

**FACTORS AFFECTING PURCHASE INTENTION OF BEAUTY PRODUCTS:
A USER-GENERATED CONTENT CHARACTERISTICS PERSPECTIVE**



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Dissertation Title	Factors Affecting Purchase Intention of Beauty Products : A User-Generated Content Characteristics Perspective.
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ABSTRACT

With the gradual improvement of the Internet ecology, the e-commerce platform is also more standardized and mature. The trend of integration of UGC and users' purchase intentions is becoming more and more obvious, especially, in the beauty products industry. Purchase intention and content business are accelerating cross-integration, and user-generated content (UGC) has become a common feature of e-commerce. A large number of users record their feelings and experiences of using cosmetics through pictures and texts, and the output of UGC solves the problem of information asymmetry in the process of e-commerce transactions. The main interviewees of this research project are mainly consumers who surf the Internet more often in China, especially those who like to browse information through the Internet and then buy beauty products after being evaluated by others. Specifying the sample size, and using SPSS program to analyze the structural equation model data.

This study assumes that: 1) through the characteristics of UGC in the beauty industry, the factors that affect consumers' purchase intention are investigated, and UGC has an impact on consumers' purchase intention; 2) To study the information influence, normative influence, social satisfaction and self-realization of user-generated content information on consumers' intention to buy beauty products online.

Keywords: UGC, beauty products market, consumers' purchase intention

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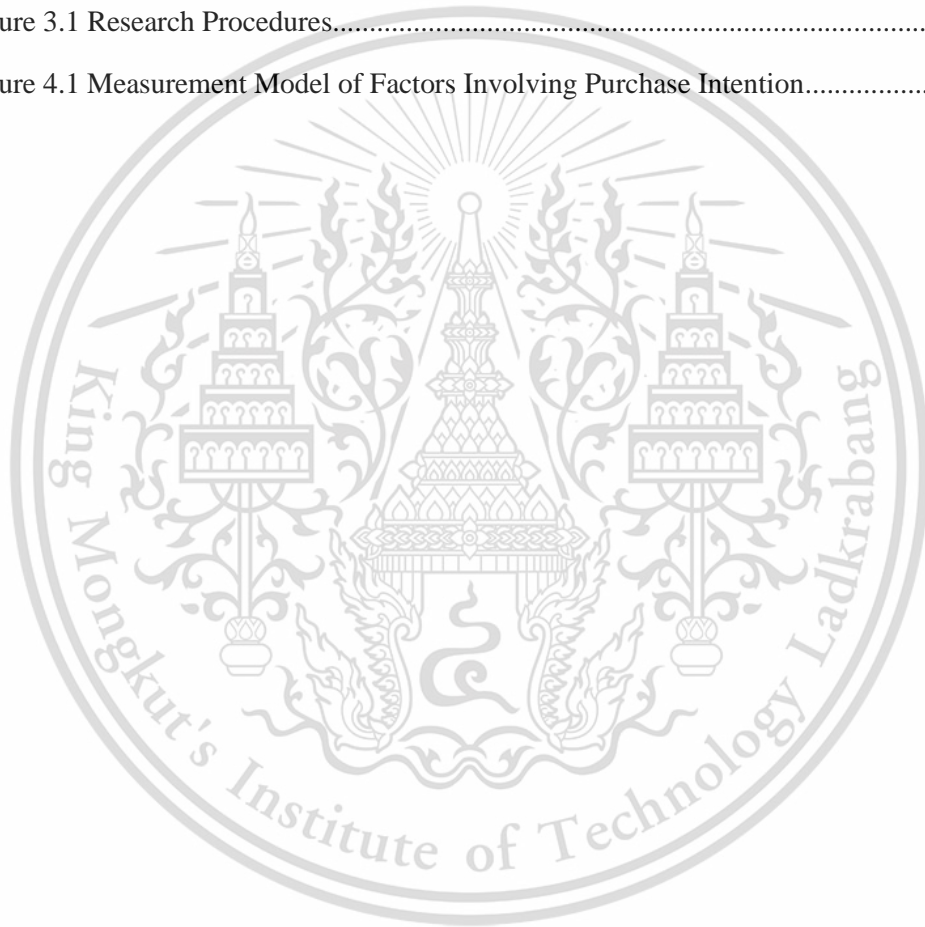


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CHAPTER 1

INTRODUCTION

1.1 Current status of online shopping for beauty products in China

The development of Internet has not only promoted the development of national economy, but also changed people's lifestyle, making our life more convenient. China Internet Network Information Center (CNNIC) released the 50th statistical report on Internet development in China on the 31st. According to the report, as of June 2022, the number of Internet users in China was 1.051 billion, an increase of 19.19 million over December 2021, and the Internet penetration rate reached 74.4%. Internet users spend an average of 29.5 hours a week surfing the Internet, and the proportion of using mobile phones to surf the Internet reaches 99.6%. Among them, the number of online shoppers in China reached 812 million, an increase of 100 million compared with the end of 2021, accounting for 78.6% of all netizens.

With the explosive growth of the number of shoppers and the continuous updating and development of network technology, online shopping channels are gradually unblocked. E-business models are increasingly diversified. Now, however, consumers are facing the confusion of various E-commerce platforms. There is a huge amount of information in information transmission and classification, so it is necessary to increase the time cost of collecting information (Li, 2020).

Lin Jiabao et al. have studied the influence of social support on consumers' purchase intention in social commerce websites. The results show that information support and emotional support have a positive impact on consumers' purchase intention (Lin, 2013). Lu Yunfan, et al. have built an online communication model of social commerce through the driving factors of online communication and interaction and the mechanism of promoting consumers' purchase (Lu, 2014). Feng Jiao used empirical and experimental methods to study the influence of users' strong and weak relationship on social commerce platform on users' purchase intention. The results showed that users' strong relationship on social commerce platform can improve the quality of users' information reception, alleviate the problem of too large amount of information in the network environment, and play a direct role in promoting

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users' purchase intention (Feng, 2015).

E-commerce environment can provide users with more ways of social interaction and social support. In the social e-commerce platform, in order to improve the sales rate of goods, many merchants will communicate and interact with consumers through various channels, establish a strong relationship with consumers, and promote consumers' intention to purchase. Many studies have also shown that making full use of the functions of social e-commerce platform, such as communication, interaction, product display and dynamic sharing, can greatly improve consumers' loyalty and satisfaction to products, thus exerting a subtle influence on consumers, promoting consumers' social sharing and enhancing consumers' purchase intention.

In traditional e-commerce, users pay more attention to the product itself when consuming. Yang Tao's research on consumers' purchase intention in e-commerce found (Tao, 2018) that perceived ease of use, usefulness and satisfaction of online shopping will also have a significant impact on consumers' purchase intention.

Although online shopping provides a lot of convenience for consumers, there are also many uncertain risks. Especially the use effect of beauty products, a special commodity, can't appear in a short time. Therefore, consumers usually use social networks to expand the content of beauty products. It provides a channel for buyers to delay the release of their feelings about the use of goods, so the feedback content in the exchange comments is richer and truer to some extent. Consumers often spend a lot of time and energy reading online reviews, hoping to have a deeper understanding of commodity information, thus reducing the risk of online shopping.

Therefore, commenting and communicating in the virtual community will affect consumers' purchasing psychology, become the basis for consumers to make purchasing decisions, and have a significant impact on the sales of e-commerce platform products. Consumers give feedback on the use of beauty products through social networks, and merchants can collect these online comments for analysis and formulate corresponding management strategies.

1.2 User-Generated Content (UGC) and Online Social Media

When consumers purchase beauty products, different consumers have different experiences for different products. When consumers want to purchase suitable beauty products, they can only search for information constantly to reduce the cost of trial and error. When consumers collect information on the Internet in the face of the chaotic information classification and transmission of various e-commerce platforms and massive information, it will inevitably increase the time cost of collecting information. At the same time, more and more users share their product experience on social media, so more and more users search for information, find goods, buy goods and share their consumption experience of goods and services through social media to reduce the search cost.

User-generated content has become a common feature of e-commerce. A large number of good UGC e-commerce platforms came into being, and the network ecology came into being. Such as video websites Tiktok, Facebook, Instagram.

Websites such as YouTube are also frequently used by users when purchasing beauty products. Among them, as a typical case of user-generated content, in 2013, under the guidance of high-quality content, China's social media Xiaohongshu had a fairly good number of users. As of July 2021, the number of users of Xiaohongshu has exceeded 200 million. And it continues to grow rapidly. In Xiaohongshu, users share their lives through short videos, pictures and texts, etc. The shared content covers beauty, skin care, fitness, food, travel, study and other fields. Community notes are exposed billions of times a day. With the development of e-commerce websites and the progress of society, the network information is no longer controlled by companies.

It also highlights that the content published by users builds a bridge between product users and potential buyers, and consumers are more willing to accept the opinions shared by users than the product information displayed by merchants (Dellarocas, 2007). Therefore, social media is no longer just a platform for users to obtain information and make friends and entertainment, but a medium that can transmit e-commerce activities and transactions in the social media environment, which has a positive impact on users' purchase intention. Among them, the prominent position of user-generated content significantly changes the role of users

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in the community, breaks the boundary between content producers and content viewers, and enables community users to play a key role in community activities through content generation, content browsing and content interaction. In the community, users can freely express their purchasing experiences, experiences and changes, etc. User-generated content affects consumers' purchase intention when purchasing beauty products online.

1.3 Current Situation of Online Beauty beauty products Market

Although user-generated content brings convenience to people when consumers purchase beauty products, there are also many problems gradually exposed: for example, from the perspective of products themselves, consumers are worried about the quality and experience of products purchased on the online platform, especially beauty products; In addition, due to the fierce competition of many beauty products brands and excessive online marketing, consumers often have low brand loyalty and are constantly changing products and brands (Sheth, 2007). From the service aspect, due to exaggerated publicity, the after-sales service of product differences cannot be effectively guaranteed; From the perspective of social platforms, consumers' privacy and shopping safety cannot be guaranteed.

With the increasing number of users and the influx of capital, the supervision is not in place, which leads to more and more vicious competition in the marketing and promotion of beauty products (Stephen, 2019). Under the crazy and false marketing, consumers' purchase intention is also gradually changing, from the impulse consumption stimulated by the shopping environment to the feeling of regret, which turns into the suspicion of online beauty products purchase, which further leads to the change of consumers' purchase intention when purchasing beauty products online.

With the rapid changes of the whole market environment, the forms of user-generated content are constantly changing, and the relationship between social platforms and e-commerce is also changing. The content and characteristics of users in social business should also be fully considered. Therefore, how the informativeness and standardization of user-generated content can reduce consumers' perceived risk, give consumers a positive purchasing attitude, and then influence and enhance consumers' purchasing intention is an urgent problem to be solved (Li, 2020).

Enterprises can seize the new market opportunities brought by online shopping, better grasp and understand consumers' perceptions and behaviors through the Internet, and realize the optimization of product promotion and brand promotion (Feng, 2015). To solve this problem, in order to improve the sales rate of goods, many businesses in the social commerce platform will communicate and interact with consumers through various channels, and establish a strong relationship with consumers (Li, 2020). Many studies also show that making full use of the functions of communication, interaction, product display and dynamic sharing in social commerce platform can greatly improve the satisfaction of users of products, and then exert a subtle influence on users, promote users' social sharing and enhance users' purchase intention.

1.4 Research Objectives

1. To identify the influencing factors that affect consumers' intention to purchase online beauty products.
2. To investigate relationship between factors of user-generated content and beauty products' customer purchase intention.
3. To provide recommendations for the beauty products industry need to use UGC marketing brands and businesses.

1.5 Research Questions

1. What factors does user-generated content have to influence users' attitudes toward purchase intention for beauty products?
2. How do UGC characteristics affect consumers' intention to purchase beauty products?
3. How to help enterprises that use UGC factors for marketing?

1.6 Significance of The Study

With the rise of e-commerce, more and more consumers choose to purchase beauty products on the Internet. Major domestic brands are also striving to develop. With economical prices and good brand image, they strive to open up the market and actively seize development opportunities, so that consumers have more choices in the beauty products

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industry (Liu, 2020). However, while the online beauty products industry is developing rapidly, it will still face false marketing, and the role of beauty products is exaggerated to mislead consumers to purchase. Therefore, this research will explore how user-generated content can provide useful information for consumers to purchase beauty products on the Internet, and explain how the informative influence, normative influence, social satisfaction, self-actualization in user-generated information can affect consumers' attitudes, and then affect consumers' intention to purchase beauty products. UGC is becoming an important channel for brand dialogue and consumer insight. This can guide the merchants to rectify the product propaganda according to the information needed by users, and better taste the target consumers or potential consumers to provide services when selling beauty products. The research background of this study focuses on online communities where user-generated content can be exchanged, and it also has certain reference value for consumers' decision-making theory on beauty products in virtual communities.

1.7 Academic Contribution

This research will effectively promote the existing work of researchers on the impact of user-generated content on consumers' online purchase of beauty products. In this work, the researchers will use information influence, normative influence, social satisfaction, self-actualization, and influence users' intention to purchase beauty products. Many researchers have written about consumers' intention to purchase beauty products on websites, but this study focuses on the impression of consumers' attitudes and intention to purchase beauty products in UGC and related content (Ge, 2018). The research project will include informative features, normative features, cognitive attitude, emotional attitude and purchase intention, which represent the impact of the quality of user-generated content on consumers' attitudes and purchase intentions. The users think that the informative and normative content generated by users can have a positive impact on their intention to purchase beauty products, meet the needs of consumers when searching for information on the Internet, and promote consumers' intention to purchase.

1.8 Scope of Research

1.8.1 Population and Sample

In order to study consumers' perception of beauty products-related information and their continued purchase intentions in the context of social e-commerce, the target group is consumers who are more inclined to generate content and purchase beauty products when purchasing beauty products through e-commerce. Questionnaires are distributed to collect data while exchanging beauty products-related information and purchasing. According to the calculation method suggested by Taro Yamane (Taro, 1967), the sample size is 400 people.

1.8.2 Research Variables

In this study, there are four independent variables and one dependent variable, which are informational influence (information quality, interaction), normative influence (amount of information, interpersonal interaction), social satisfaction, self-actualization and consumers' intention to purchase beauty products.

1.8.3 Research Period

This study is divided into two parts. The first part is a review of the research background, significance and literature to establish a conceptual framework for the research topic. Therefore, the scheme of this research consists of three chapters. Introduction, literature review and research methodology. In addition, the researcher will issue a questionnaire at the end of April 2023.

The second part is the technology of distributing questionnaires to the target respondents, collecting the data in April 2023, processing the data, and then statistically analyzing the reply data.

Finally, write and analyze the data collected in two months, discuss which part is consistent with the hypothesis test results, and summarize and submit the whole research to the relevant Committee.

1.9 List of Abbreviations Used

The following Table 1.1 describes the significant list of numerous abbreviations used
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throughout the thesis.

Table 1.1 The List of Abbreviations Used in This Research

Abbreviation	Meaning
S-O-R	Stimulus Organism Response
SPSS	Statistical Products and Services Solutions
TRA	Theory of Reasoned Action
UGC	User Generated Content
Web.3.0	The website can integrate and use the information of multiple websites at the same time through the third-party information platform.
OECD	Organisation for Economic Co-operation and Development

1.10 Definition of Terms

The definitions in this research are described below.

1.10.1 Social E-commerce

Social e-commerce refers to the phenomenon that social elements such as attention, sharing, communication, discussion and interaction are applied to the e-commerce transaction process (Gao, 2014).

1.10.2 User Generated Content

UGC refers to every user can generate their own content, and all the content on the Internet is created by users, not just some people in the past, that is, users display their original content through the Internet platform or provide it to other users (Li, 2020).

1.10.3 Beauty Products

Beauty products refer to chemical industrial products or fine chemical products that are spread on any part of the human body's surface, such as skin, lips and teeth, by smearing or other similar methods, in order to clean, modify and change the appearance and maintain a good state (Lin, 2017).

1.10.4 Informative Features

The informative features is that individuals take other people's views as the basis of their own decisions. Information is the supporting factor of all value-added activities, and customers' information acquisition in information interaction is an important influencing factor of value co-creation. With the in-depth development of information economy, the internet shopping market environment is rising day by day, and the logic of value creation has migrated, and information has become a new source of value creation. (Liang, 2016).

1.10.5 Normative Features

Normative features refers to the influence of group norms on consumers' behavior because people want to be accepted. Normative features is on the emotional level. When most consumers have similar opinions and opinions, current consumers will recognize the opinions of other consumers. The greater the capacity of information on the platform, the more consumers will purchase this product, and other consumers will naturally submit based on their identity, transforming their initial cognition of the product into recognition of the quality of the product. This not only reduces the risk of product uncertainty, but also meets the psychological needs of consumers themselves. (Gao, 2020).

1.10.6 Social Satisfaction

Social satisfaction refers to that on the basis of social satisfaction and cognition, when members achieve certain goals driven by interests, they compare the final results with their own interests and goals (Feng, 2015).

1.10.7 Self-actualization

Self-actualization refers to the process in which individuals' talents and potentials can be brought into full play in a suitable social environment and their ideals and aspirations can be realized. It also refers to the state where the individual's physical and mental potential can be brought into full play (Ge, 2018).

1.10.8 Purchase intention

Purchase intention refers to consumers' attitude towards a certain product or brand, and external factors constitute consumers' purchase intention. Purchase intention is a

psychological consultant for consumers to purchase goods suitable for their own needs, a manifestation of consumer psychology, and a prelude to purchase behavior (Wu, 2014).

1.10.9 Cognitive attitude

Cognitive attitude is a whole composed of three components: cognition, emotion and behavior, and it is a relatively continuous internal system of understanding the attitude object, and the correlation between emotion and behavior. Cognitive component is the subject's understanding and evaluation of the attitude object, and it is the sum of people's thoughts, beliefs and knowledge about the object (Li, 2020).

1.10.10 Emotional attitude

Emotion is a special form of human's reflection on objective reality, which is always accompanied by the occurrence and development of people's understanding of objective reality, and at the same time reacts to people's understanding process. Emotional attitude is people's subjective attitude towards objective reality (Feng, 2015).

CHAPTER 2

LITERATURE REVIEW

This chapter will explore the related literature of informative influence, normative influence, social satisfaction, self-actualization, and consumers' intention to purchase beauty products in user-generated content. The theoretical background, related concepts and related research used to establish the research conceptual framework are explained as the following topics:

- 2.1 Research and General Information on E-commerce
- 2.2 Background and evolution of of User Generated Content
- 2.3 Theoretical Background and Evolution of Stimulus-Organism-Response Model (S-O-R Model)
- 2.4 Concepts and Theories of Informative Influence in UGC Affecting consumers' intention to Purchase Beauty Products
- 2.5 Concepts and Theories of Normative Influence in UGC Affecting consumers' intention to Purchase Beauty Products
- 2.6 Concepts and Theories of Social Satisfaction in UGC Affecting consumers' intention to Purchase Beauty Products
- 2.7 Concepts and Theories of Self-actualization in UGC Affecting consumers' intention to Purchase Beauty Products
- 2.8 Concepts and Theories of UGC Affecting consumers' intention to Purchase Beauty Products
- 2.9 Conceptual Framework Diagram and Summary of Hypotheses

2.1 Research and General Information on E-commerce

2.1.1 The Concept of Social E-commerce

The concept of social E-commerce was originally proposed by Yahoo, which opened a Pick List function section on the portal website, which mainly provides users with a window

to list personal favorite product information in shopping for other users to browse and reference, the purpose is to promote the sale of products on the platform (Liang, 2011).

