

THE ROLE OF SELF-CONGRUENCE, MARKETING MODELS, AND PRODUCT CONSPICUOUSNESS IN COLLEGE STUDENTS' ONLINE COSMETICS SHOPPING

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ABSTRACT

The online service of the cosmeceutical industry is booming in recent times, the business model is no longer traditional, but towards e-commerce to social commerce; thereby inducing existing customers to increase brand identification degree through a better marketing model and acceptance of the brand's products. In this study, we focused on the online service of the cosmeceutical product platform to determine the self-conspicuousness, brand identification, product conspicuousness, and different marketing model that promotes online cosmetics shopping among college students. We propose a research model and used a 2*2 experimental design approach to investigate the factors impacting online purchase intention. The interference degree of different marketing models for two products from two different conspicuous brands indicates their influence on purchase intention. The study data were collected from 246 online users. The results indicate: (1) Self-congruence positively affects brand identification, and self-congruence and brand identification both positively affect purchase intention. (2) The marketing model moderates the relationship between self-congruence and brand identification and their effect on purchase intention. (3) Product conspicuousness does not significantly moderate the relationship between self-congruence and brand identification on purchase intention. The theoretical and practical implications of our study results are discussed, and suggestions are provided for future research.

Keywords: Self-Congruence; Brand identification; Marketing models; Product conspicuousness; Purchase intention

1. Introduction

Youth and health are the most important assets in life [Calmeiro et al. 2018; Valois et al. 2009], as well as the key goals pursued by people throughout their lives. As people continue to pursue physical health and beautiful appearance, the demand for daily maintenance is increasing [Uhlmann et al. 2018]. Therefore, the cosmetics industry, which specialises in helping people remain healthy and young [Sato & Kato 2014], is gradually emerging and the market is expanding. In the past, based on the shopping patterns of consumers, department store counters often served as the primary channel for the cosmeceutical industry, and it was the first choice for the cosmeceutical industry to enter the market and become involved in marketing decisions [Abdullah et al. 2012]. At the counters of department stores, many professional beauty and skincare professionals are dispatched and stationed to guide and serve consumers. The second common type is to adopt a direct selling strategy, wherein professionals directly explain, serve, and sell to consumers [Kapoor & Si 2014]. The third mode is open-shelf cosmetics, wherein products are displayed on open display shelves based on their market popularity, and consumers are free to try and buy the products [Lo 2019]. Most open-shelf beauty services are provided in chain drugstores, convenience stores, supermarkets, and welfare centres. Open-shelf cosmetics do not have specific service personnel to assist in customised promotional activities, thus the price of the products has reduced significantly. In recent years, selling cosmeceuticals through online platforms, which are cheaper than the open-shelf self-service model, has become increasingly popular. This model is welcomed by young people who are accustomed to online consumption. In

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recent years, due to the gradual expansion of the cosmeceutical market, the battlefield has been extended to the online shopping platform to attract more consumers and increase revenue. A major change in consumers' online buying habits with the aim to increase the sales of open-shelf products without recommendations will become more important for overall revenue [Liao et al. 2011].

E-commerce (EC) and social commerce of cosmeceutical products has become a market trend. Extensive commerce data accumulated by the EC of enterprises can urge the development of big data-driven business operation strategies and enable enterprises to enhance their ability to face turbulence in the market environment. In the recent development of the COVID-19 epidemic, the need to reduce gatherings has altered daily life, and thus the demand for online shopping has surged. This has also allowed many industries to accelerate their development towards online shopping, especially the retail industry that directly faces consumers. Many enterprises have even noted the value of social platforms and further promoted their EC to social commerce. Many studies have mentioned that social commerce is the new trend in EC [Hajli 2019]. People express their opinions on online communities; therefore, online social platforms serve as a communication environment for electronic word-of-mouth [Goraya et al. 2019], and create business values for enterprises that exceed the data value. Many consumers use online social platforms to rate, review, and recommend products or services, and enterprises will recommend results of the data-driven mechanism to consumers for precision marketing [Hajli 2014a; 2014b; 2015], and learn about their electronic word-of-mouth in the market environment. The understanding of the influence of social media on consumers and the stimulation of the business potential of enterprises indicates the importance of the development of social commerce for modern enterprises. For developing their social commerce, many enterprises have used social platforms, such as Facebook, Twitter, and Pinterest, to examine and prove their business model, and then learn how to direct their enterprise's transactions or consumers to their platforms. Therefore, the purpose of this research is to examine methods for utilising retailer know-how to earn positive electronic word-of-mouth from fans, and encourage internet celebrities or bloggers to write articles aimed at gaining more customers or reaching a wider range of peer-to-peer and group interactions. This study focuses on online services related to cosmeceutical product platforms to understand whether the factors affecting online purchase intention (PI) through different interactive methods are suitable for consumers' perception of EC.

General marketing strategies will adopt different marketing methods in response to differences in brand images. Traditional open cosmeceutical products primarily use textual statements to describe their functions. However, the use of experience-sharing video marketing techniques has become increasingly common in recent years [Li & Du 2011]. These video marketing methods satisfy young people with fast food culture to achieve the purpose of receiving brand information or using popular Internet celebrities to recommend brand products. Familiarity may influence potential customers with strong and repeated stimuli and induce their PI [Campbell & Wright 2008]. Companies are also interested in determining whether different marketing strategies can enhance brand recognition and PIs. Therefore, the following research question is addressed in this study: RQ1- Can Internet celebrity video marketing methods affect the purchasing behaviour of customers for cosmeceutical brands more than traditional textual functional statements?

In addition, marketing activities must enable consumers to experience a considerable degree of familiarity with the brand before leading to a substantial PI, particularly in the case of open-shelf cosmetics with numerous brands. Therefore, the marketing activities of open-shelf cosmetics must induce considerable familiarity and a positive impression of the brand among consumers before consumers can experience notable PI. Consumers become familiar with brands through marketing activities aimed to derive brand identification (BI), and eventually indicate attachment behaviour. The degree of BI and attachment behaviour may also deepen the long-term trust relationship between consumers and a brand, thus generating consumer brand loyalty thinking and consumption behaviour patterns to obtain additional revenue [Ahluwalia et al., 2017; Gurău 2012]. Chiu et al. [2017] noted that brands strongly affect consumers behaviour. These behaviours include actual purchase behaviour, brave execution of difficult behaviours, increase of brand purchase share, or need share [Park 2010]. Although many studies have noted that consumer-brand relationships influence brand evangelism and loyalty (Becerra & Badrinarayanan 2013; Donovan et al. 2006; Fatma et al. 2016; Kuenzel & Halliday 2010), research has seldom focused on specific industries to examine the difference in marketing behaviour strategies for comparing the effects of BI. Therefore, this study explores the influence of internet celebrity videos and traditional textual functional statements of online marketing strategies for open-shelf cosmetics from the perspective of BI.

