

Research on the Influence Mechanism of Social Media Marketing on Cosmetic Consumers' Behavioral Intention

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Abstract: This study focuses on the influence mechanism of social media marketing on cosmetic consumers' behavioral intention. The multi-faceted characteristics of social media marketing and the constituent elements of consumers' behavioral intention are thoroughly analyzed, and how social media marketing influences consumers' cognitive construction, attitude formation and decision driving from the dimensions of information transmission, emotional resonance and social influence, and thus affects behavioral tendencies such as purchase intention and word-of-mouth communication intention. By integrating relevant theories and empirical research results, the theoretical framework is constructed, aiming to provide solid theoretical support for cosmetics enterprises to formulate accurate and effective social media marketing strategies, and help them to enhance their competitiveness and market share in the wave of digital marketing.

Keywords: Social Media Marketing; Cosmetics; Consumer Behavior Intention; Influence Mechanism.

1.Introduction

In today's digital age, the booming development of social media has profoundly changed the marketing landscape of enterprises. As a field closely connected with consumer life and highly dependent on brand image and word-of-mouth communication, the cosmetics industry actively engages in social media marketing practices. Social media platforms have built a convenient, efficient and highly interactive communication bridge between cosmetics enterprises and consumers, enabling enterprises to reach target audiences in more diversified ways and influence their consumer psychology and behavioral decisions. Therefore, the in-depth study of the internal influence mechanism of social media marketing on the behavioral

intention of cosmetics consumers has extremely important theoretical value and practical guiding significance, not only for enriching the theoretical system of marketing, but also for the formulation and optimization of marketing strategies of cosmetics enterprises.

2.Social Media Marketing Overview

2.1 Definition of Social Media Marketing

Social media marketing is a series of marketing activities carried out by enterprises with the help of social media platforms. By comparing the differences between the concepts of SocialMedia and Social Network Sites in western academic circles, Zhao Yunze found that Chinese translation tends to mix the concepts of "social media" and "social media", and pointed out that "social media" is more appropriate [1]. Tan Tian and Zhang Zijun classified social media into four types, namely platform type, community type, tool type and ubiquitous type [2]. Huang Fei and Guo Tailin divide social media into conversation, social, sharing and discussion [3]. Through in-depth interviews, Killian and Mcmanus pointed out that from the perspective of enterprises, social media is often divided into relationship management, time integration, creativity and entertainment [4]. Different categories of social media also produce different types of social media marketing. Constantinides and Fountain divided social media marketing into blog and micro-blog marketing, social network marketing, online community marketing, forum marketing, and content integration website marketing [5] according to their own functions and user characteristics. Based on previous studies, Deng Qiaoxi summarized social media marketing into six categories: blog marketing, social networking site marketing, forum marketing, virtual world marketing, media sharing community marketing and cooperative project marketing [6].

Compared with traditional marketing based on buying and selling relationships, social media

marketing is more based on social relationships and focuses on establishing and maintaining relationships [7]. In terms of communication methods, social media marketing is also more interactive, mainly through the use of social media with relationship chains, such as WeChat and Weibo [8]. Hanaysha believes that marketing strategies through social media platforms can help enterprises enhance brand awareness, establish valuable customer relationships, and improve consumer satisfaction and loyalty [9]. Zhao Hong analyzed the strategies and actions of enterprises to carry out social media marketing, and pointed out that enterprises should comprehensively consider the target market, marketing mix and other factors to develop targeted social media marketing strategies [10].

2.2 Characteristics of Social Media Marketing

Social media platform can realize the instant release and rapid dissemination of information, with strong immediacy and universality. The marketing content pushed by enterprises can be received by a large number of users in a very short period of time, and further spread to a wider audience with the help of users' social networks, breaking through the limitations of traditional marketing models in time and space, and greatly improving the dissemination efficiency and coverage of marketing information.

