

THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON YOUNG CHINESE CONSUMERS' COSMETICS PURCHASING DECISIONS

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Abstract. Nowadays, short videos and live broadcasts have broken through traditional video-sharing websites and cooperated with e-commerce platforms to interact with users in a more direct way of communication. Social media influencers have become central to marketing strategies, frequently serving as brand ambassadors. These influencers rise has led to give impact and shifts in business and communication perspective. The presence of their influence particularly in cosmetic industry has significant affect the purchasing decision of young consumers. Therefore, this study aims to explore the factors influencing young Chinese consumers' cosmetic purchasing decisions through social media influencers. This exploration used content analysis to investigate 22 live broadcasts featuring two Chinese influencers, Li Jiaqi and East Buy, across various social media platforms like TikTok and Taobao. By investigating comments on these two broadcasts live video, this study identifies factors influencing the purchasing decisions of young Chinese consumers. The findings suggest that four main factors impact these decisions include social media influencers' expertise, informative advertising, brand admiration, and social media interaction. This research contributes to a better understanding of the relationship and influence between social media influencers and consumers' purchasing decisions. Through this study, the government can further improve the relevant network broadcast policies to protect consumers' rights and interests.

Keywords: *social media influencers, cosmetics, young Chinese consumers, purchase decisions*

Introduction

Nowadays, traditional broadcasting, which involves one-way communication with the masses, has been replaced by short videos and live broadcasts through social media, which are more directed and targeted to appeal to users. The widespread popularization of 4G and the upcoming commercial operation of 5G support the vigorous development of social media platforms (Delaporte and Bahia, 2021). These platforms have incorporated social media architecture, allowing users to participate in social networking. Social media can eliminate the boundaries of time and space and connect different users synchronously and asynchronously. It is believed that social media will be continuously improved and updated according to the needs and creativity of users (Sandel, 2019). Moreover, the influence of social media has been significantly shaped by the advancement of mobile technology. The majority of time spent online worldwide is on mobile devices. According to Kemp (2020), the global population grew from 7.75 billion to 7.81 billion by the end of October 2020, with mobile device users increasing from 5.19 billion to 5.2 billion, Internet users from 4.54 billion to 4.66 billion, and social media users from 3.8 billion to 4.14 billion.

In the context of mobile Internet, the beauty market releases product information through various channels to expand its market scale. China, as noted by Yang et al. (2021), is one of the largest cosmetics markets in the world with excellent potential. In

2019, the market size of China's cosmetics industry reached 477.7-billion-yuan, accounting for 14% of global cosmetics sales, second only to the United States. The year-on-year growth was 13.38%, higher than the global average. Driven by a series of factors, such as the increase in Chinese residents' disposable income, the improvement of Chinese people's image cognition, and the change in core consumers' structures, China's cosmetics growth rate is constantly increasing. Additionally, the power of new cosmetic brands is on the rise, and their growth is dependent on social media and influencers. The infiltration of social media into people's lives provides new opportunities for individuals from various fields to become influencers who focus on the cosmetic industry. Their existence has completely changed the development model of traditional Chinese cosmetics brands. Spironelli (2019) thinks that the beauty community and cosmetics companies are inseparable from the role of influencers. Influencers have gradually become new marketing methods that influence the views of beauty products through their expertise and content, which completely subverts the traditional cosmetics sales model. Not only that, but young consumers also learn makeup skills and beauty knowledge by following social media influencers, and beauty bloggers influence consumers' purchasing decisions to a certain extent.

Literature review

The development of social media

Information and communication technologies have changed rapidly over the past 20 years, and one of the most remarkable developments has been the emergence of social media. There are many concepts related to social media. This study defines social media as platforms based on Web 2.0 technology to create multimedia content found on Internet applications (Voorveld, 2019). Social media relies mainly on network programs and user-generated content, where users can communicate and collaborate through other communication technologies and digital carriers. Unlike other technology-related media, social media plays down the difference between one-to-many and face-to-face communication. Furthermore, social media can eliminate the boundaries of time and space and connect different users synchronously and asynchronously. With the continuous advancement and innovation of technology, technicians will continue to improve and update social media according to the needs and creativity of users (Sandel, 2019). The evolution of mobile technology has played an essential role in shaping the impact of social media. Globally, mobile devices dominate the total time spent online. According to Kemp (2020), by the end of October 2020, the entire global population has increased from 7.75 billion to 7.81 billion, mobile device users from 5.19 billion to 5.2 billion, Internet users from 4.54 billion to 4.66 billion, and social media users from 3.8 billion to 4.14 billion. Many social networking sites appeared in the 1990s. According to Boyd and Ellison (2007), the first SNS accepted by the public was Sixdegrees.com, established in 1997, a website for creating user profiles and browsing friends lists. Sixdegrees.com is different from other sites where friends can be visible to others, a feature that attracts millions of users. With the site's closure in 2000, the concept of creating social networks was passed down. Furthermore, based on online space, different websites have updated their functions. Users can choose the content to be visible to friends or others in this space, and users can have one-to-one or one-to-many communication. For example, Friendster, Facebook, and MySpace have used this concept to have millions of users. However, Friendster shifted the company's

positioning to games in 2011. MySpace lagged behind Facebook in 2009; other companies eventually acquired it in 2011 (Boyd and Ellison, 2007). Following Facebook, other social media platforms such as Yahoo! 360, YouTube, and Black Planet appeared.