However, consumers may not be so easy to unilaterally accept marketing messages from the industry. Keller [1993] noted that if the product is consistent with the corporate brand image, it will allow consumers to easily connect with the brand. Singh [2013] stated that consistency in advertising and corporate branding can enhance goodwill and trust, and clear positioning. If the image constructed by the brand can remain highly consistent with the consumer's self-concept, it may conform to the definition of the concept of self-congruence (SC) [Aaker 1999;

Sirgy 1982]. Therefore, this research also discusses consistency with the brand image and the influence of different marketing strategies on purchasing behaviour. On the other hand, although research has noted that SC significantly affects the degree of brand preference [Sirgy 1985]. However, some studies have also noted that consumers' personal perceptions of products had a disruptive effect on SC for forming consumer trust in the brand and their purchase behaviour [Malär et al. 2011]. Kim et al. [2008] indicated that although different personality traits lead to different perceptions of products, the product type may not necessarily interfere with consumers' decision-making. Therefore, in addition to addressing the relationship between different marketing strategies and SC and PI, this study also explores whether the conspicuousness of differences in product characteristics by consumers can moderate consumers' PI. Therefore, the following research question is addressed in this study: RQ2- Does the conspicuous nature of consumer perception regarding cosmetic products impact their purchase intentions?

2. Theoretical Background and Hypotheses Development

2.1 Self-Congruence

The self-congruence theory is based on the early self-concept. Self-concept refers to the perception of an individual's subjective evaluation opinions [Rosenberg 1979]. For self-concept, many researchers have only emphasised that a single and real self-thought is the sole structure of self-concept; however, some researchers have noted that it is not only a one-way concept, such as a real concept. There are three types of self-concept—the actual, ideal, and social selves. The real self refers to the degree of an individual's subjective cognition of one's own appearance or interior. Ideal self refers to the goal that a person expects to achieve and the degree of self-image recognition. The degree of perfection of ideal self is higher than that of the real self. The other kind of social self refers to the self-image in the perspective of others [Sirgy 1982]. Many empirical studies of human behaviour have applied these three concepts. Because the ideal self in many people's minds is determined based on the perspective of society, many studies have determined that the ideal and social selves are defined similarly in some perspectives. The social and ideal selves are merged, and the ideal self is defined as the personal image that consumers want to add to themselves through goods or services, or enhanced personal characteristics. The real self is the original actual self-image of the consumer and the original characteristics of product [Sirgy 1985].

People prefer brands, products, or individuals who are similar to themselves [Freedman et al. 1974]. Therefore, after consumers have self-positioned their image, they will hope to improve or adapt themselves through various brands of products or clothing. This self may be biased towards the real or ideal selves [Higgins 1987; Sedikides & Strube 1997]. Aron et al. [2005] noted that consumers incorporate traits from the people around them into the concept of self. This concept is equivalent to extending and connecting oneself with the surrounding people, things, or products [Belk 1988]. Early research noted that when consumers partake in consumption behaviours, they emphasise practical feelings and the value feelings emanating from the products themselves, thereby satisfying their own expectations [Gardner & Levy 1955]. However, these studies have not highlighted the concepts of real or ideal selves. In later research, when the hypothesis of image congruency was posited, it was considered that using commodities to satisfy the value of the mind can also help one to maintain the concept of self-image. If the self-conceptual desire is hoping to improve, higher-level cognition products will also be used [Grubb & Grathwohl 1967]. This is the beginning of self-congruity theory.

Sirgy [1982] noted that SC is the basis for people to conduct the evaluation stage before all behaviours occur, and drew the difference between the personal self-concept and the ideal image of an individual to the degree of consistency. Because cosmetics are the target product in this study, the definition we adopted is the correlation between SC in brand characteristics and consumer attributes: 'To detect the image or personality characteristics of the product/brand, and the degree of similarity of consumers' self-concepts'. Since the SC theory was posited, the concept of SC in the minds of many consumers influences various consumer behaviours. In addition to basic behaviours and definitions, consumers tend to purchase brands and products with the same self-concepts or similar ideas. This concept will also affect differences in various factors, such as product preference and selection, satisfaction, loyalty, and brand attachment [Malär 2011]. However, it is necessary to effectively amplify the value of the brand to enhance operational performance. Therefore, under the theoretical concept of SC, the issue regarding the use of different marketing models (MMs) for promoting the value of brands and products to consumers is worth exploring. However, research has yet to clarify whether these MMs can change the purchasing behaviours generated by the original self-concept. Therefore, one of the primary purposes of this research is to measure whether different MMs can effectively moderate the effect of SC on the purchase behaviour of consumers.

2.2 Marketing Model

Marketing is different from sales; the former focuses on integrating various professional and subdivided promotional activities in the past to satisfy customers and achieve a consistent marketing goal [Webb et al. 2011]. It emphasises the connection and consistency of various activities in the marketing portfolio. Before conducting

activities through the marketing media, it is usually necessary to list the different elements of appeals based on the gender and age-group of customers in the target market, or special appeals when using the functions of the product to determine the key points of sales. There are many marketing methods—such as passive, active, or interactive marketing—but all products or services must be communicated. It also conveys the sharing of product information, opinions, and personal experience, and achieves the so-called word-of-mouth communication [Richins & Root-Shaffer 1988]. Many marketing strategies can be adopted by various industries, thus making it impossible for marketing managers to have a consistent method for identifying effective MMs. This study simplified the marketing strategy of the online platform into two different marketing strategies: text and video marketing.

2.2.1 Text marketing

The text MM of online shopping starts with blog marketing [Liljander 2015]. A blog is a maintenance tool with a low barrier to entry and is easy-to-use for publishing opinions on the public network. Blogs allow ordinary people to have the opportunity to express opinions in their own private space. In addition to personal opinions, blogs can be used to communicate with others, and it is also easy to publicly share one's opinions of a product to fulfil the purpose of product recommendation and marketing [Nardi et al. 2004]. Because text can be used freely on the platform, quick responses and updates ensure it is easy to convey creative ideas. It has become a popular method of communication with consumers through visual marketing (using pictorial or textual information) [Herring et al. 2005; Kaye 2005]. Visual marketing covers the role and influence of visual marketing stimuli in consumer behaviour, as well as the visual processing mechanisms underlying consumer behaviour, which aims to understand and assess the influence of visual marketing activity, and improve visual communication design effectiveness.

In the process of this spontaneous knowledge sharing style, people actively participate in the sharing of products, ideas, and experiences without emphasising self-interest. This transfer of the dominant player using textual information to express the needs of most consumers and using the experience and wisdom of the masses to spread it out. At this time, the blogger who writes has the identity of the sender, media, and channel at the same time, thus this marketing method also presents the concept of viral-marketing or world-of-mouth marketing [Zawillinski, 2009] with good future effects, which can also be called 'participatory media' [Middaugh et al. 2017]. Such motivation for use makes it easier to gain the trust of others and obtain public praise and recognition from others. Studies have noted that with experience and the interactive process of sharing words, a stable relationship is formed with consumers. Facing the statement of words, it is easy to accumulate situations and beliefs and link the core value of the brand [Vincent 2002]. In addition, it is also more acceptable to other consumers to find the key reason why they should buy this product [Bickart & Schindler 2001], which significantly affects the PIs of consumers [Chiang & Hsieh 2011].

