

## **Influencing Factors of Chinese Millennial Consumers' Online Purchase Intentions via Following Influencers' Recommendations: An Empirical Study on Womenswear Market**

Han Chen, Thitinant Wareewanich, Thitinan Chankoson\*

Chakrabongse Bhuvanarth International Institute for Interdisciplinary Studies (CBIS), Rajamangala University of Technology Tawan-ok, Bangkok, Thailand

*tchankoson@gmail.com (corresponding author)*

**Abstract.** The Influencer Marketing Benchmark Assessment Report for 2022 by Influencer Marketing Hub shows that the size of the influencer marketing industry was \$1.7 billion in 2016. But the projected figure for 2022 is \$16.4 billion. Furthermore, the survey results indicate a strong perception of the efficacy of influencer marketing, with 91% of participants expressing confidence in its effectiveness. Moreover, 79% of marketing professionals intend to augment their financial allocation for influencer marketing activities. Many businesses use influencer marketing as a catalyst for growth, and influencers play a crucial role in this process. Acquiring potential customers and attaining profitability are fundamental goals for all businesses. Consequently, comprehending how influencers shape consumers' online purchase intention is indispensable to address the issue. This research aims to establish and verify a model that scrutinizes the factors that affect consumers' online purchase intention from the perspective of influencers. For empirical analysis, 728 valid questionnaires were collected from Chinese millennial women's clothing consumers. This research findings reveal that consumers' perception of social media platform usage and influencers' perception significantly impact their online purchase intention. Specifically, the study highlights that the credibility and attractiveness of influencers play a pivotal role in shaping consumers' inclination toward online purchases. In conclusion, our study holds crucial implications for companies operating in the Chinese millennial women's clothing consumer market. By grasping the influencer's impact on consumer behavior, firms can devise effective marketing strategies to target their desired audience and improve their revenue.

**Keywords:** TAM, TPB, Influencer Properties, Online Purchase Intentions

## **1. Introduction**

Influencer marketing refers to strategies that promote or gain recognition for brands, products, and services through social media influencers (SMIs) (Ki & Kim, 2019). The Influencer Marketing Hub (2022) Benchmark Assessment Report highlights significant growth in the influencer marketing sector. It reveals that in 2016, the market size stood at US\$1.7 billion, surging to US\$6.5 billion in 2019 further climbing to 13.8 billion US dollars in 2021. Projections suggest that it will continue to expand, aiming to hit 16.4 billion US dollars in 2022. Concurrently, the report underscores the effectiveness of influencer marketing, with 91% of respondents expressing confidence in its efficacy. Moreover, 79% of marketers intend to augment their budgets for influencer marketing initiatives. In 2019, businesses will get an average return of \$5.78 for every dollar spent on influencer marketing.

However, Chinese consumers' social media habits differ significantly from the rest. Regarding influencers, people are likely to find them on apps like WeChat, Weibo, TikTok, and RED, not Instagram or Facebook. These social media platforms are the primary source of information for Chinese consumers, especially the young generation. The constant output and live broadcast of works help influencers and audiences build trust. Following the 48th Statistical Report concerning the Progression of the Internet in the Chinese context, (CNNIC,2021), as of June 2021, the number of VLOGE users reached 888 million, and the number of network broadcast users reached 638 million, among which, the number of e-commerce broadcast users was 384 million. Short video, live broadcast, and e-commerce are mutually reinforcing, and platforms such as Kuaishou and Douyin have become important e-commerce fronts. In January 2021, the gross merchandise volume of Douyin increased 50 times from the previous year. According to the 2021 Talent Development Report on China Vlog and Live Streaming e-Commerce Industry, in 2023, the total economic output of Vlog and livestreaming e-commerce will reach 2,553.5 billion yuan.

Many companies use influencer marketing as a new impetus to drive business growth, and influencers are essential to this marketing process. They attract potential consumers and reach the essential basis of the company's profitability. Therefore, exploring the online purchase intent of influencers influencing consumers plays a crucial role in solving the problem of this study while forming and validating a model that affects consumers' online purchase intent from the perspective of influencers. Hence, influencers wield significant appeal and sway over consumers by their unique qualities. They can alter consumers' internal cognitive and emotional states, subsequently influencing their subsequent online behavioral intentions. Consequently, delving into how these attributes impact consumers' intent to make online purchases holds considerable theoretical significance and practical utility. Social media networks are valuable and essential ways to interact with consumers while sharing and receiving information, goods, reviews, etc. This study aims to provide stakeholders such as marketers with the relationship between brand parties and consumers in social media. The empirical validation findings of this study are helpful as an essential reference in the marketing environment for researchers and related practitioners in product marketing.

So, this study has developed three research objectives: 1. To study the influencing factors of Chinese millennial consumers' online purchase intentions via following influencers' recommendations in the womenswear market. 2. To Study the relationship between factors influencing online purchase intentions among Chinese millennial consumers in the womenswear market. 3. To develop and examine a causal model of Chinese millennial consumers' online purchase intentions in the womenswear market.

