



## Factors Influencing Chinese Female Millennials Clicking “Like” Button On Luxury Clothing Posts By Influencers On Social Media Platforms

*Yu Zheng, XiuZhen Wang*

University of Northumbria in London

Yu2.zheng@northumbria.ac.uk

### ***Abstract***

*China is a rapidly growing luxury products market with the potential to be the largest luxury market worldwide especially in the digital area. This research aims to evaluate various motivations which influence Chinese female millennial clicking “like” button on luxury clothing posts by influencers on social media platforms. Users and gratifications theory and influencer identities theory are employed within this research. The research finding is, to increase Chinese female millennial social media engagement, luxury brands should choose admired type of influencers who have social bonding with their target Chinese buyers and who post interesting and funny types of posts frequently.*

***Keywords:*** Chinese female millennial, social media platforms, social media engagement, “liking” behavior, luxury clothing



## INTRODUCTION

These years, according to D'Arpizio, et. al., (2019), the luxury market increased 5% and reached €1.2 trillion globally in 2018. Noticeably, Chinese luxury consumers will account for 46% of the global market in 2025 (D'Arpizio, et. al., 2019). One of the main reason is that Chinese female millennials buyers (aged 22-37), many of them from middle classes, have stronger spending power and are more willing to spend on luxury brands than counterparts in other countries (Hong & Zhang, 2016).

However, within the promising macroeconomy situations, the volume of luxury products bought by Chinese customers do not increase dramatically (Xie, 2017). Brands seem to have more opportunities to contact Chinese customers by various social media platforms, such as WeChat, Weibo and Xiaohongshu. However, there are many ad-blocking apps which can be used in various channels to block or to skip ads, such as AD Safe, AD Block Plus, JiaHao Ads block app, etc. According to Lao (2018), there are nearly three-quarters Chinese social media users installed and applied Ads block apps into social media platforms. The main reason is that the Chinese luxury customers' trust on brands posts on social media is decreasing (Xu, 2018). It makes difficult for brands to convey their information to customers directly. Chinese consumers tend to emphasize and trust more reviews from their social bonding and relationships than luxury brands (Hong & Zhang, 2016). Therefore, it is becoming an essential marketing strategy for brands to cooperate with influencers to convey products and brand information to customers (Qiao, 2018). According to Song (2018), China influencer economy will be worth over \$15.5 billion in 2019 and 67% of Chinese consumers saying their purchases were affected by influencers.

Chinese luxury clothing market is one of the most promising markets for digital luxury brands, which can bring a large volume of potential customers and forecast to a constant expansion in the next decade (Wang, 2019). Chinese female millennials are the main purchasing power and are forecast as the driving force in the Chinese luxury market in the next decade (Hong & Zhang, 2016).

As for the reason on why important to look at social media is because, in China, social media engagement become an essential evaluation of brands performance standard among majority companies (Gan, 2018). Particularly, for Chinese female millennials, they would like to purchase luxury clothing online via some shopping apps, such as Xiaohongshu and WeChat (Qiao, 2018).

According to Zhang, Jonathan & Kim (2019), social media engagement can be defined as actions, such as clicking, viewing, liking, commenting, sharing, etc. Noticeably, liking behaviour is growing in popularity on social media among Chinese users but there has been a lack of research on motivations which influence users to click "like" (Gan & Li, 2018). Prior studies mainly focus on the marketing aspects, which is the connections between social media users' clicking "like" behavior and their purchase intentions (Mariani & Mohammed, 2014). Besides, though some motivations have revealed which influence social media users' behaviour, one specific behavior analysis is rare (Mariani & Mohammed, 2014). Thus, this research aims at the evaluation of the factors which influence Chinese female millennials customers clicking "like" on luxury clothing influencers posts on digital platforms. Moreover, there is three information that social media users want to convey by clicking "like" button on posts, they are social media involvement, social media interaction and support.



In general, this research employs the uses and gratifications (U&G) theory from the field of media research to examine Chinese female millennials social media users' liking behaviour. It examines how the gratifications affect users to click “like” on social platforms for those who want to show their social media involvement, interaction and support by this behaviour.

### **Purpose**

This article firstly to investigate the worldwide luxury clothing market, especially in China, as well as related customers' engagement behaviours on social media platforms, including their motivations and their aims. Secondly, via online questionnaire to gather primary information in order to identify and evaluate how different gratifications affect Chinese female millennials clicking “like” button on social platforms. Thirdly, to recommend luxury brands on how to choose effective influencers and also influencers on how to increase Chinese luxury customers' engagement on social media based on research findings.

