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Factors Influencing Consumers' Perceived Value on Purchase Intention of Beauty Products in Sichuan Province, China

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ABSTRACT

This study explores the multidimensional factors influencing consumer purchase intention in the beauty industry, with an emphasis on the mediating role of perceived value. Specifically, it examines (1) the effect of product value on total purchase value, (2) the impact of monetary and energy costs on total purchase cost, (3) the influence of content and service interactions on consumer interactivity, and (4) how total purchase value, total purchase cost, and interactivity affect perceived value. Additionally, the study analyzes whether perceived value mediates the relationship between these variables and purchase intention, and whether consumer intention varies by gender and age. A mixed-methods approach was employed, incorporating both qualitative and quantitative data. Using purposive sampling, survey data were collected from 453 beauty product consumers in Sichuan Province, China, aged 15–65. Quantitative analyses revealed that product value, monetary cost, energy cost, content interaction, and service interaction all significantly contribute to their respective aggregate constructs. These, in turn, positively influence perceived value, which acts as a significant predictor of purchase intention. No significant moderating effects of gender or age were identified.

The findings provide actionable insights for beauty brands and digital marketers operating in regional Chinese markets. Enhancing perceived value through quality offerings, cost efficiency, and interactive experiences can effectively increase consumer purchase intentions, irrespective of demographic variations.

Introduction

The rapid proliferation of internet usage in China has significantly transformed consumer behavior and retail landscapes. By the end of 2021, China had over 1 billion internet users, achieving a penetration rate of approximately 73%, making it the largest online population globally (China Internet Network Information Center [CNNIC], 2022). This digital expansion has propelled the growth of e-commerce, with live streaming emerging as a particularly popular and engaging mode of online shopping. E-commerce live streaming has rapidly evolved into a mainstream sales channel, with the market size surpassing 1.05 trillion yuan by 2020 (iResearch, 2021). This format enables real-time interaction between sellers and consumers, enhancing user engagement and influencing purchasing decisions.

Simultaneously, China has solidified its position as a key player in the global luxury market. In 2017, Chinese consumers accounted for approximately 32% of global luxury consumption, a figure that has continued to rise in recent years (McKinsey & Company, 2019). Notably, light luxury brands offering high-quality, fashionable products at more accessible price points have seen substantial growth, fueled by increasing disposable incomes and shifting consumer preferences. While international luxury brands still dominate the market, domestic Chinese light luxury brands are gaining traction, particularly among younger consumers seeking style, identity, and value (Bain & Company, 2020).

In this context, the intersection of luxury consumption and e-commerce live streaming presents both opportunities and challenges. The dynamic and interactive nature of live streaming offers luxury brands a powerful platform for marketing, allowing for real-time engagement, personalized communication, and increased brand exposure. However, it also poses risks to the traditional values of luxury, such as exclusivity, heritage, and prestige (Kapferer & Bastien, 2012). Understanding how live streaming influences consumer perceptions and purchase intentions, particularly in culturally distinct regions like Sichuan, is essential for brands seeking to adapt to this digital transformation.

This study investigates the impact of e-commerce live streaming on luxury brand marketing and consumer behavior in Sichuan province. It explores how features such as interactivity, real-time feedback, influencer credibility, and promotional strategies (e.g., discounts) affect consumers' intention to purchase luxury goods. Furthermore, it examines how demographic factors such as age, gender, education level, and income moderate these effects. By analyzing empirical data, this research aims to provide strategic insights into how luxury brands can effectively utilize live streaming while maintaining their core values. The findings are expected to bridge a gap in current literature and offer practical guidance for both global and domestic luxury brands navigating China's rapidly evolving digital economy.

Literature Review and Theoretical Framework

Consumer Purchase Intention in the Beauty Industry

Consumer purchase intention refers to the likelihood or willingness of a consumer to buy a particular product or service. In the beauty industry, this intention is influenced by a complex interplay of emotional, social, and functional factors that go beyond mere product attributes (Kim & Chung, 2011; Wang et al., 2020). The rise of digital platforms and e-commerce has

transformed how consumers interact with beauty brands, shifting the focus from traditional purchase models to more interactive, content-driven experiences (Lee & Lee, 2021).

