MESTRADO
MARKETING

TRABALHO FINAL DE MESTRADO

DISSERTA O

THE IMPACT OF BEAUTY VLGGERS ON CONSUMERS' PURCHASE BEHAVIOR

XIAOLIN SU

OUTUBRO - 2022

MESTRADO EM MARKETING

TRABALHO FINAL DE MESTRADO

DISSERTAÇÃO

THE IMPACT OF BEAUTY VLGGERS ON CONSUMERS' PURCHASE BEHAVIOR

XIAOLIN SU

ORIENTAÇÃO:

PROF. DOUTORA JOANNA KRYWALSKI SANTIAGO

OUTUBRO - 2022

INDEX

INDEX OF FIGURES

INDEX OF TABLES

Acknowledgements

To my mentor, Prof. Joanna Katarzyna Santigo, for her belief in me as well as in my subject. With her tireless help and guidance from the beginning to the end, I have benefited from her virtues and encouragement, I shall bear them in mind for the rest of my life.

To all the teachers in my master's program, I sincerely appreciate them for sharing their knowledge selflessly.

To my parents, my brother, and my friends, I hold unquestionable gratitude for supporting me to follow my dreams and for all the unconditional support. Thank you for always being my best haven.

To my fellow Master's students, thank you for all the sharing and help. In particular, I would like to express my gratitude to Maria Helena Vicente for the encouragement and suggestions she gave me when I was sad and confused by difficulties.

Finally, I would kindly appreciate all the people who answered and shared the questionnaire here.

To all, many thanks!

Abstract

Since smartphones and online social platforms have become popular in China, people's lives have changed significantly, and watching short videos has become an important way to enjoy leisure and entertainment. Vloggers provide high-quality videos to the Internet-using public and are supported by a growing audience. These videos with Vloggers' thoughts consciously or unconsciously affect the behavior and thoughts of the public. As a result, referral advertising by vloggers has gradually become an emerging marketing method and has gained more and more attention from brands. The main objective of this paper is to investigate the factors that influence consumers' attitudes toward blog recommendations and to try to understand the extent to which consumers' purchase intentions are influenced by vloggers' attitudes and attitudes toward brands.

This descriptive-exploratory study used a single-method quantitative study and a non-stationary convenience sampling technique. Data were collected through an online questionnaire with 243 valid responses. Subsequently, the least squares structural equation modeling (PLS-SEM) approach was employed using SmartPLS 3.3.3 software. The results show that the perceived benefits and information quality brought by vlog to the public can significantly influence consumers' attitudes toward vlogger's recommendations and thus toward brands as well. More importantly, they can effectively induce changes in consumers' purchase intentions, including attitudes toward vlogger's recommendations and attitudes toward brands.

Keywords: attitudes toward vlogs; attitudes toward brands; purchase intentions; usefulness; information quality

Resumo

Desde que os *smartphones* e as plataformas sociais online se tornaram populares na China, a vida das pessoas mudou muito, e ver *vlogs* curtos tornou-se uma forma importante de desfrutar o tempo de de lazer e entretenimento. Os *vloggers* fornecem vídeos de alta qualidade para o público que usa Internet e são apoiados por um número crescente de audiências. Estes vídeos com pensamentos pessoais dos *vloggers* têm influenciado o comportamento e os pensamentos do público, consciente ou inconscientemente. Como resultado, a publicidade de recomendação de *vloggers* tornou-se gradualmente um método de marketing emergente e está a ganhar cada vez mais atenção por parte das marcas. O objetivo principal deste trabalho é de investigar os fatores que influenciam as atitudes dos consumidores em relação às recomendações de *vloggers* e de tentar compreender até que ponto a intenção de compra dos consumidores é influenciada pelas atitudes e atitudes dos *vloggers* em relação às marcas.

Esta pesquisa é de natureza descritiva-explicativa com metódo quantitativo. Os dados foram recolhidos através de um questionário *online* (n=243). Subsequentemente, foi utilizado o método de modelagem de equações estruturais de mínimos quadrados (PLS-SEM) usando o *software* SmartPLS 3.3.3. Os resultados mostram que os benefícios percebidos e a qualidade da informação que os *vlogs* trazem ao público podem influenciar significativamente as atitudes dos consumidores em relação às recomendações dos *vloggers* e, portanto, também em relação às marcas. Mais importante ainda, eles podem efetivamente causar mudanças nas intenções de compra dos consumidores, tanto em termos de atitudes em relação às recomendações dos *vloggers* como em relação às marcas.

Palavras-chave: atitude em relação ao vlogger, atitude em relação à marca, intenção de compra, utilidade, qualidade da informação

1. INTRODUCTION

1.1 ACADEMIC AND BUSINESS RELEVANCE

With 986 million Internet users in mainland China by December 2020 and 99.7% using cell phones to access the Internet (CNNIC, 2021), China has the largest virtual digital society in the world. Driven by the corona virus pandemic, society has become significantly more digitized, and it has become a habit for people to use online streaming and social media platforms to access information. As streaming media continues to grow, traditional forms of information delivery are getting turned apart (CNNIC, 2021). The information receiving tools have become more generally and widely available and presented many new characteristics. For example, socialization and convenience, these two features are unfounded in traditional information media. Thus, online streaming significantly changes how information is delivered in people's daily lives. In China, streaming media platforms such as Sina Weibo, WeChat, and TikTok have become important tools for users to obtain information and communicate with each other (Liu, 2019). These streaming media platforms are also gaining popularity among industries due to their advantages, such as low entry barriers and strong interaction (Kang, 2021). Many brands have found that advertising on streaming media platforms may be more efficient than traditional media (Kang, 2021). Ads streamed at social media are considered more credible than traditional media. In addition, the entertainment benefits of social media are unique as compared to traditional media, which creates a positive attitude and atmosphere for viewers (Kang, 2021). Therefore, the information posted by internet users on social media platforms can provide more emotional value to the audience and create trust (Shareef, 2019).

As China's economy grows and national income rises, beauty is gaining attention and cosmetics are becoming a daily necessity. In 2020, the total retail sales of cosmetics in China was 340 billion yuan, which makes China become the second-largest cosmetics consuming market in the world after the U.S. (National Bureau of Statistics of China, 2021). With such a large cosmetic consumer market, competition from major beauty brands has become fierce. International brands, with their brand reputation and excellent product quality, already have a large share of the market of high-end products in China. To date, international beauty brands still have a large and stable user base in the Chinese market (Zhao, 2021). In the face of the growing competition, Chinese beauty companies are also focusing on R&D and marketing,

and some representative Chinese beauty brands are taking their place in the increasingly segmented market. The development of the Internet and social media has become an efficient medium for information dissemination, which is changing the way of marketing at the moment (Zhao, 2021). With the development of blog platforms, more and more industries are seeking to collaborate with bloggers. Take advantage of bloggers' highly interactive and social nature to increase their products' market appeal. The cosmetic industry is one of the fastest-growing (Qiu, 2019). At the same time, the growth of the blogosphere provides an opportunity for marketers to learn through contact with bloggers that bloggers can indeed be effective in communicating product information, so selecting the most effective blogs will become an important part of a successful marketing plan (Lohtia & Donthu, 2013).

1.2 OBJECTIVE OF INVESTIGATION

The studies of consumer buying behavior are very common in marketing, but still little is known about how advertisements made by vloggers affect consumers' purchasing behavior in the category of cosmetics. Beauty bloggers produce content that creates a promotional environment that is targeted to consumers' needs and emotions (Yu, 2021). Therefore, beauty bloggers can attract more people to view their posts and, on this basis, they can retain a large number of viewers and to some extent harness consumers' emotions and influence their purchasing behavior (Yu, 2021). Thus, the main objective of this study is to explore how bloggers influence consumers' behavior when making cosmetic purchases.

To portray the main objective, this study intends to answer the following research questions:

1）Which antecedents truly influence the attitude towards vlogger?

2） Is there a relation between attitude towards the vlogger and the attitude towards recommended brand?

3 ） How the attitude towards vlogger and the attitude towards brand impact the purchase intention of cosmetics in China?

As it was mentioned before the purpose of this dissertation is to explore the influence of beauty vloggers on the purchase of related products by consumers. In today's China, the cosmetics market has become immense as the economy grows (Li et al, 2022). With countless domestic and international brands to choose from, consumers are left in a position of indecision when faced with a multitude of cosmetic brands, or perhaps seeking more detailed

and personalized products (Yu, 2021). The competition between cosmetic brands includes not only the quality of the products but also the uniqueness and innovation of the products, to meet the individual needs of the target customers. However, any brand needs to be better known, and product promotion is even as important as product quality (Li et al, 2022). Only if they are well known can they realize the value of their products. Faced with a crowded and competitive environment, many cosmetic brands are exploring new ways of communicating their brands and expanding new marketing models that guarantee both product quality and personalized emotional marketing to ensure success in the marketplace. With the rise of social media, brands are more inclined to opt for in-stream advertising compared to traditional media when choosing their advertising methods (Rahman & Man, 2019).

1.3 THE STRUCTURE OF THE DOCUMENT

This dissertation consists of six chapters. In the first chapter's introduction, we briefly describe the history of the topic, then list the research questions and objectives, and subsequently identify the academic and commercial relevance of this paper. In the literature review in Chapter 2, we review a range of topics useful for the development of the study. Third is the conceptual model, which describes the theoretical model that guided the study, as well as the research hypotheses. Next, the research methodology is presented, defining the sample, types of studies, data collection, questionnaires, measurement scales, and data processing. Fifth, we analyzed and discussed the results, qualifying the sample and validating the research hypotheses. Finally, we make conclusions about this study, disclosing the shortcomings and giving recommendations for future research.

2. LITERATURE REVIEW

In the evolution of China's advertising medium, paper advertising marked the beginning of China's advertising enterprise, with newspapers and magazines being the most representative of paper advertising (Kang, 2021). At the beginning of the last century, perfume advertisements produced by Kwong Sang Hong were published in the most influential newspaper of that era, *Shun Pao*, the earliest form of cosmetic advertising that can be documented (Kang, 2021). And by the 1980s, when television and radio came into Chinese families, television commercials were more popular than paper commercials as they had more advantages in communication and audio-visual advantages (Chen, 2010). With the further opening up of the country, the retail sales of cosmetics in China reached RMB 4 billion in 1990, and TV commercials for "Guangdong Hair Champoo" products took over people's lives (Kang, 2021). In the 21st century, the emergence of the Internet gave a huge impact on traditional media, with pop-up advertisements on web pages, bidding advertisements on websites, and even email advertisements quickly taking over people's horizons and dealing a heavy blow to television advertising (Yao & Weng, 2019). In 2000, cosmetics sales in China were RMB 33.5 billion and the industry replaced shampoos as the mainstay of personal care product advertising, with international cosmetic brands still dominating consumer purchasing choices up until this point. However, this phenomenon changed when the Beijing Olympic Games were held in 2008. The Olympics focused the world's attention on China and changed the mindset of the Chinese people. Consumers gradually gained confidence in local brands and the aura of foreign brands began to fade, a change that also affected the cosmetics industry (Yao & Weng, 2019). With 986 million internet users in mainland China in December 2020 and 99.7% of the population using mobile phones to access the internet, there is no doubt that Chinese society has entered the internet era (CNNIC, 2021), and vlogs, developed on social media, have become an important tool for brand promotion due to their low cost, ease of production, high interactivity and ease of sharing (Kang, 2021). Unlike previous advertising formats, short video ads can visualize their effectiveness through data such as the number of views and clicks they receive (Yu, 2021). The emergence of the internet has made the opinions of internet users widespread, new ideas are being generated, and new theories that exist on the internet are more easily accepted. The more receptive Internet users were the first to try their hand at expressing their views on social media platforms, and they were widely accepted in the online community (Yu, 2021).

