

**THE EFFECTS OF SOCIAL NETWORK RELATIONSHIPS AND SOCIAL
MEDIA INFLUENCER CHARACTERISTICS ON CONSUMER PURCHASE
INTENTION IN THE CHINESE ONLINE COMMUNITY**

LI YIFAN

**A DISSERTATION SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE DEGREE OF DOCTOR OF
PHILOSOPHY PROGRAM IN BUSINESS ADMINISTRATION
FACULTY OF BUSINESS ADMINISTRATION
RAJAMANGALA UNIVERSITY OF TECHNOLOGY THANYABURI
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Dissertation Title The Effects of Social Network Relationships and Social Media Influencer Characteristics on Consumer Purchase Intention in the Chinese Online Community

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ABSTRACT

This research aimed to investigate the mediating effects of consumer attachment and perceived value on the relationship among social network relationships, social media influencer characteristics, and consumer purchase intention in the Chinese online community. Furthermore, this research was to examine whether consumer attachment and perceived value plays a mediating role in the relationship between social network relationships, social media influencer characteristics, and consumer purchase intention. The population consisted of consumers in the Chinese online community who buy cosmetics products marketed on a social network platform. The samples were 600 respondents to a survey collected by an online questionnaire. The statistics used to analyze data were descriptive and structural equation model analysis.

The study results revealed that social network relationships positively influence consumer purchasing intentions through consumer attachment and perceived value. This indicates that consumer attachment plays a mediating role in the influence of social network relationships on consumers' purchase intentions. However, the social media influencer characteristics has no significant impact on perceived value. Therefore, perceived value also plays no mediating role in the effect of social media influencer characteristics on consumer purchase intentions. Furthermore, it was found that consumer attachment and perceived value have a chain mediating role between social network relationships and consumer purchase intentions.

The research findings indicate that social media influencer marketing plays a significant role within social networks. They also provide a chain mediation model that reveals the complex connection between consumer attachment, perceived value in the relationship between social network relationships, and consumer purchase intentions. This model enriches the existing theoretical framework of consumer behaviour by understanding the multidimensional impacts of consumer behaviour in the context of social networks. Moreover, it can also offer novel concepts for marketing managers to build online marketing strategies for the Chinese cosmetics sector.

Keywords: social network relationships, social media influencer characteristics, consumer purchase intention, consumer attachment, perceived value

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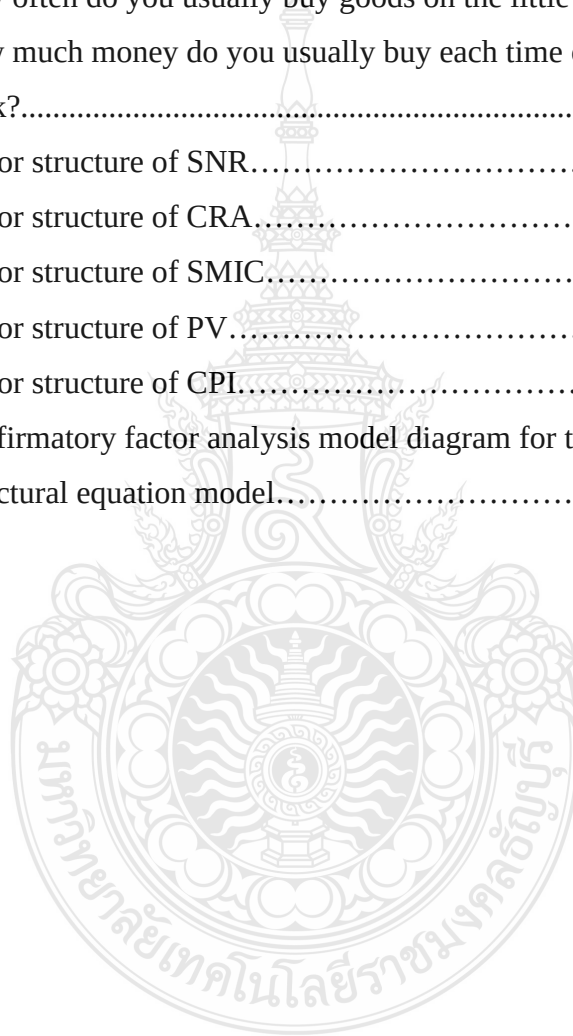
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List of Abbreviations

SNR	Social Network Relationships
SMIC	Social Media Influencer Characteristics
CRA	Consumer Attachment
PV	Perceived Value
CPI	Consumer Purchase Intention
TOC	The Output Connection
TIC	The Input Connection
PRO	Professionalism
PI	Product Involvement
POP	Popularity
VIS	Visuals
MA	Membership Attachment
CYA	Community Attachment
FV	Functional Value
EV	Emotional Value
PP	Priority Purchase
CP	Continued Purchase

CHAPTER 1

INTRODUCTION

1.1 Background and Statement of the Problems

Recently, We Social and Hootsuite (2022) released their latest global digital report, "DIGITAL 2022: GLOBAL OVERVIEW REPORT," which includes the latest global digital insights and social network statistics. In January 2022, there were 4.62 billion social network users worldwide, a figure equivalent to 58.4 percent of the world's total population. Over the past 12 months, global social network users have grown by more than 10 percent, adding 424 million new users, equivalent to an average of more than 1 million new users daily. The report shows that the average global Internet user now spends nearly seven hours a day on the internet and will spend more than 12.5 trillion hours on the internet globally in 2022. The world will spend more than 4 trillion hours on social network, and it will continue to play a central role in our daily lives.

With the continuous development of network, social network has also greatly developed. The classic social network model is represented by well-known social networking sites such as Facebook and Sina Weibo (Liang & Turban, 2011; Zhang & Benyoucef, 2016), which get commissions by cooperating with network or brand owners by adding shopping links. However, reports show that the business model of cooperating with network sites by adding shopping links is less than expected, and the return on investment of network sites or brands they cooperate with is not ideal (iResearch, 2019; Ng, 2013). In order to profit more thoroughly and effectively from their social flow, some social networking sites or online communities began to expand their own network business instead of making profits by adding buying links to cooperative network sites to get commissions and advertising fees, as the traditional model (Global Web Index, 2019).

With the rapid growth of network and the growth of new social network, it better integrates social attributes and business attributes, which not only makes full use of social elements to attract users but also provides users with a seamless purchase experience without switching. Social network community refers to the business model that takes the social network platform as the carrier to promote the purchase and sales of various products and services through various channels such as sharing and interaction.(Qin,

2020; Fan, 2019). With the increasing competitive pressure of network platforms, the social network will inevitably face various challenges in its development. In the case of its own community traffic, maintain the steady growth of users and improve the conversion rate of community user traffic in order to win more profit space. However, at present, the relevant literature in the field of social network has limited research on the new social network and the influence mechanism of consumer purchasing behavior in the community (Oh et al., 2017; Wu et al., 2015; Mahrous & Abdelmaaboud, 2017).

For example, Little Red Book, a domestic shopping-sharing community, is a typical representative of domestic social network communities. It was born in 2013 and initially positioned as a content-sharing platform for young users, seizing the opportunity of overseas shopping strategy sharing and attracting the attention of a number of online shopping users. Most community content is created by users, who can interact socially through comments, retweets, favorites, and private messages. With accurate positioning simple and delicate style, it stands out from the community platform and is highly loved by young female users. In 2014, Little Red Book launched the "Welfare Club," and in 2015, it began to operate its self-operated bonded warehouse, realizing the transformation from sharing community to community e-commerce. According to "2023 Little Red Book Beauty Industry Marketing Report", the interaction volume of Little Red Book was upward, and users' attention and interest in beauty content in the community were enhanced. The peak interaction volume appeared in August and October, and the monthly interaction volume reached 1.5 billion. Among them, makeup notes are more favored by users, with the amount of interaction accounting for 62.3%. Therefore, we study and choose the beauty products of Little Red Book, in order to understand the purchase intention of consumers of beauty products.

By March 2022, the users of Little Red Book had exceeded 300 million, of which the post-90s generation accounted for 72%, becoming the leader in social network. Even so, the purchase conversion rate of such social network is still less than 10% (iResearch, 2019). The managers of social network face the real problem that the purchase conversion rate is not high enough. Compared with traditional social network, which only helps brands and sellers to open the consumer purchasing process, the new social network has built a completely closed loop of consumer purchasing decision-making process on

its own platform (Fan, 2013). These social network expect users to be able to interact and exchange information in the community, but also to stay in the community to complete the purchase instead of going to other ways. Therefore, the managers of these social network have to face the practical problem of how to make more social network users become consumers who are willing to purchase in the social network.

Previous social network literature explores trust (LuB et al., 2016; Wang & Gu, 2020), social impact (Kuan et al., 2014), social interaction (Wang & Yu, 2017), social support (Chen & Shen, 2015), social capital (Homg & Wu, 2020) and other factors on consumer purchase intention. These studies have improved the understanding of consumer purchasing behavior in the social network, but do not take into account the particularity of consumers' completing purchases in their own network modules in the social network. The willingness of consumers to complete the purchase of the network module set up in the social network emphasizes consumers' choice of the network platform of the social network, and is more dependent on the emotional factors such as the relationship between consumers in the social network, as well as attachment and loyalty to the community (Li et al., 2020). As the core component of social e-commerce, social network relationships is a key feature of social e-commerce (Kala, 2023; Wang et al., 2023). Therefore, exploring the role of social network relationships and attachment emotions on consumer purchase intention in the community helps community managers to understand how to promote community purchases for more consumer.

As another core component of social e-commerce, social media influencer also have a significant influence on consumer intention (Ao et al., 2023; Chen & Yang, 2023). A study reported that top social media influencer have a purchase conversion rate of up to 20% (iResearch, 2019). Social media influencer, as personal social accounts, regularly produce content and share it with the audience in the community (Wang et al., 2021). Social media influencer originally come from ordinary consumers, who always post information and use experiences about their products on social media, thus attracting many other consumers and changing their consumption attitudes (Karen et al., 2011). They usually have a large amount of social recognition, such as "fans", "likes", "rewards", etc. (Kapitan & Silvera, 2016; Yi et al., 2017). Social media influencer are seen as highly trusted sources in specific areas, have a large following (Lou et al., 2019). Compared with

traditional celebrities, consumers view social media influencer as more intimate, similar, real and trustworthy (Schouten et al., 2020) and have a significant influence on consumers (Lee & Watkins, 2016; Kay et al., 2020). Therefore, analyzing how social media influencer influence consumers purchase intention will help social network managers and social media influencer to more effectively promote consumers purchase behavior and enhance their own influence.

The current social network-related research mainly focuses on the traditional social network model, moreover, research related to consumers purchasing decisions is more focused on the adoption of social network (Homg et al., 2020; Wang et al., 2021) and the products or services purchase intention (Lu et al., 2016; Yiisuf & Busalim, et al., 2018). These studies have not addressed the new social network community or paid little attention to where consumers buy the product. There is still a shortage of research on consumers purchasing on network modules in new social network (Oh et al., 2017; Mahrouset & Abdelmaaboud, 2017). The impact mechanism for consumers to complete purchases on their own network modules in social network is still unclear.

After fully reviewing the relevant literature, Little Red Book was selected as the research platform (The domestic innovative model of Little Red Book integrating community, content and network has become the top product in the field of social network). As an outstanding representative of social network community, Little Red Book shopping and sharing community has more than 300 million users and a market value of more than 20 billion yuan by 2022. This paper examines two core elements of the social network: the influence of social network relationships and social media influencer characteristics on consumer purchase intention.

Therefore, to find the answer about the factors, what the social network relationships and social media influencer characteristics are expected to impact the consumer purchase intention in the social network, is necessary. The results from the research are beneficial for entrepreneurs of the new social network and can be used as information to make decisions and implement in the step up to the consumers to complete the purpose of community purchase. Moreover, the research provides some inspiration for the managers and designers of the social network in the community management and design to improve the purchase conversion rate of the community.

1.2 Purpose of the Study

Based on the above analysis of the research background, this study constructs a theoretical model of the impact of social networking relationships and social media influencer characteristics on consumer purchase intention in the social network through empirical analysis of the Chinese online community. The objective of this research is portrayed as follows:

(1) Construct a theoretical model that the consumer purchase intention is affected by social network relationships, consumer attachment, perceived value and social media influencer characteristics of the Chinese online community.

(2) To analyze the causal relationship model of the effects of social network relationships, social media influencer characteristics on consumer purchase intention in the Chinese online community mediated by consumer attachment and perceived value.

(3) To examine whether consumer attachment plays a mediating role in the relationship between social network relationships and consumer purchase intention and clarifies the mediating role of perceived value in the relationship between social media influencer characteristics, consumer attachment affecting consumer purchase intention in the Chinese online community.

1.3 Research Questions and Hypotheses

(1) What is the relationship between social network relationships, social media influencer characteristics, consumer attachment, perceived value and consumer purchase intention?

(2) How can consumer social network relationships and consumer attachment affect consumer purchase intention?

(3) How do the social media influencer characteristics influence the consumer purchase intention of the Chinese online community?

(4) How do social network relationships and social media influencer characteristics have a causal relationship to consumer purchase intention in the Chinese online community through consumer attachment and perceived value?

(5) How does consumer attachment have a causal relationship to consumer purchase intentions in the Chinese online community through perceived value?

From the conceptual framework, the following research hypotheses were set according to respond to the research objectives and questions. The details are as follows:

Hypothesis 1: Social network relationships has a significant impact on consumer attachment.

Hypothesis 2: Social media influencer characteristics has a significant impact on perceived value.

Hypothesis 3: Consumer attachment has a significant impact on perceived value.

Hypothesis 4: Consumer attachment has a significant impact on consumer purchase intentions.

Hypothesis 5: Perceived value has a significant impact on consumer purchase intentions.

Hypothesis 6: Consumer attachment plays a mediating role in the influence of social network relationships on consumer purchase intentions.

Hypothesis 7: Perceived value plays a mediating role in the effect of social media influencer characteristics on consumer purchase intentions.

Hypothesis 8: Perceived value plays a mediating role in the effect of consumer attachment on consumer purchase intentions.

Hypothesis 9: Social network relationships has a significant impact on consumer purchase intentions.

Hypothesis 10: Social media influencer characteristics has a significant impact on consumer purchase intentions.

Hypothesis 11: Consumer attachment and perceived value have a chain mediating role between social network relationships and consumer purchase intentions.

1.4 Scope of Study

This research question examines the influence of social network relationships and social media influencer characteristics on consumer purchase intentions by investigating consumer attachment and consumer perceived value. The purpose of this study is to understand the relationships between social network relationships, social

media influencer characteristics, consumer attachment, perceived value and consumer purchasing intentions. This study focuses on the consumer of the social network. The scope of this study is mainly through Little Red Book, online distribution of questionnaires and recycling questionnaires.

1.5 Definition of Terms

Social network: A branch of network (Liang & Turban, 2011; Qin, 2020; Wang, 2021). It is a new network model emerging after traditional network under the high development of social network. Social network consists of community and social network. In the social network environment, it cultivates high-quality users to produce content, maintains social interaction and stable relationships, and lays a rich traffic foundation; the network environment provides reliable commodity resources to guide the realization of community traffic. At present, China's existing social network companies generally adopt the business model of the community first before social network, first accumulating community users and then carrying out the realization of community traffic. A number of old community platforms have realized the transformation and development (Qin, 2020; Fan, 2019).

In recent years, the "planting grass" community represented by Little Red Book has gradually emerged. "Planting grass" is the behavior of sharing goods with others and stimulating them to buy them. The "Planting grass" community can also be called a social network. Use high-quality content or social interaction equipped with commodity information in the community to attract consumers to "grow grass," stimulate their potential shopping demand, provide network modules to guide consumers to buy and transform. It is a new network model integrating content community, social interaction and social network platforms (Meng & Chen, 2023). Social network, that is, the product itself is UGC content community, realizing the transaction closed-loop, such as Little Red Book, TikTok, Poizon, etc. Traditional social network introduces content community in the product, such as Taobao "shopping" community, Jingdong "shopping," etc. This paper focuses on communities that complete all purchasing behaviors in a social network.

Social network relationships: It refers to the relationship attributes between individual users and other users (Gillath et al., 2017; Rishika & Ramaprasad, 2019),

treating the social network connections established by users as those between users and others (Gillath et al., 2017). Existing studies divide the personal social network connections of consumer into two types: output connection and input connection (Lee & Kim, 2011; Zhang et al., 2020). The output connection of consumer in the social network represents the relationship that consumer follow or follow other members of the social network, the input connection of consumer in the social network represents the relationship of consumer to other members of the social network (Lee & Kim, 2011; Zhang et al., 2020).

Consumer attachment: Attachment, as an important emotional expression, is defined as a strong individual emotional attachment to a specific object (Chiu et al., 2015). When consumer are emotionally attached to the target object (tangible or intangible), they will spend more time, energy and financial resources to strengthen the relationship (Peng, 2018). Under the virtual background, due to the lack of social pressure and due to the free popular more common, content creators must ensure that their "consumption notes" can attract potential interests of the same consumers and community can provide corresponding services (social services, recommended services), make consumer attachment (Peng, 2018).

In this study, consumer attachment emotions in the social network were mainly divided into member attachment and community attachment. Member attachment is the attachment emotion of consumers to other members of the community in the online social network, community attachment is the attachment of consumers to the social network (Kim et al., 2016). This research introduces the attachment theory to explore the purchase intention of consumers in the social network from the perspective of emotion.

Social media influencer characteristics: Individuals who are active in interpersonal communication networks, have professional knowledge or experience in relevant fields and whose word-of-mouth communication through various media means can influence the attitudes or behaviors of others. Social media influencer have professional insights and a deep and unique understanding of products or services (Meng, 2011). Social media influencer are conceptualized as personal social media accounts that usually gains a large and stable following and audience with regular content production and sharing (e. g. logs, pictures, videos, etc.) (Homg et al., 2020; Wang et al., 2021).

From previous literature, this study summarizes the characteristics of social media influencer: professionalism, product involvement, popularity, and visuals (Meng, 2011; Li, 2018; Li, 2020).

Professionalism: According to the study by Chen & Misra (1990), the influence of social media influencer is positively correlated with the familiarity with the product. When social media influencer have more knowledge about the product, the more familiar with the product, the more professional, and the more likely they are to become the target of opinion seekers seeking product recommendations. Since social media influencers have a high degree of product involvement, they are more interested in searching for product-related information than ordinary consumers and often have high professional knowledge (Meng, 2011; Li, 2018).

As a result, an expert in the product field and someone who is willing to share their expertise or information with other consumers can often become an influencer in the product field.

Product involvement: Social media influencer show high levels of product involvement and product familiarity (Bloch & Richins, 1983; Chan & Misra, 1990; Goldsmith et al., 2003), often have better knowledge of a related product category and show more product involvement than consumers (Richins & Root-Shaffer, 1988; Riecken & Yavas, 1986). Due to the need to rely on accumulating information and experience, social media influence increases as they provide information to consumers and deliver a strong influence (Venkatraman, 1989). A stent and high level of product involvement is an important feature of influencer, and it is also the premise for social media influencer to become influencer. Without deep understanding and emotional investment in products, they cannot become experts and influencers in related fields.

Popularity: It means the degree to which an organization or individual is known and understood by the public, as well as the breadth and depth of its social influence. It is the measure of evaluating the size of fame. Popularity belongs to the social attribute characteristics of social media influencer, which mainly include multiple meanings such as social status, public familiarity and celebrity effect. Conventional word-of-mouth marketing suggests that social media influencers usually have more connections and higher social status (Li & Du, 2011).

Previous studies have shown that high social status, public familiarity, popularity will form an effect of well-known recommendations for consumers because they trust the social media influence, and consumers are easier and more willing to follow their choices (Duan, 2018; Li, 2022).

Visuals: When people receive external information, they often cannot achieve good results only by hearing. If audio-visual information is combined, the information-receiving effect will inevitably be more efficient. Ability to significantly affect individual perception and memory. Visual presentation forms have different effects on consumers' perception and memory, such as animation, video, pictures, and voice will produce different effects. Xue et al. (2008) believe that visuals are an incentive for visual perception. In the commodity field, vision can often bring intuitive impression and emotional feeling to consumers. Davis & Khazanchi (2008) define vision as any means of image communication used to evaluate the characteristics of products and services.

Perceived value: A comprehensive assessment of the utility of the received and given perception of products (Zethaml, 1988) and is the most commonly accepted definition of perceived value in the marketing literature. It can be seen from the existing research that the concept of "value" emphasizes a trade-off between "gain" and "giving." The proposal of the concept of perceived value emphasizes that value is the individual's perception and judgment of things (Zou, 2021). Based on the empirical study of Sweeney Soutar (2001) and Li (2021), this study divides perceived value into two dimensions: functional value and emotional value.

Functional value: Sheth et al. (1991) define functional value as the perception of the utility, natural attributes, and other aspects of goods or services, and refers to the attribute that a product or service can solve problems for users or meet needs. Consumers in the social electricity community perception function value refer to the consumer in the social electricity community solving a problem or getting a certain aspect of information, purposeful communication process, in the process of obtaining, for their own utility, consumers share their experience with others at the same time, also can learn the information needed from other consumer experience (Jin, 2021).

Emotional value: It refers to the utility perceived by a product or service (Sweeney & Soutar, 2001; Sheth et al., 1991), such as pleasure, fun, liking, or

appreciation (Kim, 2008). The perceived emotional value of consumers in the social network emphasizes the emotional resonance, emotional catharsis, and emotional support obtained by consumers in the social network (Zou, 2021).

Consumer community purchase intention: Consumer purchase intention is consumer behavior intention (Ajzen, 1991) and is considered an important indicator to predict consumer purchase behavior, so scholars are more willing to use the concept of purchase intention to predict consumers' future shopping behavior (Fishbein & Ajzen, 1977; Dodds et al., 1991). The purchase intention in the social network community is considered to be the possibility of consumers to buy a certain product or service after the website quality, information search and product evaluation in a virtual environment and is an important predictor of the actual online purchasing behavior (Poddar et al., 2009). The community purchase intention in this study refers to the possibility of consumers to choose the community social network to buy products, which is used to measure whether consumers will take the behavior of buying products on the community social network platform, that is, the subjective probability of consumers buying products and services in the social network community. This paper draws on the empirical research of Yang (2015) and Wang et al. (2022), and this paper divides the purchase intention of consumer community into two dimensions, with priority purchase and continued purchase.

Priority purchase: Consumers are willing to buy products online social network and will give priority to online social network when shopping.

Continued purchase: Consumers are willing to continue to shop through online social network in the future, and they will also recommend relevant marketing information about online social network to others.

1.6 Theoretical Framework

From the five-element framework, the investigator has developed the concept in the study of the effect of “The effect of social network relational and social media influencer characteristics on consumer purchase intention in Chinese online community” to be able to show the relationship to the concept of theoretical frameworks are as follows:

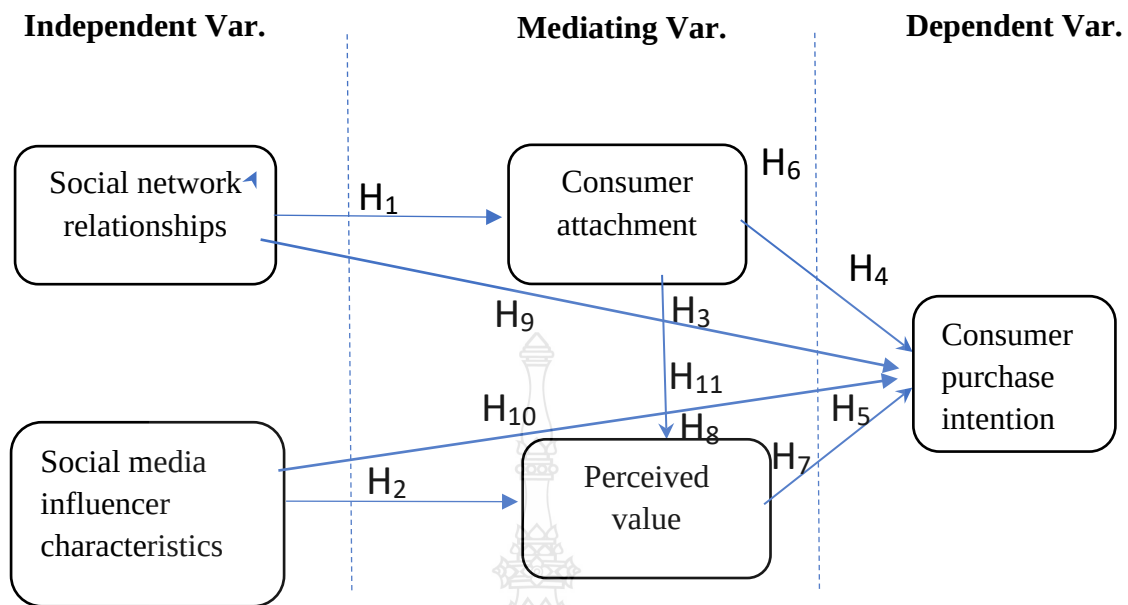


Figure 1.1 Theoretical framework

1.7 Expected Results

This study uses structural equation model analysis to study the relationship between social network relationships, social media influencer characteristics and consumers purchase intention and analyze the mediating role of consumer attachment and perceived value. The empirical results show that the relationship between social network relationships, social media influencer characteristics and consumers purchase intention is a more complex relationship. The research finds that:

(1) Social network relationships has a significant impact on consumer purchase intention, social media influencer characteristics has a significant impact on consumer purchase intention. This indicates that attention and concern in social network relationships can influence consumer purchase intention by increasing the exposure frequency of information and strengthening the brand information. Interactions between social networks (e. g., likes, comments, and sharing) further strengthen this impact, because these interactions can increase the visibility of content and make more consumers exposed to relevant product or service information.

The significant influence of social media influencer on consumer purchase intention can be explained from multiple dimensions, especially by considering the four

key characteristics of the influencer professionalism, product involvement, popularity and visuals. Social media influencers have significant effects on consumer purchase intentions through these characteristics, which are based not only on the quality and credibility of the information provided, but also related to how they present this information. Therefore, community managers or brands should consider these key features when choosing cooperative social media influencers to ensure that marketing campaigns can effectively influence the purchasing decisions of the target audience.

(2) Social network relationships has a significant impact on consumer attachment, consumer attachment has a significant impact on consumer purchase intention. Social media influencer characteristics has no significant effect on perceived value, perceived value has a significant effect on consumer purchase intention. From the social network relationships-consumer attachment-consumer purchase intention, social network relationships provide consumers with similar interests of consumers and community interaction, can cultivate a sense of belonging and loyalty, social network relationship between the community members information, advice and learning communication, leading to strong consumer attachment. At the same time, when members form attachment relationships in the community, it creates a credible environment where recommendation and recognition carry greater weight. Over time, this trust is built up through continuous and positive interactions, making consumers more receptive to purchase recommendations made within the community.

From the social media influencer characteristics-perceived value-consumer purchase intentions, social networking consumers are exposed to a amount of information every day, including recommendations from influencers. When the information is too large, consumers may feel numb and difficult to distinguish which ones are truly valuable information, thus weakening the influence of specific influencer characteristics on consumer perceived value. However, consumers are rational actors who pursue money for value for money and their willingness to buy increases when the product can meet their specific needs or solve problems. In addition to practical benefits, products that evoke positive emotions or meet emotional needs are often more valued and consumers are attracted to products that give them a sense of happiness, belonging or status, affecting their willingness to buy.

(3) Consumer attachment plays a mediating role in the influence of social network relationships on consumers purchase intentions, perceived value plays a mediating role in the effect of consumer attachment on consumer purchase intentions, perceived value does not play a mediating role between social media influencer characteristics and consumer purchase intention, consumer attachment and perceived value have a chain mediation role between social network relationships and consumers purchase intention. From the mediating role of consumer attachment, consumer attachment enhances the social connections between individuals in social network. When consumers follow others and are followed by others, a reciprocal relationship is established, resulting in a stronger attachment relationship. These attachments deepen consumers' trust and loyalty to their network members and the entire community, making them more receptive to purchasing advice in social network.

From the perspective of the intermediary role of perceived value, when consumer contact with members of the social network or community, they are more likely to accept the credible source emphasizes functional advantages and the consumer emotional attachment of individual or group recognition of the product can enlarge the product perception of emotional value, thus affect the purchase intention. The characteristics of social media influencer may directly influence consumer purchase intention, rather than by increasing their perceived value. For example, a consumer may be interested in a product recommended by an influencer because of its high visibility and this interest is not necessarily based solely on the assessment of the functional or emotional value of the product. Although perceived value has a significant impact on purchase intention, perceived value may not always be an intermediary between social media influencer characteristics and consumer purchase intention. This may be because of the interaction of multiple complex factors.

Finally, from the mediation of consumer attachment and perceived value, the behavior of following and being followed in social network creates the basis for social interactions and relationships. These relationships may be superficial or profound, but they form the basis for further attachment and building of values. Through these established social network relationships, individuals develop attachments to other members and entire communities. This attachment is fostered through shared interests,

mutual respect and sustained, positive interactions. Consumer attachment in turn influences the perceived value of products or services discussed or recognized in social networks. When consumers feel strong connections with the community or their members, they are more likely to trust and value products recommended in social network. Therefore, this enhancement of perceived value supported on consumer attachment and built on social network relationships significantly affects consumer purchase intention.



CHAPTER 2

REVIEW OF THE LITERATURE

The study of “The effect of social network relational and social media influencer characteristics on consumer purchase Intention in Chinese online community” has the purpose of studying of as well as analyzing the causal relationship model of “The effect of social network relational and social media influencer characteristics on community purchase Intention in Chinese online community.” Therefore, the researcher collected the information to achieve the objectives of the research and maximize the benefits of the study “The Effect of Social Network Relational and social media influencer characteristics on community purchase Intention in Chinese Online Community” of this institution with the following theoretical and research ideas:

2.1 Social Network Relationships

2.1.1 Definition of Social Network Relationships

2.1.1.1 Social network

Social networks are also known as social e-commerce. Social networks are often seen as a branch of networks (Liang & Turban, 2011). Social network dates back to the late 1990s, when the first two pioneer social network companies, Amazon and eBay, introduced features for buyers to write for product reviews or for seller shows. In 2005, Yahoo introduced the term "social business," describing a new shopping collaboration feature on its shopping platform that allows consumers to create, share, and review product lists (Wang & Zhang, 2012). With the advent of Web 2.0, social network companies integrate new technologies into their websites to provide consumers with a more social and interactive shopping experience (Curty & Zhang, 2011). The popularity of social network technology has led customers to become increasingly involved in online social networking and to actively share their experiences and opinions on products and brands with other customers and friends.

The essence of social networking is an emerging business model that uses social network and Web 2.0 technology to combine social network with social networking activities (Liang & Turban, 2011). It can be seen as a new form of traditional social

network and social media combined, so it is often considered as a subclass expanded from traditional social network (Jascanu et al., 2007; Curty & Zhang, 2011).

From a marketing perspective, Esmaeili and Hashemi (2019) found that research on social networks focused more on the business performance of social networks. Social network is seen more as a business model in which sellers and marketers rely on information technology to use it as a marketing tool or marketing channel to support consumer interaction and collaboration, thus increasing the probability of transactions (Stephen & Toubia, 2010, Afrasiabi & Benyoucef, 2011). Stephen and Toubia (2010), for example, emphasize that social networks build networks of sellers to support the marketing and sales of products and services in the online market. Afrasiabi and Benyoucef (2011) argue that social networks build a network of sellers and buyers and provides a platform for consumers to both interact and conduct various activities related to transactions. A closer study suggests that social networks rely on social media and social network connected networks to drive and deliver online marketing and transaction services (Hajli et al., 2017). In the field of social psychology, the relevant research on social network pays more attention to the communication and interaction of consumers in social network. Specifically, these studies put more emphasis on the connections between sellers and buyers, conversations, relationships between consumers, and groups based on social networks (Algesheimer et al., 2005, Zhang et al., 2014).