Rooted in consumer behavior theory, purchase intention reflects subjective judgments shaped by perceived value, consumer attitudes, and external influences (Dodds, 1991; Mullet, 2006; Lin, 2021). The Theory of Planned Behavior (Ajzen, 1991) further explains that purchase intention is driven by an individual's attitude toward the product, social norms, and perceived control over the buying process. In the luxury segment of the beauty market, purchase intention additionally responds to emotional and social needs, cultural factors, and brand loyalty (Vigneron & Johnson, 1999).

Over time, perspectives on purchase intention have evolved from focusing on motivation to incorporating value-based and situational factors. Recent studies highlight how interactive digital environments, such as live-streaming e-commerce, foster consumer trust and enhance perceived value, ultimately boosting purchase intention in the beauty industry (Zeithaml, 1988; Lin, 2021).

Perceived Value as a Mediator

Perceived value defined as a consumer's overall evaluation of a product's benefits relative to its costs (Zeithaml, 1988) serves as a critical mediator linking product attributes to consumer behaviors such as satisfaction and purchase intention. This construct explains how various facets of the consumption experience translate into final purchase decisions (Sweeney & Soutar, 2001; Yang & Peterson, 2004). Despite its recognized importance, limited empirical research has explored perceived value's mediating role specifically within the beauty industry in emerging economies, where cultural and infrastructural factors uniquely shape value perceptions.

Perceived value is inherently multi-dimensional, encompassing functional, emotional, social, economic, and conditional aspects (Channuwong et al., 2022; Sheth et al., 1991; Gallarza et al., 2018). Beyond utilitarian benefits such as quality and performance, it also includes symbolic elements like brand status and psychological satisfaction—factors especially salient in luxury consumption. High perceived value enhances purchase intentions by fulfilling diverse consumer needs and is shaped by brand image, pricing strategies, and marketing efforts (Wu, 2013). In dynamic contexts like e-commerce live streaming, perceived value can be conceptualized through three interrelated components:

1. Total Purchase Value: Incorporates functional, emotional, added, and product value, reflecting both practical utility and symbolic significance (Sweeney & Soutar, 1999; Gallarza et al., 2011).

2. Total Purchase Cost: Encompasses monetary costs alongside non-monetary factors such as time, effort, and psychological burden, which influence consumers' willingness to purchase premium products.

3. Interactivity: The engagement in real-time content and service interaction enhances perceived value by fostering emotional connection, trust, and a sense of community between consumers and brands during live events (Hollebeek et al., 2014; Brodie et al., 2013).

Overall, perceived value acts as a pivotal mediator, elucidating how experiential and contextual factors shape consumer decision-making and purchase behavior, particularly within evolving markets and interactive retail environments.

Multidimensional Factors Affecting Value and Cost

The concept of product value is multifaceted, encompassing various dimensions such as quality, brand image, and functional performance. These dimensions collectively influence consumers' perceived value and their subsequent loyalty to a product or brand (Dodds et al., 1991). Quality pertains to the product's ability to fulfill its intended purpose reliably and durably, thus enhancing consumer satisfaction. Brand image contributes to perceived value by evoking trust, prestige, or emotional resonance, often enabling firms to command premium pricing. Functional performance refers to the efficacy and efficiency with which the product meets specific consumer needs, further strengthening perceived value.

Conversely, the perception of cost extends beyond mere monetary expenditure. While price remains a fundamental determinant of purchase decisions, non-monetary costs play a critical role in shaping overall cost perceptions (Grewal et al., 1998). Non-monetary costs encompass factors such as the physical and cognitive effort required to acquire or utilize the product, time invested in the decision-making process, and the mental load associated with evaluating product alternatives. These costs can significantly affect consumers' willingness to engage with a product or brand.

The impact of non-monetary costs is particularly pronounced in developing markets. In such contexts, infrastructural limitations and information asymmetries often increase the energy and effort consumers must expend to research, access, and obtain products. Consequently, non-monetary costs such as search effort, transportation time, and cognitive burden may outweigh price considerations in influencing consumer behavior. This highlights the necessity for marketers and businesses to account for a broad spectrum of value and cost dimensions tailored to specific market environments.

Consumer perceptions of value and cost are inherently multidimensional. Effective marketing strategies require an integrated understanding of both tangible product attributes and intangible costs associated with the purchasing process, especially in diverse economic contexts.

Consumer Interactivity in Digital Contexts

Consumer interactivity in digital environments refers to the degree to which consumers engage with and respond to digital content and services. This interactivity manifests through various forms, including content-related activities such as product reviews and social media posts, as well as service-oriented interactions like real-time chat support and personalized recommendations. Prior research has identified digital interactivity as a critical determinant of consumer engagement and trust (Liu & Shrum, 2002; Labrecque, 2014).