The development of social media in China

China is a country with strict Internet surveillance and censorship. A phenomenon often called the Great Wall. Due to the policy of the Chinese government, the Internet and the World Wide Web in China have become two separate entities, and Chinese users are mainly unable to integrate into the World Wide Web (Fong, 2009). However, the Great Firewall helped the prosperity of the Chinese Internet. Social media users increased by 340 million this year, up 8.9 percent from the beginning. This change supports the global impact of the epidemic, with social media penetration reaching 53% of the worldwide population. According to the 2019 China Internet Report, by the beginning of 2019, China's Internet penetration rate was 59.6%. Internet users have reached 829 million, and the proportion of mobile phone users has reached 98.6%. According to the China Internet Network Information Centre, the internet penetration reached 64% and over 34% in rural areas. This data shows that the Internet in rural areas of China is experiencing a process of rapid popularization. In contrast, the overall speed of Internet development in China has steadily improved.

Social media is indispensable in China, with 95% of all Chinese Internet users (China Internet Watch, 2015). Compared with Facebook, YouTube, and Twitter in the West, Weibo, WeChat, TikTok, and Tencent QQ are more mainstream in the Chinese market. In China, different forms of social media platforms have different audience groups. Douban and Renren are very similar to Facebook. Douban's target audience is mainly art, movies, music, and books. Renren.com is a social network centered around classmate relationships (Chong, 2013). The website encourages users to register with college students and upload real photos so that college students can establish relationships with new friends through collaboration. In addition, there are many video-sharing platforms in China, such as iQIYi, Youku, v.qq.com, and Bilibili. These websites have similar functions to YouTube, mainly providing a channel for users who love videos. As one of the main channels for people to obtain information, Weibo perfectly plays the communicator. Weibo combines Twitter, Facebook, and Instagram characteristics and has a strong content strategy and editorial team. In addition to software similar to those abroad, China has developed social media, which is unavailable in Western countries. For example, a mobile phone text messaging application, WeChat, allows users to interact with their friends intimately. Moreover, TikTok focuses on short videos, allowing users to learn a wealth of information and share new things daily. In addition, Taobao is a popular online shopping retail platform in China, and its rich products and reasonable prices have become its label.

The evolution of social media influencer

The reality that can be seen is that from the perspective of new media big data, there are representative social media influencers in various industries (Dhanesh and Duthler, 2019). The current development speed and social media trends have created opportunities for more ordinary people to become famous. Although the profession demands a massive amount of dedication and time, being an influencer is a lucrative

profession. Currently, influencers are positioned at the top income market in the US. Influencers with massive followers can generate high income. For instance, they are based on a social salary calculator from Lickd. Co, a minimum of 10,000 TikTok subscribers and 270 million views annually is enough to generate 100,000. Furthermore, an influencer with over a million followers can make more than US\$250,000 per Instagram post from brands (Scipioni, 2021). About \$8 billion has been spent by marketers on influencers in 2019 for sponsored social media posts, long-term partnerships, and affiliate program commissions. Additionally, reports revealed that influencer marketing generates an estimated \$6.50 return on investment for every dollar spent. By 2022, influencer marketing is expected to generate \$15 billion in revenue, according to Forbes (Ooi et al., 2023). The number of followers can be used to identify the type of influencer; for instance, a micro-influencer has 5,000-20,000 followers, while a macro influencer has 100,000-1,000,000 followers, and a mega-influencer has more than 1,000,000 followers (Syrdal et al., 2023). Some online celebrities have nearly several million fans, but some minor Internet celebrities have fewer fans, ranging from 10,000 to 500,000 (Dhanesh and Duthler, 2019). Social media Influencers use authenticity strategies such as transparency, disclosure, personal experience, intimacy, relatability, and consistency to engage with their followers, and their words and deeds can influence the thoughts and behaviors of their followers (Arnesson, 2023).