With the development of Internet technology and social media, social E-commerce has attracted the attention of many scholars. Jascanu (2007) believe that social E-commerce is a platform for merchants and users to exchange information and opinions based on the combination of social platforms and E-commerce websites based on Internet technology. Ickler defined social E-commerce as a platform built on social media for online interaction between merchants, users and user groups, and is composed of three elements of Internet information and communication technology, business and users (Ickler, 2009).

The combination has the characteristics of openness and interaction. Under the social E-commerce model, consumers interact through social networks and share product information in the form of user-generated content. The ultimate goal is to provide consumers with real and diverse channels to understand product information and help consumers make purchasing decisions (Dennison, 2009).

According to the definition of social E-commerce by many scholars, the main research viewpoints are shown in Table 2.1 below. According to the definition of social E-commerce by domestic and foreign scholars, it can be divided into two types of definitions: broad and narrow.

In a broad sense, social E-commerce refers to a kind of media that uses social media as an intermediary to participate in products for consumers or a business model that provides a platform for all aspects of online sales; social E-commerce in a narrow sense. It is a kind of social shopping that uses social media to share shopping experience and obtain product information for consumers activity.

Table 2.1 Research on the Definition of Social E-commerce

Researcher	Year	Definition
Ickler Schulke	2009	Relying on social media to build a platform for online interaction between merchants, users and user groups

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Researcher	Year	Definition
Dennison	2009	A platform that uses web2.0 technology and UGC and social networks to enable users to purchase products and services
Stephen Toubia	2010	A form of business that uses social media as an intermediary to promote people's active participation in the promotion and sale of products and services
Laudon Traver	2010	An online shopping platform that connects consumers and provides them with the ability to discover, share, recommend and evaluate products and services
Liang Turban	2011	Apply web2.0 technology to e-commerce activities in the context of social media, and add elements of social activities to business activities
Ng	2013	Based on online buying and selling activities initiated by social media, transactions are conducted through social media or other e-commerce websites
Yadav et al.	2013	Relying on the network environment of social media, through the social interaction between users, it affects all aspects of the consumption and purchase activities from pre-shopping to post-shopping
Wu Juha	2014	In the social media environment, consumers interact and share product or service information through e-commerce platforms, and businesses begin to use consumers' social attributes to promote products
Zhu Xiaodong	2016	Use a variety of social tools to promote the exchange of product information between

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Researcher	Year	Definition
		consumers
Peng Jianxiong	2018	A new e-commerce model that combines online shopping with social media, connects consumers with the same hobbies, and aims to guide and share products
Chen Yanhong	2018	An emerging business model for business activities based on social media, through user-generated content and social interaction to assist product sales and stimulate consumer buying behavior
Tang Yuanlin	2019	Based on web2.0 and Internet technology, users use social media or social e-commerce platforms to share shopping experience, comment, and collaborate on shopping, and a new business model that promotes consumption transactions through the gradually formed trust relationship
Hao Junjun	2019	Relying on social media technology, promoting information transmission through user-generated content, attracting consumers' attention and interest, generating purchase intentions and making purchase behaviors, are the technological products of e-commerce in the development process of the Internet era.

Leitner proposed that social E-commerce has four main characteristics, namely, consumer collaboration, publishing product recommendations and online reviews, sharing and exchanging shopping experiences, and obtaining sufficient product information (Leitner, 2007). Marsden believes that the distinctive features of social E-commerce are Internet word-of-mouth dissemination, credible product information, and the use of social

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relationships to assist purchases (Marsden, 2009).

The difference between social E-commerce and traditional E-commerce lies in the combination of social networks and online shopping, and online communication is formed on social networks through online reviews, product recommendations, and information sharing published by consumers. Brands play a role in publicity, especially the recommendations of some professional opinion leaders are more likely to be trusted by consumers; on the other hand, they also provide consumers with authentic and credible sources of information to purchase products, so that they can have a more comprehensive understanding before purchasing product (Liu, 2020).

The primary driving factor for the development of social E-commerce is the social support provided by the development of social media. In an open and free social network environment, it is more convenient for consumers to participate in the exchange and interaction of products or services, and in social circles with the same preferences and interests. It also stimulates the enthusiasm of consumers to participate in it. In addition, another driving factor is the shift in business strategy (Li, 2019).

Under the traditional E-commerce model, companies and merchants will promote products or brands to consumers through social media, websites, and email apps. However, the breadth and depth of such propaganda are limited, and social E-commerce spreads through consumers' personal relationships on social networks, which not only spreads widely, but also has high speed and low cost (Li, 2018).

Based on the above studies, this study defines social E-commerce as a new business model based on social media and Web 3.0 technology that drives online commodity or service transactions through user-generated content and social interaction. Social E-commerce uses the social attributes of social media to provide users and businesses with a platform for communication and interaction, and has certain creativity by encouraging users to generate content independently.

Social E-commerce utilizes the advantages of fast and wide spread of social media information to promote sharing, communication and interaction between users, providing information channels for users to purchase products, and also promoting brand promotion and product sales.

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2.1.2 Research on Purchasing Behavior in the Context of Social E-commerce

In the research on the influence mechanism of the characteristics of social E-commerce on consumer purchasing behavior, mainly from S-O-R model, technology acceptance model, and socio-technical theory.

In the field of psychology and marketing, scholars at home and abroad widely use the stimulus-organism-response S-O-R model to study consumer behavior. In the research of social shopping community, it is found that the similarity, goodwill and professionalism among users in the community will have an impact on the value of the shopper's perception of social shopping website, and then affect their purchasing decision. Zhang hong took Xiaohongshu community members as the research object (Zhang, 2017) , from the perspective of emotional trust and cognitive trust, and confirmed that the social technical characteristics of socialized shopping communities significantly affect consumers' trust in the community. According to the research findings of current scholars, the technology acceptance model has been widely used in the study of consumers' purchasing behavior in the social E-commerce environment.

Therefore, in the social E-commerce environment, consumers will be influenced by interactive communication to produce purchase behavior. Dennison et al. pointed out that the development of social technology combines social functions with E-commerce (Dennison, 2009), enhances the social experience of online shopping, and makes the connection between buyers and sellers and consumers more closely. Make more informed and accurate purchasing decisions based on the acquired shopping experience.

Based on the above research, it is found that in the social E-commerce environment, the social interaction behavior and user-generated content among consumers will affect their purchasing decisions and purchasing behaviors. Consumers' perception and trust in the professionalism of user-generated content will affect their perceived value of information and thus their purchase intention. In the social E-commerce environment, consumers can obtain more sources of information, so the factors affecting their purchasing behavior are more diverse than traditional E-commerce.

2.2 Background and Evolution of User Generated Content

2.2.1 The Origin of User-generated Content

The development of Internet technology has led to the development of E-commerce, which has changed people's consumption concepts and habits. In recent years, community shopping websites have developed rapidly in China. Compared with traditional shopping, online shopping has a big gap in various aspects of shopping experience such as product information acquisition and payment process.

A subject for research Scholar Fishbein takes rational behavior theory as the research point to study consumers' intention (Fishbein, 1997). He puts forward personal views or thoughts on things, and thus produces the individual subjective possibility of a certain behavior. In the same way, purchase intention is the subjective possibility of consumers to purchase a commodity or service (Li, 2019).

Therefore, there is a big gap between the quantification of purchase intention and the quantification of purchase behavior. The quantification of purchase intention is to quantify the probability or possibility of whether consumers will choose a product or service. The online purchase intention is essentially the same as the traditional purchase intention, both of which are based on the needs of consumers, but will behave differently due to differences in the shopping environment. To sum up, the online purchase intention is the consumer, after obtaining product information, under the influence of his subjective attitude, he has the subjective possibility of whether to purchase the product.

And traditional E-commerce sites or platforms exist by adding social elements. It is conducive to the introduction of more user traffic, while reducing the cost of drainage. In the emerging social E-commerce model, the emergence of many third-party social E-commerce platforms has promoted the expansion of the social E-commerce industry.

As shown in Figure 2.1, compared with 2020, the social E-commerce market is expected to reach 2,060.58 billion yuan in 2021, a year-on-year increase of 63.2%, showing a rapid growth overall. Compared with traditional E-commerce, social E-commerce platforms have: search, decentralization and diverse scenarios. In this case, the user is buying more than just the product. Buyers are also disseminators of information and recommenders of products. This material is reserved for educational use only, not allowed for commercial use.

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Social E-commerce platforms add social elements, according to . It is believed that social media can expand the scope and speed of information dissemination and introduction through sharing among users. Adding new user traffic is not only low cost, but also increases user stickiness.

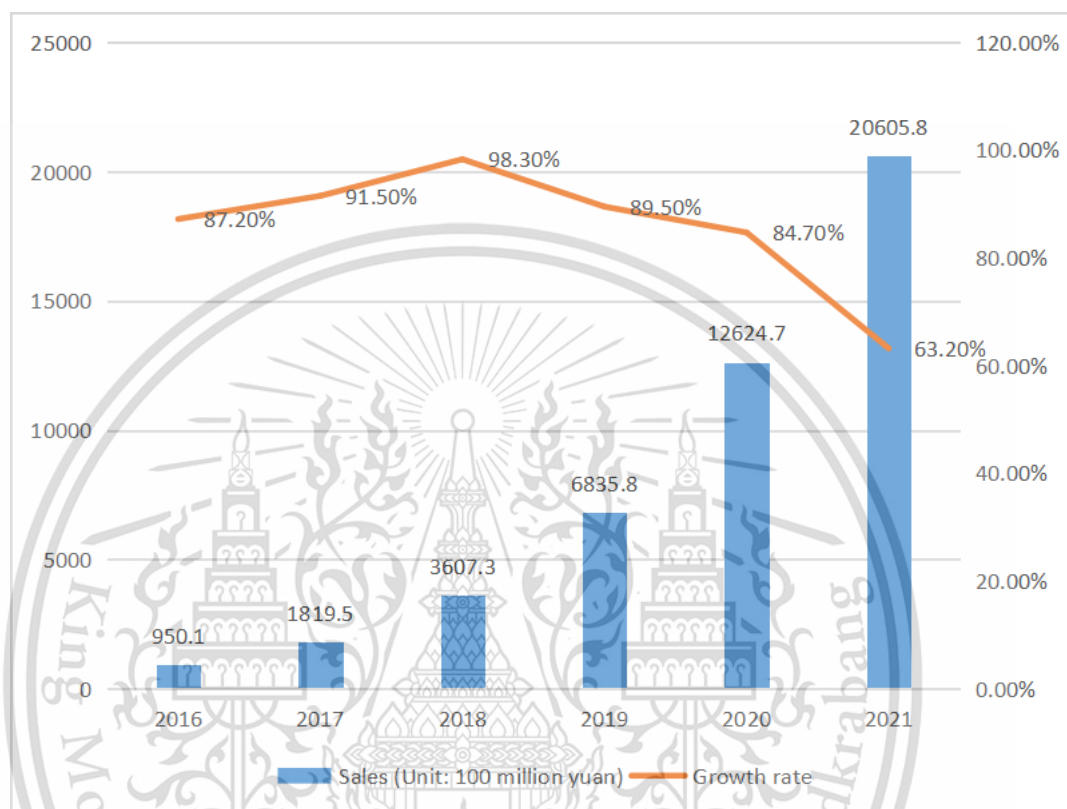


Figure 2.1 2016-2021 China's social E-commerce market size

Source: Yu Lijuan, (2021)

Online shopping has become the main consumption method in daily life. When the current user participates in business creation. In the environment of releasing product information, the diversity of content sources and the richness of content are created for consumers (Blaise, 2018). Decision-making provides valuable reference information, fully in line with the current trend of information fragmentation. Rich information content attracts consumers' attention and meets personalized shopping needs.

The current socialization is in the context of E-commerce, they not only pay attention to the creation and transmission of product information by users, but also pay attention to the

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use of social elements. The interaction between users, through the interaction within the platform, attracts more user traffic, and guides consumers to make purchasing decisions and make purchasing behaviors (Shim, 2017).

The traditional E-commerce model quickly adds social elements, builds a virtual community, and uses the social interaction between users to drive online beauty products sales (Ge, 2018). While strengthening the interaction between merchants and users, it pays more attention to cultivating users' personal creativity and allowing consumers to share product information and experience, or brand products are indirectly promoted through online word of mouth.

Shopping platforms have added social functions, and traditional E-commerce platforms such as Taobao and Amazon have also equipped their websites with communication tools to facilitate the generation of user content. The purpose is to promote the interaction between merchants and users, and provide consumers with more comprehensive and detailed product information.

In the context of the rise of the social E-commerce model, consumers have diversified online shopping methods when purchasing beauty products. Whether it is social platforms such as WeChat and Instagram, or E-commerce platforms or third-party APPs, you can see the recommendation and purchase links of product information.

In this environment, there is great uncertainty and irrationality in consumers' purchasing behavior, and they are easily affected. The interference of external information leads to buying behavior (Ge, 2018). Among the expanding online shopping user base, some of the younger generation have become the main users, as social interaction type online activities are widely influenced by them.

The Chinese social platform Xiaohongshu initially set up an online club to share the use of clothing and beauty products. Relevant users can search for foreign product information from the above, and can also create content and share personal purchasing experience and product recommendations (Jin, 2016). After accumulating a certain number of users, related shopping sections were added, and with the help of social networks, a new model of E-commerce was created, and users who shared the community were directly transformed into consumers on the platform, driving online consumption and product sales. So far,

E-commerce activities have been carried out after accumulating users through social platforms (Cheng, 2013).

Platforms that sell beauty products online after accumulating users through social platforms continue to emerge, such as Tiktok and Instagram, which initially used them as social apps to accumulate a large number of users, thus achieving rapid development (Lin, 2017). The two mainly record and share life through pictures and videos, and can also recommend brands or specific products. As the number of users increases, a single user can sell used beauty products by Instagramming a purchase link and opening a product window. These E-commerce platforms are all used by social media to introduce users and combine them with the traditional E-commerce model to form a new E-commerce model, the social commerce model.

In social commerce platforms, social networking is combined with online shopping. Provide a platform for community users to share and exchange product information and shopping experience. Compared with the traditional E-commerce model and the social E-commerce model, it has more advantages (Li, 2017). The user is both the buyer of the product and the promoter of the product. It relies on social networks and social media for efficient and low-cost traffic.

However, now consumers are beginning to face the emergence of a new beauty product, and there will be a lot of messy information classification and transmission on various E-commerce platforms and a huge amount of information, and the time and cost of collecting information must continue to increase (Lu, 2015). As a result, more and more users search for information, discover products, purchase products and share their consumption experience of products and services through social media to reduce search costs. Many businesses have also noticed the customer cohesion of social media, so they have also begun to use social media to generate and promote product and service information and conduct content marketing.

Using social media technology, social commerce platforms can provide UGC (User-generated content) features such as comments, replies, ratings, recommendation lists, tags, and user profiles to encourage customers to share their personal experiences after using beauty products (Liu, 2012). The so-called user-generated content generally refers to the text, pictures, audio, video and other content created by users in any form on social media

platforms such as WeChat official account, Instagram, Weibo, blog, etc.

Compared with product recommendations, reviews and various product knowledge provided by merchants on shopping platforms, customers are more inclined to believe in the shopping experience and consumption knowledge of beauty products shared by consumer groups on social media platforms (Liu, 2019). Users in media platforms are not only friends or indirect acquaintances, but also consumer groups established by interests and hobbies. The product information they share seems to be relatively more real and accurate.

The Chinese social platform Xiaohongshu initially set up an online club to share the use of clothing and beauty products (Lu, 2016). Relevant users can search for foreign product information from the above, and can also create content and share personal purchasing experience and product recommendations. After accumulating a certain number of users, related shopping sections were added, and with the help of social networks, a new model of E-commerce was created, and users who shared the community were directly transformed into consumers on the platform, driving online consumption and product sales (Ma L, 2015). So far, E-commerce activities have been carried out after accumulating users through social platforms.

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In social commerce platforms, social networking is combined with online shopping. Provide a platform for community users to share and exchange product information and shopping experience (Peng, 2015). Compared with the traditional E-commerce model and the social E-commerce model, it has more advantages. The user is both the buyer of the product and the promoter of the product. It relies on social networks and social media for efficient and

low-cost traffic (Sun, 2015).

However, now consumers are beginning to face the emergence of a new beauty product, and there will be a lot of messy information classification and transmission on various E-commerce platforms and a huge amount of information, and the time and cost of collecting information must continue to increase (Sun, 2017). As a result, more and more users search for information, discover products, purchase products and share their consumption experience of products and services through social media to reduce search costs (Tang, 2019). Many businesses have also noticed the customer cohesion of social media, so they have also begun to use social media to generate and promote product and service information and conduct content marketing.

The vigorous development of social media has laid a platform foundation and a user base for the rise of user-generated content, which has become an important prerequisite for the development of user-generated content. The concept of social media was first proposed by Mayfield, which is a new type of online media, which can provide sufficient expression space for users who participate in it (Mayfield, 2008). Peng Lan defines social media as a content production and exchange platform based on users' social relationships (Peng, 2015).

Consumers can integrate and share commodity information in this platform, and make purchasing decisions (Shen & Eder, 2011). In the era of Web3.0, network users changed from passively receiving in the early days to actively creating content and uploading it on the Internet. These contents come from the user's self-creation behavior, and through forums, microblogs, blogs, SNS communities and other social media in the form of text, pictures, videos, etc. This kind of content provided by users voluntarily and free of charge is UGC.

UGC is defined by the Organisation for Economic Co-operation and Development (OECD, 2007) as some innovative content created by non-professionals and made publicly available on the Internet. Afterwards, scholars have carried out relatively abundant research on UGC. Krumm et al. believes that UGC is any form of information or media that users voluntarily generate and make other consumers feel useful or interesting (Krumm, 2008).

Zhao Yuxiang and others believe that UGC can be used to describe user-created content published on the Internet in any form such as text, pictures, audio, and video (Zhao, 2012).

Some scholars have limited the scope of the definition of UGC, such as Krishnamurthy &

Dou, which defines it as consumers publishing their opinions and experiences on products, brands, companies and services on the Internet advice and comments (Krishnamurthy & Dou, 2008). This thesis defines UGC as any form of self-authored content published by social media users over the Internet.