The interactive nature of digital consumption is particularly pronounced within the beauty industry. Here, consumer behavior is significantly influenced by interactive elements such as instructional advice, tutorial videos, and peer-generated opinions. These components foster a participatory environment that allows consumers to access, share, and evaluate information in real time. Consequently, digital interactivity contributes substantially to the consumer's perceived value of beauty products.

Moreover, the ability to interact with content and services positively affects consumers' purchase intentions. When consumers perceive higher engagement and trust through interactive digital platforms, their confidence in product quality and suitability increases. Thus,

interactivity serves as a pivotal mechanism influencing both the perceived value and the subsequent purchasing behavior within the digital beauty marketplace.

Demographic Moderators: Age and Gender

Demographic variables such as age and gender are frequently considered significant moderators in consumer purchase behavior research. These variables can influence the relationship between various factors and consumer decision-making processes, thereby shaping purchase outcomes. Extant literature often posits that men and women exhibit differing priorities in their purchase decisions. For instance, some studies indicate that female consumers tend to place greater emphasis on brand identity and product aesthetics (Nique & Kahlenberg, 2014). This suggests that women may be more sensitive to the visual appeal and symbolic meaning of products. Conversely, male consumers are sometimes reported to focus more on functional attributes and technical specifications, although such distinctions are not universally consistent across all product categories or contexts. Notably, the effect of gender on purchase behavior may be attenuated or less salient in scenarios where utilitarian or value-driven considerations predominate.

Age has also been identified as a critical demographic factor influencing consumer engagement, particularly with respect to digital and interactive marketing content. Younger consumers are generally more receptive to and engaged with digital platforms and interactive media, reflecting greater familiarity and comfort with technology (Taylor & Strutton, 2016). In contrast, older consumers may demonstrate a preference for traditional purchasing channels and may prioritize clarity and simplicity in product information. However, as with gender, the moderating effect of age is context-dependent and may diminish when consumers prioritize economic value or price sensitivity over experiential or technological engagement.

It is important to underscore that the moderating effects of age and gender are not universally consistent. These demographic variables interact with other contextual factors such as product type, marketing strategies, and situational influences, resulting in variability in their impact on purchase behavior. Consequently, while demographic moderators provide useful insights, their explanatory power should be interpreted within the broader context of consumer decision-making models.
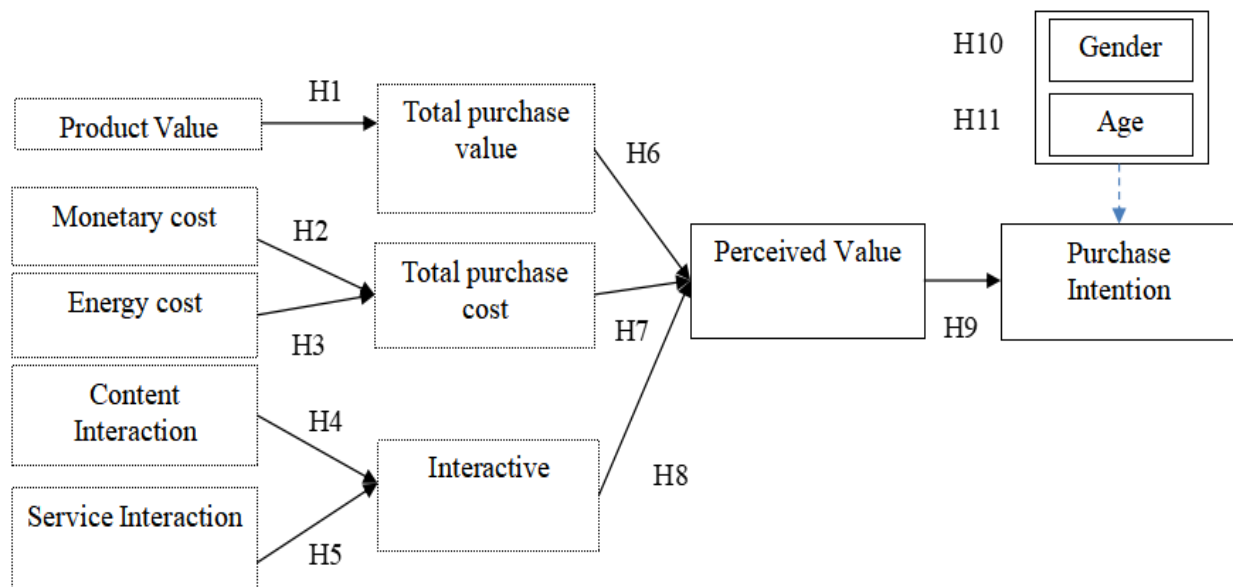
Theoretical Framework