In the field of information systems research and social network, the definition of social network usually comes from an extension or a combination of several perspectives in marketing, social psychology, and computer science. Most research focuses on the value of social network technology-driven social network and social networking activities in social networks to improve consumers 'shopping efficiency, shopping experience, and merchants' business performance (Molinillo et al., 2020.). For example, Molinillo et al. (2020) define social networks as using Web 2.0 technology to interact with buyers and sellers to conduct business activities. Scholars Hu and Wu (2020) and Huang and Benyoucef (2013) believe that the core of social network is relying on social network and Web 2.0 technology to help consumers obtain a shopping experience and make purchase decisions. Pan et al. (2020) and Wang and Gu (2020) believe that social network is a comprehensive platform with both network and social functions.

To sum up, the main features of social network are: relying on social network and Web2.0 technology to achieve, promote all kinds of trading activities (including before purchase, purchase) and non-trading activities (such as social interaction and content sharing, etc.), rely between consumers and consumers, sellers and sellers, social network connection between buyers and sellers.

Compared with traditional product-oriented networks, social network has developed a user-oriented and social-oriented shopping environment by unleashing the potential of social network and Web 2.0 technology (Esmaeili & Hashemi, 2019). Social network focuses on information exchange, social networking, interaction, and collaboration to promote transactions (Wang, 2020). Social networks encourage communication and contact between consumers, allowing them to produce their own content and share information with others (Hou, 2020). Social networks emphasize social and interactive design to establish social relationships and associations, such as likes, comments, sharing, topics, groups, etc. (Li, 2020).

Social networks have unique social media functions (Qin, 2020), has strong social attributes and can communicate and interact freely (Fan, 2019). The rise of social network has accelerated the multi-directional circulation of information and consumers can get product information from other consumers, reducing the marketing costs of merchants and also bringing new challenges to the online shopping experience.

Table 2.1 Lists of academics and the definitions of social network

Academics(year)	Definition of social network
Yang (2020)	The significant differences between the traditional network and the social network are divided into people, goods, field, network effect, retail elements, traffic characteristics, and decision link.
Tao (2020)	Social network is defined from the perspective of social traffic, and it believe that social network is a process of gathering traffic from social platforms and then realizing traffic in the e-commerce mode.
Wang & Gu (2020)	It is an e-commerce activity carried out on the basis of social network, and it also integrates social network into e-commerce activities.

Table 2.1 Lists of academics and the definitions of social network (Cont.)

Academics(year)	Definition of social network
Tao (2021) Xie et al. (2022)	Social networks have the characteristics of inter subjectivity and pay more attention to the trustworthiness of the transaction subject. Strong transaction attributes, more interactive, can improve user engagement. User segmentation is accurate, consumers have a clear shopping purpose, and the conversion rate of commodity transactions is relatively high.
He (2022)	It has four characteristics of global, intangible, anonymity and timeliness.
Sturiale & Scuderi (2013) Hou (2022)	In social networks, consumers can effectively solve their doubts when shopping through communication with other buyers, have a more comprehensive understanding of the products, and release their own use experience after purchase, so as to increase social interest. Social networks increase the communication between consumers, which is more convincing than the ordinary product introduction and is conducive to the promotion and sales of goods.
Zhu & Chen (2016) Yusuf & Busalim (2018) Shen (2022)	Social network technology is used to promote users to build virtual interpersonal relationships existing in the Internet, while ensuring the smooth access of business information flow. Through social interaction and user-generated content, it is used to assist the mode of commodity marketing and purchase behavior.
Jascanu et al. (2007) Zhou et al. (2013) Huang (2023)	It is a user-centered model that combines social network and e-commerce to promote the sale of goods and consumers' shopping experience through socialization. It not only includes the transaction and marketing functions of the traditional network, but also adds social functions on this basis, such as product sharing, social interaction, user evaluation, etc., through these functions to enhance consumers' trust and shopping experience, so as to promote the sales of goods.

2.1.1.2 Social Network Relationships

Social network research began in the 1930s, and it was not until the 1960s that the field of sociology gradually accepted and applied the network concept to analyze the relationship between the individuals present in society (Liu, 2012; Geng, 2017).

Table 2.2 Lists of academics and the definitions of social network relationships

Academics(year)	Definition of Social network relationships
Hong & Wu (2020)	Both social network relationships behavior and social capital influence social business intentions, and the relationship between social network behavior and social business intentions is partly mediated by the role of connecting and bridging social capital.
Wellman et al. (2001)	Including embeddedness, social network and social capital. It is mostly used to analyze the subject
Zhao & Xie (2011)	behavior in the social network and the interaction
Zhao (2020)	between the subject and the society.
Tian (2020)	The relationship structure between actors, that is, the interconnected relationships between actors is the foundation of social network relationships.
Butler (2001)	Users put their time, energy, money or other resources
Li (2021)	into these 'connections', creating a huge social network that can provide benefits to individuals, businesses and social media platforms.
Cai et al. (2013)	It is composed of the edges of nodes and connecting
Smångs (2010)	nodes, indicating that several objects and objects are
Huang (2022)	connected with each other. The connectivity between nodes and nodes is the basis for the formation of social network relations.
Hou (2022)	It has four characteristics of participation, openness, two-way communication and community.
Zou & Zhou (2016)	One-way or two-way network of relationships formed
Song (2023)	by the direct or indirect associations of social units with each other.
Podolny & Page(1998)	Repeated and persistent exchange relationships
Hackley & Dong (2001)	between participating actors, and special social
Zhang (2023)	connections of interdependence and interaction among participants.

Numerous studies on social network show that social network connection is the blood of social network and the foundation to attract and maintain users (Grange et al., 2020; Wang & Gu, 2020). Social network connections involve and reflect multiple types of relationships, such as information exchange, common hobbies, concerns, friendship, etc. (Wellman et al., 2001). For example, the social network connection allows the user to access the connected user's information flow updates when logging in, thus realizing the information exchange (Yuan, 2011). These network connections often provide various benefits to individuals, including information, social support, social capital and a sense of belonging (Kivran et al., 2011).

The literature based on social network suggests that individual social network may explain individual attitudes, beliefs and behaviors more than individual attributes in social systems (Morrison, 2002; Xia, 2004). As a result, many studies have begun to focus on the impact of social network characteristics rather than solely on the role of individual attributes isolated from the presence of others (Brass, 2003). Existing social network research involves two levels of group and individual. The former regards social networks as the characteristics of the group where individuals live and explores the influence of high-dimensional network structure on individuals (Aral & Walker, 2014; Park et al., 2018). The latter takes the social network connection established by the individual as the characteristic of the individual itself and explores its possible effects on the individual (Lee & Kim, 2011; Rishika & Ramaprasad, 2019). From the perspective of individual-level social networks, we study the influence of consumers' individual social networks on their behavior decisions in social network. The social network allows users to follow/follow each other (means 'follow') so that consumers can build their own social network relationships (Liu, 2013). The social connections between consumer and consumer in the social network or between peers and peers are established and strengthened based on following / following on other users or being followed / following by other users (Chan & Li, 2015).

In conclusion, social network relationships emphasize the relationship attributes between individual users and other users (Gillath et al., 2017; Rishika & Ramaprasad, 2019), treating the social network connections established by users as the relationship established between users and others. Existing research divides consumers' personal

social networks into two types: output connections and input connections (Lee & Kim, 2011; Zhang et al., 2020).

2.1.2 Dimension of Social Network Relationships

For researchers, it is essential to understand the characteristics of individual social network connections comprehensively and to consider the influence of social network connections on individual attitude formation and behavior decision-making processes from multiple dimensions. Moreover, it is also vital for the managers and designers of the social network to further clarify the different roles the different dimensions of social networks play in the purchase decision-making process of consumers. Therefore, the study explores the social network relationships to explore its possible impact on the social network of consumers in the community to complete the purchase of their network modules.

The literature on online communities, SNS social networks and social network have been studied for different effects on social networks. For example, Steffes and Burgee (2009) found that the social network relationships between the source of information and consumers could significantly influence the adoption of online word of mouth. Chan and Li (2010) found that the social networks among the members of the virtual community can significantly influence the reciprocal behavior of the consumers. Levin and Cross (2004) focus on the impact of social network relationships on trust. Rishika and Ramaprasad (2019) reveal the significant impact of the structural characteristics and strength of social networks among users in the social network community on users' information contribution behavior. Horng and Wu (2020) argue that the two social networking relationships built on social networking sites can affect how well users adopt social e-commerce. Wang and Chang (2013), using a set of experiments on Facebook, found that the strength of user-established social network relationships and the risks associated with the product together affect their willingness to buy. Related risks together affect their willingness to buy. Liang et al. (2020) have found that promoting social connections among consumers in network facilitates product information transmission among consumers, thus increasing the likelihood of consumers buying goods. Zhang et al. (2020) have explored the role of the social network structure of

consumers in social network in regulating their liking and sharing behavior in social network.

The social network refers to the network structure composed of the nodes and the connecting lines between the nodes (Liu et al., 2016). From the perspective of social networks, social network can be regarded as social clusters composed of 'connections' established by many users (Liu et al., 2016). Users put their time, energy, money, or other resources into these connections, creating a vast social network that benefits individuals, businesses and social network platforms (Butler, 2001). Things such as Facebook, Instagram, LinkedIn, and Sina Weibo are existing and are maintained based on many 'connections' established and accumulated by users (i.e., nodes) (Kivran et al., 2011; Ping & Zong, 2010). Social network relations emphasize the relationship attributes between individual users and other users. This study divides the personal social network connection of consumers into two types: output connection and input connection.

The output connection degree of consumers in the social network represents the relationship between consumers and other members of the social network. The higher the output connection means that the more consumers connect with other members of the community and the greater the opportunity and probability for consumers to interact with other members, thus promoting and enhancing their close and friendly relationship with other members (Ren et al., 2007). In the social network, when a consumer follows other users in the community, he / she establishes a connection with these users, and he / she can see the content information of the user he follows at any time after logging in to the community. Therefore, having a higher level of output connectivity means that consumers can continuously receive personal information shared by other members of more communities, which also makes it easier for consumers to feel close to other members, thus increasing their attachment to their community members (Kowalczyk & Pounders, 2016). The higher the level of output connectivity means, the more online connections consumers build by following and following others in the social network. More social network connections indicate that the more consumers embed in social network, making their attachment to social network increases as they deepen into the community (Crowe, 2010). Higher levels of output connectivity also increase the benefits of information, help

and support that consumers receive in the community, which will increase their attachment to the social network (Cao et al., 2020).

For the input connection degree, a consumer with a higher level of input connection has more attention and following from other members of the social network (Friedrich et al., 2016). This means that consumers are respected and valued by more other members of the social network (Venkataramani et al., 2013). This respect and emphasis from other members encourages consumers to establish an attachment to these community members (Venkataramani et al., 2013). In addition, the higher input coupling also represents consumers have more from social other members of the electricity community attention and recognition, these consumers are more likely to feel other community members of friendly, warmth and attention, so as to other members of the social electricity community have more intense attachment emotion (Venkataramani et al., 2013). On the other hand, the high level of input connection means that consumers have more attention and recognition which represent the consumers in the community by the value and value. To be able to more long have and get more this affirmation and attention, consumers will be more attached to the social electricity community (Venkataramani et al., 2013). In addition, consumers with higher levels of input connectivity show that these consumers receive more attention, increasing the chances of consumers having to interact and build close relationships in the community (Kowalczyk & Pounders, 2016).

In addition, the social network perspective is usually combined with theoretical perspectives such as social capital theory (Homg & Wu, 2020), social impact theory (Aral & Walker, 2014), social contagion theory (Rishika & Ramaprasad, 2019) and homogeneity theory (Brown et al., 2007) to explain the formation of the perception, attitude and behavior of individuals. From the relationship dimension of social networks, these theoretical perspectives do not explore the connection between consumers' social network relations and consumer emotions. Consumers' emotions in social network are important to transform direct social network relationships into their willingness to purchase goods in their own network modules in the community (Chiu et al., 2019; Li, et al., 2020). In some other research areas, although some scholars have found an association between social networks and attachment emotions. For example, Crow (2010) explores

the impact of social network relationships at the individual level and community-level community network structure on community attachment feelings. Gillath et al. (2017) have studied the important effects of individual attachment styles on the intensity characteristics and multiple sexual characteristics of social networks and management skills in the field of intimate relationships.

However, there is no research to reveal how consumers' social network relationships in online social network will affect their own network modules in the community through the attachment emotions established in the community. It is unclear about the emotional attachment to the social network established by consumers. Therefore, the research will combine the introduction of attachment theory with the relationship perspective of social networks to reveal how exactly the consumers' social network relationships can ultimately promote them to complete their purchases in the social network.

Table 2.3 Dimension of social network relationships

Dimension	Related factors	Source
The output connection	Pathway, frequency and content characteristics of individuals to obtain information.	Chiou et al. (2019)
	Information, help and support obtained in the community.	Tian (2022)
	Individual information needs, information search, information utilization.	Ji (2020)
		Han (2023)
		Gazan (2011)
The input connection		Xu & Yang (2012)
		Miao (2023)
	Prestige, high attention, activity and a presence.	Cai (2020)
	Individual social status, network influence and information quality.	Zhang (2019)
	Social identity and group belonging.	Yang (2023)
		Deng et al. (2021)

2.2 Social Media Influencer

2.2.1 Definition of Social Media Influencer

The emergence of information technology and social networks has spawned a special number of social network users, such as 'influencer', 'opinion leaders' and 'Internet celebrities' (Mardon et al., 2018; Lou & Yuan, 2019). These social network users regularly produce content and share it with a large audience on social network, thus gaining a lot of social recognition (such as fans, likes, favorites, etc.) (Yi et al., 2017). They are given the opportunities and possibilities by social network technologies and platforms to present themselves as a "public image", often carefully building and operating on social network and presenting audiences with an attractive and trustworthy 'public image' (Agila & Anthony, 2020).

Table 2.4 Lists of academics and the definitions of social media influencer

Academics(year)	Definition of Social media influencer
Campbell & Farrell (2020)	According to the number of followers owned by the influencer, the influencer are divided into star, super, macro, micro and nano.
Boerman (2020)	The number of 10,000 fans is the micro influencer, the number of fans is between 10,000 and 1 million is the middle influencer, and the number of 1 million fans is the macro influencer.
Jia & Bie (2021)	A web celebrity who is famous for her self-creation by sharing online content created on social network.
Harrigan et al. (2021)	A range of metrics were proposed and tested to identify influencer, including number of followers, frequency of posts, readability of posts, length of post content, use of subject tags, etc.
Balaji et al. (2021)	A new type of third-party endorser that influences consumer attitude and behavior by creating and promoting real brand-related content on social network.

Table 2.4 Lists of academics and the definitions of social media influencer (Cont.)

Academics(year)	Definition of Social media influencer
Meng (2022)	Internet celebrities with self-disclosure and professional knowledge on social network and have a large number of followers and strong influence.
Bu et al. (2022)	Sharing created content on social network inspires key users of consumer engagement, drive communication and sell products or services.
Leung et al. (2022)	Individuals, groups and even virtual characters who have built networks of followers on social network are seen as digital opinion leaders with significant social influence over their followers' networks.
Masuda et al. (2022)	Users become leading creators by actively producing and uploading personal stories and reviews of products and services through social network.

The term social media influencer (social media influencer) has been increasingly widely recognized and used in recent research (Shan et al., 2019; Stubb et al., 2019). They are used to describe users rooted in social network with influence in various areas (Shan et al., 2019; Stubb et al., 2019). Social media influencers are conceptualized as a personal social media account, which usually gains a large and stable following and audience preferences with regular content production and sharing (ie, logs, pictures, videos, etc.) (Liang et al., 2011; Wang et al., 2021). Often, different social media influencers are active in various areas of knowledge or skills, such as fashion, beauty, fitness, food, etc.

Previous studies have shown that, compared with most traditional celebrities, many social media influences have relatively few followers, but they have a significant influence on consumers (Kay et al., 2020; Schouten et al., 2021). Social media influencers develop a two-way relationship with their followers by interacting more with them and sharing more personal matters daily (Agila & Anthony, 2020; Zhang, et al., 2020). As a result, followers of social media influencers are more likely to see these influencer as

friends in their own circle (Liu & Wu, 2019). Traditional celebrities, on the other hand, usually lack a bidirectional connection with their followers, who are more likely to have a sense of distance from celebrities (McCracken, 1989). Some studies have shown that social media influencers may be more popular and trusted than some traditional celebrities (Liu & Wu, 2019). Social media influencers are followed and welcomed by their followers with their expertise, first-hand information, appeal and established reputation, making them willing to accept the products they use or recommend (Liu & Wu, 2019).

As a popular business paradigm of social network technology application, social network can clearly breed many social media influencers and even push them to a more specialized and commercial level. Existing research suggests that these social media influencers play a very significant role in consumer purchase decision-making processes (Lee & Watkins, 2016; Hughes, et al., 2019). For example, Liu & Wu (2019) and Freberg et al. (2011) have explored the personality traits and behavior patterns of Internet celebrities or social media influencers (i.e., 'influencers'). Chen and Liu (2015) have focused on exploring the identification methods and identification models of opinion leaders. Djafarova and Rushworth (2017) discussed the impact of Internet celebrities on consumer purchase intentions.

2.2.2 Dimension of Social Media Influencer

In the evolving landscape of social networks, social media influencers have emerged as pivotal figures, wielding considerable power over consumer behavior and preferences. These influencer personalities span a diverse range of domains, from fashion and beauty to gaming and beyond, engaging audiences with their unique content and perspectives. The dimensions defining social media influencer. There are different dimensions about social media influencer.

Table 2.5 Academics' division of the dimensions of social media influencer

Academics(year)	Dimension division of social media influencer
Li & Wang (2020)	Professionalism, product involvement, visibility and visual information clues.
Lin (2020)	Popularity, professionalism, relationship strength, product involvement, presentation mode and detail degree of recommendation information.
Wang (2021)	Professionalism, product involvement, visibility and homogeneity.
Zhao & Feng (2021)	Professionalism and interactive.
Sun et al. (2022)	Credibility, professionalism, attraction and interactivity.
Wang (2023)	Professionalism, product involvement, relationship strength, visibility, visual clues and timeliness.
Xu (2023)	Professionalism, reliability, homogeneity of attitude, appearance attractiveness, social attraction.

2.2.2.1 Professionalism

In existing studies, product-related specialties are an important factor for identifying social media influences. Many researchers believe that because social media influencers are more involved in products, they are more interested than ordinary consumers in searching for product-related information and often have high expertise. Rogers (2016) believes that social media influencers must have comprehensive knowledge (Encyclopedia Knowledge), rich social resources, comprehensive ability and special charm (Larruping Charm) to give instructions to others. And Trepte & Scherer (2005) directly to social media influencer characteristics and related knowledge level will be divided into different types of social media influencer and non-social media influence, including knowledge of social media influencer, lack of knowledge show off (Dazzlers), knowledge is not good at communication silence experts (Silent Experts), and lack of knowledge and lack of social media influencer characteristics of inertia (Inerts). Zhuang

(2011) takes the virtual community as a research environment and believes that the evaluation of quality, quantity, and professionalism of social media influencers are the key to influencing consumers and thus constitute a theoretical framework. Xu (2012) took the consumption of digital products as an example and studied the professionalism of social network, the objectivity, the degree of experience, the relationship with customers and the influence of recommendation information and communication platforms on consumers' purchase intention.

Xu (2015) combined with the background of the era of "we-media," analyzed and concluded that the characteristics of social media influencer would form their own influence on online public opinions. They tend to have unique cognition and insights in their familiar fields, good language expression ability, and great personality charm. Luo & Wang (2016) selected 100 samples of influential social media influencer in China. Through the analysis of this book, social media influencers usually have a high education level and play multiple identities in the society. They have relatively high professionalism and more interaction with other netizens on the Internet. In the context of new media, Liu et al. (2017) analyzed that information communicators should have high professional ability, have innovative recommended content, and have strong social relations with the audience.

Thus, professionalism is the basic requirement for becoming a social media influence.

2.2.2.2 Product involvement

Social media influencers not only have a high degree of product involvement but also are extremely sensitive and familiar with the product information. Therefore, they enjoy the process of exploring the knowledge and information related to the products (Goldsmith et al., 2003). At the same time, other studies share this point, suggesting that social media influencers generally have rich product-related knowledge and show a high degree of product involvement compared with the general public (Richins & Root-Shaffer, 1988). Therefore, the high product involvement degree has also become an important criterion for identifying the influencer of social media. Without the necessary understanding and depth of the products, it will be difficult to become an influencer in related fields.

Nowadays, the degree of product involvement has become an important variable in the study of consumer behavior, which generally refers to the persistent understanding of the importance of product categories through their own values and interests (Kong & Zhang, 2013). Social media influencer usually have rich knowledge of certain commodities. In order to maintain their cognitive advantage over the general public, they will spend a lot of time and energy actively participating in the topic discussion of related commodities and update their understanding of commodities (Zhou, 2022).

The high product involvement state of social media influencer drives them to obtain relevant information to make reasonable and correct decisions actively. The decision-making ability of social media influencer can help consumers to make reasonable decisions, so it is conducive to improving consumers' purchase intention (Goldsmith et al., 2003). Lin (2020) explored the situation of social media, using trust as an intermediary, and verified the professionalism of social media influencer and the influence of product involvement on consumers' purchase intention. The research of Wang (2020) takes the background of social media platforms and believes that the degree of product involvement is one of the characteristics of social media influencer, with a high degree of product involvement. It represents that the more time social media influencers spend on the product, the more they can gain consumers' trust. According to research by Lin et al. (2021), one of the most obvious characteristics of social media influencer is the degree of understanding of products. In terms of product involvement, the description of involvement views can be traced back to the 1940s, after which researchers' research on involvement views was widely used to analyze the decision behavior of buyers. Therefore, we believe that the more social media influencers pay attention to the product, which shows that they have a deeper interest in and preference for the product, and also reflects the degree of professionalism.

Therefore, a lasting and high level of product involvement is an important feature of social media influence and the premise of becoming social media influencer.

2.2.2.3 Popularity

Popularity means the degree to which an organization or individual is known and understood by the public, as well as the breadth and depth of social influence.

It is a small measure to evaluate a reputation. Popularity belongs to the social attributes of social media influencers. Social media influencers rely on many followers and attention to carry out marketing, promotion, and publicity through social media channels. If the concept of popularity is applied to the group of social media influencer, it contains various meanings, such as the influence, number of fans, and information dissemination of social media influencer, which is because of the diversity and multiplicity of the sources of influencer in the Internet and social media environment (Li, 2021).

Rogers (2003) pointed out that social media influencers have higher media exposure than their followers and at the same time, have higher social participation and higher socioeconomic status than their followers. Moreover, if some social media influencer themselves have a certain popularity, the products they recommend will form a celebrity endorsement effect to a certain extent. Agrawal & Kamakura (1995) show that due to the attraction of celebrities themselves, the recipients will also more recognize the effectiveness of the information, so as a reliable source, celebrities with a certain popularity will have a great impact on the acceptance of information.

Popularity can lead to increased sales of products. As Chevalier & Mayzlin (2006) shows that online reviews posted by participants with a reputation or high exposure on platforms such as Amazon have a huge impact on product sales. Li et al. (2011) believe that social media influencers have wider contacts and higher social status, which is a reflection of the popularity of social media influencer. Social media influencer has high exposure, the recommended products are more likely to appear in consumer vision, especially when social media influencer has high visibility, the recommended products will form a celebrity effect of popularity than ordinary consumers social media influencer has higher social participation and social economic status, social media influencer tend to interact with others, interaction process easy to reflect its positive characteristics, such as professional ability, integrity, help to obtain consumer trust (Rogers, 2003). Liu (2019) By building a model that beauty opinion leaders influence consumers 'buying intention, empirical research shows that the popularity of social media influencer will have a significant positive impact on consumers' purchasing intention.

Therefore, high visibility will form a famous recommendation effect for consumers. Due to the trust and love of social media influencers, consumers are often more likely to follow their choices.

2.2.2.4 Visuals

When people receive external information, they often cannot achieve good results only by hearing. If audio-visual information is combined, the information-receiving effect will inevitably be more efficient. Because the diversity of visual information can affect an individual's perception and memory significantly. Unlike the traditional way of word-of-mouth information dissemination, under the social media network, information presentation can be used in colorful ways, such as through pictures and videos (Wang, 2020).

Shaouf et al. (2016) and others point out that the characteristics of language content and visual information are the key factors in the design of effective marketing information. Redondo and Bernal (2016) further analyze the process of language content or visual information affecting the receiver and points out that the characteristics of language content and visual information are the key factors in the design of effective marketing information. When consumers see the post posted by the influencer, their eyes will gradually shift to the language description of the post. When the product content appeals to the consumers, it can stimulate their multi-sensory systems (including taste, vision, smell, and other feelings) and internal sensory experience (Kim, 2008). Davis & Khazanchi (2008) defines visuals as any means of image transmission used to evaluate the characteristics of a product or service, and their results also show that the amount and vision of an online reputation can affect consumers' perception and, ultimately, sales.

Various forms of word-of-mouth information can convey product information to consumers from different angles. For example, the color, shape, texture, and other attributes of products that words cannot truly describe can be reflected through pictures or videos. Not only that, but the rich visual clues can also bring consumers an interesting and vivid product experience. Shi (2022) pointed out that consumers' emotions in online marketing situations are more likely to be driven by social media influences. Consumers are stimulated by the visual and auditory stimulation of social media

influences, which gives consumers an immersive feeling, thus generating impulse shopping intention. Studies by Liu et al. (2020) show that the visual clues of social media influencers will promote consumers 'immersive experiences' and generate consumers' impulse purchase intention. Wang (2019) studied the influence of shopping websites on consumers' purchase intention and found a positive correlation between visual attraction and consumers' purchase intention.

Therefore, the visual presentation form of social media influencer will have different effects on consumers.

However, these studies have limited attention and exploration of how social media influencers in social network can affect the purchase behavior of consumers' network modules in social network. In any field, the definition of social media influencer is closely related to its fundamental characteristics. Compared with the general public, social media influencers have more access to and understand the information about the target products. They are more active in interpersonal relationships, so they easily influence the attitudes of their followers. Given the constant role of social media influencer on followers' decisions, it has long been an area of focus for the marketing community and other researchers.

Previous studies have summarized the characteristics of social media influencers. Through the analysis of previous literature, this study mainly attributes the characteristics of social media influencer to four characteristics: professionalism, product involvement, popularity, and visuals.

2.3 Consumer Purchase Intention

2.3.1 Definition of Consumer Purchase Intention

Consumer purchase intention belongs to consumer behavior intention. Ajzen (1991) believes that compared with belief, attitude, and feeling, behavior intention is closer to behavior. Therefore, to judge a person's behavior, it is first necessary to understand his behavior intention. Based on this, the previous definition of consumer purchase intention mainly emphasizes the probability and possibility of consumer engaging in a certain purchase behavior and believes that consumers' psychology and attitude are affected by the external environment and thus affect their purchase intention.

Table 2.6 Lists of academics and the definitions of consumer purchase intentions

Academics(year)	Definition of Consumer purchase intention
Li et al. (2020)	By browsing products and related information, consumers arouse their interest in buying and compare the differences between different products in the process to generate their purchase intention.
Chai & Sun (2020)	The consumption willingness of individuals or groups to meet the needs and purchase the goods needed for life.
Hu (2020)	The stronger the purchase intention of consumers, the more likely it is to produce the actual purchase behavior, that is, whether consumers can ultimately produce the social network purchase behavior depends on the intensity of the social network purchase intention.
Chen & Xia (2021)	The probability or possibility of consumers to buy a certain product or brand in the social network is the premise of the consumer purchase behavior and also a prediction of whether the consumption behavior can be eventually produced.
Zheng (2022)	Social network purchase intention refers to whether consumers have a psychological intention to buy a certain product in a specific social network shopping situation. Social network purchase intention is an intermediate stage and an important link in the purchase decision process of consumers' social network purchase, and has a crucial impact on the final purchase behavior of consumer.
Kong (2023)	In social network, for individual, psychological and other factors produce shopping intention, then online platform or offline communication active or passive for commodity price, quality, price, such as a variety of information, through the other user feedback in social network comparison and choice, comprehensive comparison after purchase intention, some will convert real purchase.

Fishbein & Ajzen (1977) is summarized it as the subjective probability of consumers to buy a certain product or service, which is composed of consumers' attitude, evaluation and other factors and is the key factor to predict consumer behavior. Peter & Olson (1996) defines consumer willingness to act as a statement connecting consumers themselves with their future behavior. Morrison (1979) defines consumer behavioral willingness as a possibility that connects consumers with their future behavior. In addition, consumer willingness can measure the possibility of consumers buying a product. The higher the willingness to buy, the greater the possibility of consumers ultimately buying.

Zeithaml (1988) and Yang (2009) believe that the purchase intention is obtained after consumers make an evaluation plan after collecting information according to their own experience, preferences and external environment and belongs to a psychological evaluation of consumers to decide whether to purchase after collecting and processing the information. This definition fully considers the role of information in the process of willingness to purchase the formation process. With the emergence of social media influencer groups and the expansion of network communication influence, social media influencer has become an important source of consumer product information to consumers about product cognition, attitude and meaning will affect. Relevant studies have shown that social media influencer will influence the purchase intention of social network consumer. Chen (2013) will research questions from real friends' interaction relationship to the network platform, think electric business platform between members, sharing formed a similar to the "friend" relationship and affect other members of the consumption decision and collect data through questionnaire survey, verify the user recommendation on consumer decision-making. Liu (2016) conducted an empirical study on the role of social network opinion leaders in recommending product information and influencing consumer decision-making. Through literature sorting and in-depth interviews, she then verified the sampling data and found the influence mechanism of social media influencer on consumer purchase intention.

Similar to the concept of purchase intention, community purchase intention is considered to be the possibility of consumers to buy a certain product or service after website quality, information search and product evaluation in a virtual environment and

is an important predictor of actual online purchase behavior (Poddar et al., 2009). Deng et al. (2014), based on trust, consumer purchase decision, self-perception, motivation theory and analysis of the factors affecting consumer purchase motivation, points out that social interaction greatly affected the user in the social electricity environment social sharing, perceived usefulness and ease of use, among them, perceived usefulness also to a certain extent, affect the user to buy motivation. Sun (2017) showed in her research that social network platforms, mainly in the UGC community, should achieve users 'satisfaction with content, social networking and self-realization because it greatly affects consumers' purchasing decisions on social network.

Some literature in the field of marketing also shows that consumer attachment to the brand can significantly influence consumers' willingness to buy a brand (Horvath & Birgelen, 2012; Li et al., 2020), willingness to spread brand reputation (Vlachos et al., 2010; VanMeter et al., 2018) and trust and loyalty to the brand (Li et al., 2020). Some related studies in the field of information systems have also found significant effects of attachment emotion established in the information system on user loyalty, user participation behavior, addictive behavior, information sharing, willingness to pay, etc. (Chung et al., 2016; Wan et al., 2017).

Existing research also reveals the factors that influence consumers' purchasing in social network from the perspective of social psychology. Specifically, a study by Hajli et al. (2017) found that trust in social networking sites can increase consumers' willingness to buy a product through intimacy and a sense of social presence. Chen et al. (2017) used the social learning theory to explore the influence of consumers' many learning-related behaviors (such as comments, rankings, forums, etc.) on social networks on consumer attitudes and purchase intention.