Social media influencers have become third-party spokespersons for many brands in the Internet age, and all this is inseparable from online celebrity marketing (Dhanesh and Duthler, 2019). Internet celebrity marketing promotes brand information by using celebrities as brand representatives. Influencers use mainstream media software such as Facebook, Instagram, Twitter, and YouTube to promote product information and the latest promotions (Lim et al., 2017). According to Hudders et al. (2021), social media users are influencers, celebrities, or micro-celebrities. Their influence allows advertisers to discover business opportunities. Advertisers sign agreements with influencers and allow them to display their brands, products, or organizations on their social accounts. In addition, influencers use social media platforms to share their product experience. Social media provides a communication platform for brands and customers. The influencers could work directly or indirectly with a brand. If they work directly with a brand by posting brand-related content, they will be compensated in some form. The influencers could receive a commission if their followers made a purchase based on their recommendation (Syrdal et al., 2023). With the gradual expansion of the influence of online celebrities, more practitioners understand the importance of social media influencers and their impact on marketing (Kay et al., 2020). Influencer marketing is a prominent strategy to raise brand awareness more quickly and effectively, even though social media marketing campaigns use a variety of tactics (Syed et al., 2023). Moreover, every influencer behind marketing has their positioning, cooperation process, and creative method. Dhanesh and Duthler (2019) believe that influencers have more precise market positioning and are more focused and closer to consumers in different fields. For example, on TikTok, bloggers and brands in different fields will be classified. Various labels will be created, effectively identifying each influencer's characteristics and matching them with brands of the exact nature (Dhanesh and Duthler, 2019).

Influencers have expanded the market in recent years; compared with traditional celebrity endorsements, using social media influencers as spokespersons is the most cost-effective and practical (Evans et al., 2017; Lim et al., 2017). Social media influencers play an important role in brand marketing and promotion strategy. Ki and

Kim (2019) argue that consumers believe influencers connect their personal lives with the brand to make the product more relevant than traditional celebrity endorsements. Moreover, in the consumer's subconscious mind, the information delivered by influencers is more authentic and reliable than that delivered by celebrities (Ki and Kim, 2019). Influencers are crucial in brand development and boosting the success of social media brand marketing since social media users regard their relationships with influencers as friendships rather than fanships (Van der Bend et al., 2023). Furthermore, it is easier for the brand to communicate with the target masses through the cooperation between the brand and the influencer. Influencers can quickly locate consumer groups and spread marketing news by publishing new product information through social media (Ki and Kim, 2019). In addition, some aspects of influencer and traditional celebrity endorsements have similarities and differences. Celebrity endorsement is the agreement that the brand uses celebrities recognized by the public to promote the brand, product, or services. According to Syed et al. (2023), the brand would initiate any collaboration with the influencers through a top-down approach, mainly because it required resource commitment to pursue it. Thus, the influencers' selection process is based on criteria that would benefit both parties

Influencers are the new marketing strategies to increase sales. This is because influencers who used positive peripheral cues such as linguistic styles, authenticity, and emotional tone positively affected engagement behaviors with their followers, encouraging brand, product, or service purchases (Syrdal et al., 2023). The size and stickiness of the following are the only factors determining an influencer's economic worth. A recent study found that 40% of consumers make purchases based on social media posts from influencers, and 49% of consumers learn about product characteristics via influencers' recommendations. Consumers usually trust digital influencers' judgments on product characteristics, but if their recommendations betray their confidence, they may unfollow them (Feng et al., 2023). Thus, the key to the success of any business organization depends on consumers. Developing brand products aims to understand consumers' purchase reasons, behaviors, and psychology. For decades, the cosmetics industry has successfully created an ideal of liberation and self-expression. Moreover, cosmetics have become essential for people to express their identity, image, and dignity in daily beauty activities, which is why the cosmetics industry has become the mainstream market (Spironelli, 2019).

The evolution history of social media influncer in China

People have created their worlds dedicated to social media through massive numbers of users and content creation. The term 'influencer' appears in the public's view of this world.' Social media influencers were individuals who actively used their social media accounts, were often involved in a specific topic, and provided new information (Hermenda et al., 2019). In our current society, celebrities' lifestyles, fashion, and entertainment have changed the public's aesthetic. Although traditional stars greatly influenced the trend of pop culture in our society in the past, new social media influencers have gained a larger audience and impacted popular culture more than traditional celebrities in recent years. Zhang et al. (2018) think that online influencers mainly depend on the number of followers, and with an increase in the number, the degree of information promotion will be higher. Millions of Internet celebrities worldwide are distributed on different social platforms and fields.

