

Modelling the Impacts of Spokespersons Attachment in Cosmetics Context

Abstract

With the gradual improvement of the national living standard and the increase of daily makeup people, the market size of Chinese cosmetics industry has been growing. However, cosmetics industry has faced the problems of insufficient consumer attachment through live streaming, which makes the marketing effect not clear in the process of brand marketing. The purpose of this study is to verify the antecedents and results of consumers' perception of spokesperson attachment, analyze the factors influencing spokesperson attachment, and the influence of spokesperson attachment on word of mouth, and put forward suggestions. Data was collected by questionnaire and 372 valid sample were received. Findings found that the perceived non-economic value, perceived economic value, reference group and other factors have a positive correlation with the attachment of the spokesperson, and variety seeking has a negative impact on the attachment of the spokesperson. Lastly, such suggestion of improving the exclusive preferential price intensity of the enterprise broadcasting room was drawn to managers.

Keywords: spokespersons, attachment, cosmetics industry, reference groups, variety seeking

Introduction

With the gradual improvement of the national living standard and the increase of daily makeup people, the market size of Chinese cosmetics industry has been growing. The data from the National Bureau of Statistics show that the retail sales of cosmetics industry in 2020 has increased from 24.95 billion yuan to 36.75 billion yuan with an increase of 42.5%. In the future, the potential cosmetics consumption is coming and it'll be the most market of the world. In this trend, many new beauty-makeup brands have a relatively short time to enter the public's vision, and it is difficult to gain public attention and attract more consumers' attention. In order to improve this disadvantage, many brands use live streaming platforms for marketing promotion. Live streaming has gradually become an important means of brand marketing for beauty manufacturers.

However, cosmetics industry has faced the problems of insufficient consumer attachment through live streaming, which makes the marketing effect not clear in the process of brand marketing. It will be beneficial to the sustainable development of cosmetics industry if we can clarify the problems of consumers' attachment to live

spokespersons and put forward suggestions. Therefore, the purpose of this study is to explore the antecedents and results of consumers' perception of spokesperson attachment, analyze the factors influencing spokesperson attachment, and the influence of spokesperson attachment on word of mouth, and put forward suggestions.

In terms of the antecedents of spokesperson attachment, this study selected three variables: perceived value, reference groups and variety seeking as its antecedents. The following chapters will display the concepts of live broadcasting, spokesperson and spokesperson attachment, perceived value, reference groups, and variety seeking, respectively, and verify the relationships between the variables.

2.Literature review

2.1The concept of live streaming

With the development of the Internet, network broadcast has begun to rise and become popular. Individuals and enterprises gradually use network media to market themselves, and network marketing has gradually become a new way of marketing. No scholar gave a clear definition of network broadcast before 2016, and it was only defined after 2016 from literature review.

Zhao [1] believes that network broadcast is a form of video entertainment, which is highly interactive. It is usually a video recording tool for anchors to do activities on live streaming platforms, such as singing, cooking food or playing games. And audiences can interact with anchors by sending bullet screens. Shu and Chen [2] proposed that comprehensive data communication and interaction can be carried out by using live streaming platforms and users to conduct voice and video online. So that it can improve the brand awareness and reputation of enterprises, and achieve the marketing purpose of enterprises.

Zhao [3] believes that live broadcasting is characterized by immediacy and authenticity, so anchors' response ability, improvisation ability and imperfect intimacy can attract users' attention. The live broadcast of beauty makeup studied in this paper belongs to live streaming of e-commerce. The live broadcast of beauty makeup products focuses on various types of cosmetics and purchase links, and explains cosmetics. There are many livestreaming platforms in China, and the content types of livestreaming are various, such as games, food, beauty makeup, fitness and so on, which meet the needs of audiences with different interests and hobbies. Therefore, the network broadcast platform will be used by individuals or enterprises as a carrier to publicize and plan the marketing objects. Promote the interaction between marketing objects and consumers, so as to stimulate consumers to produce purchase behavior. At the same time, it also enables individuals or enterprises to achieve marketing goals. Although there are a large number of Internet live broadcast platforms and a large

number of users, the live broadcast content is relatively single and boring, and the main difference is reflected in the spokespersons of the live broadcast.

2.2 The concept of spokesperson and spokesperson attachment

Spokespersons have been a long history to view as a brand promotion strategy. As early as the late 19th century, companies used celebrities in advertisements to promote their products. However, due to the limited communication conditions at that time, the types of endorsers and endorsement brands are relatively single. According to Meng and Liu [4], spokespersons are those who represent a particular product, service or brand and make official statements. The consumer has more trust in the spokesperson with a positive image, which can be transferred, and the enterprise represented by the spokesperson is also easy to be liked and trusted by the consumer. Thus, promoting the consumer's desire to buy the products or services of the enterprise is needed. Nowadays, one of the most commonly used ways of corporate publicity and advertising public relations is to let spokespeople speak for products, brands or services. In this way, the intermediary, the spokesperson, can connect the consumer with the product or brand, so that the consumer can accept it more easily and create the famous brand effect.

The livestreaming brand of this study is Baiquelin, and the livestreaming spokesperson of this study refers to the livestreaming sales of Baiquelin beauty makeup products. In principle, specific stars or anchors can increase their livestreaming sales. For example, the head of the beauty live broadcast industry, is a leading figure in the beauty live broadcast industry. At the same time, he gives a positive image to the consumer, which can make the consumer have a good impression on the enterprises he represents, so as to buy the products or services he represents. Because the materialized brand itself is difficult to form brand connection with consumers, the intermediary media of spokespersons is used to concretize commodities and brands.

