

The Influence of Advertising Strategies on Purchase Intention of Beauty Products on RED

Kehan Lin^{1,3}, Shizhen Liang¹, Haowei Wen¹, Mengfan Yang^{1,2}

¹ School of English for International Business, Guangdong University of Foreign Studies, Guangzhou, China

² Haas school, University of California, Berkeley, United States

³ Rennes School of Business, Rennes, French

Correspondence: Mengfan Yang, School of English for International Business, Guangdong University of Foreign Studies, Guangzhou 510420, Guangdong, China. E-mail: Ymf20220300982@outlook.com

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Abstract

With the popularity of social media platforms in China, research on social media advertising is increasing. Prior research has shown that the value perception given to consumers by social media advertising affects the purchase intention of consumers. However, its internal logic and behavioral mechanism have not been well investigated. In view of this, this research is designed to examine the direct effects of interactivity and aesthetic appeal of beauty product advertisements on perceived advertising value on RED and to explore the influence of perceived advertising value on consumers' purchase intentions. Based on questionnaire analysis, bivariate regression analysis, and univariate regression analysis, we found the significant influence of interactivity and aesthetic appeal on advertising value as well as the influence of advertising value on consumers' purchase intention. The chain behavior generation mechanism of consumers' purchase decisions was also elaborated. This paper provides enlightenment for theoretical research, especially in enriching the SOR model. Also, the result has practical implications for enterprise practice, pointing out important directions for enterprises to design their advertisements.

Keywords: advertising strategy, interactivity, aesthetic appeal, purchase intention

1. Introduction

The rapid evolution of the Internet has led to the rise of social media. As a tool of information dissemination, social media possesses more advanced and diversified functions than traditional media. The content production and exchange platform based on users' social relations allows users to edit content, share information, discuss topics, and do other activities with other users (Li, 2023). According to the China Internet Network Information Center (CNNIC), Chinese netizens reached 1.051 billion in 2022, and the Internet penetration rate reached 74.4 percent¹. It is obvious that social media is currently embedded in the daily life, study, and communication of the public and has become an essential social space. Business communication is no exception. Digital marketing based on social media is increasingly rich and diverse, rapidly changing the traditional advertising model of enterprises.

Among these platforms, RED has established itself as a critical channel for brands and merchants to promote their products. Influencers and regular users on the platform share product experiences, post tutorials, and engage in topic discussions, creating a new type of advertising model. Particularly, RED features in beauty products selling as its target group is young women (Dai, 2024). With the continuous improvement of people's living standards, individuals have deeper interpretations and requirements for personal charm. Various beauty makeup products, such as cosmetics and skincare items have gradually become daily consumer goods, which are accepted by more and more consumers and have become a part of their daily life (Miao, 2021). According to data released by the National Bureau of Statistics in 2022, the total retail sales of consumer goods reached 440,823 billion yuan, up 12.5% over the previous year, and cosmetics increased by 14.0%. These figures show that skin protection products and makeup have jumped to the forefront of each major list and become a dark horse in the retail industry. It is of crucial significance for cosmetic companies to optimize

¹ <https://www.cnnic.net.cn/>

online advertisement strategies to seize the growing opportunity.

While existing studies have explored the impact of social media advertising on consumer behavior, most studies have focused on Western markets and platforms, such as Facebook and Instagram. Samadrita & Indranil (2020) discussed the influence of Facebook likes on purchases and recommendations on a linked e-commerce site, and Joe et al., (2018) researched consumer engagement with celebrity-endorsed e-cigarette advertising on Instagram. There are few studies on Chinese native platforms such as RED, and the internal logic and mechanism between advertising value and consumer purchasing decisions have not been fully explained (Zhu et al., 2023). Besides, existing studies on the advertising strategies of RED often regard the platform as a whole and examine the commonalities of the advertising strategies of various products. While searching advertisements on RED, more than 90 theses were available. Their findings yield a general conclusion that may not be applicable to a particular product.

Therefore, this study aims to fill this research gap and explore how the interactivity and aesthetic appeal of beauty product advertising on RED influence consumers' purchase intentions. The first objective is to examine the direct effects of interactivity and aesthetic appeal of beauty product advertisements on perceived advertising value among users of the RED platform. The second objective is to analyze the influence of perceived advertising value on consumers' purchase intentions.

2. Literature Review

2.1 Online Marketing Strategies

Marketing strategies are the bridge for communication between businesses and consumers. Traditional marketing strategies include print media advertising (Liu, 2019), public relations (Li, 2017), promotions (Zhang, 2024), and personal selling (Zhong, 2024), which rely on one-way communication forms and lack of effective communication with consumers (Xiao et al., 2018), aiming to create brand awareness and drive sales. However, with the prevalence of the Internet and the development of digital technology, marketing strategies have experienced significant changes, shifting their focus to the online aspect.