2.2.2 Video marketing

After the development of the Internet era, the use of social media has increased, and more commercial models have been shaped through community. In addition to connecting the relationship between everyone, it also connects the company and its target consumers from the physical connection to the virtual space, thereby increasing the immediacy and depth of relationship establishment [Kaplan & Haenlein 2010]. Due to the changes in the fast-food culture of audiences, activities related to each other through video have become an increasingly important link, thus breaking the old relationship between advertisers and media in the past, and enhancing interaction before developing live broadcasting. On the other hand, in recent years, online live broadcasters have been increasingly able to influence the opinion trend of consumers [Zou & Peng 2019]; they are favoured by enterprises. Many companies have cooperated with popular Internet celebrities, particularly Internet celebrities, who are the most popular online live broadcasters.

Over the past few years, there have been more and more discussions on commercialisation models shaped by 'communities.' If the two parties have immersive feelings during the exchange of information, empathy will be generated, and the sense of presence may also be used as an indicator of the authenticity of the product, as if consumers can themselves feel the product [Witmer & Singer 1998]. Therefore, when marketing activities are promoted through the video activities of Internet celebrities, the reputation of the Internet celebrities and the suitability of the product become very important, because it is regarded as a key factor for attracting the audience, and a product introduced by Internet celebrities with a good reputation, which also means that the product has a good reputation [Zakari et al. 2019]. To construct and maintain the interrelationship between the companies' products and consumers, the most important mechanism is to establish a trust relationship between the two parties and generate mutual identification feelings [Li et al. 2006]. Therefore, through the live broadcast of Internet celebrities, using the concept of video and product use agent, the results can be directly broadcasted after use, to ensure that users know each other's perceptions and have face-to-face feelings. In the live broadcast, the real-time video ensures users can participate in the live broadcast as if they are on the spot, and it can allow the broadcaster to know the user's needs in real-time, change the live broadcast content, and fulfil the public's preferences. Online live

broadcast gives audiences a sense of immersion. When people experience immersive feelings in a virtual environment, they will have specific behavioural intentions, such as impulsive shopping or continuous participation [Shen & Khalifa 2012]. Therefore, the dissemination of video can assist the interactive response needs of empathy that is required for modern marketing. The live video broadcast on online social media platforms provides a real-time advantage. This is also one of the factors that attracts users' continuous attention, and it has also generated more buying behaviour [Wang & Li 2020].

2.3 Product Conspicuousness

In research regarding self-concept, connecting the conspicuousness or explicitness of products is a key interfering factor. Compared with using products in public or conducting consumption behaviours, consumers do not need to deliberately shape their self-image when using products in private, nor do they need to care about others' opinions, as long as they are satisfied, thus they do not care whether the product has a prominent image value.

Therefore, if it is a conspicuous product, the ideal self will be disturbed [Kleijnen et al. 2005]. On the contrary, it is a less conspicuous product. When consumers use such products, they do not want other people to be present or tell others to use this brand's product, thus they will use it privately. If the product is good, it will eventually become righteously popular. Positive evaluation of the company promotes the attachment to the same brand products [Boldero & Francis 2002; Burke & Stets, 1999]. Compared with the practicability of high-conspicuous products, products with low conspicuousness are more aligned with the real experience of oneself, and can truly reflect their own feelings and self-evaluate, which is more aligned with the effect of self-verification. Therefore, the conspicuousness of the product may have an interference effect on the consumption behaviour of consumers.

2.4 Brand Identification

Consumer awareness is changing year-by-year. Companies must recognise the importance of brand-building plans, continue to collect consumers' true value needs, and build consumer and customer relationships through refinement, product and service quality, and subsequent after-sales service. The interactive relationship between the trust of the corporate brand and the friendly connection serves to enhance the recognition and loyalty to the corporate brand. The foundation of the brand plan is to enhance the consumer recognition of the brand. When brands use various marketing methods to derive consumers' self-evaluation, it can produce the effect of consumers' self-reinforcing effect of this brand [Wang & John 2019], to establish consumer feelings regarding brand/product value. Kepferer [1992] noted that BI is the source of planning to send messages and communicating with consumers. The brand must have enough personality, and reflect and convey the unique spirit, knowledge, and ideals of the brand [Aaker 2012]. The ideal transmission of information includes the unique attributes and personality of the brand and the product itself, the connection relationship among the target consumer, and the culture generated by the self-image presented in the user scenario. This type of reputation that shows the same desire in the community can also belong to their desire, especially through the brand to establish social identification [Del Rio et al. 2001; Kim et al. 2001]. When consumers believe that the unique characteristics of the brand or the meaning that appears after consumption are consistent with the consumer's own image after use, and a positive effect can occur, in that case, purchase behaviour will occur [Albert et al. 2017]. Therefore, when consumers make purchase decisions, they typically select a brand that matches their own identity or one that can reflect their perceived images [Djafarova & Trofimenko 2019].

2.5 Research Framework and Hypotheses

Studies have noted that people tend to attract and have consistent preferences for things similar to themselves [Nall et al. 2017; Parkinson et al. 2018]. Therefore, if people use different things or products, it will bring discomfort and anxiety. When consumers regard a certain brand as part of their self-concept, the object will be linked to their self-feelings and thus improve the brand's attachment relationship [Caramia 2018; Kastenholz 2004]. Some researchers have noted that such a relationship can significantly affect PI. Kotler [1999] noted that the brand's individual performance represents the symbol of personality association. When the brand personality and self-concept have a consistent connection, an identity preference for the brand will be noted. Therefore, the following hypotheses are posited in this study:

H1: Self-congruence has a positive relationship with brand identification.

H2: There is a positive relationship between self-congruence and purchase intention.

Recently, the free market is full of various brands and products. Companies will push brand image and product information to every consumer through various marketing methods. Consumers will tend to buy brands that they agree with as well as brands with a positive image to pursue the effect of SC with the brand. If consumers have a strong sense of BI, they will not easily change their minds and buy other similar brand products. Jacoby and Chestnut [1979] noted that BI and loyalty have a high degree of similarity, but brand loyalty can be observed by consumers' behaviour. BI is a psychological attitude and thus cannot be expressed through behaviour. Robertson

[1976] noted that if consumers have a strong sense of BI, they will resolutely select specific products of the same brand. Therefore, the following hypothesis is posited in this study:

H3: There is a positive relationship between brand identification and purchase intention.

There are many brands in the market environment. If a company can attract consumers to purchase the products it launches, then the brand can stand out among many brands and become a more competitive brand in the market. In the consumer's purchase decision journey, there are three important stages, including information input, information processing, and decision-making process. Research has shown that the content and intensity of information received by consumers are often affected by the brand's different MMs [Ceyhan 2019]. However, in the past, we believed that if consumers have a high degree of BI, they will tend to have more PIs [Swani et al. 2021]. If it can increase the value of consumers' brand awareness, it can also increase their willingness to buy. However, in practice, consumers' purchasing decisions differ. Moreover, consumers have different feelings about the information input and information processing driven by the different MMs presented by the enterprise [Cheng et al. 2019]. In addition, sometimes, even if the product is a product launched by a consumer's favourite brand, consumers have a high degree of brand recognition, but because the product is not noticed by its target consumers, it cannot arouse their PI. This also makes it difficult for many companies to effectively predict consumers' PIs when they know their own brand operating results during the strategy formulation process. Therefore, based on the above discussion, this study treats MMs and product conspicuousness (PC) as moderators for examining the following two hypotheses:

H4-1: Differences in marketing models have a moderate effect on the relationship between brand identification and purchase intention.