Figure 1 Theoretical Framework

Objectives

1. To examine the impact of product value on total purchase value,
2. To examine the impact of monetary cost and energy cost on total purchase cost,
3. To examine the impact of content interaction and service interaction on interactive,
4. To examine the impact of total purchase value, total purchase cost and interactive on perceived value
5. To analyze the mediating effect of perceived value on factors influencing purchase intention
6. To investigate whether consumer purchasing intentions differ across genders and age groups.

Hypotheses

H1: Product value has a significant positive impact on total purchase value.
H2: Monetary cost has a significant positive impact on total purchase cost.
H3: Energy cost has a significant positive impact on total purchase cost.
H4: Content interaction has a significant positive impact on interactive.
H5: Service interaction has a significant positive impact on interactive.
H6: Total purchase value has a significant positive impact on perceived value.
H7: Total purchase cost has a significant positive impact on perceived value.
H8: Interactive has a significant positive impact on perceived value.
H9: Perceived value has a significant positive impact on purchase intention.
H10: There is significant difference in consumer purchase intention between users of different genders.

H11: There is significant difference in consumer purchasing intention among users of different ages.

Methodology

Research Type

This study employs a mixed-methods research design, integrating both qualitative and quantitative approaches. The mixed-methods framework enables a comprehensive understanding of the factors influencing consumer purchase intention in the beauty industry by combining exploratory insights with statistical validation.

Study Population

The study population comprises beauty product consumers residing in Sichuan Province, China, aged between 15 and 65 years. This population represents a diverse cross-section of consumers in an emerging regional market where digital and traditional beauty consumption co-exist.

Sample Groups and Selection Techniques

A total of 453 participants were purposively sampled based on their status as active users or purchasers of beauty products. Purposive sampling was chosen to ensure that respondents had relevant experience and knowledge related to the research topic. The sample included individuals across different age groups and both genders to allow for comparative analysis.

Research Tools

Data were collected primarily through a structured survey questionnaire developed from validated scales in prior research, adapted to the beauty industry context. The questionnaire covered constructs such as product value, monetary and energy costs, content interaction, service interaction, perceived value, and purchase intention. Qualitative data were also gathered via open-ended survey questions and informal interviews to enrich understanding of consumer perceptions.

Research Procedures

The research was conducted in multiple stages
1. Instrument Development and Pilot Testing The survey instrument was designed and piloted with a small subset of the target population to ensure clarity, relevance, and reliability.
2. Data Collection The final questionnaire was administered both online and in person between [specify dates if known]. Informed consent was obtained from all participants, and confidentiality was assured.
3. Qualitative Data Collection Follow-up interviews were conducted with a subset of respondents to explore themes emerging from the survey data in greater depth.

Data Collection

Survey responses were collected electronically through online platforms and supplemented by face-to-face distribution in retail settings. This dual approach increased accessibility and response rates. Qualitative interview data were audio-recorded with participant permission and transcribed verbatim for analysis.

Data Analysis Methods

Quantitative data were analyzed using statistical software (e.g., SPSS, AMOS, or equivalent). The following procedures were applied:

1. Descriptive Statistics to profile the sample and summarize key variables.

2. Exploratory and Confirmatory Factor Analysis to validate the measurement model and construct validity.

3. Structural Equation Modeling (SEM) to test the hypothesized relationships among product value, purchase costs, interactivity, perceived value, and purchase intention.

4. Moderation Analysis was performed to examine the effects of gender and age on the relationships within the model.

Qualitative data were analyzed thematically to identify patterns and insights complementing the quantitative findings.

Results

The sample consisted of 453 respondents aged between 15 and 65 years, with a balanced representation of gender (52% female, 48% male). Participants reported varying levels of engagement with beauty products, providing a robust basis for analysis.