Online marketing, also called digital marketing, utilizes technologies such as artificial intelligence, big data, and mobile communication, to provide businesses with a variety of market promotion approaches. Wei & Liu (2020) delves into the impact of online marketing on traditional marketing models, proposing innovative strategies that integrate online analytical tools and multi-channel marketing to meet the evolving needs of the digital consumer. Similarly, Lu (2024) underscores the pivotal role of big data in crafting precise marketing strategies that resonate with consumer demands. They all place such a premium on digital tools for deeper consumer insights, emphasizing the importance of online marketing. This kind of marketing strategy, with its low cost, high efficiency, and precise targeting, has gradually replaced the dominant position of traditional marketing.

Particularly, the rise of e-commerce and social media platforms, especially WeChat, Weibo, and TikTok, has stimulated ever-increasing companies to begin to use social media advertising to do brand marketing due to its targeted positioning and personalized promotion. Xie (2024) points out that social media serves as a vital source of market feedback and competitive intelligence, which enables brands to adjust their strategies in response to consumer demands and market shifts. Concurrently, Kang (2024) finds out the role of social media as a communication channel between companies and consumers in shaping brand perception. The precision of target market identification through social media data analysis is paramount, supporting tailored advertising strategies that resonate with specific consumer segments.

For consumers, social media platforms have become central to their decision-making processes. In China, the platform RED has become particularly influential, serving as a hub for brand promotion and consumer interactivity (Liu, 2020). A large number of people choose to share their product usage experience or ask for suggestions on whether a product is worth buying in RED. The concept of UGC has gained significant attention in social media advertising, with consumers now actively participating in the value co-creation process alongside brands. Research indicates that consumers place higher trust in content generated by their peers compared to that produced by marketers, valuing its authenticity and reliability (Liu, 2023). Additionally, Zhu's (2023) analysis of RED highlights the platform's ability to enhance purchase intentions through community engagement and targeted marketing strategies. These studies mostly focus on the impact of UGC on other consumers' willingness to purchase, with little attention paid to how interactive and aesthetic advertising strategies influence consumers' value perceptions of social media advertisements, thereby affecting their willingness to buy.

The perceived value of social media advertising encompasses consumer recognition and evaluation of the content, influencing brand attitudes and purchase intentions. Elements such as interactivity, aesthetics, entertainment, and trendiness have been identified as pivotal in enhancing the appeal and engagement of advertisements (Zhu et al., 2023). These factors not only increase the perceived value of the advertisement but also foster consumer-brand relationships

through participation and co-creation. Our research will explore whether the interactivity and aesthetics of social media advertising strategies affect users' perceived value of social media advertisements, and, consequently, whether this affects their willingness to make purchases.

2.2 Beauty Products in Social Media Advertising

The variety of products advertised on social media is vast, such as technology products (Liang, 2021), fashion and apparel (Wang, 2024), food and beverages (Wei, 2021), and so forth. These advertisements utilize the platform's user base and social characteristics to achieve rapid dissemination of brand information. Our study mainly focuses on beauty products which hold a special place on social media. In the field of beauty product marketing, social media platforms have emerged as pivotal battlegrounds for brands to capture consumer attention and drive sales. For example, De Vries et al. (2012) highlight the popularity of brand posts on social media, emphasizing the role of marketing in enhancing brand exposure and consumer interaction.

Previous studies collectively suggest that beauty brands can enhance market segmentation by utilizing social media data to understand consumer behavior and preferences. The case study of W Beauty Company demonstrates that through marketing strategies on platforms like RED, WeChat, TikTok, and Weibo, the brand can effectively communicate with young consumers (Wang, 2022). Xue (2023) advocates for the application of marketing theories and models (such as New 4C Theory², AIPL model³, and SWOT analysis) to optimize brands' marketing strategies, emphasizing strategic content creation and leveraging influencers to amplify the impact on consumer purchase intentions. Chen & An (2022) stress the importance of the STP strategy⁴ in brand positioning and tailoring marketing to new media platforms, by taking the brand Colorkey (a Chinese beauty product brand) as an example. These studies highlight the significance of beauty brands strategically using social media for deeper consumer engagement.

Social media advertising, particularly marketing strategies for beauty products, has become an indispensable part of modern marketing. Our study aims to delve into the marketing strategies of beauty products on RED, considering the platform's distinct user demographics and social dynamics.

2.3 Marketing Strategies of Beauty Products on RED

In recent years, with the development of the social economy, female consumption has played an increasingly important role in domestic and foreign economies. As the main group of consumers, young women have advanced thinking and a multi-concept of consumption, which should not be ignored (Zhao & Sun, 2017). Under this trend, there is an increasing number of research on female consumption.

