

The Impact of Beauty Influencer Marketing on Consumer Purchase Behavior: Based on the S-O-R Model

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Abstract. This study explores how beauty influencer marketing affects consumers' purchase intention and purchase behavior. The study takes the S-O-R Model as the main framework, taking influencer characteristics as Stimulus factors, consumer trust and parasocial relationships as Organism factors, and purchase intention and purchase behavior as Response factors. The study adopts a qualitative multiple-case study method, with Perfect Diary as the common brand background, and selects three beauty influencers with different audience sizes, content styles, and product presentation methods: Li Jiaqi, Rong Dian'er, and Mia Mitang. The research uses public social media content, consumer reviews, corporate reports, and previous academic research results as secondary data. The study found that expertise can reduce information uncertainty, authenticity helps to enhance consumer trust, and similarity and long-term interaction can promote the establishment of parasocial relationships. In addition, influencer-product fit can also make the recommendation more natural. In general, this study shows that the impact of influencer marketing depends not only on exposure or follower count, but also on the psychological relationship between influencers and consumers.

Keywords: Influencer Marketing, Beauty Influencers, S-O-R Model, Parasocial Relationship, Consumer Purchase Behavior

1. Introduction

1.1. Research background

In recent years, with the development of social media platforms such as TikTok, Instagram, Xiaohongshu (REDnote) and Douyin, people are increasingly accustomed to obtaining various information through social media, including product recommendations, user experiences and purchase suggestions. In many cases, consumers may have seen the relevant content on social media before searching for a product.

Under such circumstances, influencers and content creators begin to play an increasingly important role between brands and consumers. Influencer Marketing has gradually become a common marketing method for many brands. Simply put, it is the cooperation between brands and content creators with certain influence on social media to promote products through their personal

images, content, and follower relationships, and influence consumers' perceptions of brands or products.

This phenomenon is especially obvious in the beauty industry. Because consumers usually pay more attention to swatches, makeup effects, usage methods, and real experiences when buying beauty products, many people will learn about products through the reviews, tutorials, or sharing of beauty influencers. As a result, social media has slowly changed from a simple information platform to an important channel for consumers to discover products and consider purchasing.

1.2. Research problem

Although influencer marketing can help brands gain more exposure, the amount of exposure and follower count do not necessarily represent actual purchase conversion. Even if an influencer has many followers, it does not mean that all followers will believe their recommendations or be willing to buy products.

Whether consumers are willing to buy is often related to how they view this influencer. For example, whether this influencer has expertise, is authentic, is similar to consumers, and whether there is a good influencer–brand fit. Compared with simply studying follower count or views, this study prefers to understand how these influencer characteristics affect consumer judgment and purchase decisions.

1.3. Research gap

Existing studies have discussed many factors related to influencer marketing, such as influencer credibility, consumer trust, parasocial relationship, and purchase intention. However, these factors are often studied separately, and it may actually be a continuous process for consumers to see the influencer content, generate trust, and finally consider buying.

Especially in the scenario of beauty influencer marketing, consumers not only look at the product itself, but also judge whether the influencer is trustworthy. Therefore, this study hopes to put influencer characteristics, consumer psychology, purchase intention, and purchase behavior in the same framework and see how they are connected step by step.

1.4. Research aim and questions

- Research Aim:

This study mainly wants to understand the different characteristics of beauty influencers, how they influence purchase intention through the psychological responses of consumers, and further affects purchase behavior. This study will use the S-O-R Model (Stimulus–Organism–Response) as the main framework. Influencer characteristics will be regarded as the stimulus; parasocial relationships and consumer trust belong to the internal psychological responses of consumers; and purchase intention and purchase behavior are the final Response.

- Questions:

How will the different characteristics of beauty influencers affect consumers' psychological responses?

How will parasocial relationships and consumer trust affect consumers' purchase intention?

How will purchase intention further affect actual purchase behavior?