## **2. Literature Review**

### **2.1. Influencer marketing and influencer**

Brown and Hayes (2008) initially introduced the concept of influencer marketing. They articulated that influencer marketing entails "formulating and executing marketing strategies and initiatives with

individuals who possess sway over both existing customers and potential ones." Furthermore, they proposed that the emergence of social media has ushered in a novel influencer dynamic. Nevertheless, as technology advances, new media platforms have evolved and adapted in tandem. According to Lou and Yuan (2019), they contend that in today's media landscape, social media platforms are supplanted mass communication channels like television. They advocate for a marketing strategy that capitalizes on the sway of significant figures or opinion leaders to bolster consumer brand recognition and influence purchasing choices. Specific research has additionally noted the utilization of influencers, who can be celebrities or individuals with substantial followings on social media platforms, to cultivate favorable sentiments and actions towards a brand among their followers, who are essentially consumers. This can be achieved through various means, including influencers sharing content on these platforms or by engaging influencers and their followers in the collaborative construction of the brand's image within social media (Martínez-López et al., 2020).

According to Brown and Hayes (2008), influencers are considered third parties who can influence a customer's purchasing decision and may play a significant role in this process. Lou and Yuan (2019) emphasize that the primary focus should be on content creators, individuals with specialized knowledge in a particular field, and who cultivate a substantial following on social media. These followers hold marketing significance for the brand due to these creators' consistent sharing of valuable content. Particular academics also contend that individuals, by establishing credibility among a substantial social media following through their expertise in a particular subject and their professional attributes, can substantially influence the decisions made by followers and consumers (Ki & Kim, 2019). Therefore, we believe that an influencer is a person who is active on social media and has an impact on viewers through the content he publishes.

Han and Xu (2020) found in a study on influencers in the Chinese e-commerce field that the influencer's attractiveness, professionalism, influence, and interaction with viewers directly affect consumers' internal attitudes. He believes that the attractiveness of an influencer is the charm exuded by the influencer's appearance, voice, and personality. A desirable influencer can bring a higher positive impact to consumers. He also believes that in recommending products, influencers will win the favor of consumers with professional explanations and rich professional knowledge. Influence is a critical evaluation factor for a consumer's attitude towards an influencer. An influencer with high recognition value and high influence in society can often win the love and recognition of consumers.

## **2.2. The Theory of Planned Behavior (TPB)**

The theory of planned behavior (TPB) evolved from its precursor, the theory of reasoned action (TRA). Fishbein and Ajzen (1975) introduced the theory of reasoned action in 1975. This theory operates on the premise that individuals are rational beings, with their behavioral decisions directly influenced by their intentions. Behavioral intention formation is indeed influenced by the attitude and subjective norms of the person involved in the behavior. However, the research has revealed a limitation in the Theory of Reasoned Action (TRA), as it may fail to account for cases where individuals struggle to explain their behavior rationally. This limitation arises because the TRA assumes that individual actions are solely driven by intention, while many real-world behaviors depend on personal intentions and one's capacity to execute the behavior and external circumstances. The individual's ability to control their behavior is crucial in this context. To improve this theory, Ajzen (1985) added "perceived behavioral control" as a separate variable, thus forming another theory – the theory of planned behavior. Similar to TRA, TPB believes that behavioral intent directly determines behavior and that behavioral intent is a function of subjective attitudes and norms. However, TPB focuses on the relationship between attitude, intention, and behavior when individuals cannot fully control their behavior. Ajzen (1985) proposed to view the control of the individual's will over behaviors as a continuum, with one end entirely under the control of the will and the other end completely out of the control of the will, and most human behaviors lie at some point between these

two extremes. Therefore, to predict behaviors that are not entirely under volitional control, it is necessary to increase the perceived behavioral control variable, which will impact behavioral intentions and affect behaviors.

Ajzen (1991) illustrated the theoretical framework of planned behavior through Figure 1. According to the Theory of Planned Behavior (TPB), three primary determinants impact an individual's inclination to participate in a particular action. Attitude: This factor encompasses an individual's assessment of the behavior, encompassing preferences, significance, and anticipations regarding the outcomes of the behavior. Subjective norms: This factor pertains to the individual's perception of the opinions and expectations of those in their social circle regarding the behavior, including the support or opposition from peers and societal expectations. Perceived Behavioral Control: This aspect relates to an individual's belief in their ability to control the behavior, encompassing their self-confidence, skills, and available resources.

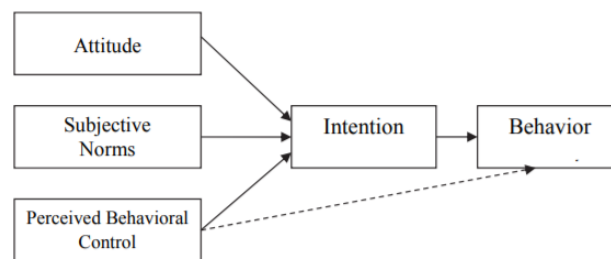


Fig.1: The Theory of Planned Behavior

### 2.3. The Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM), initially introduced by scholar Davis in 1989, builds upon the theory of rational behavior. It aims to elucidate an individual's acceptance and utilization of a particular technology. It establishes a causal relationship with the willingness to use by considering factors such as perceived utility, ease of use, and the attitude towards its usage (Davis, 1989). In the TAM model, two key variables are pivotal: perceived utility and perceived simplicity of use. Perceived utility refers to an individual's belief in the potential of a particular system to improve their job performance.