Besides, other previous studies have focused on some information technology design characteristics (Friedrich et al., 2016), content characteristics (Scholz et al., 2018), behavioral characteristics (Yiisuf & Busalim, 2018), consumer self-factors (Huang & Benyoucef, 2015) and cultural factors (Nakayama & Wan, 2019). The impact on consumers' purchasing behavior in the social network context. For example, Friedrich et al. (2016) and Hu et al. (2016) respectively examined the density of the design characteristics of social network and the impact of the technical characteristics of a social

network website on consumers' purchasing behavior and intentions. Lee et al. (2015) and Yusuf and Busalim (2018) respectively found an association between consumers' thumbs-up behavior and word-of-mouth participation behavior and their purchasing intentions in social network. Ko (2018) explores the impact of consumers own social desires and economic desires on their social shopping intentions on social network platforms. Zhou (2018) took Little Red Book app as an example, based on the user experience demand hierarchy theory, Maslow's demand hierarchy theory and positioning theory, discussed whether its success is based on the satisfaction of user experience differentiation and emphasized the importance of user experience differentiation.

The existing research on the purchase intention of consumer social network mainly focuses on the adoption of consumer social network in the traditional social electricity business model (Liang et al., 2011; Chen & Shen, 2015), the willingness to buy products recommended by friends (Hu et al., 2016; Yiisuf & Busalim, 2018), consumer participation behavior (Molinillo,et al., 2020), information sharing behavior (Zhang et al., 2020) and so on. For example, Jiang (2012) took "Taobao Community" as an example to study the users of social network and analyzed that the credibility of the content of social network affects the frequency of users and purchase intention to a large extent. Zhou et al. (2012) believe that in virtual communities, consumers become members of the community due to their brand preferences and have an impact on their purchase intention and behavior through their community identity. Areeba (2017) investigated the impact of customers' participation in marketing activities on social networks on purchase intention. He took social networking such as Facebook, Twitter, and Youtube as examples and pointed out that consumer participation in social media marketing can provide relevant information to other users so as to promote their preferences for brand products and purchase choices. Hwang & Zhang (2018) believes that consumer purchase willingness based on social networks is influenced by product value, brand opinion, brand association and brand familiarity. Specifically, both suggestions and community identification of community members in the virtual community increase purchase intentions. Munjal et al. (2019) summarized the previous literature and found that consumer virtual brand community participation had a positive impact on purchase intention. Horng and Wu (2020) explore the participation of

consumers' browsing behavior on social networking sites and the impact of social capital formed on consumers' adoption of social network. Wang and Yu (2017) studied the impact of word-of-mouth polarity, word of mouth content and observing others' purchasing behavior on consumers' willingness to buy a product. Molinillo et al. (2020) examined the different effects of consumers' perceived social support on social network and some attitude factors towards social network (such as identity and trust) on consumers' different participation behaviors.

In the social network, consumer community purchase intention has become the focus of scholars. They study the influence on consumer behavior from the perspective of website user communication. The social network provides consumers with a platform for information sharing and dissemination, enhancing user interaction and promoting consumption and has certain commercial value (Xu, 2019; Yu, 2022). The main characteristics of the social network are the dominance, participation, and sharing of consumers and the core content is the transmission or sharing of interpersonal information (Fan, 2019). Need to grasp this feature, focus on the two core characteristics of the social electricity community: social network and has a significant influence on consumers of a group of "special" users-social media influencer in the role of consumer community purchase formation mechanism, explore the effective promotion consumer community purchase intention methods and strategies.

To sum up, the consumer community purchase intention is a part of the consumer behavior. Consumer community purchasing intention in the study refers to the behavior and process of consumer purchasing decisions in the community. Different from traditional purchasing behavior lies in the means and methods of purchasing behavior; the purchasing decision-making process has experienced the process of generating demand, finding information, purchasing products and using products (Qin, 2020). Social networks provide great convenience for consumers to collect information. Through social network communication and social media influencer recommendations, consumers can interact with others more frequently before making purchase decisions.

2.3.2 Dimension of Consumer Purchase Intention

Through the collation of the literature, it is found that some scholars directly treat the purchasing behavior as the action of buying things or providing services, measure it by buying or not buying, or simply measure it by the index of purchasing intention, focusing on the factors affecting the purchasing behavior.

Table 2.7 Academics' division of the dimensions of consumer purchase intention

Academics(year)	Dimension division of Consumer purchase intention
Rao (2021)	Emotional purchase intention,circular purchase intention, demand purchase intention.
Wang & Peng (2022)	Subjective purchase intention, objective purchase intention.
Li (2022)	Purchase, not purchased.
Feng (2022)	First purchase, repeat purchase, and premium purchase.
Wang et al. (2022)	Repurchase,recommend intention,dissemination intention .
Zhuang (2023)	priority purchase,continued purchase.
Zheng & Yao (2023)	priority purchase,continuous Purchase.
Jin et al. (2023)	Repurchase,recommend purchase intention.

Some scholars subdivide consumer purchasing behavior from different perspectives. Meyer-Waarden (2008) proposed that the total shopping number and the average shopping number, purchase share, purchase frequency and purchase time can be selected to measure consumers' purchasing behavior. Wang and Wu (2015) mainly measure consumers' green purchase behavior from specialized purchase, purchase at a premium, converting purchase and resisting purchase. An et al. (2015) divided consumers' purchasing behavior into complex purchasing behavior, seeking diversified purchasing behavior, habitual purchasing behavior and seeking low-price purchasing behavior and conducted empirical analysis, so as to construct the influence model of favorable cashback on consumers' purchasing behavior. Shen and Fan (2016) explored customer behavior tendencies from three aspects: re-browsing tendency, re-buying tendency and

word-of-mouth communication. Chaudhary (2018) selected three aspects of repeated purchase, purchase frequency and purchase time to measure consumer purchasing behavior and designed the corresponding measurement scale. Ebrahimi et al. (2021) analyzed the influence of consumer knowledge sharing behavior on purchasing behavior from three perspectives of purchase intention, purchase purpose and actual purchase. Li (2022) studies the influence of web celebrity live streaming and brand identity on consumers' buying behavior and measures consumers' buying behavior with whether to buy.

Feng (2022) analyzed the impact of brand influence on consumers' first purchase, repeat purchase and premium purchase under the background of new retail. The first purchase refers to the purchase of the brand and the purchase of the brand is the brand when the price of the brand product is higher than that of the same category or exceeds the value of the product itself. Wang et al. (2022) studied the influencing factors of consumers' wine purchasing behavior based on the perspective of customer perceived value, mainly measuring consumers' purchasing behavior from three perspectives of repurchase, recommendation willingness and communication intention.

According to the division of consumer purchasing behavior in the existing literature and the empirical research of Yang (2015) and Wang et al. (2022), this study divides the purchase intention of consumer community into two dimensions, namely priority purchase and continuing to purchase. Priority purchase means that consumers give priority to social network as a purchasing platform in online shopping, while continued purchase means that consumers are willing to continuously use social network and continue to buy goods in social network when shopping online.

2.4 Consumer Attachment

2.4.1 Attachment Theory

In the field of psychology, attachment is defined as the emotional connection of an individual to other specific objects (Bowlby, 1960). Scholars in the field of psychology focus on the strong emotional relationship between humans and mothers (Bowlby, 1977; Hazan & Shaver, 1994) and between specific objects such as location (Crowe, 2010). For example, Crowe (2010) proposes the concept of community attachment and defines

community attachment as a subjective emotional or behavioral emotional commitment established between an individual and the community in which he resides. In marketing, researchers extend attachment to the emotional connections established between individuals and tangible objects, such as celebrities (Kowalczyk & Pounders, 2016), collectibles (Slater, 2001), and so on. In addition, some marketing scholars have focused on some invisible objects, such as retail markets (Brocato et al., 2015), service marketing environment (Mende et al., 2013), and so on. To sum up, scholars in the field of marketing define attachment as the emotional connection between consumers and tangible or invisible objects (Yang et al., 2019).

Table 2.8 Lists of academics and the definitions of consumer attachment

Academics(year)	Definition of consumer attachment
Hu et al. (2020)	An important framework for the strength of the emotional relationship between users and social networks can lead to positive behavior.
Ladhari et al. (2020)	It is divided into personnel attachment and website attachment. Strong emotional attachment to celebrities can positively affect consumers 'perception of celebrity popularity and the attachment to the website has a positive impact on consumers' continuous use behavior.
Qiu (2020)	In the study of social network, attachment is regarded as the strength of user contact with social network in eight aspects: connection, nostalgia, affirmation, enjoyment, support, gain, information and seeking advice.
Bi et al. (2020)	In the process of interaction between individuals and specific objects, the specific relationship formed after emotional possession, de-commercialization and uniqueness has a strong motivation and behavior tendency.
Yang et al. (2021)	It can break the distance between time and space, and gather users with the same or similar individuals, so that they can obtain psychological and emotional connection, dependence and identity.

Table 2.8 Lists of academics and the definitions of consumer attachment (Cont.)

Academics(year)	Definition of consumer attachment
Xiong & Xiong (2021)	Consumers find a sense of identity from social networks. Through community videos, virtual characters, and the interaction of live broadcasting or comments, consumers have identification, friendship and resonance and then produce a specific connection and love emotion with social networks, prompting consumers to have emotional attachment to social networks.
Yang et al. (2021)	There is a unique emotional bond between users and social networks. Users with a strong sense of attachment will regard social networks as part of themselves and are willing to pay extra time, energy, money and other personal resources for social networks, resulting in continuous positive use behaviors.
Ding (2022)	The two modes of community identity, member attachment and group attachment, consider group attachment and community attachment as one category, considering the similarity and consistency of community group and community itself.
Zhou (2022)	Consumer attachment is divided into two dimensions: emotional attachment and platform attachment. Emotional attachment is defined as the emotional connection between consumers and social networks and maintains or enhances their willingness with social network. Platform attachment is the emotional link between consumers and social network and maintains the connection between consumers and social network.
Wang et al. (2023)	Internalize the marketing activities and value propositions of social networks into their own personal positions and believe that social network is an emotional community relationship that expresses their positions and helps them realize their personal meaning.

In the field of information systems, attachment refers to the emotional connection formed between the user of the information system and a specific object (Choi, 2013; Fiedler & Sarstedt, 2014). These emotional connections usually involve the

relationship of the information system users to a specific object and the emotion or love for a specific object. These specific objects often include virtual or online communities (Fiedler & Sarstedt, 2014), social media or social networking sites (Chiu et al., 2015) and more. There are some information systems scholars integrating common bonding and common identity theory with attachment theory, which identifies three attachment emotions that users may build on a virtual community or social networking site (Ren et al., 2012; Kim et al., 2016). The first is the emotional attachment of users to other users, the second is users' emotional identity with groups added on online communities or social networking sites, the last one is a kind of attachment to online communities or social networking sites. Jiang and Dong (2015) discussed in the website environment, the causes and consequences of consumer website attachment, scholars after empirical research and then pointed out that the web store website attachment characteristics have a significant positive effect and will eventually affect the relationship between consumers and online store quality, attachment theory explains the relationship. Ren (2018) believes that user interaction will positively affect consumers' emotional attachment and ultimately affect consumers' willingness to use social network continuously. Choi (2015) and Chung et al. (2016), respectively, examined the attachment feelings established in the information system of the user's online community. The key role of user loyalty to the community and information-sharing behavior in the online community.

In the field of social network research, Kim (2015) constructed a research model of influencing factors affecting consumers' willingness to participate in social business websites based on the S-O-R framework, confirming that the interactivity of websites can promote individuals' emotional experience (perceived pleasure). Mao (2016) in the virtual community emotional attachment and user engagement, found the social characteristics of virtual community makes people become dependent on the existence of the community, this is because the virtual community of various social functions for the user at the same time, provide users with a variety of entertainment, personalized services, makes the user in the virtual community can feel the meaning of self in the group, thus the emotional attachment. Social network user engagement can be influenced by consumer emotional attachment to this social network. The stronger the emotional

attachment, the higher the consumers' evaluation of social network, the higher the quality of the relationship, and the easier to promote and deepen user loyalty (Hao, 2017).

Based on the literature review above, in this study, consumer attachment emotion to other community members in the online social network was defined as member attachment and consumer attachment emotion to the social network was defined as community attachment (Kim et al. 2016). Referring to the study of Ren et al. (2012) and Lee and Hsu (2017), this study specifically describes member attachment as the emotional connection established by consumers to other consumers in the online social network community, while community attachment is defined as the emotional attachment and identification to the online social network community. The former means that consumers feel close to and with others in the social business community and have close and friendly interactions, the latter highlights their willingness to identify themselves as part of and feel strongly identified and attached to the social business community (Fiedler & Sarstedt, 2014). Related studies have shown that member and community attachments usually have different causes and consequences (Ren et al., 2007; Fiedler & Sarstedt, 2014).

In addition, existing research shows that attachment emotion mostly plays as an intermediate medium between various antecedents and various consequences. Some researchers have found some important prerequisites that affect the formation of attachment emotions, such as social support, social interaction, social capital, participation behavior, trust, and so on. For example, Kim et al. (2016) and Chung et al. (2016) both showed that users' social capital on social networking sites can further promote their loyalty to social networking sites and information sharing behavior on social networking sites through their attachment to social networking sites. Wan et al. (2017) examined the impact of multiple social factors (such as information value, interaction, etc.) and technical factors (such as personalization, etc.) perceived by users on social network on users' tipping of content contributors on social network through attachment emotion and functional dependence. Wang (2021) believes that consumer attachment to the social network can mediate the influence of consumers' connection with other members of the community on consumers' choice of the self-established network module in the social network. Xu (2022) took the S-O-R model as the framework, took

the characteristic variables of social network app as the independent variable, the attachment of functional and emotional dimensions as the intermediary variable, and the continuous use and sharing behavior of users as the dependent variable, and constructed a conceptual theoretical model for the user behavior of social network app users with attachment as the intermediary variable.

In some other areas of research, some scholars have found the association between social networks and attachment emotions. For example, Crowe (2010) explored the impact of social network relationships at individual level and community network structure at community level on residents' community attachment feelings. Gillath et al. (2017) studied the important influence of individual attachment style on the intensity and multiple characteristics of social network and management skills in the field of intimate relationships. Based on the above analysis, this study proposes that attachment affect has a mediating role between social network relationships and consumer community purchase intentions.

According to the relevant literature on consumer attachment, it can also be found that the close connection between consumer attachment and perceived price. The interaction and communication between users and other users or social network platforms can not only enable the individual to master the relevant information, life knowledge, anecdotes, but also make the interactive experience process feel relaxed and relaxed, establish and expand their social space in the preferred way and have direct and significant influence on the value (Kaplan & Mazurek, 2018). Many people not exposed to social software for a long time will feel empty and lonely, faced with this situation, users choose to constantly "brush" social network platforms as a way to relieve loneliness. In the process of use, users have different psychological demands, which also produce different results, enhance users' perceived value and recognition of the social network platform and stimulate their continuous willingness and behavior to participate in the social network platform (Rintamaki et al., 2016).

Social network also creates convenient conditions for individuals to interact, helping individuals to easily understand each other, share their views and show their emotions. Interactive high social community can provide users with more rich and active communication environment and attract users to discuss (Hu et al., 2020). Users can be

simple, fast, easy to obtain information and can learn relevant knowledge and build virtual identity, to prove their perceived value and living space, cope with weakened presence in real life (Chen et al., 2020). Therefore, this study explores the influence of consumer attachment emotion on the perceived value.

Through literature induction and combining of consumer attachment emotion, this study will explore the relationship between consumer attachment emotion and three variables: purchase intention, social network relationship and perceived value.

2.4.2 Dimension of Consumer Attachment

Attachment theory provides a descriptive and explanatory theoretical framework that can be used to analyze the intimate relationship between an individual and a specific object (Wang, 2021).

Table 2.9 Dimension of consumer attachment

Dimension	Related factors	Source
Member attachment	Self-satisfaction, social connection, personality expression.	Homme & Shults (2020)
	Homophily, social presence and attractiveness.	Kim & Kim (2022)
	Interaction, dependence and cogroup effect.	Ding (2022)
	Member response, the credibility of personal information, community trust and emotional resonance.	Ridings et al. (2002) Cui (2022)
Community attachment	Coupling, nostalgia, information, pleasure, seeking, seek advice, gain, affirmation and support.	VanMeter et al. (2015) Qiu (2020)
	Psychological and cognitive ties, habits and habits, the sense of dependence, affinity, self-connection.	Liu (2020)
	Community bonding, community dependence and community identity.	Yang et al. (2021)
	Risk aversion, satisfaction, identity, trust, spiritual contract, loyalty.	Ding (2022)

In the field of information system, attachment refers to the emotional connection established by the users and specific objects in the information system. This emotional connection is reflected in the close relationship between the users attached to the information system. Usually, these specific objects include network communities, information system platforms, social software and other application scenarios in the network environment. Crowe (2010) began to focus on the study of community attachment, which he defined as a tacit emotional understanding between the community members and their subordinate communities. In the field of marketing, attachment is considered as an emotional link that connects consumers and other members. Scholars use attachment theory to summarize three types of attachment emotions between consumers and the network community: the first is member attachment, that is, the emotional attachment established by users to other users in the network community; the second is group attachment, that is, the emotional identification of the groups added in the network community; the third is community attachment, that is, the attachment of users to the network community itself. Considering the similarities and consistency of community group and community itself, this paper regards group attachment and community attachment as one category and only distinguishes the two attachment modes of member attachment and community attachment in subsequent studies.

In this study, consumer attachment to other community members in the online social network is defined as member attachment. According to the study of Ren et al. (2012) and Lee and Hsu (2017), this study specifically describes member attachment as the emotional connection established by consumers to other consumers in the online social network community. With the popularization and penetration of information technology, cyberspace has increasingly become the main position of consumer interaction and communication. Compared with the real world, the characteristics of social relations is more obvious in the network environment. It makes consumers pay more attention to other users in the community and have a greater chance to interact with each other, thus strengthening their dependence on other community members (Hu, 2016). With the development of the community, the communication and interaction among the community members are increasingly frequent, the emotional connection

deepens, and the emotional attachment of individuals to other members gradually forms, that is, the member attachment in the network situation. Member attachment means that consumers feel close to some other consumers in the social network and establish close and friendly interactions with them (Fiedler & Sarstedt, 2014). With the growth of the number of community members, the attachment of members contributes to the close and friendly community relations and the same-group effect gradually emerges. Member attachment strengthens the same-group effect of consumers at the individual level (Ding, 2022). Member attachment exists based on the common connection of consumers and other consumers in the community, with more emphasis on the care, recognition and emotional connection of consumers for some other members of the community (Lee & Hsu, 2017). Taking social network as an example, many consumers join some online shopping communities based on the introduction and introduction of relatives and friends such as classmates and fellow villagers. Out of trust and attachment to the existing members of the community, they then choose to become community members.

Consumer attachment to social networks is defined as community attachment (Kim et al., 2016). Consumers choose to become members of the social network based on their trust and attachment to the community itself. Community attachment is defined as the emotional attachment and identity of consumers to the online social network (Ren et al., 2012; Lee & Hsu, 2017). Social networks are a collection of relationships and the connection between individual members in the community plays the role of the community network node. The number of nodes is usually considered proportional to the intensity of attachment of individual members to the community. Increased emotional intensity of community attachment strengthens the community identity of individual members (Ding, 2022). Although the network is a virtual platform, the social relations formed in the social network are indeed real, and have a profound impact on personal psychology, emotion and living habits. Therefore, individuals with more relationship nodes in the social network are more loyal to the community and the stronger their attachment feelings. At the same time, social network is the spiritual sustenance of consumers' real life, from which they can get spiritual satisfaction and social entertainment pleasure. These positive factors will strengthen consumers' dependence on the community. In addition to the spiritual needs, consumers can also meet the real

material needs from the social network communities. Therefore, community attachment emphasizes that consumers are willing to regard themselves as a member of the social network and feel a strong recognition and attachment to the social network (Fiedler & Sarstedt, 2014). Community attachment exists based on the sense of common identity, with a strong emphasis on their recognition, care and commitment to the characteristics, themes and purposes of the community (Lee & Hsu, 2017; Ren et al., 2007).

In conclusion, this study divided consumer attachment into member attachment and community attachment. Member attachment is the emotional connection that consumers make to other consumers in the online social network and community attachment is the emotional attachment and identification of consumers to the online social network. In the use situation of the social network, there is a connection and link between consumers and other members and communities. This connection includes not only the emotional attachment established by consumers to other consumers, but also the dependence of consumers on the resources provided by the community and their close psychology to the community. Attachment reflects a psychological state that is reflected in the different behaviors of users (Peng, 2019).

2.5 Perceived Value

2.5.1 Definition of Perceived Value

Perceived value is a concept based on the subjective impression of consumers, which reflects consumers' evaluation of the perceived gains and perceived gains of goods or services (Li et al., 2017). Previous studies have suggested that "perceived value is a leading determinant of individual use behavior and product choice" (Jacoby & Olson, 1985; Zeithaml, 1988). It can be said that perceived value is the subjective cognition of the value of products or services. Different from the traditional concept of customer value, perceived value is more subjective. It will change with the differences of consumers (Parasuraman, 1997), culture (Assael, 1995) and time (Ravald & Gronroos, 1996).

Table 2.10 Lists of academics and the definitions of perceived value

Academics(year)	Definition of perceived value
He (2015)	The perceived value of consumption in the social network environment is the overall cognition gained by consumers gain in the process of experiencing products or services.
Luo (2021)	
Yin et al. (2021)	General views of users about their value or benefits from community interactions.
Xiao & Lei (2021)	Combined with the characteristics of social networks, the perceived value of consumers is defined mainly from the quality, affordability and meeting expectations.
Wu et al. (2021)	In social networks, there are obvious differences between consumers' needs and preferences and the perceived value is scenario-dependent and obviously dynamic.
Chen (2022)	Perceptual quality and perceived price are both determinants of perceived value, reflecting gains and losses in transactions.
Sánchez-Fernández & Iniesta-Bonillo (2007)	Consumer perception of product revenue and cost of comprehensive evaluation, consumers in the social network to buy products or services, will think about the product or service for its utility, at the same time will measure the product or service cost (money, time, etc.), after the balance to make a purchase decision.
Meng (2022)	
Gan & Wang (2017)	In the process of using social networks, users can perceive the value of information and the perceived value will prompt users to make decisions to share or consume.
Xiao (2023)	
Zeithaml (1988)	It comes from the concept of perceived quality and perceived price, emphasizing the overall evaluation of the utility of a product or service from the perspective of consumers. In social networks, the perceived value is highly subjective.
Li & Zhou (2023)	

The concept of perceived value has emerged and been incorporated into services marketing literature (Vargo and Lusch, 2004). Since then, perceived value research has become an interdisciplinary area involving psychology, sociology, economic and business concepts. Perceived value was labelled “the new marketing mania and the way to sell in the 1990s” (Sinha and DeSarbo, 1998) and has proven to “be of continuing importance into the twenty-first century” (Sweeney and Soutar, 2001). Meanwhile, perceived value has attracted the same wide attention in academia and industry (Haining, 2004). Generally speaking, there are two ways to conceptualize perceived value: two dimensions and multidimensional. The first is the understanding of perceived value as two-dimensional concepts, represented by the research of Grewal et al. (1998) and Oh (2003). They believe that perceived value consists of two parts: one is the benefits received by consumers (including economy, society, and relationship); the other is the price paid by consumers (including price, time, effort, risk, etc).

The second is to understand the perceived value as a multidimensional construct, represented by the studies of Sinha & DeSarbo (1998) and Sweeney & Soutar (2001). Such as, Petrick (2002) will be perceived value identified as five dimensions: quality, emotional response, currency price, price, and reputation, think perceived value not only includes quality and price, such as emotion, reputation, product psychological feelings for consumers will also affect consumers' perception of value. And the perceived value consists of benefits perceived by consumers (Hunt & Morgan, 1995).

The existing relevant literature shows that in the field of social network, perceived value promotes consumers' purchasing and payment behavior. With the popularity of the Internet, all kinds of network are developing rapidly. How consumers' perception of the value of these tangible or intangible products or services leads to the purchase and payment behavior has also been the attention of scholars. Network is an important way for enterprises to interact with customers. Scholars have explored various forms such as B2C e-commerce, online group buying and social e-commerce, indicating that users' purchase intention, especially repeated purchase intention, will be affected by the perceived value. For example, Fang et al. (2016) found that the quality of electronic services has a greater impact on the perceived value and purchase intention of young

consumers. In addition to buying physical products, Internet users are also spending more on digital goods and services and will have different purchase intentions for different types of products. Improving shopping efficiency and fluency of website use will enable consumers to browse more products on the website (Park, et al., 2012), which increases the possibility for consumers to perceive environmental variables and influence online purchases; gaining pleasure from online shopping sites (Beatty & Ferrell, 1998; Xiang et al., 2016). Verhagen & Van (2011) also confirms that positively perceived consumers are more likely to shop.

Liu (2020) found through research that in social networks, perceived value is the key factor affecting consumers' purchase willingness. Wang (2021) as the background of the social network, through research shows that consumers demand for product functional value and emotional value and consumers to product social status and psychological feelings, at the same time can affect consumer individual self-concept and feel the overlap between brand concept, can affect the needs of self-value, and affect the consumer brand identity.

To sum up, in the social network, perceived value is the key factor affecting consumers' attitude and behavior. It is a personalized perception of consumers for the overall utility of the product before the purchase decision, which has relatively strong subjectivity (Wei, 2018; Fan, 2022). It can be seen from the literature review that in the social network, perceived value is very important in the research of consumer purchasing behavior, plays a key role in the whole link of consumer cognition-attitude-decision-making and has a direct or indirect impact on the purchase intention of the consumer community (Wei, 2018). The perceived value of consumers in the social network is a comprehensive perceived evaluation of consumers' effectiveness of the social network related content to meet their individual needs and achieve their goals and intentions (Zou, 2021). When the value matching degree perceived by consumers in the social network is higher, consumers' attitudes and behaviors towards the social network will become more positive (Zou, 2021).

This study draws on Sweeney & Soutar (2001) and Li (2021) to define the dimension division of perceived value and combined with the use situation of social network, the perceived value is defined as two dimensions: functional value and

emotional value. This paper selects the perceived value as the intermediary variable of social media influencers, consumer attachment and consumer community purchase intention, discusses how the attachment emotion between social media influencers and consumers acts on the perceived value and then affects the purchasing behavior of the consumer community.

2.5.2 Dimension of Perceived Value

With the in-depth application and expansion of perceived value theory in many fields, some scholars believe that perceived value is a multi-dimensional complex concept (Petrick, 2002) and the previous single-dimensional concept proposed based on the utility theory framework needs to be further expanded. Therefore, domestic and foreign scholars have analyzed the perceived value of consumers from different perspectives.

Table 2.11 Dimension of perceived value

Dimension	Related factors	Source
Perceived functional value	Product knowledge, the perception of the use mode, and the product experience.	Yin et al. (2021)
	Meet the requirements, practical, and functional requirements.	Han & Han (2001)
	Perceived quality, reliability, and practicality.	Liu et al. (2021)
	The perceived interest in the reliability of products or services recommended or provided, namely reliability, performance, quality and utility.	Meng (2022)
Perceived emotional value	Self-needs, trust, and pleasure.	Kim et al. (2009)
		Fan (2022)
	Pleasure, pleasure, appreciation, and devotion to emotion.	Yin et al. (2021)
	The emotional utility, pleasure, and excitement that consumers gain.	Liu et al. (2021)
	Entertainment and relaxation and other emotional value, that is, goodwill, pleasure, excitement, happiness, identification, follow.	Sweeney & Soutar (2001)
		Alden et al.(2016)
		Meng (2022)
		Kim et al. (2008)
		Fan (2022)

Baker et al. (2002) put forward the construct of commodity value, whose leading variables include commodity quality and interpersonal service quality, etc. Believing that consumers' perceived value is the perception of commodity value, while commodity quality and interpersonal service quality are the decisions. Brady & Robertson (1999) and Varki & Colgate (2001) proposed the construct of service value and took service quality as the leading variable, considering the quality of service related to goods as an important factor affecting the perceived value of consumers. Since the perceived value of a single dimension can often only reflect the value of a certain aspect, such as quality, service or currency value and cannot cover consumers' judgment of the all-round value of products, so the multi-dimensional perceived value research is the mainstream direction of research.

Parasuraman et al. (1988) proposed the PZB model by exploring the dimension of perceived service value, that is, perceived value includes five dimensions of tangible, reliability, responsiveness, authenticity and empathy. Sherth et al. (1991) found in the constructed consumer perceived value model study that consumer perceived value is composed of five dimensions: functional value, cognitive value, emotional value, social value and situational value. Sweeney and Soutar (2001) refined the model of Sherth in the study and added two subdivided dimensions of functional value quality and functional value price to the perceived value. According to the research of Zeithaml et al. (1988), consumers' trade-off of purchase is based on the comparison of perceived gain and perceived gain. First, consumers believe that the gains from products are large for profit, consumers will tend to buy and divide perceived value into perceived gain and perceived gain. Mattson (1991) believes that perceived value includes several dimensions: functional value, emotional value, and logical value. On this basis, Holbrook (1999) divides customer value into interest value, experiential value and symbolic value. In addition, in the study of Sweeney and Soutar (2001) on the perceived value of durable consumer goods, the perceived value includes four variables: emotional value, social value, functional value in terms of quality and functional value in terms of price. The emotional value refers to the utility of the emotional or affected state produced from a product; the social value refers to the enhancement of consumer social self-awareness caused by the product; the functional value of price refers to the reduction of short- and long-term perceived cost of the incoming product; and the functional value of quality

refers to the utility derived from the perceived quality and desired performance of the product.

Based on the above research, the composition of consumer perceived value is dynamic. Since the emotional resonance caused by the social value is also a kind of emotion, some researchers believe that the emotional value is similar to the social value (Nugroho & Wihandoyo, 2009). The two concepts of social value and emotional value overlap, or the emotional value includes social value (Wang, 2020). Users are more concerned about the problems solved by the product and pay more attention to the acquisition of product value. Moreover, the perceived value itself is the benefit of users or consumption or perception after deducting the cost (Wang, 2020). As a result, many scientists divide the dimension of perceived value into two dimensions of product attributes: physical attributes and social and psychological attributes. Here, the "physical attribute" corresponds to the dimension of functional value, primarily for "product value and service value", because it is reflected in the function and future possibilities of the product. "Social and psychological attributes" should mainly meet the social and psychological needs of users and affect users' sense of identity to the product, thus corresponding to the dimension of emotional value.

Based on the characteristics of the social network and related studies in previous literature, the perceived value is also measured with two dimensions of functional value and emotional value. Lapierre (2000) believes that functional value is the value of the product quality, including the product durability, reliability, product performance and the continuous improvement of the product quality over the years. In social networking site environment, perceived value is an important condition of consumers form product cognitive, perceived function value is social electric business platform in order to solve a problem or a certain aspect of information carried out, purposeful communication process and in the process, its own utility, consumers share their experience with others at the same time, also can learn from the experience of other members of the required information (Jin, 2021). Social media influencer have a high degree of product involvement, have a lot of product-related knowledge and information and have personally experienced many similar products. The products selected by social media influencer are all excellent products and have relatively high-quality products, so they

can often produce high functional value for consumers. Consumers' perceived quality of products is the basic composition of consumers' perceived value. When consumers believe that the product quality is guaranteed and have expectations for the quality of the product, the perceived functional value of the product will increase accordingly.