With the rise of "She Economy", beauty makeup has become an important part of women's consumption. The consumption willingness and consumption-ability of Chinese women in all aspects are gradually rising (Ye, 2021). In academia, there is no specific definition of beauty makeup, which usually includes makeup, beauty, and aesthetics. The usage of social media has a direct impact on consumers' attitudes towards beauty products (Wang, 2022). Thus, e-commerce platforms need to continuously explore and develop advertisement strategies that suit the needs of different groups of women under the tide of the "She Economy" (Jin, 2017). In order to better promote the industrial value driven by the "She Economy", it is necessary for companies to consider the characteristics of each platform. Based on the real consumption situation, deeply analyzing women's consumption trends and behaviors, and further innovating the marketing strategy of the platform can stimulate women's desire to buy (Lu, 2023). Therefore, research should be specifically tailored to the characteristics of different platforms. *The 2024 Active User Report of RED* conducted by Qiangua, a market analysis institution points out that women account for nearly 80 percent of RED's users. Among them, the main users are young women in first-tier and second-tier cities. However, it also includes different groups such as schoolgirls and small-town youth. Paying attention to appearance and being willing to pay for high-quality beauty products are their labels. Therefore, studying the advertising strategy of beauty products on RED can enhance understanding of female consumption behaviors on RED to a great extent and conform to the trend of the "She Economy".

Many studies exploring advertising strategy research on RED tend to look at the platform as a whole, and then explore the commonness of different product advertising strategies. However, the general conclusions drawn from this approach may not be applicable to specific product categories. Li (2022) classifies ads on RED into soft and hard ads based on the form of the ad and points out the problems that all products on RED face in soft advertising marketing strategies. Similarly, He (2022) analyzed the characteristics of the soft advertisement of network celebrities from four dimensions: the advertisement publisher, the advertisement content, the advertisement presentation way, and the advertisement mark.

² The New 4C Theory is a modern marketing approach that focuses on four key components: connection, communication, community, and customization.

³ The AIPL model is a marketing framework that guides consumers through the stages of awareness, interest, purchase, and loyalty.

⁴ The STR strategy refers to segmentation, targeting, and positioning.

Although He (2022) takes a step further than Li (2022) and classifies products on RED according to their popularity, the conclusions of this article still revert to generalization. Based on this, this study aims to focus on RED's beauty product advertising strategy. It will discuss elements behind the successful advertising strategy of beauty products on RED and provide new perspectives and insights for academic research and practical application in related fields.

3. Theoretical Framework and Research Hypotheses

3.1 Theoretical Framework

In 1974, Mehrabian & Russel constructed a theoretical framework known as the Perception-Response Model (PRM) through an in-depth analysis of consumer behaviour. This framework reveals the motivational mechanism of consumer purchasing behaviour, i.e., consumers are motivated by a variety of external factors to develop internal needs, which were then transformed into purchasing decisions and ultimately lead to actual purchasing actions. Based on this theory, Bitner (1992) further developed an environment-customer interaction model for service industries. The model suggests that consumers' final behaviour may be either convergent or avoidant.

With the development of the Internet, more and more companies and brands choose to deliver advertisements online as a way to attract consumers to consume. The SOR (Stimulus-Organism-Response) model is applied in many studies, such as online consumption (Shi et al., 2017) and e-commerce live broadcasting (Li & Ye, 2020). According to Zhang & Chen (2024), the relationship between anchor characteristics and consumer cognition and emotion in live e-commerce and the impact on consumer purchase intention based on the SOR model was explored in their study. As for other industries, Li et al. (2021) used structural equation modelling to analyse the impact of new energy vehicle consumption promotion policies on potential consumers based on SOR theory. In this study, the researchers regard new energy vehicles as a specific area and focus on the impact of policy on consumer purchase intentions. Previous literature has extensively explored the impact of consumer behavior on different products, like new energy vehicles based on the SOR model. However, it has frequently neglected the distinct nuances of consumer interaction within social media environments like RED, particularly in the realm of beauty product marketing. This study aims to bridge that gap by examining the influence of interactivity and aesthetic appreciation in beauty product advertisements on perceived advertising value and purchase intentions among RED's user base, all within the SOR model framework.

3.2 Research Hypotheses

To investigate how the interactivity and aesthetic appreciation of beauty product advertisements on RED influence consumers' purchasing intentions, we propose the following hypothesizes for this study:

H1: The interactivity of social media advertising positively affects the perceived value of consumers.

H2: The aesthetic appreciation of social media advertising positively affects the perceived value of consumers.

