

The Impact of Beauty We Media Bloggers on Users' Purchase Intention

Nuoran Li^{1,a,†}, Yixuan Yan^{2,b,*}, and Yifei Zhao^{3,c,†}

¹*School of Eurasian International, Henan University, Kaifeng, China*

²*College of Humanities and Communication, Wuhan Polytechnic University, Wuhan, China*

³*School of Tourism Management, Hubei University, Wuhan, China*

a. 3223527303@qq.com, b. xiaoshuita8866@whpu.edu.cn, c. 501104810@qq.com

**corresponding author*

†These authors contributed equally.

Abstract: With the improvement of people's material living standards and the soaring happiness index, more and more people have begun to pay attention to their appearance, so the demand for beauty products is increasing, promoting the growth of the beauty market industry. The popularity of TikTok and other social platforms led to the endless emergence of beauty we-media blogger. They have gradually become key opinion leaders in the beauty industry, and users also need the guidance of beauty we-media bloggers when buying cosmetics. This study takes TikTok platform as an example to explore the impact of beauty we-media bloggers on users' purchase intentions. This paper analyzes data through systematic sampling, a questionnaire survey, and SPSS. Finally, the research proves that the influence of beauty makeup we-media bloggers on users' purchase intention has three aspects: positive, negative, and irrelevant.

Keywords: we-media bloggers, social media, user purchase intentions, domestic cosmetics, opinion leaders

1. Introduction

With the awakening of more and more people's awareness of the beauty and the enhancement of consumption power, the demand for beauty products is increasing daily, thus promoting the growth of China's beauty market [1,2]. It has become the second-largest cosmetics consumer in the world. Due to the popularity of TikTok and other social platforms, we-media marketing has become an irresistible trend, further expanding the beauty market's scale [3,4]. TikTok Hot DOU List is a list launched by TikTok to understand the brand's comprehensive volume on TikTok. In the past, more and more brands have regarded the Hot DOU list as "short-term marketing (measuring the marketing effect of events) and Long term marketing (measuring the value of planting grass under brand positioning)" is a crucial reference basis on TikTok. Using the method of systematic sampling, the data of the Tik Tok Hot DOU List in 2019.03.10-2020.10.31 and 2022.05-2023.02 were compared. Compared with the data in 2019-2020, the figure of Chinese beauty brands in the list in 2022-2023 increased and ranked higher (Figure 1). This means that Chinese beauty brands are gradually entering the perspective of Generation Z young people. Against the "Beauty Economy" backdrop and the popularity of Chinese beauty brands, Chinese brands represented by Florasis, PROYA, COLORKEY,

CARLSAN, and PERFECT DIARY cater more to young people in brand philosophy and product packaging but also actively seek cooperation with bloggers [5]. Taking 2021 as an example, the total live GMV (Gross Merchandise Volume) of the beauty category for the year is nearly 6 billion, ranking second in the total category. However, there is still a massive sinking market, and the market potential is not small.

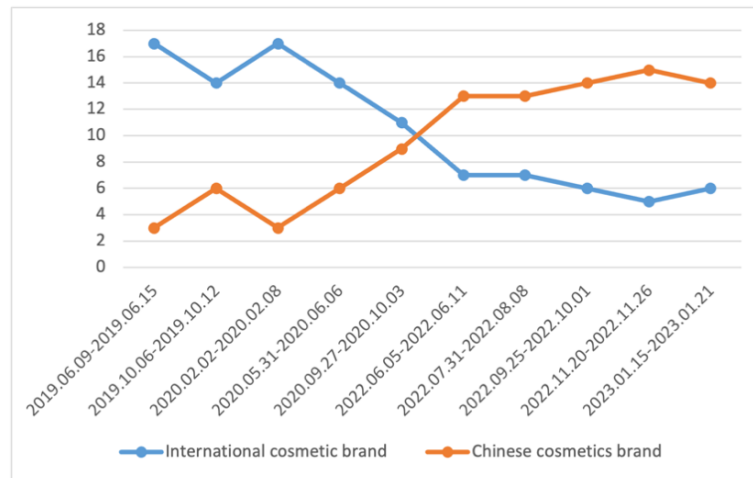


Figure 1: Data comparison of Tik Tok Hot DOU list.