## **LITERATURE REVIEW**

### **Influencers**

Influencers are referred to as individuals who have stable social communities with a large volume of followers (Abidin, 2016). For brands, it becomes critically essential to identify the right influencers on social media to promote their products. Due to their higher authenticity and credibility compared with brands, they have abilities to influence followers' attitudes and decisions (de Vries, Gensler & Leeflang, 2012). There are many searches on influencers, such as their corporate social responsibility (Smith, Kendall & Knighton, 2018) and identification (Gross & Wangenheim, 2018). These from brands perspectives. From both influencers' and customers' aspects, Freberg et al. (2011) identified specific influencer characteristics that appealed most to luxury customers, admired and friendly. Furthermore, Jared (2018) explored the relationship between the different characteristics of influencers' posts and consumers' engagement towards them.

Although these combined influencers and customers, there are different types of influencers which have different impact depending on industries. Additionally, customers' gratifications towards them are not the same. Considering specific industries, Campbell, Pulse and Herlihy (2018) searched influencers' innovations and motivations on the fitness industry and Thomas (2018) on car industry. But none of them chose to analyze how influencers types influence Chinese luxury clothing customers' engagement on social media platforms, and this gap will address in this study.

### **Social Media**

Social media refers to the set of internet-based principles that build on the ideological and technological foundations (Kaplan & Haenlein, 2010), which is characterized by network effects and user participation (Moore, Hopkins, & Raymond, 2013). The growth of social media platforms significantly changed how consumers and brands communicate (Pedro et al, 2017). Constantinides and Fountain (2008) and proposed a classification based on the use of various platforms, including virtual worlds, blogs and content communities. One of the essential parts among these is the curation of user-generated contents or posts, which connect



individuals who have the same interests together via virtual social media engagement behavior, such as clicking “like” button (Borden, 2016).

Because of the invention of social media, many organizations have moved away from traditional marketing methods, such as phone calls (Alhabash & Ma, 2017). Social media creates two ways of communications between customers and brands (Evans et., al. 2017). Customers are able to directly connect with brands and brands are able to provide brands and products information to customers. On social media platforms, consumers are not only negative receivers of the information but also active creators of brand information (Gomez, Lopez & Molina, 2019). Therefore, power has shifted from brands to consumers (Tsai & Men, 2013), with brand no longer having full control over the content of their brand messages. This switch means customers are now relying more than ever before on their online communities and those who have relationships with them on social media (Hong & Zhang, 2016); thus, brand reviews from these people are an important source of information that can influence their purchase intentions. Social media users seek a sense of community, engagement, and dependence when they join online communities (Xie, 2017). Therefore, many of luxury brands build their brands communities by cooperating with the people who have the power to influence a large group of potential target customers (Kim & Lee, 2017). These people are influencers who built strong bonds with other users on social media platforms. They are in charge of multicomponent concepts includes customer relationships with luxury brands, products, and other customers (Kapitan & Silvera, 2016). Especially in China, according to Xu (2018), luxury consumers trust influencers more than luxury brands, compared with luxury buyers in other countries and Chinese luxury customers tend to buy luxury clothing as influencers and friends recommended.

### **Social Media Engagement**

Social media engagement can be defined as online participatory social media behaviours to show users’ interaction and activation, subsequent attitudinal and behavioural intentions (Brodie et al., 2013). As social media has gained increasing attention in daily life, people are more likely to engage in social media behaviours to communicate within online communities (Zhang et. al, 2018). Previous researchers have been focusing on the concept of social media engagement on viewing, liking, commenting, and sharing content parts (Brodie et al., 2013). Noticeably, more and more users use social media for seeking both emotional and instrumental supports by “liking” behaviour (Gan, 2018).

### **Customers Social Media Engagement**

Customer behaviours in the digital area can be defined as a broad range of processes and activities customers have during the whole purchase period, including attitude formation, decisions, preferences, perceptions (Wu, 2003). Brodie et al., (2013) agreed that customer engagement can be defined as customers’ social media multiple touchpoints, such as the communications with staff, which contains customer engagement constitutes cognitive, affective and behavioural components.