H3: The perceived advertising value on social media platforms positively influences consumer purchasing intentions.

In order to test H1 and H2, a bivariate regression analysis is initiated to examine the combined effects of interactivity and aesthetic appreciation on perceived value. This method allows us to discern how these factors, when considered together, influence the value that consumers derive from social media advertising. This approach moves beyond the individual impact of each factor by considering their interplay, providing a more nuanced understanding of how interactivity and aesthetic appreciation collectively affect perceived value.

To test H3, a univariate regression analysis is conducted, where consumer purchasing intention is the dependent variable and perceived advertising value is the independent variable. By analyzing the regression coefficient associated with perceived advertising value, we can determine the nature of its relationship with consumer purchasing intentions. A positive coefficient would signify a positive correlation, thereby lending support to the hypothesis that higher perceived advertising value on social media platforms is linked to stronger consumer purchasing intentions.

4. Research Methodology

4.1 Research Procedure

The purpose of this study is to explore the influence of interactivity (INT) and aesthetic appeal (AP) on consumers' purchase intention (PI) through advertising value (AV) on the RED platform. To systematically verify the study hypotheses, this study follows the following ideas:

Firstly, based on the literature review and the SOR theoretical framework, the two explanatory variables of interactivity and aesthetic appeal are considered S (stimulus). The intermediate variable of advertising value is taken as O (organism), and the R (response) is the consumer's purchase intention, which is the dependent variable. According to the research hypotheses, the research model is constructed as shown in Figure 1.

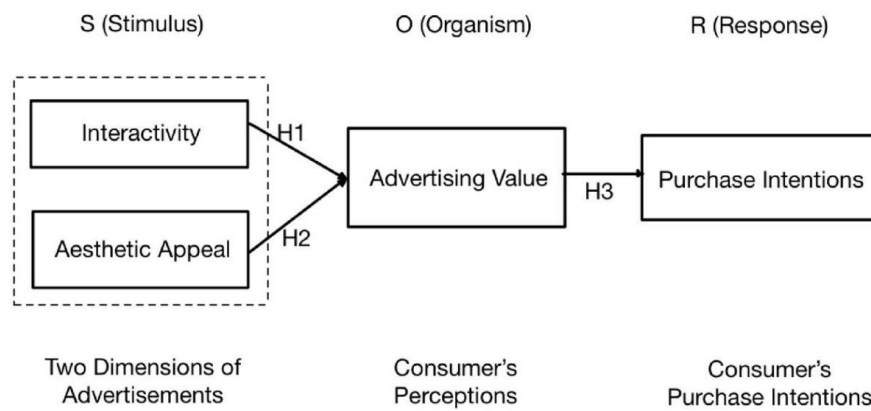


Figure 1. Theoretical Framework

According to the theoretical framework, we develop specific research hypotheses, including the direct effects of interactivity and aesthetic attraction on advertising value perception and the direct influence of advertising value perception on purchase intention.

Data were collected through the questionnaire distribution method to verify the study hypothesis. Statistical analysis methods are used to process the collected data to test the validity of the hypothesis.

In line with the data analysis results, the conclusions are extracted to explore the role mechanism of interactivity and aesthetic appeal in social media advertising, as well as the impact on consumers' purchase intention.

4.2 Scale Design of the Core Elements

This study involved 4 elements, including aesthetic appeal, interactivity, advertising value, and purchase intention. The measurement scale of each element is designed based on the mature scale in existing studies, nested in the social media situation, and modified. Relevant scales and references are listed in Table 1.

Table 1. The Core Elements and Sources in Scale Design

Core Elements	Scale	Sources
Aesthetic Appeal	Brand X's social media ads fit well with my daily preferences	Balaji & Roy (2017), Feng (2017)
	Brand X's form of social media ads appeals to me	
	Brand X's social media ads made me feel good about its quality	
	Brand X's social media ads give me the impression that the company is listening to consumers	
Interactivity	Brand X's social media ads encourage customers to provide feedback	Nasir (2021), Zhu et al. (2023)
	Brand X's social media ads enables two-way communication between consumers and businesses	
Advertising Value	Brand X's social media ads can meet consumers' needs	Nysveen (2014), Zhou (2019),
	Brand X's social media ads can help consumers	
	Consumers can perceive the value of Brand X's social media ads	
Purchase Intention	I am considering buying products and services advertised by Brand X on social media in the future	Cheung (2020), Zhu et al. (2023)
	When I see products/services promoted by Brand X on social media, I want to buy those products/services	
	When I see a brand X product/service on social media that I've never purchased before, I will buy it	

4.3 Data Collection

The data for this study were systematically collected through an online questionnaire administered between May 21st and 25th, 2024, with a primary distribution focus in Guangdong Province, China. A convenience sampling strategy was utilized to select a sample deemed representative of college students, acknowledging the potential existence of biases and limitations inherent to this approach.

