



# Analysis on the Influencing Factors of Female College Students' Willingness to Purchase Cosmetics Online

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**Abstract:** With the popularity of the Internet and e-commerce platform development, online shopping has become an indispensable part of people's lives. Especially in the area of cosmetics, women consumers are more likely to shop online. As consumers, female college students have gradually become an important part of the online shopping market, and their behavior and demand have an important influence on the market trend. Taking Jiujiang University as an example, this paper discusses the relationship between the willingness of female college students to buy cosmetics online and platform trust, cosmetics store service, cosmetics price, high quality online evaluation and beauty blogger recommendation. The results show that platform trust, cosmetics store service, high quality online evaluation and beauty blogger recommendation have significant positive impact on purchase intention, but cosmetics price has no significant impact on purchase intention. Based on this, this paper puts forward some suggestions from four aspects: platform trust, cosmetic store service, high quality network evaluation, beauty blogger recommendation.

**Keywords:** online cosmetics shopping, female college students, purchase willingness, beauty blogger recommendation

## 1. Introduction

### 1.1 Research background

College students are one of the main groups of online shopping in China. On January 19, 2011, CNNIC issued the 27th "Statistics Report on the Development of China Internet", which clearly pointed out that the average age of the most online shoppers in China is between 18 and 24 years old. Especially female college students, the network shopping is very enthusiastic. Wu Xiaoxuan and Kong Jiabin (2014) believe that the main factors to be taken into account when female college students purchase cosmetics online include product quality, price preference, user evaluation and brand. Zhao Ziyan (2017), in a survey of domestic college students, pointed out that the attribute characteristics (quality, word-of-mouth), brand and price of cosmetics will affect consumers' purchase of cosmetics. Li Qiang (2019) In the research on the influence of positive online comments on the willingness of college students to buy cosmetics with brand K, it is found that the quantity and quality of positive online comments have a significant positive effect on the purchase intention of consumers of cosmetics with brand K. Lei Sijie and Ouyang Qiuzhen (2019) analyzed the current situation, characteristics, problems and influencing factors of female college students' online shopping cosmetics under the B2C mode by taking female college students of Hunan University of Arts and Sciences as the research objects. Finally, according to the research findings of the main factors are female college students individual factors, family, school and social environment factors, Internet merchants constantly updated marketing strategy. To sum up, domestic and foreign scholars on the university students online cosmetics research perspective is very broad, such as brand, network evaluation, quality, service and so on [1].

### 1.2 Research and hypothesis of model

Taking the female students in Jiujiang University as the research object, this paper selects the following variables to put forward research hypotheses, construct models, obtain data and test hypotheses. The variables and hypotheses of this paper are as follows:

#### 1.2.1 Platform trust

Platform trust refers to the degree of consumer trust in a particular platform. Kim (2012) study shows that consumers' willingness to buy is positively affected by their level of trust in operators and platforms. For consumers, choosing a reliable shopping platform is an important way to ensure the quality of goods and services they buy. Therefore, this article assumes:

H1: Platform trust has a positive effect on female college students' willingness to buy cosmetics online

#### 1.2.2 Cosmetics store services

Cosmetics store services refer to a series of services provided by cosmetics stores and customer service attitude. Yang

Mei (2021) points out that when female college students purchase cosmetics online, they shall not only take into account the factors of cosmetics products themselves, but also the basic services provided by the stores where the cosmetics are sold, such as timely delivery, hypersensitivity and return, freight insurance for return and change of goods, and whether the display of cosmetics information is detailed or not, will have a certain impact on the purchase intention of female college students. Therefore, this article assumes:

H2: The service of cosmetics stores has a positive effect on the purchase intention of female college students to buy cosmetics online.

### **1.2.3 Price of cosmetics**

The price of cosmetics refers to the expenses that female college students have to pay for cosmetics. Duan Ronghuan (2019) points out that the amount of monthly disposable living expenses of college students limits their consumption level to some extent, so the price of commodities is an important factor for college students to consider when purchasing online. Therefore, this article assumes:

H3: The price of cosmetics has a negative effect on the purchase intention of female college students to buy cosmetics online[2].