Attachment is an individual's psychological link to a particular object, which is often expressed by dependence and identity. Among them, dependence is a psychological state formed by a short time of feeling, while identity is an emotion bound produced by a long term of psychological connection [5]. For example, users may watch certain programs for a long time, which making watching certain live programs been a part of their life. Further, the formation of special memories and memories in life of users can be met while watching and the special interaction with the host was taken. As time goes by, users and live-streamers may have a sense of dependence. Moreover, they watch certain live programs for a long time and are interested in specific topics. They are willing to continue to pay attentions to them. In the long run, they will have emotional and psychological bounds towards the live streamer, and the link between these psychological bounds are their identity of the

quality broadcast. Accordingly, the spokesperson attachment can be understood as the consumer's dependence and identity on the spokesperson. Such user dependence and identity will affect their brand words of mouth and the subsequent purchase behavior.

2.3 The concept of word of mouth

Liu [6] believe that WOM is an informal way of communication, in which consumers exchange information about a certain business, product or service. The communication content may be positive or negative word of mouth. Chen [7] believes that online WOM is a means of communication using the Internet as a communication medium, and its main content is to give consumers positive or negative purchase evaluation and experience of products or services after they have consumed them.

Chen [8] believes that online WOM has various ways to spread, such as forums, blogs, social media (Xiaohongshu, Titok, etc.) and online comments. Online word of mouth is a process in which people who have consumed pass on information about products, services or businesses to those who have not consumed and those who want to consume. Wang [9] believes that online WOM refers to the reviews written by consumers from different backgrounds and regions through the Internet, and online WOM is extensive, anonymous and asynchronous.

Referring to the relevant literature, this study defines the word of mouth of spokespersons as “the potential consumers use the Internet as a medium to communicate the information of the products or services endorsed by a certain spokesperson, and the content may be either positive or negative”. After consumers visit a certain livestream or platform, they make comments on its products or services. These comments are easy to be posted in the comment section. When other consumers want to buy the product, they will search for the reviews of the product and consider whether to buy the product based on the word of mouth of the reviews.

Moreover, if many consumers have a high evaluation of a spokesperson, the spokesperson will have a good reputation. The products endorsed by the spokesperson are more likely to attract other consumers to buy, or stimulate consumers to repeat the purchase behavior. If the spokesperson of a live broadcast has a high level of attentions and is deeply attached to by consumers, the products recommended by the spokesperson are more likely to be accepted and purchased by consumers, and thus generating positive word of mouth.

2.4 The concept of perceived value

The Internet environment is constantly changing, and how enterprises should do to better establish and develop their own spokesperson value has always been a problem for the industry. The spokesperson of a brand provides the desired value to

customers, and customers build their personal cognition of the spokesperson through internal and external perception. At the same time, the perceived value of customers will gradually affect the reputation of the spokesperson of an enterprise. Sweeney et al. [10] further took durable goods as the research object and finally formed the perceived value into four dimensions: functional value, affective value, social value and perceived cost. Peng [11] has verified the shopping promotion effects on the consumer purchase intention under the network environment, and they are starting from the four dimensions of perceived value. According to previous research, customer perceived value can be divided into two dimensions, the economic value and non-economic value.

Perceived economic value is the monetary value perceived by consumers. Under the same conditions, consumers can buy needed, desired or appropriate products and services with less money on the live broadcasting platform or the live broadcasting studio of the live broadcasting spokesperson of Baiquelin. Perceived non-economic value refers to benefits such as preferential coupons, gifts, raffle gifts and so on. Purchasing products in Baiquelin live broadcast studio can obtain more non-economic value than other live broadcast rooms, which makes it easier for consumers to generate positive word of mouth for Baiquelin live broadcast spokesperson.

2.5 The concept of reference groups

Reference group is a kind of social influence. In the community relations with developed communication software, the opinions and influence in the community are getting bigger and bigger [12,13,14]. When consumers are more influenced by the community, the relationship between consumers' personal experience preference (satisfaction or not) of live streaming and word-of-mouth behavior is more likely to be affected, and its impact might be negative. In other words, in the context of higher reference groups, consumers' satisfaction with the live broadcast spokesperson or product is less important. Satisfaction may not lead to higher words of mouth, and dissatisfaction may not lead to lower words of mouth.

Based on the review of literature, the more influenced consumers are by important people around them, the more likely consumers' personal behavior toward word of mouth is to be influenced by the reference group. Then, consumers are affected by the relationship of important others around them. And the words of mouth of consumers to spokespersons will be easily influenced by the reference group. While these important people around them recognize the live spokespersons of Baiquelin beauty makeup products, they will recommend the products or services they endorse, which will easily generate positive word of mouth for consumers.

2.6 The concept of variety seeking

Variety seeking is a tendency of individuals to make decisions, and it is one of the important factors for consumers to engage in consumer behavior choice [14,15,16]. Consumers with a higher variety seeking characteristics represent that their decision-making behavior is more diverse, more considered, and less likely to repeat previous choices. For example, they may get tired of the same shopping patterns, such as shopping time, shopping place and checkout method, and change their shopping decisions [12,13,14]. Moreover, they may try new brands, specifications or flavors out of boredom with the same product or brand [14]. This means that consumers may have a variety of search behaviors based on boredom. How enterprises continue to innovate products, attract consumers' attention, maintain their brand novelty, and prevent consumers from becoming bored with corporate brands and switching to other brands has become one of the most important research topics.