The growth of the beauty market has promoted the diversification of content in the beauty industry, attracting many we-media bloggers to enter the beauty field and become key opinion leaders actively. Users also need the guidance of key opinion leaders in the beauty field due to the diversity of purchase choices. Therefore, users will perceive the products through the language, behavior, and recommendations of TikTok beauty bloggers, thus affecting the purchase intention [6]. Nowadays, people's material life is increasingly rich, and users pay more attention to the quality and reputation of beauty products. Moreover, the influence of beauty bloggers can make the reputation of beauty products better spread. Related surveys show that the sales of beauty products in TikTok e-commerce are overgrowing, proving that live streaming is the primary way of sales, so the influence of beauty we-media bloggers on users' buying intentions will also increase.

In the Internet 3.0 era, information is mainly spread on social media, such as microblog, Tik Tok, etc [7]. As a result, many new consumer brands, such as Kazilan and Perfect Diary, use social media as their main way of publicity. So, how can beauty brands accurately judge the user market in the fast-food and fragmented information age?

Word of mouth has been proven to be one of the most effective ways of transmission in many previous studies. Most people believe that word-of-mouth is more credible than what marketers say [8]. In today's diversified media environment, how can the brand have a positive reputation on the TikTok platform, which has great influence and huge traffic volume? The "two-step flow theory" proposed by Paul Lazarsfeld is widely used in today's cosmetics industry, and mass communication is not as effective as interpersonal communication [9]. Therefore, the cosmetics industry is less likely to use traditional advertising to promote products but uses the influence of beauty bloggers to spread ideas through word of mouth continuously.

Figure 2 is a comprehensive screening of data from 5 Chinese beauty brands from 2022 to 2023.03 based on Table 1 (subject to the platform's current public disclosure). By comparing the video data of the same brand, product, and period between the blogger account and the official account, it was found that the number of likes promoted by the blogger was much higher than that promoted by the official account, and the comments also showed a higher degree of adhesion between the blogger and

fans. The sales volume of products is an official link, so on the TikTok platform, most of the sales channels of beauty products rely on talent bloggers rather than official marketing and promotion.