Exploratory and confirmatory factor analyses confirmed the validity and reliability of the measurement scales. All constructs demonstrated satisfactory internal consistency, with Cronbach's alpha values exceeding the recommended threshold of 0.70. Factor loadings for individual items were all significant ($p < 0.001$) and exceeded 0.60, supporting convergent validity.

Reliability and Validity Analysis

Consistent with the preliminary test results, this study assessed the internal consistency reliability of the scale using Cronbach's α as an indicator. Based on the guideline by Bland & Altman (1997), an α value above 0.7 suggests good reliability. As shown in Table 1, the α coefficients for each dimension ranged from 0.871 to 0.910, and the overall reliability coefficient reached 0.945, significantly exceeding the 0.8 threshold. These results confirm that the measurement scale has excellent internal consistency and is highly reliable for future research applications.

Table 1 Standardized Factor Loading and Cronbach's Alpha

Variable		Corrected Total Item Correlation (Citc)	Cronbach's A If Items Are Deleted	Cronbach's Alpha Coefficient
Product Value	CPJZ1	0.740	0.853	0.883
	CPJZ2	0.763	0.844	
	CPJZ3	0.736	0.854	
	CPJZ4	0.747	0.850	
Monetary cost	HBCB1	0.738	0.851	0.882
	HBCB2	0.754	0.844	
	HBCB3	0.739	0.850	
	HBCB4	0.743	0.849	
Energy cost	JLCB1	0.715	0.839	0.871
	JLCB2	0.737	0.830	
	JLCB3	0.742	0.828	
	JLCB4	0.705	0.843	
Content Interaction	NRHD1	0.776	0.863	0.896
	NRHD2	0.773	0.864	
	NRHD3	0.770	0.865	
	NRHD4	0.755	0.870	
Service Interaction	FWHD1	0.791	0.886	0.910
	FWHD2	0.811	0.878	
	FWHD3	0.789	0.886	
	FWHD4	0.793	0.885	
Perceived Value	GZ1	0.759	0.854	0.888
	GZ2	0.772	0.849	
	GZ3	0.749	0.858	
	GZ4	0.737	0.863	
Total purchase value	GMZJ1	0.770	0.870	0.898
	GMZJ2	0.783	0.865	
	GMZJ3	0.779	0.867	
	GMZJ4	0.763	0.873	
Total purchase cost	GMZC1	0.786	0.870	0.902
	GMZC2	0.778	0.874	
	GMZC3	0.763	0.879	

Variable		Corrected Total Item Correlation (Citc)	Cronbach's A If Items Are Deleted	Cronbach's Alpha Coefficient
	GMZC4	0.792	0.869	
Interactive	HDWD1	0.812	0.864	0.903
	HDWD2	0.775	0.877	
	HDWD3	0.774	0.877	
	HDWD4	0.767	0.880	
Purchase intention	YY1	0.797	0.879	0.908
	YY2	0.792	0.881	
	YY3	0.806	0.876	
	YY4	0.775	0.887	
Overall Cronbach's α 0.945				

The results from Table 2 indicate that the overall model fit of the scale is satisfactory. The chi-square to degrees of freedom ratio (χ^2/df) is 1.321, which is close to 1 and well below the acceptable threshold of 3, suggesting a good fit. The absolute fit index RMSEA is 0.027, which is below the standard cutoff of 0.05, indicating an excellent fit. Additionally, the Goodness-of-Fit Index (GFI) is 0.965, exceeding the minimum acceptable value of 0.80. Regarding incremental fit indices, the values for NFI, TLI, RFI, IFI, and CFI range from 0.919 to 0.981, all surpassing the recommended threshold of 0.90. These results collectively confirm that the factor model demonstrates strong construct validity and acceptable overall model fit. The criteria used to assess model fit were primarily based on the guidelines proposed by Yang (2019).

Table2 Summary of Fit Indices of Measurement Model

	Absolute Fit Measure			Incremental Fit Measure				
	χ^2/df	RMSEA	GFI	NFI	TLI	RFI	IFI	CFI
Recommended Point	<2.0	<0.05	Close to 1	>0.9	>0.9	>0.9	>0.9	>0.9
Proposed Model	1.321	0.027	0.907	0.925	0.979	0.919	0.981	0.981

The results indicate strong convergent validity for the measurement model. All standardized factor loadings exceed 0.50 and are statistically significant at the p < 0.001 level, demonstrating that the observed variables are well represented by their respective latent constructs. Following Wu Minglong's (2011) criteria where an Average Variance Extracted

(AVE) greater than 0.50 and Composite Reliability (CR) above 0.60 signify good convergent validity all subscales meet these standards. The CR values for each construct surpass the 0.60 threshold, and the AVE values exceed 0.50, confirming that the latent variables exhibit good internal consistency and validity (Table 3).

