

The Influence of Product Recommendation Mechanism on Users in Marketing

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Abstract: In today's era, the rapid development of e-commerce has led to the explosive growth of various product information on shopping websites. Many consumers have also fallen into the dilemma of choosing products recommended on Taobao's home page. How to help consumers eliminate other information interference and effectively select products that meet their personal preferences is an urgent problem for shopping websites to study and solve; this study explores the impact of product recommendation mechanisms on users in marketing, taking cosmetics as an example. This paper first reviews the relevant research literature on Taobao home page recommendations and consumer purchase behaviour and summarizes the characteristics of Taobao home page recommendations as information layout, recommendation strength, recommendation method, interactivity, and security; Then, based on the rational behaviour theory, combined with the planned behaviour theory, the research model of this paper is constructed. Use SPSS21.0 software to analyse the collected adequate data. Through the analysis of the research conclusions, summarize the impact of the Taobao homepage recommendation mechanism on consumers' purchasing behaviour of cosmetics, and propose optimization strategies for the recommendation features of the Taobao homepage recommendation mechanism.

Keywords: marketing, product recommendation, users, colour makeup, purchasing behaviour

1. Introduction

With the gradual improvement of the epidemic prevention and control situation in China, the resumption of production in the offline consumer industry has accelerated, consumer confidence has gradually rebounded, online retail channels have become increasingly perfect, and China's cosmetics industry has recovered rapidly [1-2]. In the future, driven by multiple factors such as the increasingly mature pursuit of daily beauty by Chinese consumers, the rise of domestic products, the marketing of new media, and the assistance of capital, China's cosmetics market will evolve to a high-cost performance, high frequency and immersive consumption scenario that focuses on the combination of cosmetics and lifestyle [3-4]. Therefore, the generation of Taobao homepage recommendations has somewhat solved this problem. By investigating and analysing the influence of the Taobao homepage recommendation mechanism on consumers' purchasing behaviour of cosmetics products, this paper discusses the relationship between the recommendation features of the Taobao homepage recommendation and consumers' purchasing behaviour. It provides countermeasures, suggestions for

developing Taobao, and the theoretical basis for the recommendation research of e-commerce platforms. Research on the impact of consumer purchase behaviour can help e-commerce platform enterprises better understand consumer purchase behaviour habits and provide new ideas for the platform.

2. Basic Theory

2.1. Rational Behaviour Theory

The theory of consumer behavior refers to the fundamental behaviour of the network system formed by the changing market environment, which covers the different feelings consumers experience in purchasing goods, the cognition of goods and services, consumption behavior dominated by consciousness, and the changing market environment. Consumer behavior is divided into influencing factors of consumer behavior; Consumer demand, motivation, and value theory; Self-concept and life form theory; Consumer information processing and decision-making theory; and terminal shopping behavior theory [5-6]. Therefore, according to the former research, consumer behavior theory can be divided into rational behavior theory and planned behavior theory.

2.2. Planning Behaviour Theory

Ajzen proposes the theory of planned behavior (TPB) based on the theory of rational action (TRA). Its core idea is that human behavior is not 100% voluntary but under control. In addition to the influence of behavioral intention, the actual behavior of individuals is also affected by the control of perceptual behavior. Behavior attitude is the influence of subjective norms and perceived behavior control. In contrast, behavior attitude, subjective norms, and perceived behavior control are three main variables that determine user behavior intention, which will also affect each other [7].

3. Questionnaire

3.1. Questionnaire Design

Based on reading the relevant references of Taobao home page recommendations and consumer purchase behavior, this study designed a questionnaire composed of two parts.

The first part is the primary data survey, including gender, age, educational background, and other information, and the screening items are set at the beginning of the questionnaire. The primary purpose is to ensure that the respondents with valid data have an online shopping experience. When the respondents have no online shopping experience, they can stop responding and prepare for the subsequent data screening.

