

Exploring the Influence Factors of Purchase Intention of College Students by Short Video Opinion Leaders in Field of the Beauty

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Abstract

Over the past decade, the rapid development of new media and e-commerce have triggered the emergence of online opinion leaders. Simultaneously, consumers' purchase intention has been swayed by some opinions expressed by online opinion leaders. Therefore, this paper aims to delve into the factors influencing the consumption of college students by opinion leaders in field of the beauty. It aims to explore the influence degree of short video opinion leaders on the purchase intention of college student consumers in three dimensions, including short video production, opinion leaders' characteristics and short video content. Employing a questionnaire for data collection and SPSS 29.0 for analysis, the study uses methods such as reliability analysis, exploratory factor analysis, and regression analysis to validate the model and research hypotheses. The results of the study show that in the dimension of opinion leaders' short video production, the attractiveness of the title and editing format of the short videos have a significant positive impact on the purchase intention of college students. Regarding opinion leaders' characteristics, their popularity, professionalism, and interactivity exert a substantial positive influence on college students' purchase intentions, whereas timeliness shows no significant impact. In terms of opinion leaders short video content, comparing products with multiple brands, promoting affordable substitutes, and vivid and interesting promotion discourse of opinion leaders all have a significant positive impact on the purchase intention. Finally, this paper provides suggestions for short video opinion leaders in field of the beauty.

Keywords: short video, opinion leaders, beauty field, purchase intention

1. Introduction

The continuous development of a new round of information technology revolution, such as big data coupled with artificial intelligence, has catalyzed the rise of new media and e-commerce platforms. In today's complex and modern society, individuals often turn to mass media channels to navigate challenges and make informed decisions (Zhao et al., 2015). Consequently, there has been a noticeable uptick in online activities, with more people increasingly relying on new media platforms for both information consumption and online purchases. The number of fans of many new media bloggers has soared, and social influence has been increasing. Bloggers have become a new generation of opinion leaders (OLs) (Lazarsfeld et al., 1948). With their huge fan base and influence, OLs occupy central positions in their networks (Park & Kaye, 2017). Therefore, they can make a difference in social issues and the direction of public opinion.

In this study, online OLs in the field of beauty refer to the subjects who are active on the we-media platforms and have a great influence on the promotion and sales of beauty brands and products. They can be live streamers of e-commerce or short video bloggers (Niu et al., 2023; Yang, 2023). In the live streams on e-commerce platforms, the streamers use various promotional methods and brainwashing scripts to guide the audience to consume (Wang et al., 2023). However, college students, as a consumer group who are inexperienced, have not yet formed their consumption concept. They are more likely to be stimulated to consume in this situation (Yang, 2023), but have no idea how to choose the most suitable commodities. Thus, they require OLs to guide them to buy the ones they really need.

So far, numerous studies have primarily focused on the impact of OLs on college students' purchasing intentions (Wang, 2019), and the analysis of OLs' communication strategies in field of the beauty (Liu, 2023). However, relatively scant attention has been given to studying on purchase intention of college students by short video bloggers as online OLs in

field of the beauty. This paper mainly uses a questionnaire survey to conduct research. Also, the paper explores the factors of short video OLs to stimulate college students to purchase in three dimensions, including short video production, the characteristics of short video OLs and short video content. This paper aims to provide constructive suggestions for OLs.

The subsequent sections of this paper are structured as follows: Section 2 covers the literature review, which lays the theoretical foundation. Section 3 proposes three research hypotheses. Section 4 shows the research methodology while the experimental analysis and results are presented in section 5. Finally, the last section gives the conclusions, implications, and directions for future research.

2. Literature Review

2.1 Opinion Leaders

The development of OLs has been a gradual and intricate process. OLs refer to intermediaries who are active in interpersonal communication networks, often providing information, opinions, or suggestions to others, and exerting certain influence (Xue & Wu, 2012). OLs were first proposed by Lazarsfield (1948) in his book *The Choice of the People*. He discovered the role of OLs in the two-level communication theory, which believed that the mode of information dissemination follows the approach of “Media-OL-Audience” (Wang & Xie, 2012:82). It means that the influence of mass media on ordinary people is a process through its influence on OLs transmitted to more ordinary people (Lazarsfield et al., 1948). Later, Rogers & Cartano (1962) defined OLs as individuals who can exert asymmetric influence on the decisions of others in the marketing field. These foundational perspectives have laid the groundwork for subsequent research in the field.