Using social media technology, social commerce platforms can provide UGC features such as comments, replies, ratings, recommendation lists, tags, and user profiles to encourage customers to share their personal experiences after using beauty products. The so-called user-generated content generally refers to the text, pictures, audio, video and other content created by users in any form on social media platforms such as WeChat official account, Instagram, Weibo, blog, etc.

Compared with product recommendations, reviews and various product knowledge provided by merchants on shopping platforms, customers are more inclined to believe in the shopping experience and consumption knowledge of beauty products shared by consumer groups on social media platforms, because social media Users in media platforms are not only friends or indirect acquaintances, but also consumer groups established by interests and hobbies, and the product information they share seems to be relatively more real and accurate (Liu, 2019).

The emergence of the user-generated content model has changed the way consumers make purchasing decisions, and has become an important external factor that affects consumers' purchase of new products in addition to product features, prices, and promotions. As a result, a new type of social commerce, represented by Xiaohongshu, which operates entirely in the mode of user-generated content, emerged. Traditional E-commerce platforms such as Taobao and Amazon have also equipped their websites with communication tools to facilitate the generation of user content (Sun, 2017).

Many merchants have also registered accounts on social networks to share product information and consumer reviews in social circles, and at the same time encourage consumers to generate discussions on product content, which has achieved the purpose of promoting brands and marketing products (Tang, 2019). With the rapid development of social media today, the attitudes and purchase intentions of consumer groups increasingly depend on their interactions with other users on social media. Therefore, it is very meaningful to study

and discuss user-generated content on consumer purchase intention.

With the upgrading of Web3.0 technology, the corporate marketing media of beauty products has also been updated, thus entering the era of social media marketing. As a new form of media, social media is a platform for using the strong social network relationships of media users to create content and exchange content among users, while social media marketing refers to the use of social media users' strong social media. And the ability to independently create content to facilitate the completion of online marketing (Ge, 2018). On the social media platform, on the one hand, it can help companies promote beauty brands and collect feedback from consumers; on the other hand, consumers can collect and share information on beauty products on the media to help them make choices in purchasing decisions.

In the traditional offline consumption environment, the opinions and suggestions of friends, family members, salespeople, etc. may have an impact on consumers' purchase intention, but in the new consumption form, the opinions of other consumers who have purchased or even pre-ordered will also affect their intention to buy.

Social media has been continuously upgraded and evolved, including traditional media such as forums, and many new mobile short video media represented by ins, Tiktok, etc. have emerged. On this platform, users are motivated by some kind of motivation, and the content released voluntarily for free is generated by users content.

2.2.2 User-generated Content and Social E-commerce

UGC refers to any creative work created by a user and uploaded to a website or social network and shared with others. This includes text, images, audio, video and other types of media. Examples include blog posts, comments on forums or social networks, videos posted on YouTube, etc. It also refers to the creative process itself - how people create UGC in their own words, not in response to existing works. Especially in social e-commerce, consumers pay more attention to the use of products and individual differences after purchasing products. It is the product of the Web3.0 era (Turban, 2015).

In the Web3.0 era, attention is paid to the user's initiative. The user's identity is not only limited to the consumer of information, but also the producer of information. In this

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environment of paying attention to user feedback, users have more initiative and promote the transmission of information by generating and publishing content. Especially UGC is relative to professionally generated content (Wei, 2017).

The concept of user-generated content (UGC) was first proposed by Graham Vickery, which refers to creative and publicly visible content produced by non-professionals through non-professional methods and published publicly on network platforms (Graham, 2007). Shim, Lee (Shim, 2009) think that user-generated content refers to the content that the general public creates or obtains from other sources in the digital environment, which can be widely disseminated on the Internet. Johan generalizes the characteristics of user-generated content into two aspects, that is, information that is produced by non-professionals and has a certain degree of creativity, and can be shared after publishing on the Internet (Johan, 2012). Blackshaw and Nazzaro believe that user-generated content refers to the content of online word-of-mouth such as comments and product opinions published by consumers in virtual communities (Blackshaw, 2012). The Organization for Economic Co-operation and Development (OECD) defined user-generated content in 2007 as content that is creatively created by non-professionals and has the characteristics of being publicly shared on the Internet.

User-generated content has been applied in many fields. With the help of social e-commerce platforms, it has become more and more used in users' lives and has become more and more mature. Liu and Rogerson studied the factors that affect the dissemination effect of user-generated videos by referring to the principles of viral marketing (Liu, 2012).

The results show that the network structure, content nature and author characteristics are very significant for the dissemination of user-generated videos on the Internet. Liu Li and Gao Quan take users of social commerce platforms as research objects (Liu, 2019), study the impact of user-generated content on consumer behavior, and provide some suggestions for merchant marketing. Based on the Technology Acceptance Model, Wang Jing studied the impact of user-generated content on consumer choice behavior in travel communities (Wang, 2010). With the development of new technologies and the emergence of self-media, the boundaries between online platform content publishers and readers are becoming more and more blurred. Many ordinary people are involved in the discovery and reporting of things in

life, and user-generated content has an impact on online public opinion and news. The influence of publishing is also growing.

Turban proposed in his book "E-commerce" in 2015 that user-generated content in e-commerce is self-created by consumers (Turban, 2015), media content that can be shared by all network users, including e-commerce platforms. part of web content such as comments in . They believe that because of the application of Web 3.0 technology, the interaction between users has been continuously enhanced, and the emergence of user-generated content has changed the initiative in the commodity transaction process from sellers to consumers. The advent of user-generated content has brought e-commerce into a new phase of social commerce.

In social e-commerce, users tend to express their personal opinions, and the content generated by individuals is displayed on the social e-commerce platform, and this content will affect consumers' behavioral decisions through social network relationships. Some scholars decompose user-generated content through social influence theory to explore its impact on consumers' purchasing decisions (Wu, 2015).

When studying the influencing factors of individual decision-making of socialized e-commerce consumers, most scholars believe that no matter which influencing characteristics are ultimately determined by UGC characteristics. Therefore, scholars use social norms to study the number of online reviews and find that both the number of online reviews and the quality of UGC have an impact on consumers' purchase intention.

Wu believes that, on the one hand, the information interactivity of UGC is not only the information that users actively seek for products (Wu, 2015), but also the entertainment effect brought by other fans, user communication, online interaction, so he believes that the influencing factors of information are divided into For users to perceive response and interpersonal perception; on the other hand, UGC's interpersonal interaction reflects the ability of interpersonal communication and quick response, so it is summarized as normative influencing factors.

There are various sources of user-generated content in E-commerce, mainly including social commerce websites such as Xiaohongshu, Dazhongdianping, etc. They not only provide product sales, but also join the social media application mechanism. Consumers can

Evaluate, rate, like, repost, etc. Secondly, third-party virtual communities have also become the main websites for consumers to share information and communicate. These communities are mainly virtual human-to-human exchanges and interactions for consumers to communicate related product information, including consumers' shopping experience.

As well as product expectations, these sites can also provide links to purchase related products. Some social service websites such as Instagram, Weibo, and RenRen have also become gathering places for user-generated content. These websites have huge user groups who share the consumption and usage experiences of various brands and products. Many brands will register their own accounts and establish their own communities for consumers to share and communicate to achieve the purpose of word-of-mouth communication.

User-generated content in the E-commerce environment mainly includes online word of mouth, online reviews, ratings and reviews, etc. Sun et al. believe that online word of mouth is the overall evaluation and word-of-mouth of previous consumers on product quality, attributes and other characteristics transmitted to the public through the Internet (Sun, 2012). Online evaluation is the user evaluation of users on social networking sites, third-party virtual communities and social E-commerce platforms. Compared with traditional word-of-mouth, electronic word-of-mouth is more convenient for consumers to obtain information, interactive communication is anonymous, and users are both consumers and creators.

Many scholars have found that the attributes, content features, quantitative features and text features of user-generated content will have a direct impact on consumers' purchase intention. Scholars Zheng Chunlai and others studied whether the existence of Internet navy will affect consumers' purchase intention (Zheng, 2015). The richness, interest, and ease of use of user-generated content will affect consumer acceptance, which in turn affects consumers' intention to purchase and recommend. In the direction of quantitative features, many scholars have found that quantitative features of user-generated content, such as the length, quantity, and objectivity of reviews, have a significant impact on consumers' online purchase intentions.

Regarding the influence of the textual features of user-generated content on consumers' online purchase intention, most scholars have verified through experimental research methods that reviews with high sentimentality are less credible than reviews with low sentimentality,

and positive word-of-mouth is more reliable than negative reviews. In terms of word of mouth, its effect is stronger.

Zhang Yong divided user-generated content into information quality and interaction quality to explore the impact mechanism of information quality and interaction quality on the brand equity of multi-channel retailers (Zhang, 2018). The results found that information quality can affect multi-channel retailers. Brand equity has a positive promotion effect, and the quality of interaction can enhance the cultivation of online retail brand community commitment.

Some scholars also take users in non-transactional virtual communities as research objects, and use the four dimensions of relevance, reliability, timeliness, and exhaustiveness of user-generated content as the criteria for evaluating the quality of user-generated content. Scholar Jin Yan Sorted out the research results on the quality of user-generated content at home and abroad, and divided the research results into three aspects: research quality, research perspective and research method (Jin, 2016). The future research directions of user-generated content quality are prospected.

Through consumer reviews, ratings and recommendations, social commerce sites provide users with the opportunity to get to know the site, increase their understanding of the site's sellers, and reduce uncertainty in decision-making (Wei, 2017). The existence of social commerce websites provides customers with the convenience of sharing their shopping experiences and communicating with others. Some users who do not know how to express their needs can better understand what product functions they really need by reading other people's articles and communicating directly with the author.

Reduce the possibility that online shopping does not match actual needs, and have a deeper understanding of how to make decisions to achieve the purpose of online shopping for goods that well match their own needs (Wu, 2015). The recommendation of friends and the push of product functions and discounts on social commerce sites have similar preferences, which can reduce the search cost of users and more actively meet the personalized needs of consumers. So to sum up, user-generated content will increase consumers' understanding of products and businesses, and will affect consumers' intention to purchase.

This manuscript is for review purposes only. **Ostman believes that the two main characteristics of user-generated content are the**

originality of content and the transmission and sharing of information (Ostman, 2012). Li Peng (Li, 2012) believes that user-generated content is the product of the organic combination of amateur creators, substantial information content and media tools. From the above definition of user-generated content, the characteristics of user-generated content are summarized in detail from the author, information content and communication channels.

First of all, the main body of content creation is individual users who are motivated by personal interests, rather than professional institutions, and the degree of commercialization is low. Each creation has certain innovative elements and personal characteristics. Finally, the content created by users relies on social media, network media and other network technologies to be publicly shared and disseminated, and the release channels are extensive and the dissemination speed is fast. In general, user-generated content refers to innovative content with personal opinions that is publicly released by a common network user group through the Internet (Goffman, 2017).

2.2.3 Analysis of the Influence of UGC Characteristics on Consumers' Purchase Intention in the Beauty Products Industry

Based on the social E-commerce environment, UGC mainly depends on the complex interpersonal relationships of network users to influence the behavior of potential consumers, and then influence consumers' decision-making. Some scholars have combined social norms to explore the influence of the number of online reviews on consumers' purchase intention, and also studied whether the quality of information has an impact on consumers' purchasing decisions. In addition, the advantage of social commerce in the beauty products industry is that the interactivity is different from that of traditional media, including user control, multi-channel acquisition and transmission of information, and synchronous updates.

Interactivity mainly includes two aspects of consumers' perceived response and interpersonal perception. Therefore, interactivity not only refers to the product information actively searched by consumers, but also includes online communication and sharing between unfamiliar users and fans based on the same beauty products. On the basis of previous research, informative influence and normative influence are the main characteristics of UGC (Zhao, 2012).

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Informative influence is on the cognitive level, consumers use the communication between users as a data source to decide whether to buy color beauty products. On social E-commerce platforms, all profits are made by attracting consumers to consume with the help of platform information, which can influence consumers' purchasing decisions. Every consumer will browse the information about the product before buying color beauty products (Liu, 2017).

The more real the information is, the higher the quality of the information will be. Quickly lock the product information you want to search for, instead of doing large-scale browsing in traditional E-commerce, so that the scope of consumers' search is narrowed, the products they want are concentrated, and the products will be understood in detail and comprehensively, thereby increasing consumption (Sun, 2017). The audience has a great sense of recognition for this product. At this point, consumers can decide whether to adopt the information to make purchase decisions according to the description of the information. If consumers find the information more in line with their needs when browsing the information, they will have great persuasion to lock themselves in this product (Tao, 2018). When consumers have the need to buy color beauty products, they can search for products through various links on the social E-commerce platform, and can also obtain products that meet their own requirements through the information exchange of members. The more frequent information exchanges, the stronger the initiative of users to search for information, so that they can quickly lock their target products, save time, save energy, eliminate some irrelevant information, and let consumers quickly buy your favorite beauty products.

Social E-commerce platforms not only convey information but also have a social normative influence. Normative influence is on the emotional level, when most consumers have similar opinions and views on the same color beauty products, current consumers will recognize the opinions of other consumers (Tang, 2019). The larger the information capacity on the platform, the more consumers will buy this product. When other consumers see such a large-scale customer, they will naturally obey based on the psychology of approval. This not only reduces the risk of product uncertainty, but also satisfies consumers' own psychological needs for products (Sun, 2017).

~~This makes it easy for consumers to be influenced by the information on the platform.~~
~~In addition to customer size affecting consumers, the degree of connection between~~

social groups also affects consumers' decision-making. If the relationship between people in a group is very close and there are more exchanges, there will be emotional benefits, which means that this group is recognized and accepted by most users, and their speech will be more authoritative, reliable, and thus more able to stimulate the purchase behavior of other users.

2.3 Theoretical Background and Evolution of Stimulus-Organism-Response Model(S-O-R Model)

2.3.1 Research Variables: Social Impact Characteristics of User-generated Content Consumer Behavior Theory

The characteristics of the social commerce environment considered in this research are based on social influence theory, with the social influence characteristics of user-generated content as independent variables. As long as consumers open a social e-commerce website, they will be stimulated by various information about the goods or services they want, and the authenticity of the use of the information that can be searched and the usefulness of the feedback will stimulate consumers intention even more.

The social impact of user-generated content includes not only the informativeness of users' search and sharing of information, but also the interactivity of interpersonal belonging in the form of questions and answers, likes, and followers (Wei, 2017). At present, the frequency of communication and interaction between users is getting higher and more convenient, which will change consumers' psychological and behavioral tendencies towards beauty products and commodities through user-generated content. Therefore, both the informative and normative social influence characteristics of this study include both informative and interactive dimensions (Jin, 2016).

Based on the theoretical basis of consumer behavior, the researcher can conclude that external stimuli to which consumers are exposed affect their attitudes, personal attitudes affect their behavior, and behavioral norms and perceived usefulness also affect consumer attitudes make an impact (Zhang, 2017). Therefore, this thesis uses attitude as a mediating variable and divides it into cognitive dimension and affective dimension.

Consumers' behavioral intention is the premise of their consumption behavior, and the

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meaning of social commerce is to promote the transaction of commodities (Zhang, 2015). At the same time, in social commerce, users' purchase intention will change due to a series of behaviors of other users in social commerce, so research Consumer purchase intention is a key factor that social commerce operators should pay attention to, so the dependent variable of this study is consumers' purchase intention for beauty products.

2.3.2 Consumers' Intention to Purchase Beauty Products

In a social e-commerce environment, purchase intentions are stimulated by the content, evaluations and attitudes of beauty products or services generated by other users on social e-commerce platforms (Wang, 2014). Service awareness, and generate emotions in the process of interacting with other users, which in turn will enhance consumers' intention to purchase (Gong, 2010). Therefore, this research takes consumer purchase intention as a dependent variable to study the influence of user-generated content on consumer purchase intention in the context of social commerce, and defines consumer purchase intention as the degree and possibility of consumers purchasing a product or service in the future.

2.3.3 Theoretical Foundations Related to S-O-R Model

American psychologist Watson based on external information stimuli will cause changes in people's psychological reactions, the first to mention out of the "stimulus-response" model. The S-O-R (stimuli-organism-response, that is, stimulus-organism-response) model evolved from the behaviorist S-R model (stimulus-response). With the change of people's psychological cognition, they gradually realize the process of human information processing. , starts with a physical stimulus, then receives external stimuli through the senses, and after processing the nervous system, makes a decision, and finally has the output of the action response, which is the S-O-R model after simplification (Gao, 2014). The S-O-R model is one of the foundations of modern cognitive psychology, which specifically explains the predictive influence of environmental characteristics on users' emotional responses and subsequent behaviors. Approach and avoidance behaviors are two intuitive responses to environmental stimuli (Xu, 2015).

In the context of social e-commerce, consumers have changed from receivers of information to creators and publishers. In the process of making beauty product purchase

decisions, consumers will search the information generated by users for reference (Gao, 2018). Because it's impossible to really contact and understand beauty products by perceiving them in the form of network, how can consumers know the product function information comprehensively and in detail requires information publishers to introduce beauty products in detail from various aspects and forms. Moreover, consumers can't communicate face to face, so the transmission of information will be delayed and unidirectional. One-way information transmission can't enhance consumers' participation. Two-way interaction can help consumers to know specific product information quickly and conveniently. Therefore, strengthening social interaction can enhance consumers' sense of social presence, get closer to face-to-face communication in real situations and get more product information (Liu, 2020). Therefore, this thesis selects the independent variables of informative influence, normative influence, social satisfaction and self-actualization of user-generated content.

Then, in the social business situation, consumers' purchasing behavior will be influenced by more external environment and information, and the interaction between users will be stronger. Therefore, based on the theoretical model of "stimulus-organism-response (S-O-R)", this thesis studies how consumers will influence their purchase intention after they get the external information about beauty products.

As a stimulating factor in the S-O-R model, user-generated content stimulates consumers' intention to purchase beauty products through the authenticity of experience, the usefulness of information feedback and the interaction between users (Meng, 2015). In S-O-R model, user-generated content is the stimulus that consumers receive when they purchase beauty products online. When users search for feedback and information about beauty products on the Internet platform, it affects consumers' attitude towards beauty products. Therefore, consumers' attitude is the organism in S-O-R model, which belongs to the intermediary variable and finally affects consumers' intention to purchase beauty products.

The authenticity of the information generated by users can reflect the fair evaluation and recommendation made by information publishers according to their real shopping experience, which has high credibility and reference value. Because consumers perceive products through the Internet, they can't really touch and understand them. When you want to purchase beauty products online, you should fully understand the product function information (Zhou, 2019).

User-generated content determines whether consumers can fully understand the product information, so as to match their personal needs, stimulate consumers' attitude towards products and generate purchase intention.

Strengthening social interaction can enhance consumers' social presence and be closer to the real situation (Yin, 2019). Meet face to face and get more product information. Therefore, this research chooses reliability, professionalism and social interaction as independent variables of user-generated content characteristics. Under the background of social e-commerce, consumers' purchasing behavior will be influenced by more external environment and information, and the interaction between users will be stronger.