The second part is used to measure various variables in the research hypothesis. Since scholars have developed the scale in this study, the previously mature scale will be directly used in the questionnaire, but the specific project portfolio needs to be appropriately modified.

3.2. Research Model

Based on the model of consumers' purchasing behavior when recommending cosmetics on Taobao's home page, this paper studies the influencing factors of consumers' purchasing behavior when suggesting cosmetics on Taobao's home page from two aspects of Taobao's home page recommendation characteristics and purchasing behavior. Combined with the content of rational behavior theory, the user's attitude and subjective norms will impact the behavior intention, which in turn will affect the actual actions of consumers. Therefore, based on the theory of rational behavior and in combination with the idea of planned behavior, in the view of planned behavior, according to

the actual situation, the more active an individual's attitude towards a variety of possible behaviors, the higher the degree of recognition of the behavior by the social impact he feels, and the stronger the controllability of perception, the greater the probability of the individual's behavior. Therefore, this study is mainly to study the impact of Taobao homepage recommendations on consumers' behavior in purchasing cosmetics. This paper establishes a research model of the effects of Taobao home page recommendations on consumers' purchasing behavior. In this model, information layout, recommendation intensity, recommendation method, interactivity, and security are selected as the recommendation features of Taobao home page recommendation, stimulating the dependent variable purchasing behavior. Figure 1 shows the research model of this paper.

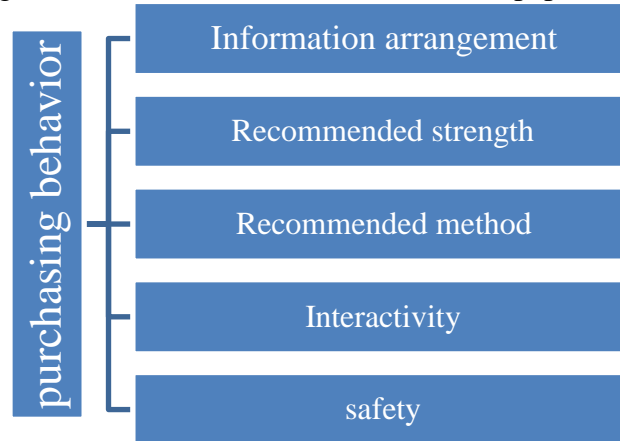


Figure 1: Research model.

3.3. Scale Design

(1) Information arrangement measurement scale

The reasonable visual arrangement can make the initially disordered information affordable and orderly, make it adapt to the user's reading habits, thus reducing the user's reading burden, and finally achieve the effect of increasing the readability of the interface information, in combination with the scholar Hu Hao; Zhang Yuexian, Wu Meizhi, and Fan Wentao studied that the measurement of information arrangement includes three items: X1a, X1b, X1c. As shown in Table 1.

Table 1: Information arrangement measurement scale.

factor	Question No	Measurement list	Source of scale
Information arrangement	X1a	Some of the recommended products are in order	Hu Hao (2020); Zhang Yuexian, Wu Meizhi, and Fan Wentao (2019)
	X1b	The general recommendation information is arranged logically and orderly.	
	X1c	Reasonable information arrangement can reduce the screening of detailed information.	

(2) Recommended strength measurement scale

The recommendation intensity will have an impact on the psychology or mood of consumers when shopping. A moderate recommendation intensity is conducive to disseminating recommendation information and improves consumers' comprehensive understanding of a product. Combined with scholar Luo Yukui, According to the research of Luo Chaoneng and Wu Yi, three items X2a, X2b, and X2c were obtained. As shown in Table 2.

Table 2: Recommended strength measurement scale.

factor	Question No	Measurement list	Source of scale
Recommended strength	X2a	Too few times of recommendation information	Luo Yukui (2020); Luo Chaoneng, Wu Yi (2020)
	X2b	The amount of recommended information is too frequent.	
	X2c	There is no time or energy to read the recommended information.	