As scholarly interest in OLs burgeoned, their application expanded across various fields. In journalism and communication, for instance, Yu (2007) analyzed how to leverage OLs to effectively disseminate marketing information in a new communication environment. In psychology, Hou (2006) explored the underlying psychological motivations behind the existence of OLs. In sociology, Liu & Guan (2012) took Han Han as an example, using the theory of social capital and social interaction. It analyzed that the three key elements for the formation of online youth OLs are the output of high-quality information, the attraction of audience social capital, and effective communication and interaction. In entertainment, Meissner (2015) analyzed two case studies to argue that OLs are intermediaries who play a vital role in do-it-yourself audience building for independent films in today’s Internet age. The above indicates that scholars have been discussing the reasons, characteristics, and roles of OLs in various fields for a long time. The intermediary role mentioned in various fields, the role of information dissemination, the characteristics and the psychological reasons for the existence and development of OL have established a solid foundation for the development of OLs in the Internet era.

Recently, the development of the Internet and the rise of e-commerce has sparked a large number of scholars’ research on the impact of online OL on consumption. Many scholars have studied the impact of OLs on consumption from the perspectives of AISAS (Attention-Interest-Search-Action-Share (AISAS) model) theory and Stimulus-Organism-Response (SOR) theory. For instance, Tang (2020) used the AISAS theory to study the significant impact of *Sina Weibo* OLs on the consumption attitudes towards college student consumer groups in five aspects: attracting attention, stimulating interest, information search, generating action, and information sharing. Likewise, Liu et al. (2020) explored the impact mechanism of online OLs on consumer purchase intention by using the SOR theory. Online OLs directly affect consumers’ trust, which affects perceived risk and perceived value, thereby affecting consumers’ purchase intention. Xiao & Lei (2021) further pointed out that the professionalism and interactive activity of OL can affect consumers’ perceived trust and perceived value, thereby affecting their purchase intention. The above researches suggest that the studies on these two theories are relatively mature, and they also fully demonstrate that OLs have a significant impact on consumer purchase intention. Meanwhile, the SOR theory accentuates the pivotal role of OLs in engendering consumer trust. This paper builds a solid foundation for these two theories.

Apart from the AISAS and SOR theories, the impact of the characteristics of online OLs on consumer purchase intention has been discussed by many scholars. They believed that the popularity, professionalism, interactivity, and timeliness of OLs have a positive impact on consumer purchase intention (e.g., Xiao & Wang, 2023; Zhang et al., 2021). At the same time, the quality and quantity of OL feedback will also have an impact on consumer purchase intention (Zhang, 2011), indicating that the level of interaction between OLs will affect consumer purchase intention. However, some studies differ from the above conclusions. Wang (2019) suggested that the popularity of *Xiaohongshu* OLs has no significant impact on college students’ online purchase intention, and professionalism has not become a decisive factor. To sum up, different scholars have not reached a consensus on the impact of the characteristics of OLs on consumer purchase intention in their research. This paper believes that contradictory conclusions are related to different research topics and groups. Therefore, for the consumption of college students in the field of beauty, which is currently rarely

mentioned, it is necessary to further verify which characteristics of OLs will affect the purchase intention of college students in field of the beauty. Additionally, few scholars have studied the impact of factors other than OLs themselves on consumer purchase intention. This paper provides two new perspectives, one is the production of short videos by OLs, and the other is the grasp of short video content by OLs.