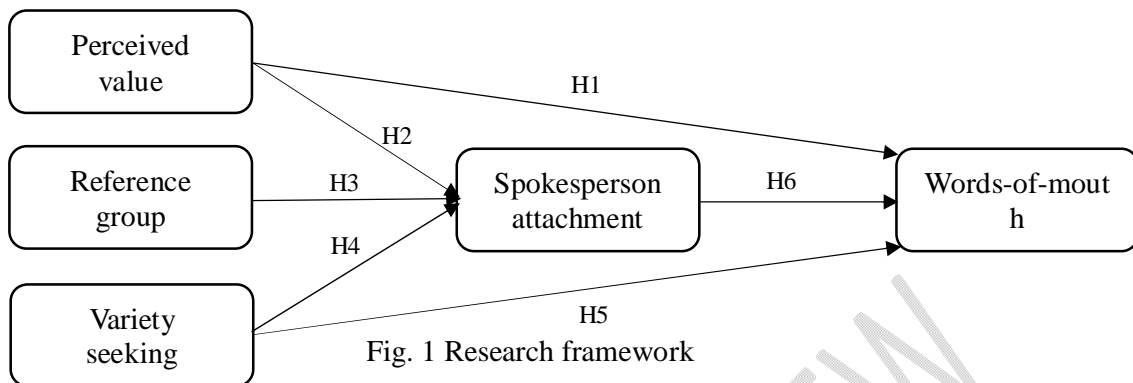
Secondly, the characteristics of variety seeking may come from consumers' willingness to try new things, their decision that they cannot resist external attraction, and their external motivation [17,18]. In other words, the reason why consumers break away from the original purchase mode and produce diverse search behaviors may be related to the marketing efforts made by enterprises other than the original purchase brand, such as in-store promotion and seasonal discount [14]. Therefore, it is also a very important marketing issue for enterprises to leverage existing marketing efforts and create more novelty in marketing to attract customers from other brands and become our customers.

3.Methods

3.1 Research framework

For the purpose of this study, previous studies [14,15,16,17,19]. The research framework of this paper is shown in Figure 1, including five research dimensions: reference group, perceived value (economic value and non-economic value), variety seeking, spokesperson attachment, and word-of-mouth. In terms of research hypotheses, according to spokesperson attachment, Hypothesis 2 (reference group significantly and positively affects spokesperson attachment of live broadcast of beauty products), hypothesis 3 (perceived value significantly and positively affects spokesperson attachment of live broadcast of beauty products), and hypothesis 4 (variety seeking significantly and negatively affects spokesperson attachment of live broadcast of beauty products) are proposed. According to the word-of-mouth, hypothesis 1 (reference group significantly and positively affects word-of-mouth of spokespersons), hypothesis 6 (spokesperson attachment significantly and positively affects word-of-mouth of spokespersons) and hypothesis 5 (variety seeking significantly and

positively affects word-of-mouth of spokespersons) were put forward, showing a positive causal relationship among the five dimensions.



3.2 Research hypothesis

- The influence of reference groups on the WOM of spokespersons

Reference groups are fans, family, friends or important relationships. People live in groups, and their behavioral decisions are sometimes influenced by the opinions of important people around them. For example, when we apply for the college entrance examination, our relatives and friends will give us some suggestions or opinions about the school area, major, accommodation conditions and school environment we want to choose. These suggestions and opinions will affect our choice of school and major. Moreover, our family and friends will analyze the advantages and disadvantages of the school we choose with us from various aspects. In the same way, the word of mouth is the same for the spokesperson. Therefore, this paper refers to previous studies [14,15,16,17,19] This paper analyzes the reference group as one of the factors and proposes the following hypotheses:

H1: The reference groups have a significant and positive impact on the word of mouth of spokespersons.

- The influence of reference group on spokesperson attachment

Because different respondents have different attachment to the spokespersons, different groups have different feelings towards spokespersons. With the increasing number of consumers and the increase of different reference groups, live streaming covers a wide range of groups, which also leads to different attachments to spokespersons. Therefore, this paper refers to previous studies [14,15,16,17,19], this paper proposes the following hypothesis:

H2: The reference groups have a significant and positive impact on the attachment of

spokespersons.

- The influence of perceived value on attachment of spokespersons

The perceived value studied in this paper is in the aspect of economic benefits, which can be divided into perceived economic value and perceived non-economic value. Price is the most important factor affecting consumer demand. Economic factors will directly affect consumers' perception and thus affect their purchasing behavior. Consumers' perception of the economy is different, but their attachment to the spokesperson is different. The more consumers care about economic interests, the stronger their attachment to spokespersons will be [14,15,16,17,19]. This paper proposes the hypothesis that:

H3: Perceived value has a significant and positive impact on the attachment of spokespersons.

- The influence of variety seeking on spokesperson attachment

Variety seeking is a curiosity based behavior that also affects our behavior. People are satisfied with the value of a particular product, but because of its novelty, it may affect their behavior and they seek alternatives. For example, if you want to eat Beijing roast duck, but you see beer-made roast duck during the purchase process, you give up buying Beijing roast duck and buy beer-made roast duck out of curiosity. In the same way, when consumers are curious about other spokespersons, they may also make similar actions and become attached to or even identify with the spokespersons. This paper refers to previous studies [14,15,16,17,19] and proposes that:

H4: The variety seeking perceived by the fans has a significant and negative impact on spokesperson attachment.

- The influence of variety seeking on the WOM of spokespersons

Variety seeking is a curiosity based behavior that also affects our behavior. People are satisfied with the value of a particular product. Because of its novelty, it may affect their behavior and they seek alternatives. In the search for a replacement, consumers may still feel good about the original brand, and may also help the spokesperson and promote it positively. Therefore, this paper refers to previous studies [14, 16,17,19] and proposed the hypothesis:

H5: The variety seeking perceived by the fans has a significant and positive impact on the words of mouth of spokespersons.

- The influence of spokesperson attachment on word of mouth of spokesperson

Spokesperson attachment represents the trust and recognition of the host's personal style, form and characteristics. People will influence his behavior because of this trust and recognition. For example, if consumers trust and approve the head of the beauty live broadcast industry, they are more likely to believe what he says and the products he recommends. Therefore, the higher the attachment of consumers to the spokesperson, the higher their recognition of the spokesperson, and the higher the possibility of positive publicity or recommendation for the spokesperson. Therefore, if the consumer has an attachment to the spokesperson, then the consumer may have a positive word of mouth to the spokesperson. Therefore, we proposed the hypothesis [14,15,16,17,19] :

H6: There is a significant and positive effect of spokesperson attachment on the influence of spokesperson's word of mouth.