H5-1: Product conspicuousness has a moderate effect on the relationship between brand identification and purchase intention.

Consumers will experience different feelings while buying different product categories, and they will select different product categories for different purchase purposes [Esmerino et al. 2017]. According to the literature, consumers tend to buy products that suit their own image [Park & Lin 2020]. Sirgy [1982] also noted that when consumers think that their own self-images are inconsistent, they often maintain SC through purchasing behaviours. Therefore, they will give priority to buying products that match their image. The purpose of this buying behaviour is to maintain sensory and emotional satisfaction [Holbrook & Hirschman 1982]. In this decision-making process, consumers will be willing to buy a product because of the difference in their perception of the product [Singh & Verma 2017]. However, the market environment is full of a dazzling array of products, and marketing methods are also diversified. Whether the product can smoothly become a consumer's consideration option, or even get rid of it, is often the key to product success. This also leads to the creation of enterprises that are often confused regarding why they have launched products with the public image of consumers, yet are not favoured by the expected consumers. Therefore, based on the above discussion, this study treats marketing models and PC as moderators for examining the following two hypotheses:

H4-2: Differences in marketing models have a moderate effect on the relationship between self-congruence and purchase intention.

H5-2: Product conspicuousness has a moderate effect on the relationship between self-congruence and purchase intention.

In summary, the research model of this study is presented in Figure 1.

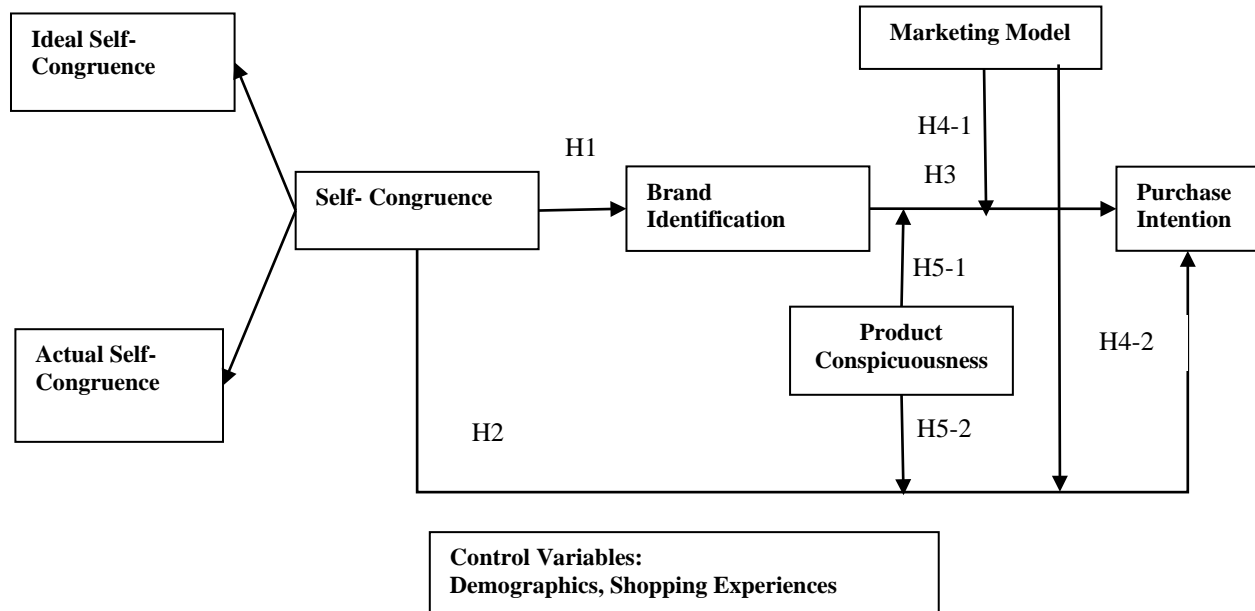


Figure 1: Research Model

3. Methodology

3.1. Research Method

This research uses the laboratory experiment method as the research design method to explore the effect of different marketing models (text/video marketing) and different PC (high/low conspicuousness) towards relationships between BI, SC, and online cosmetics PIs. The experimental design is a combination of 2x2 factorial design experiments (text marketing*high conspicuousness; text marketing*low conspicuousness; video marketing*high conspicuousness; video marketing*low conspicuousness). The experimental process is divided into two stages, according to the experimental procedure recommended by Rubin and Babbie [2010]. The design of the experimental scenario is first developed, and then the first phase of the pre-test survey is conducted (identifying the representative open-shelf cosmetic brands with high and low conspicuousness). Third- and fourth-year students (i.e., juniors and seniors) from a local university were recruited as respondents. These students were mature and had a good sense of responsibility. They also had shopping experience in open-shelf cosmetics and were familiar with those brands. In addition, these students had high purchasing power to buy those cosmetics for daily life.

In the second stage, because the study contained four experimental conditions, attendants of the university students were randomly assigned to each experimental condition. Four versions of the questionnaire were developed for the experiment. Each version of the questionnaire was used for each experimental condition. The questionnaire contained two sections, and was designed with reference to the literature. Field experts were invited to assist in correcting the questionnaire's semantic ambiguity and contextual narrative dialogue. The formal test will be conducted with the revised questionnaire. The first section dealt with questions regarding consumers' PIs. First, respondents were informed that they were in the process of making decision to buy a brand of open-shelf cosmetics for personal use and had come across an advertisement with text or video recorded by an assigned Internet celebrity on the computer of the experimental staff. The experimental design is described below.

Step 1. The first stage test: Open-shelf cosmetic brand selection for conspicuous screening investigation

To ensure and control that the stimulating selection of brand products in the experiment is meaningful, we first selected the brand's conspicuousness (High/Low). To exclude brands that college students have never heard of, a field study was first conducted at well-known cosmeceutical stores and all open-shelf cosmetic brands were listed to investigate the conspicuousness and popularity of the brands recognised by college students in the stores. Among them, both brands with high and low conspicuousness were selected. To ensure the brand image survey is clear and aligns with the opinions of the respondents, we restricted the respondents to students who are currently studying in college and have used and purchased open-shelf cosmetics. In this study, we aimed to select two brands with significant differences based on the results of the homogenisation of the same groups to note the differences between

the conspicuous variables in the two group types. This was done primarily to identify and utilise the brands of open-shelf cosmetics that were most relevant to the respondents.