2.2 Online Purchase Intention

Consumers' online purchase intention refers to their willingness to purchase products or services based on the online applications or platforms, specifically within the context of online shopping (Han & Xu, 2020). It's crucial to examine online purchase intention as it correlates with actual purchasing behaviors (Summerlin & Powell, 2022). Therefore, it is necessary to study consumers' online purchase intention. This intention is influenced by various factors in different ways and to varying extents (Umair et al., 2021). There are several factors affecting purchase intention, such as internal product clues, external product clues, consumer situation factors, and social and economic factors (cf. Feng et al., 2006). Existing research has explored the influence of reviews (cf. Du et al., 2016), anchors and the live broadcast environment (e.g., Liu et al., 2020), word of mouth (WoM) (eg. Zuo et al., 2014), and other aspects of online purchase intention (e.g., Pan et al., 2010).

The paper will expand on the influencing factors of purchase intention from the above aspects. As one of the important information sources, product reviews can probably make consumers make purchase decisions (Lee & Shin, 2014). Du et al. (2016) explored that in terms of the impact of reviews, recipient psychological characterization factors, such as perceived risk, involvement, and trust tendency, are positive influences of online reviews on consumer purchase intention. The number of reviews, the quality of the reviews and the valence, positively influence consumers' purchase intention (Du et al., 2016). At the same time, the level of reviewers also has a positive impact on consumers' purchase intentions (Zhu et al., 2017). For task-based consumers, online comments in declarative language create higher factual perception and higher purchase intention. For entertainment consumers, rhetorical online comments create a higher fun perception and higher purchase intention (Zhu et al., 2023). Zheng et al. (2015) highlighted that various attributes of comments, such as quantity, quality, text similarity, and time concentration in online comments, also affect the consumers' purchase intention. Additionally, regarding the influence of anchors and the live broadcast environment, the professionalism, interactivity, and popularity of anchors (Wang, 2023; Liu et al., 2020), user interaction, content creation and so on (Yang, 2023) would have a positive impact on the purchase intention. Besides, in terms of the influence of WoM, online WoM significantly affects the purchase intention, among which the number of WoM has a greater impact on the purchase intention than the quality of WoM (Zuo et al., 2014). However, the perceived risk of online WoM increases the uncertainty and possible loss of consumers and suppresses their purchase willingness (Bi, 2009). Moreover, regarding the influence of other aspects, the three dimensions of online customer perceived value have a positive impact on online purchase intention, among which online outcome value and online emotional value have a strong impact on online purchase intention, while online procedural value has a weak impact (Wu et al., 2014). In addition, the brands of online retailers have a positive impact on consumers' trust in online retailers and can improve consumers' purchase intention (Pan et al., 2010). Therefore, many scholars have studied the influence factors on purchase intentions in various aspects. These studies lay the foundation for this paper because, on this basis, the design and hypotheses of the study were determined. For instance, given previous research on anchors and the live broadcast environment, this paper focuses on examining the characteristics of OLs.

In the past, although many studies have examined the factors influencing purchase intention in various aspects, few scholars have studied the production of short videos and the impact of short video content on consumers' purchase intentions. Until now, relatively little attention has been given to short video OLs connected to field of the beauty as well. Based on previous studies, this study explores the influence factors of the purchase intention of college students through short video OLs in field of the beauty.

3. Research Hypotheses

3.1 The Influencing Factors of Short Video Production by OLs

A high-quality short video must first capture the recipient's attention in a short period (Li, 2023), which requires short videos must have excellent production, including attractive titles and exquisite editing. Li & Huang (2022) argued that using vague or long titles can result in inconsistent title statements and reduce the attractiveness of users to short videos on *Xiaohongshu*. The title acts as a facade and is usually used as the key to attracting users to click on short videos. Li (2023) pointed out that excellent editing is essential for a video to express its main idea and convey its essence. In addition, he also proposed that editing is the manipulator of all works. The unique form of short video editing can greatly attract users to watch the complete video content. Therefore, this paper proposes the following research hypotheses:

H1a: The attractiveness of titles has a significant positive impact on college students' purchase intention.

H1b: The uniqueness of editing forms has a significant positive impact on college students' purchase intention.