Social media gives consumers an unprecedented voice and engagement, with a high degree of interaction. Consumers are no longer just passive recipients of marketing information, but can actively participate in the marketing process, through the immediate feedback of the content released by the enterprise, such as comments, questions, sharing personal experience, and two-way interaction with the enterprise. This kind of interaction not only enhances consumers' attention and enthusiasm for brand participation, but also provides enterprises with a valuable opportunity to deeply understand consumers' needs, preferences and opinions, which helps enterprises timely adjust marketing strategies and optimize products and services.

Social media platforms have accumulated massive user data, covering users' basic attributes (age, gender, region, etc.), interests, hobbies, consumer behavior and habits and other multidimensional information, which can

accurately locate users. Enterprises can make use of these rich data resources and advanced data analysis tools and technologies to accurately depict and position target user groups, so as to achieve personalized push of marketing content and accurate reach of advertising, improve the input-output efficiency of marketing resources, and enhance the pertinency and effectiveness of marketing activities.

Social media supports multiple forms of content creation and dissemination, including text, pictures, video, audio, live streaming, etc. This diversified content form provides a broad creative space for enterprises, enabling them to flexibly choose the most appropriate content presentation mode according to different marketing objectives, product characteristics and audience preferences, and display the characteristics, efficacy, use methods and brand cultural connotation of cosmetic products in a more vivid, image and intuitive way. To meet the diversified needs of consumers in the process of information acquisition, enhance the attractiveness and appeal of marketing content.

3. Connotation and Constituent Elements of Consumer Behavior Intention

3.1 Connotation of Consumer Behavior Intention

Consumer behavior intention refers to the consumer's potential behavior tendency or subjective will to a certain product or brand based on the comprehensive effect of many factors such as their cognition, emotion and demand in a specific consumption situation. It is a state of pre-planning and psychological preparation for a series of behaviors, such as whether to take purchase behavior in the future, carry out word-of-mouth communication, repeat purchase and establish brand loyalty, etc. deep in the heart of consumers, reflecting the psychological activity track and behavior orientation trend of consumers in the process of consumption decision-making. To a large extent, it indicates the actual consumer behavior and its long-term value contribution to the brand.

3.2 Components of Consumer Behavior Intention

Purchase intention is the most core and direct element of consumer behavior intention, which reflects the possibility degree of consumers' purchase behavior for specific cosmetics

products. It is subject to consumers' cognitive evaluation of the product (such as cognition of product efficacy, quality, safety, cost performance, etc.), personal needs and motivations (such as meeting the needs of beauty and skin care, enhancing personal image temperament, social needs, etc.), brand image perception (such as brand awareness, reputation, brand personality and value fit, etc.), and external environmental factors (such as promotion activities) Movement, social and cultural trends, recommendations from others, and other factors. When consumers' comprehensive evaluation of a cosmetic product in the above factors reaches a certain positive level, their purchase intention will be significantly enhanced, and then they are more likely to convert their purchase intention into actual purchase behavior.

Word-of-mouth communication intention refers to consumers' subjective willingness to disseminate product information and personal opinions to others (such as relatives and friends, social network groups, etc.) after purchasing and using cosmetics products based on their own consumption experience and subjective evaluation. In the context of social media, word-of-mouth communication of consumers has a strong influence and communication power, which can spread rapidly in a short time and affect the purchase decisions of a large number of potential consumers. The formation of word-of-mouth communication intention is influenced by consumers' satisfaction with products (including satisfaction with product performance, use effect, after-sales service, etc.), brand identity (identification and emotional resonance of brand culture, brand image, brand values), and social interaction motivation (such as showing personal taste in social groups, sharing useful information, gaining social recognition and respect, etc.). And other factors to drive. Positive word-of-mouth communication intentions can help enterprises expand new customer groups and enhance brand awareness and reputation, while negative word-of-mouth communication intentions may cause serious negative effects on corporate image and product sales.