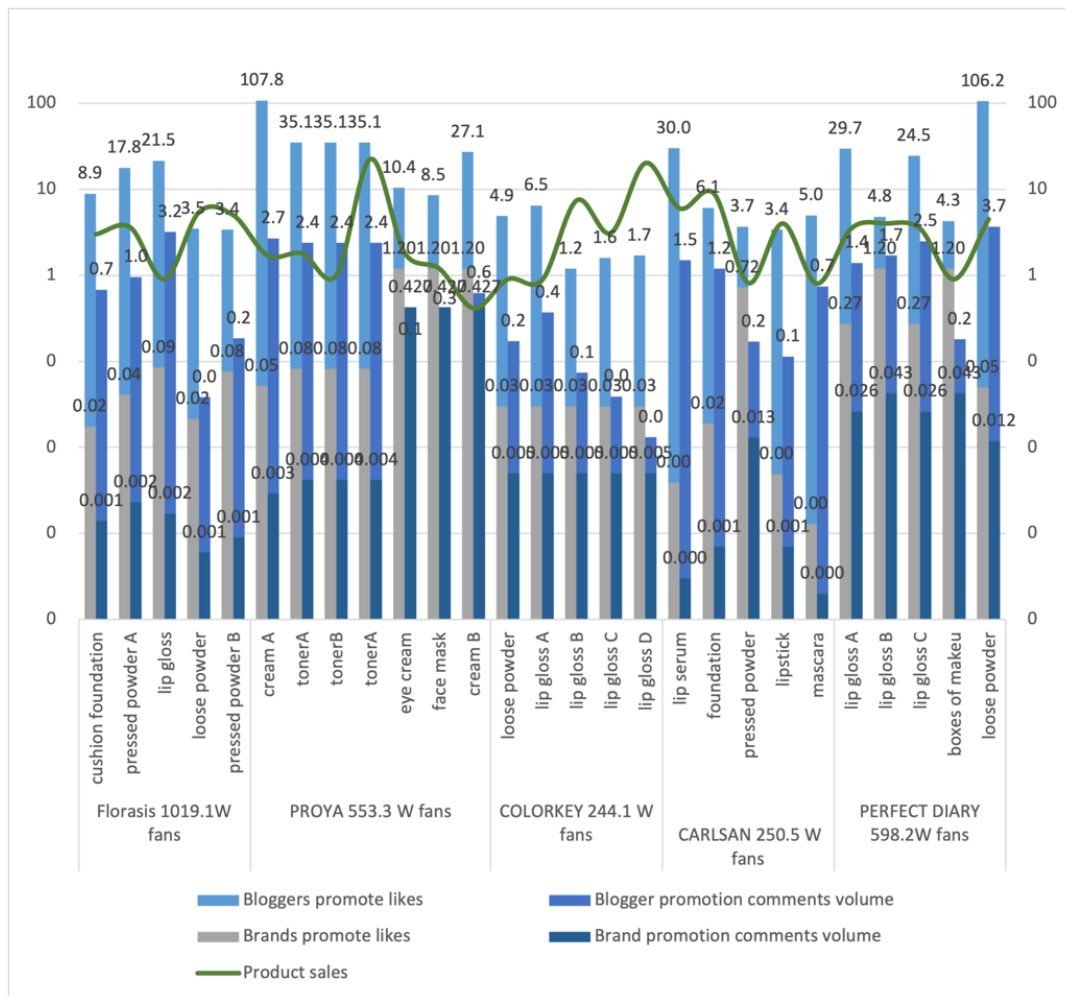


Figure 2: Comparison of data between bloggers and brands.

This paper starts with topic selection and determines the research direction and topic through much extensive reading of literature. Then, according to the research topic, the research framework is constructed, and the research ideas are formed. Then, according to the research topic, narrow the scope of the literature reading, and find a suitable theoretical model by reading relevant literature and combining our research ideas. Later, the questionnaire was set according to the independent variables in the theoretical model. Finally, systematic sampling, questionnaire survey, and SPSS were used for data analysis. Research has proved that the influence of beauty we-media bloggers on users' purchase intention has three aspects: positive, negative, and irrelevant.

The rest of this paper is structured as follows. Section 2 outlines the proposed methods, including TRA theory (theory of rational behavior), TPB (theory of planned behavior), and TAM model (technical acceptance model), for the theoretical support of data analysis [10-12]. Section 3 presents the experimental results and analysis results. The data is collected in the questionnaire, and SPSS is used to analyze the influence of we-media beauty bloggers on users' purchase intention and behavior. Section 4 discusses where this paper needs to be improved. Section 5 presents the conclusions of the study.

2. Methods

This study uses a systematic sampling method to manually crawl the data to explain why China chose the domestic beauty track and highlight the popularity of we-media bloggers to users rather than the official publicity. The public intention is collected in the form of a questionnaire. Based on TRA (theory of rational behavior), TPB (theory of planned behavior), and TAM (Technical acceptance model), the influence of beauty bloggers on users' purchase intention is analyzed.

This study aims to explore the influence of beauty we-media bloggers on users' purchase intention. In the study, two theories and one model are mainly used, and the two theories are respectively: TRA theory (rational behavior theory) and TPB theory (planned behavior theory). One model is the TAM model (Technical acceptance model). The TRA theory was put forward by American scholars Fishbein and Ajzen in 1975. As shown in Figure 3, the TRA theory contains two independent variables: attitude and subjective norms. Because this part of the research explores whether users' purchasing attitude towards beauty products has been generated or changed due to beauty we-media bloggers. Therefore, two scientific assumptions are proposed based on the TRA theory and two independent variables:

H1: The purchase attitude positively affects the user's purchase intention.

H2: Subjective norms positively affect users' purchase intention.

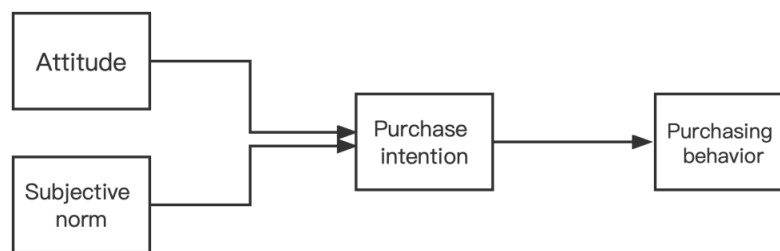


Figure 3: Theory of reasoned action.