Therefore, based on the theoretical model of "stimulus-body-response (S-O-R)" and the theoretical model of consumers' attitude, the researcher study how consumers' cognitive and emotional responses affect their purchase intention after obtaining external information.



Figure 2.2 S-O-R Model

Park and Lessig divide social influence into three dimensions, namely informational, utilitarian and value expression. Informational influence means that individuals will refer to the information obtained from other members when making behavior decisions (Park & Lessig, 1977). Utilitarian influence means that in order to get the group members' recognition and avoid being excluded, they follow the group rules and regulations. Value expressive influence means that consumers get social recognition by purchasing certain products or services to show their social identity.

As far as user-generated content is concerned, the authenticity of consumers' experience is informational, which includes not only information obtained from other members but also information fed back by themselves (Li, 2020). Value expression indicates whether the feedback contains useful information, and utility indicates whether the feedback information complies with the rules and regulations needed by the group. The interaction between users is

the expression and stability of user-generated content for their social identity.

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In the past, the research on consumers' purchase intention focused on online marketing. In terms of communication effect, scholars' research mainly focused on consumers' attitudes, and analyzed consumers' satisfaction with products, brand loyalty and repeat purchase rate from a psychological point of view. Consumer's attitude is an effective way to change the shopping rate. This research focuses on the relationship between the value of user-generated content and the purchase intention of consumers. Therefore, the direct stimulation and response of user-generated content to consumers' purchase intention are directly selected.

Finally, on the basis of S-O-R model, according to the characteristics of UGC content, this thesis puts forward more specific factors, including three aspects: authenticity of the feeling of use, the usefulness of feedback and the social interaction between users, to study the influence of consumers' intention to purchase beauty products.

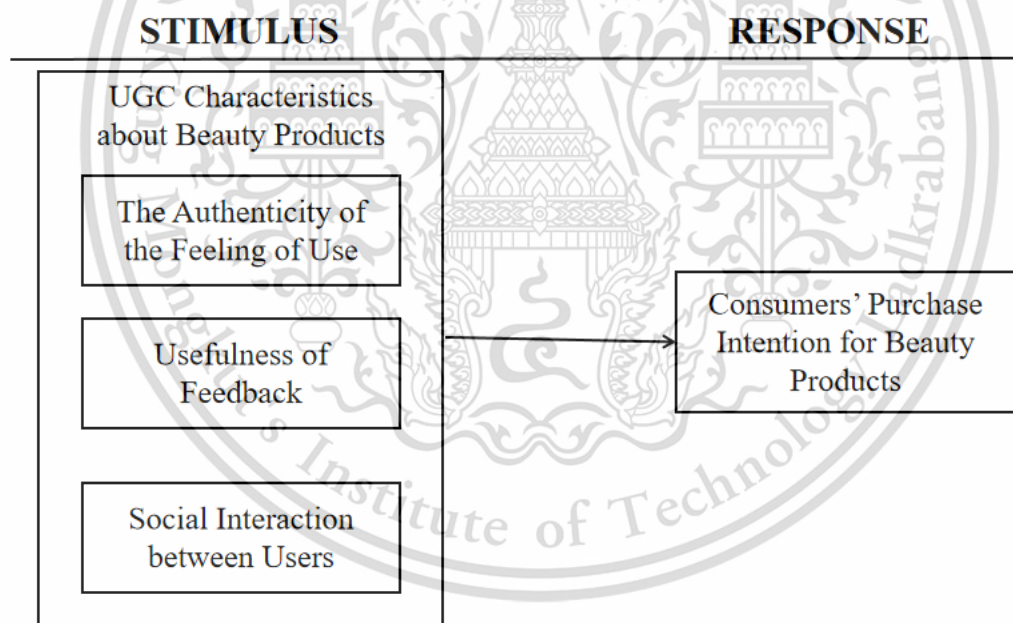


Figure 2.3 S-O-R Model

2.4 Concepts and Theories of Informative Influence in UGC Affecting consumers' intention to Purchase Beauty Products

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This thesis categorizes the influence characteristics of user-generated content that influence consumers' purchase intention into four categories. They are informational influence, normative influence, user's social satisfaction and self-actualization.

In this thesis, the characteristics of informational social influence are divided into two dimensions: information quality and information interaction. Wu Pengfei (Wu, 2015) found in his research that the quality of information generated or shared by users is the basis for consumers to judge and decide the credibility of the information. factor for adoption. The higher the correlation between user-generated content and the products consumers need, the more it can reduce the search cost of consumers, and the more detailed and authentic user-generated product information can improve users' trust.

Some scholars have found that the more authentic and reliable the information of user-generated content, the more it can influence consumers' purchasing behavior.

Hans and Bauer pointed out that the information interactivity of user-generated content is a process in which consumers search for information (Hans, 2002). Consumers process information according to their own cognitive knowledge in the process of information exchange according to their own consumption habits.

The higher the interactivity of information, the stronger the initiative of consumers to actively search for information, and it also shows that consumers will go deeper into the search for information to solve the problems they encounter in the purchase process.

When purchasing beauty products, consumers will select several alternative products and make repeated identification and comparison until they finally select a satisfactory product and make a shopping choice. Consumers and merchants have the problem of information asymmetry, because the existence of information asymmetry may cause them to doubt the seller's reputation and product quality, and user-generated content can reduce the information shortage problem of consumers in the purchase of goods. Research by Wei Ruqing and others found that the higher the quality and usefulness of user-generated content (Wei, 2017), the more consumers know about the product, and the higher the consumer's awareness of the product.

By reading online or asking other users' shopping experiences, consumers can better understand the attributes and quality of products and reduce their uncertainty in the online

environment. Ma's research believes that beauty consumers have certain commonalities in the shopping process (Ma, 2015), and the appearance of impulsive consumption is often related to other people's recommendations and consumption habits. In real life, consumers will ask their experienced friends about some products before shopping, hoping that they will express their views on the efficacy of the products, and give advice on whether to purchase, if these experienced friends give with a higher evaluation, consumers will think that the product has a very significant effect, and immediately bring this feeling of use to themselves, and the desire to consume increases instantly.

Based on the theory above, the following hypotheses are proposed in this research.

H1: There is a significant relationship between informative influence of user-generated content and purchase intention.

2.5 Concepts and Theories of Normative Influence in UGC Affecting Consumers' Intention to Purchase Beauty Products

The information normative of user-generated content is divided into two aspects: information quantity and interactive. Chattejee's research points out that the more information consumers search for conforms to their own requirements (Chattejee, 2001), the easier it is to generate purchase behavior.

Trust is an important component of online purchase intent, as consumers cannot assess relevant attributes of real products before purchasing (Kim, 2012). The authenticity of user-generated information and the usefulness of feedback can enhance consumers' trust and have positive implications for consumers' attitudes toward websites and products. Bansal and Chen proposed a research model to examine the relationship between website types, i.e., e-commerce sites and social commerce sites, and trust, and found that users were more likely to trust e-commerce sites than social commerce sites (Bansal, 2011). Therefore, the authenticity of the user-generated content usage experience will have a positive and stimulating meaning for consumers.

Compared with traditional e-commerce, social commerce when purchasing beauty products can realize the network interaction of information, especially the social interaction between users, and the interaction between users to communicate the performance of different

beauty products on different users. In existing research, some scholars believe that the interaction in the network mainly includes user control and two-way information.

There are three aspects of flow and emotional synchronization, and some scholars believe that the interaction in the network is mainly the user's perceived response and interpersonal Perception (Wu, 2006). Zhao Yuxiang divides the interactivity of user-generated content into information interaction and emotional interaction. Information interaction refers to users searching and sharing information on the website, and emotional interaction refers to the interaction between users on the network platform through online communication recreation and belonging (Zhao, 2012).

The social influence features of user-generated content are divided into informational features and normative features. Informational features refer to consumers in social commerce platforms that use the evaluations and shopping experiences published by other users as the basis for their own purchases; normative features refer to social Users in a commerce platform recognize a representative group in their platform and align their behavior with that of other users. The above information can have a positive stimulating effect on consumers' consumption intention, so that consumers can maintain a strong purchase intention.

The quantity and scale of user-generated content can arouse consumer identification and generate compliance behavior, and consumers' human interaction based on user-generated content will also enhance consumer identification and compliance.

The stronger the interpersonal interaction, the closer the relationship between consumers will be, so their awareness of the same will increase, and the corresponding information about products, brands or services generated by other users will be convincing.

Dholakia's research points out that active interpersonal interaction on social commerce online can enhance the emotion between users, so it will increase consumers' purchasing behavior, and then realize their desire to be accepted by other user groups (Dholakia, 2004). More pleasant interaction between users can improve consumers' experience and enhance their intention to consume.

Based on the time users spend interacting with people in their online life, it is a process of interacting with other consumers and customers, with the purpose of conveying their own feelings and emotions when using beauty products. Help get feedback from anyone interested

in this beauty product or service.

Based on the theory above, the following hypotheses are proposed in this research.

H2: There is a significant relationship between normative influence of user-generated content and purchase intention.

2.6 Concepts and Theories of Social Satisfaction in UGC Affecting Consumers' Intention to Purchase Beauty Products

Social satisfaction is the relationship between "social" and "purchase tendency" in the UGC shopping virtual community. When consumers purchase beauty products, whether the recommendation of other users' opinion leaders in the online community, or the comments of members with strong ties in the community has a significant impact on the audience's purchasing tendency. The community-based operation of online communication platforms has built a user interaction method similar to that of social platforms, with the connotation of content dissemination at the same time.

Compared with the traditional offline retail and shopping website environment, the difference of social shopping community is that it has a higher level of social presence. In the social shopping community, consumers can interact and communicate with each other.

Share products and give professional purchasing advice, the social presence created by this can create a traditional shopping experience. The atmosphere of face-to-face communication in the context of objects. Social interaction refers to the communication, communication, connection and interaction between users.

Users can interact with others through electronic word-of-mouth or observational learning (Chen, 2011). Take non-E-commerce online virtual communities such as Facebook, YouTube, and INS platforms for example, which provide free user-generated content so that each user can express their thoughts and opinions and reach many people.

When encountering topics of interest, it is easier to discuss and share information, thereby generating resonance among users. The intention to share on social networking sites and consideration of sharing in marketing effectiveness are an important factor, and user responses are reflected in the clicks, postings, sharing, and discussions on such social shopping sites. Likes are a subtle way to show support in response to messages; a step further

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is to post messages, share experiences, and share with fellow community members, which is another way to refer to articulated messages.

The interaction between these users in the virtual community and the overall image of the product formed by different paths are reflected as the overall view in each user's mind. Social needs are the satisfaction of related social relationships. The components of social relations include: subjective norms, homogeneity, trust, and the influence of interpersonal relationships (Sun, 2017).

Racherla&Friske also conducted research that emphasized the importance of influencing social satisfaction. Although it is crucial for products and users to share or publish information to trigger user consumption pain points, the specific points are still unclear, such as website content, platform choice, participant needs for social shopping platforms, etc (Racherla & Friske, 2012). From the beginning, it is a platform established based on social sharing. It is inseparable from the communication and interaction between users in the community.

Generally speaking, when consumers are stimulated by the external environment, their cognitive state and psychological state will change, which will lead to changes in consumer attitudes. Users can collect rich product information and virtual experiences by utilizing various application functions and scenario simulation functions provided in the social commerce platform.

On the one hand, users can collect information in the social commerce platform, and on the other hand, they can feel the sense of pleasure and satisfaction due to the support of other users, which in turn will make users willing to communicate and interact with other users, and increase the degree of participation. Fulfill their social needs and generate emotional attachment (Zhou, 2019). Recommendations of various related products and reviews of other users in social commerce platforms can help consumers grasp the shopping experience of others.

Only with communication and interaction can the researcher maximize the information about the goods or services that the researcher want to know. The connection, trust, etc. of the user will inevitably have an impact on the purchase intention of the user.

Therefore, the following hypotheses are made based on this:

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H3: There is a significant relationship between social satisfaction in user-generated content and purchase intention.

2.7 Concepts and Theories of Self-actualization in UGC Affecting Consumers' Intention to Purchase Beauty Products

Self-actualization theory can be used to infer people's needs and motivations for goods. People's use of mass media is based on emotional needs related to aesthetics, pleasure, and emotional experience, while self-actualization needs reflect an individual's state of desire and self-confidence. Regarding cognitive and affective needs, the researcher can relate content consumption in the utilitarian and hedonistic value domains.

Sociologist Goffman was the first to systematically study face and face communication (Goffman, 2017), and put forward the "face theory", that is, an external "self-image" is the "me" in the eyes of others, and the individual through appropriate performance behavior. To gain "face", to establish social status and role in the eyes of others, people's participation in social networking sites is because user behavior can be regarded as a form of expression to improve self-image and achieve self-satisfaction.

On the online communication platform, everyone can share equally, have the courage to share, communicate, discuss, etc. In order to improve their status in the community or become a role of concern to meet their inner self-realization needs, they will prompt themselves to purchase more products to achieve later sharing and express their contribution and value in this regard. Then the satisfaction of self-actualization is bound to become a factor to measure the purchase intention of users.

Therefore, the following hypotheses are made based on this:

H4: There is a significant relationship between self-actualization in user-generated content and purchase intention.

2.8 Concepts and Theories of UGC Affecting Consumers' Intention to Purchase Beauty Products

Regarding the relationship between user-generated content and consumers' purchasing behavior, most of the research focuses on the influence of user-generated content on

marketing, and the research object is mainly consumers. After consulting the relevant literature, it is found that there are two main ways to study the mechanism of UGC's influence on consumers' purchase intention: from the perspective of the characteristics of UGC, explore the influence process on purchase behavior. Starting from the individual purchase behavior of consumers, combined with psychology, communication, consumer behavior and other related theories, on the basis of the original research, improve the model for research (Lee, 2009).

It is believed that high-quality online reviews have a more significant impact on consumers' purchase intention. Quantitative characteristics of UGC content: A large number of studies have confirmed that there is a significant positive correlation between the number of UGC and online purchase intention. The related literature focuses more on the emotional evaluation of UGC: analyzing the intensity of its influence on consumers' purchase intention from the positive, negative or neutral attitude of emotion has the color of subjective emotional evaluation. For example, people think that user-generated content is more credible than company-generated content in purchasing decisions, because user-generated content includes consumers' honest evaluation and experience of products, both positive and negative. Park observed that the negative impact of UGC may affect brand reputation, because the negative impact of negative comments from other consumers may cover up the positive marketing information provided by manufacturers (Park, 2007). The information provided by UGC will affect the mood of shoppers, and then affect consumers' final purchase intention.

Table 2.2 Summary of The Hypotheses

Hypothesis	Hypothesis
H1	There is a significant relationship between informative influence of user-generated content and purchase intention.
H2	There is a significant relationship between normative influence of user-generated content and purchase

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Hypothesis	Hypothesis
	intention.
H3	There is a significant relationship between social satisfaction in user-generated content and purchase intention.
H4	There is a significant relationship between self-actualization in user-generated content and purchase intention.

2.9 Conceptual Framework Diagram and Summary of Hypotheses

Based on the above literature review, the researchers synthesized relevant concepts and theories to hypothesize relationships between variables relevant to the research objectives. Therefore, the complete research framework is shown in Figure 2.4;

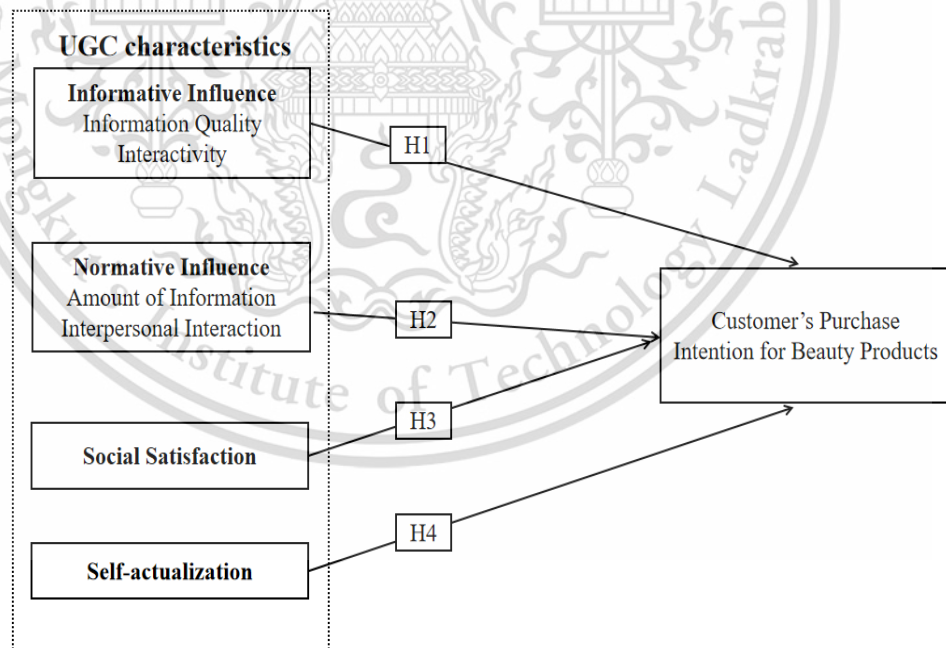


Figure 2.4 Conceptual Framework

CHAPTER 3

RESEARCH METHODOLOGY

This chapter covers study design, population, sample size, sample selection, research tools, data collection, analysis strategies, and ethical considerations. This study deals with consumers' preferences and purchase intentions for online purchase of beauty products. Users' purchase expectations, as well as their cognitions and emotions in the face of various information. This research project was conducted as a quantitative study. Exploration will be based on the accumulation of basic information, all data collected from original sources. Questionnaires are used for this reason.