(3) Recommended measurement scale

An appropriate amount of information and valuable recommendation information can effectively help consumers to screen products, increase consumers' understanding of cosmetics information, and reduce the time to browse information. Therefore, based on the research of scholars Zhang Wukang, Lv Jiaxin, and Wu Xi [8], four items of X3a, X3b, X3c, and X3d are obtained. As shown in Table 3.

Table 3: Recommended measurement scale.

factor	Question No	Measurement list	Source of scale
Recommended method	X3a	Taobao home page recommendation methods (such as pop-up ads, related recommendations, etc.) will not make me resist and be defensive.	Zhang Wukang, Lv Jiaxin, Wu Xi (2020)
	X3b	The recommendation made by the Taobao homepage recommendation system can reduce the time of browsing information.	
	X3c	The recommendation made by the Taobao homepage recommendation system can arouse interest in products.	
	X3d	The products recommended by the recommendation system on Taobao's home page are biased and do not meet expectations.	

(4) Interactive measurement scale

For the measurement of interactivity, this paper refers to the research of scholar Zhao Xue [9] and proposes the following scale. The safety measurement scale includes X4a, X4b, X4c, and X4d. As shown in Table 4.

Table 4: Interactive measurement scale.

factor	Question No	Measurement list	Source of scale
Interactivity	X4a	The commodity price recommended on the Taobao homepage is acceptable	Zhao Xue (2018)
	X4b	The product functions recommended on the Taobao homepage meet the requirements.	
	X4c	Collect the products recommended on the Taobao homepage.	
	X4d	The products recommended on the Taobao homepage will be commented on and scored.	

(5) Safety measurement scale

For safety measurement, this paper refers to the research of scholar Zhao Xue and proposes the following scale. The safety measurement scale includes X5a, X5b, and X5c. As shown in Table 5.

Table 5: Safety measurement scale.

factor	Question No	Measurement list	Source of scale
Security	X5a	The information recommended by the Taobao homepage recommendation system is good.	Zhao Xue (2018)
	X5b	Taobao's homepage recommendation system will not disclose my privacy.	
	X5c	Taobao's homepage recommendation system will not cause me financial losses.	

(6) Consumer buying behavior

For the measurement of consumer purchasing behavior, this paper refers to scholars Luo Chaoneng and Wu Yi; Qi Yuxuan [10] put forward the following scale, which includes Y1, Y2, and Y3 items. As shown in Table 6.

Table 6: Consumer purchase behavior measurement scale.

factor	Question No	Measurement list	Source of scale
Consumer buying behavior	Y1	My favorite products are recommended on the Taobao homepage, and I will buy them.	Luo Chaoneng, Wu Yi (2020); Qi Yuxuan (2022)
	Y2	The products recommended on the Taobao homepage meet my needs, and I will buy them.	
	Y3	The products recommended on the Taobao homepage are cost-effective. I will buy them.	

4. Data Analysis

4.1. Descriptive Statistical Analysis

This study collects data in the form of a questionnaire survey. From October 1, 2022, to October 20, 2022, the questionnaire designed on the questionnaire star was sent to WeChat, QQ, and other platforms in the form of a questionnaire star for data collection to expand the sample size of this study.

Two hundred eighty-seven questionnaires were collected during the questionnaire collection period, and 13 invalid questionnaires were eliminated through sorting. These invalid questionnaires

were destroyed by questions such as shopping experience, short response time, and the same score for all inquiries. Finally, 274 valid questionnaires remained.

4.2. Correlation Analysis

Correlation analysis can only be performed if there is a particular relationship or probability between the correlation elements. If there is no correlation between the variables, there is no need for subsequent regression analysis. This study mainly uses the Pearson correlation coefficient to verify the close degree of the relationship between the six variables of information arrangement, recommendation intensity, recommendation method, interaction, security, and purchase behavior.