Sweeney and Soutar (2001) believe that emotional value is due to the utility of psychological feelings or emotions caused by product consumption. Petrick (2002) believed that a product will bring emotional response to consumers. Sweeney et al. (1998) proposed that emotional response is a descriptive judgment of the pleasure brought by a product or service to the buyer, including the good feeling, pleasure, excitement and happiness brought by the product to consumers. In the social network, the emotional value of consumers emphasizes the emotional resonance, emotional catharsis and emotional support that consumers get in the process of using the social network (Zou, 2021). In the environment of social networking sites, the emotional value of consumers can relieve all kinds of emotional pressures faced by consumers in the real world, so that consumers can solve and vent their inner emotions to a certain extent, so as to release their emotions and meet the emotional needs of consumers. On the other hand, the emotional value of consumers can also help consumers to get the emotional support of other members on the social network, get the encouragement of others and thus meet the needs of consumers for emotional support (Dolen et al., 2004; Chen & Thorson, 2021). In addition, social media influencers choose products often can also cause consumer emotional value perception, because social media influencers as experts in the field of leading characters, they choose products often have good quality or grade symbol, can bring consumption is not only pleasure, also can bring certain social identity (Meng, 2012).

In conclusion, based on previous studies on perceived value and the reality of this paper, the perceived value in this study is divided into two dimensions: functional value and emotional value.

2.6 Relevant Research of Relationship Variable

2.6.1 Social Network Relationships and Consumer Attachment

The impact of social network relationships on consumer attachment affect is a multi-level, complex process that can be understood through the following review aspects of the literature.

Table 2.12 Summary of literature review for the relationship between social network relationships and consumer attachment

Variable	Finding	Source
Social network relationship and Consumer attachment	There are a large number of consumers in social network relations. The higher the connection between consumers or between consumers and the social network is, the consumers will have higher loyalty and stickiness.	Camoiras & Varela (2020)
	Using data analysis on a large number of social networks shows that consumers can conduct emotional evaluation of brands through social networks, enterprises can also influence the evaluation content of consumers through social network marketing and affect people's emotional tendency to some extent.	Amyx & Jarrell (2016) Lee et al. (2020)
	A social cluster formed by many consumers by investing time, energy, money, or other resources. Social network connections reflect a diverse variety of relationships, including information sharing, interests, mutual attention and friendship.	Ren et al. (2021)
	A survey of social network users found that the longer they use the network, the more frequent, and the more connected social networks, the more emotional connection with each other.	Brady et al. (2017) Li et al. (2022)

Table 2.12 Summary of literature review for the relationship between social network relationships and consumer attachment (Cont.)

Variable	Finding	Source
	Social networking relationships provide consumers with opportunities to share experiences, exchange ideas and support each other. This sense of community is crucial to building and maintaining consumers' attachment feelings.	Ma & Wu (2022)
	Social network relationships are easier enough to collect data on consumer preferences and behaviors to provide personalized services and products. This customized experience can satisfy the unique needs of consumers and increase their attachment to social networks.	Zhang (2022)
	The more frequently consumers participate in the interactive communication process in the social network, the closer the emotional connection between consumers and the social network.	Bin (2023)
	Group identity and belonging in social network relationships are important factors that promote the formation of consumer attachment emotions.	Wen et al. (2011)
	Consumers tend to establish emotional connection with products that match their identity, and social network relationships provide a platform for consumers to show and identify and strengthen their emotional connection.	Meng & Chen (2023)

Research divides the social network relationships into two dimensions, include the output connection and the input connection. The higher the degree of output connection means that the more connections are established between consumers and other members of the community, the greater the opportunity and probability for consumers to interact with other members, thus promoting and strengthening the close and friendly relationship between consumers and other members (Ren et al., 2021). The higher the

level of output connection means the more consumers connect by following and following others in the social network. More social network connections indicate that consumers are more embedded in the social network, so that their attachment to the social network increases with the deepening of their embedding in the community (Crowe, 2010; Zhao, 2020).

In addition, a consumer with a higher level of input connectivity has more attention and follow from other members of the social network (Zhang et al., 2020). Consumers with high input connectivity will be respected and valued by more other members of the social network (Venkataramani et al., 2013). Consumers with higher input connectivity have more likely self-disclosure and personal information sharing to be received by other members of the social network, thus increasing the chances of building deeper and closer relationships with other community members (Fiedler & Sarstedt, 2014). High level of input coupling means that consumers have more attention from community members and recognition, this represents the consumers in the community by the value of affirmation and attention, in order to be able to have longer and get more of the affirmation and attention, consumers will be more to social electricity community attachment (Meng & Chen, 2023).

Therefore, the following hypothesis can be formulated.

H1: Social network relationships has a significant impact on consumer attachment.

2.6.2 Social Media Influencer Characteristics and Perceived Value

The relationship between the characteristics of social media influencer and the perceived value is very close and their connection can be found from previous literature.

Table 2.13 Summary of literature review for the relationship between social media influencer characteristics and perceived value

Variable	Finding	Source
Social media influencer characteristics and Perceived value	Influential people are able to get closer and closer to connecting with their followers to form helpful, trustworthy and reliable connections, motivating followers to discover new brands / products they may buy or recommend to others.	Belanche et al. (2020) Wiedmann & Von Mettenheim (2020)
	The visual clues and professionalism of social media influence' recommendations will promote immersive experience (flow experience).	Liu et al. (2020)
	The credibility and expertise of social media influencer can enhance the credibility of information and make it easier for consumers to accept recommended products or services.	Zhao & Feng (2021) Zhao & Wang (2021)
	Country of origin and perceived value can impact trust beliefs; and influencer marketing could enhance perceived value of commodity purchased.	Abou & Mostapha (2021)
	Social media influence the higher the visibility, the higher the user attention to influence, the influence of graphic, short video update frequency more frequent, the more information, users will get more emotional satisfaction perceived value, consumers will social media influence and other consumers as a circle of friends, more willing to share with various feelings and experience.	Jin (2021)

Table 2.13 Summary of literature review for the relationship between social media influencer characteristics and perceived value (Cont.)

Variable	Finding	Source
	Based on the theory of persuasion of how influencer attributes and perceived characteristics affected the behavioral intentions of consumers who bought a product/service after watching video marketing. The results show that purchase intention induced by an influencer via video advertising was influenced by trustworthiness, perceived expertise and parasocial relationship.	Masuda et al. (2022)
	The personalized content creation of the influencer can better match the personal preferences and needs of consumers and improve their satisfaction and loyalty.	Fan (2022) Meng (2022)

In social networks, the professional knowledge and authority of social media influencer can significantly improve their perceived value. For example, an influencer in a fitness field will be regarded as an authority in the field due to his professional fitness knowledge and skills(Meng et al., 2020). High-quality, valuable content is the key to improving the perceived value of social media influencer. Whether it is educational information, entertainment content or inspiration sharing, high-quality content can effectively attract and maintain the attention of the audience (Kim & Kim, 2021). The scope of influence (such as the number of fans, the region and population covered, etc.) is also an important factor in determining their perceived value. The wider the impact, the more potential audiences the products or ideas it promotes may reach(Janssen et al., 2022; Xu, 2023). The relationship between these characteristics and perceived value may vary between different social networks and different audience groups, but overall, these factors together shape the value and influence of social media influencer. By improving their

Table 2.14 Summary of literature review for the relationship between consumer attachment and perceived value (Cont.)

Variable	Finding	Source
	Strong consumer attachment feelings can in turn also enhance perceived value, as consumers may give higher ratings because of the emotional connection established with social networks. This attachment emotion makes consumers more inclined to see the positive side of social networks, such as higher trust, satisfaction and loyalty, thus improving the overall perceived value of social networks.	Rajaobelina et al. (2021)
	There is a cyclic enhanced relationship between consumers' emotional attachment to social networks and their perceived value. Emotional attachment can promote consumers' positive evaluation of the value of social networks, which can further deepen the emotional attachment and form a positive feedback loop.	Park et al. (2006) Sukawati. (2021)
	The relationship between consumer attachment emotion and perceived value is mutually reinforcing. Understanding this relationship helps managers develop strategies to deepen consumers' emotional attachment by enhancing the perceived value of products and services, thus enhancing social network loyalty and market competitiveness.	Shabani et al. (2017) Özer et al. (2022)

Consumers with strong attachment to products or brands are willing to show others their purchased products or brands, which is also a demonstration of their personality and self (Park et al., 2006). Therefore, consumers have positive evaluation of the attached products or brands and willingness to spread word of mouth (Carroll and Ahuvia, 2006; Yang, 2021). In addition, the harmonious and close relationship with the brand also attracts consumers to communicate and interact with other like-minded

consumers and share their enthusiasm for the brand by participating in the brand community activities (Khan et al., 2023).

Social network communities have become an important symbol of the identity of more and more people and an important virtual place to express emotions. With the increase of user participation and frequency, users are more willing to establish continuous contact with the social community, identity construction and emotional expression, the more significant, draw information value (such as life sense), entertainment value (such as funny jokes), function value (such as skills) the more perceived value (Ahmed et al., 2019; Yang, 2021). With the help of social network platforms, we can increase our social circle and interact with "friends" with common interests, concerns or value orientation. No matter how new and small the users' personality and needs are, we can find like-minded friends through the social network platform. Social network platform can break the distance between time and space, the user and the same or similar individuals together, make the psychological and emotional connection, dependence and identity, individual's own needs met, more likely to make individual sense of social network platform dependence and perceived identity and in the process to meet the psychological needs of users (Yang et al., 2021). Ahmadian et al. (2023) underscore the substantial impact of brand attachment, brand experience, and brand image on the perceived quality of Mashhad Leather products, highlighting the significance of emotional and experiential connections in shaping consumer perceptions. Bui et al. (2023) shows that the value perception of digital content marketing have a significantly positive impact on experiential evaluations. Experiential evaluations also significantly and positively affect brand loyalty.

Therefore, the following hypothesis can be formulated.

H3: Consumer attachment has a significant impact on perceived value.

2.6.4 Consumer Attachment and Consumer Purchase Intention

Consumers can finally decide to complete the purchase in the network module set up in the social network, great emphasis on consumers' firm choice of the community. This is heavily dependent on consumers' commitment and loyalty to the social network (Bateman et al., 2011; Hemsley-Brown, 2023). In the social network environment, there

is a significant relationship between consumer attachment feelings and their purchase intention which is reflected in the following several keyways.

Table 2.15 Summary of literature review for the relationship between consumer attachment and consumer purchase intention

Variable	Finding	Source
Consumer attachment and Consumer purchase intention	With the rapid growth of the internet, consumer may develop an emotional attachment toward social network, consumer attachment makes consumers more willing to follow activities and content sharing on social networks and also increases their purchase intentions.	Barreda et al. (2020)
	Consumers' emotional attachment promotes their participation in the community. On social networks, the interaction and participation of communities not only deepen the emotional connection of consumers to social networks, but also influence the purchase decisions through the recommendation and evaluation of community members.	Rabbanee et al. (2020) Gilal et al. (2021)
	Group dynamics and social interactions in social networks are also important factors affecting consumers' willingness to buy. Consumer attachment feelings are sometimes influenced by other members of the social circle and this social identity and sense of belonging can enhance consumers' support for social networks, including the purchase of brand products or services.	Hasan & Sohail (2021) Kim et al. (2022)
	Positive emotional experience caused by emotional attachment will encourage consumers to form long-term loyalty. Loyal consumers are more likely to repeat purchases and try new products or services and the visibility of this behavior on social networks can also attract more potential consumption, creating a good cycle.	Nguyen et al. (2020) Ahmad & Akbar, (2023)

Table 2.15 Summary of literature review for the relationship between consumer attachment and consumer purchase intention (Cont.)

Variable	Finding	Source
	Consumers tend to establish strong connections with brands and be firmly attached to them, which ultimately affects consumers' willingness to buy and enhance customer loyalty.	Khan et al. (2023)
	The research object of social network emotion marketing proves that consumer attachment has a positive influence on the purchase intention of social network users. Consumer attachment to brands or products on social networks leads to more purchase-related behaviors.	Bin (2023)

Consumer attachment to other members of the social network means that consumers have established a closer and closer relationship with the members of the community, Such close relationships can increase consumer trust in community members and communities (Bapna & Umyarov, 2015; Zhang, 2021). This has a great boost to the purchase willingness of consumers in social networks (Liu, 2020). Consumer attachment to other members of the social network also indicates that consumers have close contacts with members of the community. This often means that consumers log in to and use social network more frequently. More frequent login and use of social electricity community can very directly increase consumers in the community to browse product information time to increase the possibility of they buy products and indirectly because increased the dependence on the social electricity community to complete the purchase intention (Wan et al., 2017; Li et al., 2022).

Consumer attachment to the social network can increase consumers' understanding of the community, Reduced their concerns about the various possible risks and uncertainties. Thus, they are willing to complete the purchasing on the social network (Chan & Li, 2010; Zhang, 2022). Consumer attachment to the social network also represents consumers' recognition and trust in the community, All these also increase the likelihood that consumers will choose to buy products on social network (Campbell &

Stanton, 2019). When consumers are strongly attached to the social network, their emotional commitment and loyalty to the community will be correspondingly high. Therefore, it is easier for these consumers to choose to buy through the social network without having to switch into other ways (Ahmad & Akbar, 2023).

Therefore, the following hypothesis can be formulated.

H4: Consumer attachment has a significant impact on consumer purchase intentions.

2.6.5 Perceived Value and Consumer Purchase Intention

Perceived value refers to the overall utility of the product / service by the user of the product / service, the overall evaluation of their own feelings and experience during the use of the product. Specifically in the context of consumer social networks, the perceived value of consumer social network refers to the knowledge, pleasure and interpersonal relationship brought by consumers in the process of participating in the social network.

Table 2.16 Summary of literature review for the relationship between perceived value and consumer purchase intention

Variable	Finding	Source
Perceived value and Consumer purchase intention	Perceived value is a significant precursor of repurchase intention, a positive gap promotes repurchase intention and a negative gap impedes purchase intention. Thus, customer value perception promotes exchange transactions. At the same time, the actual product value is subordinate to consumer value perception. When an online shopping platform reduces consumer shopping time, it increases their value perception and promotes a sustainable relationship with consumer.	Micu et al. (2019) Gligor and Bozkurt (2020)
	The research on the return and exchange service of live streaming e-commerce results show that perceived value will affect customers' impulsive purchase behavior.	Wu et al. (2021)

Table 2.16 Summary of literature review for the relationship between perceived value and consumer purchase intention (Cont.)

Variable	Finding	Source
	Consumer community value perception represents the consumer value evaluation of the community, can effectively reflect the consumer satisfaction or recognition degree, have high value perception to consumer community consumers are usually more satisfied with community relations and community use hold a positive attitude, more willing to participate in the community and with the help of community innovation, entrepreneurial activities.	Yin et al. (2021) Yin et al. (2023)
	In the mobile commerce (m-commerce),the research on the return and exchange service of live streaming e-commerce results show that perceived value will affect customers' impulsive purchase behavior.	Yang et al. (2021)
	Mobile commerce in developing countries,perceived value positively affects actual usage and is strengthened by consumer innovativeness.	Anwar et al. (2021)
	Consumer perceived values have a positive impact on consumers' trust in the social network brand community, which then leads to consumers 'trust in the brand and social network, thus improving consumers' social network reputation and purchase willingness.	Wang et al. (2021)
	In the context of B2C e-commerce, consumers 'perceived value of consumers will positively affect consumers' willingness to buy back.	Miao et al. (2022)
	In the process of using social network, consumers will come into contact with the recommendation of a certain product and consumers will perceive the value of the function, emotion, social and other dimensions of the product through the recommendation content released by the influencers and further generate the purchase behavior.	Meng (2023)

Based on the consensus of theoretical and empirical research, the link between consumer perceived value and consumer purchase intention is very tight. When consumers perceive high value, that is, when consumers believe that the value of the product or service provided exceeds its cost, their purchase intention will increase. Conversely, if the perceived value is low, consumer purchase intention will decrease (Ahmad & Zhang, 2020; Petraviciute et al., 2021). Different dimensions of consumers' perceived value, such as functional value and emotional value, can all affect the purchase intention (Chen et al., 2021; Li, 2021). The relationship between consumers' perceived value and purchase intention may be influenced by situational factors, such as purchasing occasion, personal preference, etc (Meilatinova, 2021).

In the social network, Zhang (2020) focused on the theory of perceived value to study users' willingness to use live broadcasting platforms and found that the functional value and emotional value of perceived value have a significant positive impact on users' attitudes and on their willingness to use. Luo (2021) found through research that consumers' perceived value affects consumer purchase intention in social network. Li (2022) takes the marketing of social network influencer as the research situation and proposes that consumer participation behavior mainly includes purchase and communication. The higher the perceived value of the product recommended by the influencer, the more willing they are to buy the product and the intensity of consumers' communication motivation determines the level of communication intention.

Therefore, the following hypothesis can be formulated.

H5: Perceived value has a significant impact on consumer purchase intentions.

2.6.6 Consumer Attachment, Social Network Relationships and Consumer Purchase Intention

The relationships of information exchange and consumer participation in social network relations provide channels and opportunities for establishing and deepening consumers' emotional attachment. The emotional attachment of consumers also improves their purchase intention, forming the influence path from social network relationship to purchase intention. In this process, consumer emotional attachment plays the role of intermediary, connecting social network relationships with consumer purchase intentions

and demonstrating the complexity and dynamics of consumer behavior in the social network environment.

Table 2.17 Summary of literature review for the relationship between consumer attachment, social network relationships and consumer purchase intention

Variable	Finding	Source
Consumer attachment, social network relationship and consumer purchase intention	Brand attitude can directly influence consumers' brand love. Brand attitude has a mediating role in the relationship between brand knowledge and brand performance.	Han et al. (2019) Liu et al. (2020)
	Machine learning and data mining methods were used to assess the impact of emotional influencing factors on social network consumers. They found that the influencing factors of social network marketing and intermediary variables had a positive impact on consumers' brand willingness to buy and understanding the way users behave when connected to social networking sites created opportunities for better interface design and richer social interaction research.	Halkiopoulous et al. (2020)
	In the context of social network broadcast, emotional attachment plays a mediating role between anchor trust, self-product matching and consumer stickiness.	Zhang (2021)
	Explored the relationship between social attachment, emotional commitment and the willingness to continuously use social network in social networks and studies showed that emotional commitment plays a mediating role in social attachment on the willingness to continuously use social network.	Yang et al. (2021)
	The content authenticity, originality, practicality and social interaction of short videos have a significant impact on consumer purchase intention and consumers' emotional attachment plays an intermediary role in this process.	Ma & Wu (2022)

Table 2.17 Summary of literature review for the relationship between consumer attachment, social network relationships and consumer purchase intention (Cont.)

Variable	Finding	Source
	Studied information and interest as influencing factors of social network marketing, and studied cognition, emotion and trust as mediating variables. The analysis shows that cognition, emotion and trust indirectly influence the willingness to share and buy.	Bakar & Zaini (2022)
	In social networks, the formation of emotional attachment is the key to cultivating users' positive behavior, enterprises or related operation designers should focus on the conclusion and strengthening of emotional ties with users.	Xu (2022)
	In social network marketing, when consumers trust or attach themselves to a specific product or brand, they have a positive intention to buy the product, which will further change into the actual purchase behavior. Confirm the mediating role of attachment in social network emotional marketing and consumer purchase intention.	Bin (2023)

Liu (2020) established a model of female users' willingness to continuously participate in the network. From the empirical study, emotional attachment plays a partial mediating role between demand satisfaction, self-extension and continuous willingness to participate. Zhu (2020) in the context of social business, Introducing emotional attachment as a mediating conduction variable of the influence of customer experience on customer purchase intention and found that the intermediary role of emotional attachment in the influence of information experience, entertainment experience, sensory experience and social existence on customers' purchase intention. Zhang (2021) showed through research that emotional attachment completely mediates the influence of self-reference on consumers' intention to continue using, partly mediates the influence of

vitality on consumers' intention to continue using and partly mediates the influence of interactivity on consumers' intention to continue using.

Social networking relationships where consumers can connect with brands, friends and other consumers through social networking. These relationships can facilitate the flow and sharing of information and provide consumers with feedback, reviews and recommendations about products or services (Ma & Wu, 2022). Consumer emotional attachment refers to the strong emotional connection formed by consumers to the brand or product, which goes beyond the simple cognitive evaluation and involves the deep emotional bonds. Emotional attachment can increase consumer loyalty and increase the likelihood of repeated purchases (Rabbanee et al., 2020). Social network relationships and consumer emotional attachment have both direct and indirect effects on purchase intention. Social network relationships influence consumers' brand awareness and emotional attitudes by providing information and facilitating interaction, thereby influencing purchasing decisions (Wang, 2021). Consumer attachment improves the purchase intention by enhancing brand trust and meeting consumers' emotional needs (Halkiopoulous et al., 2020).

Therefore, the following hypothesis can be formulated.

H6: Consumer attachment plays a mediating role in the influence of social network relationships on consumer purchase intentions.

2.6.7 Perceived value, social media influencer characteristics, consumer attachment and consumer purchase intention

Relevant literature shows that perceived value plays a crucial role in the relationship between social media influencer characteristics, consumer attachment and consumer purchase intention.

Table 2.18 Summary of literature review for the relationship between perceived value, social media influencer characteristics, consumer attachment and consumer purchase intention

Variable	Finding	Source
Perceived value, social media influencer characteristics and consumer purchase intention	Clarifies the concept of influencer and consumer purchase intention by sorting out the prior studies on influencer and their four characteristics namely professionalism, credibility, attractiveness and interactivity, introduces two mediating variables, flow and perceived value, and constructs a corresponding research model.	Xu & Kim (2022)
	By exploring the influence of social media influencer on consumer purchase intentions, the existence of a sequential mediation model. This study shows that social media influencer significantly increases consumers' willingness to buy by increasing their brand image and perceived value. This highlights the mediating role of perceived value between social media influencer and consumer purchasing decisions.	Kanwar & Huang (2022)
	In the context of live broadcast, consumer perceived value plays an intermediary role in the influence of the interaction between opinion leader type and consumer type on consumer purchase intention. Domain opinion leaders promote target consumers to perceive functional value and increase their purchase intention, while social opinion leaders promote browsing consumers to perceive emotional value and increase their purchase intention.	Fan (2022)
	Examined the association between social media influencer and purchase intention and found that credibility plays a mediating role between social media influencer and consumer purchase intention.	Mabkhot et al. (2022)

Table 2.18 Summary of literature review for the relationship between perceived value, social media influencer characteristics, consumer attachment and consumer purchase intention (Cont.)

Variable	Finding	Source
	The role of social media influencer in the formation of brand engagement, brand value and consumer purchase intention is discussed. This study refers to a series of literature on the relationship between brand recommendations, customer expected value and purchase intentions, highlighting how social media influencer can influence purchasing decisions by enhancing brand engagement and enhancing consumer desired value.	Erdiyana et al. (2022)
	The role of perceived value (including practical value and hedonic value) as intermediary variables between social business characteristics (e. g., interactivity, recommendation and feedback) and consumers' intention to repurchase is emphasized. This shows that the characteristics of social commerce not only indirectly affect the repurchase intention by improving the perceived value of consumers, but also can directly affect the repurchase intention, showing part of the mediation effect.	Guo & Li (2022)
	In e-commerce live broadcast, it discusses how perceived value mediates a role between live broadcast characteristics and purchasing behavior, emphasizes the importance of consumer trust as an intermediary factor. This study demonstrates the importance of examining consumer-perceived utilitarianism, hedonism, social values and how these values lead to trust that leads to continued consumption of live e-commerce.	Wu & Huang (2023)

Table 2.18 Summary of literature review for the relationship between perceived value, social media influencer characteristics, consumer attachment and consumer purchase intention (Cont.)

Variable	Finding	Source
Perceived value, consumer attachment and consumer purchase intention	In social networking sites, information and service quality are the key prerequisite of perceived value and perceived value is an important driving factor of customers' loyalty to these sites. It plays a core role in actively improving customer loyalty, so as to improve the frequency of use of social networking sites.	Molinillo et al.(2021)
	Focusing on how perceived value influences social attachment in the context of social media emphasizes the role of belonging as a mediating factor. The is found that the social value, entertainment value and information value of social media can significantly affect the users' sense of belonging and then enhance their social attachment. This study highlights how different types of perceived value can contribute to social connections in a digital environment.	Wang et al. (2021)
	The perception of the value of social network functions represents users' evaluation of the usefulness of social networks, that is, users believe that there is relevant information such as product improvement and improvement in social networks, which can provide necessary support for them to carry out innovation and entrepreneurial activities.	Lalicic & Weismayer (2021)
	Taking the luxury brand market as the research object and consumers' vanity as the boundary condition, how perceived value affects the purchase intention through brand attachment. The study found that the higher the perceived value of a luxury brand, the stronger consumer attachment to the brand, which leads to higher purchase intention. Among them, the functional value of luxury brands has the strongest impact on the purchase intention through the brand attachment. Interestingly, consumer vanity did not significantly change the relationship between perceived value, brand attachment, and purchase intention.	Petravičiūtė et al.(2021)

Table 2.18 Summary of literature review for the relationship between perceived value, social media influencer characteristics, consumer attachment and consumer purchase intention (Cont.)

Variable	Finding	Source
	Consumers' emotional attachment to social networks is not only because of the practical value of products or services, but also because of the emotional value and meaning conveyed by social networks. On social networks, the transmission of this emotional value can be strengthened through various ways of expression, emotional marketing and other ways, so as to improve the purchase intention of consumers.	Yang et al. (2021)
	The long-term interaction between users and social networks can meet the demand of emotional pleasure, stimulate positive emotions, love and passion, at the same time, the user can through social network timely obtain more valuable and more relevant information, and can through comments, forwarding and other functions on social media platform to share their participation in activities, enhance the user for the use of social networks.	Jin et al. (2021) Jin et al. (2021)
	Perceived value of user community and the self-efficacy of user entrepreneurship play an intermediary role in the relationship between user community interaction and user's entrepreneurial willingness.	Feng (2023)

In social networks, perceived value is often explored by researchers, especially in the role between social media influencing characteristics and consumer purchasing behavior. Consumer perceived value of products promoted by social media influencer can significantly influence their purchasing intentions and behavior (Wang, 2017; Luo, 2021; Li, 2021). For example, if consumers believe that a product recommended by the influencer provides high emotional value, they may be more willing to buy it for a sense of happiness or satisfaction (Lin et al., 2020). Multiple studies have demonstrated the mediating role of perceived value in associations between social media influencer characteristics and consumer purchasing behavior. These studies usually use quantitative

survey methods to reveal the existence of this intermediary mechanism by analyzing the perceived value of consumers for influencer recommended products and their impact on purchasing intention (Wang, 2020; Zhou, 2022; Mabkhot et al., 2022).

Liu (2020) from the perspective of cognitive psychology, based on SOR (stimulus-organism-response) model, through empirical analysis, social media influencer indirectly influence consumers' willingness to buy through trust, perceived risk and perceived value. Fan (2022) confirmed that perceived value plays a mediating role in the influence of the interaction between social media influence type and consumer type on consumer purchase intention. Li & Peng (2021) shows that the source characteristics of the influencer will stimulate the positive attitude of consumer, then affect the purchase intention of consumers. And verifies the intermediary role of consumers' self-brand connection between trust, satisfaction and purchase intention.

Based on the above analysis, this study will explore the mediating role of perceived value between social media influencer characteristics and purchasing intention in the consumer community.

On the other hand, about the relationship of perceived value between consumer attachment and consumer purchase intention. Yang (2020) shows that users perceived value not only has a positive impact on social software attachment, but also the impact of users perceived value on social attachment is partially modulated by privacy concerns. Rabbanee et al. (2020) shows social self-congruity affects brand attachment in online contexts, brand attachment is a mediating variable affecting pro-brand social networking behaviours. Wenfang & Qian (2022) based on the theory of flow experience and perceived value, it is found that flow experience and perceived practical value mediate the positive relationship between personalized intelligent recommendation and consumers' online impulse purchase intention. Sheng et al. (2022) found that the emotional persuasion of video bloggers can enhance consumers' purchase intention, and as an intermediary variable, quasi-social interaction and perceived value play a mediating role in the process of video bloggers influencing consumers' purchase intention. In social networks, deep consumer attachment feelings may enhance perceived value, because when consumers have emotional connections to brands or products, they tend to value the value of these products or services higher, not only based on practicality, but also

emotional value (Yang et al., 2021). Higher perceived value can positively affect consumers' purchase decisions, including increasing purchase intention, improving satisfaction, and promoting loyalty (Gligor and Bozkurt, 2020). When consumers see the value of a product or service exceeds their costs, they are more likely to buy and continue to support the brand in the future (Molinillo et al., 2021).

Therefore, the following hypothesis can be formulated.

H7: Perceived value plays a mediating role in the effect of social media influencing characteristics on consumer purchase intentions.

H8: Perceived value plays a mediating role in the effect of consumer attachment on consumer purchase intentions.

2.6.8 Social Network Relationships and Consumer Purchase Intention

Social network relationships is the core component of social network and the key feature of social network. Social network relationships are closely linked to consumers purchase intentions.

Table 2.19 Summary of literature review for the relationship between social network relationships and consumer purchase intention

Variable	Finding	Source
Social network relationship and consumer purchase intention	Compared with perceived information quality, social network relationships have a greater impact on consumer social shopping willingness.	Fu et al. (2020)
	In social network, there is a strong link between knowledge/information sharing and consumers purchase intention.	Ghahtarani et al. (2020)
	Brand familiarity and information quality have a significant impact on consumers 'engagement in the social network with the brand. The quality of the social network content is very important, which will affect the brand's future purchase intention.	McClure & Seock (2020)
	Consumer engagement is regulated through the relationship between purchase intentions mediated by trust. The interaction of social network relationships has a direct and positive impact on consumer purchase intentions.	Dabbous et al. (2020)

Table 2.19 Summary of literature review for the relationship between social network relationships and consumer purchase intention (Cont.)

Variable	Finding	Source
	Consumers' willingness to buy products and services presented in social networks will be influenced by factors such as perceived relevance, information volume and social network relationships.	Nasir et al. (2021)
	Purchase intention is influenced by the interactivity, stickiness, sociability and personalization of social network.	Liu et al. (2021)
	Consumers with followers have high embedding and participation in social networks, which can affect the purchase willingness and online participation of other consumers.	AlFarraj et al. (2021)
	Examine the relationship between Consumer-to-Consumer's (C2C) social media interactions (SMIs, Facebook and Instagram) and consumer intention, the results indicate that social media interactions influence consumer purchase intention.	Onofrei et al. (2022)

Consumers in social networking relationships build connections with others, allowing consumers to quickly access information about products and services. The diffusion effect of recommendations between consumers on social networks can significantly affect consumer purchasing decisions (Hanaysha, 2022). Some consumers are more popular on social networks and their number of followers, influence or other factors can have an impact on their followers (AlFarraj et al., 2021). Hu & Zhu (2022) pointed out that in social network relationships, whether to seek information or social, the cognitive and emotional aspects of users are improved through the interaction between community members and information exchange in the social network, thus affecting their attitudes towards products and social networks and ultimately affecting their purchase decisions and final behavior. Kala (2023) developed a research framework by studying advertising perception, consumer psychological states, behavioral consumption related to social network characteristics and verified it using a partial least squares structural equation model (PLS-SEM). The results show that consumers' advertising perception

significantly affects their psychological state. Consumers' psychological state and social network relationship significantly affect their purchase intention. Consumers' purchase intention significantly affects their behavior consumption. In addition, the personalized environment of social networks makes individuals inclined to consume (Zafar et al., 2021).

Therefore, the following hypothesis can be formulated.

H9: Social network relationships has a significant impact on consumer purchase intentions.