3.2 *The Influencing Factors of the Characteristics of Short Video OLs*

To give instructions to others, OLs must possess a blend of attributes, including comprehensive knowledge, abundant social resources, comprehensive abilities, and special charm (Rogers & Cartano, 1962). Due to the inexperience of college students, it is often necessary to consult with well-known professionals in the relevant field for product information before making a purchase, in order to obtain some professional knowledge to guide the purchase. OLs with expertise in a certain field have a better understanding of product information, which can enhance users' trust in e-commerce platforms (Zhang et al., 2021). Similarly, if OLs are well-known, consumers will believe that they have gained a lot of trust from other consumers, so they will consider that they are also worthy of their trust. The enhancement of trust will increase consumers' willingness to purchase (Liu et al., 2020). Xiao & Wang (2023) pointed out that consumers value timeliness and hope to keep up with the trend of the times, so their shopping shows a pursuit of differentiation and cutting-edge characteristics. Active interaction between short video OLs and consumers can bring them closer and enhance the stickiness between OLs and consumers. Therefore, the following assumptions are proposed:

H2a: The high popularity of OLs has a significant positive impact on college students' purchase intention.

H2b: The high professionalism of OLs has a significant positive impact on college students' purchase intention.

H2c: The interactivity of OLs has a significant positive impact on college students' purchase intention.

H2d: The timeliness of OLs has a significant positive impact on college students' purchase intention.

3.3 *The Influencing Factors of Short Video Content of OLs*

Short video content is the core of short videos, and high-quality content can better capture traffic. Lin et al. (2022) pointed out that customers' perception or impression of a product is directly influenced by the interestingness or authenticity of short video content. The vivid and interesting promotional discourse of short video OLs can provide users with an immersive viewing experience from an auditory perspective, thereby increasing their willingness to purchase. Comparing similar products from multiple brands can better highlight the advantages of the brand being promoted, enabling consumers to have a clear understanding of their purchasing intentions. At the same time, college student consumers are not yet economically independent, so they tend to prefer affordable or substitute products in their daily purchases. Therefore, this paper proposes the following assumptions:

H3a: The vivid and interesting promotional discourse of OLs has a significant positive impact on college students' purchase intention.

H3b: The promotion of comparing products with multiple brands of OLs has a significant positive impact on college students' purchase intention.

H3c: The promotion of affordable or substitute products by short video OLs has a significant positive impact on the purchase intention of college students.

4. Questionnaire and Survey Design

In this paper, college students are selected as research objects. First, it is because youngsters dominate the online marketplace traditionally and they are treated as the main target group by marketers (Law et al., 2016). College students are the main force of the youth group. Additionally, college students pursue high standard consumption of fashion consumption (Yao & Chen, 2014) but they do not have enough experience. Therefore, they are more likely to follow OLs to purchase some suitable goods. This study adopts a qualitative research method and produces a survey questionnaire. Among them, almost all scales use *Likert* 5-level scales (1= "very disagree", 2= "disagree", 3= "general", 4= "agree", 5= "very agree"). The questionnaire was pre-surveyed and revised before distribution. It was divided into three parts. The first part is basic information, including sex and age. The second part aims to inquire into whether they have ever watched short videos in field of the beauty that promote sales. The third part focused on the factors that influence purchase intention, which is the core of the questionnaire. This part was divided into four parts. Firstly, the impact of short video production on purchase intention. Secondly, the influence of their characteristics on purchase intention. Thirdly, the influence of short video content on purchase intention. Finally, the overall impact of short video OLs in field of the beauty on purchase intention of college students.

The formal survey in this paper adopts the principle of random sampling, mainly through online distribution and the collection of questionnaires. Data was collected from college students, most of whom have seen the short video of field of the beauty with goods on the short video platform. The questionnaire used multiple-choice questions and rating scale forms. In this survey, 83 questionnaires were finally collected, excluding 16 questionnaires saying that they had not seen the short videos in field of the beauty on the short video platform. Therefore, a total of 67 valid questionnaires

were recovered, with an effective recovery rate of 80.72%. These questionnaire data will be thoroughly analyzed below.