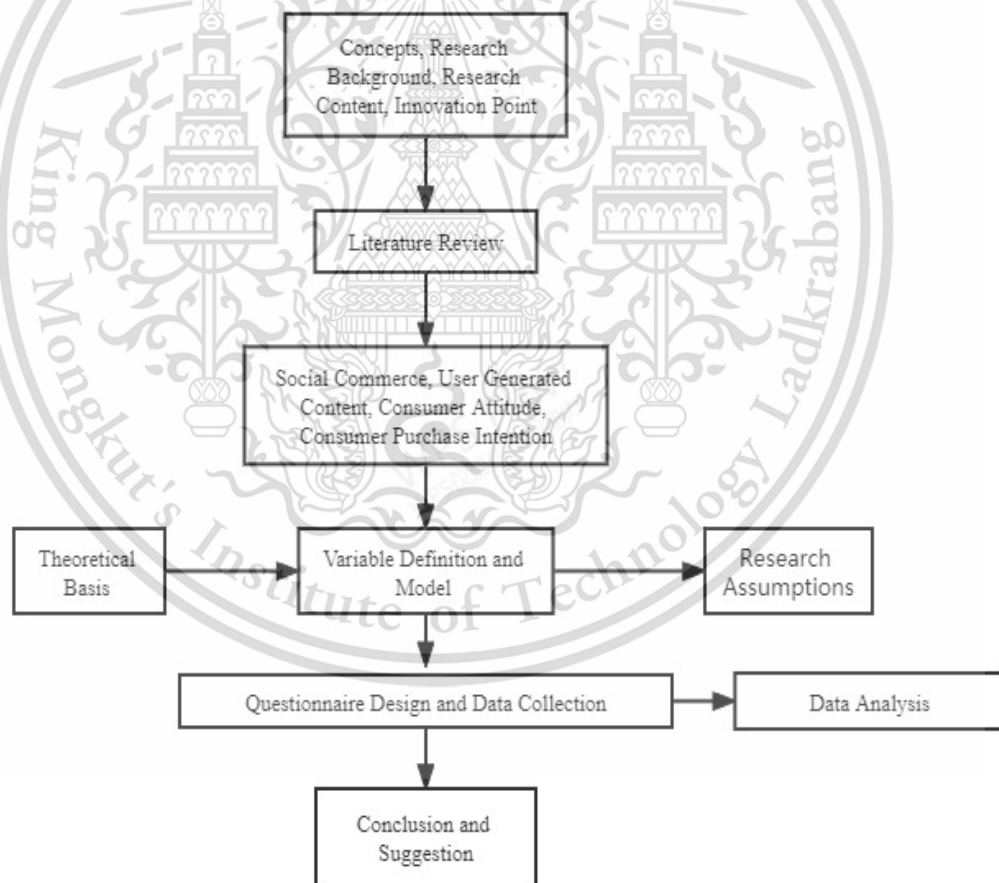


Figure 3.1 Research Procedures

Figure 3.1 shows the steps of conducting this research. First, the researchers reviewed related concepts, theories, articles and academic journals. Then make a conceptual framework,

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which is created according to the variables in the research scope.

In the quantitative research of this research, it is important to collect population and sample data, collect data and develop research tools in order to analyze data. This research reads and draws lessons from the domestic and foreign scales about social commerce, traditional e-commerce, and user-generated content's measurement methods on consumers' purchase intention. The Likert scale method is used to design the questionnaire, and the questionnaire about the influence of user-generated content on consumers' purchase under the social commerce environment is designed.

After the questionnaire is designed, the population and samples are determined for researchers, and the quality of samples is confirmed and processed. By collecting data, analyzing data through linear regression, and summarizing the discussion results, targeted suggestions are put forward for derivative problems, and the limitations of the research are pointed out from the research.

3.1 Population and Sample Size Selection

3.1.1 Population Used in the research

Investigation needs to choose the appropriate research object according to the actual situation. In order to obtain the data of this research project, the influence of user-generated content on consumers' purchase intention was analyzed. The number of consumers is unlimited. According to the statistical report of Internet development in China, the number of people using the Internet in China has increased to 989 million, but 80% of those who browse cosmetic information on the Internet and give feedback prefer to use Xiaohongshu, a social media. Therefore, the data collection of this thesis is selected in Xiaohongshu. According to the survey data of Statistical Report on the Development of the Internet in China, the number of users of Xiaohongshu has reached 188 million (Statistical Report on Internet Development in China, 2022). The questionnaire of this study mainly investigates the consumers of this software.

3.1.2 Sample Used in the Research

3.1.2.1 Sample Size

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The main interviewees of this research project mainly include consumers who use the Internet more often in China, especially those who like to browse information through the Internet and then make beauty products purchases after being evaluated by others. Specifying the sample size and using SPSS program to analyze the structural equation model data.

The sample population of the sample group used in this study is taken from demography. This study was conducted by questionnaire survey, and the data was collected in a convenient sampling way. The sample size used in this study is determined by setting a 95% confidence level and calculating the sample size using the calculation formula of Taro Yamane's(1973). The sample size generated is based on percentage evaluation, and the error limit is 5%.

$$n=N/(1+Ne^2)$$

n=sample size

e= represents the tolerance of tolerance (This case study, the tolerance was not greater than $\pm 5\%$)

N=total population

From the following conditions, the error of the estimated percentage value does not exceed the confidence level of 0.05(5.0%) at 95%. When replacing the value in the formula, the samples should be as follows:

$$n=188,000,000/(1+188,000,000*(0.05)^2)= 399.9991$$

After calculated the sample size by substituting the numbers into the Yamane formula, the numbers of sample is 399.9991 persons. In order to obtain reliable of data, researcher has increased sample size to 400 persons.

3.1.2.2 Sample Selection

To explore the influence of user-generated content characteristics on consumers' intention to purchase beauty products online. Because the number of consumers participating in online shopping is too large, it is impossible to accurately determine the specific number of consumers. Investigate the influence of user-generated content on consumers' intention to purchase beauty products on online platforms. The demand of consumers in beauty products has improved in all kinds of products, and this strong consumption growth potential mainly comes from the rising middle class and high-income class.

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According to the survey of beauty products purchasing channels of netizens in China by Ai Media Consulting in 2021, netizens mainly purchase beauty products through integrated e-commerce platform, accounting for 63.3% (Ai Media Consulting, 2021). There are more than 150 million social software users who can communicate online and purchase beauty products (Goffman, 2017). In a very large and diverse population, the researchers conducted multi-stage sampling procedures, including quota, cluster and convenient sampling methods, in order to select for this sample.

Therefore, in a very large and diverse population, this study performed a multistage sampling procedure to accomplish this sample selection. The process can be summarized in the following steps.

Step 1: Calculate and set the sample size

Step 2: Divide and distribute questionnaires according to age group, years of income, and years of frequently used social commerce platforms.

Step 3: The measurement of the social influence characteristics of user-generated content for each variable includes two factors, including the informative social influence characteristics of user-generated content, the normative social influence characteristics of user-generated content, and finally statistics.

3.2 Research Variables

Based on the variables used in the study, the researchers in this research derived and created the variables shown in Table 3.1 by reviewing, collecting and examining relevant theories, concepts, literature and existing research.

Table 3.1 Factor variables

Variable Type	Variable
Independent Variables	Informative Influence
	Normative Influence
	Social Satisfaction
	Self-actualization

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Variable Type	Variable
Dependent variable	Customers' Purchase Intention

3.3 Model Construction

First of all, in the context of social E-commerce, consumers change from receivers of information to creators and publishers. E-commerce platforms and shopping websites add social elements to build communities for the communication and exchange of product and brand information. For beauty products and related categories, consumers will search for user-generated information content for reference in the process of making purchasing decisions. Among the rich and diverse information sources, the reliability of the content has become the true and objective standard for consumers to measure product information.

The reliability of the content can reflect that the information publisher makes a fair evaluation and recommendation based on the personal real shopping experience, which is highly credible and has reference value.

Since the product is perceived in the form of the Internet, it is impossible to actually contact and understand the product. How to fully understand the product function information in detail requires the information publisher to introduce the product in detail from a multi-faceted and multi-form perspective (Johnston, 2010). The professionalism of the content determines whether consumers can fully understand the product information, so as to match individual needs and generate purchase intentions.

In the context of social E-commerce, there is no face-to-face communication between users who want to purchase beauty products, so the transmission of information will be delayed and one-way. One-way information transmission cannot enhance user participation, and two-way interaction helps consumers to quickly and easily understand specific product information.

Therefore, strengthening social interaction can enhance consumers' sense of social presence and be closer to the real situation. face-to-face communication to get more product information. Therefore, this research chooses reliability, professionalism and social interactivity as independent variables for the characteristics of user-generated content.

This model is derived from the traditional E-commerce model.

In the context of social commerce, consumers' purchasing behavior will be affected by more external environment and information, and the interaction between users will be stronger. Therefore, based on the theoretical model of "stimulus-organism-response (S-O-R)" and the theoretical model of consumers' attitudes, the researcher study how consumers' cognitive and emotional reactions will affect their purchase intentions after obtaining external information. make an impact. Finally, in the context of social E-commerce, consumers will actively search for information, and diversified information sources make them have a lot of reference information.

The content of the information will directly affect whether consumers adopt the opinion and generate purchase intention. How to provide consumers with high-quality, high-value information has become the focus of current E-commerce platforms and websites. Therefore, this study uses consumer purchase intention as a dependent variable to study the specific impact of different user-generated content characteristics on it.

Through literature review, it can be found that there is a correlation between user-generated content characteristics and consumer purchase intention in the context of social E-commerce. Through literature review, it is found that cognitive responses and emotional responses can have an impact on purchase intention, so the mediating role of consumer attitudes between user-generated content characteristics and purchase intention is studied (Shih, 2013). Based on the S-O-R model, this study constructs a model with user-generated content features as external stimuli, consumers' cognitive and emotional responses as organisms, and consumers' purchase intentions as responses.

3.4 Research Instrument

In this study, a questionnaire was used as a tool for data collection. The questionnaire was one of the main methods used to collect data from the respondents in the survey. First, the questionnaire is designed based on the mature scale of each variable and the research status, and then the content of the questionnaire is improved and revised according to the pre-investigation results, and finally a formal questionnaire is formed.

In previous studies, researchers have proposed many factors that affect user participation behavior. This research divides the social influence characteristics of user-generated content

into informational social influence characteristics and normative social influence characteristics.

The informational social influence feature refers to the evaluation of the information published by other users obtained by consumers in the social commerce platform as the basis for behavioral decision-making. Information quality includes two items, information The interactivity consists of 3 items. Normative features refer to the fact that users in social commerce platforms recognize the representative groups in their platforms, and they keep their behaviors consistent with those of other users. According to scholars Lin et al. (Lin, 2017), where the amount of information contains 2 options and the interpersonal interaction contains 3 options.

Consumer attitude includes two dimensions, namely cognitive attitude and emotional attitude; this part of the questionnaire is measured using the Likert 5-level scale, and the respondents will score each measurement item based on their actual experience and experience, and the score is 1 -5 points, the higher the score, the more agreeable the consumer is, the more in line with his real experience.

On the basis of literature review and the analysis of SOR model, this research puts forward questions from five levels, and completes the questionnaire of this research around the core characteristics of UGC's influence on purchase intention.

Table 3.2 The Sources of Questionnaire Items

Variables	Questions	Sources
Informative Features	The published cosmetic product information is already rich enough	Meng Jian, Jiang Yan. (2015) Wei Ruqing, Tang Fangcheng. (2016)
	The published product information fully meets the browsing needs of customers	Zhou Xiuting, Li Xiaoxiao. (2019)
	Customers can choose the browsing method according	

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Variables	Questions	Sources
	to their preferences	
	Customers can search for the products and competing products they want to know about	
	User will consult other users for relevant information	
	The amount of information published about a cosmetic product is sufficient for the customer to make a decision	Feng Jiao, Yao Zhong. (2015) R.O Dillon, John A Woollam. (2018) Sun Fengzhi, Ma Shuming. (2015)
	There is enough about beauty products that customers need to know	Wu Pengfei, Yan Qiang. (2015)
Normative Features	Published content that gets a good response	
	Consumer always pay attention to others	
	The interaction between users is very active	
	Relevant product information is very useful for customers to communicate and consume.	Chatterjee P. (2001) Hans, H, Bauer, et al. (2002) Ma L, Krishnan R, Montgomery A L. (2015)
Social Satisfaction	The service information obtained in communication is very useful to customers.	Wu Pengfei, Yan Qiang. (2015)
	Product information posted	

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Variables	Questions	Sources
	by users is valuable.	
	Can accept product information posted by other users	
	The customer believes that the product information posted by the user is true.	Dholakia U M, Bagozzi R P, Pearo L K. (2004)
Self-actualization	Customers love product information posted by users.	Gao Yan, Mo Zuying. (2014)
	Customers trust the user's published information	Wu G, Wu G. (2006)
	Will buy the makeup I look for.	Li Qi, Ren Xiaojing. (2017)
	Customers buy beauty products on social e-commerce platforms.	Ma L, Krishnan R, Montgomery A L. (2015)
Purchase Intention	Will consider purchasing required items from social commerce platforms	

Table 3.3 The Questionnaire Composition

Variable Total	Question	Form/Scale
Questions for screening targeted respondents	1	Nominal
Part 1: Respondent's Socio-Demographic and General Information	6	Scale/Ordinal
Part 2: Questions about the scale of independent Variables		Scale
		Likert Scale

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Variable Total	Question	Form/Scale
2.1 Informative Features	5	
2.2 Normative Features	5	
2.3 Cognitive Attitude	4	
2.4 Emotional Attitude	3	
2.5 Purchase Intention	3	

During the test, respondents need to explain the degree of agreement or disagreement with each item according to their actual feelings and understanding, and choose the corresponding score. When conducting data statistics, by summarizing the scores selected by respondents, the researcher can fully understand each respondent's attitude towards the same measurement concept and the respondents' attitudes towards different respondents. Therefore, this study chooses Likert scale as the scale form.

This research used a five-point scale (5 Likert scale) to ask respondents to express their level of agreement or disagreement with a particular question. The scoring details are as follows (Vagias, 2006);

"5" points means Strongly Agree

"4" points means Agree

"3" point means Neither Agree or Disagree

"2" points means Disagree

"1" points means Strongly Disagree

3.5 Data Collection

The researcher planned to use the "Questionnaire Star" platform to distribute the questionnaire and collect the complete questionnaire. Consumers can rely on the personal consumption experience of goods and services published by users in social commerce platforms. Experiment to collect information and make more efficient purchasing decisions.

This research divides the types of social commerce into two categories: the first type is to equip traditional E-commerce sites such as Amazon with Web 3.0 tools to facilitate user content generation, but at present this type of social commerce has a great impact on users'

interaction between users. There are certain limitations in the interactive support of the social media platform; the second category refers to adding E-commerce functions to the social platform, and users publish the purchase and use experience of related products or services on the social platform (Kim, 1996).

And add relevant shopping links to trade goods. The third type refers to third-party-independent social commerce platforms such as Xiaohongshu, which provide customer relationships through collaborative activities such as information sharing and content generation channels and stimulate value creation.

This research mainly selects users who have shopping experience on the second and third types of social commerce platforms mentioned above as the main questionnaire is distributed to explore the social impact characteristics of user-generated content in the social commerce environment. The influencing mechanism of consumers' purchase intention and the mediating effect of attitude on this mechanism.

3.6 Analytical Strategy

To ensure the validity and consistency of the content of the project, the quality of the questionnaire will be checked. Reliability and validity are two indicators to test the reliability and expected effect of the questionnaire. Reliability analysis is used to study the reliability and accuracy of the answer to the attitude scale question, and to check the quality of the instrument in the accuracy check. Cronbach's Alpha coefficient method is adopted as the reliability program for checking equipment quality. This method was developed by Lee Cronbach and is widely used in precision measurement. Mainly used to measure the reliability or internal consistency, especially the quality of the testing unit in the research. Cronbach's alpha test to see if Likert scale survey is reliable. By using a computer program to test the accuracy of the gauge, the α coefficient should be 0.70 or higher (Cronbach, 1951).

Table 3.4 Cronbach's Alpha
Case Processing Summary

		N	%
Cases	Valid	400	100.0
	Excluded ^a	0	.0
	Total	400	100.0

Table 3.5 Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.981	.980	20

First, in order to ensure the validity of the questionnaire data, screening items are set before the questionnaire to limit the survey objects. Secondly, in the small sample test, in order to ensure the feasibility and scientificity of the designed questionnaire, a small-scale questionnaire sample should be collected before large-scale data collection, so as to do preliminary work for our investigation.

It is distributed by means of Internet questionnaires. Internet questionnaires are mainly distributed in two ways. One is to invite qualified users to fill in and forward them through existing social media such as WeChat and Xiaohongshu and the other is to randomly invite questionnaire star users to fill in the questionnaire.

Reliability and validity analysis were carried out on the returned questionnaires. Reliability analysis was to test whether the questionnaire results had good consistency and stability, and to reflect the true degree of the measured variables. The reliability coefficients are all above 0.7, indicating that the reliability is high, and the measured variable can better reflect the true degree of the variable. Validity analysis is used to reflect the degree to which the questionnaire the researcher designed can accurately express the characteristics of the

variables the researcher want to measure. There are three types of validity: content, convergent and discriminant.

3.7 Analysis Methods

3.7.1 Reliability Analysis

The reliability of this research is mainly tested by the Cronbach α coefficient. When the value of α is greater than 0.9, it is very reliable, when the value of α is between 0.7 and 0.9, it is more reliable, when the value of α is between 0.5 and 0.7, it is generally reliable, and when the value of α is between 0.4 and 0.5, it is still reliable (Cronbach, 1951). When it is lower than 0.4, it indicates that the data is not reliable and should be discarded. This research uses SPSS to analyze the small sample data, and the user-generated content is the result. Cronbach coefficient in this research is 0.981.

In order to statistically test the general data and factors related to information quality, system quality, service quality, performance expectation, social impact, user satisfaction and continuous use intention, that is, frequency, distribution, percentage, arithmetic mean, standard deviation, skewness and kurtosis, the researchers used SPSS in data processing and analysis, and organized and summarized the results through descriptive statements ((Hooland, 1998).

Validity analysis is used to reflect the degree to which the questionnaire the researcher designed can accurately express the characteristics of the variables the researcher want to measure. Validity can be divided into three types: content, convergence and discrimination validity. The measured variables in this research have good content validity. The difference validity is based on the square of correlation coefficient and the extracted mean variance (AVE), while the convergence validity is judged by the extracted mean variance (AVE) and the combined reliability (CR).

3.7.2 KMO Sample Measure and Baetlett Spherical Test

KMO (Kaiser-Meyer-Olkin-Measure of Sampling Adequacy) test is carried out by comparing the relative magnitude of simple correlation coefficient and partial correlation coefficient between original variables. When the square sum of partial correlation coefficients

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among all variables is far less than the square sum of simple correlation coefficients among all variables, the partial correlation coefficients among variables are very small, and the KMO value is close to 1, so the variables are suitable for principal component analysis (Zhao, 2020).

The calculation formula of KMO value is: KMO is used to check the partial correlation between variables, and the value is between 0 and 1. The closer the KMO value is to 1, the stronger the partial correlation between variables, and the better the effect of factor analysis. KMO value above 0.9 is very suitable for factor analysis, above 0.8 is suitable for factor analysis, above 0.7 is acceptable, above 0.6 is barely acceptable, above 0.5 is not suitable, and below 0.5 is very unsuitable. In practice, the effect is better when it is above 0.7; When it is below 0.5, it is not suitable to apply factor analysis (Li, 2020).

$$KMO = \frac{\sum_{i \neq j} \sum_{i \neq j} r_{ij}^2}{\sum_{i \neq j} \sum_{i \neq j} r_{ij}^2 + \sum_{i \neq j} \sum_{i \neq j} \alpha_{ij}^2}$$

Bartlett spherical test is used to judge whether the correlation matrix is a unit matrix, that is, whether the variables have strong correlation. Its statistics are obtained according to the determinant of the correlation coefficient matrix (Zhao, 2020). If this value is large and its corresponding associated probability value is less than the significance level in the user's mind, then the zero hypothesis should be rejected, and it is considered that the correlation coefficient matrix cannot be a unit matrix, that is, there is correlation between the original variables, which is suitable for principal component analysis.