Respondents were requested to indicate brands they were familiar with from the list of 15 open-shelf cosmetics brand items, with a 5-point Likert scale ranging from 'very familiar' to 'very unfamiliar'. A total of 101 questionnaires were effectively answered. In terms of gender, women (71.3%) have more exposure to open-shelf cosmetics than men (28.7%). The younger the age group, the higher the percentage of cases exposed to open-shelf cosmetics. The educational background of respondents was junior college and university (63.4%).

To facilitate the calculation and comparison of the survey results, the well-known degree of each brand is scored by 5~1 and multiplied by the number. The well-known degree of cosmetic brands, from high to low, is as following: Estee Lauder (407), L'Oréal Paris (393), Maybelline (353), Revlon (339), ZA (337), KATE (331), Kissme (323), Innisfree (321), 1028(305), INTEGRATE (282), Canmake (275), Essence (275), Majolica Majorca (272), EXCEL (277), and Missha (265). The conspicuousness of each brand in descending order is L'Oréal Paris (86.1%), Estee Lauder (77.2%), Innisfree (63.4%), KATE (59.4%), ZA (58.4%), Maybelline (57.4%), Revlon (54.5%), Kissme (53.5%), Canmake (47.5%), EXCEL (43.6%), 1028 (43.6%), Essence (39.6%) ..., etc. Due to concerns that some brands are limited to specific groups and high price ranges, thus leading them to be easily excluded from the target groups of this study at the beginning, we selected L'Oréal Paris as the first brand representative, which is both well-known and conspicuous. In addition, we selected EXCEL, which is less conspicuous, and features a price that is suitable for college students. The brand name can be easily confused with products in other fields.

Step 2. Empirical test: Combine different marketing models, then conduct a questionnaire survey on selected brands

After confirming the two brands included in the experiment, the researcher then conducted subsequent experiments in accordance with the two MMs (text/video marketing). For video marketing, an introduction video made by the famous cosmetics YouTuber (Hello Catie) regarding the brand's single product is used as the experimental media, and the introduction video of each of the two brands is edited for approximately one minute (Figures 2 and 3). On the other hand, in the text marketing part, we ensure that the content of the marketing materials used in the two models is identical, but more focus on the functional statement.



Figure 2. Fragment screen of Internet celebrity Hello Catie introduces L'Oréal Paris product



Figure 3. Fragment screen of Internet celebrity Hello Catie introduces EXCEL product

The two types of brands were inserted into four versions of the questionnaire, based on different MMs. Each questionnaire begins with an introduction to a single brand and a contextual description of the brand's characteristics. We hoped that by reading the brand contextual description, the respondents' perception of the brand's image can be manipulated. The respondent was then asked to check the answer of the brand's image type, self-image, and PI after reading or watching the video to test the moderating result of the product's conspicuousness and MM.

3.2. Variable Definitions and Measures

This research uses questionnaires as a survey tool and refers to the variable definitions and operational definitions of relevant studies as the basis for the development of the research questionnaire. This study provides a more robust test of the proposed relationships, the study framework includes several variables: online shopping

experience, open-shelf cosmetic brand shopping experience, age, and gender. These variables have been included in prior studies as predictors of consumer behaviour. Online shopping and open-shelf cosmetic brand shopping experience provides consumers with a brand that will influence their future brand-related behaviours. Therefore, the influence of online shopping experience and open-shelf cosmetic brand experience is controlled. Moreover, this study uses the BI measurement variables proposed by Aaker [2012]—product and corporate attributes, and brand personality—and includes actual actions and conspicuousness items to measure. The operational definition of SC adopts interpretations by Aaker [1999] and Sirgy [1982] for brand and product attributes and is rewritten into two versions of the definition of actual and ideal SC. The question items are designed based on Malär [2011], which is adapted into two versions of the actual and ideal SC of each of the five questions. Each question group is filled with instructions before respondents complete their answers. The construct operational definitions are presented in Table 1.

Table 1: Construct Operational Definitions

Construct	Operational Definition	References
Actual Self-Congruence	The fit between consumers' real self-concept and brand personality	Sirgy et al. [1982], Aaker [1999], Malär [2011]
Ideal Self-Congruence	The fit between consumers' ideal self-concept and brand personality	Sirgy et al. [1982], Aaker [1999], Malär [2011]
Brand Identification	Consumers are familiar with and agree with brand-based product attributes, corporate attributes, and brand personality. After consumers use the branded products, they feel that they have the feeling of belonging to the same user group and feel very satisfied.	Aaker [2012], He et al. [2012]
Purchase Intention	A behavioral willingness constructed by consumers through the comprehensive construction of product, service quality and consumer satisfaction	Taylor & Baker [1994], Zeithaml et al. [1996]

3.3. Data Collection

The research is divided into two stages. The respondents are students on campus. After the above questionnaires and experimental procedures were established, the formal questionnaires were distributed and the distribution time is one month. The respondent was confirmed to have experience in purchasing cosmeceutical products online. If the respondent has not used the cosmetic shopping platform within a year, their response was excluded. Each respondent was limited to filling one of the 2*2 questionnaires. A total of 252 questionnaires were received. After excluding 6 repeated responses and all invalid questionnaires with a single option, the final valid responses were 246, and the valid questionnaire rate was 96%. The number of respondents who finally accepted text marketing (53%) was 18 higher than that of video marketing (46%). Most respondents were female college students (82.1%). The respondents have prior experience purchasing products on online platforms, with an average of 3.20 years of online shopping experience. The online shopping experience (3.44 years) of college students who answered that video marketing is slightly longer than text marketing (2.93 years) is about half a year (Table 2).

Table 2: Descriptive Statistics of Respondents

Variable	All (n=246)	Text Marketing (n=132)	Video Marketing (n=114)
Gender	Male: 44(17.9%) Female:202(82.1%)	Male: 33(25%) Female: 99(75%)	Male: 11(9.6%) Female:103(90.4%)
Age	27.03(9.41)	26.56(2.25)	27.58(7.91)
Online shopping experience	3.20(1.35)	2.93(1.21)	3.44(1.42)

Note: Data are n(%) or $\mu(\sigma)$.

Secondly, this research mainly designs the differences in SC, BI, and PIs of the two MMs for the differences between two different conspicuous products. Table 3 shows that in the text MM, the average SC scores are 3.1 and 3.12, the average BI score is 3.5, and the average PI score is 3.21, higher than the video MM.

Table 3: Average Score of Each Construct

Variable		Text Marketing (n=132)	Video Marketing (n=114)
Self-Congruence (SC)	Actual Self-Congruence (ASC)	3.10(0.862)	2.74(1.05)
	Ideal Self-Congruence (ISC)	3.12(0.868)	2.77(1.18)
Brand Identification (BI)		3.50(1.09)	2.65(1.32)
Purchase Intention (PI)		3.21(0.97)	2.86(1.16)

Note: Data is $\mu(\sigma)$.