4. Influence Mechanism of Social Media Marketing on Behavioral Intention of Cosmetics Consumers

4.1 Information Dissemination and Consumer Cognition Construction

As an important hub of information dissemination, social media platforms provide a broad stage for cosmetics companies to disseminate massive information. By publishing rich, comprehensive and professional cosmetic product information on social media, such as product ingredient analysis, efficacy verification reports, and demonstration videos of usage methods, enterprises can help consumers establish a more in-depth, accurate and comprehensive cognitive system of cosmetic products. For example, some cosmetics brands invite professional dermatologists or beauty experts to explain the ingredients and effects of the products on social media, so that consumers can understand the scientific principles and unique advantages behind the products, so as to establish a professional and credible image of the products in the minds of consumers. Based on these rich information input, consumers can make a more rational evaluation and judgment on the quality, efficacy and applicability of cosmetic products, thus affecting their purchase intention. When the information obtained by consumers through social media can fully meet their needs and expectations for cosmetic products, such as effectively solving skin problems and improving skin texture, their intention to buy the product will be significantly strengthened.

4.2 Emotional Resonance and Consumer Attitude Formation

The interactive and social attributes of social media enable enterprises to arouse consumers' emotional resonance through marketing content full of emotional colors and stories. By telling brand stories, sharing users' real and touching use cases, and creating emotionally appealing brand images, enterprises can touch consumers' emotional strings deep inside their hearts and stimulate their positive emotional experiences, such as joy, trust, identification, yearning and other emotions. For example, with the theme of "female confidence and beauty transformation", a cosmetics brand released a series of real stories of users on social media, showing how different women achieved confidence improvement and beauty bloom from the inside out after using the brand's products, which triggered a strong emotional resonance among female consumers. Driven by such emotional resonance, consumers

will have a more positive emotional attitude towards the brand, which will further affect their purchase intention and word-of-mouth communication intention. When consumers have deep emotional identification and love for a brand, they are not only more willing to buy the brand's products, but also actively spread the positive information of the brand in their own social circle, and become the brand's loyal supporters and word-of-mouth disseminators.

4.3 Social Influence and Consumer Decision Driving

In the social media environment, consumers' purchase decisions are no longer just individual actions, but are widely influenced by the social network groups they belong to. The social network on social media provides consumers with rich channels for information exchange and opinion reference. When purchasing cosmetics products, consumers often refer to the purchasing experience, use evaluation and recommendation of others in their social circle. This social influence is mainly reflected in two aspects: First, the influence of reference groups, that is, consumers will take the consumption behavior and preference of the social groups they belong to (such as friend groups, beauty lovers groups, fashion circles, etc.) as an important reference for their purchase decisions. When members of their social groups frequently buy and recommend a cosmetics brand or product, consumers tend to believe that the product has higher quality and reliability, thus increasing the possibility of purchasing the product. The second is the influence of opinion leaders. Many beauty opinion leaders, such as well-known beauty bloggers and Internet celebrities, are active on social media. With their professional knowledge, rich experience and huge fan base in the field of beauty, they play a strong guiding role in consumers' purchasing decisions. The recommendation, evaluation and use demonstration of cosmetics products by opinion leaders can quickly attract high attention and trust from fans. Based on the trust of opinion leaders, fans tend to follow suit and buy the products recommended by them, and actively share their experience after purchase, thus forming word-of-mouth communication effect.