5. Results

In the paper, the collected valid questionnaire is taken as a sample, through SPSS29.0 to analyze the data and the reliability and validity of the questionnaire. Finally, Pearson's correlation analysis and regression analysis are used to verify the research hypothesis.

5.1 Correlation Analysis

In data analysis, the operation of studying whether there is a correlation between 2 or more variables and the direction of correlation and the correlation strength is called correlation analysis (Lin & Fan, 2023). Correlation analysis of the data from this survey is shown in Table 1.1, Table 1.2 and Table 1.3 which mainly show the *P* value of correlation coefficient between purchase intention and the other 9 independent variables.

Table 1.1 Pearson Correlation Coefficient of Video Producing

		The attractiveness of titles	The uniqueness of editing forms	Purchase intention
The attractiveness of titles	Pearson Correlation Coefficient	1		
The uniqueness of editing forms	Pearson Correlation Coefficient	.587**	1	
Purchase intention	Pearson Correlation Coefficient	.558**	.537**	1

** At the 0.01 level (two-tailed), the correlation was significant.

* At the 0.05 level (two-tailed), the correlation was significant.

Table 1.2 Pearson Correlation Coefficient of the Characteristics of OLs

		OLs' high popularity	OLs' high professionalism	OLs' high interaction	OLs' high timeliness	Purchase intention
OLs' high popularity	Pearson Correlation Coefficient	1				
OLs' high professionalism	Pearson Correlation Coefficient	.402**	1			
OLs' high interaction	Pearson Correlation Coefficient	.515**	.483**	1		
OLs' high timeliness	Pearson Correlation Coefficient	.390**	.340**	.646**	1	
Purchase intention	Pearson Correlation Coefficient	.761**	.621**	.665**	.591**	1

** At the 0.01 level (two-tailed), the correlation was significant.

* At the 0.05 level (two-tailed), the correlation was significant.

Table 1.3 Pearson Correlation Coefficient of the Content of Short Videos

		Vivid and interesting promotional discourse	Comparing products with multiple brands	Promoting affordable substitutes	Purchase attention
Vivid and interesting promotional discourse	Pearson Correlation Coefficient	1			
Comparing products with multiple brands	Pearson Correlation Coefficient	.347**	1		
Promoting affordable substitutes	Pearson Correlation Coefficient	.332**	.557**	1	
Purchase attention	Pearson Correlation Coefficient	.400**	.639**	.632**	1

** At the 0.01 level (two-tailed), the correlation was significant.

* At the 0.05 level (two-tailed), the correlation was significant.

As can be seen from Table 1.1, under the short video dimension made by the OLs, the attractiveness of the title and the editing form have significant positive impacts on the purchase intention. From Table 1.2, in the dimension of OLs' own characteristics, popularity, professionalism, interactivity and timeliness all have a significant positive correlation effect on the purchasing willingness of college students. As can be seen from Table 1.3, in the content dimension of the short video of OLs, the promotion of products of multiple brands, the promotion of substitute products and the vivid and interesting discourse of the promotion of OLs all have a significant positive impact on the purchase intention.

5.2 Reliability and Validity Analysis

Reliability refers to the consistency or stability of the measurement results, that is, whether the measurement tool can stably measure what it measures (Li & Xin, 2008). Some scholars pointed out that the reliability coefficient above 0.8 indicates the good reliability of the questionnaire (Qu et al., 2015).

Table 2.1 Reliability Analysis

Reliability Statistics	
Cronbach's Alpha	Terms
0.852	9

Table 2.2 Validity Analysis

<i>KMO</i> and Bartlett's test		
Number of <i>KMO</i> sampling suitability quantities		0.801
Bartlett sphericity test	Approximate chi-square	241.893
	<i>df</i>	36
	Conspicuousness	<.001

In the paper, the reliability analysis of the sample data, and the overall *Cronbach's Alpha* coefficient is 0.852, so it can be shown that the reliability of this study is good and the data obtained by the questionnaire is reliable and can be used

for research.