The questionnaire was meticulously structured into two distinct yet complementary sections. The first section aimed to elicit demographic characteristics of the respondents, encompassing fundamental inquiries such as gender and age, thereby establishing a demographic profile of the study population.

The second section was deliberately designed to gain a nuanced understanding of the respondents' behavioral patterns towards social media advertising. To achieve this, a Likert scale was employed, offering a 5-point continuum ranging from "Strongly disagree" to "Strongly agree", with corresponding values assigned as follows: (1) Strongly agree, (2) Agree, (3) Neutral, (4) Disagree, (5) Strongly disagree. This scale facilitated the quantification of respondents' attitudes and perceptions, providing a robust foundation for answering the research question. The utilization of this comprehensive questionnaire, which is included in the Appendix, ensures the rigor and reliability of the data collected.

5. Data Analysis

5.1 Descriptive Statistical Analysis of Variables

This section includes descriptive analyses of demographic variables and descriptive analyses of individual variables. Firstly, the analyses including gender, age and row frequencies were analyzed and summarized in tables so as to measure the representability of the sample.

Table 2. Demographic characteristics of the sample

Item	Items	Frequency	Percentage (%)	Cumulative Percentage (%)
Sex	Male	38	36.36	36.36
	Female	66	63.64	100.00
Age	Under 18	2	1.92	1.92
	18-30	97	93.27	95.19
	30-40	3	2.89	98.08
	40-50	2	1.92	100.00
Total		104	100.0	100.0

According to Table 2, among the 104 people who participated in filling out the questionnaire, women accounted for 63.64%, while men only accounted for 36.36%. Therefore, the number of women in this survey sample is higher than that of men. Considering that the female audience of beauty products is larger, so this gender ratio distribution is reasonable. In terms of age, among the 104 people who participated in the survey, the number of people aged 18-30 years old is the largest, accounting for 93.27%. This is followed by the number of people aged 31-50 years old accounting for 2.89%, and the number of people under 18 years old and over 51 years old both accounting for 1.92%. Therefore, the age group of 18-30 years old accounted for the vast majority of the respondents in this survey, which is in line with the objectives and needs of the younger group in this questionnaire survey. In summary, the sample is predominantly female and falls within the age range of 18 to 30 years old, with a significant majority in the 18-30 age bracket. There are very few individuals in the younger and older age groups, and the sample is almost equally split between males and females.

For the final 104 valid questionnaires, our thesis carried out descriptive statistical analysis through SPSS16.0, and the statistics on purchase intention, the interactivity of advertisement, advertising value, and the aesthetics of advertisement were described in terms of the maximum value, the minimum value, the mean value, and the standard deviation to analyze the centralized trend and the discrete trend of the sample data, and the results of the statistical analysis are shown in Table 3.

Table 3. Descriptive statistical analysis of variables

Test Item	Sample	Minimum	Maximum	Mean	Standard Deviation	Median
Purchase intention (PI)	104	1.000	5.000	3.267	0.890	3.333
Advertising Value (AV)	104	1.000	5.000	3.560	0.693	3.667
Interactivity (INT)	104	1.000	5.000	3.440	0.710	3.333
Aesthetic appeal (AP)	104	1.000	5.000	3.490	0.735	3.333

The minimum value of “Purchase intention” is 1, the maximum value is 5, the mean value is 3.267, and the standard deviation is 0.890, which indicates that the purchase intention of the sample data is in the upper middle level and the difference between the sample and the mean value is small, and the degree of dispersion is low. The minimum value of “advertising value” is 1, the maximum value is 5, the mean value is 3.560, and the standard deviation is 0.693, indicating that the “advertising value” of the sample data is at the upper middle level, and the difference between the samples is small, with a low degree of dispersion.

The minimum value of “interactivity” is 1, the maximum value is 5, the median is 3.333, the mean is 3.440, and the standard deviation is 0.710, indicating that the interactivity of the sample data is at the upper middle level, and the difference between the sample and the mean is small, with a low degree of dispersion. The minimum value of “aesthetic appeal” is 1, the maximum value is 5, the mean value is 3.333, and the standard deviation is 0.735, indicating that the aesthetic appeal of the samples is in the upper middle level, and the difference between the samples and the mean value is small, with a low degree of dispersion.

In essence, the sample demonstrates a moderate and relatively consistent response pattern across the advertising variables, with some indication of variability particularly in purchase intentions. The slight differences in median and mean scores for AV suggest a potential positive skew, while the overall data distribution appears stable and consistent.