To be more specific, customers’ social media engagement can be regarded as the extent of their involvement on brands posts and activities (Grzywinska & Borden, 2012). Together, these interactions constitute the brand experience of the customer. One of the most notable conceptualizations of customer social media engagement focuses on its behavioural aspect. Vivek, Beatty and Morgan (2016) define customer engagement as the customers' behavioural manifestation toward businesses, not only purchase. Companies, therefore, eager to encourage their customers positively and actively react to their posts. Afterwards, companies enable to improve



their products and service, and create new content by considering customers' engagement behaviours, emotion and cognition on their posts, such as customers clicking "like" button or leave comments (Heller Baird & Parasnis, 2011). This means customers are not only viewers but participants who engage in business activities.

It not only connects with brands but also facilitates the interaction with other customers through their engagement behaviours, such as clicking "like", leaving comments and sharing (Gummerus et. al, 2012). Subsequently, customers can build communities with people who have the same interest to know more about brands. Compared with traditional customers' engagement, customer social media engagement behaviours are beyond transaction, purchase and they are relationships focused (Bryant & Oliver, 2009). That is, customers' behaviours on social media are easily prone to be affected by the people who have relationships with them.

## **Likes**

One of social media engagement behaviours, clicking "like" button on social media platforms' posts, is increasingly popular and has become ubiquitous across various social media (Lee, Hansen, & Lee, 2016). Liking works as a "paralinguistic digital affordance", which is similar to symbolic expressions, such as greeting and waving (Toma & Hancock, 2013). They make social media users communicate and interact without employing a specific language (Hayes, Carr & Wohn, 2016). As a widely recognized and accepted user behaviour, clicking "like" button allows social media users to convey their positive feelings, such as interest, enjoyment or agreement for contents, such as words, photos, videos which published on various social media platforms (Basalingappa, Subhas, & Tapariya, 2015). Not only to convey their feelings, through clicking "like", individuals also enable to show their support, involvement and interaction on social media platform (Fullwood, Nicholls & Makichi, 2015). Consequently, clicking "like" is a form of social media user engagement, the positive reaction and feelings, through which, users can interact directly with shared posts and respond to other users who have the same interest on these posts.

While "liking" behaviour is a mode of online social media communication that has shaped the daily lives among individuals, little research has been done to elucidate these social media users' engagement behaviour (Hong, Chen & Li, 2017). In 2016, Lee (Shu-Yueh), Hansen and Lee (JinKyun) demonstrated how "like" means for users with different personalities, social influences and technology used in the digital area. However, respondents in this survey are young (average age is 21) and white demographic from the same university, who are likely to have a similar cultural background. Thus, they may "like" same posts with similar motivations, which have limitations on representativeness. To be more focusing, Gan (2018) researched "liking" behaviour on WeChat (a Chinese communication platform, like WhatsApp) from an individual level. She strongly aims to find the differences between how "like" action related to genders difference. Nevertheless, the sample is from a southern university in China, which has a limitation on demographics because, in China, southern and northern people have huge demographic diversities (Xu, 2018). Moreover, this study mainly focuses on gratifications that motivate users' adoption behaviour but does not consider the influences of other factors, such as technology. There is no research contributes to the factors which can influence customers clicking "like" on Chinese digital luxury clothing influencers posts.



### **Theoretical Frameworks**

This research will employ uses and gratifications (U&G) theory to examine how the gratifications affect digital millennials users' liking behaviour on posts from luxury clothing influencers. The original U&G concept in media area was announced by Katz, Blumler, and Gurevitch (1974) that media users are goal-directed and they purposefully attempting to seek for the particular platform depending on their specific media channels demands. This audience-centred framework was widely employed to search for the reason why and what for what purpose these people choose to use media platforms (Sato, Yuki & Norasakkunkit, 2014).

This theory is frequently used by researchers when explaining motivations on using different digital platforms, such as Facebook and Twitter (de Oliveira & Huertas, 2015). The U&G has identified three major types of gratifications for social media platforms users' liking behavior related to this study: utilitarian gratification (information seeking, sharing and stocking, self-identity), hedonic gratification (habitual use and enjoyment) and social gratification (social connection and inclusion) (Gan, 2018; Wang, 2017; Xie, 2018).

From influencers' perspective, previous research mainly focused on demonstrating how their social identity (admired or friendly) effects differently on consumers' behaviours on the digital area (Lee & Koo, 2015; Kim, 2018).