### **1.2.4 High-quality web evaluations**

High-quality online reviews refer to the pictures and videos or text comments published by consumers for other consumers' reference after they have purchased cosmetics in the online platform -related stores and have personally tried out the real experience. Lu Xiaoyin (2022) believes that the higher the quality of online reviews, the more effective information available to consumers, clearer understanding of the product, and more willingness to buy. Therefore, this article assumes:

H4: High-quality online evaluation has a positive effect on the purchase intention of female college students' online cosmetics.

### **1.2.5 Recommended by beauty bloggers**

Beauty bloggers' recommendation refers to the online bloggers who have professional knowledge of beauty and release the content related to beauty in online media to guide consumers to choose and use beauty products correctly. Xie Mu Nan (2020) points out that online opinion leaders in the cosmetics field are also known as "beauty bloggers" or "beauty KOL", and the involvement, popularity and interaction of online opinion leaders have a significant impact on the purchase intention of cosmetics. Therefore, this article assumes:

H5: The beauty blogger's recommendation has a positive effect on the purchase intention of female college students' online cosmetics[3].

## **2. Research Design**

### **2.1 Questionnaire design**

Based on the model and content of this study, the questions in the relevant literature were improved to form the measurement items of influencing factors of female college students' purchase intention. The questionnaire adopts Likert Scale 5.

### **2.2 Distribution and collection of questionnaires**

The questionnaire was distributed through both online and offline channels. Online way is to make a survey through the questionnaire star system, through social software for distribution, offline way is in the canteen, female dormitory, supermarket, express near the point for distribution. The research objects include female students of different grades and majors in Jiujiang University. In this study, 334 valid questionnaires were retrieved after eliminating some invalid questionnaires, such as never buying cosmetics on the Internet and high consistency of options.

## **3. Data analysis and hypothesis testing**

### **3.1 Data analysis**

#### **3.1.1 Descriptive statistical analysis**

The survey sample of female college students, 126 senior students, accounting for 37.7% of the total number of freshmen, the least number, only 49 people, accounting for 14.7% of the total number. From the perspective of the frequency of online shopping of cosmetics, the number of persons who sometimes buy cosmetics and frequently buy cosmetics is almost the same, accounting for 56% and 44% respectively. Most of the expenses of cosmetics purchased online are below 500 yuan, of which 46.7% are under 300 yuan and 38.9% are under 300 yuan[4].

### 3.1.2 Reliability and validity test.

In the reliability test, the higher the Cronbach coefficient, the better;  $\alpha > 0.8$  means very good reliability;  $\alpha > 0.7$  means acceptable;  $\alpha < 0.6$  means unacceptable and requires revision or redesign. The total Cronbach alpha coefficient was 0.896. Except for the Cronbach alpha coefficient of cosmetic price variable less than 0.7, the Cronbach alpha coefficient of other variables was more than 0.8. Overall, the scale design is more reasonable, with stable internal consistency and higher reliability level.

The KMO of the scale is  $0.889 > 0.8$  and P is  $0.000 < 0.05$ , so the scale is considered to be effective.

### 3.1.3 Correlation analysis

Pearson correlation coefficient was used to analyze the correlation among platform trust, cosmetic store service, cosmetic price, high quality online evaluation, beauty blogger recommendation and purchase intention. As can be seen from Table 9, there is a positive correlation between platform trust, cosmetics store services, high-quality network evaluation, beauty blogger recommendation and purchase intention, and there is a weak negative correlation between cosmetics price and purchase intention (-0.04), but it is not significant. The causal relationship between variables can be further analyzed by regression analysis[5] (Table 1).

**Table 1. Table of correlation analysis of variables**

Correlation	Platform trust.	Cosmetic store service	Cosmetic price	High quality network reviews	Beauty Blogger Recommended	Intention of purchase
Platform trust.	1					
Cosmetic store service	0.244**	1				
Cosmetic price	-0.05	0.024	1			
High quality network reviews	0.334**	0.291**	0.085	1		
Beauty Blogger Recommended	0.395**	0.325**	0.033	0.337**	1	
Intention of purchase	0.408**	0.391**	-0.04	0.410**	0.479**	1

Note: \*\* Significant correlation at level 0.01 (double tail)  
\* Significant correlation at level 0.05 (two-tailed)

### 3.1.4 Regression analysis

**Table 2. Model summary table**

Model	Abstract of model				
	R	R square	Adjusted R square	Standard miscalculation	Debin-Watson
1	.608a	.370	.360	.97209	1.940

The fitting degree reflects the interpretation degree of independent variable to dependent variable, which can be measured by R quieter value. The higher the value of R, the higher the interpretation degree of dependent variable. According to the regression results shown in Table 10, the adjusted R square is 0.360, indicating that the independent variable in this study can explain 36% of the dependent variable changes (Table 2).