In contrast, perceived ease of use is associated with an individual's conviction that adopting a specific system decreases physical or cognitive strain (Sharp, 2006). Most empirical studies utilizing the TAM model indicate a consistent relationship between perceived ease of use and perceived usefulness. This stability extends to the significant connection between these factors and their influence on usage intention and behavior (Qi et al., 2006).

### 2.4. Online Purchase Intention (OPI)

The intention to buy (purchase intention) or intention to buy is derived from psychology; It refers to the tendency of consumers to buy a particular commodity, and It describes the probability of buying behavior (Dodds et al., 1991). It is believed that willingness is an inevitable stage in the behavior process and the leading variable that determines the effect of behavior. In this sense, purchase intention is a pre-behavior process that must go through before the occurrence of decision-making behavior, which drives consumers to make the final purchase decision (Wang et al., 2007). Online purchase intention (OPI) is the possibility of buying products or services through an online platform in an online purchase scenario (Qiu, 2018).

### 2.5. Research Hypothesis & Conceptual Framework

Based on the literature and theory, the following hypothesis and conceptual research framework are proposed:

- (1) The relationship between Perceived Usefulness, Influencer Properties, and Online Purchase

Intention:

H1a: Perceived Usefulness directly affected attractiveness.

H1b: Perceived Usefulness directly affected professionalism.

H1c: Perceived Usefulness directly affected influence.

H1d: Perceived Usefulness directly affected Online Purchase Intention.

(2) The relationship of Perceived Ease of Use, Influencer Properties, and Online Purchase Intention:

H2a: Perceived Ease of Use directly affected attractiveness.

H2b: Perceived Ease of Use directly affected professionalism.

H2c: Perceived Ease of Use directly affected influence.

H2d: Perceived Ease of Use directly affected Online Purchase Intention.

(3) The relationship between Attitude Towards Social Media, Influencer Properties, and Online Purchase Intention:

H3a: Attitude Towards Social Media directly affected attractiveness.

H3b: Attitude Towards Social Media directly affected professionalism.

H3c: Attitude Towards Social Media directly affected influence.

H3d: Attitude Towards Social Media directly affected Online Purchase Intention.

(4) The relationship between Subjective Norms, Influencer Properties, and Online Purchase Intention:

H4a: Subjective Norms directly affected attractiveness.

H4b: Subjective Norms directly affected professionalism.

H4c: Subjective Norms directly affected influence.

H4d: Subjective Norms directly affected Online Purchase Intention.

(5) The relationship between Perceived Behavioral Control, Influencer Properties, and Online Purchase Intention:

H5a: Perceived Behavioral Control directly affected attractiveness.

H5b: Perceived Behavioral Control directly affected professionalism.

H5c: Perceived Behavioral Control directly affected influence.

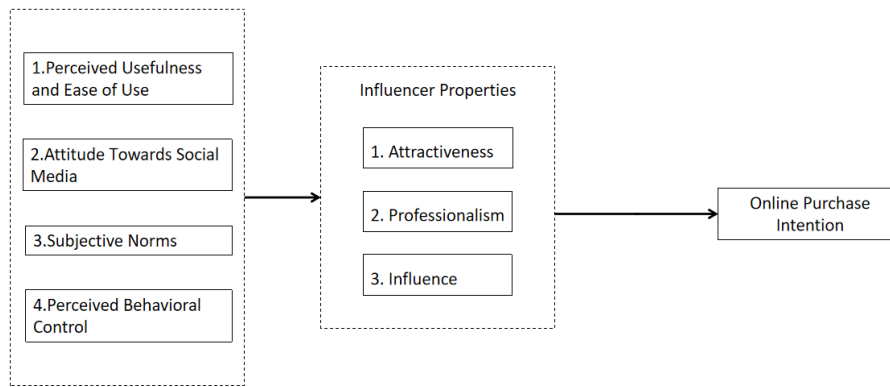
H5d: Perceived Behavioral Control directly affected Online Purchase Intention.

(6) The relationship between Influencer Properties and Online Purchase Intention

H6a: Attractiveness directly affected Online Purchase Intention.

H6b: Professionalism directly affected Online Purchase Intention.

H6c: Influence directly affected Online Purchase Intention.



Source: Construction of this study

Fig.2: Conceptual Framework

### 3. Methodology

A questionnaire for Chinese millennial consumers who have bought women's clothing on social media platforms. The questionnaire is mainly divided into three parts. The first part is Qualification Screening Items, the second part is the survey of each variable, and all the items of the questionnaire are references, Perceived Usefulness and Perceived Ease of Use (Davis,1989), Attitude Towards Social Media (Venkatesh & Davis,1996), Subjective Norms (Venkatesh et al.,2000), Perceived Behavioral Control (Kraft et al., 2005), Attractiveness (Lee et al.,2003), Professionalism (Ohanian, 1991), Influence (Bansal & Voyer,2000), Online Purchase Intention (Dodds et al.,1991), and the third part is the collection of personal information of the interviewees. Using the Likert 7-point scale, '1' means Strongly Disagree and '7' means Strongly Agree.