With the popularity and development of the Internet, e-commerce develops with the help of the Internet and electronic equipment. Today, e-commerce and China's economy are inseparable. In the 19th National Congress of the Communist Party of China, General Secretary Xi Jinping proposed that the Internet, big data, and artificial intelligence should be integrated with the real economy (Xin, 2020). Under the competition of many platforms and companies, it is necessary to have many innovative models to attract users' attention quickly. Smartphones, tablets, and laptops have become necessities, and their presence breaks the limits on time and distance. Traditional shopping, sales, and education habits have been overturned, and interactive communication has become popular. According to statistics, China's live webcast users reached 460 million in 2018 and are expected to reach 501 million in 2019 (Xin, 2020). Many excellent Internet celebrities with a vast mass base have appeared in every field. Moreover, the Internet celebrity group has gradually changed from a social to an economic phenomenon. Zhan and Xu illustrate that in June 2018, research consulting and Weibo jointly released the 2018 China Internet Celebrity Economic Development Insight Report. In this report, the scale of Chinese fans and online celebrities shows an upward trend. Not only that, the influencers have gradually expanded to sports, games, beauty makeup, food, and other fields, and the communication content is also more diverse. There are many notable influencers in China, like Li Jiaqi and East Buy, who can reflect the power of Chinese online celebrities.

Li Jiaqi

As one of the founders of social network celebrities, Li Jiaqi, who is only 28 years old, used to be an ordinary L'Oreal employee. He has an excellent appearance, exciting content, and is famous with millions of fans. He managed to turn offline marketing into online marketing. Li Jiaqi attracted more celebrities from different fields, entrepreneurs, and social media influencers to join the live webcast. Li Jiaqi is also known as the "Lipstick Brother." In 2018, he successfully challenged the "Maximum Number of People Who Wear Lipstick in 30 Seconds" and gained 4.3 million fans in a makeup video. After that, all the products he recommended in the live broadcast will be sold at a rate of one second (Xiao et al., 2019). In 2020, Li Jiaqi's live broadcast reached 150 million viewers in Taobao's Double Eleven Festivals, and the night's price exceeded 7 billion (Lv, 2020). Li Jiaqi broke the traditional live broadcast mode and applied the talk show to the live broadcast room. He usually matches his assistants to integrate sales promotion into the conversation. Most netizens have received this new form of interaction well (Lv, 2020).

East buy

East Buy is a comprehensive education group and an education training group. The company's business mainly includes foreign language training, primary and secondary education, pre-school education, overseas consulting, and other fields. The brand has a far-reaching influence on China's education industry. East Buy has been planning a transformation route after introducing the "Double Reduction" policy in China. The company's founder, Yu Minhong, led hundreds of teachers to enter the e-commerce industry in November 2011. On December 28, 2021, East Buy Education officially released its live-streaming platform, East Buy. However, in the two months before the live broadcast, the sales of East Buy were nearly 5.5 million yuan, and the performance

of the live broadcast in the past six months was mediocre. By June 2 this year, about five or six thousand people were online simultaneously

The turning point came on the morning of June 10, when a live video of Dong Yuhui, a teacher at East Buy Education, attracted substantial attention from netizens. The online audience of the live broadcast of "East Buy" on the night of the same day reached 30,000 people, and when Dong Yuhui broadcasted, the number rose to about 50,000 people. The change came as Dong promoted the steak on Livestream while teaching netizens various English words about steak and sharing an original English poem. Such a new live presentation mode sells products and spreads related knowledge. After that, knowledge such as geography, history, humanities, and English were integrated into the live broadcast of East Buy. The "knowledge sells goods" mode brought more possibilities to the live broadcast e-commerce industry. In the week from June 10 to June 16, the number of fans of East Buy soared from 2.3 million to 12.88 million, and the highest number of fans in a single day was 4.3 million. Since then, the influence of East Buy has been increasing. As of July 15, the number of fans of East Buy has reached 22,3136 million, and its live broadcast sales in the past 30 days are 780 million yuan, with the sales of a single live broadcast exceeding 50 million yuan. The success of East Buy can only be achieved with the efforts of every teacher. In addition to Dong Yuhui, many East Buy teachers, such as Dundun, 77, and Yoyo, settled in the studio and became anchors. They combine knowledge with sales and create a new path for China's live-streaming industry.

China's cosmetic industry

The cosmetics industry is closely related to economic development. In 2017, the cosmetics industry was globally valued at \$532 billion and was expected to show growth trends in the next few years (Spironelli, 2019). With the improvement of people's living standards, cosmetics have become people's daily necessities. However, China's cosmetics industry faces many challenges: competition from other domestic industries and pressure from the foreign cosmetics industry. China's huge consumer market has attracted the attention of the global cosmetics industry, and the entry of various international brands has substantially impacted China's cosmetics industry. They believe there were 4,316 cosmetics companies in China in 2014 and 4,664 as of November 2018. Although China's cosmetics market's overall scale is smaller than that of the United States, it is still in rapid development and has broad potential. It was one of the industries with the fastest growth in turnover during Tmall Double Eleven. The predecessors of Chinese national cosmetics brands, such as CHANDOS, MARUBI, HERBORIST, and PROYA, took 10 to 20 years to expand their revenue scale. In recent years, new brands such as Perfect Diary, Judydoll, Florasis, ZEESEA, and HFP have emerged in China, and they have achieved the revenue scale of the old brands within 3 to 4 years. There are several reasons for this, and the first is the change in the primary consumer of cosmetics.

