Research on Beauty Opinion Leaders' Purchase Intention to Consumers based on TAM Model

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Abstract

Nowadays, opinion leaders have become an important channel for the publicity and promotion of beauty cosmetics brands. How to enhance the influence of beauty opinion leaders, not only to gain the loyalty of fans but also to achieve reasonable profits is still a topic to be discussed. In this context, this paper, from the perspective of beauty communicators, studies the factors that influence consumers' purchasing intentions in the process of recommending products by beauty opinion leaders. In this paper, the literature related to opinion leaders, consumer trust, perceived value and purchase intention is reviewed, and the theoretical basis of consumer behavior, communication and marketing is referred to. In combination with the characteristics and development trend of beauty industry, the model of how beauty opinion leaders influence consumers' purchase intention is constructed. Based on previous research results, this paper puts forward relevant opinions and suggestions for beauty opinion leaders, beauty consumers, beauty brands and social business platforms.

Keywords

Opinion Leader; TAM; Purchase Intention; Beauty Makeup; Product Timeliness.

1. Introduction

The progress of the society makes people pay more and more attention to the satisfaction of spiritual life and have higher pursuit for appearance level and external image. Therefore, the demand for beauty products also increases sharply. Beauty makeup industry has become the most discussed by users on social media. With the development of e-commerce, consumers tend to search product information with the help of the Internet. In this trend, many beauty opinion leaders have become the main source of beauty information for many beauty consumers by virtue of their familiarity and professionalism of beauty products and their personal charm displayed in the network. The views and opinions released by beauty makeup opinion leaders have a profound impact on consumers' attitudes and buying behaviors. Nowadays, opinion leaders have become an important channel for the publicity and promotion of beauty brands. How to enhance the influence of beauty opinion leaders to gain the loyalty of fans and achieve reasonable profits is still a topic that needs to be discussed. In this context, this paper, from the perspective of beauty makeup communicators, studies the factors that influence consumers' purchasing intentions in the process of recommending products by beauty makeup opinion leaders.

2. Construction of conceptual model

2.1. Research on opinion leaders

With the development of e-commerce, online shopping has become an important part of online activities of netizens. As of June 2019, the number of netizens in China has reached 854 million,
and online shopping users have reached 639 million, accounting for 74.8% of the total Internet users [1]. It has become a trend for consumers to obtain product information through the Internet before purchasing. As an important source of information for consumers, network opinion leaders, active in social e-commerce platforms and with rich product knowledge and purchasing experience, provide information or suggestions for consumers and exert influence on them [2]. The existence of network opinion leaders is conducive to the formation of a win-win situation for consumers, enterprises or merchants, platforms and other parties. In 1948, Lazarsfeld Berelson and Gaudet put forward the "two-step Flow Theory" and discovered the "Opinion Leader" who can influence the attitude of others in their book "People’s Choice". Opinion leaders pass on the information they get from the broadcast and newspapers to the relatively inactive groups. They act as the link between the media information and the general public and play the role of information filtering and redissemination. Katz and Lazarsfeld proposed that interpersonal communication would be more convincing than mass communication if it included opinion leaders, and the processed information of opinion leaders showed pertinence and effectiveness. They believed that opinion leaders had an important influence on the formation of public attitudes, and emphasized the important role of interpersonal communication for the audience. Rogers and Cartano [3] introduced opinion leaders into the field of marketing. They believe that opinion leaders are people who can influence the decisions of others to varying degrees, from whom others can obtain opinions and information. Rotte [4] proposed that opinion leaders are well-known among information publishers. They are usually highly professional and charismatic, and they influence consumer behavior in different ways to provide learning motivation for others. Stern and Gould [5] introduced opinion leaders into the field of consumption for the first time, defining them as individuals who informally influence the attitudes or behaviors of others through word-of-mouth communication. Valente T W and Davis R L [6] defined opinion leaders as those who are in a more central position in a community and have more influence on others.

To sum up, opinion leaders are active people in the interpersonal network, who can have access to more, wider and deeper information, and have a certain number of followers. They will have an impact on the attitude and behavior of followers, and play an important role in influencing others' decisions.

2.2. Consumers’ purchasing intention

In the process of reading and sorting out the literature review of consumers’ purchase intention, the research shows that trust is consumers’ emotional dependence on information sources, and trust can increase purchase intention or lead to transaction. The purchase intention of consumers is the behavioral intention formed after the comprehensive evaluation of the program based on their own interests, needs and evaluations. The behavioral intention includes the cognition, belief and emotion of consumers, so the purchase intention is an important factor for the occurrence of transactions.