For the integration of each variable item, *the X1 variable is information arrangement, X2 variable is recommendation strength, X3 variable is recommendation method, X4 variable is interactivity, X5 variable is security, and Y variable is purchase behavior.* The following results are from the correlation between variables in this paper, as shown in Table 7.

Table 7: Variable correlation coefficient matrix.

variable		X1	X2	X3	X4	X5	Y
X1	Pearson coefficient	1	0.663**	0.679**	0.659**	0.497**	0.497**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000	0.000
	N	274	274	274	274	274	274
X2	Pearson coefficient	0.663**	1	0.763**	0.694**	0.526**	0.471**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000	0.000
	N	274	274	274	274	274	274
X3	Pearson coefficient	0.679**	0.763**	1	0.765**	0.545**	0.508**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000	0.000
	N	274	274	274	274	274	274
X4	Pearson coefficient	0.659**	0.694**	0.765**	1	0.610**	0.499*
	Sig. (2-tailed)	0.000	0.000	0.000		0.000	0.000
	N	274	274	274	274	274	274
X5	Pearson coefficient	0.497**	0.526**	0.545**	0.610**	1	0.444**
	Sig. (2-tailed)	0.000	0.000	0.000	0.000		0.000
	N	274	274	274	274	274	274
Y	Pearson coefficient	0.497**	0.471**	0.508**	0.499**	0.444**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	0.000	
	N	274	274	274	274	274	274

**Significant correlation at 0.1 level (bilateral)

According to Table 7 of the variable correlation coefficient matrix, the Sig value of the six variables of information arrangement, recommendation intensity, recommendation method, interaction, security, and purchase behavior is 0.000, which is significant because $0.000 < 0.01$. According to the high correlation between the two variables when the Pearson coefficient is more

important than 0.7, the two variables are considered to be moderately correlated between 0.4-0.7 and weakly likened between the two variables when the Pearson coefficient is less than 0.4. Therefore, it can be seen from Table 7 above that $X1$, $X2$, $X3$, $X4$, $X5$, and Y are moderately correlated, which shows that the correlation is relatively significant, the correlation is good, and the six variables have a close relationship of interdependence.

4.3. Regression Analysis

We can see a specific correlation trend between the six variables through correlation analysis, and the species can be verified by regression analysis. Through regression analysis, this summary examines the impact of various features of Taobao homepage recommendations on consumer purchase behavior. To facilitate the description, each variable is marked. $X1$ variable is the information arrangement, $X2$ variable is the recommendation strength, $X3$ variable is the recommended method, $X4$ variable is the interactivity, $X5$ variable is the security, and Y variable is the purchase behavior.

(1) Regression analysis of Taobao homepage recommendation features on purchase behavior.

In analyzing the influence of Taobao homepage recommendation features on purchase behavior, $X1$, $X2$, $X3$, $X4$, and $X5$ are used as independent variables and Y as dependent variables for regression analysis. The results are shown in Table 8 below.

Table 8: Regression analysis of information arrangement and purchase behavior.

Coefficient a						
Model		Denormalization coefficient		Standard coefficient	t	Sig.
		B	Standard error	Trial version		
one	(constant)	1.828	0.197		9.277	0.000
	X1	0.522	0.055	0.497	9.436	0.000
A. Dependent variable: purchase behavior						

Select $X1$ as the information arrangement and Y as the purchase behavior and use SPSS to conduct regression analysis on the two to verify the proposed hypothesis H1. From Table 8, the regression coefficient is 0.522, the t value is 9.277, and the Sig value is 0.000. Then the regression equation of information arrangement to purchase behavior is $Y=1.828+0.522X1$. Therefore, H1: The information arrangement recommended by the Taobao homepage launch mechanism has a significant positive impact on consumer purchase behavior, which is verified.

Table 9: Regression analysis of recommendation strength and purchase behavior.