The primary consumers in China's cosmetics market are people aged 18 and 30, China's leading online shopping group. Moreover, with the redefinition of beauty, more and more male consumers have begun to pay attention to beauty makeup and skincare. "The male cosmetics market develops at a rapid rate of 20%, and the market size has exceeded 5 billion yuan". The second is the change in the Chinese cosmetics market. China is in the age of "We Media." Social media's emergence has diversified the cosmetics industry. Nowadays, Perfect Diary, Judydoll, ZEESEA, and other domestic

brands have opened e-commerce live broadcast channels. However, international brands such as Estee Lauder, Dior, and Lancome have also turned their attention to e-commerce live broadcasts (Xin, 2020). Furthermore, the rise of micro-influencers has revolutionized how brands are promoted and sold. Beauty influencers can directly interact with target customers and see the product's effect before and after use in the live broadcast. This immersive experience and the zero-distance sense of social network stars have helped develop China's cosmetics industry.

Cosmetics purchasing decisions of young Chinese consumers

Pursuing beauty has been the expected behavior of all people through the ages. With the increase in per capita income and the development of urbanization, consumers' lifestyles and values are constantly changing. Cosmetics have become the FMCG (fast-moving consumer goods) commonly used in most people's lives due to rapid economic development. Understanding the Chinese market and studying consumers' insights can enhance their brand influence for cosmetics brands. Due to rising income levels and a vast population base, China has become one of the largest cosmetics markets in the world. For the Chinese cosmetics market, consumers are mainly divided into two categories: the young cosmetics consumer group between 18 and 35 years old and the middle-aged cosmetics consumer group between 35 and 55 years old (Luo, 2019).

According to Chau and Kudevičiūtė (2017), women between 1981 and 2000 were most keen to spend on clothes and cosmetics, and consumers in developing countries were more inclined to buy brand-name cosmetics. Although the consumption income of the younger generation is low, they are in the stage of increasing consumption ability, and they are also different from the previous generations in their demand and attention to products. Nearly 80% of young consumers will seriously consider, research, and discuss beauty products. In comparison, 60% of them will buy beauty products based on price with higher price awareness, and most young consumers are more willing to buy cosmetics based on recommendations (Chau and Kudevičiūtė, 2017). In the Internet era, the forms to attract consumers' attention have diversified, from initial advertising to current celebrity marketing, online celebrities' live broadcast goods, and others that easily influence young people's consumption behavior.

In the context of the Internet, media can precisely target consumers, and they can change the way users think through their emotions, needs, and desires. The key to the success of any business organization depends on customers. The premise of the development of brand products is to understand their purchase reasons, behaviors, and psychology. For decades, the cosmetics industry has successfully created an ideal of liberation and self-expression. Moreover, cosmetics have become an essential tool for people to express their identity, image, and dignity in daily beauty activities, which is why the cosmetics industry has become the mainstream market (Spironelli, 2019). Consumers buy cosmetics based on different attributes such as price, quality, brand name, brand loyalty, label, and brand ambassador, which are now a new trend in the market. People's requirements for commodities play an essential role in dominating the market (Anjana, 2018). With technology development, social media has built a communication bridge between brands and consumers, promoting products faster and lowering costs. Social media is quickly becoming a platform for businesses to engage consumers with their brands, products, and services. According to Sarraf and Teshnizi (2020), interactivity is an essential feature of social advertising. In other words, social networks provide consumers with quick responses, real-time feedback, and fast

processing of transactions. In addition, customers are increasingly demanding value, not only from the product but also from the shopping process. It is easier to attract attention to entertaining, pleasant, emotional, and high-quality content information (Sarraf and Teshnizi, 2020). Ajitha and Sivakumar (2017) believe that From social psychology, cosmetics are a part of consumers' lives, and some consumers associate cosmetics with status and popularity. Another segment of consumers believes that cosmetics represent social value, and cosmetic brands focus on self-image, identity, status, and personal taste (Ajitha and Sivakumar, 2017). In general, consumers' purchase intention is determined by many factors. Whether it is brand spokesperson, social media, content quality, and social psychology, they are reasons for consumers to buy.