5.2 Reliability Analysis

In this paper, the consistency of the results is examined using the commonly used test Cronbach’s alpha coefficient, whose alpha value is higher, indicating a higher correlation between the items and a higher internal consistency.

Table 4. Cronbach’s reliability analysis

Test item	Correction term total correlation (CITC)	Deleted alpha coefficients for item	Cronbach’s alpha coefficient
Purchase intention (PI)	0.660	0.836	0.852
Advertising Value (AV)	0.723	0.802	
Interactivity (INT)	0.692	0.813	
Aesthetic appeal (AP)	0.723	0.799	

Standardised Cronbach’s alpha coefficient: 0.858

From the table above, the reliability coefficient value is 0.852, which is greater than 0.8, thus indicating that the data of the study is of high quality. For the “alpha coefficient of item deleted”, the reliability coefficient does not increase significantly when any item is deleted, thus indicating that the item should not be deleted.

Regarding the “CITC value”, the CITC values of the analyzed items are all greater than 0.4, which indicates that there is a good correlation between the analyzed items, and at the same time, it also indicates that the reliability level is good. To sum up, the reliability coefficient value of the research data is higher than 0.8, which comprehensively indicates that the data reliability is of high quality and can be used for further analyses.

5.3 Validity Analysis

In this paper, the validity of the scale was tested by exploratory factor analysis, and the KMO (Kaiser-Meyer-Olkin) test and Bartlett’s sphere test were used to determine whether the sample data were suitable for factor analysis, and the factors were extracted by the values of the variance explained and the values of the factor loading coefficients. As shown in the

table 5, the KMO value of the scale was 0.904 ($KMO > 0.7$) and passed the Bartlett's sphere test ($p < .05$), indicating that the sample data were suitable for exploratory factor analysis.

Table 5. Test results for the variables KMO and Bartlett

	KMO value	0.904
Bartlett Sphericity Check	approximate chi-square (math.)	978.765
	<i>df</i>	66
	<i>p</i> -value	0.000

The factors were extracted by orthogonal rotation with maximum variance method for factor loading analysis. As shown in Table 5, this thesis extracted four factors, the variance explained rate after rotation is 22.094%, 22.036%, 20.791%, 20.044%, and the cumulative variance explained rate after rotation is 84.965% (>50%).

Table 6. Results of the validity analysis

Test item	Factor loading coefficients				Commonality (common factor variance)
	Factor 1 Aesthetic appeal (AP)	Factor 2 Purchase Intention (PI)	Factor 3 Interactivity (INT)	Factor 4 Advertising Value (AV)	
AP 1	0.833	0.287	0.207	0.300	0.908
AP 2	0.858	0.172	0.275	0.233	0.895
AP 3	0.812	0.283	0.305	0.269	0.904
INT 1	0.296	0.205	0.763	0.298	0.801
INT 2	0.188	0.260	0.849	0.114	0.836
INT 3	0.254	0.188	0.791	0.276	0.802
AV 1	0.331	0.149	0.353	0.736	0.798
AV 2	0.192	0.242	0.170	0.850	0.847
AV 3	0.298	0.322	0.211	0.769	0.829
PI 1	0.202	0.839	0.277	0.189	0.857
PI 2	0.206	0.819	0.248	0.288	0.858
PI 3	0.239	0.865	0.139	0.191	0.862
Eigenroot values (before rotation)	7.105	1.196	1.006	0.890	-
Variance explained % (before rotation)	59.205	9.966	8.381	7.413	-
Cumulative variance explained % (before rotation)	59.205	69.171	77.552	84.965	-
Eigenroot values (after rotation)	2.651	2.644	2.495	2.405	-
Variance explained % (after rotation)	22.094	22.036	20.791	20.044	-
Cumulative variance explained % (after rotation)	22.094	44.130	64.921	84.965	-
KMO value		0.904			-
Bart Spherical Values		978.765			-
<i>df</i>		66			-
<i>p</i> Value		0.000			-

The extracted factors were named "aesthetic appeal", "purchase intention" and "interactivity" and "advertising value" according to the question items. The factor loadings of "aesthetic appeal" on AP 1, AP 2, and AP 3 are 0.833, 0.858, and 0.812, respectively; and those of "purchase intention" on PI 1, PI 2, and PI 3 are 0.839, 0.819, and 0.869, respectively, 0.819, 0.865; the factor loadings of "interactivity" on INT 1, INT 2 and INT 3 are 0.763, 0.849 and 0.791 respectively; the factor loadings of "advertising value" on AV 1, AV 2 and AV 3 are 0.736, 0.849 and 0.791 respectively. The factor

loadings of “advertising value” on AV 1, AV 2, and AV 3 are 0.736, 0.850, and 0.769 respectively, and the factor loadings of all items are greater than 0.5 and there is no cross term. Therefore, the validity of this scale is relatively good from an overall point of view.