Coefficient a						
Model		Denormalization coefficient		Standard coefficient	t	Sig.
		B	Standard error	Trial version		
one	(constant)	2.067	0.184		11.237	0.000
	X2	0.456	0.052	0.471	8.808	0.000
A. Dependent variable: purchase behavior						

Select X_2 as the recommendation strength and Y as the purchase behavior and use SPSS to conduct regression analysis on the two to verify the proposed hypothesis H2. From Table 9, the regression coefficient is 0.456, the t value is 11.237, and the Sig value is 0.000. Then the regression equation of recommendation strength to purchase behavior is $Y=2.067+0.456X_2$. Therefore, H2: The recommendation strength of the Taobao homepage launch mechanism has a significant positive impact on consumer buying behavior, which is verified.

Table 10: Regression analysis of recommendation method and purchase behavior.

Coefficient a						
Model		Denormalization coefficient		Standard coefficient	t	Sig.
		B	Standard error	Trial version		
one	(constant)	1.828	0.191		9.572	0.000
	X_3	0.526	0.054	0.508	9.736	0.000
A. Dependent variable: purchase behavior						

Select X_3 as the recommendation method and Y as the purchase behavior and use SPSS to conduct regression analysis on the two to verify the proposed hypothesis H3. From Table 10, the regression coefficient is 0.526, the t value is 9.572, and the Sig value is 0.000. Then the regression equation of the recommendation method to purchase behavior is $Y=1.828+0.526X_3$. Therefore, H3: The recommendation method recommended by Taobao's homepage launch mechanism has a significant positive impact on consumers' purchase behavior, verified.

Table 11: Regression analysis of interaction and purchase behavior.

Coefficient a						
Model		Denormalization coefficient		Standard coefficient	t	Sig.
		B	Standard error	Trial version		
one	(constant)	1.892	0.189		10.019	0.000
	X_4	0.507	0.053	0.499	9.507	0.000
A. Dependent variable: purchase behavior						

Select X_4 as interactivity and Y as purchase behavior and use SPSS to conduct regression analysis to verify the proposed hypothesis H4. From Table 11, the regression coefficient is 0.507, the t value is 10.019, and the Sig value is 0.000. Then the regression equation of interaction to purchase behavior is $Y=1.892+0.507X_4$. Therefore, H4: The interactivity of the recommendation mechanism on the Taobao homepage has a significant positive impact on consumer buying behavior, verified.

Table 12: Regression analysis of safety and purchase behavior.

Coefficient a						
Model		Denormalization coefficient		Standard coefficient	t	Sig.
		B	Standard error	Trial version		
one	(constant)	2.197	0.182		12.046	0.000
	X_5	0.441	0.054	0.444	8.166	0.000
A. Dependent variable: purchase behavior						

Select X5 as security and Y as purchase behavior and use SPSS to conduct regression analysis to verify the proposed hypothesis H5. From Table 12, the regression coefficient is 0.441, the t value is 12.046, and the Sig value is 0.000. So the regression equation of safety to purchase behavior is $Y=2.197+0.441X5$. Therefore, H5: The security of the recommendation mechanism on the Taobao homepage has a significant positive impact on consumer purchase behavior, which is verified.

Table 13: Regression analysis results of Taobao homepage recommendation feature on purchase behavior.

independent variable	Standard coefficient	T	Sig	R side	Adjusted R square	Sig. F change
X1	0.522	9.277	0.000	0.247	0.244	0.000
X2	0.456	11.237	0.000	0.222	0.219	0.000
X3	0.526	9.572	0.000	0.258	0.256	0.000
X4	0.507	10.019	0.000	0.249	0.247	0.000
X5	0.441	12.046	0.000	0.197	0.194	0.000