The TPB theory is a psychological theory that links beliefs to behavior. The theory suggests that attitudes, subjective norms, and perceived behavioral control collectively shape an individual's behavioral intentions. The TPB theory was proposed by Ajzen in 1985 and evolved from the TRA theory. As shown in Figure 4, the TPB theory contains three independent variables: attitude, subjective norms, and perceived behavioral control. Because this part of the study mainly explores the purchase attitude, subjective norms, and perceived behavior control affects the user's purchase intention and perceived behavior control whether the independent variable directly affects the user's purchase behavior, and hope that through this part of the research, understand beauty makeup from the media bloggers as a key opinion leader in the field of beauty makeup influence can affect the user's purchase attitude, subjective norms, and perceived behavior control to affect the user's purchase intention. Based on the two scientific hypotheses proposed by TRA theory, TPB theory, and its three independent variables, two scientific hypotheses are proposed:

H3: Perceived behavior control positively affects users' purchase intention.

H4: Perceived behavior control directly and positively affects the user's purchase behavior.

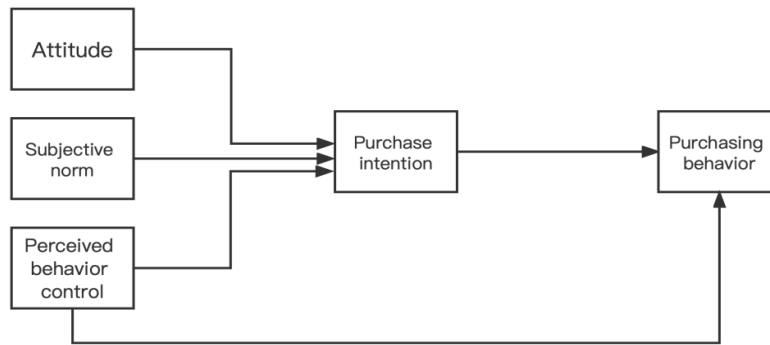


Figure 4: Theory of planned behavior.

The TAM model was proposed by Davis in 1989 using the theory of rational behavior (TRA) to study users' acceptance of information systems. This model proposes two main determinants: 1) perception reflects the degree to which a specific system improves its performance; 2) the ease of use of perception reflects the degree to which a person thinks it is easy to use a specific system. The TAM model contains two independent variables: perceived usefulness and perceived ease of use. As shown in Figure 5, in this part of the study, the external variables in the TAM model were interpreted as information quality. An independent variable was added to the two independent variables' perceived trust. This is because the content related to beauty products released by beauty we-media bloggers, that is, whether the output information has quality assurance and integrity, can affect users' perceived trust in the beauty products to a certain extent. Hope this part of exploring can prove the media bloggers released content information quality can make the user perceive beauty makeup brand or product usefulness, ease of use and affect the user of the beauty makeup brand or product trust, to study the perceived usefulness, ease of use, perceived trust to user purchase attitude, purchase intention, and the influence of purchase behavior. Therefore, based on the TAM model, three scientific hypotheses are proposed:

H5: Perceptual usefulness positively affects users' purchasing attitude.

H6: Perceived ease of use positively affects users' purchasing attitude.

H7: Perceived trust positively affects users' purchasing attitude.

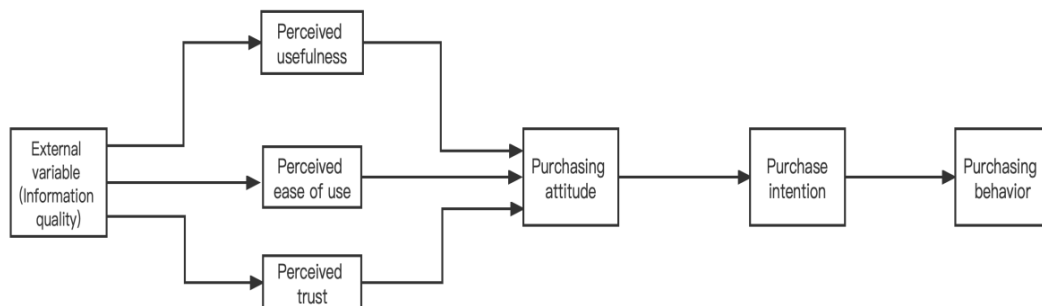


Figure 5: Technology acceptance model.