Over time, a phenomenon has emerged in China's internet environment, where videos with a huge number of hits and views have led to heated discussions across the internet and even more offline discussions and secondary creations, resulting in an exponential interaction effect (Xin, 2020). In the online communication environment, the efficiency of vloggers' information dissemination can be reflected only in the number of shares and comments. These quantitative targets are conducive to vloggers' better understanding of their audience's preferences, thus enhancing more professional and targeted information for them (Yu, 2021). Vloggers who actively share their experiences can reduce the spread of false advertising to a certain extent, as vloggers have purchased and used the product as much as other consumers, and to some degree, vloggers are on the same side as consumers, which is different from advertising agencies (Lee & Ma, 2012). As a product that focuses on providing a sense of quality experience, beauty bloggers bring a lot of feedback on product use and a sense of real experience in short videos, which is particularly important in the process of promoting cosmetics (Kang, 2021). vloggers and vlog entries have become popular in cosmetics advertising because, in addition to the convenience and social nature of social media itself, the messages conveyed in vlogs will change consumers' attitudes towards video advertising and brands to a certain extent (Xin, 2020). This article will discuss the influence of beauty short video advertisements on consumers' cosmetic purchase behavior based on the theory of rational behavior and the theory of planned behavior.

Attitudes are the negative or positive emotions that an individual feels towards a particular thing and are ongoing preconceptions (Sparks et al, 2013). Consumer attitudes are an important factor in influencing consumer behavior and in general, attitudes include attitudes towards behavior and things. A positive attitude positively influences a consumer's willingness to buy (Casalóet al, 2011). Herd behavior is one of the factors influencing attitudes and, in some cases (Kang, 2021), the influence of strong social pressure on individual behavior. For most people, the use of social software has become part of their lives and an important aspect of the initial motivation for using a particular social platform is the recommendation of friends (Kang, 2021). It can be argued that today's young people are keen on social media not only for its inherent convenience and social aspect but also because it allows one to catch up with current trends, enabling one to keep up with social trends and build common topics with friends. If one does not grasp the current buzzwords, one will face difficulties in gaining acceptance in the social environment (Kang, 2021). Therefore, social

platforms with high-quality content can meet this psychological need of users (Yu, 2021). It is clear that in the context of short-form video marketing, the consumer's willingness to buy is a social act and allows the consumer to perceive the benefits of short-form video marketing.

In the context of social media marketing, several factors will on attitudes. Theories of communication and persuasion suggest that the dissemination of information can persuade and change people's attitudes and behaviors (Sokolova & Kef, 2019). The communicator of the message, the message itself, and contextual factors are three factors that influence human attitudes (Sokolova & Kef, 2019). Vloggers who grow up have a high profile, and this is not just reflected in one social platform. Vloggers who are good at using the topic can have an influence that reaches the whole network (Yu, 2021). For example, people like Li Jiaqi (Austin) and Wang Wei (Vivian) are undoubtedly the best in the Chinese beauty marketing field. Their influence is such that they are not only vloggers but also famous beauty opinion leaders in China, with titles such as "world record winner in lipstick painting" or " Queen of Beauty and Skincare" have become authoritative beauty communicators, gradually taking over the discourse of the FMCG industry in China (Liu, 2020).

It is worth pointing out that all beauty vloggers start as brand users. This is due to the properties of products, which are chemical products that need to be spread, wiped, and sprayed on the skin of the human surface and whose effects can be observed in a short period result (Zhao, 2021), cosmetic users want to see the real effects of their products. By recording the effects of products through short videos (Zhao, 2021), beauty vlog creators can gainst of consumers, and therefore vloggers are seen to share the experiences of the average consumer, gaining insight into what consumers think and finding and solving problems from their perspective. What's more, vloggers are also keen to interact with viewers in the comments section, agreeing or explaining their opinions, or answering questions about them. In such an environment of equal information exchange, beauty vlogger recommendations can be even more convincing than celebrity endorsements (Xin, 2020). To make their videos more realistic and vivid, video production teams and agencies may even suggest vloggers design their own 'personas', such as a sophisticated and independent career woman or a youthful and energetic college girl, to make the vlogger's image more specific (Yu, 2021; Qi, 202). The vlogger's image is made more concrete, which is easy for viewers to relate to. Viewers are always able to find the vlogger they like the most or the one they like the most among the many vloggers with distinctive and unique personalities and keep following the vlogger's

subsequent videos and updates (Kang, 2021; Qi, 2021). In beauty vlogs, vloggers often present their views in a friendly and easy-going tone, acting like a good friend to the viewer, always willing to give fair advice on skincare, and increasing trust with their fans as much as possible (Liu, 2020). The more trust there is between fans and beauty key opinion leaders, the more they will continue to build on their existing trust in the brands recommended by the vlogger until they eventually turn into loyal consumers of the brand, willingly promoting and advertising the brand spontaneously (Yu, 2021).

Certainly, vloggers' compositions alone do not determine consumers' attitudes and behaviors; the quality of short video content is an even more important measure for consumers to examine beauty in vlog ads (Xin, 2020). With the popularity of videos, access to information has become easier and more convenient, which brings with it the problem that viewers' patience is decreasing. A short video that is cluttered, illogical, and full of ineffective information will be ruthlessly ignored by the audience, so the quality of the information in a video is also an important factor in determining the quality of a vlog (Kang, 2021). Beauty vlogs can be divided into several categories based on the content of the video. This thesis investigates the following categories: product recommendations, make-up tips, skin care knowledge sharing, creative projects, and other creative videos (Liu, 2020). The creative content of a good video can accurately capture the attention of the audience and achieve satisfactory communication results. This not only delivers an effective product message but also has the opportunity to generate a desire to buy and share, thus enhancing the consumer experience. It is also important to explore whether vlog-recommended advertisements have an impact on consumers' attitudes towards brands while changing their purchasing behavior (Xin, 2020).

To summarize, this article identifies consumer attitudes towards vlogger recommendations and consumer attitudes towards brands as variables that influence purchase behavior and identifies perceived usefulness, trustworthiness, information quality, and perceived benefits as variables that control consumer attitudes towards bloggers. All indicators selected for this paper are taken from the references.

2.1 THE THEORY OF REASONED ACTION AND CHANGE OF BEHAVIOR

The theory of reasoned action was propositioned by Ajzen in 1975. In accordance with his postulates human behavioral intentions are the orientations that people intend to engage in

a particular behavior, while attitudes are the positive or the negative emotions on engaging in a target behavior, which are determined by the main beliefs about the outcome of the behavior and the estimation of the importance of this outcome. In turn, subjective norms are the degree to which people perceive that those who are important to them want them to use the new system and are determined by an individual's level of trust in how others think they should behave and their level of motivation to align themselves with others' opinions (Ing Grace & Ming, 2018). Recommendations from groups play an important role in consumer decisions, especially when purchasing expensive and/or new products and services (Brown & Reingen, 1987). In addition, theory of reasoned action also suggests that individuals can develop beliefs by referring to the information or normative practices of groups and peers. Later those beliefs can influence individuals' behavioral intentions (Hsu et al., 2013) To reduce the risk and uncertainty in a purchase, consumers often rely on the opinions or recommendations of others (Hsiao et al., 2010). These factors create a predisposition to behave in certain way, which ultimately leads to behavior change (Ing Grace & Ming, 2018).

2.2 PURCHASE INTENTION

The theory of reasoned action also implies that the stronger the intention of an individual to perform a certain behavior, the higher the tendency to perform that behavior (Ing Grace & Ming, 2018). Related to this is purchase intention, which is an important concept in marketing, as the main input for predicting future sales as well as for impacting marketing actions (Morrison, 1979). Purchase intention is a consumer's objective intention toward a product (Fishbein & Ajzen, 1975). (Spears & Singh, 2004) define purchase intention as a consumer's conscious plan or intention to make an effort to purchase a product. (Lu et al., 2014) have examined and defined purchase intention as "the willingness of consumers to buy a certain product/service at a particular time and within a particular circumstance" (Ing Grace & Ming, 2018). However, it is noted in the literature that services are more susceptible to purchase intention than tangible goods. This may be due to the fact that services are more difficult to judge before purchasing than tangible goods, and consumers rely on information provided by sources in order to make judgments (Lohtia & Donthu, 2013).

2.3 BLOGGERS/VLOGGERS

A blog is a way of communication in which ordinary people publish their information

and opinions to the outside world through the Internet (PLA Publishing, 2013). Bloggers are private, civilian, universal, and autonomous communicators. With modern and electronic tools, bloggers deliver a variety of information to an unspecified audience through their blog (PLA Publishing, 2013). Blogs in China have been introduced in 2009 when Sina Weibo combined with advertising, e-commerce, and publishing with unique sociability and convenience. Currently, the platforms with the most active bloggers in China are Bilibili, Kuaishou, Tiktok, Sina Weibo, and WeChat, and according to statistics, the total number of registered blogs oscillates around 31.55 million (Liu, 2019). The growth of online streaming has brought some bloggers to the forefront, and those who run their own successful short video pages are getting more and more visitors and views (Yu, 2021). As bloggers become more popular, they attract new audiences and hold their regular audiences. Bloggers are opinion leaders among their followers, sharing their information, experiences, opinions, and values with others. Therefore, they influence conceptions, attitudes, and behavior. Bloggers spend a lot of time in their videos discussing the products and services they are enthusiastic about, and their opinions are considered persuasive because, like other consumers, bloggers are buyers and users of products, so viewers generally find the bloggers' opinions to be an objective assessment (Lee & Ma, 2012). Similarly to a blog, vlog is a short video that is shot, edited, and shared with mobile terminals, and is mainly spread on social media channels. In China, Tencent's WeTV app is driving the explosive growth of vlogging in China, it is a new media format that differentiates and has advantages over traditional TV advertising (Kang, 2021).