Dependent variable: Y purchase behavior

According to the standard coefficient and P value (significance) in Table 13, it can be found that the five characteristics of Taobao homepage recommendation are significantly related to the information layout, recommendation intensity, recommendation method, interactivity, and safety of consumers' purchase behavior ($\beta=0.522, p<0.01$; $\beta=0.456, p<0.01$; $\beta=0.526, p<0.01$; $\beta=0.507, p<0.01$; $\beta=0.441, p<0.01$;) It is assumed that H1, H2, H3, H4, and H5 have been verified. At the same time, it is found that the influence of information arrangement, recommendation intensity, recommendation method, interactivity, and security on purchase behavior is different. In the result of regression analysis, the order of the standard coefficient is from the largest to the smallest: recommendation method>information arrangement>interactivity>recommendation intensity>security, which indicates that, without the influence of other variables, security has the most negligible impact on the consumer's purchase behavior of cosmetics, The recommendation method has the most significant impact on consumers' behavior of purchasing cosmetics.

(4) Test hypothesis results

Based on the empirical analysis results of this study, we can see that the test results of each research hypothesis proposed in the model construction part of this study are shown in Table 14.

Table 14: Empirical summary of research assumptions.

Hypothetical coding	Assumptions	Inspection results
H1	The information arrangement recommended by the Taobao homepage launch mechanism significantly impacts consumer purchase behavior.	Assumptions are true
H2	The recommendation strength of the Taobao homepage launch mechanism has a significant positive impact on consumer buying behavior.	Assumed transaction
H3	The recommendation methods recommended by the Taobao homepage launch mechanism significantly impact consumers' purchase behavior.	Assumptions are true
H4	The interactivity of the recommendation mechanism on the Taobao homepage significantly impacts consumers' purchase behavior.	Assumptions are true
H5	The safety of the recommendation mechanism on the Taobao homepage significantly impacts consumers' purchase behavior.	Assumptions are true

(Data source: empirical table data in Chapter 4)

After empirical analysis, the assumptions of this study have been verified, and the results are all valid. The empirical results of this chapter lay the foundation for the subsequent analysis and discussion.

5. The Optimization Strategy of the Recommendation Mechanism of the Taobao Home Page to Recommend Cosmetics Products

To improve the recommended method of the home page recommendation mechanism, we should pay attention to the browsing autonomy of consumers, which can provide consumers with the option of turning off or refusing to browse the recommended advertisements on the Taobao home page recommendation, and can set the color makeup recommendation information in which way they are willing to accept by consumers independently; Formulate a standardized information arrangement of the home page mechanism to present the comprehensive product information more clearly and concisely in front of customers. For the information arrangement of the home page recommendation mechanism, we should pay attention to the recommendation effect and quality of the recommendation information. The recommendation effect is reflected in the overall information arrangement. A transparent and standardized information arrangement helps to improve the decision-making efficiency of consumers and then let consumers produce purchasing behavior [8].

To optimize the interactive function of the home page recommendation mechanism, we must focus on improving the interactivity. The interactivity is very close to consumer preferences, enabling Taobao recommendation to recognize consumer preferences and make preference recommendations for consumers. Cancel; Setting a reasonable recommendation intensity of the home page recommendation mechanism should use the appropriate amount of information to maintain consumers' continuous attention to the recommended cosmetics information, increase consumers' interest, and encourage consumers to buy cosmetics products [9].

Strengthen the information security of the home page recommendation mechanism and improve the information security of cosmetics products recommended on Taobao's home page [10]. Reduce consumers' doubts, increase their sense of security, make them think that the recommended cosmetics products are safe, and increase their confidence in shopping among the cosmetics products recommended on Taobao's home page, thus improving their purchasing behavior.