2.6.9 Social media influencer characteristics and consumer purchase intention

As another core component of social network, social media influencer have an unnegligible influence on consumers' purchasing intentions. This relationship is shown through multiple dimensions, such as professionalism, product involvement, popularity, entertainment value, etc.

Table 2.20 Summary of literature review for the relationship between social media influencer characteristics and consumer purchase intention

Variable	Finding	Source
Social media influencers characteristics and consumer purchase intention	Credibility of influencer, including expertise, is positively related to purchase intention. Longtime followers of trustworthy influencer who care about their followers and show expertise about a subject are more likely to purchase the featured products.	Sokolova and Kefi (2020)
	Social media influencer characteristics had a significant influence with consumer buying intention and attitude.	Kurdi et al. (2022)
	The marketing effect of Instagram influencers is that followers' purchase intentions are positively influenced not only by parasocial relationship but also by their characteristics as opinion leaders.	Farivar et al. (2021)

Table 2.20 Summary of literature review for the relationship between social media influencer characteristics and consumer purchase intention (Cont.)

Variable	Finding	Source
	Recreational satisfaction is the most common motivation for using social networks. However, those consumers with the motivation of social satisfaction have a higher persuasion and a high supersocial relationship and have a higher willingness to buy recommended products.	Yang & Ha (2021)
	The characteristics of social media influencers are summarized into four aspects: popularity, product involvement, homogeneity, professionalism and the positive effects of the four aspects on consumer purchasing intention is verified.	Wang (2021)
	The effectiveness of influencer in promoting products and promoting consumer decision-making, their attractiveness and expertise can positively predict their purchase intentions.	Lin et al. (2021)
	Followers provide empirical evidence of social media influencer as responses to human brands that meet their needs for ideals, relevance and competence: all lead to a strong attachment to social media influencer. It is this positive sentiment shaped by social media influencer that shifts to the recognition of social media influencer and positively influence followers' purchase of products / brands recommended by social media influencer.	Ki et al. (2020)
	Findings revealed four motivations for following influencer on Instagram : authenticity, consumerism, creative inspiration and envy – which had varying effects on trust and purchase frequency. It will have an impact on the way how often consumers buy.	Lee et al. (2022)

The important influence of social media influencer characteristics on consumers' purchasing intentions points out how different characteristics can drive purchasing intentions by influencing consumers' attitudes and perception. Dwidienawati et al. (2020) point out that social media influencer comments have a positive impact on purchase intentions. There is a positive correlation between information task fit and the influence of online word-of-mouth on purchase intention (Tarkang et al., 2020). Social media influences the content quality and quasi-social interaction to have a positive impact on the buying intention of fashion brands (Gomes et al., 2022). AL-Sous et al. (2023) presented several key factors associated with social media influencer in influencing the purchase intention of customers, in Jordanian context. Therefore, in order to have a positive impact on the consumer experience, the information provided by marketers should meet the needs of consumers (Tarkang et al., 2020).

In the process of studying e-commerce live broadcast by Su (2021), the characteristics of beauty opinion leaders are summarized into three dimensions: interaction, homogeneity and professionalism and the three dimensions of beauty opinion leaders respectively have a positive impact on consumers' impulse purchase intention. Luo (2021) has transformed the characteristics of network opinion leaders into three dimensions, including interpersonal attraction, information recommendation characteristics and information dissemination ability. Interpersonal attraction is used to evaluate the personality charm of network opinion leaders. Information recommendation trait is used to evaluate the characteristics and forms of information push of network opinion leaders and information dissemination ability is used to evaluate the influence and business level of network opinion leaders. Li & Peng (2021) found that the characteristics of influencer (such as professionalism, originality and homogeneity) positively affect consumer attitudes (such as image satisfaction and / or advertising trust) and thus affect consumer purchase intention.

Therefore, the following hypothesis can be formulated.

H10: Social media influencer characteristics has a significant impact on consumer purchase intentions.

2.6.10 Social Network Relationships, Consumer Attachment, Perceived Value and Consumer Purchase Intention

Consumer attachment and perceived value play an important role in connecting social network relationships and consumer purchase intentions.

Table 2.21 Summary of literature review for the relationship between social network relationships, consumer attachment, perceived value and consumer purchase intention

Variable	Finding	Source
Social network relationships, consumer attachment, perceived value and consumer purchase intention	In the consumer decision-making process of social networks, perceived value and emotional attachment work together to influence consumer purchasing choices. High perceived value can motivate consumers to consider buying and strong emotional attachment may be a key factor driving consumers to actually buy. Emotional attachment improves consumer perception of the emotional value provided in social network relationships that plays an important role in consumer purchasing decisions. Consumers may have a stronger intention to buy a product or service because of their emotional connection with a social network, even if they do not have an advantage in price or other competitive factors.	Te-Hsing & Tzu-Ling (2018) Sánchez-Fernández & Jiménez-Castillo (2021)
	Based on the stimulus-response theory and the perceived value theory, the conceptual model of the influence of the characteristics of e-commerce anchors on consumers' purchase intention is constructed, and the chain mediation effect of consumer perceived value and consumer trust between the characteristics of e-commerce anchors and consumers' purchase intention is proved in the research.	Petravičiūtė et al. (2021) Zhao & Wang (2021)

Table 2.21 Summary of literature review for the relationship between social network relationships, consumer attachment, perceived value and consumer purchase intention (Cont.)

Variable	Finding	Source
	Tourism behavioral intention of video social media users included cognitive and emotional trust as intermediary variables, which verified the influence of information publisher professionalism, relationship strength, perceptual homogeneity and information quality on behavioral intention through cognition and emotional trust.	Han et al.(2021)
	Purchase intention is influenced by interactivity, stickiness, sociability, and personalization of the social commerce.Customer-to-customer interaction and customer-perceived value have a chain mediating effect between the social commerce technical environmental characteristics and purchase intentions.	Liu et al. (2021)
	Based on cognitive-emotional personality system theory, deconstruct the user community perception value and user entrepreneurial self-efficacy in the user community interaction and user business intention relationship of the chain intermediary role, namely the user community interaction activities will promote the user community value perception, and have a positive impact on entrepreneurial self-efficacy, ultimately promote the user business intention.	Feng (2023)
	Based on the live broadcast scene of tourism e-commerce, it is found that place dependence and place identity play a role of chain intermediary in the indirect influence of service scene on purchase intention.	Yu & Xie (2024)

These studies revealed that consumer attachment and perceived value play complex mediating roles between social network relationships and consumer purchase intentions. Perceived value not only directly affects purchase intention, but also indirectly

affects purchase intention through consumer attachment to the brand. Specifically, when consumers perceive high brand value, their attachment to the brand will also increase, thus further improving their willingness to buy (Petravičiūtė et al., 2021). Relationship strength and social psychological distancing in social network affect consumer attitudes and perceived value towards e-word-of-mouth (eWOM) which in turn affects their buying intentions. In strong relational networks, consumers may perceive higher trust and value which may prompt them to be more likely to buy based on recommendations within the network (Yang, 2022).

Li et al. (2023) focusing on social network in China identifies both social presence and customer trust as chain mediators in the relationship between social interaction and customer engagement. It also notes the moderating role of self-construal, indicating that the impact of social interaction on customer engagement can vary significantly based on individual differences in self-concept. Liu et al (2021) based on the stimulus-organism-response model, a chain mediation model is constructed to reveal the relationship between environmental factors and customer behavior in social networks. Empirical analysis shows that the four technical environment characteristics increase customer purchase intentions through customer-customer interaction and perceived value. One of these characteristics, “interactivity,” has inverted U-shaped effects on interpersonal interaction, while stickiness, personalization and sociability have linear influential effects. In general, consumer attachment and perceived value act as a bridge between social network relationship and purchase intention and they interact to influence the consumer purchasing decision-making process.

Therefore, the following hypothesis can be formulated.

H11: Consumer attachment and perceived value have a chain mediating role between social network relationships and consumer purchase intention.

2.7 Conceptual Framework

Based on the literature reviewed and the proposed hypothesis, the following conceptual framework was developed (see figure 2.1)

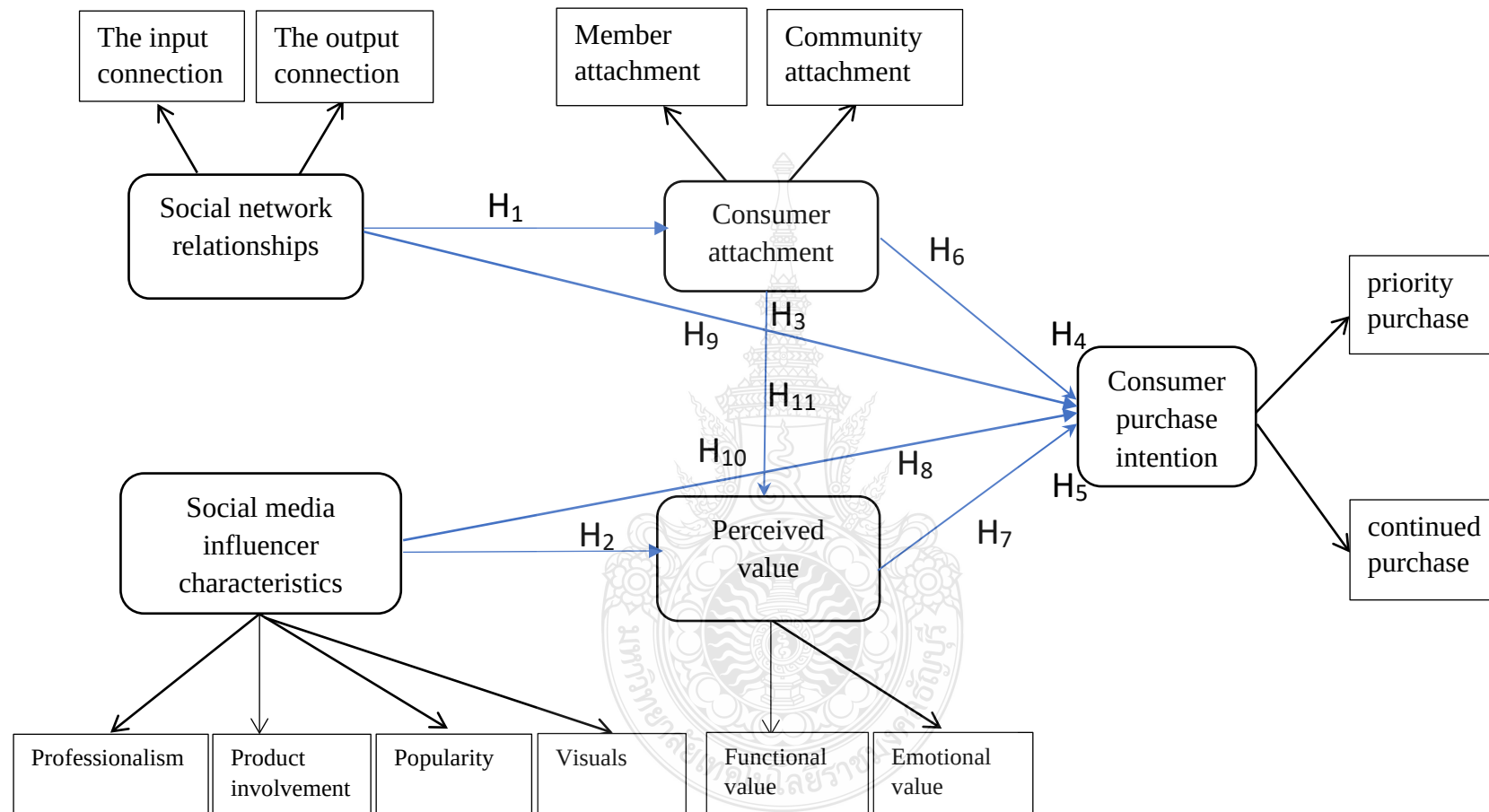


Figure 2.1 Conceptual framework

CHAPTER 3

RESEARCH METHODOLOGY

This chapter presents the research methods used to prove the conceptual framework and test the hypotheses presented in Chapter 2. The first part describes the study design. The second part describes the research methods, including demographic, sampling and data collection methods and describes the demographic characteristics of registered users in the social network on the research scope, including the criteria for selecting the determined sample. The third section describes the tools used in the study and the statistical methods used to analyze the data.

3.1 Research Design

The research takes consumers in the social network as the research object and focuses on the social network relationships of consumers and their attachment emotion in the community and the perception of the influence of social network. This study mainly used quantitative research methods.

The research specifically collects relevant information about consumer, including personal information, social network relationships, their subjective attitudes and behavioral intentions in their online social network. By searching and comparing social network and platforms in China, this study selects the consumer of Little Red Book, a well-known social network in China, as the research object.

The research used the online survey platform to distribute and collect online questionnaires. Data collection method with the questionnaire as the main data. The research uses the questionnaire links and QR codes provided by the Questionnaire Star platform and widely publishes the questionnaire filling invitation on social network: Little Red Book community. In order to recover as many questionnaires as possible more quickly and efficiently, the study set a cash reward of 10 yuan for each questionnaire. After receiving the invitation to fill in the questionnaire, users can independently choose whether to become the interviewees to participate in the questionnaire survey work. They can start filling out the questionnaire by clicking on the questionnaire link or identifying a QR code.

3.2 Unit of Analysis

3.2.1 Population and Samples

According to the social network situation selected by the institute, the respondents should meet the following conditions. First, they must be network users. Second, they should have experience in communicating online or searching for information through the network. Third, they should have experience in buying products on social network or products influenced by social network. Therefore, this study selects the consumer in the online social network as the main research objects. The object of the questionnaire survey are consumer of Little Red Book, a well-known social network in China.

In this study, with the structural equation model as the main analysis method, Gorsuch (1983) believes that the number of samples should be kept more than 5 times the number of measurement items and more than 10 times the best. Bagozzi and Yi (1988) believe that the number of samples should be more than five times the estimated parameters when using the linear structural equation. Anderson and Gerbing (1988) believe that 100-150 is the bottom line when using the structural equation model.

However, sample size determination used by most research conducting for SEM were often considered the number of observed variables. For normally, the size of the sample is prescribed to comprise of at least 10-20 examples per 1 parameter (Hair, et al., 2010). Within this study, there are 12 parameters; hence, the number of sampling subjects should be between 120-240 samples. This covers the size of the samples group and appropriate for the data analysis ($n > 200$) for the purpose of generating structural model formula (Maddan & Dillon, 1982).

The minimum sample size determined by Hair et al. (2010) is: (number of indicators + number of potential variables) x (estimated parameters), so the sample size of this study should not be less than 357. According to Gorsuch (1983) with the structural equation model as the main analysis method, it is considered that the number of samples should be kept at more than 5 times of the number of measured items and more than 10 times of the optimal number of measured items. The number of measurement items in this study is 58, and the sample size should be greater than 580. So this research plans to have 600 questionnaires.

3.2.2 Data Collection

The researcher collected the data through an online questionnaire. The author created an online questionnaire on the questionnaire star (www.wjx.cn). The questionnaire filling in invitation was posted on Little Red Book community.

In the first way, since the researchers are bloggers of Little Red Book platform and have blogger groups and fans groups, 500 electronic questionnaires are forwarded to the group. In the second way, with the advantages of working in the university, I will forward 300 electronic questionnaires to each student class group, and ask them to help distribute the questionnaires as volunteers. To collect as many questionnaires as possible more quickly and efficiently, the researchers set a cash reward of 10 yuan for each questionnaire. After receiving the invitation to fill in the questionnaire, users can independently choose whether to become the interviewees to participate in the questionnaire survey work. They can start filling out the questionnaire by clicking on the questionnaire link or identifying a QR code.

Research in each questionnaire before the formal questions to provide their little red book user ID and they in the Little Red Book personal homepage screenshots, using the respondents provide user ID and personal homepage screenshots can retrieve corresponding users in the Little Red Book, the respondents's user information and activity record file data grab down for use. SPSS statistical analysis software was used to conduct a preliminary analysis of the demographic characteristics of the sample and the demographic characteristics presented by the sample data were analyzed.

3.3 Research Instruments

The Questionnaire

(1) The paper reviews and summarizes the consumer community purchase intention, social network relationships, social media influencer characteristics, attachment theory and consumer perceived value theory through the literature review method and uses the mature questionnaire to influence the consumer community purchase intention in the existing literature. To improve the content validity of the questionnaire, the questionnaire measurement items used in the study were adapted from previous authoritative literature and adjusted accordingly according to the research background of this study.

(2) Questionnaire Star is the largest online questionnaire survey platform in China with a very mature operation and a large number of users. After compiling the questionnaire, the online survey platform was used to distribute and collect the online questionnaire.

(3) Using the questionnaire link and QR code provided by the Questionnaire Star platform, the questionnaire filling invitation is widely published on social network Little Red Book Community. In order to recover as many questionnaires as possible more quickly and efficiently, the study set a cash reward of 10 yuan for each questionnaire. After receiving the invitation to fill in the questionnaire, users can independently choose whether to become the interviewees to participate in the questionnaire survey. They can start filling out the questionnaire by clicking on the questionnaire link or identifying a QR code.

(4) In order to ensure the authenticity and validity of the questionnaire, three screening criteria were used for screening. The three criteria are: ① The answer time of each question is not less than the minimum requirement of 2 seconds; ② The real existence of the ID, and the screenshots of the personal home page provided are not false; ③ There is no large-scale regular answers, such as all the answers to the whole questionnaire are consistent or exist from low to high, from high to low, etc. After the screening process, the valid samples obtained were used for the subsequent data analysis and model validation of this study.

3.4 Statistics and Data Analysis Methods

This study adopts the empirical research design of quantitative analysis of data collected by questionnaires. For the recovered questionnaire data, descriptive statistics, reliability and validity test and structural equation model test will be carried out.

(1) Descriptive statistical analysis

This section mainly uses the method of descriptive analysis to analyze the basic information of the survey sample, including the gender, age, educational background, income and consumption of the respondents.

(2) Reliability and validity test

It is detailed in the reliability and validity test method.

(3) Structural equation model

The structural equation model is used to test the model and hypothesis, explore the relationship between variables, and test the hypothesis.

The research uses AMOS program to analyze the SEM model.

(4) Mediation effect analysis

The research uses AMOS program to analyze the mediating effect.

3.5 Reliability and Validity Test

Most of the tools and scales used in this study were adapted from previous studies, but an important point when using the multi-item scale is the validation of the internal reliability of the measured values. The evaluation of the questionnaire and the scale includes two aspects: reliability and validity.

Reliability analysis is an effective method to measure whether the comprehensive evaluation system has certain stability and reliability. There are many methods of estimating reliability, where the α coefficient is one of the more methods used and is often used together with EFA. Other studies used R^2 as the reliability index of the individual variants. Fornell and Larcker (1981), based on the concept of SMC, proposed a combined reliability CR of a latent variable very similar to the reliability coefficient of internal consistency, mainly to evaluate the degree of consistency of a set of potential construction indicators, and high reliability indicates a high correlation between indicators. Raine-Eudy (2000) showed that with a combined reliability of 0.5, the measurement tool achieved basic stability when reflecting the true score.

Validity refers to the degree to which a measuring tool or means can accurately measure the transaction required to be measured. Validity tests included content validity and construct validity. The content validity reflects the appropriateness and consistency of the question items of the measurement content, while the construction validity refers to the degree to which the scale can measure the concept or characteristics of the theory. The scale used in this study is based on theoretical studies and empirical scales at home and abroad, and therefore, the questionnaire used in this paper has high content validity.

The Index of Item-Objective Congruence (IOC) was used to find the content validity. In this process, the questionnaire was checked by 3 experts from RMUTT. The

Item-Objective Congruence (IOC) was used to evaluate the items of the questionnaire based on the score range from -1 to +1. Congruent = +1; Questionable = 0; Incongruent = -1. The items that had scored lower than 0.5 were revised. On the other hand, the items that had scores higher than or equal to 0.5 were reserved.

The commonly used method for construct validity test is factor analysis (factor analysis). Factor analysis is an analysis method that measures latent variables through explicit variables and integrates many original variables into several fewer factors on the premise of minimum loss of information. Before the factor analysis, KMO should be used to test and Bartlett sphericity test to determine whether the data results measured by the questionnaire meet the prerequisite for the factor analysis and then the principal component analysis should be used to solve the factor load matrix to test whether the system hypothesis relationship between the theoretical model and the variables matches. Generally speaking, the KMO is above 0.9. It shows that the data is very suitable for factor analysis, 0.8-0.9, very suitable; 0.7-0.8, suitable; 0.6-0.7, not suitable; 0.5-0.6, very reluctant; above 0.5, indicating that the data is not suitable for factor analysis. Therefore, if KMO is above 0.7 and the significance of Bartlett sphericity test is $P < 0.05$, it indicates that the data can be subjected for factor analysis.

Through the reliability and validity analysis, we can ensure that the measurement of each latent variable is credible and valid. In the confirmatory factor analysis, the validity of the measurement model is judged by the analysis of the model fit.

3.6 Brief Description of Structural Equation Model

Structural equation model regression analysis was conducted on the relationship between social network relationships, consumer attachment, social media influencer characteristics, perceived value and community purchase intention variables.

Structural equation model is a mathematical model with a wide range of aspects (Jietai et al., 2004). It can take some problems that cannot be directly observed but need to be studied and discussed as potential variables and reflect these potential variables through some variables (indicators) that can be directly observed, so as to establish the relationship between potential variables.

The comparative fitting index (CFI) reflects that the hypothesis model is compared with the independent model without any covariation relationship and is not affected by the sample size. The general value of CFI exceeds 0.90 to indicate a good model fit.

Approximation error root mean square (RMSEA) is an absolute fit index that is not affected by the sample size and model complexity. The smaller the value, the better the model fit. Generally, the RMSEA is below 0.06, indicating that the model and the data fit well, and the theoretical model is acceptable; between 0.06 and 0.08, the fit is considered good; between 0.08 and 0.10, the fit is considered normal; if greater than 0.10, the model fitting effect is not acceptable.

Chi-square value. It is generally believed that when the significance level of the chi-square value is higher than 0.05, that is, there is a good fit between the assumed model and the observed data, and the model is acceptable. However, the chi-square value is very sensitive to sample size. and the larger the sample, the chi-square value is more significant, leading to the rejection of the theoretical model. Therefore, the fit between models can be compared with the chi-square degree of freedom ratio. The smaller the chi-square degree of freedom ratio, the higher the model fit and the worse the model fit. In general, when the chi-square degree of freedom ratio is less than 2, the model has an ideal degree of fit (McIver and Carmines, 1981), while usually more rigorous studies recommend no more than 3. However, some scholars believe that the model when Chi-square / df is between 1.0 and 5.0.

3.7 Variable Measurement

All variables involved in the study include consumer social network relationships (The output connection, the input connection), membership attachment, community attachment, professionalism, product involvement, popularity and visuals of social media influencer, functional value, emotional value and priority purchase, continued purchase. The measurement measures and measurement items for all variables came from the episodic adaptation of the existing literature.

The measures of the output connection and the input connection are adapted from Chung et al. (2016) to reflect the relationship between consumers and the social network and their members.

The measure of member attachment is adapted from Chung et al. (2016) to reflect the degree of attachment to other users in the social network. The measure of community attachment is also adapted from Chung et al (2016) to reflect the degree of attachment of consumers to the social network.

The professionalism measures of social media influencer are adapted from Netemeyer & Bearden (1992), Bansal & Voyer (2000). The product involvement measurement of social media influencer is adapted from Zaichkowsky (1985). The measurement of the popularity of social media influencer is adapted from Meng (2012). The visuals measures of social media influencer are adapted from Meng (2012) and Fang & Salvendy (2003).

The measures of perceived value were adapted from Sweeney & Soutar (2001) who further refined the scale based on previous studies to add quality dimensions such as standards and time of use to the functional value measures. They believe that the measurement dimensions of emotional value should include pleasure, excitement and so on.

The measurement of community purchase intention is adapted from Jiang & Benbasat (2007), Yang (2015), Bhattacharjee (2001), Wang et al. (2022) to reflect consumer purchase intention on the social network.

Table 3.1 Measurement of variables

Variable	Measurement of Variables
Social network relationship	
The output connection	1. There are a number of people in the Little red book. 2. There are many people joined in the Little red book. 3. I think there will still many people actively joining in the Little red book. 4. Many of my friends come from the Little red book. 5. I am a person who pays attention to the Little red book members.
The input connection	6. Members of the Little red book enable me to create interpersonal interact with them. 7. Members of the Little red book help me maintain social relationships with them. 8. Members of the Little red book help me make new friends. 9. Members of the Little red book enhance my social relationships. 10. Members of the Little red book influenced my thoughts and behaviors.
Consumer attachment	
Membership attachment	11. I really like the members of the Little red book. 12. I think the members of the Little red book are very important to me. 13. I feel very close to the members of the Little red book. 14. I often interact with the members of the Little red book. 15. I am willing to help the members of the Little red book.
Community attachment	16. I am satisfied with the Little red book. 17. I like the Little red book. 18. I think I am a typical users of the Little red book. 19. I think it is important to be a user of the Little red book. 20. I have a sense of dependence on the Little red book.
Social media influencer characteristics	
Professionalism	21. I think that social media influencer have relevant knowledge of the product domain. 22. I think that social media influencer have expertise in their field. 23. I think that social media influencer are often experts in their field.

Table 3.1 Measurement of variables (Cont.)

Variable	Measurement of Variables
Product involvement	24.I think that social media influencer are specifically trained in the product space. 25.I think that social media influencer have rich practical experience in the product field. 26.I think that social media influencer usually pay close attention to these products. 27.I think that social media influencer are usually very fond of these products 28. I can feel that such products are very important to social media influencer. 29.I can feel that such products are valuable to social media influencer.
Popularity	30.I can feel that social media influencer have put a lot of time into such products. 31.I think that social media influencer have greater appeal and influence in the field. 32.I think that social media influencer have a certain reputation in society. 33.I think that social media influencer are well-known people on social platforms. 34.I think that social media influencer have a certain number of fans in the Little red book and have a high degree of attention.
Visuals	35.I think that social media influencer are very popular in the Little red book. 36.I think that influencer of social media have detailed and detailed descriptions of the product. 37.I think that social media influencer are recommended with clear and vivid pictures. 38.I think that social media influencer have a clear audio explanation of the product. 39.I think that social media influencer have intuitive, real video explanations of the product. 40.I think that social media influencer use other media to promote products, such as magazine interviews, comments and forwarding.
Perceived value	
Functional value	41.I think that the products recommended by social media influencer have better quality. 42.I think that the products recommended by social media influencer as practical. 43.I think that the products recommended by social media influencer as good value for money.

Table 3.1 Measurement of variables (Cont.)

Variable	Measurement of Variables
Emotional value	44.I think that the products recommended by social media influencer as trustworthy. 45.I think that the products recommended by social media influencer meet my expectations. 46.I think that the products recommended by social media influencer make me feel very good. 47.I am excited about the products recommended by social media influencer. 48.I think that the products recommended by social media influencer as a pleasure. 49.I think that the products recommended by social media influencer can bring me with happiness. 50.I think that the products recommended by social media influencer can make me feel recognized by others.
Consumer purchase intention	
Priority purchase	51.When I need to buy products, I will give priority to Little red book e-commerce mall. 52.I plan to buy products at Little red book e-commerce mall. 53.I want to spend money in Little red book e-commerce mall. 54.I want to buy the products in Little red book e-commerce mall.
Continued purchase	55.I will continue to spend money in Little red book e-commerce mall in the future. 56.I will often pay attention to Little red book e-commerce mall in the future. 57.I will continue to buy the products of Little red book e-commerce mall in the future. 58.I will introduce and recommend Little red book e-commerce mall to others.

3.8 Pretest

In order to improve the reliability and validity of the questionnaire and reduce the possibility of errors in large-scale sample surveys, this study analyzed and purified the items of the questionnaire through small sample surveys and tests before large-scale distribution and data collection. The pretest participants were Little red book consumers,

with a total of 30 people. The reliability analysis tool in SPSS software was used to obtain the internal consistency of the scale.

3.8.1 Reliability Analysis of the Pilot Study

Table 3-2 presents the reliability test results of this questionnaire scale. According to the reliability analysis results in Table 3-2, the questionnaire designed in this study includes a total of 58 measurement items, and the overall Cronbach's α coefficient of the questionnaire is 0.928. Among them, the variable SNR scale contains 10 measurement items, and its Cronbach's α coefficient is 0.866; The variable CRA scale contains 10 measurement items, and its Cronbach's α coefficient is 0.836; The variable SMIC scale contains 20 measurement items, and its Cronbach's α coefficient is 0.905; The variable PV scale contains 10 measurement items, and its Cronbach's α coefficient is 0.931; The variable CPI scale contains 8 measurement items, and its Cronbach's α coefficient is 0.910. The above results consistently indicate that the survey questionnaire used in this study has good reliability.

Table 3.2 Reliability test results of the pilot study

Variable	Number of Items	Cronbach's α	Overall questionnaire scale's Cronbach's α
SNR	10	0.866	0.928
CRA	10	0.836	
SMIC	20	0.905	
PV	10	0.931	
CPI	8	0.910	

3.8.2 Validity Testing of the Pilot Study

Table 3-3 shows the structural validity test results of the pre survey data. From Table 3-3, it can be seen that the KMO value of the SNR scale is 0.725, which is greater than 0.50, and the significance of Bartlett's Test of Sphericity is $P=0.000$, which is less than 0.01, indicating that the structural validity of the SNR scale meets the standard. Similarly, the structural validity of the CRA, SMIC, PV and CPI scales designed in this study meets the standards.

Table 3.3 Validity testing of pilot study

Variable Scale	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	Bartlett's Test of Sphericity Approx. Chi-Square	df	Sig.
SNR	0.725	168.418	45	0.000
CRA	0.597	125.778	45	0.000
SMIC	0.560	440.424	190	0.000
PV	0.754	227.563	45	0.000
CPI	0.859	134.564	28	0.000



CHAPTER 4

RESEARCH RESULT

4.1 Sample Characteristics Statistics

This study was conducted in December 2023, and a total of 650 questionnaires were distributed, of which 600 were valid, with an effective rate of 92.31%. The statistical results of the samples collected in this article are shown in table 4.1. According to table 4.1, out of the 600 valid samples collected during the formal questionnaire survey, there were 286 females, accounting for 47.7% of the total, and 314 males, accounting for 52.3% of the total.

In terms of age, there is a distribution across all age groups, with 68 people under the age of 20, accounting for 11.3%; There are 224 samples aged between 20 and 29, accounting for 37.3%; The sample size between 30 and 39 years old is 232, accounting for 38.7%; There are 76 samples aged 40-49, accounting for 12.7%.

In terms of education level, the sample size of high school or below is 142, accounting for 23.7%; There are 184 samples in the junior college, accounting for 30.7%; The number of bachelor samples is 126, accounting for 21.0%; 111 master samples, accounting for 18.5%; The number of doctor or above samples is 37, accounting for 6.2%. From this, it can be found that the proportion of undergraduate and vocational colleges in the sample surveyed is relatively high.

In terms of monthly income, 108 people with a sample size of 1000 yuan or less, accounting for 18.0%; 136 people with a sample size of 1000-3000 yuan (inclusive), accounting for 22.7%; The sample size of 3001-5000 yuan (inclusive) is 113 people, accounting for 18.8%; The sample size of 5001-10000 yuan (inclusive) is 133 people, accounting for 22.2%; The sample size of 10001-20000 yuan (inclusive) is 70 people, accounting for 11.7%; The sample size of over 20000 yuan is 40 people, accounting for 6.7%. From this, it can be seen that the income distribution of middle-aged individuals in 600 samples exists in various segments, and there are no extreme situations.