2.4 CUSTOMER ATTITUDES

In general, consumer attitudes are defined as consumers' favorable or unfavorable evaluations of an action (Casaló et al., 2011). In the context of online shopping, consumer attitudes toward an item are defined as a set of beliefs formed by an individual about a particular item, which predicts the consumer's willingness to act (Sparks et al., 2013). At the same time, consumer attitudes in the context of online shopping are also the beliefs formed by consumers based on online reviews (Ing Grace & Ming, 2018). In some research, the conceptualization of attitudes is different. Although some authors consider attitude and satisfaction to be synonymous (Bhattacherjee, 2001), while others (Oliver, 1980) consider satisfaction to be a determinant of attitude. Accordingly, satisfaction and attitude are different

conceptually. Because attitude refers to an emotion - for example, pleasure; whereas satisfaction is an evaluation of that emotion - for example, whether an experience is as pleasant as expected. Therefore, customers are satisfied when the product performance fits their previous expectations (Casaló et al., 2011). Past research on consumer behavior has demonstrated that attitudinal factors are important antecedents in the decision-making process based on the theory of planned behavior. The technology acceptance model theory considers emotional factors such as anxiety, general beliefs, efficacy, and affect as potential determinants of PEOU (perceived ease of use) (Lee et al., 2012). In the online environment, several studies have also analyzed the role of consumer attitudes in explaining different behaviors. Among others, attitudes have been used to predict Internet use, (Hausman & Siekpe, 2009), online purchase intentions, online community participation, and even industrial buyers' intentions to use the Internet, and most of these studies point to attitudes as an important aspect in explaining online consumer behavior (Casaló et al., 2011). Attitude toward online shopping is the most important predictor of users' behavioral intention. In other words, an increase in positive attitudes leads to an increase in behavioral intentions. A study on young social media users' beliefs, attitudes, and behavioral responses to social media advertising also found a significant relationship between attitudes toward social media advertising and behavioral responses (Ko & Yuen, 2010). Positive attitudes toward social media advertising leads to higher engagement with brand messages and information-seeking efforts, ultimately leading to purchase intentions (Hsiao et al., 2010). Thus, a more positive attitude toward vloggers' recommendations leads to higher purchase intentions.

2.5 PERCEIVED USEFULNESS

Perceived usefulness is positively influenced by perceived ease of use because holding other conditions equal, the easier a technology is to use, the more useful it can be (Lee et al., 2012) Compared to formal commercial marketing channels such as traditional paper media or TV and Radio media advertising, recommendations from vloggers are considered an informal promotion channel. The length of short videos on vlogger platforms is measured in seconds, and this efficient form of information delivery and dynamic picture-based content has a strong visual impact on the audience. Consumers can visualize the product information and the sense of use in the video, which is certainly an effective way of marketing. Consumers usually positively impact blog recommendations because their opinions are non-commercial.

Furthermore, the endorsement of satisfied consumers significantly influences other consumers' purchases. Many direct interactions happen between vloggers and their readers, as most vlogs are two-way communication channels, not just one-way commercial advertising. Therefore, vlogger recommendations are more reliable and valuable than commercials.

Thus, in this study we perceive usefulness as the degree to which blog readers perceive that adopting blogger recommendations will increase the efficiency of online shopping. Previous research (Theory of Planned Behavior) has confirmed that perceived usefulness significantly affects attitudes and purchase intentions (Hsu et al., 2012) Accordingly, the following hypotheses is proposed:

H1a: *Perceived usefulness will positively affect audiences' attitudes toward vloggers' recommendations.*

2.6 TRUSTWORTHINESS

Trustworthiness is defined as "the perception of the trustworthiness and goodwill of the person to whom the trust is directed (i.e., the other side)" (Wu & Lee, 2012). This definition of trust is relevant in the context of online purchases. A consumer, when faced with a known transaction risk, turns to the other side which he considers trustworthy and well-meaning. Previous research has confirmed that trust is closely related to attitudes toward products and services and purchase behavior in online transactions (Casaló et al., 2011). Trust is an important factor in successful online transactions and a key to attracting and retaining customers and gaining a competitive advantage on the Internet (Hsu et al., 2012). It can be built during repeated interactions between the vlogger and the audience. Specifically, the target of trust is the vlogger.

Through watching videos and frequent interactions on the vlog platform, viewers become familiar with vloggers and the content they provide, and in so doing, trust is formed. Moreover, this trust might be developed in large part from the record of interactions between vloggers and viewers; a viewer might trust a vlogger's positive recommendation and then shop for a specific product or service on the vlogger's recommended website (Hsu et al., 2012). Other audiences or readers can also rely on the interaction between vloggers and consumers to determine their purchase by confirming their peers' endorsement of the product. (Lee & Ma, 2012) The trust that online shoppers have in certain shopping sites may influence their adoption of the site's systems. By increasing communication with other online shoppers,

the site can promote consumer trust and their assessment of the shopping site in terms of perceived ease of use and perceived usefulness, increasing consumers' willingness to use the site (Wu, 2012) When consumers are confident that information is accurate, because their credibility with the source is high, they may quit the effort needed to scrutinize the information and simply accept the conclusion as valid without thinking. So, when the vlogger is trustworthy, consumers do not scrutinize the information as closely as they would when trust is low. When it comes to the relationship between vloggers and their audience, the most important factor seems to be a focus on the quality of the response rather than the quantity. Vloggers should cultivate consistent, close, and engaging relationships with their audience, and viewers can cultivate greater trust in their recommendations and suggestions (Lohtiaa & Donthu, 2013). Moreover, well-known theories such as the theory of reasonable action (TRA) and the theory of planned behavior also demonstrate that an individual's behavioral intentions are influenced by his/her attitudes toward the behavior in question. Empirical studies based on these theories have found that attitudes positively impact individuals' behavioral intentions. Therefore, this research proposes the following hypothesis:

H1b: *Trustworthiness will positively affect audiences' attitudes toward vloggers' recommendations.*

2.7 INFORMATION QUALITY

Further persuading consumers to show higher purchase intention can be done in another way, besides the trustworthiness of the vlogger and the perceived usefulness of the product. In the case of vlogs, information quality is the general perception about the quality of the overall content of the vlog (Wang & Lin, 2011). The better and more extensive quality of information, the higher level of consumer satisfaction (Park et al., 2007). In addition, as consumer satisfaction increases, so does consumer purchase intention. (Park et al., 2007) The quality of a persuasive argument is represented by two dimensions: argumentative value and argumentative strength (Zhang et al., 2020). High-quality commentary involves perceptions of strong and persuasive arguments rather than perceptions of weak and untrue arguments. Strong content is that which highlights favorable ideas, while weak content is that which elicits unfavorable ideas. There has been marketing-related research in the past that has shown manipulation of argument quality by emphasizing the persuasiveness of arguments, using argument strength to emphasize whether the information received will persuade a person to

believe something or perform a behavior (Zhang et al., 2020) The perceived value can influence viewers' attitudes toward vloggers' recommended content. Then, similarly, this study considers information quality as a variable that influences viewers' attitudes. Customer information quality has a positive effect on users' perceived value, which in turn leads to an increase in users' intention to repeat the use of the e-commerce system (Hsu et al., 2013). These results suggest that information quality positively impacts users' intention to use it (Ing Grace & Ming, 2018). A vlog platform system can be viewed as an information system. When viewers perceive the quality of information within a vlog to be superior to that of other vloggers, they are more likely to form a stronger intention to use the product recommended by that vlogger (Wang & Lin, 2011) Informative reviews will serve as additional information that will increase consumer understanding of the product during the browsing process, reduce perceived risk, and thus increase purchase intent. Information quality is defined as "the viewer's overall perception of the quality of a particular blog service provider's blog video content" (Wang & Lin, 2011). Consumer perceptions of video information characteristics such as relevance, comprehension, adequacy, objectivity, and sufficient persuasiveness are important criteria for judging the quality of short-form video content. Advances in online technology have enabled consumers to use and rely heavily on media messages generated by other consumers to obtain valuable commentary. Therefore, the quality of information, especially from more specialized bloggers, is crucial for buyers to form favorable attitudes toward the product. Accordingly, the following hypothesis was proposed:

H1c: *Information quality will positively affect audiences' attitudes toward vloggers' recommendations*.

2.8 PERCEIVED BENEFITS

In the context of vlogging, perceived benefits are the consumer's believes that there is a relative advantage to using the post to recommend a product (Lee & Ma, 2012). Consumers receive positive and negative comments from vlogs (i.e., benefits versus costs). They try to use these comments to make their benefits outweigh their costs. Consumers develop favorable attitudes when they perceive from online reviews that they will enjoy more benefits than costs. The perception of a positive outcome from a particular option or perceived benefit enhances the consumer's propensity to buy. In the case of vlogger recommendations, the relative advantage of using testimonial posts refers to the perceived usefulness of the reviews in

helping them gather information about the product's features, functionality, price range, quality, and popularity (Ing Grace & Ming, 2018) Consumers form more favorable attitudes toward vlogger recommendations when the perceived benefits are high. Among the available research findings, online consumer reviews have both positive and negative value on consumer purchase attitudes. The number of reviews is also considered to impact consumer purchase preferences; a large number of reviews may positively affect product popularity, but too much information hurts readers. A large number of information-intensive reviews may cause information overload and discourage decision-making by increasing uncertainty (Lee & Ma, 2012). Occasionally, consumers are suspicious of the effectiveness of online consumer reviews because the quality of the review publisher's credentials is unknown. Conflicting reviews about a product, service, or company can also hinder consumer information processing and make it more difficult to judge the quality of information (Lee & Ma, 2012). This situation can confuse readers by providing an uncertain description of a product's quality, therefore, reducing the usefulness of the review itself.

There is no standard information format for consumers to post reviews; therefore, each online consumer review is different from other reviews (Park et al., 2007). There are typically two types of reviews (Park et al., 2007). Some reviews, such as "This is so good I'm going to buy another one" or "I can't believe I got this; I'm proud of it," are subjective, emotional, and not reasonably argued. Other comments, such as "This product is twice as fast or even cheaper than other similar items," are specific, and explicit, and support their claims with reason. The type of reviews is subjective and emotional, and there is no basis to confirm the authenticity of the reviews, so it is difficult for consumers to get a definite benefit from such reviews (Park et al., 2007). The latter type of review is logical and rational, and consumers will build trust in the product when faced with such a review. In the case of vlogs that includes recommended ads, the relative advantage of using vlogger's recommendations refers to the perceived usefulness of the reviews in helping them gather information about the product's features, functionality, price range, quality, and popularity. Thus, the following hypothesis was proposed:

H1d: *Perceived benefits will positively affect audiences' attitudes toward vloggers' recommendations.*

2.9 THE RELATIONSHIP BETWEEN ATTITUDE TOWARDS VLOGGER AND PURCHASE INTENTION

The opinions of beauty vloggers have a leading role in their audience and they can control consumer sentiment to a certain extent (Yu, 2021). Because of the rise of makeup videos, there was once a frenzy of anxiety about body image in China. An important element of makeup videos is effective advice on women's body image, appearance, and grooming. In some extreme cases, we can find vloggers in short videos trying to show the dire consequences of poor beauty, making cosmetics consumers feel like they are in a position to empathize with them, and then throwing out solutions at the right time (Yu, 2021). The vlogger, according to the emotional changes of consumers, leads them out of this dilemma and tells them that the cosmetics recommended in the short video can make the body shape and appearance of the condition of the instrument improve, even surpass the general level, at this time to meet the emotional desire of consumers, that is, the purchase of products will make the user and beautiful (Liu, 2020).