2.3. Dissemination persuasion theory

The theory of communication persuasion was first proposed by Professors Hovland and Janes in 1953. The main content of the theory is that the process of information transmission will have an impact on people's motivation, which is mainly formed through the joint action of three factors: the information initiator, the information itself and the information receiver.

2.4. Technology Acceptance Model (TAM)

Many scholars have studied the influencing factors of consumers' purchase intention based on the technology acceptance model. Fenech and O’Cass [7] found that the perceived usefulness and perceived ease of use of online consumers can significantly positively influence their online shopping attitudes. The study of Jamal and Sharifuddin [8] shows that perceived usefulness
positively promotes the purchase intention of products. Kim et al. [9] excavated the reasons and influencing factors of users’ use of mobile Internet from the perspective of benefit maximization, and confirmed that the ease of use of mobile data services has a significant positive impact on consumers’ purchase intention. According to the technology acceptance model, ease of use plays an indirect role through perceived usefulness, which directly influences consumers’ behavioral motivation -- purchase intention. In this model, trust refers to consumers’ trust in adopting the social e-commerce model and completing the entire purchase process based on the social e-commerce platform. Users of social e-commerce platforms generally have rich experience in online shopping or using social networks. Perceived ease of use means that users are easy to accept the use of social commerce platforms that integrate the two functions. Perceived usefulness means that consumers feel that the combination of business and social interaction is helpful for purchasing decisions.

In the research model, the following hypotheses are proposed based on the perception-attitude-motivation relationship of the technology acceptance model:

H1: Perceived ease of use has a significant positive impact on consumer trust
H2: Perceived usefulness has a significant positive impact on consumer trust
H3: Perceived usefulness has a significant positive impact on consumers’ purchase intention
H4: Consumer trust has a significant positive effect on enhancing consumers’ purchase intention

2.5. Personal characteristics of opinion leaders

Social business opinion leaders are individuals who are active in the interpersonal communication network in the social media environment, often provide information, opinions or suggestions to others and exert influence on them. They are characterized by professionalism, product involvement, interactivity and popularity. Existing a few relevant research mainly from the perspective of information sources to explore the influence of network opinion leaders on consumer purchase intention, thinks that the influence from the characteristics of network opinion leaders, generally contain professional, product involvement, interactivity and popularity, but whether these characteristics are a direct impact on consumer purchase intention, at present still did not form a unified opinion. Further, researchers introduced single variables such as trust, perceived risk and perceived value, or double variables such as trust and perceived risk, trust and perceived value, as mediating variables in the research on the relationship between network opinion leaders and purchase intention. However, the research results are still inconsistent: Some studies have shown that network opinion leaders can indirectly influence consumers' buying intentions through trust or perceived value. However, existing studies have shown that trust and perceived value have no significant mediating effect.

2.5.1. Professional

Chan&Misra (1990) shows that the more familiar an opinion leader is with a product, the more experience and knowledge he/she has accumulated, and the more attention and trust he/she will attract from consumers, so that more consumers are willing to follow and buy the recommended product. Professionalism of beauty opinion leaders in this paper refers to their professional knowledge, skill level and experience in using products in the field of beauty makeup.

The professionalism of beauty opinion leaders will affect consumers' trust and perceived value. In the process of consumption, consumers often do not receive enough information to assist decision-making, so they often need to search for others' reputation and suggestions so as to master more comprehensive information and make more accurate judgments. The
professionalism of beauty opinion leaders is closely related to consumers' purchasing intention and purchasing decision.

### 2.5.2. Profile

We define the visibility of beauty opinion leaders as a broad concept of visibility, which includes not only fame, social status and celebrity effect, but also the exposure of "We Media" and the attention of the public, such as the number of fans and activity. To sum up, this paper defines the visibility of beauty makeup opinion leaders as the celebrity status, public familiarity and attention of the opinion leaders.

Therefore, the following hypothesis is proposed:

H6: The popularity of beauty makeup opinion leaders significantly affects consumers' purchasing intentions.

### 2.5.3. Degree of product intake

Product involvement refers to the importance and importance of a product to individuals. Users will pay continuous attention to this type of product due to their own needs and hobbies. The concept was first proposed from social judgment theory and then applied in new fields, such as marketing. Chakravarti & Janiszewski (2003) proposed that consumers' involvement is a key factor in their decision-making and information dissemination. According to Goldsmith (2003), the high level of consumer involvement in a certain field is largely due to the fact that consumers are aware of the importance of the product to them and are interested in the field, so they are motivated to continuously search for all aspects of the product information, so as to make more valuable decisions. Therefore, if a beauty opinion leader can achieve attainments in the beauty makeup field and gain public recognition, he must have certain product involvement in the beauty makeup field, indicating that this field is an extremely important part of the life of a beauty makeup opinion leader.