728 valid data points were gathered, and social science statistical methods were employed for data collection and analysis. A range of statistical techniques were applied to assess the proposed hypotheses, including reliability and validity analysis, descriptive analysis, confirmatory factor analysis (CFA), and structural equation modeling (SEM).

### 4. Results

This paper collected 728 valid samples, of which 715 were women, representing 98.2% of the respondents, in line with the survey's focus on women's clothing. Most respondents (83%) fell within the age range of 20-35 years old. The most common level of education among respondents was undergraduate (42.3%), and the highest proportion of respondents were students (36.7%), followed by those employed in private enterprises and government staff, accounting for 21.4% respectively. The monthly income range of 2001-4000 yuan had the highest proportion of respondents at 31.9%, consistent with the higher participation rate of students in the survey.

#### 4.1. Reliability Analysis

In questionnaire-based research, Cronbach's Alpha reliability coefficient is utilized to evaluate the consistency level among the variables for each measurement item in reliability analysis. Typically, a Cronbach's Alpha coefficient exceeding 0.7 indicates strong reliability for a given variable (DeVellis, 1991).

Table 1: Reliability Analysis

dimension	item	CITC	Cronbach's after-project deletion Alpha	Cronbach's Alpha
Perceived Usefulness	PU1	0.631	0.751	0.801
	PU2	0.707	0.668	
	PU3	0.622	0.753	
Perceived Ease of Use	PEU1	0.767	0.834	0.881
	PEU2	0.791	0.812	
	PEU3	0.751	0.848	
Attitude Towards Social Media	ATT1	0.790	0.864	0.897
	ATT2	0.781	0.868	
	ATT3	0.827	0.825	
Subjective Norms	SN1	0.595	0.664	0.756
	SN2	0.631	0.619	
	SN3	0.543	0.724	
Perceived Behavioral Control	PBC1	0.718	0.773	0.841
	PBC2	0.676	0.809	
	PBC3	0.752	0.747	
Attractiveness	ATR1	0.708	0.903	0.913
	ATR2	0.784	0.893	
	ATR3	0.765	0.898	
	ATR4	0.753	0.898	
	ATR5	0.814	0.888	
	ATR6	0.748	0.900	
Professionalism	PRO1	0.796	0.874	0.905
	PRO2	0.748	0.890	
	PRO3	0.756	0.887	
	PRO4	0.852	0.856	
Influence	INF1	0.812	0.903	0.922
	INF2	0.823	0.900	
	INF3	0.770	0.911	
	INF4	0.811	0.902	
	INF5	0.783	0.908	
Online Purchase Intention	OPI1	0.786	0.870	0.900
	OPI2	0.783	0.875	
	OPI3	0.839	0.824	

*Note:* This study is organized

The table above reveals that all variables exhibit Cronbach's Alpha coefficients surpassing the 0.7 threshold, demonstrating internal solid consistency reliability for these variables. Moreover, all Composite Reliability values (CITCs) exceed 0.5, affirming that the measurement items align with the research criteria. Notably, when considering the scenario of "removing the Cronbach's Alpha value for a particular item," it is evident that eliminating any item would not lead to an increase in Cronbach's Alpha value. This observation further underscores the overall reliability of the variable.

#### 4.2. Confirmation factor analysis

There are 5 dimensions and 15 measurement items in total. Following the application of advanced statistical analysis for social science for conducting confirmatory factor analysis, the subsequent figure and table illustrate the obtained results.

Table 2: Validation factor analysis results

Variable	Item	Factor loading	CR	AVE
Perceived Usefulness	PU1	0.711	0.756	0.508
	PU2	0.700		
	PU3	0.727		
Ease of Use	PEU1	0.833	0.839	0.635
	PEU2	0.798		
	PEU3	0.758		
Attitude Towards Social Media	ATT1	0.859	0.868	0.687
	ATT2	0.821		
	ATT3	0.805		
Subjective Norms	SN1	0.773	0.781	0.543
	SN2	0.757		
	SN3	0.678		
Perceived Behavioral Control	PBC1	0.785	0.821	0.605
	PBC2	0.747		
	PBC3	0.801		
Attractiveness	ATR1	0.759	0.921	0.660
	ATR2	0.749		
	ATR3	0.831		
	ATR4	0.843		
	ATR5	0.871		
	ATR6	0.815		
Professionalism	PRO1	0.810	0.896	0.684
	PRO2	0.822		
	PRO3	0.780		
	PRO4	0.892		
Influence	INF1	0.805	0.915	0.684
	INF2	0.789		
	INF3	0.816		
Online Purchase Intention	INF4	0.852	0.889	0.728
	INF5	0.870		
	OPI1	0.839		
	OPI2	0.834		
	OPI3	0.885		

To validate discriminant validity, it is essential that the square root of the Average Variance Extracted (AVE), indicated by the bold diagonal, exceeds the values present in both the rows and columns. These values represent the inter-factor correlations (Fornell & Larcker, 1981). The reliability is established through confirmation that the composite reliability exceeds 0.7, while the AVE surpasses 0.5, thus affirming its validity (Bagozzi & Yi, 1988).