Under the influence of beauty vloggers, the population's attention to Chinese brands has grown significantly, even more than that to international brands (Zhao, 2021). It is not surprising to see the positive impact that the rise in popularity of short videos has had on the degree of brand communication of makeup products. Brands that seek cooperation with beauty vloggers can have substantial autonomy. Lot of beauty vloggers set up shopping links of their partner brands on their homepage, which greatly facilitates the shopping process of the audience and, to a certain extent, enables the audience to build up a good attitude towards the brand, while the brand also achieves the purpose of brand promotion (Kang, 2021). Thus, the following hypothesis was proposed:

H2: *Attitude towards vloggers' recommendations will positively affect audiences' purchase intention.*

H3: *Attitude towards vloggers' recommendations will positively affect audiences' attitudes towards the brand.*

2.10 BRAND ATTITUDE

Brand attitudes are defined as consumers' positive or negative attitudes toward a brand and also represent the recognition of the emotional aspects of an individual brand (Lee et al., 2017). Many studies have examined advertising attitudes in terms of recognition and emotional aspects of a particular brand product/service in advertising, emphasizing the influence of advertising attitudes on brand attitudes and the influence of advertising attitudes

on the brand attitude formation process (Lee et al., 2017, Ing Grace & Ming, 2018, Erkan & Evans, 2016). Advertising attitudes are generally defined as consumers' favorable or unfavorable reactions to a particular advertisement based on various advertising factors and the emotional changes that occur after viewing an advertisement (Lee et al., 2017) Sales and brand promotion are the purpose of advertising, and today, mobile advertising is leading the advertising market as a result of the popularity of smartphones. Mobile advertising is often given more purpose than other ad types, and the availability of rich advertising value and context-aware value is an important contribution of mobile advertising to brands. After being exposed to mobile advertising, consumers form purchase intentions toward the brand, which is one of the main factors. The influence of advertising attitudes on brand attitudes is not limited to products/services of influential brands, but also those of brands with low brand awareness (Lee et al., 2017).

For many years, brand attitudes have been used to explore brand-specific issues alongside brand quality and perceived quality, which allows marketers to recognize the complex character of consumer-based brand perceptions. Research in consumer psychology suggests that consumers who have more experience with a brand develop more dimensions and categories in their deep knowledge structure. As a result, consumers have more associations with familiar brands than less familiar ones, which is very conducive to establishing a good propensity to buy from the brand. (Low & Lamb Jr, 2002) Thus, the following hypothesis was proposed:

H4: *Attitude towards the brand will positively affect audiences' purchase intention.*

3. CONCEPTUAL MODEL

The conceptual model proposed to answer the research question of this thesis and the ensuing objectives and concerns is based on two models by different authors. First, (Ing & Ting Ming, 2018) model identifies the characteristics of consumers potentially affected by vlog advertising based on socio-demographic segmentation. (Ing & Ting Ming, 2018) proposed that several dimensions determine the existence of different degrees of influence on consumer attitudes, which directly influence consumers' attitudes and then cause them to change their shopping attitude.

In addition, the proposed conceptual model also considers the impact of vlog ads on the brand itself. (Lee et al., 2017) suggested that the information delivered by the ads would have an impact on the cognitive changes of consumers, making them feel pleasure and inducing them to make emotional changes. These cognitive changes not only change advertising attitudes but also brand attitudes. Based on that, the model proposed in this investigation includes consumer vlog ad recommendation attitude as a variable that affects consumer attitude toward the brand and consumer attitude toward the brand as one of the variables that affect purchase propensity. Figure I exhibits the conceptual model adapted in this research.
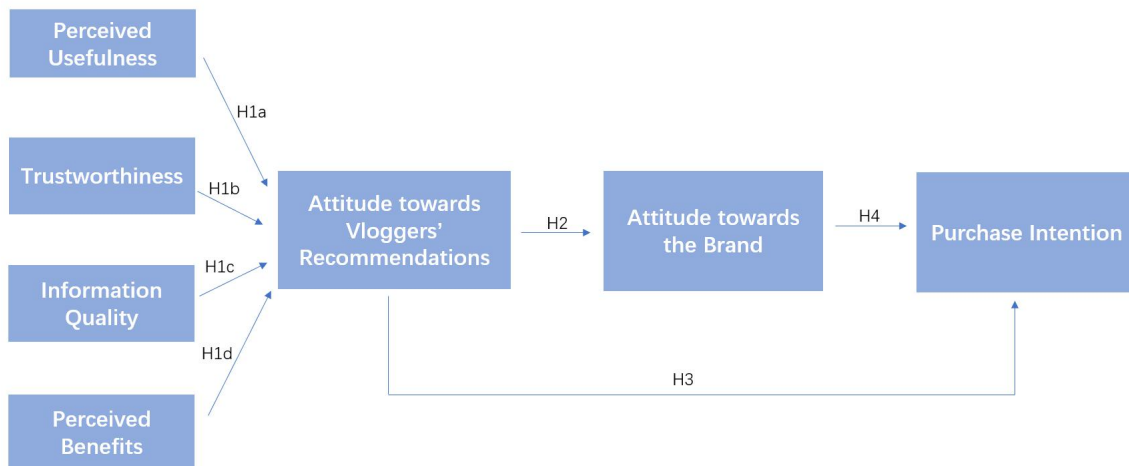

Figure I. Conceptual Model
Source: based on Lee et al. (2017) and Ing Grace et al. (2018)

To summarize, the following research hypotheses were proposed (see table I).

Table I. Study Hypotheses

The hypothesizes of recommendation attitude influences are based on TRB and TPA theories
H1a: Perceived usefulness will positively affect audiences' attitudes toward vloggers' recommendations.
H1b: Trustworthiness will positively affect audiences' attitudes toward vloggers' recommendations.
H1c: Information quality will positively affect audiences' attitudes toward vloggers' recommendations.
H1d: Perceived Benefits will positively affect audiences' attitudes toward vloggers' recommendations.

The hypothesis of audiences ' attitudes toward brands is influenced by recommendation attitude
H2: Attitude towards vloggers' recommendations will positively affect audiences' attitudes towards the brand.

The hypothesizes of audiences' purchase intention are based on TRB and TPA theories
H3: Attitude towards vloggers' recommendations will positively affect audiences' purchase intention.
H4: Attitude towards the brand will positively affect audiences' purchase intention

4. METODOLOGY

The purpose of this chapter is to identify the research methodology used, define the plan that will guide the research, and attempt to be capable of responding to the questions posed in this paper.

4.1 STUDY DESIGN

Considering the investigative questions and overall objectives, the present study is based on positivism and deductive methods. Positivism is the philosophy of empiricism, and this investigation follows a positivist perspective that emphasizes the objective fact that social phenomena exist independently and do not depend on the subjective will of people (Saunders et al., 2009). The process of positivist investigation requires the investigator to explore the inherent logical causal relationships that must exist within and between things, based on the idea that subjects and objects are mutually isolated entities. On the other hand, the deduction method is designed to confirm or modify existing theories by testing strict hypotheses (Saunders et al., 2009). In quantitative research, information is expressed in terms of certain numbers, and it is a method of analyzing quantitative characteristics, quantitative relationships, and quantitative changes in social phenomena. In other words, quantitative analytical research is a study aimed at conducting descriptions and explanations to describe a particular situation and explain the relationships that exist between the studied changes. Quantitative research is generally carried out to produce statistical results for the totality of a given research object (Saunders et al., 2009).

In this sense, the type of investigation adopted here is the mono-method of quantitative analysis, used as data collection and statistical analysis, to explain the phenomenon presented in this paper.

This study applies survey by questionnaire survey which assisted the collection of data. Finally, the findings of this paper come from observations of different subjects in the same period, which corresponds to a one-dimensional data set composed of different objects from the same period, and the purpose of the study is to observe a certain economic phenomenon at a certain period (Saunders et al., 2009). Accordingly, this study is cross-sectional.

4.2 SAMPLE SELECTION

Non-probability sampling is normally used in exploratory and preparatory studies. The sampling method of this study is convenience sampling. As non-probability sampling does not have the nature of inferring the overall sample because the subjectivity of the sampler cannot be excluded, and the sample representation cannot be measured in a controlled and objective manner (Malhotra & Birks, 2007). That is, structured questionary, self-administered by respondents and mediated via the Internet, was used as the primary data collection tool (Saunders et al., 2009). The sample of this survey was targeted at consumers who consume cosmetics and skin care products and who live in mainland China, have experience in purchasing cosmetics products online, and have the habit of watching beauty vlogs. The sampling method of this study was low cost and timesaving. The questionnaire was distributed through Qualtrics, and re- posted and shared on common online social platforms in mainland China, such as Taobao shopping group chat, WeChat, and QQ between May 27 and June 16, 2022. The questionnaire begins with two filter questions: "Have you ever watched a beauty vlog?" and " Do you follow any beauty Vloggers?". Those questions were used to ensure the target sample for the analysis. The questionnaire received a total of 638 responses.

4.3 DATA COLLECTION INSTRUMENTS AND PROCEDURES

To test the proposed hypothesis and to answer the research questions, a questionnaire was elaborated and divided into two parts. The first part consisted of two filter questions, which were supposed to identify whether the respondents had experience in buying cosmetics online and had a habit of watching beauty vlogs. If the respondent answered "yes" to both questions, the questionnaire continued; if the respondent answered "no" to one of the two questions, or "no" to both questions, the questionnaire skipped to the end. All questions in this questionnaire were mandatory. The second part of the questionnaire included socio-demographic data; geographic location and residential environment; demand for beauty and skincare FMCG products; personal reliance on beauty vloggers; brand choices for beauty and skincare products; purchase intentions; and other behavioral data.

To measure the variables under investigation, the study used nominal, ordinal, and ratio scales. Nominal, ordinal, and ratio scales were used to measure socio-demographic data and geographic environmental data, while nominal and ordinal scales were used to measure behavioral data. For the constructs regarding consumers' attitudes toward beauty vloggers, previously validated, seven-point Likert-type scales were used. All the scales translated and

adapted to the language and context of this study.

5. ANALYSIS AND RESULTS

In the next sub-sections, we show the analysis, results and findings of the quantitative study and the supporting qualitative study.

5.1 SAMPLE CHARACTERIZATION

There were 251 respondents who participated in the study and answered the questionnaire, but only 243 of the questionnaires were considered for the analysis as we have excluded all questionnaires that were not complete (all questionnaires with any missing values were excluded from the analysis). Thus, the final sample consisted of 243 respondents, of which 63.7% were female and 36.3% were male. Most respondents were adults (only two were under the age of 18). Of these, the majority (54.2%) were between 26 and 35 years old. Regarding education level, most respondents (55.8%) had a bachelor's degree, followed by those who attended senior high school or vocational high school (21.5%). In terms of occupational status, 46.6% of respondents are currently employed. When asked about their residence, 52.0% of respondents said they live in an urban area, while 24.3% mentioned that their residence is in a village. In addition, 24.3% said they live in the suburbs. In terms of income, more than half said they income just enough to support their living, or 51.8%. When it comes to monthly spending on cosmetics, 33.7% said they spend 200-400 CNY[1] per month on cosmetics, while 30.9% said they spend 400-600 CNY. As you can see, the percentages of people in these two ranges are comparable.