On the contrary, if the statistical ratio is small, and its corresponding associated probability is greater than the significance level, the null hypothesis cannot be rejected, and it is considered that the correlation coefficient matrix may be a unit matrix, which is not suitable for factor analysis. When $P < .05 > .05$, it is subject to spherical test, and the variables are independent of each other, so factor analysis cannot be done.

3.7.3 Pearson product-moment correlation coefficient

Regarding statistical data, Pearson product-moment correlation coefficient (English: Pearson product-moment correlation coefficient, also known as PPMCC or PCCs, which is often expressed by R or Pearson's r in this research) is used to measure the correlation (linear correlation) between two variables X and Y, and its value is between -1 and 1. In the field of natural science, this coefficient is widely used to measure the degree of correlation between two variables. It evolved from a similar but slightly different idea put forward by Francis Galton in the 1880s by Karl Pearson. This correlation coefficient is also called Pearson correlation coefficient R (Bailey J & Pearson, 1993).

3.8 Research Ethics

In this research, the researchers considered all moral factors in the process of data collection and analysis. It is important to obtain the informed consent of the subjects during the research activities, so as to ensure that the collected data will only be used for this specific project. The researchers who respect privacy and don't share information about related topics with others ensure that the data will only be collected for this specific project. The interviewees have not been asked any personal questions, and they have obtained the full consent of all interviewees before asking questions in the survey.

CHAPTER 4

ANALYSIS AND FINDINGS

This chapter intends to accomplish the objectives of the study by user-generated features in the form of questionnaires, and to achieve the research objectives for all dimensions of consumers' intention to purchase beauty products online. It contains users' cognition, attitude, emotion, attitude and purchase intention. The measurement scale of purchase intention mainly refers to the purchase intention scale studied by Cheng Zhenyu to measure the possibility of consumers buying a certain commodity in the future (Chen, 2013). Therefore, this chapter shows the results of the analysis program discussed in Chapter 3. This chapter is divided into six parts.

The first part starts with the detailed information of the respondents, supported by demographic data.

The second part is about several factors that affect consumers' purchasing intention until they browse cosmetics related information online, namely informative features, normative features, cognitive attitude, emotional attitude and purchasing intention, and makes an investigation and analysis on each item. Before the formal model analysis and hypothesis test, the validity analysis of the questionnaire makes the data analysis of this study more rigorous. Reliability analysis is to test the consistency or stability of the collected measured results. The stronger the consistency, the higher the reliability.

The third part of validity analysis is used to reflect the degree to which the questionnaire the researcher designed can accurately express the characteristics of the variables want to measure. The scale designed in this research has good content validity.

The fourth part will study the dependence among variables in the model. Generally, the correlation coefficient can explain the degree of dependence among variables and the dimensions of variables, and the positive and negative coefficients can explain the direction of dependence.

The fifth part will test the mediating effect of consumer attitude to analyze the size and significance of the mediating result. The last section analyzes and summarizes the results of

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this study.

Total data set are 473. However, the data from questionnaires are screened out by the researcher and via SPSS. The distribution of questionnaires was mainly through online network. It was found that 13 respondents are not met with the criteria; therefore, 13 questionnaires have been removed to ensure the cleanliness of the data. However, the researcher continuously distributed the questionnaires and collected the remaining 13 respondents to complete 400 questionnaires in order to process the next analysis stage.

4.1 Demographic Information

Based on the sample collected through the distribution of questionnaires, the respondents' socio-demographic data in this section. The descriptive analysis of the socio-demographic information is presented in Table 4.1.

Table 4.1 Frequencies and Percentages of Sample Demographics (N=400)

Demographic	N	%
Gender		
Male	74	18.5
Female	326	81.5
Ages		
Under 18	0	0
18-25	16	4
26-33	93	23.25
33-40	104	26
41-48	88	22
49-56	78	19.5
Older than 56 years	21	5.25
Education level		
High School or below	133	33.25
Bachelor degree	211	52.75

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Demographic	N	%
Gender		
Master degree	40	10
Doctoral degree	16	4
Occupation		
Government Employee	52	13
Private Company Employee	273	68.25
Private business/Freelance Worker	59	14.75
Students	16	4
Income per month (unit RMB)		
3,000 and below	110	27.5
3,001-5,000	104	26
5,001-7,000	82	20.5
7,001-9,000	77	19.25
9,000 or more	27	6.75
Social Business platform usage time		
1 year or less	75	18.75
1-2 years	131	32.75
2-3 years	103	25.75
3 years and above	91	22.75

The sample includes 74 (18.5%) male respondents and 326 (81.5%) female respondents. Most of the respondents came from the age group of 33 to 40, of which 104 (26%) were respondents in this age group, 93 (23.25%) were respondents in the age group of 26 to 33, at least 16 (4%) were respondents in the age group of 18 to 25, 88 (22%) were respondents in the age group of 41 to 48, and 49 to 56 were respondents. In terms of education level, 211 people (52.75%) obtained a bachelor's degree, followed by 133 people (33.25%) obtained a bachelor's degree or lower (high school, vocational certificate and vocational certificate), 40 people (10%) obtained a master's degree, and 16 people (4%) obtained a doctor's degree or

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higher.

In terms of occupation, the group with the highest proportion is 273 private company employee (68.25%), followed by 59 private business/freelancers (14.75%), 52 government employee (13%) and 16 students (4%). As far as monthly income is concerned, 110 respondents (27.5%) earn 3,000 and below, followed by 104 respondents with 3,000-5,000(26%), there are 82 people (20.5%) in 5,001-7,000, 77 people (19.25%) in 7,001-9,000, and 27 people (6.75%) above 9000.

Regarding the years of using the surveyed application, 131 respondents (32.75%) used this app for 1-2 years, followed by 103 respondents (25.75%) who used the XiaoHongShu application for 2-3 years, 75 respondents (18.75%) who used it for one year or less, and 91 respondents (22.75%) who used it for three years or more.

4.2 Descriptive Rating

The following section is a description of the seven study variables in the research framework. There are five independent variables which are (1) information quality, (2) system quality, (3) service quality, (4) performance expectancy, and (5) social influence, and two dependent variables which refer to user satisfaction and continuance intention to use. All observed variables are measured by using 5 point-Likert-scale with remark of Mean value as follows:

Mean value between 1.00-1.79 is “Strongly disagree”

Mean value between 1.80-2.59 is “Disagree”

Mean value between 2.60-3.39 is “Neutral”

Mean value between 3.40-4.19 is “Agree”

Mean value between 4.20-5.00 is “Strongly Agree”

Then, the descriptive analysis of these variables is presented as follows:

4.2.1 Informative Features

The analysis result is an outcome from data of 400 respondents. The descriptive analysis, mean and standard deviation of Informative features, is shown in Table 4.2.

Table 4.2 The Mean and Standard Deviation of Informative Features

Informative Features	Level of opinion					Mean	S.D.	Descriptive Rating
	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)			
	Frequency/ Percentage							
						3.30	1.260	Neutral
1. I think the beauty product information posted by other users on social platforms, such as content, price, location, function and other parameter descriptions and specific user experience descriptions, are rich enough.	38	19	120	115	108	3.47	1.204	Agree
	9.5%	4.75%	30.0%	28.75%	27.0%			
2. I think that when browsing and searching	42	35	48	160	115	3.54	1.266	Agree
	10.5%	8.75%	12.0%	40.0%	28.75%			

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Informative Features	Level of opinion					Mean	S.D.	Descriptive Rating
on this e-commerce platform, the beauty products information released by other users fully meets my needs when I want to purchase new products.								
3. I think that on social e-commerce platforms, you can choose the browsing method and content according to your own preferences.	44	32	60	154	110	3.50	1.267	Agree
	11.0%	8.0%	15.0%	38.5%	27.5%			
4. I can easily search the product I want to know and compare it with	46	31	42	151	130	3.57	1.304	Agree
	11.5%	7.75%	10.5%	37.5%	32.5%			

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Informative Features	Level of opinion					Mean	S.D.	Descriptive Rating
competing products on the same social e-commerce platform.								
5. When I do not understand a certain beauty product, I will ask other users who have bought the same product for relevant information.	119	163	42	36	40	2.43	1.258	Disagree
	29.75%	40.75%	10.5%	9.0%	10.0%			

In terms of Informative Features, the respondents' group of ease of process is at the Agree level (mean of 3.2), and overall, respondents are at the level of agree with this group, with a standard deviation of 1.260. This can be explained as the user's perception of information function when purchasing cosmetics on the Internet.

Respondents have a high degree of agreement that when browsing and searching on this e-commerce platform, the information of beauty products released by other users completely meets the demand of buying new products, and the products I want to know can be easily searched and compared with competing products on the same social e-commerce platform. (The average value is 3.2)

Respondents' description of beauty product information published by other users on social platforms, such as content, price, location, function and other parameters and specific

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user experience description, and their choice of browsing methods and content on social platforms according to their personal preferences averaged 3.1.

However, among them, users' recognition of "when I don't know a certain beauty product, I will ask other users who have bought the same product for relevant information" is polarized, with an average of 3.1, but many users' opinions are disagree, and respondents have great differences on this issue.

4.2.2 Normative Features

The descriptive analysis, mean and standard deviation of normative features, is shown in Table 4.3. The analysis result is an outcome from data of 400 respondents.

Table 4.3 The Mean and Standard Deviation of Normative Features

Normative Features	Level of opinion					Mean	S.D.	Descriptive Rating
	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)			
	Frequency/ Percentage							
						3.56	1.271	Agree
1. I think the amount of information users post about a beauty product on social e-commerce	42	36	42	155	125	3.57	1.282	Agree
	10.5%	9.0%	10.5%	38.75%	31.25%			

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Normative Features	Level of opinion					Mean	S.D.	Descriptive Rating
platforms is enough for me to make a decision.								
2. I think there is enough content on social commerce platforms about beauty products, that I need to know.	40	40	49	147	124	3.55	1.280	Agree
	10.0%	10.0%	12.25%	36.75%	31.0%			
3. I think the content published on the social e-commerce platform is very popular and will get replies from other consumers who want to purchase the same kind of beauty products.	40	38	45	159	118	3.55	1.264	Agree
	10.0%	9.5%	11.25%	39.75%	29.5%			

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Normative Features	Level of opinion					Mean	S.D.	Descriptive Rating
4. In order to buy suitable beauty products, I will pay attention to what others are using and buying, and carefully observe their comments on the beauty products I want to purchase.	37	34	53	143	133	3.60	1.257	Agree
	9.25%	8.5%	13.25%	35.75%	33.25%			
5. I think the interaction between users of social e-commerce platforms is very active.	45	29	46	165	115	3.55	1.270	Agree
	11.25%	7.25%	11.5%	41.25%	28.75%			

In term of normative features, it indicated that the first ranked of respondents' format were in the items of "In order to buy suitable beauty products, I will pay attention to what others are using and buying, and carefully observe their comments on the beauty products I want to purchase." (mean of 3.3). Followed by the item of "The amount of information about a beauty product published by the respondents on the social e-commerce platform and the

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content of beauty products that can be inquired, and the content posted on the respondents' social e-commerce platform is very popular and the interaction between users is active.” (mean of 3.2). Overall, the respondents’ group of normative feature is at the Agree level (mean of 3.2).

The overall mean of normative feature equals to 3.2, and the standard deviation equals to 1.271, which can be interpreted that the users’ perception of normative features in user-generated content on social software.

4.2.3 Cognitive Attitude

The descriptive analysis, mean and standard deviation of cognitive attitude, is shown in Table 4.4. The analysis result is an outcome from data of 400 respondents.

Table 4.4 The Mean and Standard Deviation of Cognitive Attitude

Cognitive Attitude	Level of opinion					Mean	S.D.	Descriptive Rating
	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)			
	Frequency/ Percentage							
						3.57	1.273	Agree
1. I think the thoughts and feelings about beauty products released by users on the social	36	41	42	150	131	3.59	1.262	Agree
	9.0%	10.25%	10.5%	37.5%	32.75%			

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Cognitive Attitude	Level of opinion					Mean	S.D.	Descriptive Rating
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree			
e-commerce platform are very helpful to my product cognition.								
2. I think the thoughts and feelings about beauty products or services published by users on social e-commerce platforms is very helpful to improve my knowledge of unknown products and services.	41	33	47	162	117	3.56	1.256	Agree
	10.25%	8.25%	11.75%	40.5%	29.25%			
3. I think the beauty products or service thoughts and feelings published by users on social	47	33	43	147	130	3.56	1.317	Agree
	11.75%	8.25%	10.75%	36.75%	32.5%			

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Cognitive Attitude	Level of opinion					Mean	S.D.	Descriptive Rating
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree			
business platforms is very helpful to my cognition..								
4. I can accept beauty products or service information posted by other users on social e-commerce platforms.	35	42	52	142	129	3.57	1.259	Agree
	8.75%	10.5%	13.0%	35.5%	32.25%			

In term of cognitive attitude, it indicated that the first ranked of respondents' format were in the items of "I think the thoughts and feelings about beauty products or services published by users on social e-commerce platforms is very helpful to improve my knowledge of unknown products and services.." (mean of 3.4). Followed by the item of "Respondents believe that users' thoughts and feelings about beauty products and related services posted on social e-commerce platforms are very helpful to my product cognition, and they accept information about beauty products or services posted by other users on social e-commerce platforms." (mean of 3.2). Overall, the respondents' group of cognitive attitude is at the Agree level (mean of 3.2).

The overall mean of normative feature equals to 3.2, and the standard deviation equals to 1.273, which can be interpreted that the users' perception of cognitive attitude in user-generated content on social software.

4.2.4 Emotional Attitude

The descriptive analysis, mean and standard deviation of emotional attitude, is shown in

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Table 4.5. The analysis result is an outcome from data of 400 respondents.

Table 4.5 The Mean and Standard Deviation of Emotional Attitude

Emotional Attitude	Level of opinion					Mean	S.D.	Descriptive Rating
	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)			
	Frequency/ Percentage							
						3.53	1.279	Agree
1. I think the emotional information about beauty products or services published by users on social e-commerce platforms is true and can make me feel trusted.	44	35	50	158	113	3.52	1.277	Agree
	11.0%	8.75%	12.5%	39.5%	28.25%			
2. I like to browse the emotional information of	36	41	59	143	121	3.54	1.254	Agree
	9.0%	10.25%	14.75%	35.75%	30.25%			

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Emotional Attitude	Level of opinion					Mean	S.D.	Descriptive Rating
beauty products or services published by users on social e-commerce platforms. 3. I trust the emotional information about beauty products or services published by users on social platforms. And enjoy the goods or services they choose to buy from their feedback.	46	35	51	145	123	3.52	1.307	Agree
	11.5%	8.75%	12.75%	36.25%	30.75%			

In the survey, respondents believe that the emotional information about beauty products or services posted by users on social e-commerce platforms is true and can make users feel trusted. Respondents like to browse the emotional information about beauty products or services posted by users on social e-commerce platforms, trust the emotional information about beauty products or services posted by users on social platforms, and enjoy the goods or services they choose to buy from feedback.

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The overall mean of emotional attitude equals to 3.2, and the standard deviation equals to 1.279, which can be interpreted that the users' perception of emotional attitude in user-generated content on social software.

4.2.5 Purchase Intention

The descriptive analysis, mean and standard deviation of purchase intention, is shown in Table 4.6. The analysis result is an outcome from data of 400 respondents.

Table 4.6 The Mean and Standard Deviation of Purchase Intention

Purchase Intention	Level of opinion					Mean	S.D.	Descriptive Rating
	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)			
	Frequency/ Percentage							
						3.59	1.271	Agree
1. I plan to buy the beauty products I look up on social e-commerce platforms in the future.	35	37	48	152	128	3.60	1.241	Agree
	8.75%	9.25%	12.0%	38.0%	32.0%			
2. If I want to buy beauty products, I will	44	29	52	141	134	3.58	1.295	Agree
	11.0%	7.25%	13.0%	35.25%	33.5%			

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Purchase Intention	Level of opinion					Mean	S.D.	Descriptive Rating
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree			
buy them on social commerce platforms.								
3. If I have corresponding shopping needs, I will consider buying from social e-commerce platforms.	38	39	50	140	133	3.58	1.264	Agree
	9.5%	9.75%	12.5%	35.0%	33.25%			

In term of purchase intention, it indicated that the first ranked of respondents' followed by the item of "Respondents plan to buy the beauty products checked on the social e-commerce platform in the future. If they want to buy beauty products in the future, they will consider buying them on the social business platform." (mean of 3.2). Overall, the respondents' group of cognitive attitude is at the Agree level (mean of 3.2).

The overall mean of purchase intention equals to 3.2, and the standard deviation equals to 1.273, which can be interpreted that the users' perception of purchase intention in user-generated content on social software.

4.3 Normality Test and Correlation Coefficient Result

The following section explained the result of the Normality test using the criteria of Skewness and Kurtosis and the Correlation Coefficient.

4.3.1 Normality Test

The normal distribution related to Skewness and Kurtosis was declared in the Table 4.7

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based on five variables that included twenty observed variables .

Table 4.7 Normality Test Result

Variables	Skewness	Kurtosis	Normal Distribution
IF1	0.650	-0.270	√
IF2	0.888	-0.249	√
IF3	0.833	-0.315	√
IF4	0.935	-0.252	√
IF5	0.931	-0.169	√
NF1	0.913	-0.256	√
NF2	0.840	-0.379	√
NF3	0.888	-0.258	√
NF4	0.909	-0.186	√
NF5	0.944	-0.144	√
CA1	0.906	-0.245	√
CA2	0.926	-0.153	√
CA3	0.896	-0.353	√
CA4	0.837	-0.346	√
EA1	0.859	-0.322	√
EA2	0.796	-0.380	√

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Variables	Skewness	Kurtosis	Normal Distribution
EA3	0.833	-0.428	√
PI1	0.921	-0.144	√
PI2	0.915	-0.245	√
PI3	0.863	-0.336	√

From the table above, it was found that the informative feature measured from 5 variables has Skewness range from -0.169 to -0.315, and Kurtosis range from 0.650 to 0.935. The normative feature measured from 5 variables have Skewness range from -0.144 to -0.379 and Kurtosis range from 0.840 to 0.944. The cognitive attitude measured from 4 variables have Skewness range from -0.153 to -0.353 and Kurtosis range from 0.837 to 0.926. The emotional attitude measured from 3 variables have Skewness range from -0.322 to -0.428 and Kurtosis range from 0.796 to 0.859. The purchase intention measured from 3 variables have Skewness range from -0.144 to 0.336 and Kurtosis range from 0.863 to 0.921.