2. Literature review

2.1. Influencer marketing background

With the development of social media platforms, influencer marketing has gradually become one of the important forms of digital marketing. Relevant studies also point out that social media influencers have become an increasingly important part of brand communication, and the information value and credibility of influencer content will affect consumers' trust in brand content [1]. The popularity of social media enables individual users to continue to produce and disseminate content. In this way, some people who can receive wide attention and recognition gradually become influencers, and influencer marketing is also born. Compared with traditional advertisements and celebrity endorsements, social media influencers can establish direct and continuous interactive relationships with consumers by continuously publishing social media content. Therefore, consumers can not only receive basic information about the product but also form a first impression of the product through the personal experience and views of influencers and personal charm. Understanding and interest. Some studies have found that by comparing traditional celebrities and social media influencers, consumers usually have a stronger sense of similarity and identification with influencers, which also shows that there is a certain difference between the relationship between influencers and consumers and traditional celebrity endorsements [2].

2.2. Influencer marketing characteristics

The characteristics of influencer marketing are as follows. First of all, authenticity and personalization. Influencer marketing is usually based on the lifestyle, user experience, and views of influencers. Consumers are exposed not only to brand information, but also to the personal evaluation and usage experience of influencers. Consumers usually get a sense of authenticity and trust from the recommendations of influencers, thinking that it is not purely for commercial purposes. Studies have also specifically discussed how influencers can maintain authenticity in commercial collaborations and pointed out that authenticity is very important for how consumers view influencer content [3].

Secondly, it is expertise and information value. Influencers usually focus on specific fields, such as beauty, skincare, fashion, etc. Therefore, some influencers can accumulate corresponding specialized knowledge and experience, which can help consumers reduce the uncertainty of information before purchasing in the marketing process. Research on beauty influencers also found that the expertise and credibility of influencers will further affect consumers' trust and purchase intention [4].

The second is social interaction and influence. Consumers can not only watch the content published by influencers but also interact with influencers themselves and other consumers through likes, comments, private messages, and livestreams in their follower communities to establish a psychological connection and generate a sense of psychological identity. Relevant studies have found that there is an important relationship between the parasocial interaction between consumers and influencers and purchase intention [5].

Finally, entertainment and visual appeal. In the beauty industry, influencer marketing usually relies on visual content formats such as pictures, short videos, and livestreams. At the same time, influencers will improve content entertainment to attract consumers through stories, humorous expressions, visual effects, etc. At the same time, the study on social media influencers also points

out that the originality, interactivity, and presentation of content will affect how consumers view influencers and their recommendations [6].

2.3. Characteristics of beauty consumers

In the current beauty economy, consumers also have common characteristics. The first is the preference for visual and experiential information. Beauty products have strong experiential attributes. Consumers usually want to know the actual effect of the product before purchasing, such as color, texture, makeup effect, etc. Therefore, beauty consumers tend to rely on visual information such as pictures, swatches, and product recommendation content. The study of beauty vloggers also shows that consumers will use the product information and usage experience provided by influencers to help themselves make purchasing judgments [5].

Secondly, they are more concerned about the credibility and authenticity of product information and effects. Beauty consumers usually need to judge the actual effect of the product in the process of purchasing products. After receiving the information, they will pay more attention to its authenticity. A study of young female consumers found that consumers will pay special attention to the credibility and personal usage experience of influencer content, which will further affect purchase decisions [6].

Secondly, there is marketing that is susceptible to trends. For example, a certain lipstick is often seen repeatedly on social media and suddenly becomes popular, which may attract the attention of consumers. Studies have also pointed out that the opinion leadership of social media influencers can affect consumers' attitudes towards related products and content [7].

Finally, attention is paid to personal identity, aesthetics, and self-expression. Beauty products not only have functional value for consumers, but also can show personal aesthetics, build personal image, show lifestyle and taste, and satisfy self-identity. Therefore, consumers may be more attracted to people who they think are similar to themselves or who can give them a sense of identification. Relevant studies have also found that the similarity, identification, and parasocial interaction between consumers and influencers may further affect their purchase intention [2, 4].