When it comes to how much they pay attention to beauty vlogs and vloggers, 75.8% of respondents said they regularly follow vloggers' updates, and 46.6% said they sometimes buy beauty products recommended in beauty vlog. While watching beauty vlogs, 85.6% of respondents thought they would feel the urge to shop. And 80.9% of respondents said they would recommend their favorite beauty vloggers to their friends. Of course, the values in beauty vlogs are valued by viewers because, 85.6% of respondents said that the values conveyed in beauty vlogs affect their interest in watching vlogs.

5.2 MEASUREMENT MODEL ASSESSMENT

To understand how beauty vlog recommendation advertising impacts consumer purchase

[1] 100 CNY=14.39 EUR

intention, we used SmartPLS 3.3.3 software that applies partial least squares (PLS-SEM) of structural equation modeling. One advantage of using the PLS approach is that it works well in small samples and does not require data normality (Davari & Rezazadeh, 2013). Additionally, in PLS the constructs can be measured by fewer than four items.

PLS is a robust method using latent variables and causal relationships. The objective of PLS-SEM is to maximize the explained variance of causal constructs by connecting multi-item scales into constructs and defining relationships between the constructs. It can handle complex relationships and can capture several causal structures in a single model (unlike linear regression, which can capture only one causal structure). In the past few years, PLS_SEM has become a popular technique among researchers (Amaro & Duarte, 2016).

5.3 RELIABILITY AND VALIDITY

The measurement model was evaluated in terms of indicator reliability (reflecting indicator loadings > 0.5), item reliability (Cronbach's alpha > 0.7), convergent reliability (assessed with average variance extraction, AVE > 0.5), internal consistency (assessed with composite reliability, CR > 0.7), and discriminant validity (cross-loading criterion, Chin, 2010).

Table 5.3.1 describes the indicator loadings, average variance extracted (AVE), composite reliability (CR), consistency reliability (Rho_A), and Crombach's alpha for each latent variable.

Table II. Reliability and Validity

	Items	Cronbach's Alpha	Loadings[a]	AVE[b]	CR[c]	Rho_A[d]
Perceived	PU1	0.875	0.793	0.667	0.909	0.878
Usefulness	PU2		0.820			
	PU3		0.837			
	PU4		0.822			
	PU5		0.809			
Trustworthiness	TR1	0.935	0.802	0.660	0.946	0.937
	TR2		0.833			
	TR3		0.797			
	TR4		0.835			
	TR5		0.783			
	TR6		0.801			
	TR7		0.834			
	TR8		0.832			
	TR9		0.789			
Information	IQ1	0.862	0.849	0.709	0.907	0.863
Quality	IQ2		0.873			
	IQ3		0.819			
	IQ4		0.844			
	IQ5		0.805			
	IQ6		0.835			
Perceived	PB1	0.920	0.835	0.677	0.936	0.921
Benefits	PB2		0.842			
	PB3		0.797			
	PB4		0.833			
	PB5		0.846			

The results prove the reliability of the measured indicators. Since all item loadings exceeded the critical point of 0.5, we can assume that all indicators are acceptable. The

average variance extracted (AVE) of the indicators was greater than the expected minimum consistency, ensuring convergent validity (Bagozzi & Yi, 1988; Fornell & Larcker, 1981). The composite reliability (CR) value was also higher than the recommended minimum value of 0.7 (Gefen et al., 2000), indicating sufficient internal consistency across all constructs. The consistency reliability coefficient also represents the expected value (Dijkstra & Henseler, 2015).

5.4 DISCRIMINANT VALIDITY

In terms of discriminant validity, Table 5.3.2 shows the cross-loadings of the indicator items, and Table 5.3.2 shows Fornell and Larcker's (1981) discriminant validity criteria. According to the data, the cross-loadings of all indicators are lower than the external loadings and the square root of AVE is greater than the absolute value of all correlations with other constructs. This confirms the discriminant validity of our scale.

Table III. Indicator Items Cross Loadings

	Attitude towards the Brand	Attitude towards Vloggers' Recommen-dations	Information Quality	Perceived Benefits	Perceived Usefulness	Purchase Intention	Trustworthi-ness
ATB1	**0.853**	0.665	0.658	0.694	0.471	0.645	0.647
ATB2	**0.868**	0.625	0.597	0.651	0.515	0.638	0.606
ATB3	**0.875**	0.696	0.673	0.694	0.520	0.750	0.652
ATR1	0.642	**0.839**	0.683	0.727	0.545	0.686	0.621
ATR2	0.618	**0.855**	0.714	0.715	0.505	0.668	0.629
ATR3	0.671	**0.887**	0.694	0.701	0.517	0.698	0.645
ATR4	0.646	**0.783**	0.596	0.689	0.452	0.657	0.554
IQ1	0.617	0.669	**0.849**	0.633	0.530	0.626	0.774
IQ2	0.616	0.671	**0.873**	0.669	0.484	0.621	0.725
IQ3	0.646	0.673	**0.819**	0.713	0.518	0.632	0.653
IQ4	0.656	0.650	**0.844**	0.611	0.442	0.638	0.714
IQ5	0.601	0.664	**0.805**	0.640	0.505	0.632	0.670
IQ6	0.604	0.687	**0.835**	0.659	0.492	0.638	0.708
PB1	0.679	0.734	0.709	**0.835**	0.536	0.693	0.698
PB2	0.648	0.698	0.638	**0.842**	0.562	0.691	0.625
PB3	0.591	0.656	0.518	**0.797**	0.539	0.615	0.533
PB4	0.624	0.667	0.662	**0.833**	0.551	0.621	0.659
PB5	0.697	0.680	0.641	**0.846**	0.552	0.659	0.642
PB6	0.654	0.673	0.637	**0.803**	0.499	0.614	0.630
PB7	0.628	0.725	0.683	**0.801**	0.555	0.704	0.659
PI1	0.692	0.683	0.634	0.677	**0.504**	0.832	0.635
PI2	0.665	0.673	0.629	0.709	**0.586**	0.864	0.652
PI3	0.634	0.667	0.613	0.626	**0.463**	0.851	0.603
PI4	0.674	0.707	0.680	0.701	**0.559**	0.846	0.649
PU1	0.437	0.420	0.416	0.490	0.793	**0.450**	0.514
PU2	0.451	0.475	0.417	0.504	0.820	**0.462**	0.500
PU3	0.530	0.522	0.543	0.554	0.837	**0.542**	0.589
PU4	0.465	0.507	0.503	0.550	0.822	**0.516**	0.559
PU5	0.478	0.517	0.520	0.584	0.809	**0.562**	0.607
TR1	0.511	0.523	0.633	0.575	0.613	0.529	**0.802**
TR2	0.562	0.572	0.690	0.625	0.575	0.572	**0.833**
TR3	0.535	0.551	0.682	0.610	0.518	0.572	**0.797**
TR4	0.591	0.554	0.705	0.625	0.547	0.590	**0.835**
TR5	0.643	0.600	0.653	0.644	0.607	0.620	**0.783**
TR6	0.661	0.621	0.688	0.597	0.508	0.633	**0.801**
TR7	0.639	0.602	0.716	0.665	0.581	0.633	**0.834**
TR8	0.642	0.648	0.708	0.686	0.562	0.681	**0.832**
TR9	0.559	0.627	0.689	0.615	0.474	0.617	**0.789**

All loadings are acceptable, which ensures the strength and reliability of the measured model (Hair et al., 2014). The external model loadings indicate the reliability of the latent

variables as they are higher than 0.70 (Hensler et al., 2012).

Table IV. Discriminant Validity (Fornell & Larcker Criterion)

	Attitude towards the Brand	Attitude towards Vloggers' Recommendations	Information Quality	Perceived Benefits	Perceived Usefulness	Purchase Intention	Trustworthi-ness
Attitude towards the Brand	**0.866**						
Attitude towards Vloggers' Recommendations	0.766	**0.842**					
Information Quality	0.744	0.799	**0.838**				
Perceived Benefits	0.786	0.841	0.782	**0.823**			
Perceived Usefulness	0.58	0.601	0.592	0.659	**0.817**		
Purchase Intention	0.786	0.805	0.754	0.8	0.623	**0.848**	
Trustworthiness	0.734	0.728	0.845	0.774	0.681	0.749	**0.812**

*The diagonals are Square Root of the AVE and indicates the highest in any column or row

In a well-fitting model, the structural VIF coefficient should not be higher than 4.0 (Garson, 2016). The annexes of this thesis include tables representing the inner and outer VIF values, and the results show no signs of multicollinearity.

5.5 THE STRUCTURAL MODEL

Figure 5.4.1 illustrates the structural model, showing the beta values of all coefficients, the external model loadings and the R2 adjusted for the dependent variable. accordingly, Table 5.4.1 indicates the estimated model fit.
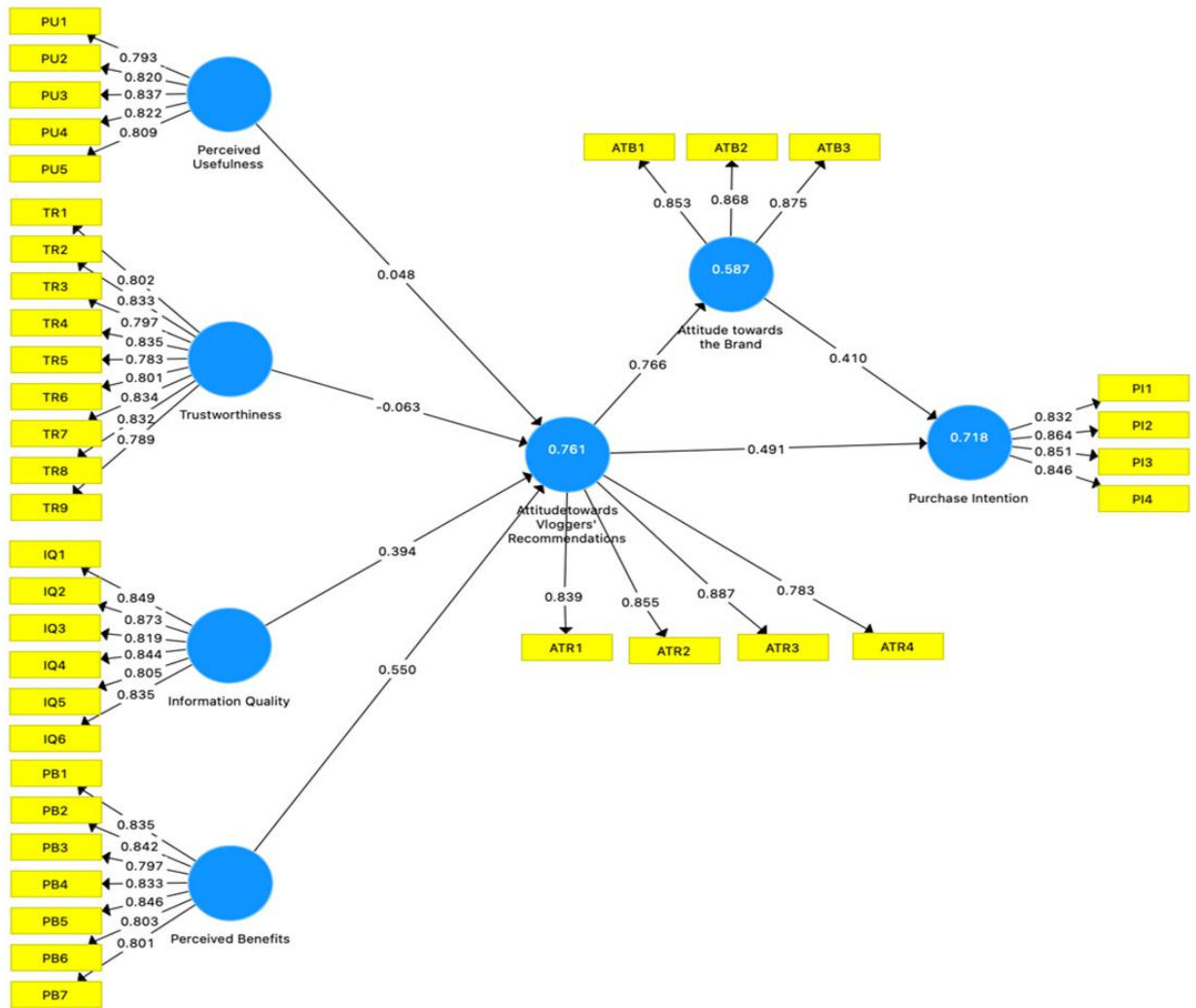
Figure II. PLS Algorithm Model

The standardized root mean square residual (SRMR) is a measure of the approximate fit of the model and reflects the average size of the difference between the observed correlation matrix and the correlation matrix implied by the model. If the SRMR is below 0.10, we can consider the model to have a good fit (Henslern et al, 2014) (here SRMR = 0.07, ensuring a good fit of the model).