The design of the questionnaire and scale refers to a large number of previous research results and adjusts the characteristics of the field of beauty makeup. This paper also analyzes whether the structure of the model is reasonable and effective through exploratory factor analysis. Before the exploratory factor analysis, the Bartlett sphere test of *KMO* values was used to determine whether the variables were suitable for further factor analysis. When the *KMO* value tends to be 1, it indicates that the more suitable the data is for factor analysis, the higher the possibility of the common factor. Generally, when the *KMO* value is greater than 0.6 and the significance is less than 0.05, this data is suitable for factor analysis.

Table 2.2 shows that the *KMO* value of the opinion leader characteristics is 0.801 which is greater than 0.6 and the significance is less than 0.001 which is less than 0.05, indicating the suitability for factor analysis.

5.3 Regression Analysis

Regression analysis is an important method to reveal the relationship and degree of influence among the various variables, and the study used regression analysis to verify the assumptions made on the theoretical model. This paper established a multiple linear regression model for the OLs of field of the beauty.

Table 3.1 Model Summary b

Model	R	R ²	Adjusted R ²	Error in the standard estimation
1	.970a	.940	.931	.191065661243263

Table 3.2 ANOVAa

Model		Quadratic Sum	df	mean square	F	conspicuousness
2	Regression	32.661	9	3.629	99.409	<.001b
	Residual	2.081	57	0.037		
	Total	34.742	66			

Table 3.3 Coefficient a

Model		Unstandardized Coefficients	t	Collinearity statistics	
		B		tolerance	VIF
3	(constant)	-0.126	-0.977		
	The attractiveness of titles	0.074	2.445	0.573	1.746
	The uniqueness of editing forms	0.093	2.414	0.503	1.99
	Vivid and interesting promotional discourse	0.165	4.715	0.506	1.976
	Comparing products with multiple brands	0.101	3.095	0.471	2.122
	Promoting affordable substitutes	0.171	5.029	0.488	2.051
	OLs' high professionalism	0.133	3.95	0.415	2.41
	OLs' high popularity	0.171	5.246	0.656	1.524
	OLs' high interaction	0.103	3.119	0.446	2.243
	OLs' high timeliness	0.031	0.896	0.462	2.165

From Table 3.1, the degree to which the independent variables can reflect the dependent variable is 94.0%. Generally, the value of *R* over 30% indicates that the independent variable can reflect the high degree of the dependent variable, so

it indicates that the independent variable reflects the dependent variable.

In Table 3.2, the significance is greater than 0.001, indicating that at least one of the nine independent variables can significantly influence the purchase intention of the dependent variable.

All of the VIF columns are less than 5.000, indicating that there is no collinearity between the nine independent variables. In terms of significance, the timeliness of the products recommended by the short videos OLs was high which is 0.374, greater than 0.05, indicating that the independent variable could not significantly affect the purchase intention of college students. All the other independent variables can significantly affect, and because column B is greater than 0, it indicates that the remaining eight items have positive effects.

6. Discussions

6.1 Interpretation of the Results

The study demonstrates that, to begin with, in the dimension of OLs short video production, hypotheses H1a and H2b were true (i.e., the attractiveness of the title and editing format of the short videos have a significant positive impact on the purchase intention of college students). When consumers choose a short video to watch, the first thing they see is the title. Short video titles are like the gateway to a treasure trove. A good title can stimulate click impulses, increase traffic, and improve popularity, making short videos stand out in the complex video library (Ding & Hu, 2021). Therefore, if short video OLs can make the title attractive, it will attract more consumers to watch, thereby creating an opportunity for consumers to purchase this product. At the same time, the unique editing form can bring consumers good viewing experiences and highlight the internal logic and key points of short video content that increases consumer purchasing intention.