**Table 3. Table of regression analysis of variables**

Variable	Unnormalized coefficient		Standardization Coefficient	T-test	Significance	Collinear statistics	
	B	Standard error	Beta			Tolerance	VIF
(Constant)	0.935	0.412		2.267	0.024		
Platform trust.	0.192	0.053	0.179	3.621	0.000	0.786	1.273
Cosmetic shop service	0.192	0.046	0.199	4.184	0.000	0.850	1.176
Cosmetic price	-0.133	0.094	-0.062	-1.413	0.159	0.985	1.015
High quality network reviews	0.209	0.050	0.204	4.173	0.000	0.804	1.243
Beauty Blogger Recommended	0.260	0.047	0.277	5.515	0.000	0.760	1.316

Regression analysis was carried out according to the actual scores of each item and the weight calculated by combining factor load. As shown in Table 11, the non-standardized regression coefficients of platform trust, cosmetics store service, high quality network evaluation and beauty blogger recommendation on purchase intention of dependent variables are 0.192, 0.192, 0.209 and 0.260, respectively, with P value less than 0.05, indicating that platform trust, cosmetics store service, high quality network evaluation and beauty blogger recommendation have significant positive effects on purchase intention. The unnormalized regression coefficient was - 0.133 and P value was more than 0.05, which indicated that the cosmetics price had no significant effect on the purchase intention. The VIF of the equation is less than 2, which means that there is no multiple collinearity among the independent variables[6] (Table 3).

### 3.2 Statistical results of hypothesis testing

Based on the above analysis results, the hypotheses of this study are summarized, and 5 hypotheses are put forward. The results are shown in Table 4.

**Table 4. Hypothesis test results**

Hypothesis	Test result
H1: Platform trust has a positive effect on female college students' willingness to buy cosmetics online	Support
H2: The service of cosmetics stores has a positive effect on the purchase intention of female college students to buy cosmetics online.	Support
H3: The price of cosmetics has a negative effect on the purchase intention of female college students to buy cosmetics online.	No support
H4: High-quality online evaluation has a positive effect on the purchase intention of female college students' online cosmetics.	Support
H5: The beauty blogger's recommendation has a positive effect on the purchase intention of female college students' online cosmetics.	Support

## 4. Conclusion

This paper analyzes the influence factors of the purchase intention of the female college students of Jiujiang University. The results showed that platform trust, cosmetics store service, high quality online evaluation and beauty bloggers' recommendation all had significant positive effects on purchase intention[7].

The higher the trust of the platform, the higher the willingness of female college students to buy cosmetics online. If the platform can provide a high level of security and professional services, female college students will be more likely to believe in their product quality, service quality and other aspects, but also more willing to buy cosmetics on this platform.

The higher the service quality of cosmetics stores, the higher the willingness of female college students to purchase cosmetics online. If the professional knowledge of customer service personnel is more comprehensive, courteous, timely and accurate answer to questions, etc., then female college students in such stores to buy cosmetics experience will be better, which has a positive impact on the purchase of the corresponding products. In addition, if the store has a trial or can be returned for free and other preferential policies, it can further reduce the customer's order before the fear of risk and hesitation[8].

The higher the quality of online evaluation, the higher the willingness of female college students to buy cosmetics online. If a brand of cosmetics on the Internet has a high evaluation of quality, that is, users of the brand's products and services higher evaluation, then female college students will be more inclined to choose to buy this brand of cosmetics. Because they think the brand is trustworthy and can provide quality products and services. Conversely, if a cosmetic brand receives poor reviews or little review or comment online, female college students may be more cautious or reluctant to buy it.

The higher the recommendation of beauty bloggers, the higher the willingness of female college students to buy cosmetics online. If a beauty blogger recommends and praises a product to their fans, the willingness of college girls to buy it will increase. Because they believe the blogger has expertise and experience in the field, they can give trustworthy and abiding advice.

Through the previous correlation analysis and regression analysis, it is concluded that the price of cosmetics has no significant impact on the purchase intention.

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