In the distribution of years of registration on little red book, the sample size of Less than 1 year is 164, accounting for 27.3%; The sample size for 1-2 years is 167, accounting for 27.8%; The sample size for 3-4 years is 137, accounting for 22.8%; The sample size for More than 4 years is 132, accounting for 22.0%.

Table 4.1 Demographic characteristics of the sample

Demographic Information	Category	Frequency	Percentage (%)
Gender	Male	314	52.3
	Female	286	47.7
Age	Under 20 years	68	11.3
	Between 20 – 29 years	224	37.3
	Between 30 – 39 years	232	38.7
	Between 40 – 49 years	76	12.7
	High school or below	142	23.7
Educational background	Junior college	184	30.7
	Bachelor	126	21.0
	Master	111	18.5
	Doctor or above	37	6.2
Personal monthly income (RMB)	Under 1000	108	18.0
	Between 1001-3000	136	22.7
	Between 3001-5000	113	18.8
	Between 5001-10000	133	22.2
	Between 10001-20000	70	11.7
	Above 20000	40	6.7
Registration years (years)	Less than 1 year	164	27.3
	1-2 years	167	27.8
	3-4 years	137	22.8
	More than 4 years	132	22.0

Table 4.1 shows the types of products that the sample population purchases online on little red book. According to figure 4.1, the highest proportion of people who purchase Beauty make up and skin care products (including makeup products, skin care products, frame products, etc.) is 31.0%; The proportion of people who purchase Material and Infant categories is the lowest, at 4.17%.

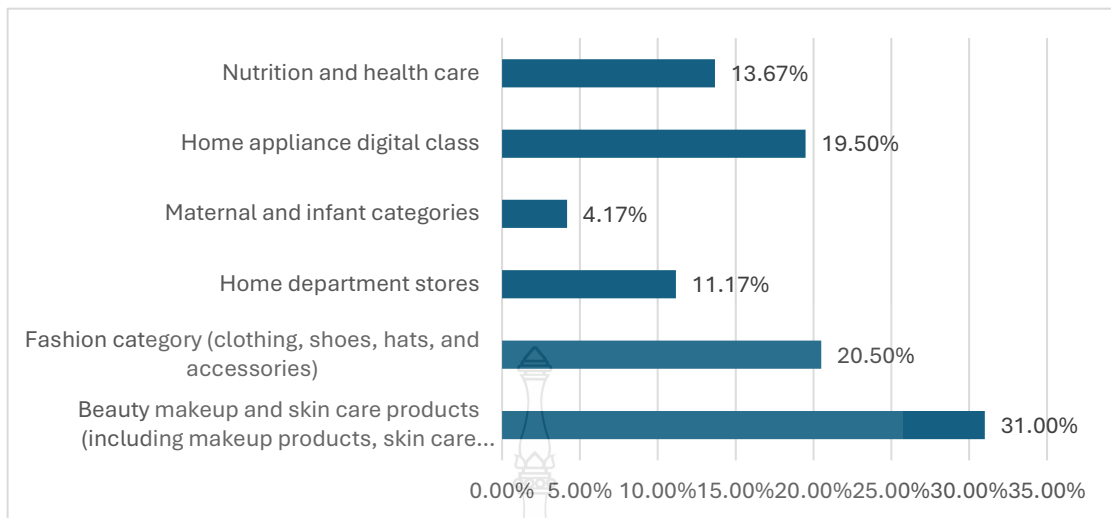


Figure 4.1 What products do you often buy online on the little red book?

Figure 4.1 shows the frequency of online shopping among the sample population on Little Red Book. According to figure 4.2, the proportion of people under 1 month is the highest, at 35.67%; The proportion of the population with more than 1 year is the lowest, at 7.33%.

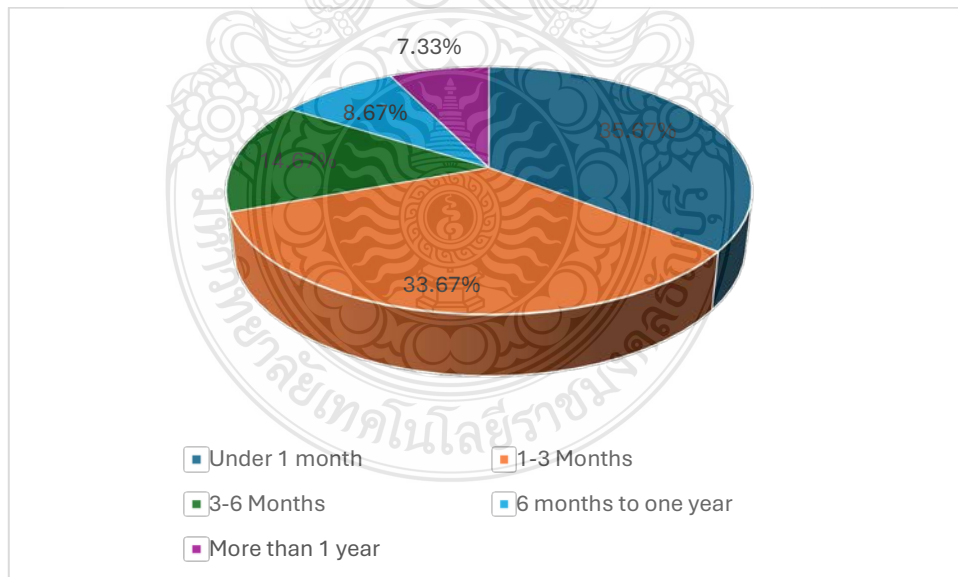


Figure 4.2 How often do you usually buy goods on the little red book?

Figure 4.2 shows the amount of online purchases made by the sample population on little red book each time. According to figure 4.3, the population from 900 to 1500 yuan has the highest proportion at 29.0%; The proportion of the population under 300 yuan is the lowest, at 13.0%.

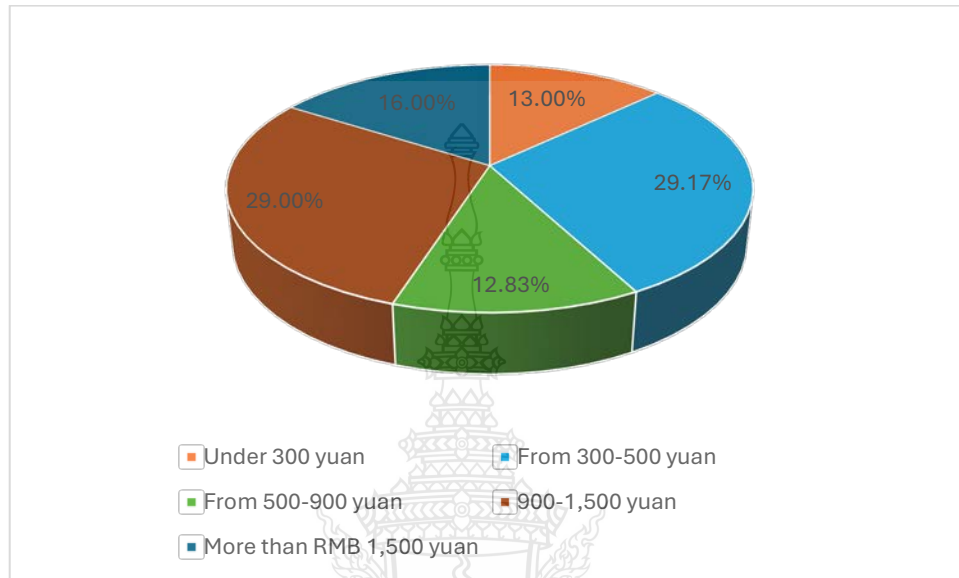


Figure 4.3 How much money do you usually buy each time on the little red book?

4.2 Data Coding and Entry

Table 4.2 displays abbreviations of variables in this chapter.

Table 4.2 Abbreviation of variables

Type of Variables	Variable Name	Abbreviation	Dimensions	Abbreviation
Independent variables	Social Network Relationship	SNR	The Output Connection	TOC
			The Input Connection	TIC
	Social Media Influencer Characteristics	SMIC	Professionalism	PRO
			Product Involvement	PI
			Popularity	POP
			Visuals	VIS

Table 4.2 Abbreviation of variables (Cont.)

Type of Variables	Variable Name	Abbreviation	Dimensions	Abbreviation
Mediation variables	Consumer Attachment	CRA	Membership Attachment	MA
			Community Attachment	CYA
			Functional Value	FV
Dependent variable	Consumer Purchase Intention	CPI	Emotional Value	EV
			Priority Purchase	PP
			Continued Purchase	CP

4.3 Descriptive Statistical Analysis

The purpose of conducting descriptive statistical analysis on data is to analyze various characteristics of the data, in order to describe the characteristics of the sample and the overall characteristics it represents. Descriptive statistical analysis is the foundation of complex statistical analysis, which mainly includes items such as mean, maximum, minimum, variance, standard deviation, skewness, and kurtosis. The descriptive statistical analysis results of each variable measurement item in this article are shown in table 4.3.

According to table 4.3, there are no special circumstances with the maximum and minimum values of the measurement items for each variable investigated in this article. The maximum absolute value of skewness is less than 2, and the maximum absolute value of kurtosis is also much lower than 5, indicating that the data of each measurement item is normal and can meet the requirements of subsequent empirical analysis.

Table 4.3 Descriptive statistical analysis results

Item	Mean	Std. Deviation	Skewness	Kurtosis
	Statistic	Statistic	Statistic	Statistic
Q1	3.310	1.112	-0.137	-0.683
Q2	3.293	1.101	-0.081	-0.724
Q3	3.293	1.133	-0.055	-0.856
Q4	3.333	1.088	-0.129	-0.653
Q5	3.303	1.121	-0.176	-0.719
Q6	3.283	1.177	-0.157	-0.822
Q7	3.292	1.147	-0.128	-0.884
Q8	3.317	1.151	-0.219	-0.758
Q9	3.322	1.108	-0.106	-0.755
Q10	3.305	1.142	-0.158	-0.787
Q11	3.528	1.067	-0.389	-0.509
Q12	3.157	1.002	-0.018	-0.475
Q13	3.365	0.952	-0.075	-0.441
Q14	3.428	0.998	-0.211	-0.481
Q15	3.475	1.006	-0.149	-0.577
Q16	3.355	1.189	-0.247	-0.830
Q17	3.302	1.207	-0.213	-0.835
Q18	3.370	1.138	-0.297	-0.703
Q19	3.322	1.142	-0.208	-0.692
Q20	3.362	1.112	-0.150	-0.767
Q21	3.293	1.064	-0.097	-0.631
Q22	3.348	1.093	-0.170	-0.652
Q23	3.315	1.111	-0.191	-0.654
Q24	3.322	1.103	-0.190	-0.651
Q25	3.308	1.079	-0.197	-0.667
Q26	3.643	1.082	-0.388	-0.634
Q27	3.643	1.025	-0.465	-0.316
Q28	3.558	1.098	-0.350	-0.635
Q29	3.433	1.088	-0.230	-0.725
Q30	3.537	1.059	-0.363	-0.588
Q31	3.377	1.085	-0.271	-0.549
Q32	3.495	1.067	-0.252	-0.648
Q33	3.420	1.035	-0.202	-0.606
Q34	3.388	1.078	-0.202	-0.642
Q35	3.483	1.016	-0.242	-0.510

Table 4.3 Descriptive statistical analysis results (Cont.)

Item	Mean	Std. Deviation	Skewness	Kurtosis
	Statistic	Statistic	Statistic	Statistic
Q36	3.580	0.977	-0.252	-0.580
Q37	3.642	1.002	-0.353	-0.576
Q38	3.630	1.007	-0.300	-0.590
Q39	3.680	0.962	-0.192	-0.736
Q40	3.677	0.980	-0.416	-0.243
Q41	3.675	1.037	-0.519	-0.211
Q42	3.588	1.094	-0.464	-0.444
Q43	3.453	1.109	-0.243	-0.691
Q44	3.430	1.060	-0.318	-0.390
Q45	3.507	1.105	-0.400	-0.453
Q46	3.542	1.086	-0.307	-0.632
Q47	3.520	1.105	-0.375	-0.598
Q48	3.592	1.129	-0.400	-0.731
Q49	3.533	1.109	-0.312	-0.744
Q50	3.478	1.108	-0.311	-0.692
Q51	3.332	1.159	-0.258	-0.705
Q52	3.468	1.168	-0.295	-0.832
Q53	3.383	1.117	-0.300	-0.619
Q54	3.375	1.128	-0.313	-0.624
Q55	3.350	0.984	-0.104	-0.600
Q56	3.273	1.008	-0.215	-0.365
Q57	3.355	1.019	-0.098	-0.563
Q58	3.383	1.024	-0.118	-0.636

4.4 Reliability and Validity Testing

4.4.1 Reliability Analysis

Table 4.4 presents the reliability test results of this questionnaire scale. According to the reliability analysis results in Table 4.4, the questionnaire designed in this study includes a total of 58 measurement items, and the overall Cronbach's α coefficient of the questionnaire is 0.949. Among them, the variable SNR scale contains 10 measurement items, and its Cronbach's α coefficient is 0.909; The variable CRA scale contains 10 measurement items, and its Cronbach's α coefficient is 0.908; The variable

SMIC scale contains 20 measurement items, and its Cronbach's α coefficient is 0.937; The variable PV scale contains 10 measurement items, and its Cronbach's α coefficient is 0.915; The variable CPI scale contains 8 measurement items, and its Cronbach's α coefficient is 0.881. The above results consistently indicate that the survey questionnaire used in this study has good reliability.

Table 4.4 Reliability test results

Variable	Number of Items	Cronbach's α	Overall questionnaire scale's Cronbach's α
SNR	10	0.909	0.949
CRA	10	0.908	
SMIC	20	0.937	
PV	10	0.915	
CPI	8	0.881	

4.4.2 Validity Testing

Validity refers to the ability of a measurement scale to accurately measure a construct, with the most commonly used being content validity and construct validity. Construct validity refers to the degree to which a scale can measure the concept or trait of a theory, generally measured through convergent validity and discriminant validity. This article uses confirmatory factor analysis to test the construct validity of the questionnaire scale from two aspects: aggregate validity and discriminant validity.

Content Validity

In the process of designing the questionnaire, a large amount of literature was read, and the questionnaire items were also based on existing theoretical research. The scales used in this article are all mature scales in the academic community. And the Index of Item-Objective Congruence (IOC) was used to find the content validity. In this process, the questionnaire was checked by 3 experts from RMUTT. Therefore, the scales used in this article have high content validity.

Convergent Validity

Convergent validity refers to the similarity of results measured using different methods, usually measured by the standardized load coefficients of each variable and the average extracted variance (AVE) of each dimension. According to MacKillop et al.

(2006), there are three main criteria for aggregate validity testing: (1) the standardized factor load should be greater than 0.5; (2) The combined reliability (CR) should be greater than 0.7; (3) The average extracted variance (AVE) should be greater than 0.5.

Table 4.5 presents the convergent validity test results of this study. From Table 4.5, it can be seen that the standardized factor loadings, CR, and AVE of each variable measurement item in this article meet the requirements. Therefore, the scale used in this article has good convergent validity.

Table 4.5 Convergent validity test results

Latent variable	Observation variable	Standardized factor loading	S.E.	C.R.	P	CR	AVE
SNR	TOC	0.763	-	-	-	0.702	0.541
	TIC	0.707	0.078	11.395	***		
	MA	0.743	-	-	-		
CRA	CYA	0.675	0.052	14.990	***	0.821	0.534
	PRO	0.737	0.058	16.227	***		
	PI	0.765	0.057	16.727	***		
SMIC	POP	0.750	-	-	-	0.750	0.600
	VIS	0.799	0.083	13.996	***		
	FV	0.775	-	-	-		
PV	EV	0.741	0.071	12.858	***	0.730	0.575
	PP	0.738	-	-	-		
	CP	0.741	0.072	15.678	***		
CPI	CP	0.741	0.072	15.678	***	0.707	0.547

Note: *** p-value < 0.001 (statistical significance at 0.001 level)

Discriminant Validity

Discriminant validity refers to the ability to clearly distinguish the values observed when measuring different latent variables using different methods. According to Macfarlane et al. (2006), this article compares the square roots of AVE values of various

variables in the scale with the correlation coefficients between variables when conducting discriminant validity tests. The test results of the discriminant validity of each variable in this article are shown in Table 4.6. According to Table 4.6, the square roots of AVE values for each variable are greater than the correlation coefficients between variables. From this, it can be concluded that the discriminant validity of the questionnaire in this article meets the standard.

Table 4.6 Discriminant validity test results

	SNR	CRA	SMIC	PV	CPI
SNR	0.736	-	-	-	-
CRA	0.198	0.731	-	-	-
SMIC	0.483	0.511	0.775	-	-
PV	0.539	0.278	0.486	0.758	-
CPI	0.653	0.575	0.705	0.712	0.740

Note: The bold numbers on the diagonal represent the square root of the AVE values of each variable, while the remaining numbers represent the correlation coefficients between variables.

4.5 Confirmatory Factor Analysis

Confirmatory factor analysis (CFA) is used to verify whether the relationship between a factor and its corresponding observed variable conforms to the theoretical relationship pre-set by the researcher.

(1) Confirmatory Factor Analysis Results of SNR Scale

Table 4.7 and figure 4.4 are CFA results of SNR scale from figure 4.4, it can be seen that the factor structure of SNR is consistent with the structure of the questionnaire design; According to tables 4.7, the model fit indicators are all within the reference range, indicating a good fit between the model and the data.

Table 4.7 Model fitting results of SNR scale

Fitting Indicators	Threshold	Estimate Value	Result
χ^2	-	90.202	-
df	-	34	-
p-value	-	***	-
χ^2/df	[1,5]	2.653	Qualified
NFI	>0.9	0.976	Qualified
IFI	>0.9	0.985	Qualified
TLI	>0.9	0.980	Qualified
CFI	>0.9	0.972	Qualified
GFI	>0.9	0.972	Qualified
RMSEA	<0.06	0.053	Qualified

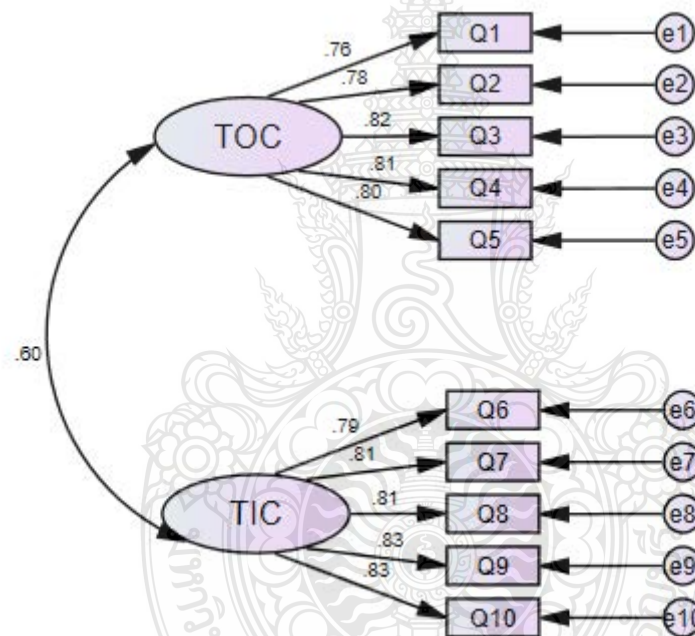


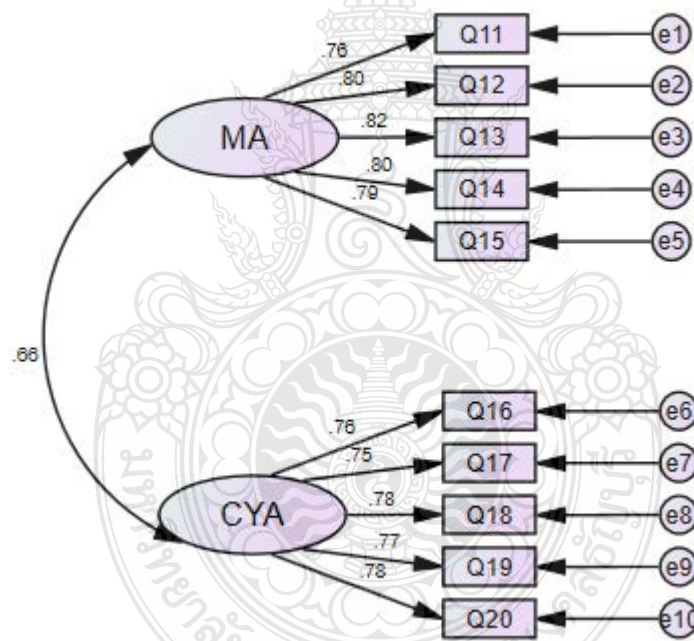
Figure 4.4 Factor structure of SNR

(2) Confirmatory Factor Analysis Results of CRA Scale

Table 4.8 and figure 4.5 are CFA results of CRA scale from figure 4.5, it can be seen that the factor structure of CRA is consistent with the structure of the questionnaire design; According to table 4.8, the model fit indicators are all within the reference range, indicating a good fit between the model and the data.

Table 4.8 Model fitting results of CRA scale

Fitting Indicators	Threshold	Estimate Value	Result
χ^2	-	77.038	-
df	-	34	-
p-value	-	***	-
χ^2/df	[1,5]	2.266	Qualified
NFI	>0.9	0.977	Qualified
IFI	>0.9	0.987	Qualified
TLI	>0.9	0.983	Qualified
CFI	>0.9	0.987	Qualified
GFI	>0.9	0.976	Qualified
RMSEA	<0.06	0.046	Qualified

**Figure 4.5** Factor structure of CRA

(3) Confirmatory Factor Analysis Results of SMIC Scale

Table 4.9 and figure 4.6 are CFA results of SMIC scale from figure 4.6, it can be seen that the factor structure of SMIC is consistent with the structure of the questionnaire design; According to Table 4.9, the model fit indicators are all within the reference range, indicating a good fit between the model and the data.

Table 4.9 Model fitting results of SMIC scale

Fitting Indicators	Threshold	Estimate Value	Result
χ^2	-	262.359	-
df	-	164	-
p-value	-	***	-
χ^2/df	[1,5]	1.650	Qualified
NFI	>0.9	0.964	Qualified
IFI	>0.9	0.985	Qualified
TLI	>0.9	0.983	Qualified
CFI	>0.9	0.985	Qualified
GFI	>0.9	0.958	Qualified
RMSEA	<0.06	0.033	Qualified

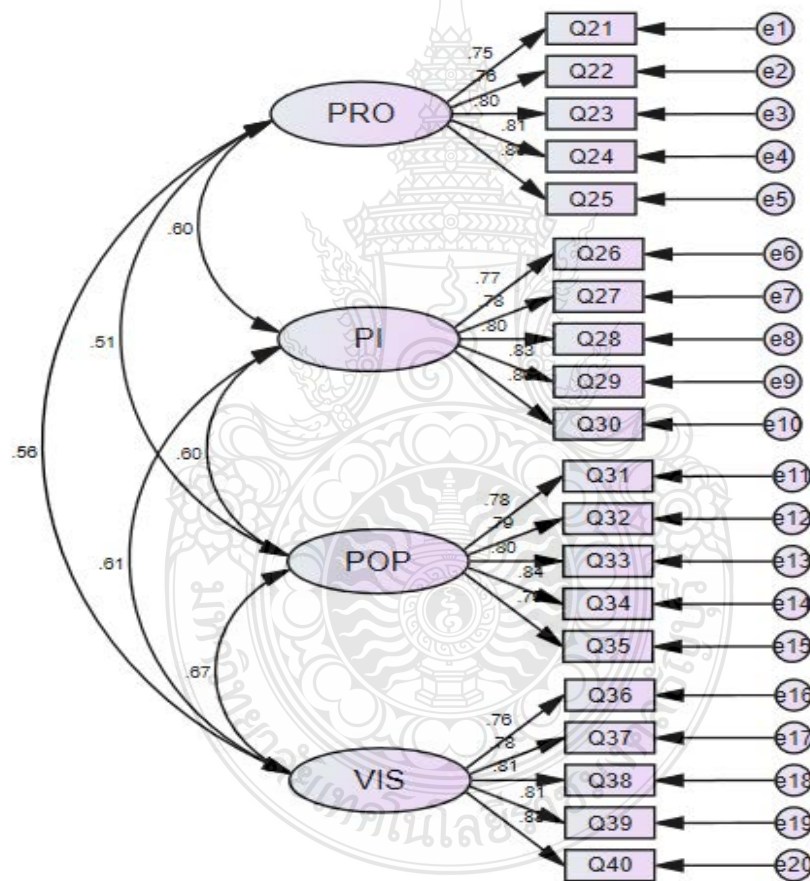


Figure 4.6 Factor structure of SMIC

(4) Confirmatory Factor Analysis Results of PV Scale

Table 4.10 and figure 4.7 are CFA results of PV scale from figure 4.7, it can be seen that the factor structure of PV is consistent with the structure of the questionnaire design; According to table 4.10, the model fit indicators are all within the reference range, indicating a good fit between the model and the data.

Table 4.10 Model fitting results of PV scale

Fitting Indicators	Threshold	Estimate Value	Result
χ^2	-	72.744	-
df	-	34	-
p-value	-	***	-
χ^2/df	[1,5]	2.140	Qualified
NFI	>0.9	0.981	Qualified
IFI	>0.9	0.990	Qualified
TLI	>0.9	0.986	Qualified
CFI	>0.9	0.990	Qualified
GFI	>0.9	0.978	Qualified
RMSEA	<0.06	0.044	Qualified

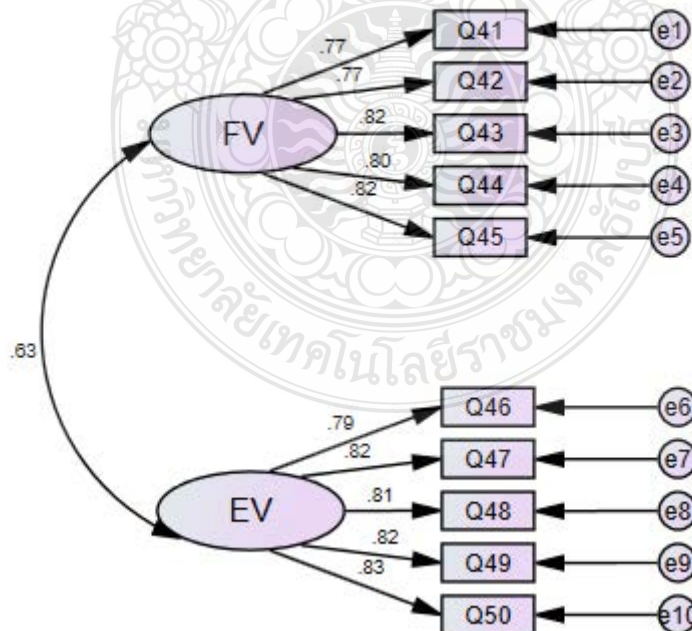


Figure 4.7 Factor structure of PV

(5) Confirmatory Factor Analysis Results of CPI Scale

Table 4.11 and figure 4.8 are CFA results of CPI scale from figures 4.8, it can be seen that the factor structure of CPI is consistent with the structure of the questionnaire design; According to table 4.11, the model fit indicators are all within the reference range, indicating a good fit between the model and the data.

Table 4.11 Model fitting results of CPI scale

Fitting Indicators	Threshold	Estimate Value	Result
χ^2	-	38.317	-
df	-	19	-
p-value	-	**	-
χ^2/df	[1,5]	2.017	Qualified
NFI	>0.9	0.984	Qualified
IFI	>0.9	0.992	Qualified
TLI	>0.9	0.988	Qualified
CFI	>0.9	0.992	Qualified
GFI	>0.9	0.985	Qualified
RMSEA	<0.06	0.041	Qualified

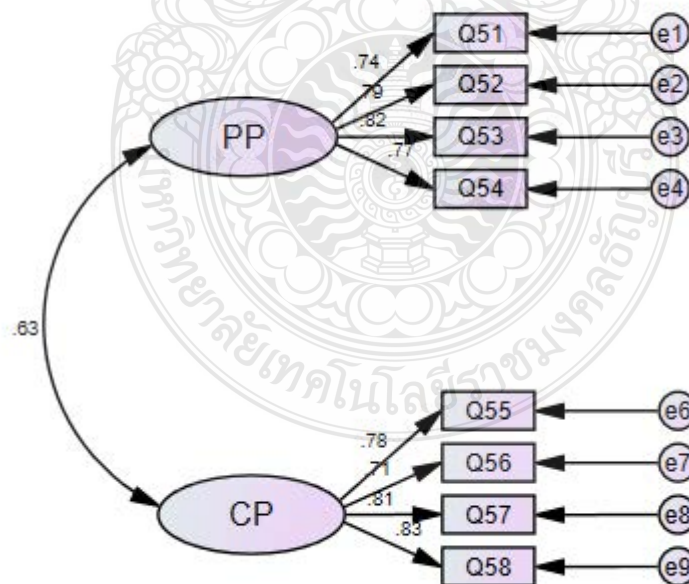


Figure 4.8 Factor structure of CPI

(6) Confirmatory Factor Analysis Results of the Five Variables

Next, confirmatory factor analysis and discriminant validity analysis are performed on the above five variables (SNR, CRA, SMIC, PV and CPI). figure 4.9 displays the measurement model of the five variables. Table 4.12 shows the fitting indicators of the model. According to table 4.12, the model fit indicators are all within the reference range, indicating a good fit between the model and the data.