3.4. Data Analysis Method

SmartPLS3.0 software was used for Partial Least Squares (PLS) analysis in this study. PLS is suitable for the statistical analysis of small- and medium-scale samples. It is a component-based measurement method used to measure the potential structural equation model as a construction technique [Chinm et al. 2003]. PLS can handle both reflective and formative model structures. In addition, PLS can overcome the problem of multivariate collinearity, and is divided into two stages—the analysis and estimation steps. In the first stage, reliability and validity analyses are performed on the measurement model, and in the second stage, path coefficient verification and model prediction ability estimation are performed on the structural model. Only in the two-stage operation of the analysis can we make inferences about the relationship between variables and predictability based on the potential variables and test the hypotheses of the research framework [Anderson & Gerbing 1988]. Because this study is divided into different MMs, the number of samples will be reduced, which is a medium sample, so it is suitable to use SmartPLS for model verification.

4. Research Results

4.1. Results of Measurement Model Analysis

This stage is mainly to measure the reliability and validity of the structural model of this study. The research structure possesses good indicator quality to accurately explain the relationship between the constructs. In this study, the judgment criteria of Hair et al. [2010] were used to consider three indicators such as Cronbach's α , construct reliability (CR), and average variance extracted (AVE).

Hair et al. [2010] suggested that both CR and Cronbach's Alpha must be greater than 0.7. The values of potential variables in this study are all above 0.9, which meets the standard of internal consistency of the scale, indicating that the scale of this study has good reliability. The AVE value uses to measures the percentage of potential variables that can be measured. It not only represents the judgment of high reliability, but also represents the discrimination validity of potential variables. The measurement of validity in SEM is mainly to discuss Convergent Validity (CV). The standard value of CV is to meet the following two measurement standards: (1) Every construct has possible Measurement Error; therefore, the AVE of each construct should be greater than its variation. This study adopts the recommendations of Fornell and Lacker [1981], the AVE value must be greater than 0.5, and all indicator loadings should be greater than 0.7. The AVE of this study is between 0.768 and 0.92, and all indicator loadings are greater than 0.7 (Table 4). The analysis results of this research show that this measurement model meets the threshold of the two criteria of convergence validity.

Table 4: Reliability Analysis Results of Research Model

Construct	Items	Cronbach's α	Composite Reliability (CR)	Average Variance Extracted (AVE)
BI	5	0.899	0.930	0.768
ISC	5	0.948	0.961	0.834
PI	3	0.920	0.949	0.862
ASC	5	0.965	0.973	0.878

Table 5: Correlation Coefficient Table between AVE Root Value and Each Construct

Construct	BI	ISC	PI	ASC
BI	0.876	0.641	0.710	0.650
ISC	0.641	0.913	0.794	0.887
PI	0.710	0.794	0.928	0.778
ASC	0.650	0.887	0.778	0.937

In terms of discriminant validity, Hair [2010] suggested that the square root of the AVE of each potential variable must be greater than the correlation coefficient of other different potential variables. As presented in Table 5, the values of the square root of AVE on the diagonal exceeds the correlation coefficients among other constructs, thus indicating that this study has discriminative validity. The indicator loadings, AVE, CR, Cronbach's α and other indicators analysis results of this research model are all good, thus indicating that the overall model connectivity is

quite sufficient. In the detection of collinearity, to detect whether two or more facets are highly correlated. Variance Inflation Factor (VIF) is usually used to measure the index of collinearity. As presented in Table 6, ASC and ISC have a problem of collinearity because the VIF is greater than 3.3. The reason for this problem may be that the research model of this study adopts the second-order model of the binomial sub-construction of SC for subsequent analysis of the result model. From the above analysis results, the measurement model of this study has good convergence validity and discriminative validity.

Table 6: Test Result of Collinearity

Construc t	Non-standardized coefficient		Standardized coefficient	t	Significance	Collinearity	
	β	Standard error	Beta			Tolerance	VIF
BI	.187	.026	.231	7.136	***	.562	1.780
ISC	.372	.063	.338	5.945	***	.182	5.481
ASC	.370	.056	.357	6.609	***	.201	4.965

Notes: dependent variable: PI; * <0.05 , ** <0.01 , *** <0.001

4.2. Results of Structural Equation Modelling and Hypotheses Testing

This part first uses multiple regression to explore the relationship between SC (including ASC and ISC), BI, and PI, and evaluates whether BI has the mediating effect of SC on PI, and then uses PLS for model testing and hypothesis testing. The following analysis results are explained as follows: In the verification part of the mediation variables, the verification steps of the mediation effect are carried out according to the verification steps defined by Barson and Kenny [1986]. Adopting SC as the independent variable and the dependent variables as BI and PI. Since the model 1 uses SC as the independent variable and PI as the dependent variable, the result is statistically significant (Adj $R^2=0.683$, $p>=0.000$) regardless of the linear regression or β estimation (0.827). The second stage is to verify the model 2 when SC is the independent variable and BI is the dependent variable, the result indicates that the result is statistically significant (Adj $R^2=0.426$, $p>=0.000$) regardless of the linear regression or β estimation (0.654). Finally, Model 3 uses SC and BI as independent variables, and PI is set as dependent variables, and the results are tested and compared again. Similar to Model 1, both the model and the explanatory variables have reached statistical significance (Adj $R^2=0.713$, $p>=0.000$). However, due to the verification results of model three, with SC and BI on PI, the coefficient of 0.676 of the estimated value of standardised regression coefficient β is smaller than the coefficient of 0.827 of the estimated value of standardised regression coefficient β of model one with SC to PI. Therefore, the relationship of BI and SC on PI is partial mediation (Table 7).

Table 7: Regression Analysis Results of independent variables to PI

Category	Model	PI (H3)	PI (H1)	PI
		Model 1	Model 2	Model 3
		β	β	β
Independent variable	SC	0.827***	0.654***	0.676***
ISC	BI			0.231***
ASC	R^2	0.684	0.427	0.714
	Adj- R^2	0.683	0.426	0.713
	F	1054.209***	363.936***	608.261***

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

Since traditional analysis methods cannot deal with the problem of potential variables, the SC variables in this study include ISC and TSC, and in order to further process and control measurement errors, the next section will use SmartPLS3.0 software for potential variables, the causal relationship analysis, and verification. R^2 is used to judge the explanatory power of the research model [Pavlou and Fygenon 2006].