Table V. The Algorithm Model Fit

	R Square	R Square Adjusted
Attitude towards the Brand	0.587	0.585
Attitude towards Vloggers' Recommendations	0.761	0.757
Purchase Intention	0.718	0.715

	Saturated Model	Estimated Model
SRMR	0.050	0.070
d_ULS	1.839	3.659
d_G	1.078	1.168
Chi-Square	1467.767	1538.171
NFI	0.822	0.813

5.6 HYPOTHESES TESTING: BOOTSTRAPPING DIRECT EFFECT RESULTS

PLS-SEM uses a nonparametric bootstrap procedure to test the significance of estimated path coefficients with two-tails significant level of 5 per cent (Davison & Hinkley, 1997; Hair et al., 2017). Bootstrap estimates the spread, shape and bias of the sampling distribution of the population from which the sample under study is drawn from, creating a large, pre-specified number of samples (Chin, 1998).

We used bootstrap analysis with 5000 iterations of resampling to calculate t-values to assess the impact of all hypothesized relationships as shown in Table 5.5.1. The hypotheses were accepted as statistically significant if the t-value was greater than the critical value (t-value > 1.96) and the p-value was less than 0.05. The path coefficients, t-values and p-values allow us to accept five of the seven hypotheses presented. For the models tested, almost all the external model loadings were highly significant, except for "perceived usefulness" and "plausibility". The decision column indicates whether the hypothesis is "supported" or "not supported".

Table VI. Summary of hypothesis testing

	Path Coefficient	T Value	P Values	Decision
Attitude towards the Brand -> Purchase Intention	0.410	6.240	0.000	Supported
Attitude towards Vloggers' Recommendations -> Attitude towards the Brand	0.766	22.476	0.000	Supported
Attitude towards Vloggers' Recommendations -> Purchase Intention	0.491	6.737	0.000	Supported
Information Quality -> Attitude towards Vloggers' Recommendations	0.394	5.303	0.000	Supported
Perceived Benefits -> Attitude towards Vloggers' Recommendations	0.550	9.046	0.000	Supported
Perceived Usefulness -> Attitude towards Vloggers' Recommendations	0.048	0.958	0.338	Not Supported
Trustworthiness -> Attitude towards Vloggers' Recommendations	-0.063	0.799	0.424	Not Supported

As it can be observed, the "Perceived Usefulness" had a low positive effect on "Attitude towards Vloggers' Recommendations" (beta=0.048, t-value>1.96, p-value<0.05). Thus, the

relationship between "Perceived Usefulness" on "Attitude towards Vloggers' Recommendations" was not supported, which goes against the postulates of (indicate reference-author) that perceived usefulness will positively affect audiences'attitudes toward vloggers' recommendations. Also, there was a negative effect of "Trustworthiness" and "Attitude towards Vloggers' Recommendations" (beta=-0.063, t-value>1.96, p-value<0.05). Therefore, the relationship between "Trustworthiness" and "Attitude towards Vloggers' Recommendations" was not supported either.

The "attitude towards vloggers' recommendations" showed to have a strong positive effect on "Attitude towards the Brand" (beta=0.766, t-value>1.96, p-value<0.05), and it also has a positive effect on "Purchase Intention" (beta = 0.491, t-value > 1.96, p-value < 0.05). Therefore, the hypothesis that the attitude towards vloggers' recommendations will positively affect audiences' attitudes towards the brand is justified. Compared to "Attitude towards vloggers' recommendations", "Attitude towards the Brand" has a relatively smaller effect on "Purchase Intention", but it is still a positive effect (beta= 0.410, t-value > 1.96, p-value < 0.05). Thus, we can assume that attitude towards the brand positively affect audiences' purchase intention.

Finally, both "Information Quality" (beta=0.394, t-value>1.96, p-value<0.05) and "Perceived Benefits" (beta=0.550, t-value>1.96, p-value<0.05) have different levels of impact of "Attitude towards Vloggers' Recommendations". Therefore, the hypothesis that "perceived usefulness positively affect the audiences' attitude toward vloggers' recommendations" was also verified.

6. CONCLUSIONS, LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

The next section aims to present the main conclusions of this study, identifying its contributions, as well as its limitations and recommendations for future research.

6.1 CONCLUSIONS

The studies in this dissertation are built in the context of a Chinese society where online shopping and online social interaction are highly prevalent, considering that there is a wealth of research on vlogger video recommendation advertising, but little has been found on the promotional role of short video in cosmetics products. Thus, this study fills this research gap and applies the empirical test to the Chinese market, therefore making an important contribution to enriching the existing knowledge on a topic that has been little explored but is of great importance today. More specifically, this research contributes to a better understanding of the impact of vlog recommendations, identifies the size and profile of the consumer base that is highly attentive to beauty vloggers and their updates, and provides an opportunity to understand the relationship between beauty vlogs and the intention to purchase beauty products, filling a research gap in the relevant industry and helping to resolve its contradictions. In this sense, we refer to the theory of reasoned action (Fishbein & Ajzen, 1975) and the theory of planned behavior (Ajzen, 1991) to explore whether the attitude toward vlogger's recommendation and the attitude toward the brand play a positive role in consumers' purchase intention.

This study answers three main questions. To answer the first research question: "Which antecedents influence the attitude towards a vlogger?", we must acknowledge that consumer attitudes are defined as consumers' favorable or unfavorable evaluations of a behavior (Casaló, et al., 2011) and previous studies assume that perceived usefulness significantly affects attitudes (Hsu et al., 2012). The dissemination of information carried by vlogs allows consumers to visualize the effects of using a product. Based on the previous studies, perceived usefulness is one of the factors influencing the attitude. Secondly, as trust is considered the key to the success of online business and attracting customers (Hsu et al., 2012) and it can be established between the vlogger and the audience, the trustworthiness is also one of the factors that impact attitude. Next, better and more extensive the quality of information, the higher the consumer satisfaction (Park et al., 2007). Consumers develop more favorable

attitudes toward vlog recommendations when the perceived benefits are high (Ing & Ming, 2018). Finally, we consider information quality and perceived benefits as the last two factors that impact consumers' attitudes toward vlogger recommendations. Subsequently, this research also investigated whether there is a relationship between attitudes toward vlogger recommendations and attitudes toward brands, and how the attitude towards vlogger and the attitude towards brand impact the purchase intention of cosmetics in China. The results of this study confirm that perceived benefits and information quality have a positive effect on vlogger recommendation attitude, while the relationship between perceived usefulness, trustworthiness and attitude is not statistically supported. Finally, we also verified the positive relationship between attitude toward vlogger recommendation and attitude toward the brand, and concluded that both attitude toward vlogger recommendation and attitude toward the brand can positively influence purchase intention.

Considering the managerial contributions of this dissertation, as the corporate-oriented, vlogger promotion has become one of the options for beauty brands to create awareness and this dissertation made an attempt to study the role of vlog promotion in the beauty industry. This research helps beauty product marketing managers understand how vlog advertising impacts consumer attitudes and comprehend that consumer attitudes may have an impact on brand attitudes. Regarding the level of interest in beauty vlogs and vloggers, the vast majority of respondents regularly vlog for updates, as well as admit to having the urge to shop while watching beauty vlogs and are very happy to recommend their favorite vloggers to their friends. In general, this study recommends that companies and marketers pay attention to the perceived benefits and information quality in vloggers' recommendations. So that the advertisements in vlogs can impact the audience's attitude to the greatest extent. Finally, more focus should be placed on the impact of vlog communication effects on brand image, because both consumers' attitudes toward vlogger recommendations and their attitudes toward the brand after watching vlogs will affect their final purchase intentions. Therefore, companies should take these dimensions into account to gain and retain more customers.

6.2 LIMITATIONS OF THE STUDY

In this study, several limitations that should be considered in future studies were identified, mainly due to time constraints and intrinsic factors of the theme. The first is the use of non-probability sampling technique, which means that the sample does not represent the

whole population and does not allow for the generalization of the results. In addition, the sample consisted mainly of women and young people, which could bias the subsequent results. And since the research method used was based on the mono-method quantitative study, it is recommendable to apply other methods, such as interviews or focus groups, which might allow a better understanding of the phenomenon under study. Finally, vlog promotion is a method that has only become popular in recent years, what results in very little research in this area. That limits the comparative studies and leads to the existence of few scales to reference.

6.3 SUGGESTIONS FOR FUTURE RESEARCH

In future research it would be recommended to consider the introduction of the two variables, namely "attitude towards vloggers' recommendations" and "attitude towards brands" in the research model, allowing us to analyze the possible influence between them and purchase intention. Moreover, we should recognize that consumers' attitudes towards vlogger's recommended ads change along with their attitudes toward brands in the process of watching vlogs. Therefore, it is suggested for the future research to explore the relationship between explaining different segments' orientations towards vloggers and purchase intentions based on factors such as age, gender, wealth, and social risk. Future research should also include segmentation based on consumers' orientation towards different types of beauty vloggers to be able to identify and subsequently describe different segments.