Furthermore, in the dimension of characteristics of OLs, hypotheses H2a, H2b and H2c are true (i.e., the popularity, professionalism, and interactivity of OLs have a significant positive impact on the purchase intention of college students). However, hypothesis H2d was not valid (i.e., timeliness has no significant positive impact on college students' purchase intention). Consumers are often influenced by the characteristics of OLs when they watch their short videos. If the OLs' popularity is high, it will trigger a celebrity effect and increase purchasing intention. The celebrity effect is reflected as an ability relationship, possessing the appeal and influence to dominate others (Liu, 2000). Thus the higher the popularity, the more it can help customers establish a trust mechanism psychologically, thereby increasing purchase intention. The products in the short videos released by OLs are personally selected and tested based on their own professionalism. OLs sharing professional knowledge and usage experience will gain the trust of consumers (Xiao & Lei, 2021). They will believe that the quality of such products will be guaranteed and reduce risks, therefore, their willingness to purchase will be increased. When consumers have a willingness to purchase, they will ask OLs in the comment section based on their own situation and doubts. The more people ask, the more active the comment section becomes. Through interaction between OLs and consumers, consumers' problems can be solved, which can increase their willingness to purchase.

At last, in the dimension of OLs short video content, hypotheses H3a, H3b and H3c were true (i.e., comparing products with multiple brands, promoting affordable substitutes, and vivid and interesting promotion discourse of OLs all have a significant positive impact on the purchase intention). When consumers watch short videos of OLs, in addition to focusing on the production of the video and the characteristics of the OLs themselves, high quality original content has become the focus of pursuit for major video platforms, and it is also the core competitiveness of future short video development (Zhu & Cui, 2018). OLs promote their products by comparing them with those of other brands, which can highlight the advantages of the recommended products and generate consumers' purchase intention. Vivid and interesting promotional discourse can persuade college students about the characteristics of the product, thereby increasing their willingness to purchase. Finally, college students are not yet economically independent, so promoting affordable or alternative products can better meet the needs of college student consumers, and then increase their purchase intention.

6.2 Implications

The study provides new insights into the influence of short video production of OLs on the purchase intention of college students. First and foremost, in addition to the previous research about short video OLs' own characteristics on the influence of college students' purchase intention (e.g., Wang & Tian, 2023), this study also focused on OLs short video production design and OLs in the short video promotion content. Therefore, this paper adds two new dimensions that contribute to opinion leaders better attracting college student consumers. Moreover, there are some differences between our conclusion and previous studies. For example, Wang (2019) believed that the popularity of *Xiaohongshu* OLs has no significant impact on college students' online consumption willingness, the professional degree has not become a decisive factor, and the timeliness of recommendation information has a significant impact on consumers' purchase

intention. Our research believes that in the short videos in the field of beauty makeup, the timeliness of OLs has no obvious impact on the purchase intention of college students, while the professionalism and popularity of online OLs, especially the degree of professionalism, have a significant impact on the purchase intention. This shows that different research areas and different characteristics of OLs will have different impacts on consumers' buying intentions. Thus this paper provides some references and suggestions for OLs which active in the college student community, increasing customer stickiness among college students.

Based on this study, OLs can improve in short video production, improving themselves and short video content. In the first place, OLs should improve the quality of short videos (Liu & Lan, 2022), such as the level of production and the design of short videos. A beautiful and interesting short video can increase consumers' willingness to buy to a certain extent (Zhang, 2022). Additionally, about themselves, they are supposed to broaden the publicity channels and increase their popularity. They should also improve their knowledge level, maintain their reliable image, enhance professionalism and the trust of consumers, interact with consumers more, and reply to their questions and demands in the comments section which can improve the increase of purchase intention. Besides, OLs can make more efforts in the presentation of short video content, improve their personal charm, increase the fun of the content explanation, and attract more consumers' interest. At the same time, the expression of the content can also be used by multi-brand comparison, highlighting the characteristics of the product, so that consumers can be more clear about their needs. In the meantime, college students are a large number of consumers under the short video marketing model in the field of beauty makeup. OLs can appropriately choose affordable products for sale, to improve the purchase intention of college students consumers.