### ***Research hypotheses***

#### ***information sharing, seeking and storage***

Information sharing is defined as communicating and collaborate (Chung, 2008). As the wide usage of the Internet, various social media become popular platforms for users to search for their wanted information (Wang, 2016). In the luxury clothing area, many Chinese customers using social platforms to look through related posts because they want to keep up to date on the latest fashion trend and events (Zheng, 2017). Besides, Wang (2016) added that the Chinese female' behaviour in the digital area such as clicking "like" button is driven by information storage. That is after they click "like" on posts, these posts will storage in a special folder which customers can find them easily when they need. Therefore, it is expected that the gratifications of information



sharing, seeking and storage will lead to Chinese users on social media clicking “like” on luxury clothing posts by influencers, and the following hypotheses is formulated:

H1: Information sharing, seeking and storage have a positive effect on Chinese female millennials luxury customers to click “like” button on luxury clothing posts by influencers on social media platforms.

### *Self-identity*

In this study, self-identity contains two parts, which are self-expression and self-recognition. Self-identity on social media platforms refers to the activity will help users to present themselves and let other users know about these users’ preferences and attitude towards posts (Wu & Li, 2016). Self-recognition means the activity which helps the user to generate a picture of personality (Goffman, 1959). It is a strong determinant of the customers’ social media behaviour in China because people are pursuing social identity and a positive impression from other users (Zheng, 2017).

Moreover, in China, one of the main reasons for users clicking “like” button on luxury products posts is that they want to announce their wealth, which belongs to self- recognition (Zhang & Hong, 2016). That is, they can buy those luxury products on these posts. Therefore, these social media users want to receive other users’ praise or even admire by clicking “like” button on luxury products posts. Consequently, it is expected that the gratifications of self-expression and self-recognition will lead to Chinese social media users clicking “like” button on luxury clothing posts by influencers, and the following hypotheses are formulated.

H2: Self-identity has a positive effect on Chinese female millennials luxury customers to click “like” button on luxury clothing posts by influencers on social media platforms.

### *Habitual use*

Habitual use means the extent to which the activity can fill up social media users' free time (Althaus & Tewksbury, 2000). It is also means the users’ habit to check social media platforms posts regularly (Ruggiero, 2010). It contains the following situations. Firstly, looking through posts on social media platforms and click “like” button on these posts helps users to pass time when they are bored or because they have nothing better to do (Ruggiero, 2010). Secondly, for some Chinese



users clicking “like” button on social media posts is one of their habits to tell other users that they have read these posts (Gan, 2018). Thus, this survey expects that habitual use will affect users' liking behaviour on social media, and the following hypothesis is put forward:

H3: Habitual use has a positive effect on Chinese female millennials luxury customers to click “like” button on luxury clothing posts by influencers on social media platforms.

### ***Enjoyment***

Enjoyment is defined as the way social media serves as a means for entertaining and escaping pressure (Lee & Ma, 2012). The clicking “like” button behaviour on social media platforms on luxury clothing influencers' posts may bring individuals' enjoyment through, for example, finding something interesting and funny or distract them from other boring stuff. In particular, Xie (2017) revealed that enjoyment as an essential motivation which users clicking “like” on social media posts and increase their involvement. That means people feel free sharing their opinions by clicking “like” behaviour on social media posts. Moreover, Diddi and LaRose (2006) argued that the entertain contents within social media posts enable to distract users from other boring things and make them relax. Therefore, it is expected that the gratifications of social media enjoyment function will lead to Chinese social media users clicking “like” button on influencers' posts, and the following hypotheses are formulated:

H4: Enjoyment function has a positive effect on Chinese female millennials luxury customers to click “like” button on luxury clothing posts by influencers on social media platforms.

### ***Social Connection***

Social connection can be defined as relationships with other social media users. Social media makes traditional face-to-face communication becomes “corporeal co-presence” which relationships even does not exist in the real world (Stafford, Stafford & Schkade, 2018). In addition





to this, Leiner et al (2018) state that social media provides remarkable convenience and efficiency for making people who are interested in common things to get together by building social connections. Thus, this research will consider the social connection as one of the factors which influence users' liking behaviour on social media, and the following hypothesis is put forward:

H5: Social connection on social media has a positive effect on Chinese female millennials luxury customers to click “like” button on luxury clothing posts by influencers on social media platforms.

### ***Inclusion***

Inclusion in social media gratification refers to the users' sense of belonging, which means they can find someone who has the same interests with them and who can build a relationship to (Xu, 2018). This is one of the purposes why people use social media. One behaviour-clicking “like” button enables them to build sociable and friendly status (Gan, 2018). Based on previous studies, Xie (2017) found inclusion was one of the prime motivators driving social media usage. For Chinese luxury customers, especially for those female millennials, inclusion on social media platforms also contains the feeling of being important and being admired among peers so that they can be included into the high class community (Xu, 2018). Thus, this research will consider inclusion as one of the factors which influence users' liking behaviour on social media, and the following hypothesis is put forward:

H6: The inclusion of social media has a positive effect on Chinese female millennials luxury customers to click “like” button on luxury clothing posts by influencers on social media platforms.