## 5. Structural Equation Modeling

### 5.1. Model analysis

Advanced statistical analysis for social science was employed for calculations, utilizing the maximum likelihood method for estimation. The outcomes are visually presented in the figure depicted below.



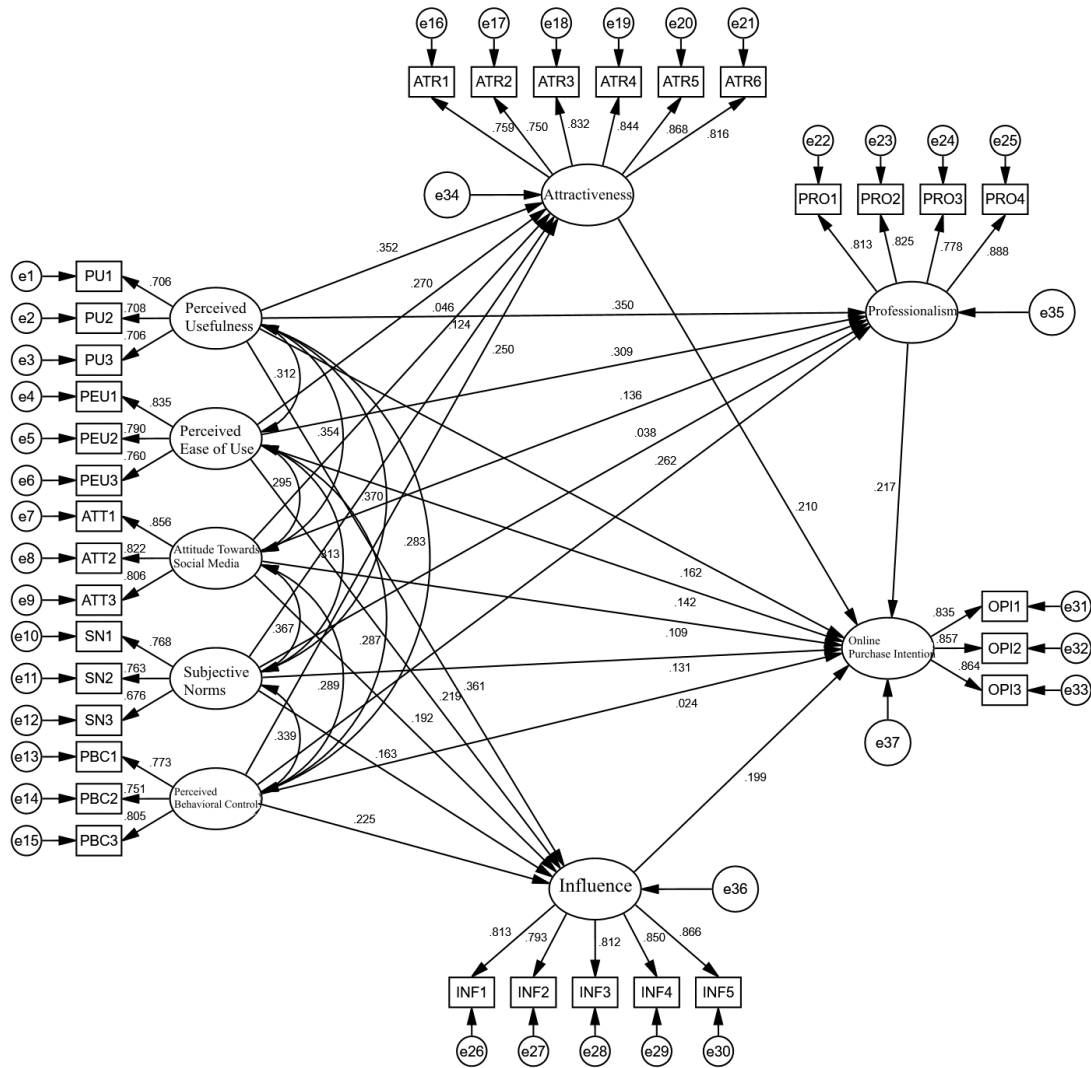


Fig.3: Structural Equation Modeling

**5.2. Model fit**

The table 3 reveals that the CMIN/DF value stands at 1.381, falling below the threshold of 3. Moreover, the GFI, A GFI, NFI, TLI, IFI, and CFI all meet or exceed the standard of 0.9. Additionally, the RMR value is 0.050, below the 0.08 benchmark, and the RMSEA stands at 0.023, below the 0.08 threshold. These composite indicators align with established research norms, indicating that the model exhibits a favorable fit (Hoe, 2008).