7. Conclusion

This paper researches the influencing factors of short video OLs in field of the beauty on the purchase intention of college students. It also explores how OLs in the short video field attract college students to buy in field of the beauty, in order to provide constructive suggestions for OLs in the short video field of beauty. The short video OLs in field of the beauty have an impact on consumer purchase intention in three aspects: short video production, characteristics of short video OLs and short video content. In the aspect of short video production, attractive titles and unique editing styles have positive impacts on purchase intention of college students. In terms of characteristics of short video OLs, popularity, professionalism and interactivity have positive impacts on purchase intention of college students, but timeliness has no significant positive impact on college students. In regard to OLs short video content, comparing products with multiple brands, promoting affordable substitutes, and vivid and interesting promotion discourse of OLs all have a significant positive impact on the purchase intention. This study contributes to providing short video OLs in field of the beauty with methods to generate and increase purchase intention among college students, in order to increase product sales and enhance their core competitiveness. At the same time, it can also promote the healthy and sustainable development of OLs sales videos on short video platforms such as *Xiaohongshu* and *Bilibili*, and optimize the marketing environment in the short video field.

This study has several limitations. First of all, this paper adopts a questionnaire survey to collect data, so there may be differences in the understanding of the questions among the survey respondents, which has an impact on the authenticity and reliability of sample data. Furthermore, the factors under the three dimensions we constructed are not very comprehensive, such as in the production of short videos, we only include attractive titles and unique editing forms. There may be some other factors such as short video covers or background music that can influence purchase intention of college students. Based on the limitations mentioned above, to start with, future research can adopt different methods to collect data, such as using qualitative methods. Besides, future research can also continue to improve the factors within the two dimensions of the short video production and short video content of OLs. Meanwhile, it can also broaden the dimensions of how OLs influence consumer purchase intention.

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Lai and Qin were responsible for the study design and revising. Both authors were responsible for data collection, coding and drafting manuscript. Lai drafted the manuscript and Qin revised it. Both authors read, revised and approved the final manuscript.

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No additional data are available.

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Appendix: Questionnaire Contents

Title: The Influence Factors of Purchase Intention of College Students by Short Video Opinion Leaders in field of the beauty

Dear classmates,

Hello! It is an honor to invite you to participate in this questionnaire survey. This questionnaire focuses on the influence factors of purchase intention of college students through short video opinion leaders (OLs) in beauty field. It is answered anonymously and will not have any negative impact on you. Meanwhile, we promise to strictly keep your filling results confidential, and all information will only be used for academic research. There is no right or wrong answer to the question options. Please carefully read the instructions and questionnaire content and fill in according to your true thoughts.

We once again express our sincere gratitude for your support and assistance

Thank you!

1. Your Gender

A. Male B. Female

2. Your Grade

A. Freshman B. Sophomore C. Junior D. Senior

3. Have you seen any short videos on short video platforms that promote products in the beauty industry

A. Yes B. No

Short video opinion leaders refer to those who have great guiding power and influence on short video platforms (such as *TikTok*, *Xiaohongshu*, etc.) and directly or indirectly affect the public's purchase intention and behavior. They can be online celebrities, stars or industry experts.

Regarding the degree to which short video opinion leaders in the beauty industry influence your purchase intention. Which of the following factors are more likely to stimulate your purchase intention? (1= very disagree, 2= disagree, 3= general, 4= agree, 5= very agree)

[Regarding the degree to which influence your purchase intention by short video opinion leaders in field of the beauty]

Table Questionnaire Contents

Variables	Questions
The influencing factors of short video production by OLs	4.The attractiveness of short video titles
	5.The uniqueness of short video editing forms
	6.The high popularity of short video OLs
The influencing factors of short video OLs themselves	7.The high professionalism of short video OLs
	8.The interactivity of short video OLs
	9.The timeliness of short video OLs
	10.The vivid and interesting promotional discourse of short video OLs
The influencing factors of short video content of OLs	11.Short video OLs comparing and promoting similar products from multiple brands
	12.The promotion of affordable or substitute products by short video OLs
	13.It is necessary for you to choose products based on the recommendations of opinion leaders in short videos
Purchase intention	14.The product information shared by opinion leaders has an impact on my purchase intention