者（网红）发布的化妆品广告分享信息时是公开透明化的。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2.请选择您是否认可以下描述（1为非常不认同，5为非常认同）[矩阵单选题]*

	1	2	3	4	5
新浪微博上的影响者（网红）发布的化妆品广告是与我有关系的。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
新浪微博上的影响者（网红）发布的化妆品广告对我来说是重要的。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
新浪微博上的影响者（网红）发布的化妆品广告满足了我的需求。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
新浪微博上的影响者（网红）发布的化妆品广告是符合我	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

的品味的。					
-------	--	--	--	--	--

3.请选择您是否认可以下描述（1为非常不认同，5为非常认同）[矩阵单选题]*

	1	2	3	4	5
对我来说，购买新浪微博上影响者（网红）广告推荐的化妆品是缓解压力的一种方法。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我会给我的家人和朋友购买新浪微博上影响者（网红）广告推荐的化妆品。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
当我心情低落时，购买新浪微博上影响者（网红）广告推荐的化妆品会让我心情好一些。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4.请选择您是否认可以下描述（1为非常不认同，5为非常认同）[矩阵单选题]*

	1	2	3	4	5
新浪微博上的影响者（网红）发布的化妆品广告信息对我来说应该是有	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

用的。					
我可以通过新浪微博上的影响者（网红）发布的化妆品广告学到很多。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我认为新浪微博上的影响者（网红）发布的化妆品广告信息应该是有帮助的。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. 请选择您是否认以下描述（1 为非常不认同，5 为非常认同）[矩阵单选题] *

	1	2	3	4	5
化妆品影响者（网红）给了我一种信任的感觉。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我相信化妆品影响者（网红）。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
化妆品影响者（网红）给了我一些信任的想法。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. 请选择您是否认以下描述（1 为非常不认同，5 为非常认同）[矩阵单选题] *

	1	2	3	4	5
我回应过新浪微博上的影响	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

者（网红）发布的化妆品广告。					
我参与过新浪微博上的影响者（网红）发布的化妆品广告的讨论。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我在新浪微博上转发过影响者（网红）发布的化妆品广告。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我给新浪微博上的影响者（网红）发布的化妆品广告点过赞。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7.请选择您是否认以下描述（1为非常不认同，5为非常认同）[矩阵单选题]*

	1	2	3	4	5
我将会购买新浪微博上影响者（网红）广告推荐的化妆品。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我想要购买新浪微博上影响者（网红）广告推荐的化妆品。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
我倾向于购买新浪微博上影响者（网红）广	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

告推荐的化妆品。					
我倾向于给新浪微博上影响者（网红）广告推荐的化妆品做宣传。	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

第三部分

被调查者的基本信息

1.您的每月收入如何(RMB)? [单选题] *

A. 小于 3000

B. 3001-6000

C. 6001-9000

D. 9001-12000

E. 超过 12000

2.您的最高学历是什么? [单选题] *

A. 高中

B. 本科生

C. 硕士生

D. 其他