3.3 Questionnaire Design

This research adopts questionnaire survey to obtain data. The main research tool is the questionnaire, and the description of the questionnaire text is designed from the standpoint of consumer groups who watch the live broadcast of Baiquelin beauty makeup products. In terms of the definition of research variables, referring to the research of Eid, and El-Gohary [18], The perceived value was defined as “the content of Baiquelin brand cosmetics live broadcast is well organized”, and the measurement items included “Baiquelin brand cosmetics live broadcast charges reasonable prices”, “watching Baiquelin brand cosmetics live broadcast, I feel comfortable” and other 12 questions. Referring to the research conducted by Yen and Wang [19], spokesperson attachment was defined as "I have a strong sense of identity with watching the live broadcast spokesperson of Baiquelin cosmetics," and the measurement items included "It is very special for me to watch the live broadcast spokesperson of Paijongling cosmetics" and other 10 questions.

According to the research of Han et al. (2010), Yen and Wang (2020), and Yen (2020) [15,17,19], the word of mouth of spokespersons is defined as “the live spokespersons of Baiquelin cosmetics will affect my choice of cosmetics”. The measurement items included three questions, such as "I will tell others about the advantages of Baiquelin cosmetics". Referring to the research of Han et al. (2010), Yen and Wang (2020), and Yen (2020) [15,17,19], the reference group is defined as “Family members can easily influence my opinion on the live broadcast spokesperson of Baiquelin cosmetics”. The measurement items included 3 questions, such as “friends are easy to influence my opinion on the live broadcast spokesperson of the brand of

cosmetics". According to the research of Ha & Jang (2013) [15], variety seeking is defined as "I prefer cosmetics live broadcast with high online evaluation", and the measurement items include "I like searching cosmetics live broadcast recommended by friends" and other three questions. Likert five-points scale is used in all literatures, "1" means strongly disagree, "5" means strongly agree, from low to high. The higher the score is, the higher the degree of agreement consumers have on the perception of the constructs.

3.4 Small-scale in-depth interview

In order to be more accurate in the scope of the study, this study adopts the small-scale in-depth interview method. First of all, "purposive sampling" is mainly adopted to select interview objects, and the appropriate scope of research objects is determined according to the research purpose. Then, people were randomly selected in the specified range for interview, and the interview content was analyzed after the interview. Secondly, to ensure the reliability of the research results, it is necessary to ensure the dispersion of demographic variables such as gender, age and occupation as much as possible. A total of 4 interviewees were sampled in this study, including 2 males and 2 females, which covering all ages. All of them work in the Internet field, and have used the product and bought the product in the broadcasting room, which is representative to some extent.

Customers have a sense of attachment to live spokespersons, which makes it easier for them to have purchase desire and behavior. The reason why customers buy the products is more because of their attachment to its live broadcast spokesperson and live broadcast platform. After the customers become attached to the live broadcast spokesperson and the live broadcast platform, they will have a positive word of mouth for the spokesperson and easily become loyal to the spokesperson. The higher the credibility and reputation of the live spokesperson, the stronger the customer's attachment to the spokesperson and the more positive the WOM of the spokesperson will be. However, when the economic value is low, customers will become more attached to the live streaming platform, and they will become more attached to the platform because of their buying habits on the platform. The products of Baiquelin belong to the category of beauty makeup, so men have a low attachment to the live broadcast spokesperson and a strong attachment to the live broadcast platform. At the same time, when the perceived economic value is lower, customers have a stronger attachment to the live broadcast platform.

3.5 Questionnaire survey

The subjects of this study are consumers who watch the live broadcast of

Baiquelin beauty products on Taobao, Titok and other new media channels. In this study, questionnaires were prepared by online Gold data software and distributed through social channels such as Wechat, Weibo and Xiaohongshu. All questionnaires were distributed in random form in order to effectively ensure the scientificity and objectivity of the questionnaire. Finally, a total of 466 questionnaires were collected, of which 372 were valid. In terms of questionnaire survey, the questionnaires in this study were distributed online. Questionnaires were issued and collected between October 2021 and December 2021.

3.6 Data Analysis

In addition to the research design part, there is also the empirical analysis part of our research. This part of research design includes the design of questionnaire and the collection of questionnaire data. The empirical analysis includes descriptive statistical analysis, correlation analysis and regression analysis of theoretical model. In the first step, the variables in the model were designed to form the initial questionnaire based on and referring to the mature measurement scales in the existing literature. The second step is to revise the questionnaire and form the final questionnaire with the help of the professional knowledge. The third step is to determine the research objects and research methods to obtain data. Finally, the hypothesis of the theoretical model is verified based on the statistical analysis of the sample narrative statistics and the observed variables, and the conclusions are drawn.

4 The empirical analysis

In terms of data processing and analysis, this study uses SPSS 22.0 statistical software for the following analysis, which is described as follows:

4.1 Sample Characteristics

In terms of respondents, 27.7% were male and 72.3% were female. In terms of the frequency of live broadcasting watching, the frequency of 5 times or less of a week accounts for 72.8%, the frequency of 6-10 times accounts for 19.4%, the frequency of 11-18 times accounts for 4.3%, and the frequency of 18 times or more accounts for 3.5%. In terms of education level, 9.4% are below junior high school, 7.5% are in high vocational schools, 16.1% are junior college, and 66.9% are above bachelor's degree. In terms of occupations, 2.4% were in the military and police service, 3% were agriculture, 4.3% were in manufacturing, 53.8% were students, 11.6% were in business/service and 25% were others. In terms of average monthly income, 62.9% of the respondents had an income lower than 3,000, 22.6% had an income between 3001-6000, 7.5% had an income between 6001-8000, and 7% had an income higher

than 8000. On the whole, there are more female customers and higher interview intention. The age group of respondents was mainly 18-26 years old, spanning all age groups. Most of them have a bachelor's degree or above, and their willingness to be interviewed is also high.