2.4. S-O-R Model

- Stimulus (S): Influencer Marketing Characteristics
- Organism (O): Parasocial Relationship → Consumer Trust
- Response (R): Purchase Intention → Purchase Behavior

3. Methodology

3.1. Research design

This study adopts a qualitative multi-case study design to explore how the different characteristics of beauty influencers affect consumers' cognition and purchasing behavior. Since this study aims to understand the operating mechanism of influencer marketing, not just to measure whether there is a statistical correlation between variables, the qualitative method is more appropriate [8].

Take Perfect Diary as the unified brand background, and select three different beauty influencers as independent cases. Choosing different influencers under the same brand helps to compare the differences between the styles of different influencers under the premise of maintaining the relative consistency of the overall brand situation. The selection of cases focuses on showing the differences

in audience size, content style, and influencer characteristics, so as to identify the similarities and differences between cases [8].

This study takes the S-O-R Model (Stimulus–Organism–Response) as the theoretical framework, and regards characteristics such as expertise, authenticity, similarity, and influencer–product fit as Stimulus factors. Consumers' psychological responses, especially trust and parasocial relationships, are regarded as the Organism, while purchase intention and self-reported purchase behavior are regarded as the Response [9]. Therefore, the multi-case design enables this study to explore the different performance of this process in different types of beauty influencers.

3.2. Case selection

This study takes Perfect Diary as the main brand case and focuses on three beauty influencers: Austin Li (Li Jiaqi), Rong Dian'er, and Mia Mitang. The reason for choosing Perfect Diary is that its influencer marketing and social media content have always been an important part of its digital marketing strategy. As the parent company of Perfect Diary, Yatsen Holding Limited also said that the company will cooperate with KOLs with different levels of popularity and follower bases [10]. Previous studies have also explored the KOL marketing of Perfect Diary on Xiaohongshu (REDnote), so the brand is very suitable for analyzing the characteristics of influencers and their impact on consumer purchasing behavior [11].

The selection criteria for the three influencers are that they have all published content related to Perfect Diary, but they differ in terms of audience size, content style, and interaction with consumers. This allows the study to compare how different characteristics of influencers affect consumers' cognition and reaction.

The first case is Austin Li (Li Jiaqi), representing a top beauty KOL, who has about 1.67 million followers on his official Bilibili account [12]. Perfect Diary has cooperated with him through livestream promotion and product-related activities [10], and he has also participated in the joint development or promotion of some Perfect Diary products [12, 13]. This case is mainly used to examine expertise, credibility, and influencer–brand fit.³³

The second case is Rong Dian'er, who is a professional beauty and skincare influencer. Her Bilibili account has about 540,000 followers, and the content mainly focuses on skincare ingredients, product analysis, and product recommendations. She has posted an advertisement introducing Perfect Diary Amino Acid Facial Cleanser [14]. This case is mainly used to examine expertise, information value, and consumer trust.

The third case is Mia Mitang, who is a small-scale beauty content creator. Her Bilibili account has about 94,000 followers, and the content focuses more on product reviews, swatches, and personal user experience. She once cooperated with Perfect Diary to shoot a lip product review and swatch video. In the video description, she explained that she was interested in this product before the brand contacted her [15]. This makes her case of particular research value in exploring authenticity, similarity, and relatability.

The selection of the three cases is based on four main criteria: (1) influencers mainly create content related to cosmetics; (2) there is clear Perfect Diary brand promotion content; (3) sufficient public information can be obtained, such as posts, videos and consumer comments; (4) the selected influencers show obvious differences in terms of audience size and content style. This study does not directly compare the number of followers or views, but focuses on the characteristics of expertise, authenticity, similarity, and influencer–product fit presented by their content, and explores how these characteristics are interrelated with consumer responses under the S-O-R framework [9].