Finally, as shown in Figure 6, this study combines TRA and TPB theory with the TAM model to conclude that external information reception perception (i.e., the information output by beauty we-media bloggers) has a positive impact on users' perception of the usefulness, ease of use and trust of beauty brands or products. Perceived usefulness, perceived ease of use, and perceived trust impact purchasing attitude. Attitude, subjective norms, and perceived behavior control affect users' 'online

purchase intention and further affect users' actual purchase behavior. Perceived behavioral control may directly and positively affect the user's purchasing behavior.

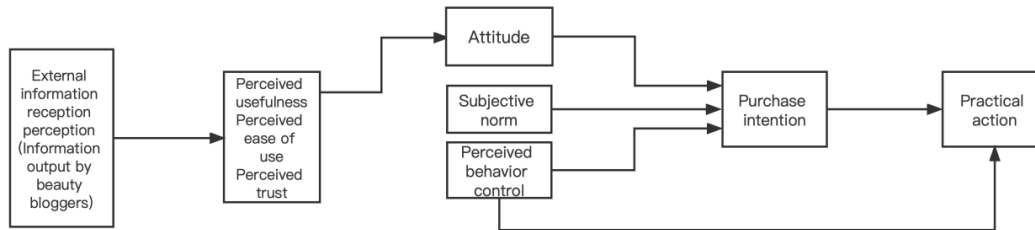


Figure 6: (Combined TRA, TPB and TAM, C-TRA-TPB-TAM).

3. Experiment Results and Analysis

This study collected data in the form of questionnaires, and used SPSS for sample analysis, reliability statistics, Cronbach's alpha test, reliability and validity analysis, and linear regression and logical regression analysis. Objective: To explore the impact of beauty bloggers on users' purchase intention and behavior.

Table 1: Scale design table.

Variable name	Question
subjective norm	People who influence me (friends, family, tutors, etc.) encourage me to buy cosmetics recommended by beauty bloggers
	People who have influence on me (friends, family, tutors, etc.) will get information about this cosmetics through the Tiaoyin beauty blogger
Attitude	I think it's pleasant to watch the videos of the products recommended by the bloggers of sound shaking beauty makeup
	I think watching videos of beauty bloggers recommending products is more attractive to me
	I think it is a rational idea to shop under the recommendation of the blogger of Tik Tok Beauty
Cognitive behavioral control	I have the complete right to choose when watching videos recommended by beauty bloggers
	I have the channel and material ability to shop under the recommendation of the beauty blogger
	For a cosmetics I want to buy, I will search the beauty blogger's evaluation of this product on Tik Tok
Perceiver usefulness	I will consider purchasing products based on recommendations and word-of-mouth from beauty bloggers, feeling that they are more useful
	After communicating with beauty bloggers (such as live streaming interactions, comments, and private messages), my perception of the usefulness of the product has increased, leading me to consider purchasing
	I will consider buying because the appearance perception products of beauty bloggers are more useful
	I will consider buying because the language and behavior perception products of the Tiaoyin beauty blogger are more useful

Table 1: (continued).

Perceiver ease of use	I will consider purchasing products based on recommendations and word-of-mouth from beauty bloggers, feeling that they are simple, efficient, and easy to use
	After communicating with beauty bloggers (such as live streaming interactions, comments, and private messages), my perception of product usability has increased, and I am considering purchasing
	I will consider buying because of the appearance of the beauty blogger who shakes the tone and feels that the product is simple, efficient and easy to use
	I will consider buying the products because of the words and behaviors of the blogger who shakes the tone and makes up, feeling that the products are simple, efficient and easy to use
Perceiver trust	I will trust the blogger more because it is a product recommended and praised by the blogger of sound and beauty makeup, so I will consider buying it
	After communicating with beauty bloggers (such as live streaming interactions, comments, and private messages), my trust in the product has increased and I am considering purchasing
	Because of the appearance of the blogger, I will increase my trust in the blogger and consider buying
	I will increase my trust in the blogger because of the words and behaviors of the blogger, so I will consider buying

Table 2: Survey object distribution statistics.