All the result of Skewness and Kurtosis are normal distribution because the absolute value of Skewness is not over than 0.75, and Kurtosis is not over 1.5 (Hooland, 1998). After approving of the normal distribution, this data is appropriate to use for further Confirmatory Factor Analysis (CFA). The researcher assumed that the result of CFA analysis is precise and correct because the variables are normal distribution. On the other hand, if the variables are out of normal distribution, the model deviation will be underestimated and cause the incorrect consistency of model and empirical data (Nonglak, 2012).

4.3.2 Correlation Coefficient

The Correlation Coefficient was used to measure the strength of the relationship between the relative movement of two variables. In this research, the result of the Correlation Coefficient was described based on the analysis of twenty variables. Testing of the

relationship between the observed variables of the informative feature found that the correlation is range from 0.702 to 0.757, the normative feature's correlation is range from 0.705 to 0.710, the cognitive attitude's correlation is range from 0.711 to 0.744, emotional attitude's correlation is range from 0.718 to 0.723, the purchase intention's correlation is range from 0.727 to 0.741.

The mentioned result has shown that the absolute value of the correlation coefficient is not less than 0.30 (Nonglak, 2012) which implies that the variables are proper to use for CFA analysis. The correlation coefficient is not over than 0.80; therefore, Multicollinearity does not occur. The result of the correlation coefficient, as shown in Table 4.8.

Table 4.8 Correlation Coefficient

Pearson Product Moment Correlation Coefficient					
	IF	NF	CA	EA	PI
IF	1				
NF	0.696*	1			
CA	0.607*	0.704*	1		
EA	0.624*	0.720*	0.717*	1	
PI	0.638*	0.732*	0.736*	0.744*	1

* $p < 0.05$ ** $p < 0.01$

H1: there is a significant relationship between informative influence of user-generated content and purchase intention. In variables, it is Informative Features, with an average of 3.3, an average of 1.260 and Descriptive Rating of neutral.

It can be seen from Table 4.8 that the correlation coefficients of the two dimensions of informative influence of user-generated content and purchase intention are positive, and the correlation coefficient values are significant at $\alpha=0.01$. In addition, the correlation coefficient between variables is less than 0.7, which indicates that there are no linear problems between

informative influence of user-generated content and consumers' purchase intention.

H2: there is a significant relationship between normative influence of user-generated content and purchase intention. Among the variables, there are Normative Features, the average is 3.56, the average is 1.271, and descriptive rating is agree.

It can be seen from Table 4.8 that the correlation coefficients of the two dimensions of Normative Influence of User-Generated Content and Purchase Intention are positive, and the correlation coefficient values are significant at $\alpha=0.01$. In addition, the correlation coefficient between variables is less than 0.7, which shows that there are no linear problems between the normative influence of user-generated content and consumers' purchase intention.

H3: there is a significant relationship between social satisfaction in user-generated content and purchase intention. Among the variables, it is Cognitive Attitude, with an average of 3.57, an average of 1.273 and descriptive rating of agree.

It can be seen from Table 4.8 that the correlation coefficients of the two dimensions of social satisfaction of user-generated content and purchase intention are positive, and the correlation coefficient values are significant at $\alpha=0.01$. In addition, the correlation coefficient between variables is less than 0.7, which indicates that there are no linear problems between social satisfaction of user-generated content and consumers' purchase intention.

H4: There is a significant relationship between Self-actualization in user-generated content and purchase intention. In the variables, it is Emotional Attitude, the average is 3.53, the average is 1.279, and descriptive rating is agree.

It can be seen from Table 4.8 that the correlation coefficients of the two dimensions of self-realization of user-generated content and purchase intention are positive, and the correlation coefficient values are significant at $\alpha=0.01$. In addition, the correlation coefficient between variables is less than 0.7, which indicates that there are no linear problems between self-realization of user-generated content and consumers' purchase intention.

4.4 The Measurement Model of Five (5) Dimensions

From this study, the CFA has five dimensions include informative feature (IF), normative feature (NF), cognitive attitude (CA), emotional attitude (EA), and purchase intention (PI).

For the initial model, the seven dimensions represented seven latent variables (Figure 4.1).

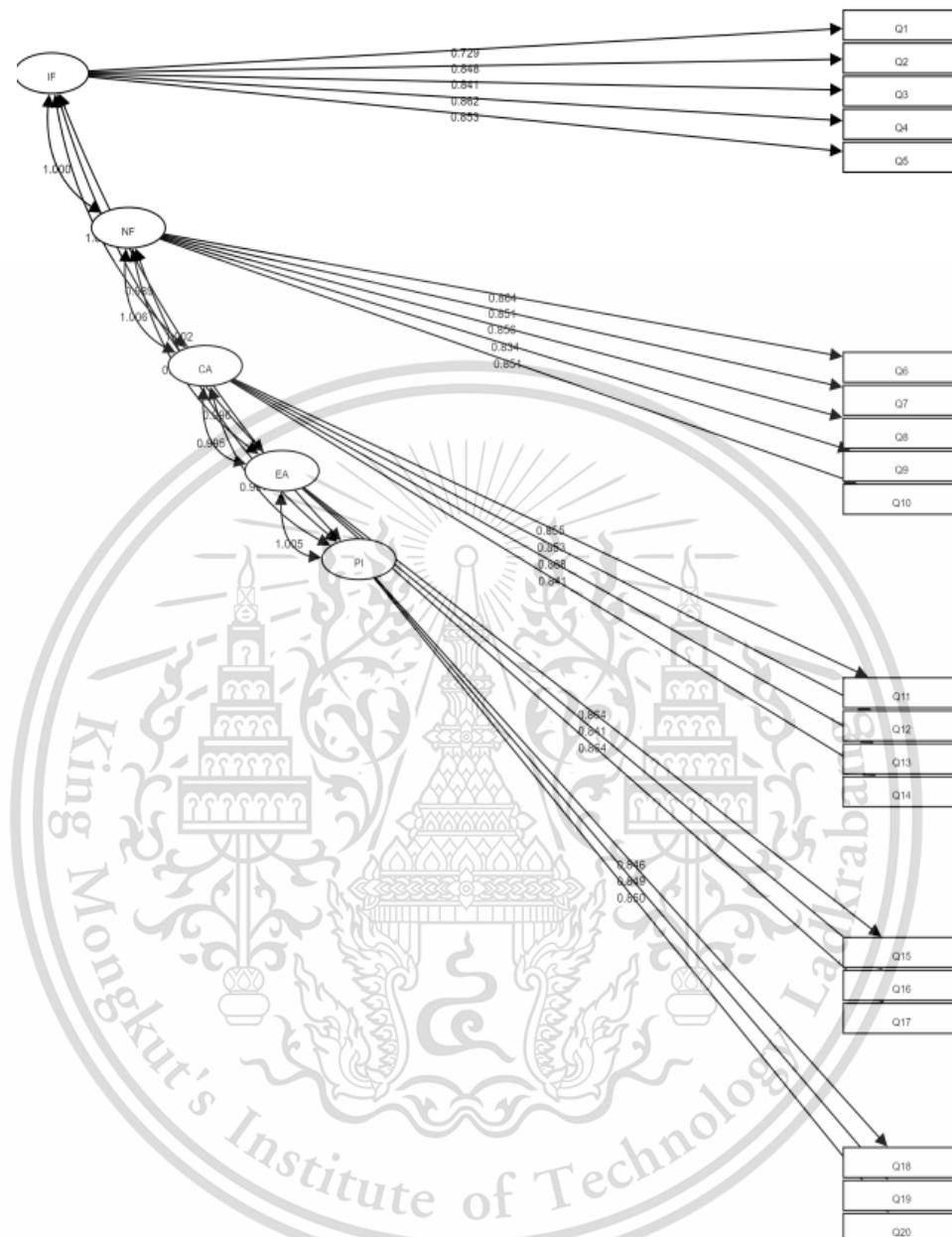


Figure 4.1 Measurement Model of Factors Involving Purchase Intention

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Table 4.9 Factor Loading

Factor	Measurement term (explicit variable)	(Coef.)	(Std. Error)	z (CR)	p	(Std. Estimate)
IF1	Q1	1	-	-	-	0.729
IF2	Q2	1.223	0.07	17.567	0	0.848
IF3	Q3	1.214	0.07	17.414	0	0.841
IF4	Q4	1.282	0.072	17.899	0	0.862
IF5	Q5	1.223	0.069	17.688	0	0.853
NF1	Q6	1	-	-	-	0.864
NF2	Q7	0.984	0.042	23.283	0	0.851
NF3	Q8	0.977	0.042	23.523	0	0.856
NF4	Q9	0.947	0.042	22.395	0	0.834
NF5	Q10	0.976	0.042	23.286	0	0.851
CA1	Q11	1	-	-	-	0.855
CA2	Q12	0.993	0.043	23.052	0	0.853
CA3	Q13	1.059	0.044	23.809	0	0.868
CA4	Q14	0.982	0.044	22.486	0	0.841
EA1	Q15	1	-	-	-	0.864
EA2	Q16	0.955	0.042	22.65	0	0.841
EA3	Q17	1.024	0.043	23.864	0	0.864
PI1	Q18	1	-	-	-	0.846
PI2	Q19	1.046	0.047	22.345	0	0.849
PI3	Q20	1.034	0.046	22.422	0	0.85

The factor loading value shows the correlation between factors (latent variables) and analysis items (explicit variables/measurement items);

Firstly, the standard load coefficient value is usually used to express the correlation between factors and analysis items (measurement items);

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Secondly, if an item is significant and the standard load coefficient value is greater than 0.7, it means that there is a strong correlation;

Thirdly, if an item is not significant, or the standard load coefficient value is low (for example, lower than 0.4), it means that the relationship between the item and the factor is weak, so the researcher can consider removing the item.

According to the measurement relationship, the absolute value of standardized load system is greater than 0.6 and shows significance, which means that there is a good measurement relationship. Variables are closely related to the common factor, and they contribute enough information to the common factor and are representative variables of the common factor.

Table 4.10 AVE and CR Index Results of the Model

Factor	Average variance extraction AVE value	Combined reliability CR value
IF	0.686	0.916
NF	0.725	0.929
CA	0.730	0.915
EA	0.733	0.892
PI	0.720	0.885

AVE (mean variance extraction) and CR (combination reliability) are used for the analysis of aggregation validity (convergence validity);

Firstly, Generally, the AVE is greater than 0.5 and the CR value is greater than 0.7, which indicates that the aggregation validity is high. Secondly, if the AVE or CR value is low, the researcher can consider removing a certain factor and reanalyzing the aggregation validity. Thirdly, the calculation formula is as follows: AVE value = average (squared by loading and then summed), CR value = $\frac{\sum (\text{loading})^2}{\sum (\text{loading})^2 + \sum (e)}$, the loading value is the standardized load factor, and e is the residual standard load factor.

Confirmatory factor analysis (CFA) was conducted for a total of 5 factors and 20

analysis items. As can be seen from the above table, the AVE values corresponding to the five factors are all greater than 0.5, and the CR values are all higher than 0.7, which means that the data of this analysis has good aggregation (convergence) validity.

Table 4.11 Factor Covariance

Factor	Factor	(Coef.)	(Std. Error)	<i>z</i>	<i>p</i>	(Std. Estimate)
IF	NF	0.969	0.087	11.093	0.000	1.000
IF	CA	0.954	0.086	11.090	0.000	1.010
IF	EA	0.956	0.087	11.044	0.000	0.989
IF	PI	0.922	0.084	11.002	0.000	1.002
NF	CA	1.199	0.099	12.144	0.000	1.006
NF	EA	1.206	0.100	12.104	0.000	0.989
NF	PI	1.156	0.096	12.021	0.000	0.996
CA	EA	1.181	0.098	12.075	0.000	0.995
CA	PI	1.127	0.094	11.967	0.000	0.997
EA	PI	1.162	0.096	12.054	0.000	1.005

The factor covariance table shows the correlation between factors;

Firstly, the standard estimation coefficient values are usually used to express the correlation between factors.

Secondly, if all of them are significant, and the standard estimation coefficient values are greater than 0.70, it shows that there is a strong correlation.

Thirdly, if an item is not significant, or the standard estimation coefficient value is low (for example, below 0.4), it means that the correlation is weak, so the researcher can consider removing one of the factors from the model. The above table shows that the Factor load coefficient values between factors are all greater than 0.7, which shows that there is a good correspondence between factors and measured items, and the aggregation validity is good.

Table 4.12 Estimation of Residual Term

Factor	(Coef.)	(Std. Error)	z	p	(Std. Estimate)
Q1	0.678	0.049	13.827	0.000	0.469
Q2	0.450	0.034	13.286	0.000	0.281
Q3	0.469	0.035	13.346	0.000	0.293
Q4	0.435	0.033	13.131	0.000	0.256
Q5	0.430	0.033	13.234	0.000	0.272
Q6	0.417	0.032	13.075	0.000	0.254
Q7	0.450	0.034	13.204	0.000	0.275
Q8	0.426	0.032	13.159	0.000	0.268
Q9	0.481	0.036	13.349	0.000	0.305
Q10	0.443	0.034	13.203	0.000	0.275
Q11	0.428	0.032	13.268	0.000	0.269
Q12	0.429	0.032	13.289	0.000	0.273
Q13	0.428	0.033	13.107	0.000	0.247
Q14	0.462	0.034	13.399	0.000	0.292
Q15	0.412	0.034	12.304	0.000	0.253
Q16	0.460	0.036	12.736	0.000	0.293
Q17	0.433	0.035	12.307	0.000	0.254
Q18	0.437	0.034	12.762	0.000	0.284
Q19	0.468	0.037	12.720	0.000	0.280
Q20	0.451	0.036	12.690	0.000	0.277
IF	0.769	0.091	8.450	0.000	1.000
NF	1.223	0.113	10.840	0.000	1.000
CA	1.161	0.109	10.674	0.000	1.000
EA	1.215	0.113	10.795	0.000	1.000
PI	1.101	0.105	10.456	0.000	1.000

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The smaller the standard estimation coefficient corresponding to general residuals, the better.

Table 4.13 Model Fitting Index

Common Indicators	χ^2	df	p	χ^2/df	GFI	RMS EA	RMR	CFI	NFI	NNFI
Criteria	-	-	>0.05	<3	>0.9	<0.10	<0.05	<0.05	>0.9	>0.9
Value	153.630	160	0.627	0.960	0.964	0.000	0.019	1.001	0.982	1.001
Other Indicators	TLI	AGFI	IFI	PGFI	PNFI	SRMR				
Criteria	>0.9	>0.9	>0.9	>0.9	>0.9	<0.1				
Value	1.001	0.953	1.001	0.735	0.827	0.012				

According to Bentley (Bentley, 1990), and others, the model fit refers to the difference between the variance or covariance matrix estimated by the evaluation model and the variance or covariance matrix of the observation sample, which is generally the consistency between the hypothetical theoretical model and the actual data. The higher the model fit, the higher the consistency between the theoretical model and the actual data. The known observation data are collected, simulated by approximate criterion, and the mapping relationship between independent variables and dependent variables is analyzed, which is used to modify and improve the model.

Table 4.14 The Abbreviation of Variables Used for Statistical Analysis

Abbreviation	Meaning
IF	Informative Feature
NF	Normative Feature
CA	Cognitive Attitude
EA	Emotional Attitude
PI	Purchase Intention
ND	Normal Distribution
SD	Standard Deviation
CFA	Confirmatory Factor Analysis
Coef	Coefficient
Std. Error	Standard Error
Std. Estimate	Standard Estimate
AVE	Average Variance Extraction
CR	Combined Reliability

CHAPTER 5

DISCUSSION AND CONCLUSION

The main purposes of this study are: 1) to investigate the factors that affect consumers' purchase intention by the characteristics of user-generated content in beauty products industry, so as to explore the influence mechanism of UGC on consumers' purchase intention; 2) To study the influence of informative influence, normative influence, social satisfaction and self-actualization of information in user-generated content on consumers' intention to purchase beauty products online. The research began with the use of questionnaires to collect data equivalent to 400 samples to ensure and strengthen the reliability of the research.

In addition, based on previous scholars' research on user-generated content, social impact theory, consumer behavior, etc. combined with the social impact characteristics of user-generated content in social business environment, this research constructs the informational impact and normative impact of user-generated content. Based on S-O-R theory, it constructs a theoretical model with user-generated content as independent variable and purchase intention as dependent variable, and verifies the theoretical model of this research by consulting relevant literature. Secondly, it designs a questionnaire by sorting out domestic and foreign mature scales. Collect sample data by questionnaire to ensure and strengthen the reliability of the research.

Descriptive statistics and inferential statistics are carried out by SPSS program (social science statistics software package).

Therefore, this study can guide the service providers of cosmetics merchants and consider improving marketing methods to provide consumers with new shopping experiences in many aspects in the online communication mode of the existing technology. This chapter will summarize the main findings in the research and discussion, and put forward the theoretical and practical significance and suggestions of the research.

5.1 Conclusion

According to this study, as far as the characteristics of the target interviewees are

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concerned, it is found that most of the interviewees are women (81.5%), aged between 33 and 40 (26%). Most of them are under-graduate (52.75%), and most of the respondents are engaged in private company employees (68.25%) with a monthly income of 3,001-5,000 RMB (26%). Finally, most of the respondents used social software to publish user-generated content and referred to other users' feedback for 1-2 years (32.75%).

1. Although most of the previous studies on user-made content were conducted from the perspective of traditional e-commerce, the motivation and motivation of users were studied, involving the content made by users of traditional power companies, and little research was done on whether consumers were willing to purchase the content made by users in their own environment, such as purchase beauty products through the Internet. This research summarizes two characteristics of the social impact on the environment when users purchase cosmetics online (Cavanaugh, 2015).

Through empirical analysis, the characteristics of the information and social impact of the content generated by users in the social work environment of this research are high trust and efficiency, and reflect the characteristics of the social impact of the content generated by users in the social work environment.

2. According to the research on the influence on consumers' attitudes, this research divides consumers' attitudes towards purchasing beauty products in social networks into two aspects: cognition and emotion, and through empirical analysis, makes a good distinction between consumers' cognitive and emotional attitudes towards the content made by users. Among consumers who buy similar products, consumers tend to think that they use the data or suggestions of buyers of the same product (Parboteeah, 2009).

3. This research constructs a research model on the influence of user-generated content on consumers' purchase intention in social business environment, in which consumers' attitude is the intermediary variable. Through empirical analysis, this research studies the influence of social influence characteristics of user-generated content on consumer attitude and purchase intention, consumer attitude on purchase intention and the intermediary role of consumer attitude in social business environment.