REFERENCES

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, *50*(2), 179-211. http://dx.doi.org/10.1016/0749-5978(91)90020-T

Amaro, A., & Duarte, A. (2016). "Punched out" Multiple Myeloma Lytic Lesions in the Skull. *Autops Case Rep*, *6*(1), 7–9. https://doi.org/10.4322/acr.2016.020

Brown, J. J., & Reingen, P. h. (2014). Research on Teaching Methods for Communication Engineering Students in Colleges. *Open Journal of Social Sciences*, *2*(1), 9 – 12. http://dx.doi.org/10.4236/jss.2014.25003

Brown, J. J., & reingen, P. h. (2016). Social Ties and Word-of-Mouth Referral Behavior. *Journal of Consumer Research*, *14*, 350–362. http://jcr.oxfordjournals.org/

Casaló, L. v., Flavián, C., & Guinalíu, M. (2011). Understanding the Intention to Follow the Advice Obtained in an Online Travel Community. *Computers in Human Behavior*, *27*(2), 622 – 633. https://doi.org/10.1016/j.chb.2010.04.013

Chin, A. (2014). A New Criterion for Assessing Discriminant Validity in Variance-Based Structural Equation Modeling. *Journal of the Academy of Marketing Science*, *43*(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8

Davari, A., & Rezazadeh, A. (2013). S*tructural Equation Modeling with PLS Software (1st ed.)*. Jahade Daneshgahi.

Dijkstr, T. k., & Henseler, J. (2015). Consistent Partial Least Squares Path Modeling. *Journal Dissertations*, *39*(2), 297–316. https://www.jstor.org/stable/26628355

Erkan, I., & Evans, C. (2016). The Influence of EWOM in Social Media on Consumers' Purchase Intentions: An Extended Approach to Information Adoption. *Computers in Human Behavior*, *16*, 47–55. https://doi.org/10.1016/j.chb.2016.03.003

Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behaviour: An introduction to theory and research. Reading*, MA: Addison-Wesley.

Gang, C. (2011). *A History of Contemporary Chinese Advertising*. Beijing: Peking University Publishing.

Garson, G. david. (2016). *Statistical Associates Blue Book Series*. North Carolina State University.

Gefen, D., Straub, D., & Boudreau, M. (2008). Structural Equation Modeling and Regression: Guidelines for Research Practice. *Journal of the Academy of Marketing Science*, *4*(4), 2–77. https://doi.org/10.17705/1CAIS.00407

Grace, P. ing, & Ming, T. (2018). Antecedents of Consumer Attitude towards Blogger Recommendations and Its Impact on Purchase Intention. *Asian Journal of Business and Accounting*, *11*(1), 293 – 323. https://doi.org/10.22452/ajba.vol11no1.10

Hair , J. f., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. g. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool in Business Research. *European Business Review*, 26(2), 106–121. https://doi.org/10.1108/EBR-10-2013-0128

Hair, J. f., Matthews, L. M., Matthews , R. L., & Sarstedt , M. (2017). PLS-SEM or CB-SEM: Updated Guidelines on Which Method to Use. *Multivariate Data Analysis*, *1*(2), 107–123. file:///C:/Users/xsu85/Downloads/242.2017Hairetal-PLS-SEMorCB-SEMIJMDA.pdf

Hausman, A. v., & Siekpe, J. S. (2009). The Effect of Web Interface Features on Consumer Online Purchase Intentions. *International Journal of Advertising*, *62*(1), 5 – 13. https://doi.org/10.1016/j.jbusres.2008.01.018

Henseler, J., Ringle, C. M., & Sarstedt, M. (2012). Using Partial Least Squares Path Modeling in Advertising Research: Basic Concepts and Recent Issues. *Business 2012*, *12*(2), 106–121. https://doi.org/10.4337/9781781001042.00023

Hsiao, K., Lin, J. C., Wang, X., Lu, H., & Yu, H. (2010). Antecedents and Consequences of Trust in Online Product Recommendations: An Empirical Study in Social Shopping. Emerald Insight. *Antecedents and Consequences*, *34*(6), 935–953. https://doi.org/10.1108/14684521011099414

Hsu, C., Lin, J. C., & Chiang, H. (2013). The Effects of Blogger Recommendations on Customers' Online Shopping Intentions. *Internet Research*, *23*(1), 69–88. https://doi.org/10.1108/10662241311295782

Kang, J. (2021, May 30). *Research on the Communication Strategy of Domestic Cosmetics Brand Dou Yin Short Video Advertisement.* China Academic Journal Electronic Publishing House. https://cdmd.cnki.com.cn/Dissertation/CDMD-10421-1021613204.htm

Lee, E., Lee, S., & Yang, C. (2017, July 10). The Influences of Advertisement Attitude and Brand *Attitude on Purchase Intention of Smartphone Advertising. Emerald Insight.* https://doi.org/10.1108/IMDS-06-2016-0229

Lee, H., & Ma, Y. jin. (2012). Consumer Perceptions of Online Consumer Product and Service Reviews: Focusing on Information Processing Confidence and Susceptibility to Peer Influence. *Journal of Research in Interactive Marketin*g, *6*(2), 110–132. http://dx.doi.org/10.1108/17505931211265426

Lee, W., Xiong, L., & Hu, C. (2012). The Effect of Facebook Users' Arousal and Valence on Intention to Go to the Festival: Applying an Extension of the Technology Acceptance Model. *International Journal of Hospitality Management*, *31*(3), 819–827. https://doi.org/10.1016/j.ijhm.2011.09.018

Li, S., Pan, Z., & Yu, X. (2022). The High-End Development Process of the Cosmetics Industry in China. *Advances in Economics, Business and Management Research*, *625*, 2144–2149. https://doi.org/https://doi.org/10.2991/aebmr.k.220405.362

Liu, W. (2022). 2020 *China Cosmetics Industry In-Depth Report*. Leadleo, *4*(2), 1–75. http://qccdata.qichacha.com/ReportData/PDF/597b0624e66b766837ad469480a1e34e.pdf

Liu, Z. (2019). The Mechanism of the Influence of Cosmetic Self-Media Marketing on Consumers' Purchase Intention. *Modern Marketing*, *5*(4), 79–82. https://doi.org/10.19932/j.cnki.22-1256/f.2019.08.044

Lohtia, R., & Donthu, N. (2013). The Impact of Advertising, Trustworthiness, and Valence on the Effectiveness of Blogs. *Int. J. Electronic Marketing and Retailing*, *5*(4), 317–339. https://doi.org/10.1504/IJEMR.2013.060264

Low, G. s, & Lamb jr, C. w. (2000). The Measurement and Dimensionality of Brand Associations. *Journal of Product & Brand Management*, *9*(6), 350–368. https://doi.org/10.1108/1061042001035696

Man , Q., & Rahman, Md. jahidur. (2019). *The Impact of Cosmetics Industry Social Media Marketing on Brand Loyalty: Evidence from Chinese College Students. Academy of Marketing Studies Journal*, *23*(2), 1–15. https://ssrn.com/abstract=3610582

Monthly Report on the Economic Operation of China's Retail Consumer Industry 2020/01-12

Pagla, M., & Brennan, R. (2014). The Development of Brand Attitudes among Young Consumers. *Brand Attitudes among Young Consumers*, *32*(6), 687–705. https://doi.org/10.1108/MIP-08-2012-0077

Park, D., Lee, J., & Han, I. (2017). The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement. *International Journal of Electronic Commerce*, *11*(4), 125–148. https://doi.org/10.2753/JEC1086-4415110405

Plotkina, D., & Munzel, A. (2016). Delight the Experts, but Never Dissatisfy Your Customers! A Multi-Category Study on the Effects of Online Review Source on Intention to Buy a New Product. *Journal of Retailing and Consumer Services*, *29*, 1–11. https://doi.org/10.1016/j.jretconser.2015.11.002

Prendergast, G., Ko, D., & Yin, v. yuen Siu . (2010). Online Word of Mouth and Consumer Purchase Intentions. *International Journal of Advertising*, *29*(5), 687 – 708. https://doi.org/10.2501/S0265048710201427

Qi , Y. (2021, May 30). *Brand Building Path of Beauty Short Video Bloggers*. China Academic Journal Electronic Publishing House. https://rounb.com/cdmd_/Dissertation/CDMD-10075-1021702134.htm

Qiu, Y. (2018, May 27). *Analysis of the Influence of Web Celebrity on the Purchase of Make-up Products for the Post-90s Women*. China Academic Journal Electronic Publishing House. https://cdmd.cnki.com.cn/Dissertation/CDMD-10361-1018183048.htm

Shareef, M. A., Mukerji, B., Dwivedi, Y. k., & Rana, N. p. (2019). Examining the Influence of Online Reviews on Consumers' Decision-Making: A Heuristic–Systematic Model. Advances in Economics, *Business and Management Research*, *11*(4), 58–69. https://doi.org/10.2753/JEC1086-4415110405

Saunders, M., Lewis, P., & Thornhill, A. (2009*). Research methods for business students* (5th ed.). Harlow: Pearson Education

Sokolova, K., & Kefi, H. (2019). Instagram and YouTube Bloggers Promote It, Why Should I Buy? How

Credibility and Parasocial Interaction Influence Purchase Intentions. *Journal of Retailing and Consumer Services*, *04*(2), 1–9. https://doi.org/10.1016/j.jretconser.2019.01.011

Sparks, B. a., Perkins, H. e., & Buckley, ralf . (2009). Online Travel Reviews as Persuasive Communication: The Effects of Content Type, Source, and Certification Logos on Consumer Behavior. *Tourism Management*, *62*(1), 5–13. https://doi.org/10.1016/j.jbusres.2008.01.018

Spears, N., & Singh, S. n. (2012). Measuring Attitude Toward the Brand and Purchase Intentions. *Journal of Current Issues & Research in Advertising*, *26*(2), 53 – 66. https://doi.org/10.1080/10641734.2004.10505164

Spears, N., & Singh, S. n. (2014). Consumer Attitudes toward Blogger's Sponsored Recommendations and Purchase Intention: The Effect of Sponsorship Type, Product Type, and Brand Awareness. *Computers in Human Behavior*, *34*, 258–266. https://doi.org/10.1016/j.chb.2014.02.007

Wang, S., & Liu, J. C. (2015). *The Effect of Social Influence on Bloggers' Usage Intention. Online Information Review*, *35*(1), 50–65. http://dx.doi.org/10.1108/14684521111113588

Wu, W., & Lee, Y. (2016). The Effect Of Blog Trustworthiness, Product Attitude, And Blog Involvement On Purchase Intention. I*nternational Journal of Management & Information Systems*, *16*(3), 265–276. https://doi.org/10.19030/ijmis.v16i3.7079

Xi, Y., & Qi, W. (2019). *A Review and Reflection on the Forty Years of China's Advertising Industry* [J]. Journalism Enthusiast. Advertising & Public Relations, *04*(2), 16–211. https://media.people.com.cn/GB/n1/2019/0614/c427885-31137485.html

Xin, F. (2020). Online Internet Influencers: Reshaping the Digital Business in Cosmetics Industry in China. *Advances in Economics, Business and Management Research*, *155*, 106–110. https://doi.org/10.2991/aebmr.k.201128.021

Yu, M. (2021, May 15). *Research on Marketing Communication Strategy of Beauty Cosmetics Opinion Leaders in Dou Yin Platform.* China Academic Journal Electronic Publishing House. https://cdmd.cnki.com.cn/Dissertation/CDMD-10140-1021047691.htm

Zhang, K. Z. k., Zhao, sesia J. , & Cheung, C. M. k. (2014). Examining the Influence of Online Reviews on Consumers' Decision-Making: A Heuristic–Systematic Model. *Decision Support Systems*, *67*, 78–89. https://doi.org/10.1016/j.dss.2014.08.005

Zhang, X. (2020). *Analysis of Brand Marketing Strategy in the Age of Self-Media - Take Beauty and Makeup Products as an Example*. Brand Marketing, *04*(2), 23–24. https://doi.org/10.19373/j.cnki.14-1384/f.2020.04.009

ANNEXES

Annex A. Questionnaire

ISEG Lisbon School of Economics & Management
Universidade de Lisboa

Have you watched the beauty videos?