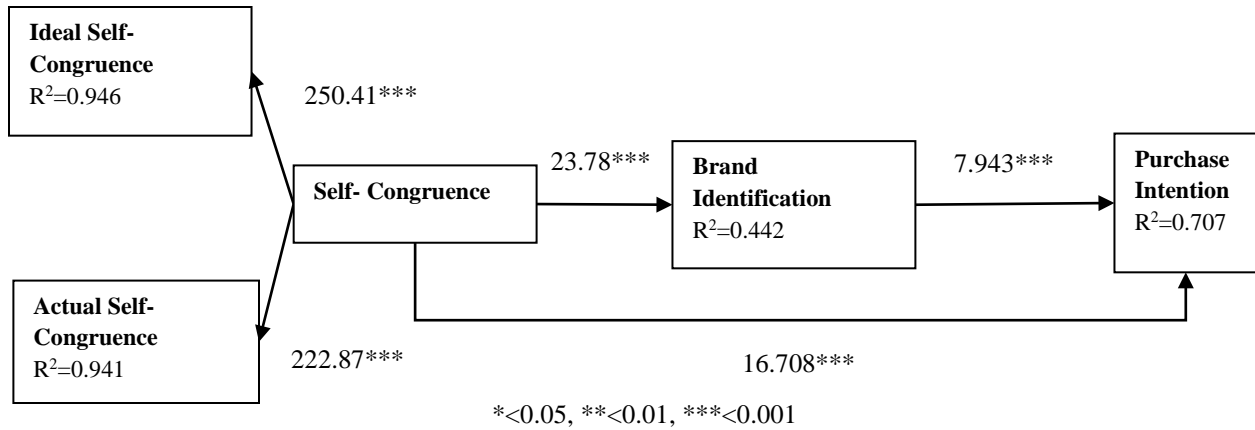


Figure 4: Analysis Results of PLS

H1, H2, and H3 of the main model are all significant (Figure 4). For the endogenous variables of this research model, the degree of explanation of the variation of BI and PI is 0.442 and 0.707. All other control variables have not reached a statistically significant level. This research divides respondents into two categories based on MM. The difference of PC is grouped to verify the moderating effect of different MMs on the relationship between PC and PI and the relationship between BI and PI. Model 1 showed that BI will affect PI. When the MM added to Model 1, the overall explanation power toward PI has slightly increased, indicating that it is still meaningful. The addition of the interaction item between different MM and BI in Model 3 also improved the overall PI, and the cross item reached statistical significance, showing that the difference of different MM has an impact on BI and PI. Therefore, H4-1 is supported by empirical data (Table 8).

Table 8: Analysis Result of the Moderating Effect of MM on Relationship between BI and PI

Category	Model	Model 1	Model 2	Model 3
		β	β	β
Independent variable	BI	0.673***	0.667***	0.466***
Moderator	MM		-0.046	-1.053***
	BI*MM			1.045***
	Adj-R ²	0.452	0.453	0.543
	Δ -R ²		0.002	0.09
	F	406.427***	204.524***	195.513***

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

Consumers' SC will affect their PI. When the MM is added to Model 2, the explanation of the overall PI is slightly improved, showing that the difference of adding the MM is meaningful for the influence of SC on PI. After the interaction term is added to Model 3, R² reaches a statistically significant difference, showing that the difference MMs has a statistically significant difference in the relationship between SC and PI. Therefore, hypothesis 4-2 has the statistical support of empirical data (Table 9).

Table 9: Analysis Result of the Moderating Effect of MM on Relationship between SC and PI

Category	Model	Model 1	Model 2	Model 3
		β	β	β
Independent variable	SC	0.827***	0.822***	0.774***
Moderator	MM		-0.044	-0.233*
	SC*MM			0.196*
	Adj-R ²	0.683	0.684	0.686
	Δ -R ²		0.002	0.02
	F	1054.209***	530.654***	356.757***

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

When the moderator, PC, was added to Model 2, the explanation of the overall PI was maintained without any improvement. However, after adding the interaction terms of PC and BI to Model 3, the explanation of the overall PI

decreases, showing that the difference in PC has no moderating effect between BI and PI. Therefore, H5-1 cannot be supported by empirical data (Table 10).

Table 10: Analysis Result of the Moderating Effect of PC on Relationship between SC and PI

Category	Model	Model 1	Model 2	Model 3
		β	β	β
Independent variable	BI	0.673***	0.672***	0.686***
Moderator	PC		-0.15	-0.015
	BI*PC			-0.018
	Adj-R ²	0.452	0.452	0.421
	Δ -R ²		0.000	0.000
	F	406.427***	203.137***	135.215***

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

After the SC model was replaced by BI, the explained variation of the overall PI remained the same as in Table 10, indicating that the PC has little significance for the effect of SC on PI (Table 11). Similar to Table 10, when the interaction term between PC and SC is added to Model 3, the overall PI decreases, showing that the difference in PC has no interference effect between SC and PI. Therefore, Hypothesis 5-2 cannot be supported by empirical data.

Table 11: Analysis Result of the Moderating Effect of PC on Relationship between SC and PI

Category	Model	Model 1	Model 2	Model 3
		β	β	β
Independent variable	SC	0.827***	0.826***	0.778***
Moderator	PC		-0.019	-0.104
	SC*PC			0.097
	Adj-R ²	0.683	0.683	0.682
	Δ -R ²		0.00	0.000
	F	1054.209***	526.934***	351.299***

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

This research summarizes the hypothetical empirical results in Table 12. The summary results found that in addition to confirming the influence of consumers' SC on BI and BI on consumers' PI, this study also confirmed that differences in MM have a significant moderating effect. Therefore, if a company wants to maintain a stronger and long-term close relationship with their consumers, it should pay attention to the degree of adaptation of its brand image to the self-concepts of consumers in the target customer group, especially for brands with symbolic images. The symbolic value of the ideal state to help customers improve themselves, make the relationship between customers and the brand closer, and form a high sense of brand trust. However, if there is no good MM exists, there will be no good performance. Although the conspicuousness of the products may not show statistical differences in this research due to the small differences in the items, in general, high-conspicuous product categories should pay special attention to whether the communication of their brand concept image can be touched the heart of the target customer group, brand managers should pay more attention to understanding the personality traits of the target customer group and their preferences, in order to communicate with target consumers with a brand image that is appropriate and consistent with their self-concept. If the brand management can properly work on the influence of SC, the brand can be incorporated into the self-concept of consumers and become a part of themselves. Eventually, a deeper BI relationship will be formed to make the brand sustainable operating. Therefore, in the process of social commerce (especially in the cosmetics industry that emphasizes interactive relationships), the image of the brand can be brought closer to the self-consistency of target consumers through the process of video and celebrity trials. It can strengthen the consumer's trust in the product during the recommendation process. Thereby changing the consumer's intention to consume in social media interaction.

Table 12: Results of the Empirical Results of the Research Hypotheses in This Study

Research Hypotheses		Result
H1	Self-congruence has a positive relationship with brand identification.	Supported
H2	There is a positive relationship between self-congruence and purchase intention.	Supported
H3	There is a positive relationship between brand identification and purchase intention.	Supported
H4-1	Differences in marketing models have a moderate effect on the relationship between brand identification and purchase intention.	Supported
H4-2	Differences in marketing models have a moderate effect on the relationship between self-congruence and purchase intention.	Supported
H5-1	Product conspicuousness has a moderate effect on the relationship between brand identification and purchase intention.	Not supported
H5-2	Product conspicuousness has a moderate effect on the relationship between self-congruence and purchase intention.	Not supported

5. Conclusions and Suggestions

The brand targets of this study are limited to open-shelf brand products on the cosmeceutical online platforms; therefore, these brands have lower prices, and the main consumer is the young group, thus the respondents in this study are the young student group. We first investigated the target group's perception of the characteristics of open-shelf cosmeceutical brands, and selected different product visibility (high/low visibility), and then classified the current popular MMs into two types—text and video MMs—to explore the influence of consumers on the PI of online cosmetic products, and investigate the interference effect of different modes on SC to form PI. The research method uses an experimental research design model to manipulate the two variables of different marketing techniques and PC to verify whether different MMs impact consumers' purchase behaviours for products with different characteristics. In the cosmeceuticals industry, there is an increasing trend of online shopping. The results of this study can be used as a research basis for selecting a MM and can also be used as a reference for the cosmeceuticals industry in corporate marketing strategies.