4.2 Descriptive statistics, reliability and validity

In this study, the data obtained from the survey were narrated and statistically analyzed for the main research dimensions (perceived economic value, perceived non-economic value, reference group, diverse search, spokesperson attachment and spokesperson word-of-mouth), and SPSS 22.0 was used to clarify the normality of the measured variables. The skewness and peak coefficient of the measured variables of the dimensions (as shown in Table 1) showed that the absolute value of the skewness coefficient was less than 3 (-0.655 to 0.099) and the absolute value of the kurtosis coefficient was less than 10 (-0.590 to 1.367). Therefore, the sample data in this study did not violate the normality assumption. Therefore, this study can be used for subsequent analysis.

In terms of narrative statistics of each measurement question, in terms of narrative statistics (Table 1), the average of perceived value is between 3.41-3.92, the average of spokesperson attachment is between 2.84-3.39, the average of spokesperson word-of-mouth is between 3.30-3.63, and the average of reference group is between 3.20-3.33. The average of the multiple searches ranged from 3.59 to 3.69, which was in the common to agreed level. As a whole, the reference group had the lowest average degree of agreement and the highest average degree of spokesperson attachment. In addition, in terms of the standard deviation of measurement questions, the standard deviation of perceived value is between 0.709-0.906, the standard deviation of spokesperson attachment is between 0.885-1.205, the standard deviation of spokesperson word-of-mouth is between 0.891-1.053, and the standard deviation of reference group is between 1.060-1.072. The standard deviation of variety seeking is between 0.965 and 0.990. In terms of the overall standard deviation, the standard deviation of spokesperson attachment is large, and the standard deviation of spokesperson word of mouth is small, indicating that the respondents' opinions on the spokesperson attachment question are relatively different, and the opinions on the spokesperson word of mouth question are relatively small.

Table 1. Descriptive statistics (n=372)

Question items	Mean	SD	Sk.	Ku.
Perceived Value (VE=66.19%, Cronbach's Alpha= 0.903)				
1. The content of Baiquelin cosmetics live broadcast is well organized.	3.76	.793	-.531	1.040
2. The content of Baiquelin cosmetics live broadcast is at an acceptable level.	3.92	.709	-.525	1.048
3. The content of Baiquelin cosmetics live broadcast has maintained a high level from beginning to end.	3.56	.877	-.042	-.471
4. The price of Baiquelin cosmetics live broadcast is reasonable.	3.85	.759	-.225	.075
5. The price of Baiquelin cosmetics live broadcast is reliable.	3.79	.741	-.123	-.351
6. The price of Baiquelin cosmetics live broadcast is economical.	3.81	.760	-.305	.244
7. I feel comfortable watching the live broadcast of Baiquelin cosmetics.	3.56	.827	-.003	.016
8. I can relax when I watch the live broadcast of Baiquelin cosmetics.	3.47	.867	-.046	-.201
9. Watching the live broadcast of Baiquelin cosmetics gave me a positive feeling.	3.62	.830	-.142	-.094
10. I feel happy to watch the live broadcast of Baiquelin cosmetics.	3.54	.812	-.061	-.028
11. I benefited a lot from watching the live broadcast of Baiquelin cosmetics.	3.41	.875	.035	-.026
12. Watching the live broadcast of Baiquelin brand cosmetics gave me a feeling of social approval.	3.45	.906	-.082	-.118
Spokespersons Attachment(VE=71.6%, Cronbach's Alpha= 0.956)				
1. I have a strong sense of identity for watching the live spokesperson of Baiquelin cosmetics.	3.35	1.019	-.171	-.672
2. It has become a part of my life to watch the live spokesperson of Baiquelin cosmetics.	3.39	.885	.029	-.101
3. For me, it is very special to watch the spokespersons of Baiquelin cosmetics live.	2.86	1.172	.219	-.757
4. For me, it is of great significance to watch the live spokesperson of Baiquelin cosmetics.	3.06	1.107	.016	-.551

SD: Standard deviation; Sk: Skewness; Ku: Kurtosis; SFL: Standard factor loading; VE: Variance extracted

Table 1. Descriptive statistics (n=372) (Con't)

Question items	Mean	SD	Sk.	Ku.
Spokespersons Attachment(VE=71.6%, Cronbach's Alpha= 0.956)				
5. Watching Baiquelin cosmetics spokespeople live brings me a lot of memories.	3.08	1.067	.004	-.491
6. I have a deep psychological connection to watch the live spokespersons of Baiquelin cosmetics.	3.15	1.094	-.071	-.519
7. Watch Baiquelin cosmetics live spokespeople, better than other spokespeople.	3.16	1.042	-.086	-.369
8. Watch Baiquelin cosmetics live spokespeople, more can meet my leisure needs.	3.15	1.082	-.112	-.462
9. Watch 100 birds antelope cosmetics live spokespersons, is other spokespersons cannot be replaced.	3.18	1.093	-.088	-.551
10. It is an important leisure activity to watch the live spokesperson of Baiquelin cosmetics.	2.84	1.205	.192	-.896
Words-of-mouth(VE=73.2%, Cronbach's Alpha= 0.809)				
1. The live broadcast spokesperson of Baiquelin cosmetics will affect my choice of cosmetics.	3.30	1.053	-.280	-.388
2. I will tell others the advantages of Baiquelin cosmetics.	3.63	.891	-.687	.666
3. I will tell others the characteristics of Baiquelin.	3.61	.900	-.592	.382
Reference groups(VE=81.9%, Cronbach's Alpha= 0.889)				
1. My family can influence my opinion on the spokespersons for the live broadcast of Baiquelin cosmetics.	3.20	1.065	-.119	-.642
2. Friends are easy to influence my opinion on the spokespersons of Baiquelin cosmetics live broadcast.	3.33	1.060	-.261	-.592
3. My colleagues (classmates) can easily affect my opinion on the spokespersons of Baiquelin live broadcast.	3.25	1.072	-.214	-.610
Variety seeking(VE=73.5%, Cronbach's Alpha= 0.819)				
1. I prefer livestreams of cosmetics that are highly rated by the Internet.	3.68	.965	-.511	-.160
2. I like to search for cosmetics recommended by my friends.	3.69	.968	-.532	-.074
3. I love watching live broadcasts of cosmetics recommended by experts.	3.59	.990	-.372	-.439