		Number of people	Frequency	Percent
Gender	Male	22	22	22.7%
	Female	75	75	77.3%
	Aggregate	97	97	100%
Age	15-17	86	86	88.7%
	26-35	6	6	6.2%
	36-45	2	2	2.1%
	46 and above	3	3	3.1%
	aggregate	97	97	100%
Degree	Senior high school	7	7	7.2%
	Undergraduate and junior college students	88	88	90.7%
	Postgraduate and above	2	2	2.1%
	Aggregate	97	97	100%
Career	student	84	84	86.6%
	Professional	1	1	1.0%
	Freelancer	3	3	3.1%
	Clerk	2	2	2.1%
	Individual households	2	2	2.1%

Table 2: (continued).

	Public institutions/civil servants	2	2	2.1%
	Rests	3	3	3.1%
	Aggregate	97	97	100%
Average monthly spending on cosmetics	Below 100	35	35	36.1%
	100-500	49	49	50.5%
	More than 500	13	13	13.4%
	Aggregate	97	97	100%

As shown in Table 1 and Table2, 97 questionnaires were distributed and collected, of which 97 were valid. Among them, 22 were male, 75 were female, accounting for 86.6% of students, and 88.7% were aged 17-25. 50.5% of people spend 100-500 yuan per month on cosmetics.

Table 3: Reliability statistics.

Cronbach's Alpha	N of Items
.968	20

Table 4: Item-total statistics.

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Subjective norm1	68.69	221.549	.719	.967
Subjective norm2	68.29	224.416	.697	.967
Attitude1	68.26	227.797	.681	.967
Attitude2	68.35	223.793	.764	.966
Attitude3	68.64	223.733	.733	.966
Cognitive behavioral control1	67.92	232.514	.507	.969
Cognitive behavioral control2	68.09	227.085	.645	.967
Cognitive behavioral control3	68.01	225.302	.717	.966
Perceiver usefulness1	68.05	225.841	.749	.966
Perceiver usefulness2	68.28	221.828	.763	.966
Perceiver usefulness3	68.49	218.440	.831	.965
Perceiver usefulness4	68.30	220.378	.873	.965
Perceiver ease of use1	68.19	224.007	.822	.965
Perceiver ease of use2	68.34	221.998	.784	.966
Perceiver ease of use3	68.53	219.398	.817	.965

Table 4: (continued).

Perceiver ease of use4	68.35	221.063	.854	.965
Perceiver trust1	68.36	220.796	.834	.965
Perceiver trust2	68.36	220.108	.868	.965
Perceiver trust3	68.57	221.998	.721	.966
Perceiver trust4	68.37	221.152	.849	.965

As shown in the Table 3 and 4, the Cronbach's alpha $\alpha > 0.9$ means that the internal consistency of the scale is very high; And the deleted Cronbach's alpha α is still greater than 0.9, indicating that the reliability of the existing scale is the best. There is no problem in the setting of this questionnaire.

Table 5: Reliability analysis of independent variable dimension.

Dimensionality	Cronbach's Alpha	N of Items
Attitude	0.880	3
subjective norm	0.851	2
Cognitive behavioral control	0.806	3
Perceiver usefulness	0.897	4
Perceiver ease of use	0.915	4
Perceiver trust	0.899	4

Table 6: KMO and Bartlett's test.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.911
Bartlett's Test of Sphericity	Approx. Chi-Square	2057.232
	df	190
	Sig.	.000

As shown in the Table 5 and 6, $KMO > 0.9$, and the sig. < 0.05 . The two conditions are met at the same time, indicating that this data is very suitable for exploratory factor analysis to examine validity.

Table 7: Descriptive statistics.

	N	Minimum	Maximum	Mean	Std. Deviation
Subjective norm	97	1.00	5.00	3.4278	1.00257

Table 7: (continued).