6. Conclusion

The more reasonable the recommendation method of Taobao's home page recommendation mechanism is, the easier it is for consumers to accept the way of recommending cosmetics products and the easier it is for consumers to purchase them. The more reasonable and orderly the information on Taobao's home page is, the easier it is for consumers to buy the cosmetics information recommended on Taobao's home page. The higher the interactivity of the recommendation mechanism on Taobao's home page, the more persuasive it is to push the cosmetics information. Easier it is to gain consumers' interest in cosmetics products, thus promoting consumers' purchase behavior. The more moderate the recommendation intensity of the Taobao homepage recommendation mechanism, the easier it is for consumers to purchase the cosmetics product information recommended on the Taobao homepage. The stronger the security of the recommendation mechanism on Taobao's home page, the more confident consumers can be about the push service to shop more confidently. Therefore, improving the five characteristics that affect the effect of Taobao homepage recommendation is conducive to stimulating the body to have a stronger desire to buy cosmetics products. The purchase behavior is also more likely to occur.

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Appendix

Hello! Thank you very much for taking the time to fill in this questionnaire. I am a student, and I am doing research on the impact of the recommendation mechanism on Taobao's home page on consumers' purchasing behavior of cosmetics. Please help me. This questionnaire is anonymous. The information collected is only for academic research. Your response information will never be leaked. I hope you can answer truthfully. Thank you again for your help!

Note: Taobao home page recommendation refers to the auxiliary decision-making system that the online shopping platform provides product information according to customers' preferences and needs according to their personal characteristics. For example, when we open Taobao, the system will recommend products for us according to our browsing or purchase records. When searching for a certain product, the shopping website will also provide relevant products for consumers to choose in addition to the search products.

Part I: Basic information survey

1. Do you have any experience of online shopping

A Yes (continue to answer) B No (stop answering)

2. Your gender

A male B female

3. Your age

A under 20 years old B 21-25 years old C 26-30 years old D over 30 years old

4. Your education level

A high school, technical secondary school and below B junior college, C undergraduate and D graduate student

5. Your occupation

A student B office worker C freelancer

6. Do you know the function of Taobao homepage recommendation system?

A. Yes B. No

7. Have you bought cosmetics products recommended on Taobao homepage (such as "guess what you like", "products purchased by friends", etc.)?

A. Yes B. No

Part II Research on the influence of Taobao homepage recommendation mechanism on consumers' purchasing behavior of cosmetics

The following is the specific situation of the cosmetics products recommended by the Taobao homepage service that you may encounter during the shopping process of Taobao. Please answer truthfully. 1 represents "very disagree", 2 represents "disagree", 3 represents "uncertain", 4 represents "agree", and 5 represents "very agree".

8. For the arrangement of makeup information recommended on Taobao homepage, do you think

1. Some of the recommended products are in order
2. The overall recommended information is arranged logically and orderly
3. Reasonable information arrangement can reduce the screening of complicated information

9. According to the recommendation strength of makeup information on Taobao homepage, do you think

1. Too few times of recommendation information
2. The amount of recommended information is frequent
3. There is no time or energy to read the recommended information

10. What do you think about the recommendation methods of cosmetics products recommended on Taobao homepage

1. Taobao homepage recommendation methods (such as pop-up ads, related recommendation, etc.) do not

It will make me feel resistant and defensive

2. The recommendation made by Taobao homepage recommendation system can reduce my time of browsing information

3. The recommendation made by Taobao homepage recommendation system can arouse my interest in products

4. The products recommended by the recommendation system on Taobao's home page deviated and did not meet expectations

11. For the interactivity of cosmetics products launched on Taobao homepage, do you think

1. I can accept the commodity price recommended on Taobao homepage
2. The product functions recommended on Taobao homepage meet my needs
3. Collect the products recommended on Taobao homepage
4. Comment and score the recommended products on Taobao homepage

12. For the security recommended on Taobao homepage, do you think

1. The information recommended by Taobao homepage recommendation system is good
2. Taobao homepage recommendation system will not cause me any economic loss
3. Taobao homepage recommendation system will not disclose my privacy

13. Why do you think you will buy the products recommended on Taobao homepage

1. I will buy the products I like in the recommendation on Taobao homepage
2. The products recommended on Taobao homepage meet my needs, and I will buy
3. The products recommended on Taobao homepage are cost-effective, and I will buy them