SD: Standard deviation; Sk: Skewness; Ku: Kurtosis; SFL: Standard factor loading; VE: Variance extracted

In terms of validity analysis, the questions of the questionnaire in this paper are all from relevant theoretical literature. In addition, this paper uses the principal component analysis method to analyze the data. And the maximum variation method is used to rotate the data so that the extracted factor eigenvalue is greater than 1. The value of KMO is greater than 0.5, and Bartlett's sphericity test also reaches a significant level, which indicates that the sample data collected in this paper are suitable for factor analysis. As a whole, the scale used in this paper has good validity. In the first perceived economic value dimension, its commonality is greater than 0.5, and a factor is extracted altogether. The eigenvalue of perceived economic value was 6.675, and the cumulative variation explained 29.97%. At the same time, the factor load of the question of perceived economic value (0.617-0.838) was up to 0.7, which was also within the acceptable range. In the second perceived non-economic value dimension, its commonality is greater than 0.5, and a factor is extracted altogether. The eigenvalue of perceived non-economic value was 6.116, and the cumulative variation explained 35.8%. The factor loadings of perceived non-economic value (0.700-0.813) were all above 0.7. In the third endorser attachment dimension, its commonality is greater than 0.5, and a factor is extracted altogether. The eigenvalue of spokesperson attachment was 7.167, and the cumulative variation explained 71.6%. The factor load of the question was (0.734-0.889) above 0.7.

In addition, the commonality of the three dimensions of spokesperson word-of-mouth, reference group and variety seeking is greater than 0.5, and a factor is extracted altogether. The eigenvalues of word of mouth, reference group and variety seeking were 2.196, 2.458 and 2.206, respectively. Their cumulative variation explained 73.2%, 81.9% and 73.5%, respectively. The factor loads of the three aspects of the spokesperson's word of mouth, reference group and variety seeking were (0.800-0.885), (0.881-0.932) and (0.831-0.893), respectively, all reaching above 0.7. Therefore, the scale used in this study has good construct validity.

In terms of the reliability, Cronbach's Alpha was used to measure the reliability of the construct. The results showed that the reliability coefficients of perceived economic value, perceived non-economic value and spokesperson attachment were 0.852, 0.903 and 0.956, respectively. The reliability coefficients of word of mouth, reference group and variety seeking were 0.809, 0.889 and 0.819, respectively. The above reliability coefficients are all higher than the general recommended value of 0.7, which is considered as high reliability. Therefore, the table used in this paper has good internal consistency.

4.3 The correlation analysis of variables

As shown in Table 2, in variable correlation analysis, the average values of perceived economic value and perceived non-economic value are 21.05 and 19.13, respectively. The mean values of spokesperson attachment and word of mouth were 31.21 and 10.53, respectively. The mean of reference group and diverse search were 9.79 and 10.96, respectively. The average value of spokesperson attachment was the highest and the average value of reference group was the lowest. In addition, the standard deviation of perceived economic value is 4.20, the standard deviation of perceived non-economic value is 2.98, and the standard deviation of spokesperson attachment is 9.12. The standard deviations of word of mouth, reference group and diverse search were 2.42, 2.89 and 2.50, respectively. Both perceived economic value and perceived non-economic value significantly affect spokesperson attachment. Both reference group and diverse search have significant effects on spokesperson attachment and spokesperson word-of-mouth. Endorser attachment has a significant impact on endorser word-of-mouth.

Table 2. Discriminant validity of constructs

Items	M	SD	1	2	3	4	5	6
1.PEV	21.05	4.20	1					
2.PNV	19.13	2.98	.691**	1				
3.AT	31.21	9.12	.768**	.584**	1			
4.WOM	10.53	2.42	.673**	.628**	.690**	1		
5.RG	9.79	2.89	.567**	.417**	.596**	.543**	1	
6.VS	10.96	2.50	.567**	.434**	.432**	.497**	.563**	1

*p<0.05, **p<0.01; PEV: Perceived economic value; PNV: Perceived non-economic value; AT: Attachment of spokesperson; WOM: Word of mouth; RG: Reference groups; VS: Variety seeking.

4.4 Hypothesis Testing

According to the research hypothesis, this study needs to conduct two regression analyses. The first model is the influence of economic value, non-economic value, reference group and variety seeking on the attachment of spokespersons. The second model is the influence analysis results of spokesperson attachment, reference group and variety seeking on spokesperson word-of-mouth, as shown in Table 3.

In model 1, the model fit was good ($F=162$), VIF (variance inflation factor) was less than 3, and the collinearity problem was not serious. The results showed that economic value had a significant and positive effect on spokesperson attachment ($\beta=0.607$; $t=12.2$), non-economic value had a significant and positive effect on spokesperson attachment ($\beta=0.01$; $t=2.24$), the reference group had a significant and positive effect on spokesperson attachment ($\beta=0.27$; $t=6.65$), variety seeking had a

significant and negative effect on spokesperson attachment ($\beta=-0.1$; $t=-2.6$). Therefore, H2, H3, and H4 are all supported. Perceived economic value, perceived non-economic value, reference group and variety seeking showed 63.9% variation in predictive spokesperson attachment.

In mode 2, the model fit was good ($F = 138$), VIF (variance of inflection factor) was less than 3, and the collinearity problem was not serious. The results showed that reference group had a significant and positive effect on the word of mouth ($\beta=0.1$; $t=2.1$), variety seeking had a significant positive impact on the word of mouth ($\beta=0.2$; $t=4.68$), spokesperson attachment had a significant and positive effect on word-of-mouth ($\beta=0.5$; $t=11.95$). Therefore, H1, H5, and H6 are all supported. Reference group, variety seeking, and spokesperson attachment can predict 53.1% of the variation of spokesperson word-of-mouth.