Cognitive behavioral control	97	1.00	5.00	3.9107	.79424
Attitude	97	1.00	5.00	3.5017	.85814
Perceiver usefulness	97	1.00	5.00	3.6366	.88537
Perceiver ease of use	97	1.00	5.00	3.5619	.87874
Perceiver trust	97	1.00	5.00	3.5026	.89668

As shown in the Table 7, the average scores of subjective norms, cognitive behavior control, attitude, perceived usefulness, perceived ease of use, and perceived trust are all above 3 points, and close to 4 points. In the original scale, 4 points=agree. From this, it can be concluded that through this survey, it has been proven that beauty media bloggers have a significant impact on user behavior, showing a positive impact, and users' feelings are good.

Table 8: Correlations.

	Subjective norm	Cognitive behavioral control	Attitude	Perceiver usefulness	Perceiver ease of use	Perceiver trust	Actual act	purchase intention
subjective norm	1							
Cognitive behavioral control	.495**	1						
Attitude	.749**	.601**	1					
Perceiver usefulness	.658**	.741**	.717**	1				
Perceiver ease of use	.704**	.670**	.701**	.905**	1			
Perceiver trust	.732**	.641**	.774**	.879**	.945**	1		
Actual act	-.487**	-.304**	-.548**	-.448**	-.500**	-.543**	1	
purchase intention	-.266**	-.280**	-0.123	-.387**	-.405**	-.313**	.367**	1

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

* . Correlation is significant at the 0.05 level (2-tailed).

As shown in the Table 8, it can be seen that the above correlation analysis results provide a basis and guarantee for subsequent research on influencing factors.

Table 9: Coefficients (a).

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.876	.233		3.755	.000
	Perceiver usefulness	.320	.146	.330	2.184	.031
	Perceiver ease of use	-.509	.215	-.521	-2.362	.020
	Perceiver trust	.935	.188	.977	4.979	.000
a. Dependent Variable: Attitude						

Table 10: Coefficients (b).

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
(Constant)	0.876	0.233		3.755	0.000
Perceiver usefulness	0.320	0.146	0.330	2.184	0.031
Perceiver ease of use	-0.509	0.215	-0.521	-2.362	0.020
Perceiver trust	0.935	0.188	0.977	4.979	0.000
R ²				0.628	
F				52.295	
P				.000 ^b	
Dependent Variable: Attitude					

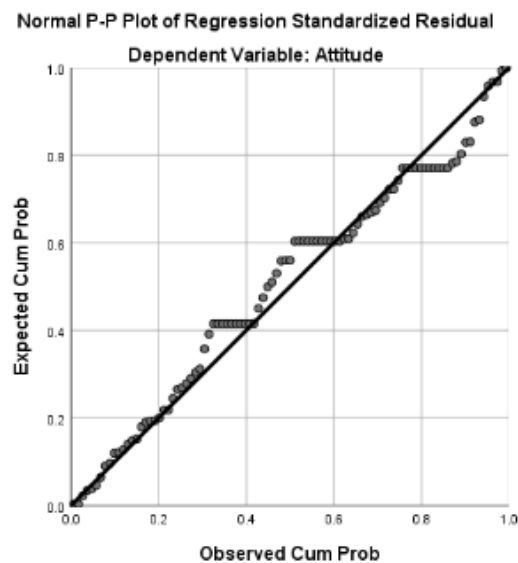


Figure 7: Scatter diagram.

As shown in the Table 9, 10, Figure 7:

1. The fitting degree of the linear regression model this time is good, $R^2=0.628>0.6$, This means that the calculation results of this time can reflect very truthfully and reliably, Perceived usefulness, Perceived ease of use, Perceived trust's impact on users' purchase of Attention.

2. The regression equation is significant, with $F=52.295$ and P less than 0.001, indicating that at least one of these three independent variables can significantly affect the satisfaction level of the dependent variable.

3. Perceived usefulness can significantly positively affect the purchase of Attention ($\beta=0.33>0$, $P<0.05$) Perceived ease of use has a negative impact on purchasing Attention ($\beta=-0.521<0$) Perceiver trust can significantly positively affect purchase attention ($\beta=0.997>0$, $P<0.05$), then hypothesis 1 and 3 hold, and hypothesis 2 does not hold.