5.1. Discussion of Findings

After globalisation is the trend of business management, effective brand management becomes increasingly important. The brand is your product, trademark, official website, or your name. The brand is also a kind of subjective feeling that will give people an intangible and indescribable experience. However, it is these feelings that show and distinguish the strengths and weaknesses of various brands. To manage a good brand, it is necessary to strengthen the relationship between consumers and the brand, and create a connection between consumers' self-feelings and the congruence of the brand, to ensure that they can be further transformed into purchasing behaviour and produce corporate performance. Therefore, many marketing strategies are launched, to help brands increase visibility and bring consumers closer to the level of self-perception, thereby improving buying behaviour. Therefore, this research not only examines the consumer's purchase behaviour of open-shelf cosmetics brands and the influence of SC, BI, and PI, but also explores the degree of moderating effect of MM and PC on the relationship between of SC, BI, and PI.

The respondents in this study are college students, and the primary goal is to explore the influence of consumers' SC (TSC, ISC) and BI on PI and establish a research model with open shelf online cosmetics brands. This study collected samples of consumer questionnaires who had purchased open-shelf cosmetics online. There were 246 valid samples. However, because the subject area was cosmetics, there were more female respondents. According to the results of research and analysis, when college students think that the brand's personality can reflect their true appearance, or reflect the ideal appearance they want to achieve, they can effectively induce consumers' PIs. This result aligns with that of previous research. However, the value of the explanatory power of this research model is higher than that of other fields, which may be because cosmetics provide a perfect image, thus it also produces higher results than other fields. Therefore, if the brand's identification and individual's SC are higher, the easier it is to be included in the individual's self-concept, which will result in PIs for the brand.

On the other hand, because consumers will use consumer behaviour to convey information about their self-concept to others, they prefer brands and products with high consistency with self-image [Landon 1974; Sirgy 1980]. They will express themselves through self-concept brands or products to highlight their self-image. Therefore, if manufacturers want to be able to improve sales performance, they must use various marketing strategies to close the relationship. The study results also confirmed that differences in MMs can have a positive moderating effect on the original relationship between SC and PI.

Finally, in terms of the moderating effect of the difference in PC on the model, the original expectation is that the consumption of low-conspicuous products will be judged by the actual self, and high conspicuousness will have a greater influence on the congruence of the ideal self. However, no notable difference exists. It may be caused by

the decrease in the influence of the brand itself, which is also defined in open-shelf cosmetics. However, the conspicuousness of the product does not hold the relationship between BI and PI, and conspicuousness may be attributed to other factors. The study results for online open-shelf cosmetics brands re-confirmed that consumers' BI, actual SC, and ideal SC have a crucial influence on their PI. Therefore, companies should not consider it as open-shelf cosmetics and allow consumers to purchase by themselves. If a company wants to maintain a stronger and long-term close relationship with consumers, it should pay attention to the degree of adaptation of its brand image to the self-concept of the target audience. This is especially important when setting marketing strategies.

The study results indicate that the MM has a moderate effect on the original consumer's BI linking to the PI. Therefore, regardless of the cosmetic product being sold by the cosmetics industry, marketing is important. If the marketing method is different from the characteristics of the brand itself, it will decrease consumers' PIs. This study also found that the more popular video MMs that are explained by Internet celebrities or shown to you by trial products are more sensitive to consumers. Therefore, the difference in marketing methods does have a moderating effect on consumer behaviour. Therefore, in the current business environment where brand competition is fierce, if it is easier to win the favour of consumers over other companies, it is necessary to make good use of the concept of SC through the MM, to ensure that the brand can be incorporated into consumers' self-concept, and make it a part of oneself, to form a deep connection and ensure the brand is sustainable for a long time.

5.2. Implications for Practice

After the Internet platform has gradually become the primary battlefield of marketing, market competition has gradually become increasingly fierce. To quickly achieve the goal of distinguishing themselves among many brands, marketers have created many methods to strengthen brand loyalty and dependence, while hoping to improve performance. However, if there is no assessment of the pros and cons of the methodology, it may lead to a waste of resources. The study results found that the process of consumers' shopping intentions on corporate brands will be affected by consumers' personal self-concepts. Therefore, when setting up brand personality, companies must set the target customers first, and then incorporate the setting of the suitability of brand characteristics.

In addition, according to the study results, the more consistent the brand personality and consumer's self-concept is, the easier it is to arouse consumers' emotional connection to the brand and generate shopping intentions. However, studies have noted that self-concept brands are susceptible to consumers' personal factors, such as low product involvement or low self-esteem, which leads to low emotional brand attachment. Consumers prefer brands that can express their self-concept. This can also be extended to the ability to introduce the concept of self-concept consistency when formulating social business strategies to strengthen the trust of customers when communicating with social media. Although this study adopts a second-order model test method to reduce collinearity, the study results are practical for the empirical results of self-consistency on brand identity and consumption intentions. These results will provide companies with a reference while setting their brand personality.

5.3. Implications for Research

In the literature, many studies have examined the relationship between consumer SC and brand-related factors. Some studies have examined the influence of consumers' PIs. However, these studies have rarely discussed the moderation of SC on consumers' PI by combining different MMs and PC. Therefore, this study provides the verification of the importance of consumer self-congruence in the process of generating PI. Moreover, if brand value can help consumers verify their actual self-concept, consumers will be inclined to form a connection with the brand, instead of a brand that promises to help consumers realise their ideal self-concept. Thus, a good MM is required to fit the right feel of the brand and consumers and ensure that outsiders are willing to share its use of this brand. Therefore, examining the MM and its conspicuousness can prove its importance in the moderating effect of SC on purchasing behaviour.

5.4. Limitations and Future Research Directions

This study is considered due to cost constraints, such as time and manpower. In addition to being restricted to undergraduates or postgraduates, it can only be distributed to classes that the researcher can grasp and can quickly issue many questionnaires. The distribution of departments may be restricted. The study results cannot be directly estimated in other groups. Therefore, this study may have a problem of insufficient generalisation.

Second, in the product selection of respondents, because it is intended to sample open-shelf cosmetics items, and to avoid the case of less respondents having used it, we did not include brands that are not sufficiently popular. Therefore, the research results may be different under different product categories or brand choices.

Third, if we can further homogenise the sample in the future and explore the distinction between different MMs, we will be able to better understand the difference in the influence of different marketing methods. Finally, this research aims to control and evaluate the influence of binomial interference variables, so the main model is simplified. Future research may incorporate other antecedents to use a complete research model or in-depth

interviews to cross-compare the in-depth feelings of different groups, which will enable the research results to provide more precise opinions, and further complete the theoretical framework of SC.

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