Table 3. Results of Hypothesis Testing

Model	DV	IV	Coefficient(Std.)	t-value	F value	VIF
M1	AT	PEV	.607**	12.204	162(p=.000)	2.512
		PNV	.098**	2.240		1.924
		RG	.271**	6.655		1.688
		VS	-.107**	-2.610		1.693
M2	WOM	RG	.107**	2.181	138(p=.000)	1.886
		VS	.205**	4.689		1.495
		AY	.538**	11.959		1.585

* $p < 0.05$, ** $p < 0.01$; DV: Dependent variable; IV: Independent variables; VIF: Variance of inflection factor; PEV: Perceived economic value; PNV: Perceived non-economic value; AT: Attachment of spokesperson; WOM: Word of mouth; RG: Reference groups; VS: Variety seeking.

4.5 Discussion

Based on the above analysis, this study finds that it can enhance consumers' attachment to the live-streaming spokespersons and generate positive word of mouth for their spokespersons when the live-streaming industry develops the live-streaming of beauty products. It is more conducive to the product marketing of beauty enterprises. For enterprises are entering the livestreaming industry, their primary development direction is to improve consumers' positive word of mouth to spokespersons. According to the analysis results of Mode 1, perceived economic value, perceived non-economic value and reference group are the key elements. The higher the perceived economic and non-economic value of consumers to live broadcast spokespersons, the more they can enhance their sense of attachment to live broadcast

spokespersons. At the same time, when consumers are more influenced by the community, the relationship between consumers' personal experience preference (satisfaction or not) and word-of-mouth behavior is more likely to be affected. When the community has a positive evaluation of the live broadcast spokesperson, consumers' experience preference for the live broadcast spokesperson is also positive, and vice versa. Thus, consumers have a sense of attachment to live spokespersons and improve their positive reputation.

Therefore, the cosmetics enterprises should focus on improving consumers' sense of attachment to livestreaming spokespersons, carry out the construction of livestreaming activities that consumers are interested in, and enhance consumers' sense of participation while developing the livestreaming industry. In this regard, cosmetics enterprises can start from the culture, environment, activities to develop promotional strategies. The cosmetics enterprises can also start from the attachment of different emotional aspects, attract consumers to participate in different forms of activities, and develop live cultural publicity measures. Finally, the cosmetics enterprises can try to sort out the reference response, sort out the reference activity form of consumer preference, and formulate the promotion strategy.

Secondly, in terms of enhancing consumers' attachment to live broadcast spokespersons, how to make consumers rely on live broadcast culture and live broadcast spokespersons becomes the main focus. So as to enhance consumers' recognition of the live broadcast products of the beauty industry. For developing live broadcast of beauty of enterprises, corporate culture and live broadcast should be completely combined, infiltrating and crossing each other, and finally integrated into one.

According to the analysis results of Model 2, spokesperson attachment is one of the most important factors affecting spokesperson WOM, followed by variety seeking factors, and finally reference group factors. Consumers' attachment to live spokespersons directly affects their reputation. If consumers are awareness to live makeup product consumption in the United States, we can let the consumer receive deep impression to live spokesperson, or can make consumer buy the entire experience in the differentiation and personalized service. It is easier to let the consumer to live spokesperson attachment, even produce attachment to live platform.

Schultz and others have shown that consumers who are strongly attached to an object will show it off to others or enjoy it alone. If consumers have a sense of attachment to the live broadcast spokesperson, they are likely to publicize or recommend it to their relatives and friends and share his happy and pleasant purchase experience. In addition, the strength of attachment is related to the value of individuation provided by the object of consumption. A strong sense of attachment may

be related to a sense of liking. Consumers' liking of the live streaming platform or the products they purchase may make them have a sense of attachment to the live broadcast spokesperson. However, a weak sense of attachment may be related to disgust or neutral feelings. For example, if a consumer is treated badly by the spokesperson or the product /service he or she bought is not good, the consumer will have disgust feelings towards the live broadcast spokesperson. This will also make consumers feel less attached to the live spokespersons. Cosmetics enterprises, therefore, can combine consumers' sense of attachment and social group influence to attract consumers. Satisfaction and a sense of attachment can be formed through various forms of activities and excellent services. To sum up, enhancing consumers' attachment to the live spokesperson of the beauty enterprise and improving positive word of mouth are important factors to promote the development of the cosmetics industry.

5 Conclusions and suggestions

5.1 The conclusion

As an emerging media, live broadcasting provides a superior environment for the marketing of beauty enterprises. It is a progress in the Internet era. Therefore, the word-of-mouth marketing based on live broadcasting platforms and live broadcasting spokespersons has a relatively wide spread effect. It's paying attention to live broadcasting spokespersons and live broadcasting platforms has become an important step for many enterprises. At the same time, learning how to use the live broadcasting platform to publicize and select appropriate live broadcasting spokespersons is one of the key points of enterprise development. It has also attracted the attention of other scholars and enterprises. In this study, the proposed hypotheses were verified one by one from the perspective of the word-of-mouth and attachment of live broadcast spokespersons. The six hypotheses have been fully supported and verified. According to the results of hypothesis testing, the results are analyzed, and the practical measures of how to use the broadcasting room for publicity and choose the appropriate live broadcast spokespersons for word-of-mouth marketing are put forward. Consequently, this paper draws the following conclusions:

Through the research, it can be found that the perceived non-economic value, perceived economic value, reference group and other factors have a positive correlation with the attachment of the spokesperson, and variety seeking has a negative impact on the attachment of the spokesperson. At the same time, the factors of spokesperson attachment, reference group and variety seeking are positively related to the words of mouth of the spokesperson.