Table 3: Structural Equation Model Fit

Model Fit Metrics	Optimal Standard Value	Statistics	Fit
CMIN	—	637.839	—
DF	—	462	—
CMIN/DF	<3	1.381	good
RMR	<0.08	0.050	good
GFI	> 0.9	0.949	good
AGFI	> 0.9	0.938	good
N F	>0.9	0.958	good
IFI	>0.9	0.988	good
TLI	>0.9	0.986	good

CFI	>0.9	0.988	good
RMSEA	<0.08	0.023	good

### 5.3. Path coefficient

The table 4 reveals noteworthy findings. Firstly, Perceived Usefulness significantly and positively influences attractiveness ( $\beta = 0.352$ ,  $p < 0.05$ ), confirming the hypothesis. Secondly, Ease of Use demonstrates a significant and positive relationship with attractiveness ( $\beta = 0.270$ ,  $p < 0.05$ ), thus supporting the hypothesis. Thirdly, Attitude Towards Social Media fails to show a significant impact on attractiveness ( $\beta = 0.046$ ,  $p > 0.05$ ), leading to the rejection of the hypothesis. Lastly, Subjective Norms display a significant and positive effect on attractiveness ( $\beta = 0.124$ ,  $p < 0.05$ ), affirming the hypothesis. Additionally, Perceived Behavioral Control significantly influences attractiveness ( $\beta = 0.250$ ,  $p < 0.05$ ), further substantiating the hypothesis.

The assumption of Perceived Usefulness exerting a significant positive influence on professionalism ( $\beta = 0.350$ ,  $p < 0.05$ ) is affirmed. Similarly, the assumption of Ease of Use significantly positively impacts professionalism ( $\beta = 0.309$ ,  $p < 0.05$ ) is validated. Moreover, Attitude Towards Social Media significantly and positively affects professionalism ( $\beta = 0.136$ ,  $p < 0.05$ ), thus supporting the initial hypothesis. However, Subjective Norms do not significantly impact professionalism ( $\beta = 0.038$ ,  $p > 0.05$ ), rendering the assumption unsubstantiated. On the other hand, Perceived Behavioral Control significantly influences professionalism ( $\beta = 0.262$ ,  $p < 0.05$ ), confirming the hypothesis.

Perceived usefulness significantly influences influence ( $\beta = 0.361$ ,  $p < 0.05$ ), thereby validating the hypothesis. Similarly, Ease of Use significantly impacts influence ( $\beta = 0.219$ ,  $p < 0.05$ ), supporting the established assumption. Attitude Towards Social Media, too, exerts a substantial positive effect on influence ( $\beta = 0.192$ ,  $p < 0.05$ ), confirming the hypothesis. Moreover, Subjective Norms are found to significantly bolster influence ( $\beta = 0.163$ ,  $p < 0.05$ ), affirming the established assumption. Lastly, Perceived Behavioral Control upholds the hypothesis with a substantial positive impact on influence ( $\beta = 0.225$ ,  $p < 0.05$ ).

Perceived usefulness significantly and positively influences Online Purchase Intention ( $\beta = 0.162$ ,  $p < 0.05$ ), confirming the hypothesis. Ease of Use significantly positively affects Online Purchase Intention ( $\beta = 0.142$ ,  $p < 0.05$ ), supporting the hypothesis. Attitude Towards Social Media significantly and positively impacts Online Purchase Intention ( $\beta = 0.109$ ,  $p < 0.05$ ), validating the hypothesis. Subjective Norms also significantly positively influence Online Purchase Intention ( $\beta = 0.131$ ,  $p < 0.05$ ), confirming the hypothesis. However, the relationship between Perceived Behavioral Control and Online Purchase Intention is insignificant ( $\beta = 0.024$ ,  $p > 0.05$ ), leading to the rejection of the hypothesis. In contrast, attractiveness significantly and positively affects Online Purchase Intention ( $\beta = 0.210$ ,  $p < 0.05$ ), confirming the hypothesis. Professionalism significantly positively impacts Online Purchase Intention ( $\beta = 0.217$ ,  $p < 0.05$ ), supporting the hypothesis. Lastly, influence significantly and positively influences Online Purchase Intention ( $\beta = 0.199$ ,  $p < 0.05$ ), confirming the hypothesis (Syamsudin et al., 2022).