- ○ No
- ○ Yes

ISEG Lisbon School of Economics & Management
Universidade de Lisboa

Do you follow beauty vloggers?

- ○ No
- ○ Yes

ISEG Lisbon School of Economics & Management
Universidade de Lisboa

How many of beauty Vloggers do you follow?

- ○ 0–1
- ○ 2–5
- ○ 5–10
- ○ More than 10

What is your gender?

- ○ Male
- ○ Female

How old are you?

- ○ Under 18 years old
- ○ 18-25 years old
- ○ 26-35 years old
- ○ 36 years old and above

What is the average amount you spend on beauty products each month?

○ 200 yuan or less
○ 200- 400 yuan
○ 400- 600 yuan
○ 600- 800 yuan
○ 800 yuan above

What is the average amount you spend on beauty products each month?

○ 200 yuan or less
○ 200- 400 yuan
○ 400- 600 yuan
○ 600- 800 yuan
○ 800 yuan above

What is the average amount you spend on beauty products each month?

○ 200 yuan or less
○ 200- 400 yuan
○ 400- 600 yuan
○ 600- 800 yuan
○ 800 yuan above

Do you regularly keep up with beauty bloggers and look forward to his/her daily updates?

○ No
○ Yes

Would you consider buying the products recommended in the short videos posted by vloggers?

○ Never
○ Rarely
○ Sometimes
○ Often
○ Very frequently
○ Almost always

Have you ever felt the urge to shop while watching a beauty blogger's short video?

○ No
○ Yes

Do certain values that beauty vloggers convey in their short videos influence your interest in them?

○ No
○ Yes

Does the professionalism of a beauty blogger influence your following of them?

○ No
○ Yes

Would you recommend your friends to follow your favorite beauty vlogger?

○ No
○ Yes

Click to write the question text

	1	2	3	4	5	6	7
Click to write Statement 1Vloggers' recommendations improve my shopping performance.	○	○	○	○	○	○	○
Vloggers' recommendations enhance my shopping effectiveness.	○	○	○	○	○	○	○
Vloggers' recommendations increase my productivity when shopping.	○	○	○	○	○	○	○
Vloggers' recommendations provide useful information about the product.	○	○	○	○	○	○	○
Vloggers' recommendations are helpful in understanding the product.	○	○	○	○	○	○	○
I believe vloggers' recommendations to be true.	○	○	○	○	○	○	○
I trust information on vlogs to be true.	○	○	○	○	○	○	○
Vloggers are trustworthy.	○	○	○	○	○	○	○
Vloggers' recommendations are reliable.	○	○	○	○	○	○	○

Click to write the question text

	1	2	3	4	5	6	7
Click to write Statement 1Vloggers' recommendations improve my shopping performance.	O	O	O	O	O	O	O
Vloggers' recommendations enhance my shopping effectiveness.	O	O	O	O	O	O	O
Vloggers' recommendations increase my productivity when shopping.	O	O	O	O	O	O	O
Vloggers' recommendations provide useful information about the product.	O	O	O	O	O	O	O
Vloggers' recommendations are helpful in understanding the product.	O	O	O	O	O	O	O
I believe vloggers' recommendations to be true.	O	O	O	O	O	O	O
I trust information on vlogs to be true.	O	O	O	O	O	O	O
Vloggers are trustworthy.	O	O	O	O	O	O	O
Vloggers' recommendations are reliable.	O	O	O	O	O	O	O
In general, the quality of each recommended video of the products is high.	O	O	O	O	O	O	O
Vloggers' recommendations help me to reduce risk of making a decision.	O	O	O	O	O	O	O
Vloggers' recommendations can help me gain knowledge about how the product works.	O	O	O	O	O	O	O
Vloggers' recommendations can help me obtain product information in general.	O	O	O	O	O	O	O
Vloggers' recommendations can help me judge product quality.	O	O	O	O	O	O	O
Vloggers' recommendations can help me check product feature and function.	O	O	O	O	O	O	O
Vloggers' recommendations help me learn about products.	O	O	O	O	O	O	O

It is very likely that I would seriously consider the product recommended by vlogger.

○ ○ ○ ○ ○ ○ ○

If I were to make a decision I will certainly purchase the product recommended by vlogger.

○ ○ ○ ○ ○ ○ ○

It is highly probable I would suggest buying the product recommended by vlogger.

○ ○ ○ ○ ○ ○ ○

Annex B. Outer VIF

	VIF
ATB1	1.847
ATB2	2.038
ATB3	1.92
ATR1	2.083
ATR2	2.39
ATR3	2.663
ATR4	1.773
IQ1	2.8
IQ2	3.266
IQ3	2.286
IQ4	2.549
IQ5	2.201
IQ6	2.395
PB1	2.508
PB2	2.782
PB3	2.395
PB4	2.631
PB5	2.804
PB6	2.335
PB7	2.111
PI1	2.024
PI2	2.357
PI3	2.269
PI4	2.148
PU1	2.098
PU2	2.26
PU3	2.231
PU4	2.145
PU5	1.958
TR1	2.595
TR2	2.799
TR3	2.463
TR4	2.802
TR5	2.191
TR6	2.425
TR7	2.804
TR8	2.854
TR9	2.361

Annex C. Inner VIF

	ATB	ATR	IQ	PB	PU	PI	TR
ATB						2.42	
ATR	1					2.42	
IQ		4.091					
PB		3.177					
PU		2.041					
PI							
TR		4.43					

Annex D. Constructs Measurement Scales.

Variables	Code	Original Scales	Adapted Scales	Source	Reference
Perceived Usefulness	PU1	Bloggers' recommendations improve my shopping performance.	Vloggers' recommendations improve my shopping performance.	Hsu, Lin and Chiang (2013),	Adapted by Grace and Ming (2018)
	PU2	Bloggers' recommendations enhance my shopping effectiveness.	Vloggers' recommendations enhance my shopping effectiveness.	Park, Lee and Han (2007)	
	PU3	Bloggers' recommendations increase my productivity when shopping.	Vloggers' recommendations increase my productivity when shopping.		
	PU4	Bloggers' recommendations provide useful information about the product.	Vloggers' recommendations provide useful information about the product.		
	PU5	Bloggers' recommendations are helpful in understanding the product.	Vloggers' recommendations are helpful in understanding the product.		
Trustworthi-ness	TR1	I believe bloggers' recommendations to be true.	I believe vloggers' recommendations to be true.	Hsu, Lin and Chiang (2013),	Adapted by Grace and Ming (2018)
	TR2	I trust information on blogs to be true.	I trust information on vlogs to be true.	Lee and Ma (2012),	
	TR3	Bloggers are trustworthy.	Vloggers are trustworthy.	Erkan and Evans (2016)	
	TR4	Bloggers' recommendations are reliable.	Vloggers' recommendations are reliable.		
	TR5	Recommendations posted by trustworthy bloggers are to be considered true.	Recommendations posted by trustworthy vloggers are to be considered true.		
	TR6	I think bloggers' recommendations are convincing.	I think vloggers' recommendations are convincing.		
	TR7	I think bloggers' recommendations are credible.	I think vloggers' recommendations are credible.		
	TR8	I think bloggers' recommendations are accurate.	I think vloggers' recommendations are accurate.		
	TR9	Bloggers' recommendations are more trustworthy than company advertising because they are posted by peers.	Vloggers' recommendations are more trustworthy than company advertising because they are posted by peers.		
Information Quality	IQ1	Each recommendation post of the products has sufficient reasons supporting the opinions.	Each recommended video of the products has sufficient reasons supporting the opinions.	Park, Lee and Han (2007)	Adapted by Grace and Ming (2018)
	IQ2	Each recommendation post of the products is objective.	Each recommended video of the products is objective.		
	IQ3	Each recommendation post of the products is understandable.	Each recommended video of the products is understandable.		
	IQ4	Each recommendation post of the products is credible.	Each recommended video of the products is credible.		
	IQ5	Each recommendation post of the products is clear.	Each recommended video of the products is clear.		
	IQ6	In general, the quality of each recommendation post of the	In general, the quality of each recommended video of the products is		

Perceived Benefits	PB1	Bloggers' recommendations help me to reduce risk of making a decision.	Vloggers' recommendations help me to reduce risk of making a decision.	Lee and Ma (2012)	Adapted by Grace and Ming (2018)
	PB2	Bloggers' recommendations can help me gain knowledge about how the product works.	Vloggers' recommendations can help me gain knowledge about how the product works.		
	PB3	Bloggers' recommendations can help me obtain product information in general.	Vloggers' recommendations can help me obtain product information in general.		
	PB4	Bloggers' recommendations can help me judge product quality.	Vloggers' recommendations can help me judge product quality.		
	PB5	Bloggers' recommendations can help me check product feature and function.	Vloggers' recommendations can help me check product feature and function.		
	PB6	Bloggers' recommendations help me learn about products.	Vloggers' recommendations help me learn about products.		
	PB7	Bloggers' recommendations may provide different opinions about the product that I never considered.	Vloggers' recommendations may provide different opinions about the product that I never considered.		
Attitude towards Vloggers' Recommendations	ATR1	I think following bloggers' recommendations would be good for me.	I think following vloggers' recommendations would be good for me.	Casaló, Flavian and Guinaliu (2011), Lee, Xiong and Hu (2012)	Adapted by Grace and Ming (2018)
	ATR2	I have a positive opinion about bloggers' recommendations.	I have a positive opinion about vloggers' recommendations.		
	ATR3	I like bloggers' recommendations.	I like vloggers' recommendations.		
	ATR4	Overall my attitude toward bloggers' recommendations is favourable.	Overall my attitude toward vloggers' recommendations is favourable.		
Attitude towards Brand	ATB1	Product branding in smartphone advertisements is good.	Product branding in beauty vlog advertisements is good.	Eui-Bang Lee , Sang-Gun Lee and Yang (2017)	Eui-Bang Lee , Sang-Gun Lee and Yang (2017)
	ATB2	Product branding in smartphone advertisements is pleasant.	Product branding in beauty vlog advertisements is pleasant.		
	ATB3	Product branding in smartphone advertisements is favorable.	Product branding in beauty vlog advertisements is favorable.		
Purchase Intention	PI1	It is highly probable that I will choose the product recommended by blogger.	It is highly probable that I will choose the product recommended by vlogger.	Plotkina and Munzel (2016)	Adapted by Grace and Ming (2018)
	PI2	It is very likely that I would seriously consider the product recommended by blogger.	It is very likely that I would seriously consider the product recommended by vlogger.		
	PI3	If I were to make a decision I will certainly purchase the product recommended by blogger.	If I were to make a decision I will certainly purchase the product recommended by vlogger.		
	PI4	It is highly probable I would suggest buying the product recommended by blogger.	It is highly probable I would suggest buying the product recommended by vlogger.		