In addition, regarding the multi-collinearity problem of the model, the VIF values of the model in this study are all less than 5. There is no collinearity problem and the

model is adequate. According to the coefficient, the economic value has the most significant effect on the attachment of the spokesperson, followed by the reference group, and the non-economic value has a weak effect. Economic value is the consumer perception of monetary value, consumers to purchase a product at a particular live spokesperson here can spend less money to buy the product, consumers often live in a particular face here need spend less money to buy product, they tend to form habits and recommend to people around, which is transmitted to more people know. The more likely they are to feel attached to the spokesperson. It is easier for consumers to recommend products to important people around them to arouse their purchase desire. People are more likely to prefer trusted and familiar friends. Reference groups will indeed have an impact on spokesperson attachment.

Variety seeking has the most significant effect on the word of mouth of the spokesperson, followed by the attachment of the spokesperson, and the reference group has the lowest effect. Variety seeking is a curiosity based behavior that also affects our behavior. The stronger the consumers' perception of variety seeking, the less they will be attached to the spokesperson. Because they prefer to try new things, they don't have a strong attachment to the spokesperson. People are satisfied with the value of a particular product just because of its novelty. It may affect their behavior and they seek alternatives. In the process of searching for substitutes, the quality of substitutes is similar to that of specific products, and it is easy to generate positive word of mouth for substitutes. At the same time, people have an attachment to the spokesperson of the alternative product, so that people have a positive impact on the word of mouth of the spokesperson. In addition, we cannot deny that consumers are more likely to trust and be familiar with the evaluation and recommendation of friends, and the reference group will affect consumers' attachment to the spokesperson, the products endorsed and the reputation of the spokesperson.

5.2 The suggestions

- Improving the exclusive preferential price intensity of the enterprise broadcasting room

Price competition has always been one of the common means for merchants to fight for market share. The majority of consumer groups look like is one with less money but want to buy more goods. In the current marketing environment, the way of live broadcasting with goods is not unfamiliar, and it is no longer a novel means of trading. According to this study, perceived economic value positively affects the attachment of live broadcast spokespersons. Perceived economic value is the meaning of value of money. Consumers can buy more things or products with higher value with the same price, which will make them easily have a sense of attachment to live

broadcast spokespersons. Low prices or strong product concessions are one of the most attractive places for e-commerce live streaming to attract consumers. High quality and low price or value for money can make enterprises sell more products in the shortest time and quickly obtain profits. If the product sales of enterprises want to occupy a place in the numerous brand live streaming, they should not only rely on good consumption experience and community influence, but also take the specific situation of live streaming sales into consideration for price competition. It is difficult to obtain dividends from price competition, but different exclusive livestreaming price concessions can be set according to different consumer groups. This will not only increase the sales of products in the broadcasting room and gain more market share, but also make use of the perceived economic value of consumers to promote their sense of attachment to the spokesperson and improve the reputation of the spokesperson.

- Carrying out community activities to improve consumers' attachment to spokespersons

Consumers' friends, colleagues and family members are important interpersonal relationships, and they will have an impact on consumers. Generally speaking, consumers will trust the products recommended by family members, friends or colleagues (classmates). Enterprises should make use of this consumer characteristic to carry out effective marketing when promoting products or brands. Enterprises, livestreaming platforms and livestreaming studios can carry out various forms of activities similar to the livestreaming of beauty makeup. Livestreaming classes can be conducted to explain skin care and maintenance knowledge, or explain some makeup skills, or teach consumers in livestreaming studios to use various cosmetic tools for makeup. The studio is not only selling products, but also spreading some professional and interesting knowledge to the public while selling products. In this way, the product live broadcasting of the enterprise adds a lot of interest, which can attract consumers, and then enhance the satisfaction of consumers with excellent services, form a sense of attachment, and enhance consumers' sense of attachment to the live broadcasting spokesperson of the beauty enterprise, so as to improve the positive word of mouth of the spokesperson and promote the development of the beauty industry.

- Providing consumers with unique consumption experience

When consumers watch and choose products in the live-broadcast room of beauty products, the live-broadcast spokesperson can create a deep and positive impression on them in the whole live-broadcast process, which is easy to make consumers remember the spokesperson. Or the live broadcast room can enable consumers to experience differentiated and personalized services in the whole process of purchasing goods, and

make consumers feel that the live broadcast room and live broadcast spokesperson are different from other live broadcast platforms and live broadcast spokespersons. How to make consumers feel that their spokespeople are unique from other spokespeople? One is that spokespeople can draw on the power of other groups. For example, some crosstalk actors are invited to live together in the studio to sell products while integrating the joy of crosstalk. Second, the spokesperson should learn some skills and knowledge (such as crosstalk and magic, etc.). The more ability the spokesperson has, the more consumers will be attracted. For example, in two different broadcasting studios, the spokesman in one studio is not only skilled in sales, but also can speak funny jokes or crosstalk. The other will only promote and explain the product spokespeople, these two consumers will be inclined to which one. The answer is the former, and consumers will prefer the former, because the former not only leaves a deep impression on consumers, but also enables them to experience differentiation and uniqueness in live purchase. This makes it easier for consumers to develop a sense of attachment to live spokespersons and even to live streaming platforms.

- Making more novel products to attract consumers

Variety seeking means that consumers like new and fresh things. For groups affected by various search factors, dissatisfaction with the product does not necessarily mean low reputation. Satisfaction does not necessarily mean high reputation. Because the choice factor that influences this kind of group is not satisfaction and like these two factors, it likes to try new things. Consumers with high variety seeking, they will like to try all kinds of novel things. This is not because of the quality of goods, popularity and other factors to choose a product. Instead, they feel that the thing is new to them and they have not experienced it before. They have the desire to buy it. Enterprises can make live broadcast promotion or promotion plans for Gao Duo Yan search group. Enterprises should develop more new cosmetics or upgrade cosmetic functions, such as lipstick in cosmetics. Enterprises can not only increase the variety of lipstick, but also make the lipstick with taste and aroma to make the lipstick complete in color, fragrance and taste. Lipsticks with different flavors attract such highly diverse searching groups to make purchases. Enterprises can induce consumers to have the desire to buy by constantly manufacturing or creating a variety of novel products or product incidental functions.

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