Table 4: Path coefficient

	Path		Standardized coefficient	Unstandardized coefficient	SE	CR	P	Suppose
Attractiveness	<---	Perceived Usefulness	0.352	0.380	0.047	8.036	***	Support
Attractiveness	<---	Ease of Use	0.270	0.274	0.039	7.096	***	Support
Attractiveness	<---	Attitude Towards Social Media	0.046	0.034	0.027	1.236	0.216	Not Support
Attractiveness	<---	Subjective Norms	0.124	0.124	0.040	3.058	0.002	Support
Attractiveness	<---	Perceived Behavioral Control	0.250	0.262	0.040	6.489	***	Support
Professionalism	<---	Perceived Usefulness	0.350	0.367	0.045	8.196	***	Support
Professionalism	<---	Ease of Use	0.309	0.306	0.037	8.240	***	Support
Professionalism	<---	Attitude Towards Social Media	0.136	0.098	0.026	3.716	***	Support
Professionalism	<---	Subjective Norms	0.038	0.037	0.038	0.963	0.335	Not Support
Professionalism	<---	Perceived Behavioral Control	0.262	0.268	0.039	6.947	***	Support
Influence	<---	Perceived Usefulness	0.361	0.503	0.057	8.831	***	Support
Influence	<---	Ease of Use	0.219	0.288	0.046	6.315	***	Support
Influence	<---	Attitude Towards Social Media	0.192	0.184	0.033	5.498	***	Support
Influence	<---	Subjective Norms	0.163	0.209	0.049	4.275	***	Support
Influence	<---	Perceived Behavioral Control	0.225	0.306	0.048	6.376	***	Support
Online Purchase Intention	<---	Perceived Usefulness	0.162	0.173	0.049	3.532	***	Support
Online Purchase Intention	<---	Ease of Use	0.142	0.143	0.036	3.989	***	Support
Online Purchase Intention	<---	Attitude Towards Social Media	0.109	0.080	0.022	3.640	***	Support
Online Purchase Intention	<---	Subjective norms	0.131	0.129	0.032	4.053	***	Support
Online Purchase Intention	<---	Perceived Behavioral Control	0.024	0.025	0.036	0.681	0.496	Not Support
Online Purchase Intention	<---	Attractiveness	0.210	0.208	0.038	5.511	***	Support
Online Purchase Intention	<---	Professionalism	0.217	0.221	0.043	5.201	***	Support
Online Purchase Intention	<---	Influence	0.199	0.152	0.034	4.471	***	Support

## **6. Discussion and Recommendation**

Through a literature review, this study identified 8 factors that affect the Online Purchase Intention of Chinese millennial consumers in women's clothing. They are Perceived Usefulness, Ease of Use, Attitude Towards Social Media, Subjective Norms, Perceived Behavioral Control, and Influencer Properties (Attractiveness, Professionalism, Influence). Therefore, for social media platforms, in terms of design and operation, it is necessary to pay more attention to users' Perceived Usefulness, Ease of Use, Attitude Towards Social Media, Subjective Norms, and Perceived Behavioral Control. The questionnaire was distributed and collected using the non-probability sampling method. 728 valid questionnaires were collected in this study, and quantitative empirical analysis was carried out through scientific data analysis tools to verify the research hypothesis and theoretical model.

This study formally proposed the Online Purchase Intention model of the influencer market. This model has undergone validation within the Chinese market for online women's apparel aimed at millennials. It effectively elucidates how social media platforms and the attributes of influencers can impact consumers' intentions regarding online purchases. Its significance lies in its capacity to effectively elucidate the intricate interplay between social media platforms and the attributes of influencers and how these factors significantly shape consumers' intentions about online purchases. Hence, this research underscores the imperative for social media platforms to be vigilant in their design and operational strategies, paying meticulous attention to Perceived Usefulness, Ease of Use, Attitude Towards Social Media, Subjective Norms, and Perceived Behavioral Control. As elucidated by our study, these facets hold the key to shaping and harnessing the Online Purchase Intention of Chinese millennial consumers in the realm of women's clothing.

We have the following recommendations for this industry. Firstly, it is found that consumers' perception of social media platforms and influencer characteristics can affect their online purchase intention. However, the online purchase intention does not influence consumers' perception in return. Future researchers can explore other aspects or factors related to the influencer market. Secondly, this study emphasizes the importance of consumers' perception of influencer properties in influencing their online purchase intention and discusses its direct and mediating effects. In future research, it would be interesting to explore which factor completely mediates consumers' perception of social media platforms affecting online purchase intention. Finally, this research focuses on Chinese millennials. In the future, researchers can conduct research on different age groups and cultural backgrounds to verify the applicability of this research framework to other countries, cultures, and backgrounds. This research is universal in gender, age group, and purchased products, making it valuable to influencer marketing.

Theoretically, as the influencer market continues to grow worldwide, more and more social media platforms, businesses, and influencers are jumping on board. As a result, social media platforms need to focus on designing and constructing their platforms to be user-friendly and practical. They should also audit their sources of information and fine-tune their algorithms for more accurate content recommendations, leading to a higher perception of platform usefulness and ease of use by users. In addition, influencers must increase their professionalism, influence, and attractiveness to stand out in the crowded market. They should emphasize building a solid relationship with their fans and improving their credibility when recommending products or services. This means being authentic and transparent with their followers and ensuring that endorsed products or services align with their values and beliefs.

In daily interactions with their audience, influencers should strive to create engaging content that resonates with their followers while prioritizing honest and ethical practices. By maintaining high standards of professionalism, credibility, and authenticity, influencers can establish a loyal and dedicated following, contributing to their overall success in the influencer market.

## 7. Conclusion

The findings of this study are presented below:

1. H1a to H1d: All 4 hypotheses are supported by empirical evidence, indicating that consumers' perceived usefulness significantly influences the influencer's attractiveness, professionalism, influence perception, and online purchase intention.