Therefore, the following hypothesis is proposed:

H7: The product involvement degree of beauty makeup opinion leaders significantly influences consumers' purchase intention.

### 2.5.4. Interactive

Rogers (2003) proposed that opinion leaders prefer to communicate and interact with their audiences compared with ordinary consumers, and have higher social participation. Opinion leaders for answering questions from fans, the fans to share and discuss topics of common interest, this process can make information communication more effective, help consumers receive opinion leader's point of view, it will also help opinion leaders to understand their own audience, develop the relationship, thus increasing viscosity of fans.

Therefore, the following hypothesis is proposed:

H8: The interactivity of beauty makeup opinion leaders significantly influences consumers' purchase intention.

### 2.6. Timeliness of products

A large part of consumers who regularly buy the latest beauty products are beauty opinion leaders. The information they share and the products they advertise are generally timely. Opinion leaders have a diffusion effect on new products, which is different from the advertising effect of star endorsement promotion. Opinion leaders rely more on word of mouth to spread products. Some consumers are more interested in product updates. For this group, opinion leaders cannot recommend the latest and most advanced products to them when promoting them, because this group of consumers already have a deep understanding of new products.

To sum up, the hypothesis is as follows:
H9: Timeliness of products significantly moderates the relationship between trust and consumers' purchase intention

Through the analysis of opinion leaders, consumer behavior, technology acceptance model (TAM) and other theories and literature, this paper builds a conceptual model of how beauty opinion leaders influence consumers' purchasing intention. According to the theory of communication persuasion, the initiator, the receiver and the information itself will have an impact on the effect and mechanism of information communication. Therefore, this paper takes the personal characteristics of opinion leaders and the emotions and attitudes of consumers as conceptual models for different aspects of design. The conceptual model is shown in Figure 1:

![Figure 1. Conceptual model](image)

3. Research Significance

3.1. Theoretical Significance

Understands through integrated analysis of the related literature, the existing of opinion leader's influence on consumer behavior research mainly focus on the influence of opinion leaders in traditional environment word-of-mouth, less considering the network social environment for the new characteristics given by the opinion leaders, more is not specific to social business direction opinion leaders of related research; Moreover, most domestic and foreign scholars study opinion leaders in a wide range of fields, but never go deep into the vertical subdivision field. In recent years, with the development of society and the progress of The Times, people's demand for "appearance level" has exploded, and the demand for beauty products has increased sharply. In this situation, the research on beauty opinion leaders is particularly important. However, previous studies have analyzed opinion leaders as a third party without commercial nature, believing that opinion leaders only share their own ideas in their social groups without interest relevance. As a matter of fact, today's opinion leader has become an important transmission channels, brand publicity this will definitely affect the consumer's attitude toward opinion leaders and the product, therefore under this trend, the characteristics of opinion leaders factors need to be to give definition, opinion leaders how to influence consumers' purchase intention of the study is also very important.

3.2. Practical Significance

The opinions of opinion leaders will affect consumers' attitudes towards goods, influence their purchase decisions, and ultimately indirectly affect the word-of-mouth spread of brands, the revenue of products and enterprises, as well as the user activity of social business platforms.
and the value of communities. Through an empirical study on the influence of beauty opinion leaders on consumers' purchasing intention, this paper can gain insight into the propensity of users to actively choose opinion leaders and collect commodity information, and obtain the influence mechanism between opinion leaders and consumers and the communication path of information. This study is of certain value to beauty opinion leaders, beauty consumers, beauty brands and community platforms in the beauty industry chain. For beauty opinion leaders, they can have a better understanding of their audience, choose better ways to build their public image, optimize content, increase fans' trust and consumer loyalty, and increase their influence and personal value. For beauty consumers, they can optimize their purchasing decisions according to their own consumption decision-making paths, make more rational judgments on the value of goods, and better identify the pros and cons of opinion leaders to improve their future shopping experience and satisfaction. For the opinion leader's platform, can make clear through research the user requirements, operation and management of key and the direction of platform to provide advice, optimize the mode of operation of the community, the development platform of active thinking, through more effective way to stimulate the user's activity, to enhance the user viscosity and enlarge social commerce platform to bring value for the society; For beauty brands, they can choose a more efficient way to publicize and spread their brands, optimize their products and publicizing methods with the experience of consumers as the center, and find an appropriate way to expand their influence and maximize their interests.

References