Through analysis and regression analysis of the model, the following conclusions are obtained:

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(1) Consumers' attitude has a significant positive impact on consumers' purchase intention; and the p value is significant. Therefore, when users buy cosmetics online, the content generated by users is informative and normative, so that their consumers can perceive the higher the functional value of the products. In fact, this is also because in the era of online shopping, consumers are willing to collect information about product introduction and use, which is helpful to understand product attributes and brand image, because they can't really get in touch with the product itself when purchasing cosmetics, and get the perceived value of the product from these information to make reference for their purchase decisions.

(2) The social impact characteristics of user-generated content have a positive impact on consumers' purchase intention. The data analysis results show that the significance levels of informational social impact characteristics and normative social impact characteristics of user-generated content on purchase intention are 0.05 and 0.001, respectively, indicating that the results are significant, indicating that both informational social impact characteristics and normative social impact characteristics have a positive impact on purchase intention; (3) The social impact characteristics of user-generated content have a positive impact on consumers' attitudes, and the significance levels of informational social impact and normative social impact on cognitive attitude and emotional attitude are 0.001 and 0.01 respectively; (4) Through regression analysis, it is concluded that the social influence characteristics of consumers' attitudes, namely cognitive attitude and emotional attitude, on user-generated content play an intermediary role in the consumer purchase intention model.

5.2 Discussion

The conceptual framework of this study is based on theories, articles and reports. It was written and introduced in the literature review in chapter 2, and the hypothesis was tested. The results are introduced in chapter 4. In this section, the hypotheses obtained in this study can be discussed in more detail, as shown below.

1. Build a consumer communication platform to promote consumers' willingness to buy. The results of this study show that the social impact characteristics of user-generated content have a significant impact on consumers' purchase intention. Therefore, enterprises should build a platform to communicate with users, establish an evaluation and feedback mechanism,

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encourage and lead consumers to share their shopping experience by using social influence effect, create original information about the company's products, and improve the quality of creative content. Social commerce platform can provide consumers with a communication channel, promote the communication and interaction between consumers, enhance the stickiness between users, effectively enhance the information interaction and emotional interaction experience of strangers, let consumers share and create information on the platform independently, and then improve users' sense of belonging and dependence on the platform.

2. The rapid growth is more harmful to the platform of community content providers than the content category, so the researcher must pay attention to content compliance at the same time and build a healthy and sustainable ecological platform chain. To this end, it should be: 1. Set up a professional audit team, introduce a controlled content upload mechanism, do a good job of first-level content audit, and put an end to false infringing information; 2. Technical upgrading, timely identification of data, and shielding of bad information such as advertisements and erroneous data leakage; 3. Cooperate with other platforms, comprehensively share credit data, improve platform rules, make good use of user supervision, and increase the feedback mechanism for participating in rewards. UGC must be identified and controlled through various channels, so that users can fully understand and trust the platform. When the user's needs are perfectly matched with UGC production, consumers will have a strong willingness to buy and actually obtain content.

3. Improve interaction and encourage original information. Information interaction and interpersonal interaction are important manifestations of users' information and normative influence on content. Therefore, it is necessary to improve the interaction between platform users and between companies and users, and promote the provision of rich information to consumers.

The emergence of social commerce platform not only allows users to communicate with each other, but also allows enterprises to interact with consumers and publish product information, which helps consumers better understand product attributes and characteristics and help consumers make better purchase decisions. At the same time, the content provided by merchants on social e-commerce platforms should be as detailed as possible while

ensuring the authenticity of information. Enterprises can also create related topics, encourage consumers to participate in discussions, generate their own original content and share product information. According to the usage and satisfaction theory, users' satisfaction with each use of community sites will affect the next use and purchase disposal. Community users can be divided into main users, ordinary users and browsing users. Therefore, in order to develop healthily and sustainably, UGC community shopping websites must meet the needs of different users to the maximum extent and develop new functional forms to attract users.

Keep the fun of users using the community. Profit is of course an important part of community websites. But to survive for a long time, the key is to meet the needs of users and provide them with quality services and experiences. This is an important feature of UGC community shopping website with a loyal user base.

4. Classify and sort out information to improve users' willingness to share. Social commerce platform should sort out all kinds of information in the platform so that consumers can search and share information conveniently. Many studies have shown that too much redundant information will increase the time cost for consumers to search for information, which will further reduce consumers' satisfaction. Therefore, the social commerce platform should pay attention to the classification and arrangement of commodity information while constantly enriching the platform information, which can enable consumers to search the information they want clearly and conveniently when using the platform, improve efficiency and enhance the user's experience. Generally speaking, the stronger the consumer's experience, the stronger their desire to buy. At the same time, it will also promote consumers' desire to share social platforms with social friends, thus improving the popularity of the platform.

5.3 Research Limitation

Although this research constructs a reasonable model according to the existing literature, it carries out variable measurement, questionnaire data collection and empirical analysis. However, there are still some limitations in this study.

The perspective is relatively single. In data collection, due to the limitation of time, cost and personal ability, the coverage of the questionnaire is limited. It may lead to the

disadvantage that the sample is not representative, which will have a certain impact. A certain degree of deviation affects the research results. This research studies the purchase intention of user-generated content to consumers in social business environment, and applies the social impact theory to this study, generating the social impact characteristics of user-generated content, but generating the social impact characteristics of user-generated content. The content only includes information influence and normative influence. Instead of trying to add more theories, the researcher study the mechanism of user-generated content on consumers' purchase intention from more dimensions and angles.

Limitations of research samples. The research adopts the way of questionnaire survey, and the sample data collected in this way is not convincing. At the same time, the proportion of samples collected online is high, and the sample data should be divided into consumers according to their age, occupation, region and other factors, and then specific research should be carried out. Questionnaire survey can't represent all social business users well, and the sample data collected is limited and the sample size is insufficient.

The measurement of the main variables of the research scale is not combined with the characteristics of social business, which will affect the research results. Perception of the characteristics of user-generated content is the subjective feeling of each interviewee and will be influenced by individual differences. This study only makes a simple descriptive statistical analysis of the samples, without considering the differences, which is the deficiency of this study.

5.4 Research Contribution

5.4.1 Theoretical Contribution

E-commerce has been developing in China for nearly 20 years. With the development of science and technology, networking is the development trend. The research of user-generated content has become a popular topic at present. Scholars at home and abroad have made a lot of arguments. The research on user-generated content is more about the connotation, motivation, motivation, evaluation and data mining of user-generated content under the research theme of social commerce.

At present, there are few studies on social commerce at home and abroad, mainly
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focusing on the profit model of social commerce websites. Although the research on user-generated content has been paid more and more attention by scholars, it is still mainly focused on social support, social relations, technology acceptance, etc., or from the perspective of consumer purchase behavior, combined with the use theory, to explore the factors affecting consumers' purchase intention. While ignoring the essential attributes of social commerce and consumers' consumption psychology and attitude. First of all, it broadens the research field of user-generated content. Based on the background of social commerce, this study analyzes the influence of user-generated content on consumers' purchase intention, verifies the theoretical hypothesis of this research through empirical research, further understands the influencing factors of user-generated content on consumers' purchase intention, finds out the influence degree of different characteristics on consumers' purchase intention, enriches the theoretical knowledge of social commerce and user-generated content, and provides more theoretical basis for social e-commerce to better play the role of user-generated content.

It enriches the related theories of user-generated content research. Based on the S-O-R model, this research discusses the influence of user-generated content characteristics on consumers' purchase intention from four aspects: informative influence, normative influence, social reality and self-realization of information, and explores the influence relationship among variables in the core characteristics of UGC, so as to provide some diversified supplements from other perspectives for existing research. . By constructing a model to verify, the theoretical connotation of user-generated content is broadened. It provides a rich theoretical basis for the development of socialized e-commerce. The main factor is the relationship between user-generated content and online consumer buying behavior, and its research direction is mainly the relationship between online comments and online consumer buying behavior.

5.4.2 Practical Significance

The integration trend of e-commerce with social and user-generated content has been further strengthened. The cross-integration of e-commerce and content services has accelerated. This provides opportunities and opportunities for the development of many

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e-commerce platforms, and is more conducive to the standardized management of e-commerce. In addition, the e-commerce platform creates diversified shopping scenes through short videos, and the content platform expands e-commerce business across borders.

The development of cmnet promotes the sharing of consumption patterns, intelligent equipment and diversified scenes, making online shopping more and more experiential, entertaining and content-oriented. The combination of social platform and e-commerce is getting closer and closer, and consumers' shopping patterns have also changed. At present, with the development of social e-commerce, many websites and third-party platforms such as social e-commerce and online communities, which integrate shopping and socializing, emerge one after another, and the competition is fierce. The development of social e-commerce is the product of the continuous development of traditional e-commerce, which has good development prospects and space. However, how to use the advantages of emerging technologies and social networks to promote the development of e-commerce has become an important issue at present. This is also the key for the e-commerce platform to develop potential users into loyal customers. Only by effectively transforming the users on the platform can the social e-commerce platform operate well.

This research can help e-commerce platform companies better understand consumers' shopping needs and consumption psychology, build consumers' internal social networks, give full play to the role of users in generating content, and stimulate consumers' purchase intention. For consumers, they can obtain their desired product knowledge through user-generated content, reduce information asymmetry and make better purchase decisions.

It can provide a good reference for the development of e-commerce platform in the future, and it can provide more reference for building a platform more scientifically, promoting and managing user-generated content by using appropriate means, improving the effect of online marketing and enhancing the purchasing experience of consumers, thus improving the competitiveness of enterprises.

At the same time, as a brand, how to use UGC to promote, this study can also provide more ideas. Therefore, under the background of social commerce, it is of great practical significance to study the influence of user-generated content on consumers' purchase intention.

Therefore, this research will empirically study the factors that affect consumers' purchase

intention through user-generated content, and provide guidance for the precise marketing of e-commerce platform under the background of social e-commerce.

5.5 Suggestion for Future Research

First of all, the researcher should continue to study the existing theoretical framework in depth and check whether it can be expanded or revised to better solve possible problems in the future.

At present, the research on online users purchasing beauty products may mainly focus on theory or data collection, and new research methods need to be developed and used for data to improve the efficiency and accuracy of research. This may include developing new statistical models or using new data collection and analysis tools to gain a more comprehensive and in-depth understanding of users' purchasing intentions.

In the investigation, the researcher should still pay attention to the study of ethics and privacy. With the deepening of the study and the increase of the scope and depth of the study, how to protect personal privacy and abide by ethical standards in the study and deal with possible ethical problems in the study is also a problem that needs attention in future research.

The ultimate goal of research is to serve practice, so future research may need to pay more attention to the practical application of research results, including how to turn research results into actual policies or practices. The ultimate goal of this study is to solve the problem of the influence of user-generated content on users' willingness to buy cosmetics and improve users' ultimate intention to purchase beauty products. Therefore, future research may pay more attention to the practical application and popularization of research results.

This research explores the influence of user-generated content on consumers' purchase intention. There are still some problems in the research process that deserve further in-depth study in the future:

1. In this research, 400 valid questionnaires were collected, but only Xiao HongShu APP was used to collect data, which easily caused errors in the results and had certain limitations. More platforms should be used to collect questionnaires. In order to make the samples more representative and scientific, the later research should extend the regional scope and people to collect data to reflect consumers' understanding of UGC characteristics at different levels.

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Such data is more scientific, detailed and representative.

2. By combining the user-generated content, this research refines the characteristics of UGC on the basis of previous studies: four dimensions are extracted from four aspects: informative influence, normative influence, social satisfaction and self-realization. From the later data analysis, although the reliability and validity test reaches the standard and the consistency and reliability are high, from a more rigorous point of view, the dimensions are not comprehensive enough, the number of measurement items in each dimension is not enough, and the measurement contents in each dimension will overlap to some extent. Therefore, the extraction of UGC features should be more comprehensive and accurate.

3. How UGC affects consumers' purchase intention is a complicated process. This research only discusses the relationship between variables and purchase intention. There are other variables in the process of influencing users' purchase intention. Follow-up research can explore the mechanism of intermediary variables or moderating variables on the basis of this model, which will help us to understand the mechanism of UGC's influence on purchase intention.

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APPENDIX A

RESEARCH INSTRUMENT

Questionnaire

Subject: Factors Affecting Purchase Intention of Beauty Products :
A User-Generated Content Characteristics Perspective.

Researcher: Miss. Liu Yunhong

Course: Master of Business Administration in Industrial Business

Administration

(International Program)

King Mongkut's Institute of Technology Ladkrabang Business School

1. Questionnaire Objectives

To study the information features, normative features, social satisfaction, self-actualization, cognitive attitude, emotional attitude, consumers' intention to purchase beauty products.

2. Questionnaire structure

*Note: This questionnaire is developed based on the conceptual framework, and it is an academic questionnaire for master's thesis. Its main purpose is to understand the influence of user-generated content on consumers' intention to purchase beauty products under the e-commerce platform by investigating consumers' views on information when purchasing beauty products, and to obtain relevant data for analysis.

The results of this questionnaire are only used for academic research.

Respondents are guaranteed to provide absolute confidentiality, and their information will not be leaked. The answers to this questionnaire are strictly confidential. The data collected in this questionnaire is analyzed by SPSS software, and the conclusions from data analysis only come from the average of respondents who agree.

Part 1: General Information of respondents

Tick (✓) the option applicable for each of the questions listed below.

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1) Have you ever bought makeup products online?YesNo**2) Gender**MaleFemale**3) Age**Under 1818-2526-3333-4041-4849-56Older than 56 years**4) Education**High School or belowBachelor degreeMaster degreeDoctoral degree**5) Occupation**Government EmployeePrivate Company EmployeePrivate business/ Freelance WorkerStudentsOthers**6) Income per Month(unit RMB)**3,000 and below3,001-5,0005,001-7,0007,001-9,0009,000 or more**7) Social business platform usage time**1 year or less1-2 years2-3 years3 years and above**Part 2: Attitudes Towards Consumer Purchase Intentions Towards User-generated Content**

Instruction: Please select the opinion level that best suits your feelings and mark √ in the column that best suits your feelings and please fill out all questions to complete the questionnaire, with five levels of 1, 2, 3, 4, and 5 points. *[Matrix scale questions]

5=strongly agree, 4 = Agree, 3 = Neutral, 2 = Disagree, 1 = Strongly disagree

QUESTION	Opinion Level				
	5	4	3	2	1
Informative Features					

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QUESTION	Opinion Level				
Informative Features	5	4	3	2	1
1.I think the beauty product information posted by other users on social platforms, such as content, price, location, function and other parameter descriptions and specific user experience descriptions, are rich enough.					
2.I think that when browsing and searching on this e-commerce platform, the beauty products information released by other users fully meets my needs when I want to purchase new products.					
3.I think that on social e-commerce platforms, you can choose the browsing method and content according to your own preferences.					
4.I can easily search the product I want to know and compare it with competing products on the same social e-commerce platform.					
5.When I do not understand a certain beauty product, I will ask other users who have bought the same product for relevant information.					
Normative Features					
6.I think the amount of information users post about a beauty product on social e-commerce platforms is enough for me to make a decision.					
7.I think there is enough content on social commerce platforms about beauty products, that I need to know.					
8.I think the content published on the social e-commerce platform is very popular and will get replies from other consumers who want to purchase the same kind of beauty products.					

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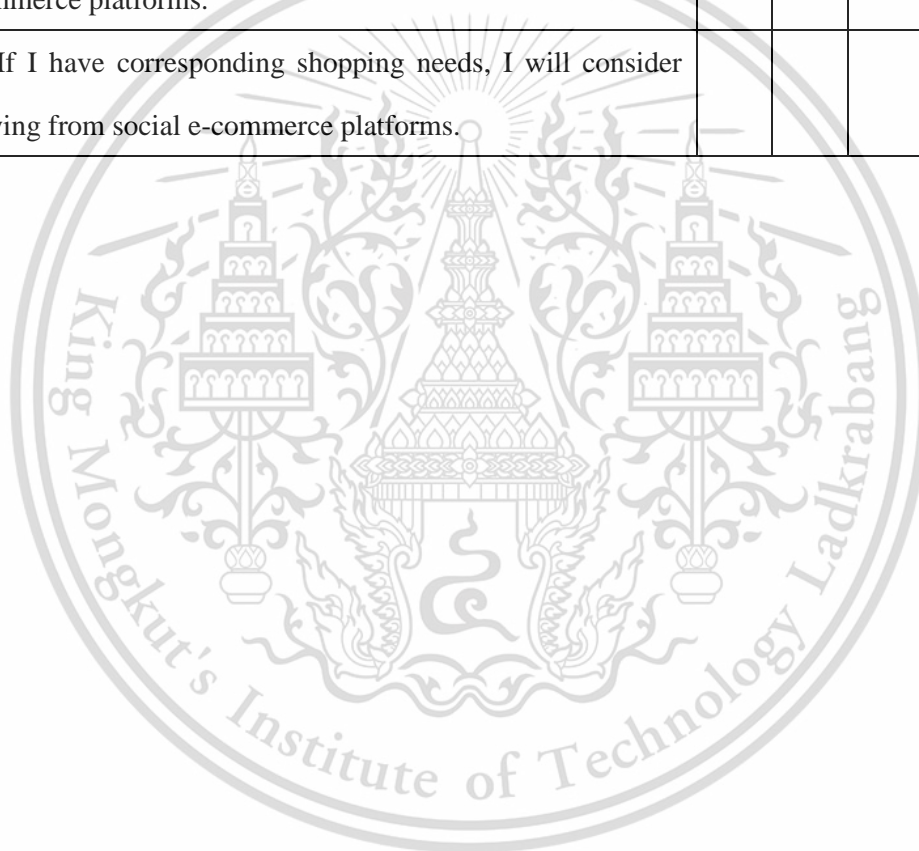
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QUESTION	Opinion Level				
	5	4	3	2	1
Informative Features					
9. In order to buy suitable beauty products, I will pay attention to what others are using and buying, and carefully observe their comments on the beauty products I want to purchase.					
10. I think the interaction between users of social e-commerce platforms is very active.					
Cognitive Attitude					
11. I think the thoughts and feelings about beauty products released by users on the social e-commerce platform are very helpful to my product cognition.					
12. I think the thoughts and feelings about beauty products or services published by users on social e-commerce platforms is very helpful to improve my knowledge of unknown products and services.					
13. I think the beauty products or service thoughts and feelings published by users on social business platforms is very helpful to my cognition.					
14. I can accept beauty products or service information posted by other users on social e-commerce platforms.					
Emotional Attitude					
15. I think the emotional information about beauty products or services published by users on social e-commerce platforms is true and can make me feel trusted.					
16. I like to browse the emotional information of beauty products or services published by users on social e-commerce platforms.					
17. I trust the emotional information about beauty products					

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QUESTION	Opinion Level				
	5	4	3	2	1
Informative Features					
or services published by users on social platforms. And enjoy the goods or services they choose to buy from their feedback.					
Purchase Intention					
18.I plan to buy the beauty products I look up on social e-commerce platforms in the future.					
19.If I want to buy beauty products, I will buy them on social commerce platforms.					
20.If I have corresponding shopping needs, I will consider buying from social e-commerce platforms.					



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