3.3. Data collection

This study uses secondary data from multiple public channels, including influencer social media content, public consumer comments, official company reports, and previous academic research results. By using different types of public data, this study can simultaneously examine the marketing strategies adopted by Perfect Diary and the responses of consumers.

For three influencer cases, the main data will come from public social media posts and videos related to Perfect Diary. For Austin Li (Li Jiaqi), this study will use the official reports released by the company and public promotional materials related to his livestream promotion and product cooperation. According to the annual report of Yatsen Holding Limited, Perfect Diary's products have been sold through Li Jiaqi's livestream room, and the company will cooperate with KOLs with different follower bases to influence consumers' purchasing decisions [10]. For Rong Dian'er, this study will analyze the Bilibili promotional video she shot for Perfect Diary Amino Acid Facial Cleanser. The video was released in March 2020 and has been viewed about 164,000 times so far [14]. For Mia Mitang, this study will analyze her Perfect Diary beauty product review and swatch video, which has about 461,000 views. Her video description also explains the formation process of cooperation with Perfect Diary, which provides useful information for analyzing its authenticity [15].

For each case, the research will collect information such as content style, product presentation, sponsorship disclosure, influencer language expression, and publicly displayed engagement data. At the same time, public consumer comments will also be collected, because these comments can effectively reflect the attitude and reaction of consumers. About 10 to 15 relevant comments will be selected for each case, focusing on the expression of trust, similarity, familiarity, product interest, purchase intention, and self-reported purchase behavior. Content that is not related to the product, duplicate, or suspected spam comments will be excluded.

In addition, official corporate reports and academic research will also be used as supplementary information to support and compare the results of case studies. The report of Yatsen Holding Limited provides information on the broader KOL and digital marketing strategies of Perfect Diary [10], while previous academic research on Perfect Diary and Xiaohongshu (REDnote) provides evidence of the relationship between KOL characteristics and consumers' purchase intention [11]. Using these different sources of information, this study can be compared across cases instead of relying on a single social media post or data source.

Table 1. Summary of case data and data collection

Case	Platform	Date	Product	Views	Comments sampled	Data collected on
Li Jiaqi	Livestream / social media	2020 (archived content)	Perfect Diary product	...	10–15	Sep. 2026
Rong Dian'er	Bilibili	Mar. 6, 2020	Facial Cleanser	164k	10–15	Sep. 2026
Mia Mitang	Bilibili	Jun. 16, 2018	Lip product	461k	10–15	Sep. 2026

3.4. Data analysis

The collected data will be analyzed using thematic analysis based on the S-O-R Model [14, 9]. The analysis mainly follows a deductive approach, that is, identifying the main themes from the

theoretical framework before comparing the three cases. Social media content, product displays, and consumer comments will be read repeatedly to identify recurring views and consumer responses. Subsequently, the relevant parts of the data will be coded and classified into three categories: Stimulus, Organism, and Response [16].

For Stimulus (S), the analysis will focus on the characteristics of the influencer and the content. The main themes include expertise, authenticity, similarity, and influencer–product fit. For example, product knowledge, detailed demonstration or explanation of product effects can be coded as expertise; while personal experience, real product testing, or clear sponsorship disclosure may be related to authenticity [9].

For Organism (O), the analysis will focus on the psychological responses of consumers in the comment section. The two main themes are consumer trust and parasocial relationship. Comments that express confidence in influencer recommendations can be coded as trust. Familiarity with influencers, long-term following, emotional connections, or feelings of closeness may be coded as parasocial relationships. Negative reactions, such as suspicion of sponsored content or distrust of recommendations, will also be recorded, not excluded.

For the Response (R) section, the analysis will identify comments indicating purchase intention and self-reported purchase behavior. Comments such as wanting to try the product, being interested in buying it, or adding it to the shopping cart will be coded as purchase intention. Only comments that clearly indicate that consumers have purchased or used the product will be coded as self-reported purchase behavior. This distinction is important because interest in the product does not always translate into actual purchasing behavior [9].