Table 4.12 Model fitting results of the five variables

Fitting Indicators	Threshold	Estimate Value	Result
χ^2	-	50.889	-
df	-	44	-
p-value	-	0.221	-
χ^2/df	[1,5]	1.157	Qualified
NFI	>0.9	0.980	Qualified
IFI	>0.9	0.997	Qualified
TLI	>0.9	0.996	Qualified
CFI	>0.9	0.997	Qualified
GFI	>0.9	0.986	Qualified
RMSEA	<0.06	0.016	Qualified

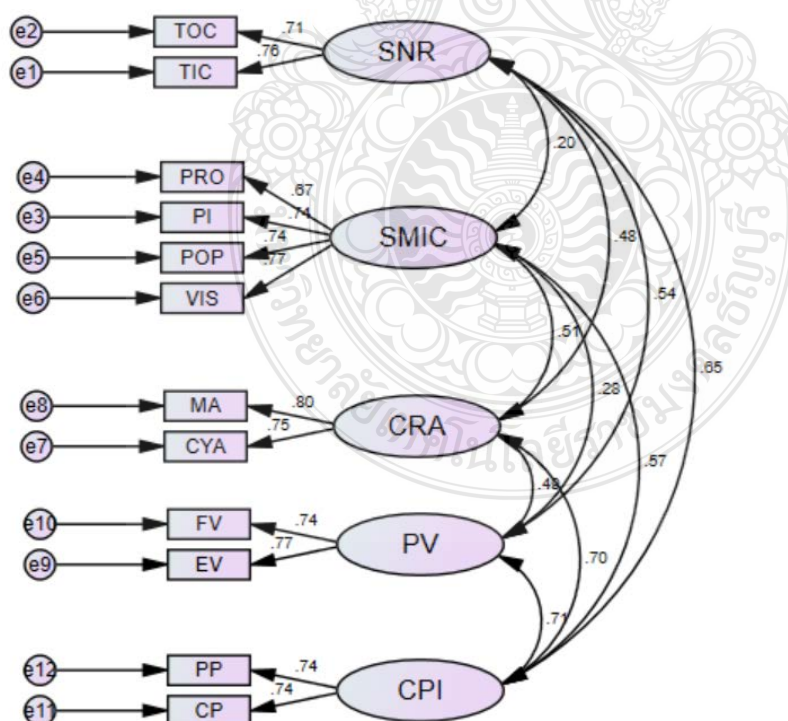


Figure 4.9 Confirmatory factor analysis model diagram for the five variables

4.6 Structural Equation Modeling Analysis Results

4.6.1 Model Fitting Test

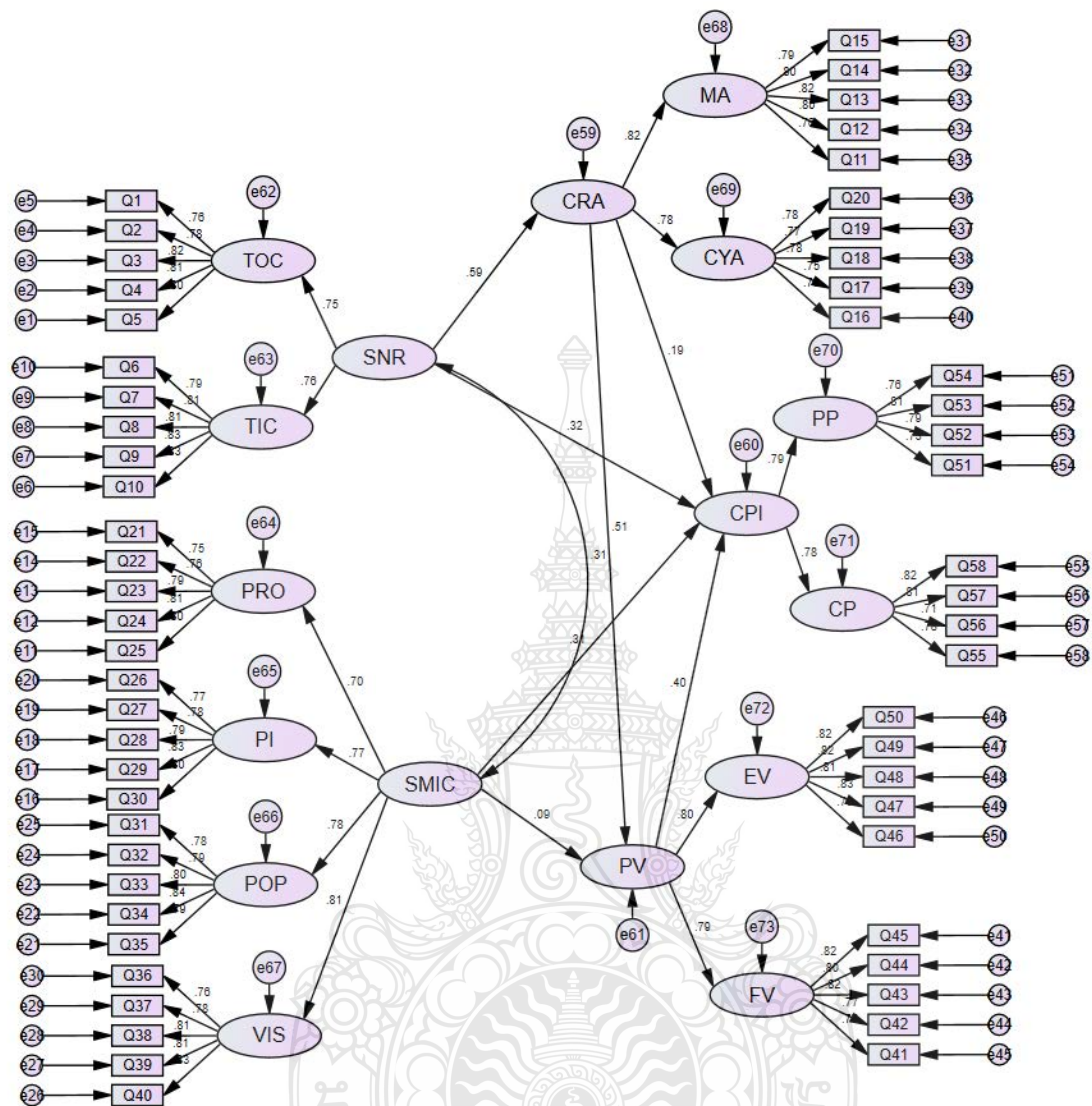
This study constructs a structural equation model to test the relationship between latent variables and the research hypothesis of this paper. Firstly, it is necessary to fit the questionnaire data using structural equation modeling. In this article, the fitness index is used as the standard for model fit. Table 4.13 shows the fitting indicators of the structural equation model. According to table 4.13, the model fit indicators are all within the reference range, indicating a good fit between the model and the data. Figure 4-7 shows the structural equation model and path coefficient values. As can be seen from the table 4.14, the factor loading of the observation variable is greater than 0.7, indicating that the load is high and highly representative.

Table 4.13 Model fitting results of the structural equation model

Fitting Indicators	Threshold	Estimate Value	Result
χ^2	-	2056.804	-
df	-	1570	-
p-value	-	***	-
χ^2/df	[1,5]	1.306	Qualified
NFI	>0.9	0.911	Qualified
IFI	>0.9	0.978	Qualified
TLI	>0.9	0.976	Qualified
CFI	>0.9	0.978	Qualified
RFI	>0.9	0.906	Qualified
RMSEA	<0.06	0.023	Qualified

Table 4.14 Factor Loading of Observation Variable in Structural Equation Model

Observation variable	Factor loading
SNR_TOC	0.749
SNR_TIC	0.759
CRA_MA	0.821
CRA_CYA	0.784
SMIC_PRO	0.704
SMIC_PI	0.775
SMIC_POP	0.781
SMIC_VIS	0.815
PV_FV	0.788
PV_EV	0.798
CPI_PP	0.790
CPI_CP	0.779



Chi-square=2056.804, Chi-square/df=1.306, df=1575, GFI=.897, CFI=.978, RMSEA=.023, NFI=.911

Figure 4.10 Structural equation model

The goodness-of-fit assessment were as follows: Chi-Square = 2056.804, df = 1575, Chi-Square/Degree of freedom = 1.306, p-value = 0.000, GFI = 0.897, AGFI = 0.888, RMSEA = 0.023, NFI = 0.911, CFI = 0.978, the summary and the comparison with acceptable level for each value, as shown in table 4.13

4.6.2 Direct Effect Analysis Results

Table 4.15 presents the results of the direct effects test for the structural equation model in this study. From table 4.15, it can be seen that SNR has a significant positive impact on CRA ($r=0.589$, $p<0.05$), therefore, hypothesis H1 is supported; CRA has a significant positive impact on PV ($r=0.510$, $p<0.05$), therefore, the hypothesis H3 is hold; CRA has a significant positive impact on CPI ($r=0.194$, $p<0.05$), therefore, the hypothesis H4 is hold; PV has a significant positive impact on CPI ($r=0.395$, $p<0.05$), therefore, the hypothesis H5 is hold; SNR has a significant positive impact on CPI ($r=0.325$, $p<0.05$), therefore, the hypothesis H9 is hold; SMIC has a significant positive impact on CPI ($r=0.312$, $p<0.05$), therefore, the hypothesis H10 is hold.

It can be seen from Table 4.15 that the impact of SMIC on PV is not significant ($r=0.064$, $p>0.05$), therefore, the hypothesis H2 is not hold.

Table 4.15 Direct effect analysis results

Direct effects	Standardized Estimate	S.E.	C.R.	P	Hypothesis
CRA $\leftarrow$ SNR	0.589	0.069	8.370	***	H1
PV $\leftarrow$ SMIC	0.090	0.065	1.784	0.074	H2
PV $\leftarrow$ CRA	0.510	0.072	7.850	***	H3
CPI $\leftarrow$ CRA	0.194	0.075	2.599	**	H4
CPI $\leftarrow$ PV	0.395	0.059	6.117	***	H5
CPI $\leftarrow$ SNR	0.325	0.071	4.503	***	H9
CPI $\leftarrow$ SMIC	0.312	0.059	6.188	***	H10

Note: *** p-value < 0.001 (statistical significance at 0.001 level)

** p-value < 0.01 (statistical significance at 0.01 level)

* p-value < 0.05 (statistical significance at 0.05 level)

4.6.3 Indirect Effect Analysis Results

Table 4.16 presents the results of the indirect effects test of the structural equation model in this study. It can be seen from table 4.16 that the standardized estimate of the indirect effect of SNR on CPI through CRA was 0.114, with 95% confidence interval of [0.024, 0.215], excluding 0, $p<0.05$, indicating that SNR has a significant indirect effect on SMIC, through CRA. So, CRA plays a mediating role between SNR and CPI. Therefore, the hypothesis H6 has proved to be valid.

It can be seen from table 4.16 that the standardized estimate of the indirect effect of SMIC on CPI through PV was 0.036, with 95% confidence interval of [-0.005, 0.086], including 0, $p > 0.05$, indicating that SMIC has no significant indirect effect on CPI, through PV. So, PV plays no mediating role between SMIC and CPI. Therefore, the hypothesis H7 has not proved to be valid.

It can be seen from table 4.16 that the standardized estimate of the indirect effect of CRA on CPI through PV was 0.202, with 95% confidence interval of [0.141, 0.278], excluding 0, $p < 0.05$, indicating that CRA has a significant indirect effect on CPI, through PV. So, PV plays a mediating role between CRA and CPI. Therefore, the hypothesis H8 has proved to be valid.

It can be seen from table 4.16 that the standardized estimate of the indirect effect of SNR on CPI through CRA and PV was 0.119, with 95% confidence interval of [0.076, 0.179], excluding 0, $p < 0.05$, indicating that SNR has a significant indirect effect on CPI, through CRA and PV. So, CRA and PV play a chain mediating role between SNR and CPI. Therefore, the hypothesis H11 has proved to be valid.

Table 4.16 The indirect effect analysis results

Indirect Effect Analysis	Standardized Estimate	SE	Lower	Upper	Hypothesis	T-value	P-value
CPI ← CRA ← SNR	0.114	0.056	0.024	0.215	H6	2.036	**
CPI ← PV ← SMIC	0.036	0.023	-0.005	0.086	H7	1.565	0.093
CPI ← PV ← CRA	0.202	0.035	0.141	0.278	H8	5.771	***
CPI ← PV ← CRA ← SNR	0.119	0.026	0.076	0.179	H11	4.577	***

Note: *** p-value < 0.001 (statistical significance at 0.001 level)

** p-value < 0.01 (statistical significance at 0.01 level)

* p-value < 0.05 (statistical significance at 0.05 level)

4.7 Hypothesis Testing Results

This article proposes a total of 11 hypotheses, and based on the above empirical analysis results, all 11 hypotheses have been tested. The summary of hypothesis testing results in this article is shown in Table 4.17.

Table 4.17 Summary of hypothesis testing results

	Content	Testing Results
H1	Social network relationships has a significant impact on consumer attachment.	Support
H2	Social media influencer characteristics have a significant impact on perceived value.	Not support
H3	Consumer attachment has a significant impact on perceived value.	Support
H4	Consumer attachment has a significant impact on consumer purchase intentions.	Support
H5	Perceived value has a significant impact on consumer purchase intentions.	Support
H6	Consumer attachment plays a mediating role in the influence of social network relationships on consumer purchase intentions.	Support
H7	Perceived value plays a mediating role in the effect of social media influencer characteristics on consumer purchase intentions.	Not support
H8	Perceived value plays a mediating role in the effect of consumer attachment on consumer purchase intentions.	Support
H9	Social network relationships has a significant impact on consumer purchase intentions.	Support
H10	Social media influencer characteristics has a significant impact on consumer purchase intentions.	Support
H11	Consumer attachment and perceived value have a chain mediating role between social network relationships and consumer purchase intentions.	Support

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

The final chapter of the paper discusses the conclusions and recommendations of this study. This includes the research methodology and main conclusions, a discussion of the findings, as well as their theoretical and practical contributions. In addition, the limitations of the study and suggestions for future research are given in this chapter.

5.1 Conclusions

This study combines attachment theory and perceived value theory to explore the influence of social network connectivity and social media influencer characteristics on consumer community purchase intentions. This study confirmed the influence of social network connectivity and social media influencer characteristics on consumers' purchase intentions. This has been shown in the past literature (Kala, 2023; Wang et al., 2023; Lee et al., 2022) , the mediating role for attachment emotion and perceived value was not found. However, by exploring the influence of social network connectivity and social media influencer characteristics on consumer purchase intention, we found that consumer attachment is mediated in social network relationship and purchase intention, and perceived value is in consumer attachment and purchase intention.

This study also found the chain mediation role of attachment emotion and perceived value, namely, consumer attachment and perceived value in social network connectivity and social media influencer characteristics, filling the gap in the study of purchase intention in the consumer community.

Data collection with consumers in social networks as the main research object. The object of the questionnaire survey are consumer of Little Red Book, a well-known social network in China. This questionnaire was conducted by issuing an electronic questionnaire on the Little Red Book community.

On the basis of the descriptive studies, the structural equation model was used as a data analysis tool for hypothesis testing. Among eleven research hypotheses, nine research hypotheses were supported, the other two research hypotheses were not supported. From the results, this study provides a more comprehensive and complex

theoretical framework to understand the multi-dimensional influence of consumer purchasing intentions in the social network environment.

5.2 Discussion

(1) Influence of social network relationships on consumer attachment (H1)

The results of this study indicate that social network relationships have a significant effect on consumer attachment emotions, which is consistent with the research hypothesis H1. The results is not consistent with Wang (2021), she think it is difficult for consumers to have a strong attachment to other consumers because of the small number of connections that other consumers actively establish. The results are consistent with those of Venkataramani et al. (2013), Kowalczyk & Pounders (2016) and Ren et al. (2021). They believe that a higher level of social network connections makes consumers more attached.

From the perspective of social network relationships, consumers may form two social network relationships: input connection and output connection in the social network and these two social network relationships may have different effects (Bapna et al., 2017; Zhang et al., 2020). In the social network community, consumers may establish their attachment to other members of the social network community and their attachment to the social network community (Kim et al., 2016), that is, member attachment and community attachment.

Chung et al. (2016) and Fiedler & Sarstedt (2014) showed that output connectivity can significantly increase member attachment and community attachment. Wellman et al. (2001) pointed out that the output of consumers in the community of social electricity coupling represents the consumer and social electricity on other members of the community relationship, the attention established by the contact increase mutual contact and interaction helps to deepen consumers on the social electricity community focus on other user attachment emotion. Individual members of the online social network community are embedded in the community and the social network connections they establish on the community have a very important impact on the formation of individual community awareness and attachment feelings to the community (Crowe, 2010; Sanz-Blas et al., 2019). Individuals with more social network connections are more likely to

form a stronger degree of attachment to communities than individuals with fewer social network connections (Crowe, 2010; Sampson, 1988). Chiu et al. (2015) show that the establishment of social network relationships on consumers' online social network communities can meet their needs to maintain social relationships and enjoyment and this satisfaction can also promote them to establish positive emotions towards the community, such as satisfaction and love, thus increasing their attachment to the community. Through empirical analysis by Wang (2021), the results show that in the new social network community, the output network connection of consumers will positively affect the consumer attachment to the new social network community and other members of the community, thus increasing the consumer purchase intentions in the community.

Venkataramani et al. (2013) showed that input connectivity can significantly increase member attachment and community attachment. A consumer with a high level of input connectivity has more attention and follow from other members of the social network community, and these deeper and intimate relationships are key to strong attachment to other members of the social network (Zhang et al., 2020; Lee & Kim, 2011). Chiu et al. (2015) and Fiedler & Sarstedt (2014) research shows that consumers have higher input coupling can increase consumers on the social electricity community display and share the communication with community members, when consumer demand for self display and interpersonal interaction is met in the community, consumer attachment to social electricity community will be strengthened.

Consumers and social electricity relationship between the rest of the community, the more closely, consumers have active or passive network connection relationship for consumer attachment emotion has significant relationship, therefore, consumers will because other consumers active or passive network connection and produce strong attachment to other consumers.

Characteristics of social media influencer on perceived value (H2)

The results of this study indicated that social media influencer characteristics did not significantly influence perceived value, which is inconsistent with the study hypothesis H2. Although there is extensive literature suggesting that social media influencer characteristics can significantly influence the perceived value of consumers (Li, 2022; Friedman & Friedman, 1979). Some studies have however found a less direct

or significant association between influencer characteristics and consumer perceived value. For example, Ao et al. (2023) found that characteristics of social media influencer, such as homophily, expertise, trustworthiness, credibility, congruence with the product, entertainment value, informative value, and attractiveness, do have a moderate to high correlation with customer engagement and purchase intention. However, this analysis primarily emphasizes engagement and intention rather than perceived value directly.

The factors why the characteristics of social media influencers do not have a significant impact on the value perceived by consumers, as follows: First, consumers may consider the professionalism and product involvement of social media influencers essential factors in their purchasing decisions, but this is not directly linked to the perceived value of the product (Koay et al., 2021). Consumers may value influencers' opinions when making purchasing decisions. Still, their perception of the value of a product may depend on other factors, such as product quality, price, or actual user experience. Second, today's consumers tend to screen and evaluate information from social media influencers more carefully. Because there is a lot of information and opinions on social media, this screening may cause the characteristics of influencers to have little impact on the product's perceived value.

Third, familiarity and connection with influencers. In some cases, consumers may become familiar with and connect with social media influencers to a high extent. However, this may not affect the perception of the product's value, as consumers may see influencers only as people who have an interest in similar products. Instead, they are experts in valuing products. Fourth, consumer diversity, consumers in Chinese online communities are diverse in their needs and values. The perception of a product's value may depend on personal factors that have nothing to do with the characteristics of social media influencers. Fifth, comparison and further studies. Consumers may be more inclined to compare information from multiple sources, including further studies on the product, before making a purchase decision. As a result, the characteristics of social media influencers have little impact on the perception of the product's value.

In conclusion, several factors, such as data screening, familiarity and connection with influencers, consumer diversity, and data comparison, are all reasons the characteristics of social media influencers do not significantly impact the value perceived

by consumers in the context of Chinese online communities.

Effect of consumer attachment on perceived value (H3)

The results of this study suggest that consumer attachment has a significant effect on perceived value, consistent with the research hypothesis H3. In other words, the more significant the consumer attachment, the more it will increase the perceived value of consumers.

Referring to the views and research of previous scholars, the social network community is essentially a shopping application community with social functions. When consumers use the network community, they hope the community to provide various functional support. The output and resources of the network community enable consumers to generate functional attachment. When users' inner attachment reaches a certain level, they will rely more heavily on the network community, further strengthen the use of the network community, and enhance consumers' perceived value of the social network community. In addition, consumers will be more inclined to search the information of the higher status sender in the community. And notes sharing is like social media influence, consumers first focus is the prestige value is high, high essence number of notes, because these notes won the recognition of most users, notes sharing through writing quality notes, easy to make consumers attachment, so as to enhance consumer perception of social electricity community value.

Effect of consumer attachment on consumer purchase intentions (H4)

The results of this study indicate that consumer attachment emotion have a significant effect on consumers' purchasing intentions, which is consistent with the research hypothesis H4. The result of the study is not consistent with Wang (2021), she think that consumer attachment to other users in the social e-commerce community is more related to deviations from community themes. The results of the study are consistent with those of Bateman et al. (2011) and Ma & Wu (2022), who believed that consumers decided to complete purchases in the social network community and are very dependent on consumers' emotional attachment to the social network community.

The data show that after consumers form attachment to the members of the social network community and the social network community, consumers are more willing to use the social network community and buy products, generating certain loyalty

and stickiness to the social network community, and consumers are more accustomed to and attached to the social network community for shopping. It can have a long-term and lasting emotional and community attachment impact on consumers. One of the most important influencing factors of consumers' participation in the social network community is consumer attachment. Consumers' attachment to the social network community also represents consumers' recognition and trust in the community, All these also increase the likelihood that consumers will choose to buy products on the community's own network modules (Campbell & Stanton, 2019). When consumers have a strong attachment to the social network community, Consumers' emotional commitment and loyalty to the community will also be correspondingly high, As a result, it is easier for these consumers to choose to stay in the community and complete the purchase through the network module set up by the community without converting to other ways to purchase (Zhang et al. 2013).

Effect of perceived value on consumer purchase intentions (H5)

The results of this study show that perceived value has a significant impact on consumer purchase intentions which is consistent with the research hypothesis H5. In other words, the more significant the perceived value, the stronger the consumer purchase intentions. The results is not consistent with Watanabe et. (2020), they found that functional and emotional values positively affect consumer trust and that only emotional value motivates purchase intention. The results are consistent with those of Apiraksattayakul et al. (2017) and Li (2022). They argue that the higher the perceived value of a product recommended by social media influencer, the more willing they are to buy it.

In the social network, the perceived functional value will promote consumer purchasing behavior which is the same as the research results of Zhao and Feng (2021). Consumers through the introduction of the product good function, to further judgment, namely the influence recommended product good function can meet their own needs, namely the function value of height, further, consumers will according to the utility of the product to meet the degree of purchase behavior.

In the social network, the perceived emotional value will promote consumers' purchase behavior. The research of Peng et al. (2018) points out that consumers will make

purchase decisions according to the level of their perceived emotional value. Social influence through or witty, humor, or rigorous language for product recommendation, inspire consumers like the product, make consumers produce "the use of the product can bring me pleasure" idea, further, consumers according to the product for the emotional value of the satisfaction degree of product purchase. Consumer demand for product functional value and emotional value and consumers of social status and psychological feelings, at the same time can affect consumer individual self concept and feel the overlap between brand concept, can affect its ability to show the need of self value and affect the consumer brand identity (Wang, 2021).

If consumers have high perceived value of the products recommended by social media influencers which means that the product can meet the needs of consumers, the influence and attraction of the product itself are enhanced and the emotional bond between consumers and social media influencer is easier, which promotes consumers to have a sense of identity with the network opinion leaders and the recommended products and then improves consumer purchase intentions of the products recommended by social media influencer (Jin, 2006; Li et al., 2017).

The Mediating Role of consumer attachment in social network relations and consumer purchase intentions (H6)

The results of this study show that social network relationships positively influence consumer purchasing intentions through their emotional attachment. In the social network community, the connection of consumers with other members of the community may need to be transformed into emotions towards the community to further promote consumer purchase intentions of the community (Kim et al., 2016; Ren et al., 2012).

The data show that consumers' individual social network relationships can further influence their purchasing behavior decisions by influencing their attachment feelings in the social network community. The results showed that output connectivity significantly increased member attachment and community attachment, which is consistent with previous studies on social network perspective and attachment theory (Ren et al., 2007; Chung et al., 2016). The input connection degree represents the number of fans owned by consumers, which reflects the connection relationship that other

consumers actively establish with consumers. The more connections consumers establish, the more the number of fans, which can enhance consumer attachment feelings and thus promote consumer purchasing behavior in the social network.

Consumers to social electricity community and other users in the community attachment, so will go to participate in or focus on social electricity community interests and community managers guide buy related behavior, at the same time for a specific user reciprocity, such as thumb up collection comments and then in the social electricity community purchase intentions.

The mediating role of perceived value in the characteristics of social media influencer, consumer attachment and consumer purchase intentions (H7) (H8)

The present results show that perceived value does not play a mediating role in social media influencer characteristics and consumer purchase intentions, perceived value play a mediating role between consumer attachment and consumer purchasing intentions.

There are some reasons and factors that perceived value does not play a mediating role in social media influencer characteristics and consumer purchase intentions. First, diversity of external factors. External factors, such as social trends, can cause the mediator's role as an intermediary of perceived value to be deflected or overshadowed by the impact of influencer characteristics on social media (Ao et al., 2023). For example, consumers may be more affected by the economy or social factors than the characteristics of the influencer himself. Therefore, the perceived value is unable to act as an effective intermediary. Second, diversity in consumer perspectives. Consumers interpret the characteristics of social media influencers differently, which affects their perception of value (Koay et al., 2021). This diversity challenges the assumption that perceived value can act as an intermediary consistent with the link between influencer characteristics and purchase intent. Third, complex consumer decision-making process. Consumer decision-making is complex and influenced by many factors beyond influencer characteristics and perceived value. The studies suggested that perceived value cannot be a significant mediator because various complex factors govern consumer decision-making.

In addition, the results also found that consumer attachment positively affects consumer perceived value, that is, the stronger consumer attachment to social network

community, the higher the perceived value of consumers. Consumers have an emotional connection to the social network community, the connection of consumers with other members of the social network community and the community increases, generating other behaviors such as interaction and comments, which can improve the function and emotional value of consumers and thus enhance the consumer purchase intentions. Consumers for social electricity community and other members of the community emotional connection and relationship tendency, can promote consumers and social electricity community other members of the communication and communication, improve the inner perception of functional value, emotional value perception and based on the value perception will be beneficial to consumers in the social electricity community purchase intentions.

According to the results, consumer engagement plays a mediating role in the link between relationships in social networks and consumer purchasing intent. However, perceived value does not act as an intermediary in the link between the characteristics of social media influencers and consumers' buying intent. Possible causes include external factors, such as diversity in consumer perspectives and the complexity of the consumer decision-making process.

Effect of social network relationships and social media influencer characteristics on consumer purchase intentions (H9) (H10)

The results of this study show that social network relationships have a significant influence on consumer purchase intentions and social media influencer. In social network, consumer can be connected by "following" or "being followed". This connection not only reflects the social network relationship between consumers, but also affects consumer purchasing intentions and behavior. With the increasing number of social networking platforms and the growing number of consumers, individual interaction, information sharing, and community formation have changed fundamentally. This change has undoubtedly had a profound impact on consumer purchasing intentions.

Recommendation or feedback between social network relationships provide an important source of information for consumers. This information from trusted networks is often seen as more credible than traditional advertising and therefore plays a key role in the purchase decision-making process. However, social network relationships may also

vary from person to person, depending on an individual's social network usage habits, the characteristics of their social group and their sensitivity to social network information. For example, some consumer may be more inclined to buy for inspiration through social network, while others may be wary of ads and recommendations on social network.

In social network, social media influencer marketing is an important component of social network. Studies have divided the characteristics of social media influencer into professionalism, product involvement, popularity and visuals. These characteristics not only shape the personal brand of the influencer, but also directly affect their influence on the consumer purchasing intentions. It can be seen from the data results that the four dimensions of social media influence on consumers' purchase intention are significantly affected in order: visuals, popularity, product involvement, professionalism.

First, in the age of social networks with information overload, visual content (such as pictures and videos) is the most intuitive and immediate form of attention. High-quality visual content can quickly arouse consumers' interest and curiosity, making it have emotional resonance and purchase impulse in a short period of time. Thus, visuals had a significantly highest influence on purchase intention. Secondly, well-known influencers usually have a large number of fans and followers. This herd effect makes consumers more inclined to believe the recommendation of influencers when they see many people following or recognizing an influencer. At the same time, the extensive fan base and strong communication ability of the influencers enable their recommendation information to quickly cover a large number of potential consumers. Extensive exposure and continuous high-quality content output give them a lot of trust among their fans. Thirdly, those with high product involvement usually have a deep understanding and long-term use experience of specific product categories, and can answer consumers' questions in detail, and provide valuable use advice and skills. By sharing their daily use experience and effect display, the influencers can intuitively feel the actual effect of the product. This sense of reality and affinity can arouse the resonance and trust of consumers, so as to effectively promote the purchase behavior. Finally, although the influence of the influencers on the purchase intention is ranked last, the influence of professionalism in specific groups (such as consumers who have high concern or demand for a product) is still significant. For example, professionalism has a big impact on consumers' buying

intentions in areas such as technology products and healthcare products. However, for the average consumer, professionalism may not be visually intuitive.

The influence of these characteristics of social media influencer on consumer purchase intentions is comprehensive and multi-level. When choosing cooperative social media influencer, community managers or brands need to consider how these characteristics match their market positioning and target audience to achieve the best marketing results.

The mediating role of consumer attachment and perceived value in social network relationships and consumer purchase intentions (H11)

The results of this study show that consumer attachment and perceived value mediate social network relationships and consumer purchase intentions. Chain mediation refers to the process in which social network relationships first influence consumer attachment and then finally affect consumer purchase intentions by enhancing their perceived value. This means that the influence of social network relationships on purchase intentions is a multistep indirect process and each link is critical.

Social network relationships enhance consumer member attachment and community attachment. This attachment enables consumer to trust information within the community and be more willing to communicate and share with community members. With the increase of attachment, consumers are more likely to recognize the product information shared within the community, thus enhancing their perception of the functional value and emotional value of the product. Enhanced functional value and emotional value perception eventually translate into stronger purchase intentions.

This finding raises important implications for community managers or brands: in social network, attention should be given to building and maintaining emotional connections with consumer and buying intentions should be driven by enhancing consumer perceived value. To this end, community managers or brands can provide rich interactive experiences through social network, share valuable content and encourage positive communication between consumers, so as to effectively use the power of social network to promote the growth of community purchase intentions.

5.3 Contribution of the Study

5.3.1 Theoretical Contributions

Research confirms a chain mediating role of consumer attachment and perceived value between social network relationships and consumer purchase intentions. In contrast to the traditional single mediation model, this study constructs a chain mediation model that reveals the complex interactive relationship between consumer attachment and perceived value in the social network relationship and purchase intention. This model enriches the existing theoretical framework of consumer behavior. It is the research gap.

This study has achieved theoretical contributions through various aspects, specifically as follows: First, integrate multi-dimensional influencing factors. This study integrates two important factors, social network relationships and social media influencer characteristics, to explore their influence on consumers' purchasing intentions. This integrated perspective provides a more comprehensive and complex theoretical framework to help understand the multi-dimensional influences of consumer behavior in a social networking context. For the community managers or designers, the impact of social network relationships on purchase intention provides new ideas for community managers to develop marketing strategies, it can also help community managers to better understand consumer behavior data. More accurately predict the user's intention to buy, so as to develop more accurate marketing strategies and user operation plans. Community managers working with social media influencers with high visibility and high visibility characteristics can improve the effect of marketing activities and play a greater role. For the consumers, understanding how enterprises influence consumers' purchase intention through social network relationships, attachment emotions, perceived value, and influencers will help consumers to better identify and understand marketing strategies, enhance the identification of various marketing means, and make more independent and rational consumption choices.

Second, the chain mediation role. The study verifies the chain mediation role of consumer attachment and perceived value between social network relationship and purchase intention through empirical data, which is a theoretical innovation of this study. For community managers or designers, optimize social functions and structure. The

chain mediation of attachment emotion and perceived value between social network relationships and purchase intention suggests that consumers' sense of attachment and perceived value to communities can significantly influence their consumption behavior. Communities need to provide consumers with high quality content, effective information exchange platform and quality user services. For consumers, firstly, to reveal the psychological mechanism. By revealing the chain mediation role of attachment emotion and perceived value between social network relationships and purchase intention, consumers are able to understand their own psychological processes in purchasing decisions, especially how they are influenced by emotional attachment and perceived value. This helps consumers to reflect on and optimize their consumption behavior, avoid making irrational purchase decisions due to emotional impulse.

Third, expand the application scope of attachment theory and analyze the role of perceived value in depth. Integrating attachment theory into the field of consumer behavior research reveals how consumers' emotional attachment to social network relationships affects purchase intention, extending the applicability of attachment theory. The application of perceived value theory in the study of consumer behavior is further enriched by verifying the mediating role of perceived value between consumer attachment and purchase intention for community managers or designers; to understand the impact of consumer attachment on purchase intention, community designers can consciously strengthen the interaction between users and promote the establishment of closer attachment between users. For consumers, social network use efficiency. Consumers can learn how to use social networks more effectively to obtain useful information and resources, improve their information acquisition and decision-making ability in purchasing decisions by establishing and maintaining positive social relationships with others.

Overall, these theoretical contributions provide new ideas and methods for community managers and designers to help them better leverage social network relationships and the influencers characteristics, improve community activity, user satisfaction, and business value. It also provides consumers with a deeper cognitive and analytical framework, helping them to better understand and optimize their purchasing decision process and improve their consumption experience and decision-making quality.