5.4 Regression Analysis

5.4.1 Multiple Regression Analysis of Advertising Value

The first and second hypothesis were tested by means of multiple regression analysis. From the table below, INT and AP are taken as independent variables, while AV is taken as a dependent variable for linear regression analysis.

Table 7. Results of multiple regression analysis

	regression coefficient	95% CI	Covariance Diagnostics	
			VIF	tolerance level
a constant (math.)	0.972** (3.596)	0.442 ~ 1.502	-	-
Interactivity (INT)	0.318** (3.545)	0.142 ~ 0.494	1.636	0.611
Aesthetic appeal (AP)	0.428** (4.924)	0.258 ~ 0.598	1.636	0.611
sample size		104		
R^2		0.497		
Adjustment R^2		0.487		
F Value		$F(2,97)=47.914, p=0.000$		

Dependent variable: advertising value (AV)

$D-W$ value: 1.754

* $p < 0.05$ ** $p < 0.01$ t -values in parentheses

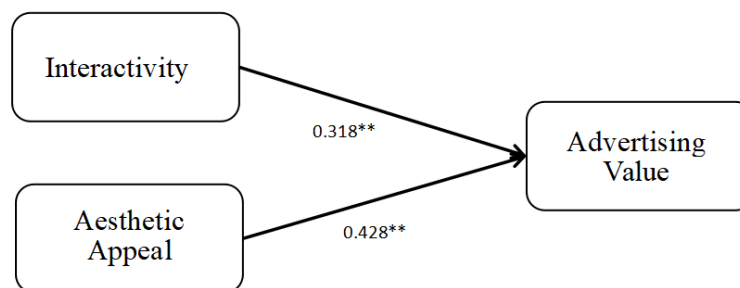


Figure 2. The “Interactivity and Aesthetic Appeal-Advertising Value” Model

As we can see Table 7 above, the model formula is: $AV = 0.972 + 0.318 INT + 0.428* AP$, and the R -square value of the model is 0.497, which means that INT, AP can explain 49.7% of the variation in AV. The F -test of the model shows that the model passes the F -test ($F=47.914, p=0.000 < 0.05$), which means that at least one of the INT, AP has an impact on the AV, and the multiple covariance of the model shows that the VIF values of the model are less than 5, which means that there is no covariance problem; and the D -value of the model is less than 5, which means that the D -value of the AV does not exist.

In addition, the test for multicollinearity reveals that all VIF values in the model are less than 5, which means that there is no problem of covariance; and the $D-W$ value is around the number 2, which means that there is no autocorrelation in the model, and there is no correlation between the sample data.

The final analysis shows that the regression coefficient of INT is 0.318 ($t=3.545, p=0.001 < 0.01$), which means that INT has a significant positive influence on AV. The regression coefficient value of AP is 0.428 ($t=4.924, p=0.000 < 0.01$), implying that AP will have a significant positive influence relationship on AV. Summarizing the analysis, it can be seen that INT, AP will all have a significant positive influence on AV, hypothesis 1 and hypothesis 2 are valid.

The multiple regression analysis reveals a significant influence of Interactivity and Aesthetic Appeal on Advertising Value, with both factors showing a strong positive relationship. The model explains nearly half of the variance in advertising value perceptions, suggesting a consumer tendency to assign higher value to ads that are interactive and aesthetically pleasing. This aligns with the broader marketing insight that engaging and visually attractive advertisements are more likely to resonate with audiences, thereby enhancing the perceived value of the advertisement.

5.4.2 One-way Regression Analysis of Purchase Intention

Hypothesis 3 proposes that advertised value positively influences purchase intention, as can be seen from the table below, a linear regression analysis was carried out with AV as the independent variable and PI as the dependent variable.

Table 8. Linear regression analysis results

	regression coefficient	95% CI	Covariance Diagnostics	
			VIF	tolerance level
a constant (math.)	0.590**(1.547)	-0.158 ~ 1.338	-	-
Advertising Value (AV)	0.752**(7.144)	0.546 ~ 0.958	1.000	1.000
sample size		104		
R ²		0.342		
Adjustment R ²		0.336		
F Value		F (1,98)=51.043, p=0.000		

Dependent variable: purchase intention (PI)