4. Findings

4.1. Expertise and information value

In this study, the three beauty influencers help consumers reduce uncertainty about the product information of Perfect Diary through their own expertise and information value.

Li Jiaqi, through the three steps of expert selection, livestream demonstration, and social proof, effectively reduces consumers' information uncertainty. In the process of livestream demonstration, he will have a strong sales orientation. For example, he will use very short and easy-to-remember words in the recommendation of anti-gravity lip glaze, such as "advanced", "good-looking", "white," and so on. He is not only recommending products but also making some purchasing decisions for consumers. At the same time, Li Jiaqi provides information about the products of Perfect Diary in the livestream. The biggest feature is his obvious social proof effect. Because of his large follower base, when a large number of consumers watch the livestream at the same time, a large amount of purchase feedback will appear in the comment area, and consumers can directly use the choices and evaluations of other consumers as a channel for gaining confidence in product quality and popularity.

Rong Dian'er, the way she adopts to reduce consumers' information uncertainty is different from that of Li Jiaqi. The information output of Perfect Diary products is more focused on her own explanations and comparative product analysis based on professional information. Her positioning is that she is a professional beauty reviewer. She has conducted skincare product reviews, ingredient analysis, and product comparisons for a long time, and answers questions for consumers through comparison and direct expert information output.

Mia Mitang, the way she adopts is also different from the other two people. Unlike Li Jiaqi's social proof and Rong Dian'er's comparative product analysis, she uses a combination of visuals and

user experience for real display. Most of her content revolves around lipstick and lip glaze products, and such beauty products have strong experiential attributes. A large number of unfiltered and non-beautified swatches of such products will visualize the information that consumers cannot obtain before purchasing directly through video.

In general, beauty consumers have strong information-seeking and product experience needs in the purchasing process. They will pay more attention to the actual performance of beauty products, so they need relatively specialized information. At the same time, the expertise, product usage experience, and specific review content of influencers can effectively help consumers reduce product information uncertainty, improve consumers' perceived usefulness of information, and promote the final information adoption and purchase intention.

4.2. Authenticity and consumer trust

These three beauty influencers are also creating authenticity in their own way and stimulating consumers' sense of trust.

Li Jiaqi, in the livestream of the product recommendation of Perfect Diary, reduced the commercial sense in the process of interaction with consumers through the real-time nature and interactivity of livestreaming, making it easier for consumers to treat his recommendation as a personal experience and expert judgment. As a stimulus, this non-commercial expression makes consumers think that the products he recommends are recommended more because of the high quality of the product itself than purely for commercial purposes, thus creating a psychological sense of trust and directly affecting the final purchase intention.

In terms of Rong Dian'er, she helps consumers compare the advantages and disadvantages of products and receive certain specialized knowledge and terminology through professional and rational information output. She not only tells consumers which product is good, but also helps consumers really understand why it is good. What's good about it? What are the disadvantages? Let consumers really understand the products of Perfect Diary. This highly specialized analysis acts as a stimulus, and it is relatively easy to make consumers feel trust, thus directly affecting the final purchase intention.

Mia Mitang presents the most real side of the product to the audience through real personal usage experience and records, such as the sharing of the Perfect Diary lip glaze swatches released before, which gives consumers a certain degree of independent judgment. They not only receive KOLs' language descriptions and subjective evaluations but can draw their own conclusions through their own observation of real usage experience. Such independent judgment can make consumers have a strong sense of trust and feel strong authenticity.

In general, beauty consumers are more sensitive to and value the authenticity and credibility of recommended information, while influencers can effectively give consumers the perception of authenticity, which arouses consumers' trust in brand content. When consumers think that influencer content is not mere commercial promotion, but a real recommendation like that from a friend, it will be easier to produce purchase behavior.