### **Admired Type Of Influencers**

Admired type of influencers on social media means they live a high standard life, which makes their social identity has significant contrast compared with the common social media users (Cude, 2018). According to Xie (2018), some Chinese female luxury clothing buyers tend to search some

famous endorsers' accounts on social media and their posts, such as posts about their dressing style before they buy luxury clothing. After they clicked "like", these posts can be saved automatically which easily for them to find in the future when they need it. Qiao (2018) found luxury customers are likely to take positively users engagement (including "liking" behaviour) to the admired type of influencers on social media platforms as they want to imitate whom they aspire to be alike. In conclude, admired type of influencers will account for one of the factors which influence users' liking behaviour on social media, and the following hypothesis is put forward:

H7: The admired type of influencers on social media has a positive effect on Chinese female millennials luxury customers to click "like" button on luxury clothing posts by influencers on social media platforms.

### **Friendly type of influencers**

Friendly type of influencers on social media are those people who are more active with their followers within online communities and lead a similar life as the common users (Bakshy et. al, 2011). Song (2019) conclude that people on social media platforms are more likely to interact. Besides, Wang (2016) state that people prefer to be more engaged in the posts on social media which show their familiar scenes and the people whom they have interacted to more. In line with this perspective, this study proposes friendly as one of the factors which influence users' liking behaviour on social media, and the following hypothesis is put forward:

H8: The friendly type of influencers on social media has a positive effect on Chinese female millennials luxury customers to click "like" button on luxury clothing posts by influencers on social media platforms.

### ***Factors Users Want To Convey By Clicking "Like"***

#### **Social Media Involvement**

Social media involvement is widely recognized by researchers as an important component of customers' behaviour to join online communities, which is defined at the cognitive, affective or motivational level (Vivek, Beatty & Morgan, 2012). Although clicking "like" on posts is an actual social media behaviour, some users do not mean to show they are interacting and the actual behaviours are not necessary (Xie, 2018). According to Xu (2018), clicking "like" button on influencers' posts on social media platforms can be regarded as a response to

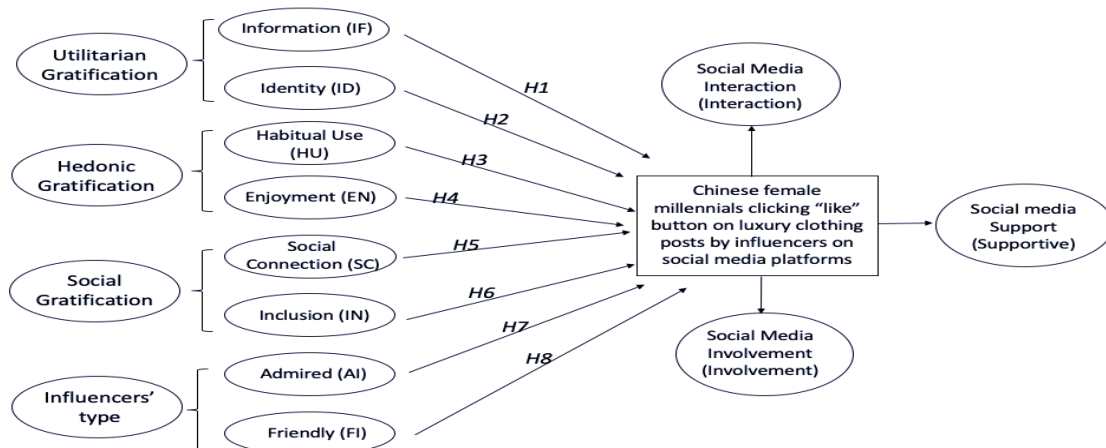
the posts or influencers to convey their positive feelings and by doing it, users aim to display that they are involved in social media. Several scholars have acknowledged that showing users' social media involvement is one of an essential reason for them on their social media engagement behaviours (De Vries & Carlson, 2014; France et al., 2016; Xu, 2018).

**Social Media Support**

Social media support means that some interactions on social media aim to be supportive to other users, influencers or brands (Ngcongong, 2016). Lin (2016) demonstrated that one reason people use social media “like” button is maintaining or developing relationships with others and support their friends and families with a positive attitude is essential. Gan (2017) used it on WeChat “like” behaviour and Ronda and Derek (2017) applied it on Facebook “like” behaviour. Because users enable to know who already clicked “like” button on the post, when they also click “like”, it indicates they support previous “like” clickers (Xu, 2018).