Finally, the following regression equation is obtained between the variables:

Purchase attitude = $0.876 + 0.320 * \text{Perceiver usefulness} + (-) 0.509 * \text{Perceiver ease of use} + 0.935 * \text{Perceiver trust}$.

Table 11: Hosmer and Lemeshow test.

Step	Chi-square	df	Sig.
1	2.432	8	.965

As shown in the Table 11, Homer data is the observation data and our regression model fit well, $P=0.965>0.05$, accept the null hypothesis, the real data and the establishment of the binary metalogic regression model fit well, indicating that the results of the binary metalogic regression model can truly and reliably reflect the true relationship between the original variables.

Table 12: Variables in the equation.

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
Step 1 ^a	Attitude	1.269	.672	3.560	1	.059	3.556	.952	13.280

Table 12: (continued).

	Subjective norm	-1.066	.447	5.695	1	.017	.344	.143	.827
	Cognitive behavioral control	-1.156	.496	5.436	1	.020	.315	.119	.832
	Constant	1.859	1.470	1.600	1	.206	6.417		
a. Variable(s) entered on step 1: Attitude, subjective norm, Cognitive behavioral control.									

As shown in the Table 12:

1. If $P=0.059>0.05$ between Attention and purchase intent, it indicates that purchasing Attention is not related to purchase intent. Assumption 4 does not hold.

2. If the P between subjective norm and purchase intention is $0.017<0.05$, it indicates that Cognitive behavioral control has a significant positive impact on purchase intention. Assumption 5 holds.

3. If the $P=0.02<0.05$ between Cognitive behavioral control and purchase intention, it indicates that cognitive control behavior has a significant positive impact on purchase intention. Assumption 6 holds.

Table 13: Hosmer and Lemeshow test.

Step	Chi-square	df	Sig.
1	7.280	6	.296

As shown in the Table 13, $P=0.296>0.05$, accept the null hypothesis, the real data of this time has a good fit with the established binary metalogic regression model, indicating that the results of this binary metalogic regression model can truly and reliably reflect the true relationship between the original variables.

Table 14: Variables in the equation.

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
Step 1 ^a	Cognitive behavioral control	-.908	.313	8.422	1	.004	.403	.218	.745
	Constant	3.959	1.278	9.599	1	.002	52.390		
a. Variable(s) entered on step 1: Cognitive behavioral control.									

As shown in the Table 14, the $P=0.004<0.05$ between Cognitive behavioral control and purchasing behavior indicates that Cognitive behavioral control has a significant positive impact on purchasing behavior. Assumption 7 holds.

4. Discussion

This search data looked for the same brand of the same brand at the same time, blogger promotion, and official promotion video data, including the number of likes and comments. However, no comments analysis, if the comments are divided into true and false, or comments into love and dislike of product content, then data and product sales correlation analysis, identify high-quality promotion and inferior promotion, concluded that the blogger promotion for the brand is positive or negative. The blogger and fans' viscosity is suitable for product promotion.

1) Although there is an imbalance between the ratio of men and women in this questionnaire survey, with the proportion of vocational students accounting for 86.6%, and the results tend to be one-sided, the effective data that can be obtained in a relatively short period, and we have learned much experience in controlling the proportion of different groups. In the next step, we plan to improve and breakthrough from the setting of questionnaire questions and the regulation of the investigated population.

2) Considering the respondents' psychological and time occupation problems, our questionnaire has a small size, fewer questions, and a small coverage range. Therefore, the questionnaire survey rarely reflects the relationship between the products, bloggers, and users of overseas goods and beauty

cosmetics. However, our questionnaire survey can also see the influence of beauty cosmetics we-media bloggers on users.

5. Conclusions

In the field of domestic beauty products, taking the TikTok platform as an example, this paper draws the following three conclusions: 1) Beauty we-media bloggers influence users' perception of usefulness, perceived trust, and cognitive behavior control of beauty products, thus significantly positively affecting purchasing attitude and purchasing behavior. 2) The influence of beauty makeup we-media bloggers on users 'perceived ease of use is negatively correlated with users' purchasing attitudes. 3) The purchase attitude of users due to the information output by beauty bloggers has nothing to do with their true purchase intention.

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