4.3. Similarity and parasocial relationship

From the perspective of similarity and parasocial relationships, through the case of the animal eyeshadow "puppy palette" related to Li Jiaqi and his pet Never designed by the Perfect Diary brand, which was popular on the Internet on the same day, it can be seen that although Li Jiaqi's own similarity with consumers is relatively weak, what he created is not the image of an ordinary

consumer, but a very strong sense of familiarity generated by long-term interaction with the audience, stimulating consumers through parasocial relationships, so that they have a sense of familiarity, closeness and identification, thus affecting the final purchase behavior.

Rong Dian'er relies more on the similarity with consumers' interests and needs and her own expertise to gain the recognition and closeness of consumers. If consumers themselves have something in common with Rong Dian'er's recommended content, they will have ideas such as "the problem she cares about is the same as mine" and "she is more professional than me" after receiving her recommended content, which will generate a sense of identification and affect the final purchase behavior.

Finally, Mia Mitang relies entirely on the similarity of aesthetics and lifestyle to shape the parasocial relationship and gives consumers a psychological reference through similarities such as similar makeup and skin tone, preference for similar lipstick shades, and interest in niche brands, to establish a stable parasocial relationship.

In general, beauty consumption has certain social and self-expressive characteristics. Consumers not only pay attention to the product itself but also pay attention to whether influencers are like their lifestyle, aesthetics, and consumption needs. When consumers think that influencers have similar lifestyles or values to them, they will be more likely to have a sense of familiarity and psychological identification, and further form parasocial relationships, which ultimately affect purchase behavior.

4.4. Influencer–brand fit and purchase intention

From the perspective of influencer–brand fit, the fit between the influencers and beauty products in the three cases is relatively distinct, which can promote consumers' sense of identification through the fit between the influencer and the brand. As a leading beauty influencer, Li Jiaqi's own image has a high degree of fit with various beauty products of Perfect Diary, so a wider range of beauty products can have a high degree of fit with Li Jiaqi. Because of the review-oriented and professional nature of her content, Rong Dian'er is more suitable for skincare products that focus on ingredient mechanisms and differences in efficacy, and cooperation with related products can gain the trust of consumers. In comparison, Mia Mitang is more suitable for lipstick and lip glaze products that place more importance on actual user experience and authenticity.

In general, beauty consumers will pay attention to the fit between influencers and brands in the purchase process. If the expertise, personal image, and content positioning of influencers are consistent with beauty products, consumers are more likely to have a sense of identification that guides purchase behavior. On the contrary, if influencers lack a clear connection with products, consumers may have a strong sense of commercial promotion, thus reducing their acceptance of the recommendation.

5. Discussion of the hypotheses

5.1. How do different characteristics of beauty influencers affect consumers' psychological perceptions

The characteristics of expertise, authenticity, similarity, interactivity, and entertainment presented by different beauty influencers, together with a high degree of influencer–brand fit, will make consumers have different psychological responses, which will ultimately affect the final purchase behavior. According to the S-O-R Model, the content and personal characteristics of beauty influencers are external stimuli, which can directly affect the internal psychological responses of

consumers. For example, expertise and information value can stimulate consumers to improve their perceived value and reduce their information uncertainty; authenticity can enhance consumers' trust and identification with products recommended by influencers and can also promote the formation of parasocial relationships; interaction and entertainment can enhance consumers' emotional engagement and social connections. Therefore, the different characteristics of beauty influencers will stimulate consumers to produce different psychological activities, responses, and emotions, affecting consumers' psychological perceptions.

5.2. How do parasocial relationships and consumer trust affect consumers' purchase intention

Parasocial relationships mainly affect the final purchase intention by stimulating consumers to have a sense of closeness, familiarity, and identification with beauty influencers. For example, when consumers watch the content of an influencer for a long time, they will feel that "I know this person very well" or "She knows me very well", so it will be easier for them to trust product recommendations from familiar influencers.