In addition, the characteristics of social media influencers have a significant impact on consumer purchase intentions. First, visuals. Based multimedia learning theory, People use both visual and auditory information to better understand and remember the content. Visual content can create emotional resonance and enhance the persuasion of information. The cosmetics industry is highly dependent on visual displays. By showing the effect of cosmetics before and after the comparison, makeup tutorial, product texture and color, etc., the influencers can intuitively show the effect of the products and increase the desire of consumers to buy. Influencers should attract consumers' attention through high-quality videos and photos showing product use effects, makeup tutorials and product features. Second, popularity. Based celebrity endorsement theory, the recommendation of well-known influencers can significantly improve the visibility and attractiveness of the product. Consumers tend to trust and imitate the behaviors and choices of famous influencers because they are seen as having socially recognized value. Communities or brands should make use of well-known influencers for brand promotion and product recommendation to quickly improve the product exposure rate. Third, product involvement. Based involvement theory, when consumers are highly involved in a product category, they pay more attention to the information related to the product and are more influenced in their purchasing decisions. High involvement in products usually means that consumers are more cautious and in-depth understanding of product information. Cosmetics are often highly involved products because they directly affect a person's appearance and confidence. Through detailed product evaluation, use experience and professional advice, the influencers can help consumers to have a more comprehensive understanding of the product, thus influencing their purchasing decisions. Influencers need to increase consumers' interest in and understanding of products through detailed evaluation and use experience. Four, professionalism. Expertise theory pointed out that influencers with expertise are able to provide trusted information and advice, increasing consumers' sense of trust and dependence. The expert's opinion is considered objective and valuable. Professionalism is also important in the cosmetics industry. Influencers with knowledge of cosmetic science or makeup skills (such as professional makeup artists, dermatologists, etc.) are able to provide in-depth product analysis, ingredient explanation, and application tips. Influencers should demonstrate their

professional knowledge and authoritative advice to enhance the credibility of products and help consumers make more informed purchasing decisions.

Although these characteristics are highly applicable in the cosmetics industry, the above theory is not only applicable to the cosmetics industry, but also equally influential in other industries. For example, in the fashion industry, food and beverage industry, tourism industry, etc., influencers attract the attention and interest of consumers by showing clothing collocation, showing the appearance of food, making processes and tasting experiences, and sharing beautiful photos of attractions and travel videos. In the automotive industry, etc., the recommendation of well-known car reviewers can greatly improve the popularity and trust of electronic products. In the electronic products industry, complex and high-priced electronic products often need in-depth understanding and comparison. Professional reviews and experience of influencers can help consumers make more informed purchase decisions. In finance and investment industries, healthcare and others, financial experts and investment bloggers, healthcare professionals and health bloggers have a important impact on consumers.

The four characteristics of social media influence, visibility, product involvement and professionalism affect consumer purchase intention. These characteristics are not only applicable to the cosmetics industry, but also have significant influence in many other industries. Consumers in different industries are affected by these characteristics when faced with highly involved, highly complex or highly personal products, thus influencing their purchasing decisions. Therefore, these theories have broad applicability and influence.

5.3.2 Managerial Implications

This study explores the influence of social network relationships, social media influencer characteristics, consumer attachment and perceived value on consumer purchase intentions in the Chinese social network community. Consumer attachment and perceived value play a link intermediary role in the social network relationships and consumer purchase intentions. In strengthening the construction of social network relations, community managers or brands should actively build and maintain the concern relationship with consumers through social network platforms, such as enhancing the connection with consumers through regular interaction, content marketing and

community activities. Community designers can also add more IT designs to increase user access to other users and interact with other users (such as personalized recommendation systems, induced friend recommendation design, etc.). Thus, by providing high-quality social interaction experience and building meaningful community activities, consumer attachment to their members and the community is cultivated and by highlighting the perceived value of products, it can improve the perceived value of consumers and then increase their purchase intentions. For example, it can be achieved through personalized recommendation, user evaluation and display and emotional marketing.

From the research results, the influence of social network relationships on consumer purchase intention is even more significant. To better predict prospects, community managers and designers can adopt several strategies. First, data analysis and mining. Analyze consumer activities in the community, such as browsing, liking, commenting, sharing, etc., to identify active users and potential customers. Establish a relationship map between consumers to find out the more influential consumers and their fan groups. Understand consumers' interests and needs by analyzing their posts and interactive content. Second, personalized marketing. According to the interests and needs of consumers, push customized advertising content. For example, design some cross-platform activities to encourage consumers to visit Little Red Book from Facebook, or participate in Facebook activities on Little Red Book to increase interaction and transformation. Send personalized emails and messages to potential customers to increase their purchase intentions. Third, community interaction and engagement. Encourage users to share their experience and feedback on using the product to enhance the credibility and attractiveness of the product. For example, in brand activities, create hot topics to attract users to participate and discuss, suitable for brand interaction and content communication.

In addition, although the characteristics of social media influencers are not as significant as the social network relationships on consumer purchase intention, it still have a certain impact on consumer purchase intention. Community managers or designers can work with influencers in the community to use their influence to promote the product, but also focus on feedback from the average consumer. Show the real cases and evaluations of ordinary consumers to increase the trust of other consumers. For example,

community managers work with influencers who create high-quality and visually attractive content, use well-known influencers to conduct extensive brand exposure and publicity, and conduct precise promotion through small and medium-sized influencers.

For consumers, the influence of social network relationships and social media influencers has brought many changes and influences. Firstly, the information acquisition and decision-making process. Consumers can get rich product information and use experience from friends, family and influencers of concern, which is often more credible than advertising. Consumer-generated content and real experience sharing of influencers can allow consumers to see the actual effect and real evaluation and make more informed purchase decisions. Real-time interaction and feedback mechanisms on social networks enable consumers to quickly get answers to questions and more product information, reducing decision-making time. Secondly, the purchase experience and satisfaction. Based on social network relations, it can push products that they are more interested in to consumers, reduce the boredom of irrelevant advertising, and improve the satisfaction and efficiency of shopping. Participate in the interactive activities and rewards of brand organizations, and interacting with influencers can get more product information and suggestions, make the shopping experience more enjoyable and interesting, and improve the overall satisfaction of the purchase experience. Thirdly, consumer transparency. Consumers can see the public evaluation and feedback of other consumers through social networks, understand the advantages and disadvantages of products, and improve the transparency of consumption. Communities and brands need to pay more attention to consumer experience and protection of their rights and interests in a transparent social network environment.

Research highlights the importance of understanding and utilizing the network of consumer relationships in a social networking environment. It provides a comprehensive framework to explain the formation process of consumer purchase intentions, providing community managers or brands with some marketing strategies to help them more effectively interact and transform with consumers on social networking platforms. At the same time, it also allows consumers to enjoy authenticity and interactive and pleasant shopping experience and provide the convenience of social network purchase.

5.4 Study Limitations and Further Recommendations

Although some important empirical results and theoretical progress have been made in this study, there are still some shortcomings in future research work, which need to be gradually improved.

First, research sample. All the hypotheses of the study were verified by data on the social network community from Chinese mainland, so the applicability of this study may be limited. Future scholars can recollect data in other cultural contexts to test the hypothesis of this paper to verify the universality of the findings or conduct cross-cultural comparative studies to examine the possible impact of culture therein. For example, data can be collected from foreign social software such as Facebook for empirical analysis with larger samples.

Second, this study focused on social network connection features when considering the social network perspective. However, some studies have found the importance of the emotional properties of social networks, such as the strength of relationships. Therefore, future studies can consider the strength of the relationship between consumers and social media influencer, examining their direct and regulatory effects on consumer purchasing decisions.

Third, research methods. In terms of the acquisition of research data, the data collected by the questionnaire survey method provided authenticity and objectivity for the empirical analysis, but it still has limitations, such as the dynamic trend of consumers in the use of social networks and the possible self-selection bias. In the future research can write automated network crawler program, the social network consumer perception value, consumer attachment emotion and purchase intention in real-time tracking, sequence data to use plate model for analysis, to verify and investigate the stability of consumers use social network situation. And consider the use of actual purchase data, such as sales records, to test the impact of situational factors on consumers' actual purchase behavior.

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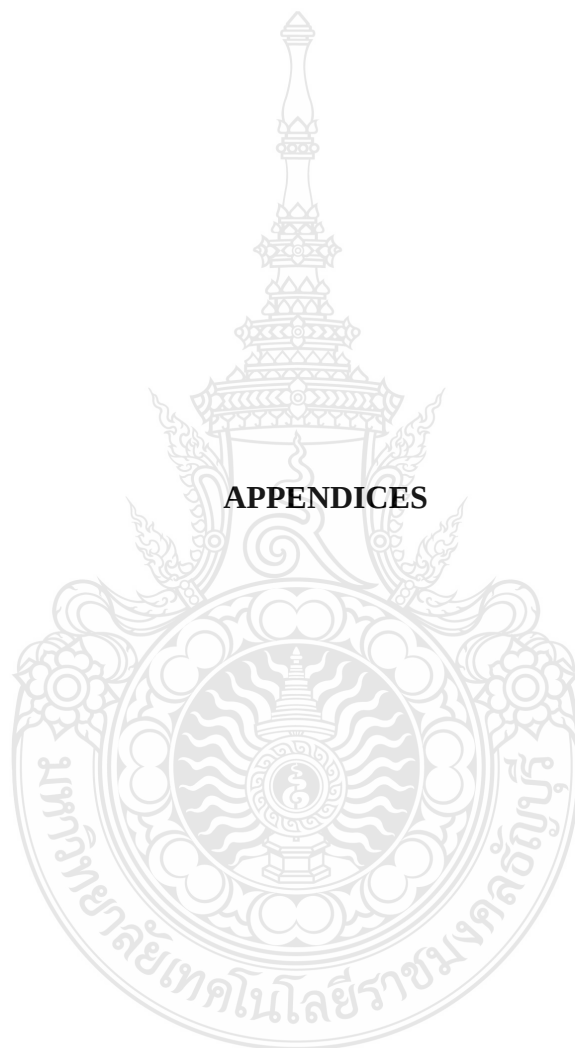
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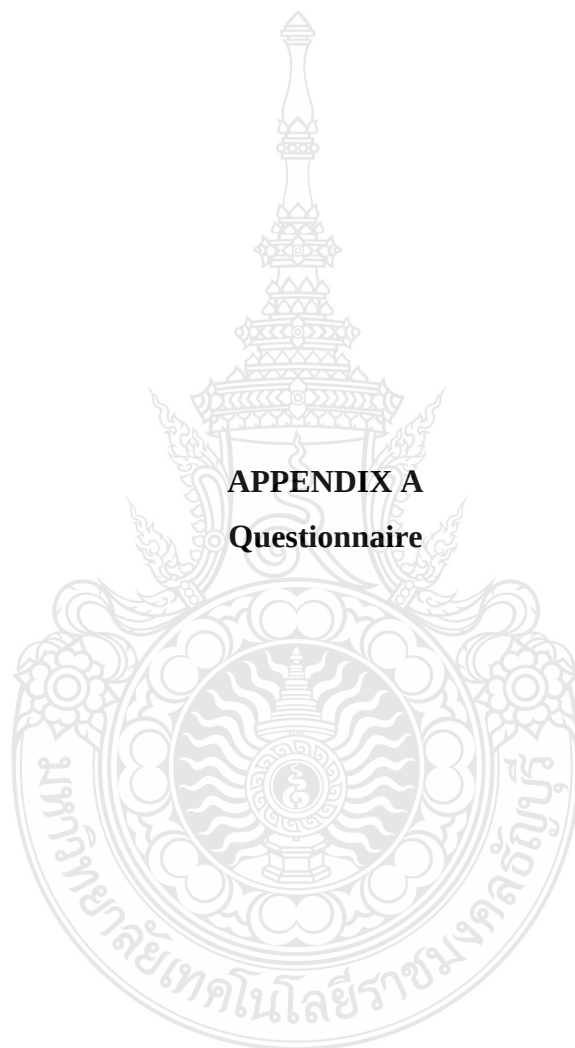
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APPENDICES



Screening information

Before filling in the form, please confirm and fill in the following information:
Please confirm that you are the consumer from Little Red Book, if so, please fill in your
Little Red Book ID number:.....

Questionnaire

Notice

1) The researchers are conducting a survey of Little Red Book, an online social network community. The survey aims to understand the perceptions, attitudes, emotions and behavioral intentions of Chinese consumers in the online social network community.

2) The purpose of the study is to understand the five parts of social network relationship, consumer attachment, social media influencers characteristics, perceived value and community purchase intention.

3) The information you fill in the questionnaire is used for this study. We make sure that all of the answers are kept strictly confidential. We will not disclose it to any individual or organization without your permission.

4) Please read the questions carefully and answer them according to your real experience and feelings.

The researcher is very grateful for your valuable time and help in answering the questionnaire, which will facilitate the completion of this study.

Please indicate your level of agreement with the following statements Instruction: Please mark ☒ into your selected

Part I Demographic data

1. Gender:

☐ 1. Male

☐ 2. Female

2. Age:

☐ 1. Under 20 years

☐ 2. Between 20 – 29 years

☐ 3. Between 30 – 39 years

☐ 4. Between 40 – 49 years

3. Educational background:

- ☐ 1. High school or below ☐ 2. Junior college ☐ 3. Bachelor
☐ 4. Master ☐ 5. Doctor or above

4. Personal monthly income (RMB):

- ☐ 1. Under 1000
☐ 2. Between 1001-3000
☐ 3. Between 3001-5000
☐ 4. Between 5001-10000
☐ 5. Between 10001-20000
☐ 6. Above 20000

5. Registration years (years):

- ☐ 1. Less than 1 year ☐ 2. 1-2 years
☐ 3. 3-4 years ☐ 4. More than 4 years

Part II Screening questions

6. What products do you often buy online in Little Red Book?

- ☐ Beauty makeup and skin care products (including makeup products, skin care products, fragrance products, etc.)
☐ Fashion category (clothing, shoes, hats, and accessories)
☐ Home department stores ☐ Maternal and infant categories
☐ Home appliance digital class ☐ Nutrition and health care

7. How often do you usually buy goods in the Little Red Book?

- ☐ Under 1 month ☐ 1-3 Months
☐ 3-6 Months ☐ 6 months to one year
☐ More than 1 year

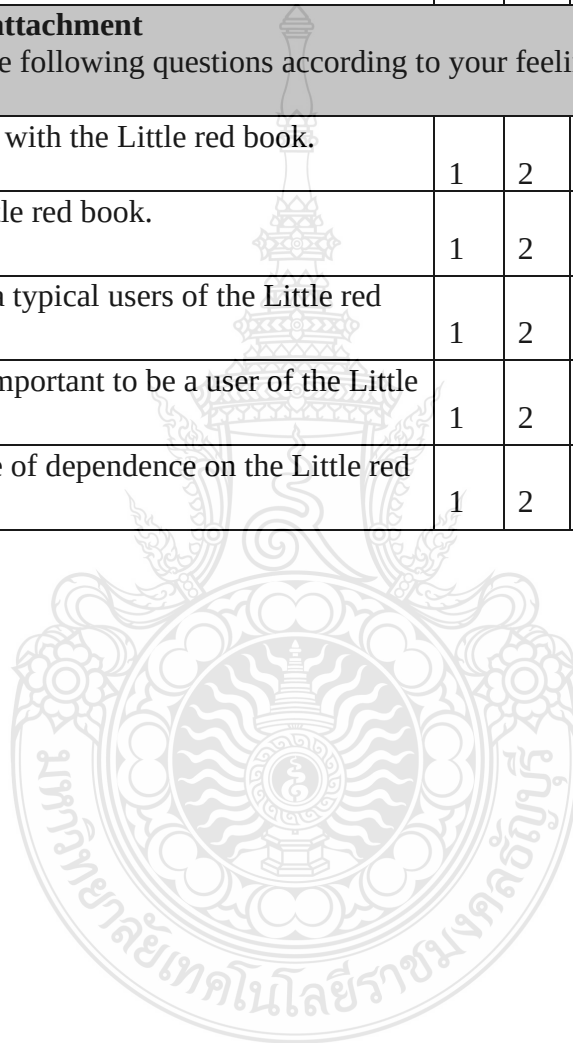
8. How much money do you usually buy each time?

- ☐ Under 300 yuan ☐ From 300-500 yuan
☐ From 500-900 yuan ☐ 900-1,500 yuan
☐ More than RMB 1,500 yuan

Please indicate your level of agreement with the following statements
 1= strongly disagree, 2= disagree, 3= somewhat disagree, 4= neutral, 5= somewhat agree, 6= agree, 7= strongly agree

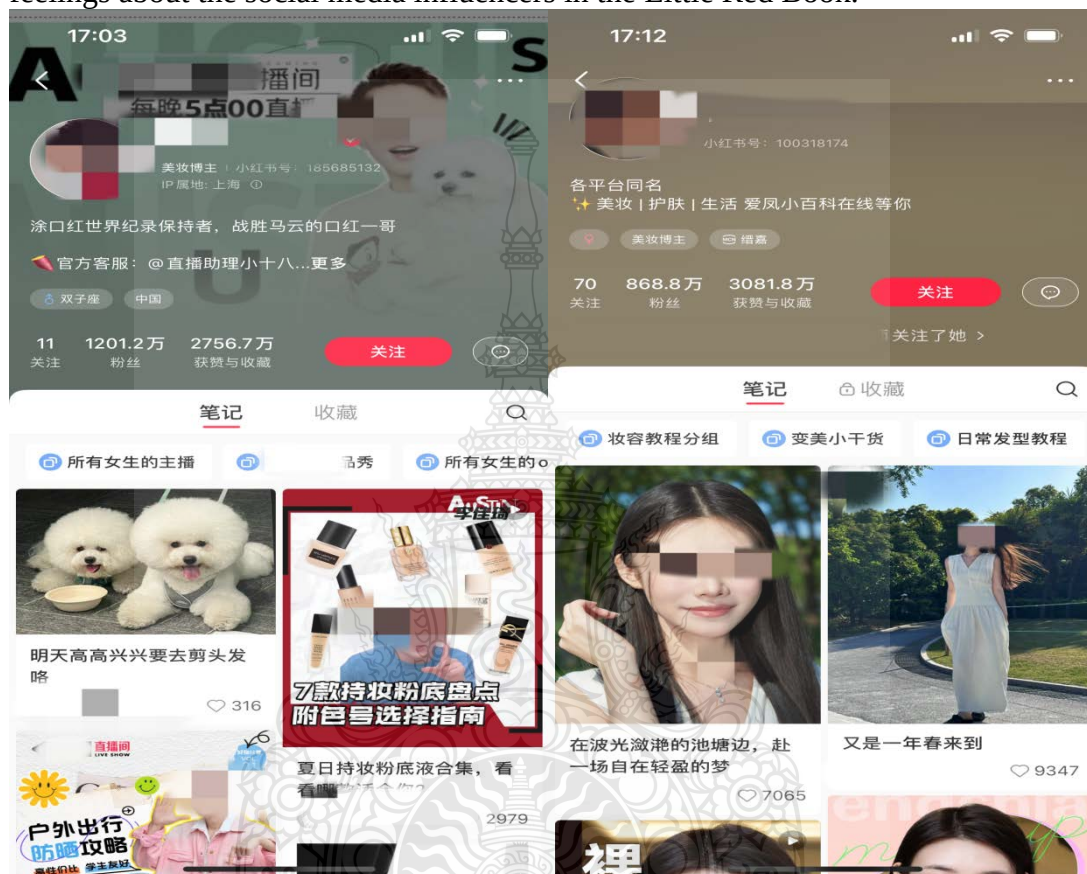
Statement	Level of agreement						
	1	2	3	4	5	6	7
Part III Social network relationships							
1.The output connection							
Please answer the following questions based on your feelings about the other members of the Little Red Book							
1. There are a number of people in the Little red book.	1	2	3	4	5	6	7
2. There are many people joined in the Little red book.	1	2	3	4	5	6	7
3. I think there will still many people actively joining in the Little red book.	1	2	3	4	5	6	7
4. Many of my friends come from the Little red book.	1	2	3	4	5	6	7
5. I am a person who pays attention to the Little red book members.	1	2	3	4	5	6	7
2.The input connection							
Please answer the following questions based on your feelings about the other members of the Little Red Book							
6. Members of the Little red book enable me to create interpersonal interact with them.	1	2	3	4	5	6	7
7. Members of the Little red book help me maintain social relationships with them.	1	2	3	4	5	6	7
8. Members of the Little red book help me make new friends.	1	2	3	4	5	6	7
9. Members of the Little red book enhance my social relationships.	1	2	3	4	5	6	7
10. Members of the Little red book influenced my thoughts and behaviors.	1	2	3	4	5	6	7
Part IV Consumer attachment							
3. Membership attachment							
Please answer the following questions based on your feelings about the other members of the Little Red Book							
11. I really like the members of the Little red book.	1	2	3	4	5	6	7

12.I think the members of the Little red book are very important to me.	1	2	3	4	5	6	7
13.I feel very close to the members of the Little red book.	1	2	3	4	5	6	7
14.I often interact with the members of the Little red book.	1	2	3	4	5	6	7
15. I am willing to help the members of the Little red book.	1	2	3	4	5	6	7
4. Community attachment Please answer the following questions according to your feelings about the Little Red Book							
16.I am satisfied with the Little red book.	1	2	3	4	5	6	7
17. I like the Little red book.	1	2	3	4	5	6	7
18. I think I am a typical users of the Little red book.	1	2	3	4	5	6	7
19. I think it is important to be a user of the Little red book.	1	2	3	4	5	6	7
20.I have a sense of dependence on the Little red book.	1	2	3	4	5	6	7



Social media influencer introduction and legend

Social media influencer are users who have a lot of followers and likes, and you find them attractive and influential. Here is a schematic diagram of the two social media influencer in the Little Red Book. You can answer follow-up questions to recall your feelings about the social media influencers in the Little Red Book.



(Privacy protection reasons, part of the picture information was mosaic)

Part V Social media influencer characteristics

5. Professionalism

Please answer the following questions based on your feelings about the social media influencer in the Little Red Book

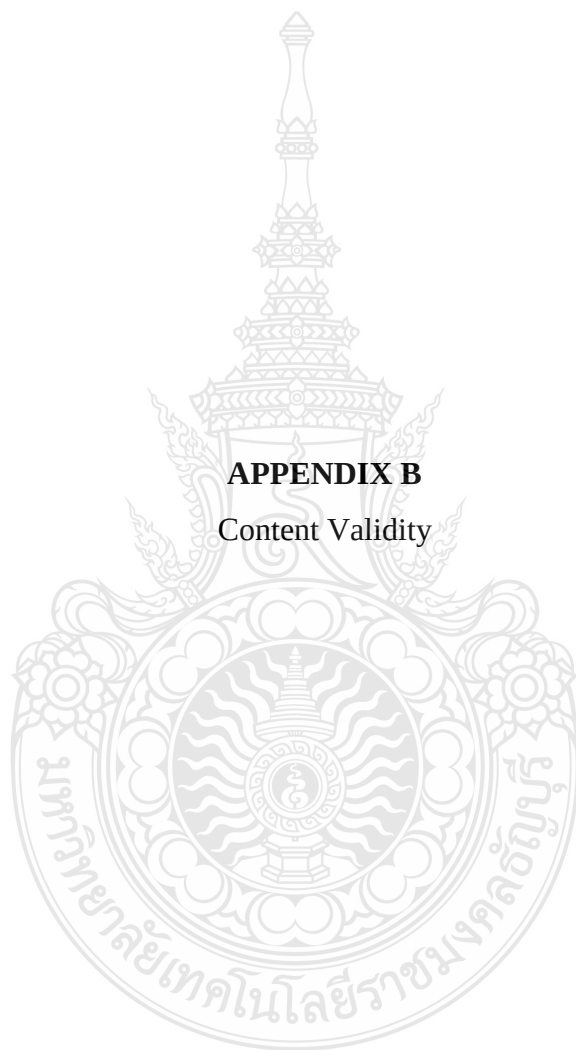
21.I think that social media influencer have relevant knowledge of the product domain.	1	2	3	4	5	6	7
22.I think that social media influencer have expertise in their field.	1	2	3	4	5	6	7
23.I think that social media influencer are often experts in their field.	1	2	3	4	5	6	7
24.I think that social media influencer are specifically trained in the product space.	1	2	3	4	5	6	7
25.I think that social media influencer have rich practical experience in the product field.	1	2	3	4	5	6	7

6. Product involvement							
Please answer the following questions based on your feelings about the social media influencer in the Little Red Book							
26.I think that social media influencer usually pay close attention to these products.	1	2	3	4	5	6	7
27.I think that social media influencer are usually very fond of these products	1	2	3	4	5	6	7
28. I can feel that such products are very important to social media influences.	1	2	3	4	5	6	7
29.I can feel that such products are valuable to social media influencer.	1	2	3	4	5	6	7
30.I can feel that social media influencer have put a lot of time into such products.	1	2	3	4	5	6	7
7. Popularity							
Please answer the following questions based on your feelings about the social media influencer in the Little Red Book							
31.I think that social media influencer have greater appeal and influence in the field.	1	2	3	4	5	6	7
32.I think that social media influencer have a certain reputation in society.	1	2	3	4	5	6	7
33.I think that social media influencer are well-known people on social platforms.	1	2	3	4	5	6	7
34.I think that social media influencer have a certain number of fans in the Little red book and have a high degree of attention.	1	2	3	4	5	6	7
35.I think that social media influencer are very popular in the Little red book.	1	2	3	4	5	6	7
8. Visuals							
Please answer the following questions based on your feelings about the social media influencer in the Little Red Book							
36.I think that influencer of social media have detailed and detailed descriptions of the product.	1	2	3	4	5	6	7
37.I think that social media influencer are recommended with clear and vivid pictures.	1	2	3	4	5	6	7
38.I think that social media influencer have a clear audio explanation of the product.	1	2	3	4	5	6	7
39.I think that social media influencer have intuitive, real video explanations of the product.	1	2	3	4	5	6	7

40.I think that social media influencer use other media to promote products, such as magazine interviews, comments and forwarding.	1	2	3	4	5	6	7
Part VI Perceived value							
9. Functional value							
Please answer the following questions based on your experience of social media influencer on the Little Red Book							
41.I think that the products recommended by social media influencer have better quality.	1	2	3	4	5	6	7
42.I think that the products recommended by social media influencer as practical.	1	2	3	4	5	6	7
43.I think that the products recommended by social media influencer as good value for money.	1	2	3	4	5	6	7
44.I think that the products recommended by social media influencer as trustworthy.	1	2	3	4	5	6	7
45.I think that the products recommended by social media influencer meet my expectations.	1	2	3	4	5	6	7
10. Emotional value							
Please answer the following questions based on your experience of social media influencer on the Little Red Book							
46.I think that the products recommended by social media influencer make me feel very good.	1	2	3	4	5	6	7
47.I am excited about the products recommended by social media influencer.	1	2	3	4	5	6	7
48.I think that the products recommended by social media influencer as a pleasure.	1	2	3	4	5	6	7
49.I think that the products recommended by social media influencers can bring me with happiness.	1	2	3	4	5	6	7
50.I think that the products recommended by social media influencer can make me feel recognized by others.	1	2	3	4	5	6	7
Part VII Consumer purchase intention							
11.Priority purchase							
Please answer the following questions according to your true feelings							
51.When I need to buy products, I will give priority to Little red book mall.	1	2	3	4	5	6	7
52.I plan to buy products at Little red book mall.	1	2	3	4	5	6	7
53.I want to spend money in Little red book mall.	1	2	3	4	5	6	7

54.I want to buy the products in Little red book mall.	1	2	3	4	5	6	7
12.Continued purchase Please answer the following questions according to your true feelings							
55.I will continue to spend money in Little red book mall in the future.	1	2	3	4	5	6	7
56.I will often pay attention to Little red book mall in the future.	1	2	3	4	5	6	7
57.I will continue to buy the products of Little red book mall in the future.	1	2	3	4	5	6	7
58.I will introduce and recommend Little red book mall to others.	1	2	3	4	5	6	7





APPENDIX B

Content Validity

Table Index of Item-Objective Congruence (IOC).

Variable	Latent	Experts' Responses			Total	Average
		1	2	3		
Social network relationship(SNR)						0.90
-The output connection	SNR_Toc_1	1	1	1	1	
	SNR_Toc_2	1	1	1	1	
	SNR_Toc_3	1	1	1	1	
	SNR_Toc_4	1	1	1	1	
	SNR_Toc_5	1	1	0	0.67	
-The input connection	SNR_Tic_1	-1	1	1	0.33	
	SNR_Tic_2	1	1	1	1	
	SNR_Tic_3	1	1	1	1	
	SNR_Tic_4	1	1	1	1	
	SNR_Tic_5	1	1	1	1	
Consumer attachment(CRA)						0.90
-Member attachment	CRA_Ma_1	1	1	1	1	
	CRA_Ma_2	1	1	1	1	
	CRA_Ma_3	1	1	1	1	
	CRA_Ma_4	1	1	1	1	
	CRA_Ma_5	1	1	1	1	
-Community attachment	CRA_Cya_1	1	1	0	0.67	
	CRA_Cya_2	1	1	0	0.67	
	CRA_Cya_3	1	1	1	1	
	CRA_Cya_4	1	1	0	0.67	
	CRA_Cya_5	1	1	1	1	
Social media influencers characteristics (SMIC)						1.00
-Professionalism	SMIC_Pro_1	1	1	1	1	
	SMIC_Pro_2	1	1	1	1	
	SMIC_Pro_3	1	1	1	1	
	SMIC_Pro_4	1	1	1	1	
	SMIC_Pro_5	1	1	1	1	
-Product involvement	SMIC_Pi_1	1	1	1	1	
	SMIC_Pi_2	1	1	1	1	
	SMIC_Pi_3	1	1	1	1	
	SMIC_Pi_4	1	1	1	1	
	SMIC_Pi_5	1	1	1	1	

Table Index of Item-Objective Congruence (IOC).

Variable	Latent	Experts' Responses			Total	Average
		1	2	3		
-Popularity						
	SMIC_Pop_1	1	1	1	1	
	SMIC_Pop_2	1	1	1	1	
	SMIC_Pop_3	1	1	1	1	
	SMIC_Pop_4	1	1	1	1	
	SMIC_Pop_5	1	1	1	1	
-Visuals						
	SMIC_Vis_1	1	1	1	1	
	SMIC_Vis_2	1	1	1	1	
	SMIC_Vis_3	1	1	1	1	
	SMIC_Vis_4	1	1	1	1	
	SMIC_Vis_5	1	1	1	1	
Perceived value(PV)						1.00
-Functional value						
	PV_Fv_1	1	1	1	1	
	PV_Fv_2	1	1	1	1	
	PV_Fv_3	1	1	1	1	
	PV_Fv_4	1	1	1	1	
	PV_Fv_5	1	1	1	1	
-Emotional value						
	PV_Ev_1	1	1	1	1	
	PV_Ev_2	1	1	1	1	
	PV_Ev_3	1	1	1	1	
	PV_Ev_4	1	1	1	1	
	PV_Ev_5	1	1	1	1	
Consumer purchase intention(CPI)						1.00
-Priority purchase						
	CPI_Pp_1	1	1	1	1	
	CPI_Pp_2	1	1	1	1	
	CPI_Pp_3	1	1	1	1	
	CPI_Pp_4	1	1	1	1	
-Continued purchase						
	CPI_Cp_1	1	1	1	1	
	CPI_Cp_2	1	1	1	1	
	CPI_Cp_3	1	1	1	1	
	CPI_Cp_4	1	1	1	1	

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