Table 3 Construct Correlation Matrix, Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE)

Dimension	Variables	Std.	S.E.	C.R.	P	CR	AVE
GZ	GZ1←– GZ	.823	.053	19.064	***	0.865	0.621
	GZ2←– GZ	.830	.053	19.064	***		
	GZ3←– GZ	.812	.053	19.064	***		
	GZ4←– GZ	798					
GMZJ	GMZJ1←– GMZJ	.832	.052	20.009	***	0.875	0.642
	GMZJ2←–GMZJ	.846	.052	20.441	***		
	GMZJ3←– GMZJ	.829	.051	19.919	***		
	GMZJ4←– GMZJ	.812					
GMZC	GMZC1←– GMZC	.842	.046	21.665	***	0.850	0.632
	GMZC2←– GMZC	.835	.047	21.425	***		
	GMZC3←– GMZC	.816	.047	20.678	***		
	GMZC4←– GMZC	.845					
HDWD	HDWD1←– HDWD	.873	.050	21.580	***	0.870	0.645
	HDWD2←– HDWD	.829	.050	20.124	***		
	HDWD3←– HDWD	.829	.052	20.140	***		

Dimension	Variables	Std.	S.E.	C.R.	P	CR	AVE
	HDWD4←HDWD	.813					
YY	YY1←YY	.847	.043	22.797	***	0.884	0.651
	YY2←YY	.843	.042	22.647	***		
	YY3←YY	.865	.043	21.601	***		
	YY4←YY	.819					

*Note: p <0.05, p<0.01, *: p<0.001*

The results from Table 4 demonstrate strong discriminant validity among the five latent variables. For each construct Perceived Value (PV), Perceived Total Value (PTV), Perceived Total Cost (PTC), Interactivity (INT), and Purchase Intention (PI) the square root of the Average Variance Extracted (AVE) exceeds the maximum inter-construct correlation coefficients. Specifically, the square root values range from 0.775 to 0.795, all of which are higher than the respective inter-component correlation maxima (ranging from 0.450 to 0.480). This confirms that each construct is distinct and not excessively correlated with others. Combined with previously established evidence of convergent validity and internal consistency, these results confirm that the measurement model has strong reliability and validity, providing a solid basis for the subsequent Structural Equation Modeling (SEM) analysis.

Table 4 Discriminant validity of the overall model

Variable	GZ	GMZJ	GMZC	HDWD	YY
GZ	0.621				
GMZJ	0.450***	0.642			
GMZC	0.430***	0.410***	0.632		
HDWD	0.420***	0.400***	0.390***	0.645	
YY	0.480***	0.470***	0.460***	0.450***	0.651
Mean square root	0.785	0.790	0.775	0.780	0.795

*Note: p <0.05: p<0.01, *: p<0.001*

Hypotheses Testing

The results indicate significant positive relationships across the model's constructs. Product value strongly influences total purchase value (β = 0.715, p < 0.001), while both monetary cost (β = 0.520, p < 0.001) and energy cost (β = 0.196, p < 0.001) significantly contribute to total purchase cost. Content interaction (β = 0.247, p < 0.001) and service interaction (β = 0.477, p < 0.001) both positively impact interactivity. Additionally, total purchase value (β = 0.343, p < 0.001), total purchase cost (β = 0.328, p < 0.001), and interactivity (β = 0.337, p < 0.001) each significantly enhance perceived value, which in turn strongly predicts purchase intention (β = 0.597, p < 0.001). These findings suggest that product and cost factors, along with interactive experiences, collectively shape perceived value and ultimately influence consumers' intention to purchase luxury goods via e-commerce live streaming (Table 5).

Table 5 Standardized Coefficients and Hypothesis Testing

Hypothesis No.	Structural Path	Standardized Regression Weight (β)	Critical Ratio (C.R.)
H1	Product value → Total purchase value	.715	13.563 ***
H2	Monetary cost → Total purchase cost	.520	9.884 ***
H3	Energy cost → Total purchase cost	.196	4.116 ***
H4	Content interaction → Interactive	.247	5.054 ***
H5	Service interaction → Interactive	.477	9.415 ***
H6	Total purchase value → Perceived value	.343	7.381 ***
H7	Total purchase cost → Perceived value	.328	7.152 ***
H8	Interactive → Perceived value	.337	7.353 ***
H9	Perceived value → Purchase intention	.597	11.427 ***

Note: ***p<0.001, **p<0.01, * p<0.05.