Consumer trust mainly directly affects consumers' purchase intention by reducing the uncertainty of products and recommended information. When influencers have strong expertise and their recommendations create a sense of authenticity, they will effectively reduce consumers' concerns about product quality and information authenticity and ultimately improve their purchase intention. Trust is an important bridge connecting influencer characteristics and purchase behavior.

5.3. How does purchase intention further influence actual purchase behavior

When consumers come into contact with beauty influencers and have a certain purchase intention, such a subjective tendency may be further transformed into actual purchase behavior. A certain degree of purchase intention will make consumers take the initiative to understand and pay attention to the product and improve the possibility of finally completing the purchase. However, purchase intention cannot completely determine actual purchase behavior, and other factors such as price, alternative products, emergencies, etc. may hinder such a conversion process.

6. Implications

From a practical point of view, this study shows that brands can choose different beauty influencers according to their own product characteristics and refer to the different effects of different influencer characteristics on consumer psychology to achieve their own marketing purposes. When choosing beauty influencers, brands should make specific choices according to their own product characteristics, instead of simply referring to the follower count of influencers. For example, influencers with strong expertise and analytical skills may be able to better help consumers reduce information uncertainty.

At the same time, when brands choose influencers as product endorsers, they should shape the fit between the product and the influencer, so that the influencers' own professional image, content style, and target consumers are consistent with the brand positioning, to create a sense of naturalness and closeness for the audience.

7. Conclusion

This study mainly analyzes how the different characteristics of beauty influencers affect consumers' psychological perception, purchase intention, and purchase behavior. The study takes the S-O-R

Model as the overall framework and compares it through three Perfect Diary-related cases of Li Jiaqi, Rong Dian'er and Mia Mitang. By analyzing the content of the three influencers, it can be found that different types of influencers will affect consumers in different ways, but expertise, authenticity, similarity, and influencer-product fit may play a role in the process of consumers forming purchasing judgments.

For the first research question, different characteristics of influencers will bring different psychological reactions to consumers. Expertise and information value can help consumers reduce their lack of understanding and uncertainty about the product; authenticity can make consumers more confident in the product experience shared by influencers; similarity may make consumers feel closer to their aesthetics, needs, or lifestyles. At the same time, when the content positioning of the influencer itself matches the recommended products, the recommendation is more likely to appear natural than simple commercial advertising.

For the second research question, parasocial relationships and consumer trust will affect purchase intention. When consumers watch the content of the same influencer for a long time and gradually develop a sense of familiarity and closeness, they may be more likely to accept product recommendations from the influencer. At the same time, if consumers believe that influencers have expertise and the recommended content is true and credible, they can reduce their concerns about product quality and the authenticity of information, thus increasing their purchase intention. Therefore, trust can be regarded as a relatively important connection factor between influencer characteristics and consumers' purchasing decisions.

For the third research question, purchase intention can increase the possibility of actual purchases, but purchase intention does not necessarily fully translate into purchase behavior. Even if consumers are already interested in the product, they may not buy it in the end because of price, alternative products, personal needs, or other realistic factors. Therefore, purchase intention is more like an important stage before the actual purchase than a guarantee of the actual purchase.

From the perspective of practical application, this study shows that brands should not only pay attention to follower count and exposure when choosing beauty influencers. Brands also need to consider the expertise, content style, authenticity of influencers, and whether they match with products. Different types of products may be suitable for different types of influencers. For example, influencers with strong expertise and analytical skills may be more suitable for skin care products that require a lot of product information, while content creators who emphasize real experience and visual effects may be more suitable for makeup products.

There are also certain limitations in this study. First of all, the study only selected one brand of Perfect Diary and three beauty influencers, so the research results cannot represent the marketing of all beauty brands and influencers. Secondly, this study mainly uses public secondary data and consumer comments, so whether some consumers really complete the purchase cannot be fully confirmed. Future research can include more brands and influencer cases, and further study the relationship between influencer characteristics, consumer psychology, and actual purchase behavior through questionnaires, interviews, or real sales data.

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