Materials and Methods

This paper uses the content analysis method to conduct a detailed analysis of the live broadcasts of two Chinese social media influencers Li Jiaqi and East Buy. By sorting out the research and combining the characteristics of comments from young Chinese consumers, the content analysis is mainly conducted from four aspects: social media influencers' expertise, Informative Advertising, Brand admiration, and Social media interactivity. The researchers used 22 live broadcasts as the data source for qualitative analysis and Python and Nvivo as the leading software for content analysis. Python is used to filter part of the data and complete the process of word segmentation and word frequency statistics on the sorted data. In addition, the organized content is carefully organized and coded through Nvivo software. The researchers recorded the live broadcasts of Li Jiaqi and East Buy on Taobao and TikTok in January 2023 through video recording. A total of 47 cosmetic products appeared in Li Jiaqi's live broadcast, and 12 cosmetic products appeared in East Buy. The researchers recorded 5,564 comments, and after adding the stop word through Python, 667 invalid comments were deleted, leaving 4,897 valid comments. Pauses are an essential tool in natural language processing, often used to improve the quality of text features or reduce the dimension of text features. In the process of text analysis, filtering out these common words can reduce the processing complexity, improve the algorithm's efficiency, and improve the quality of the results in some tasks to avoid the interference of these words. Based on valid comments, the researchers used the jieba word segmentation to separate the live comments of two influencers. jieba is one of Python's most used Chinese word segmentation tools, featuring high speed, robust functionality, and precision. In natural language processing, word segmentation is the basis of text mining and analysis. Word segmentation is the process of combining and sorting character sequences of a given language into word sequences according to rules. Afterword segmentation, the researchers used Python to complete the word frequency analysis process on the live comments. Through word frequency analysis, the researchers counted the number of occurrences of essential words in the 22 live broadcast data to discover the parts and changing trends that young Chinese consumers are concerned about.

Results and Discussion

Based on the content analysis method discussed, this study summarized the top 100 words that appeared most frequently in 22 live broadcasts. As shown in *Table 1*, the top 10 most frequently used words were "good-looking"-430 times, "what"-398 times,

"teacher"-277 times, "lipstick"-227 times, and "Huo Wa"-225 times (the name of a social media influencer). Color-192 times, When-169 times, cushion foundation-146 times, Link-138 times, Fit-138 times. What can be found is that most consumers show satisfaction with the products sold by influencers and purchase products based on the influencers' recommendations. Another group of consumers is intensely interested in cosmetics and asks influencers about the colors of lipsticks and cushion foundations, links to products, and when they will be on sale. The researchers also plotted word clouds using Python. As shown in *Figure 1*, Young Chinese consumers are most concerned about product information and skin quality in the live broadcasts of influencers. As a form of data visualization, "word cloud" visually highlights the "keywords" that frequently appear in online texts, forming a "keyword cloud" or "keyword rendering," thereby filtering out a large amount of text information. Let the web viewer glance at the text to understand the gist of the text.

Table 1. Coding.

Profile	Frequency	Percentage	Profile	Frequency	Percentage
Good-looking	430	7.19%	Makeup remover	31	0.52%
What	398	6.65%	Mouth	30	0.50%
Teacher	277	4.63%	Pink	29	0.48%
Lipstick	227	3.79%	Feeling	29	0.48%
Huo Wa	225	3.76%	Mobile phone	27	0.45%
Color	192	3.21%	Brand	27	0.45%
When	169	2.82%	Replenishment	27	0.45%
Cushion foundation	146	2.44%	Obvious	27	0.45%
Link	138	2.31%	Same	26	0.43%
Fit	138	2.31%	Out of stock	25	0.42%
Cosmetic brush	125	2.09%	Foundation	25	0.42%
Color number	122	2.04%	Smell	24	0.40%
Awesome	114	1.91%	Suitable	24	0.40%
Li Jiaqi	112	1.87%	Dark circle	24	0.40%
Real	111	1.85%	Make up	23	0.38%
Dry skin	98	1.64%	189	22	0.37%
Beautiful	96	1.60%	Supply	22	0.37%
Skin	90	1.50%	Loose powder	22	0.37%
Oily skin	88	1.47%	Cleansing oil	22	0.37%
Want	86	1.44%	Fragrant	21	0.35%
None	86	1.44%	Black skin	21	0.35%
Xanthoderma	81	1.35%	pressed powder	21	0.35%
Eyeshadow	76	1.27%	Gift	20	0.33%
Available	72	1.20%	Lip color	20	0.33%
Cosmetic	70	1.17%	YSL	20	0.33%
Like	69	1.15%	Eyelash	20	0.33%
Recommend	63	1.05%	Everyday	20	0.33%
Buy	63	1.05%	Clothing	19	0.32%
User-friendly	63	1.05%	Acne	19	0.32%
Incapable	60	1.00%	SkinCeuticals	19	0.32%
Florasis	57	0.95%	Replace	19	0.32%
Red	56	0.94%	Fair skin	19	0.32%
Blush	51	0.85%	Bare face	19	0.32%
Perfume	49	0.82%	Order	18	0.30%
Pregnant woman	49	0.82%	Shading powder	18	0.30%
Sweet	47	0.79%	Sensitive	18	0.30%
One	45	0.75%	Eyebrow	18	0.30%
Look	44	0.74%	MAOGEPING	18	0.30%
Dundun	43	0.72%	Now	17	0.28%
Nice	43	0.72%	How	17	0.28%
Cute	41	0.69%	Eyebrow pencil	17	0.28%
Lip pomade	41	0.69%	Easy	17	0.28%
Number	40	0.67%	Why	17	0.28%
Liquid foundation	39	0.65%	Cheap	16	0.27%
Need	36	0.60%	Particularly	16	0.27%
Delivery time	36	0.60%	Myself	16	0.27%
Eyeliner	35	0.58%	Facial cleanser	16	0.27%
Girls	33	0.55%	Direct	16	0.27%
Dong Dong	32	0.53%	Naturally	16	0.27%