2.H2a to H2d: Empirical evidence supports all 4 hypotheses, demonstrating that consumers' perception of ease of use has a significant impact on the influencer's attractiveness, professionalism, perception of influence, and intention to make online purchases.

3.H3a to H3d: H3a finds no empirical support; however, H3b to H3d all garner substantiation from the data. This implies that consumers' disposition toward social media notably impacts the influencer's professionalism, their perceived influence, and their intention to purchase online.

4. H4a to H4d: H4b does not find empirical support. However, H4a, H4c, and H4d all receive empirical backing, demonstrating that the subjective norm of consumers plays a substantial role in influencing the attractiveness of influencers, the perception of their influence, and their online purchase intent.

5. H5a to H5d: H5d does not receive empirical support; however, H5a through H5c garner substantiation from the data. This implies that consumers' perception of their ability to control behavior significantly impacts the influencer's perceived attributes of attractiveness, professionalism, and influence.

6. H6a~H6c: Empirical evidence supports all 3 hypotheses, demonstrating that consumers' perceptions regarding the attractiveness, professionalism, and influence of influencers have a direct impact on their intention to make online purchases.

## Reference

Ajzen, I. (1985). From intentions to actions: A theory of planned behavior. In *Action control* (pp. 11–39). Springer, Berlin, Heidelberg.

Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179–211.

Brown, D., & Hayes, N. (2008). *Influencer marketing*. Routledge.

Bansal, H. S., & Voyer, P. A. (2000). Word-of-mouth processes within a services purchase decision context. *Journal of Service Research*, 3(2), 166–177.

Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the academy of marketing science*, 16, 74-94.

CNNIC, (2021). The 48th Statistical Report on Internet Development in China : <http://www.cnnic.cn/hlwfzyj/hlwzbg/hlwtjbg/202109/P020210915523670981527.pdf>

Davis, F. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *Mis Quarterly*, 13(3), 319–340.

DeVellis, R. F. (1991). *Scale Development: Theory and Applications*. Newbury Park, CA: Sage Publications.

Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), 307–319.

Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: an introduction to theory*

and research. Addison-Wesley.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, 18(1), 39-50.

Han, X.Y., & Xu, Z.L. (2020). Impacts of e-commerce anchor attributes on consumers' willingness to buy online: Research based on the grounded theory. *Foreign Economics & Management*, 42(10), 62–75.

Hoe, S. L. (2008). Issues and procedures in adopting structural equation modelling technique. *Journal of Quantitative Methods*, 3(1), 76.

Influencer Marketing Hub. (2022). The State of Influencer Marketing 2022: Benchmark Report: <https://influencermarketinghub.com/influencer-marketing-benchmark-report-2022/>

Kraft, P., Rise, J., Sutton, S., & Røysamb, E. (2005). Perceived difficulty in the theory of planned behavior: Perceived behavioral control or affective attitude? *British journal of social psychology*, 44(3), 479-496.

Ki, C. W. C., & Kim, Y. K. (2019). The mechanism by which social media influencers persuade consumers: The role of consumers' desire to mimic. *Psychology & Marketing*, 36(10), 905-922.

Lee, M. B., Suh, K. S., & Whang, J. (2003). The impact of situation awareness information on consumer attitudes in the Internet shopping mall. *Electronic Commerce Research and Applications*, 2(3), 254-265.

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of interactive advertising*, 19(1), 58–73.

Martínez-López, F. J., Anaya-Sánchez, R., Fernández Giordano, M., & Lopez-Lopez, D. (2020). Behind influencer marketing: key marketing decisions and their effects on followers' responses. *Journal of Marketing Management*, 36(7-8), 579-607.

Ohanian, R. . (1991). 'The impact of celebrity spokesperson's perceived image on consumers' intention to purchase. *Journal of Advertising Research*, 31(1), 46-52.

Qi, J.Y., Li, Y.Q., & Shi. S. (2006). A review and analysis of the relationship between variables in the Technology Acceptance Model (TAM). Symposium of the China Branch of the Information Systems Association. Chinese Society of Systems Engineering; UESTC (China).

Qiu, Y. (2018). Empirical research on the influencing factors of online purchase intention of experiential tourism products (Master's Thesis, Hubei University).

Sharp, JH (2006). Development, extension, and application: a review of the technology acceptance model. *Director*, 7 (9), 3-11.

Syamsudin, N., Eliyana, A., Nurdin, N., Sudrajat, A., Giyanto, B., Emur, A. P., & Zahar, M. (2022). Are job satisfaction and role breadth self-efficacy the links to proactive work behavior?. *Heliyon*, 8(1), e08710.

Venkatesh, V., & Davis, FD (1996). A model of the antecedents of perceived ease of use: Development and test. *Decision Sciences*, 27 (3), 451-481.

Venkatesh, V., & Morris, M. G. (2000). Why don't men ever stop to ask for directions? Gender, social influence, and their role in technology acceptance and usage behavior. *MIS Quarterly*, 115–139.

Wang, C., Li, Y.J., & Ye, Q. (2007). Research on Purchase Decision Making (Doctoral dissertation) Based on Consumer-Perceived Value in the Internet Environment.