Test for differences in purchase intention between gender groups

The statistical analysis examined whether gender and age influence consumers' purchase intention for luxury goods through e-commerce live streaming. An independent sample t-test showed no significant difference between male and female respondents ($p = 0.092 > 0.05$), leading to the rejection of Hypothesis H10. Similarly, a one-way ANOVA tested age differences in purchase intention. The Levene's test confirmed homogeneity of variances ($p = 0.476$), but the ANOVA results showed no significant difference across age groups ($F = 4.067$, $p = 0.091 > 0.05$). Thus, Hypothesis H11 was also rejected, indicating that neither gender nor age significantly affects consumer purchase intention in this context.

Table 6 Hypothesis Verification Table

Serial Number	Research Hypothesis	Result
H1	Product value has a significant positive impact on total purchase value	Accepted
H2	Monetary cost has a significant positive impact on total purchase cost	Accepted
H3	Energy cost has a significant positive impact on total purchase cost	Accepted
H4	Content interaction has a significant positive impact on interactive	Accepted
H5	Service interaction has a significant positive impact on interactive	Accepted
H6	Total purchase value has a significant positive impact on perceived value	Accepted
H7	Total purchase cost has a significant positive impact on perceived value	Accepted
H8	Interactive has a significant positive impact on perceived value	Accepted
H9	Perceived value has a significant positive impact on purchase intention	Accepted
H10	There is significant difference in consumer purchase intention between users of different genders	Rejected
H11	There is significant difference in consumer purchasing intention among users of different ages	Rejected

According to the empirical research and data analysis in the previous chapters, the conclusions are summarized in Table 6, from which it can be seen that hypotheses H1, H2, H3, H4, H5, H6, H7, H8, H9 are "Accepted hypotheses". Hypothesis H10 and H11 are both "Rejected hypotheses".

Discussion

This study contributes to the existing literature by validating a multidimensional model of consumer purchase intention in the beauty industry, with perceived value functioning as a central mediating construct. The results confirm that product value, monetary and energy costs, and interactive experiences significantly influence perceived value, which in turn drives purchase intention. These findings are consistent with prior studies emphasizing the importance of perceived value in shaping consumer behavior (Sweeney & Soutar, 2001; Yang & Peterson, 2004), while expanding the understanding by incorporating both cost-related and interactivity-related dimensions.

Perceived Cost and Effort in Regional Markets

A significant contribution of this study is the emphasis on non-monetary costs, particularly energy costs. In developing regions such as Sichuan Province where logistical, technological, and informational barriers persist effort-related costs become especially salient. This finding suggests that reducing consumer effort is just as crucial as offering competitive pricing. In line with this, marketers should prioritize intuitive platform design, streamlined customer journeys, and accessible product information to minimize perceived effort.

Interactivity as a Value Enhancer

The study further highlights the role of interactivity, encompassing both content interaction (e.g., user-generated content, influencer reviews) and service interaction (e.g., live chat, responsive customer service). These forms of engagement significantly enhance perceived value, which in turn increases purchase intention. This is aligned with the work of Labrecque (2014), who emphasized that digital customer engagement is a key factor in the online purchase journey. Within the live-streaming e-commerce context, the anchor's ability to engage users in real time provides both emotional and informational value, fostering trust and loyalty.

Demographic Factors and Homogenized Consumer Behavior

Interestingly, gender and age were not found to significantly moderate the relationships within the model. This contrasts with earlier assumptions in consumer segmentation but aligns with findings from Dan Mingxiao et al. (2018) and Zhang Beijia (2017), suggesting a homogenization of consumer behavior in digital commerce. The results imply that value perceptions are universally influential, regardless of demographic group, emphasizing the scalability of value-centric marketing strategies.

Trust in Anchors and Emotional Triggers

Trust in e-commerce anchors also emerged as a key determinant of purchase intention. Consumers are more likely to purchase from anchors who demonstrate strong product knowledge, present high-quality, cost-effective products, and engage audiences interactively. This finding supports earlier research by Chen and Lin (2018), Li et al. (2018), and Lim et al.