issues and color selection. In addition, regarding Informative Advertising, color, and links are the most frequently asked questions. Finally, regarding brand admiration, the brands and product names are the factors that users are most curious about. Therefore, through the content analysis method of qualitative research, it was found that the factors influencing the cosmetics purchasing decisions of young Chinese consumers through social media influencers are Social media influencers' expertise, Informative Advertising, Brand admiration, and Social media interactivity.

Table 2. Coding.

Category	Frequency	Child nodes	Frequency
Social media influencers' expertise	1738	Product-related issues	390
		Product selection	63
		Product inquiry	618
		Product display	90
		Skin problem	386
		Color selection	191
Informative Advertising	487	Packaging	13
		Specification	10
		Price	62
		Link	127
		Smell	59
		Color	137
		Gift	79
Brand admiration	422	Product's name	110
		Brand's name	312
Social media interactivity	2250	Customer service	221
		Influencers	777
		Customer	1252
Total			4897

Social media influencers' expertise

A high level of knowledge and skills can be defined as expertise. According to AlFarraj et al. (2021), in e-commerce, expertise can also be defined as a spokesperson or influencer with sufficient knowledge, experience, and skills to promote relevant products. Moreover, expertise is a crucial characteristic for influencers to gain recognition and success and be trusted by fans. When brand owners use influencers' professional knowledge and popularity to release product information about the brand on social platforms, most consumers will consider influencers more trustworthy than advertisements (Abdullah et al., 2020). The study of AlFarraj et al. showed that professional knowledge would shape the perceived credibility level of influentials and shape the purchasing behavior and intention of customers. Therefore, people with more professional knowledge are influential, persuasive spokespersons (AlFarraj et al., 2021). This study makes the following hypothesis based on previous research on influencers' expertise and consumer decision-making

Informative advertising

The main reason for the success of Internet advertising is content. The informational nature of social media advertising means consumers' cognition and understanding of content information. The content information includes brands, prices, discounts, links, sizes, and functions that consumers often pay attention to (Tan et al., 2021). In the context of mobile devices, information is a valuable motivator. When advertising provides consumers with the accurate and appropriate information, it will increase the number of views of the brand and thus change their purchase decision (Martins et al., 2019). Moreover, an advertisement with high-quality information will enhance

motivation and brand awareness of consumers' enjoyment. In addition, the informational nature of advertisements provides detailed descriptions of product features, functions, and details, and consumers can rationally weigh different brands and products based on this information. This study proposes the following hypotheses based on previous research on informative advertising and consumer decision-making.

Brand admiration

In a competitive market, established brands are one of the advantages that attract consumers. When consumers buy a branded product, the reason is its functional benefits and the symbolic meaning of the brand. Furthermore, brands support and reinforce consumers' self-expression through their unique image (Aw et al., 2021). For example, Google, Apple, Disney, Adidas, and other popular brands all derive their success from consumers' appreciation. Brand admiration is a way to get consumers to interact with a brand by expressing positive emotions, Trust, love, and respect. Gupta et al. (2021) believe that consumers' affection for a brand will generate a sense of admiration for the brand. When consumers have favourable emotions towards a product or brand, they will increase their purchase intention (Gupta et al., 2021). Brand admiration is a relatively new variable compared with brand attitude, brand trust, brand loyalty, and brand preference. In a study by Trivedi and Sama (2020), the mediating role of brand attitude and brand admiration was shown to have a significant advantage in selecting attractive celebrities for the communication of electronic products. A study by Gupta et al. (2021) concluded that social responsibility is positively related to purchase intention and that brand cult plays a partially mediating role in this relationship. This study proposes the following hypotheses based on numerous previous studies on brand admiration and consumer decision-making.