5. Deepening the Influence Path of Social Media Marketing Based on Consumer

Psychological Perception

5.1 The Mediating Role of Perceived Value

In the process of receiving and processing cosmetics marketing information under the environment of social media, consumers will gradually form the perceived value of products. Perceived value is a subjective cognition formed by consumers based on the comprehensive evaluation of the benefits (such as efficiency improvement, image improvement, emotional satisfaction, etc.) and the costs (such as purchase price, time and energy investment, etc.) of the product. Social media marketing affects consumers' perceived value in a variety of ways. On the one hand, rich information dissemination enables consumers to have a more comprehensive understanding of product advantages and enhance their perception of product functional value; Emotional resonance strategy enhances consumers' perception of emotional added value of products; The social influence of conformity and trust transfer will also make consumers feel that the purchase of the product is more valuable. When the perceived value of consumers is high, their purchase intention will be significantly enhanced. For example, consumers learn on social media that a cosmetic product not only has remarkable effects, but also that the brand often holds online interactive activities to give samples and provide exclusive offers, which reduces consumers' perceived cost and improves their perceived value, so they are more likely to buy the product. At the same time, consumers with high perceived value are also more willing to carry out word-of-mouth communication, because they hope to share valuable information in social circles to gain recognition and social rewards.

5.2 The Moderating Effect of Perceived Risk

In the field of cosmetics consumption, consumers are faced with a variety of perceived risks, such as product quality risk (fear that the product contains harmful ingredients or fails to achieve the expected efficacy), purchase channel risk (fear of buying fake goods or encountering transaction disputes on social media platforms), brand reputation risk (fear that negative brand events will affect their image), and so on. In the process of social media marketing affecting consumers' behavioral intention, consumers' perceived risk plays a moderating role. When enterprises can effectively reduce consumers'

perceived risks through brand building, product certification display, user evaluation management and other means on social media, consumers' purchase intention and word-of-mouth communication intention will be improved. For example, a brand displays product quality test reports and brand honor certificates in prominent positions on its official social media accounts, actively responds to and properly handles users' complaints and negative evaluations, which can enhance consumers' trust in the brand and reduce their perceived risks, thus promoting consumers' purchase behaviors. On the contrary, if the perceived risk of consumers is high, even if the social media marketing activities do well in information dissemination, emotional resonance and social impact, consumers may restrain their purchase behavior and word-of-mouth communication willingness.

6. Conclusion

This study deeply analyzed the mechanism of the influence of social media marketing on the behavioral intention of cosmetics consumers. Through a detailed analysis of the characteristics of social media marketing, the components of consumer behavior intention and the influence paths between them, the multi-dimensional mechanism of social media marketing is revealed, which is to build consumer cognition through information dissemination, shape consumer attitudes through emotional resonance, and drive consumer decision-making through social influence. The mediating role of perceived value and the moderating role of perceived risk are further discussed. Research shows that social media marketing can affect consumers' psychological perception through various ways, and then have an important impact on their purchase intention and word-of-mouth communication intention. In the process of social media marketing, enterprises should pay attention to providing rich and accurate product information, creating a brand image full of emotional charm, actively utilizing the influence of social networks, and effectively managing consumers' perceived value and perceived risk, so as to improve the transformation effect of consumers' behavioral intention.

Future research can be further explored from the following aspects. First, in-depth study of the uniqueness and differences of different social media platforms (such as Weibo, wechat,

Douyin, Xiaohongshu, etc.) in influencing the behavioral intention of cosmetics consumers, so that enterprises can formulate more accurate and appropriate marketing strategies according to the characteristics of different platforms. The second is to further explore the regulatory role of consumers' individual characteristics (such as age, gender, consumption concept, beauty knowledge level, etc.) in the process of social media marketing's influence on their behavioral intentions, so as to achieve personalized customization and precise push of marketing activities. The third is to combine the application of emerging technologies (such as virtual reality, augmented reality, artificial intelligence recommendation algorithm, etc.) in social media marketing to study how to innovate the marketing model and consumer interaction, and further improve the impact on consumer behavior intention. Fourth, expand the research horizon, place social media marketing in a broader market environment and social and cultural background, and study the influence mechanism of cross-cultural and trans-regional factors on the behavioral intention of cosmetics consumers, so as to provide theoretical support for the international strategic layout of cosmetics enterprises. Through continuous and in-depth research, it is expected to continuously improve the theoretical system of the influence mechanism of social media marketing on the behavioral intention of cosmetics consumers, and provide more powerful theoretical guidance and decision-making basis for the digital marketing practice of the cosmetics industry.

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