(2020), who identified anchor trustworthiness and product authenticity as central factors influencing live-stream purchase behavior. Here, perceived value acts as an emotional trigger, reinforcing brand loyalty and long-term engagement.

Theoretical Integration

This study integrates multiple theoretical frameworks to provide a comprehensive explanation of consumer behavior in e-commerce live streaming

1. The Stimulus–Organism–Response (S–O–R) model (Mehrabian & Russell, 1974) illustrates how product and interactive stimuli affect internal evaluations (i.e., perceived value), leading to behavioral responses (purchase intentions).

2. Consumer Behavior Theory and Social Exchange Theory explain how consumers assess both tangible and intangible costs and benefits in transactions.

3. The Technology Acceptance Model (TAM) helps contextualize the role of platform usability and perceived ease of use.

Through this integration, the study contributes to a holistic understanding of digital consumer behavior in the beauty and luxury sectors.

Practical Implications

From a managerial standpoint, the findings offer several actionable insights

1. Product development should emphasize both functional and aesthetic value, particularly in beauty and luxury segments.

2. Marketing communications should highlight value-for-money propositions and reduce perceived effort by enhancing the digital user experience.

3. Interactive engagement through content creation, influencer partnerships, and live customer support should be prioritized.

4. In regional markets such as Sichuan, efforts should focus on eliminating logistical and informational barriers, thereby enhancing perceived convenience and trust.

Luxury brands are also advised to reduce regional price discrimination, maintain consistent quality standards, and embrace personalized digital marketing strategies to meet the evolving expectations of digitally literate consumers (Guo Rong et al., 2018; World Luxury Association, 2020).

In conclusion, the study confirms that product value, cost factors (monetary and energy-related), and interactivity are key antecedents of perceived value, which in turn significantly influences purchase intention. The absence of significant demographic moderators suggests a growing uniformity in consumer behavior across age and gender in the digital commerce context. These insights offer valuable contributions to both theory and practice, particularly for brands operating in the e-commerce live streaming sector within the Chinese beauty and luxury markets.

Conclusion

This study examined the multidimensional factors influencing consumer purchase intention in the beauty industry, with particular emphasis on the mediating role of perceived value. The findings demonstrate that product value, monetary and energy costs, and content and service interactions significantly contribute to total purchase value, purchase cost, and consumer interactivity, respectively. These constructs, in turn, positively affect perceived value, which serves as a key determinant of purchase intention. Furthermore, perceived value was found to mediate the relationship between these antecedent factors and purchase intention, highlighting its central role in shaping consumer behavior. Notably, no significant moderating effects of gender or age were observed, suggesting the robustness of the model across demographic groups.

Overall, the study contributes to a more nuanced understanding of consumer decision-making in the beauty sector, particularly within the context of regional Chinese markets. The results offer practical implications for brand managers and digital marketers, emphasizing the importance of enhancing perceived value through product quality, cost efficiency, and interactive consumer experiences.

Recommendations

Contribution to the Body of Knowledge

This study advances the theoretical understanding of consumer behavior in the beauty industry by empirically validating a multidimensional framework that includes product value, cost (monetary and energy), and interactivity as antecedents to perceived value and, ultimately, purchase intention. The confirmation of perceived value as a mediating construct contributes to the literature by reinforcing its central role in consumer decision-making, particularly within the context of regional Chinese markets.

Practical Implications

The findings offer actionable insights for practitioners, particularly beauty brands and digital marketers
1. Enhance product value through consistent quality, innovative offerings, and credibility.
2. Minimize perceived costs by streamlining the customer journey and maintaining price transparency.
3. Invest in interactive platforms to improve customer engagement via personalized content and responsive service.

Public Implications

From a consumer perspective, the study encourages more holistic evaluation of beauty products, emphasizing not only price but also experiential elements such as interaction quality and service responsiveness. This may foster more informed and satisfying purchasing decisions.

Future Research

1. Cross-cultural validation: Replicating the study in different cultural or geographical contexts to assess generalizability.

2. Longitudinal analysis: Investigating how perceived value and purchase intention change over time or with repeated brand interactions.

3. Technology integration: Exploring the role of digital innovations (e.g., AI, AR/VR, virtual try-ons) in enhancing perceived value and consumer engagement.

4. Expanded behavioral constructs: Incorporating psychological factors such as trust, brand attachment, and social influence to enrich the explanatory power of the model.

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