D-W value: 1.715

*p<0.05 **p<0.01 t-values in parentheses

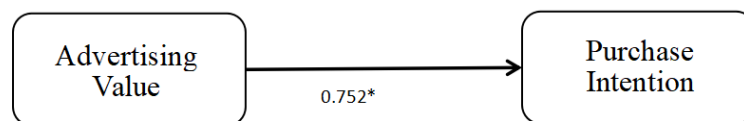


Figure 2. “Advertising Value-Purchase Intention” framework model

As we can be seen from the table 7 above, the model formula is: $PI = 0.590 + 0.752* AV$, the model R-squared value is 0.342, implying that AV can explain 34.2% of the variation in PI. The F-test of the model found that the model passed the F-test ($F=51.043, p=0.000<0.05$), which means that the AV must have an impact on the relationship of PI, and the final specific analysis can be seen as follows: The regression coefficient value of the AV is 0.752 ($t=7.144, p=0.000<0.01$) The regression coefficient value of AV is 0.752 ($t=7.144, p=0.000<0.01$), which implies that AV will have a significant positive impact on PI, and hypothesis 3 is valid.

The linear regression analysis indicates that AV significantly drives PI, with a substantial effect size and statistical certainty, as denoted by the high t-value and significance level. The model’s R-squared suggests that AV accounts for over a third of the variance in PI, highlighting the principle that the perceived value of advertising is a pivotal determinant of consumer purchasing behavior, underscoring the strategic importance of impactful advertising in shaping consumer intentions.

6. Discussion and Conclusion

6.1 Major Findings

In line with the hypotheses, interactivity and aesthetic appeal have a positive effect on advertising value. The two elements explored in this thesis that affect the value of an advertisement differ from each other. Aesthetic appeal plays a more important role in improving advertising value, which means that it is crucial to make advertisements look pretty to the consumers.

Additionally, advertising value positively influences purchase intention. When consumers perceive that the advertising of a product or service provides them with valuable information, entertainment, or emotional connection, they are more likely to develop a positive attitude towards the brand and consider purchasing the product. This positive perception of advertising value can enhance brand loyalty, increase willingness to try new products, and ultimately influence the decision-making process of consumers. Therefore, it is essential for marketers to focus on creating compelling and value-

added advertising content that resonates with consumers and drives purchase intentions.

6.2 Implications

The paper adopts the questionnaire method and finds that the interactivity and aesthetic appeal of beauty product advertisements can positively affect consumer buying intention on RED. This result carries significant importance to both the academic field and business practice.

Theoretically, this study explores the internal logic and action mechanism of the relationship between advertisement value and consumers' purchase intention. Based on social media advertising and its occurrence process, a new theoretical model is constructed. The selection of its core elements originates from the A2C model. The classical theory is also applied to the new practice field for testing and enriching the SOR theoretical framework and A2C model.

In practice, it has been demonstrated that the aesthetic appeal and interactivity can affect advertising value, which can further affect consumers' purchase intention. Nowadays, companies tend to ignore the transmission path between slight and simplified elements, such as entertainment and interactivity or they may merely focus on one element rather than both. Therefore, the research results provide important direction for enterprises to design their advertisements. It is important to take both aspects into consideration when making advertisements.

6.3 Limitations and Future Studies

The generalizability of the results is limited by sample group size since only 104 questionnaires were collected. Besides, only the questionnaire method was used in this study, but there may be problems such as errors in the actual conduct of the questionnaire.

In future research, a larger number of questionnaires could be collected and multiple types of methods could be applied, such as the in-depth interview method and content analysis. In addition, this research is based on the SOR model. With the continuous innovation on RED, the change in people's consumption habits and the rapid development of advanced technology, the model developed in this paper may be out-of-date, and the applicability of the research result is questionable. Future research can further develop models to align with the trend in the evolving beauty market.

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Authors contributions

Lin was responsible for the data collection and data analysis. All the authors were responsible for reading a large number of literature. Liang was responsible for arranging the literature. Wen was responsible for formatting the article. Yang was responsible for organizing the members and schedule. Both authors read, revised and approved the final manuscript.

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Data sharing statement

No additional data are available.

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Appendix: Questionnaire

Aesthetic Appeal (AP)

- The beauty brands' ads on RED fit well with my daily preferences;
- The beauty brands' form of ads on RED appeals to me;
- The beauty brands' ads on RED made me feel good about its quality;

Interactivity (INT)

- The beauty brands' ads on RED give me the impression that the company is listening to consumers;
- The beauty brands' ads on RED encourage customers to provide feedback;
- The beauty brands' ads on RED enables two-way information between consumers and businesses;

Advertising Value (AV)

- The beauty brands' ads on RED can meet consumers' needs;
- The beauty brands' ads on RED can help consumers;
- Consumers can perceive the value of beauty brands' ads on RED;

Purchase Intention(PI)

- I am considering buying beauty products advertised on RED in the future;
- When I see the products / services that promoted by beauty brands on RED, I hope to buy these products / services;
- When I see an advertisement for beauty products / services that I have never bought before, I will buy them;