Social media interactivity

Interactivity is one of the most critical aspects of the online space related to social media platforms. Interactivity dramatically changes the nature of the communication process and how information is exchanged between online domains. There are also biases in different studies regarding interaction, with many researchers identifying it as a process of human interaction and communication (Alalwan, 2018). According to Kiousis (2002), Interactivity is the ability of media platforms to provide synchronous communication. In the context of e-commerce, websites serve as communication tools that enable consumers to interact with sales representatives online. Social Interactivity can be regarded as a structural attribute of media (Jiang et al., 2010). A large body of research supports that Interactivity plays a vital role in different domains. In a study by Jiang et al. (2010), it was shown that websites with reciprocal communication lead to emotional engagement with functional products and that website engagement increases consumers' purchase intentions. Hutter et al. (2013) claimed that the interaction of social media influences more and more purchasing decisions, and people rely more on social networks when making decisions than before. Kim and Lee (2019) also proposed that Interactivity significantly impacts brand attitude, brand loyalty, and purchase intention. This study proposes the following hypotheses based on numerous previous studies on social media interactivity and consumer decision-making.

Conclusion

The findings of this study can help industrial development, especially the development of SMEs in China. Due to the convenience, safety, and optionality of online shopping, people's shopping methods have changed. Live streaming has attracted more and more attention from consumers. Live streaming has played a significant role in promoting mass entrepreneurship, increasing employment, and increasing income. The live broadcast industry's rapid development provides SMEs with opportunities to create value. However, SMEs must still be aware of the importance of social media influencers and livestreaming to business. Therefore, this study provides feedback on the relevance of influencers and Livestream in business activities so that SMEs can implement relevant communication strategies to help their development. The sustainable development of SMEs is based on transactions to promote high-quality development. Small and medium-sized enterprises need to grasp the business opportunities of live delivery, increase operating profits, and create enterprise value. In this study, SMEs understand how to target consumer groups and set prices accurately. In addition, through this study, these enterprises can find that the technology and function provided by Taobao and TikTok are conducive to marketing and promoting products and services

The findings of this study could benefit the government. It is well known that government plays a vital role in ensuring the growth of SMEs. The government encourages SMEs and social media influencers to collaborate by creating initiatives from this research. Undoubtedly, SMEs have made outstanding contributions to a country's economic development. This research finds that the government should increase the economy through live streaming and influencer influence. Social production and life are inseparable from the Internet. The production and sales of enterprises must rely on the Internet, and the Internet of government services is also accelerating. Through this research, the public can explore the daily work of the government through network broadcast. For example, significant events, policy releases and interpretations, and responses to hot issues related to people's livelihood will all be shown to the public through live streaming. Network broadcast has gradually become essential for the government to report its work to the public. According to the results of this study, the masses can supervise government departments and improve their work style through network broadcast. This research will help government departments correct themselves and help local businesses improve their business environment.

The findings of this study have implications for policymaking. With the rapid development of the network broadcast industry, the platform continues to expand high-quality content and add more interactive gameplay into more application scenarios. Ensure user engagement by accurately interpreting user needs and pushing relevant content. The livestreaming ecological industry chain has become complete in recent years, but it will face various problems. Some live-streaming platforms spread information about fraud, violence, and pornography, while others lack relevant qualifications to conduct live-streaming in violation of regulations. This study found that the government can formulate relevant policies restricting the network broadcast environment. In recent years, the network broadcast industry has been in a state of rapid development. Only with the intervention of relevant forces can the early development be slowed down rapidly, and the live broadcast platform becomes standardized. With the further introduction of industry management regulations, the industry's development

trend will become more apparent, and the network broadcast industry will enter the next growth period.

This study still has some drawbacks in some parts. This study mainly focuses on the field of cosmetics. In recent years, whether it is the successful development of emerging cosmetics in China or people beginning to invest a lot of energy and money in personal maintenance, all of which indicate that the beauty industry has a broad development prospect. However, this study only applies to the beauty field, and other fields are not the focus of this study. Therefore, this study has certain limitations in the selection of fields. In addition, this study has limitations in terms of country and region. The whole study is set in China and targeted at young Chinese consumers. Due to the impact of the pandemic, China's consumption pattern has gradually shifted from offline to online, and live streaming by influencers has become one of the main channels for them to buy products. Young consumers in China are the main force of online shopping, so it is essential to study them. However, this study only focuses on China, so the results may not apply to other countries. After all, the situation of each country is different, so that this study can be used as a reference. Therefore, the researchers hope that future research will cover other areas, such as clothing, food, games, and home furnishings. Moreover, the researchers hope more studies will be conducted in other countries.

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Conflict of interest

The authors confirm that there is no conflict of interest involve with any parties in this research study.

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