**Social Media Interaction**

Social interaction is the actual exchange behaviours between users who have similar interests in building a society (Kaplan & Haenlein, 2010). Compared with traditional media, although people are from different areas in the world who are separated by long physical distance, they enable to exchange their ideas effectively by actual online involvement behaviours (Hossain, Kim & Jahan, 2019). The structure of this research is showing by diagram.





## **RESEARCH METHODS**

This study has used online questionnaires from about 150 Chinese female millennials who clicked “like” on luxury clothing posts from influencers on one typical Chinese digital platform, Xiaohongshu.

Within the online questionnaire, there are closed-questions which will be used to measure how these items affect users to click “like” button on social media will be designed by using a 7-point scale, ranging from strongly disagree (-3) to strongly agree (+3). Also, there will be an open question to gather other personal preferences that have a positive influence on clicking “like”. The original online research questionnaire will be created in English via Qualtrics. It will be translated into Chinese to send out and then translate back into English to analyze in order to ensure the consistency of the content.

Primary data will analyze by positivist paradigm using mainly deductive approach. The gathered data will use SPSS to analyze the reliability, correlations and regressions. To ensure the volume of respondents, this research will take snowball and convenience sampling methods.

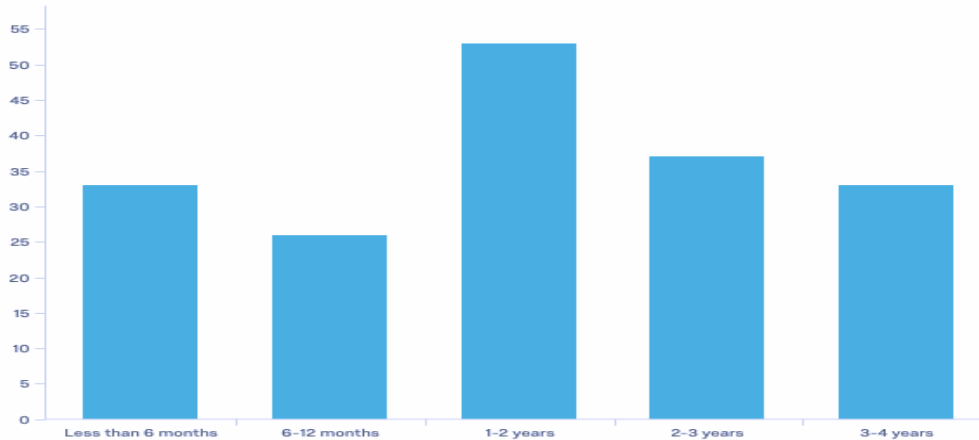
After the initial online questionnaire developed, a pilot survey will be held by inviting 10 Chinese female millennials who frequently click “like” button on luxury clothing posts by influencers.

There are many social media as e-commerce platforms in China for influencers to post luxury clothing photos and videos. Considering the respondents and influencers groups in this survey, Xiaohongshu is chosen as a typical Chinese social platform. It has 200 million users and 86% of them are Chinese female millennials (Han et al.,2018). Influencers and common users on Xiaohongshu publish in-depth feedback about products, including notes, videos and pictures (Xi, 2018). There are 16.6k posts and above 10 million influencers on luxury clothing area (Zheng, 2019). Xiaohongshu has no commercial and brand accounts, advertisements or commercial posts. This allows users to trust recommendations and endorsements from other users that are genuine: everyone is to discover the latest trends, recommend good products and share their honest opinion, rather than making profit (Zhang, 2018). This platform has a trusted source of advice and recommendations for its community of luxury products.

## **RESULTS ANALYSIS AND DISCUSSION**

### **Xiaohongshu Valuable Testing Analysis**

There are 167 Chinese female millennials (N=167) who completed the online questionnaire. In this research, Xiaohongshu, as a typical Chinese social media platform was chosen. One part of the research objectives is to apply the results to other Chinese social media platforms.



How long respondents have been used Xiaohongshu for luxury clothing searching (N=167)

Figure 4.2.2 depicts the frequency respondents used Xiaohongshu for luxury clothing searching and about 60% of them used it frequently, at least several times per week. It means Xiaohongshu is widely and frequently used Chinese social media platform for Chinese female millennials when people want to search luxury clothing posts on social media platforms.

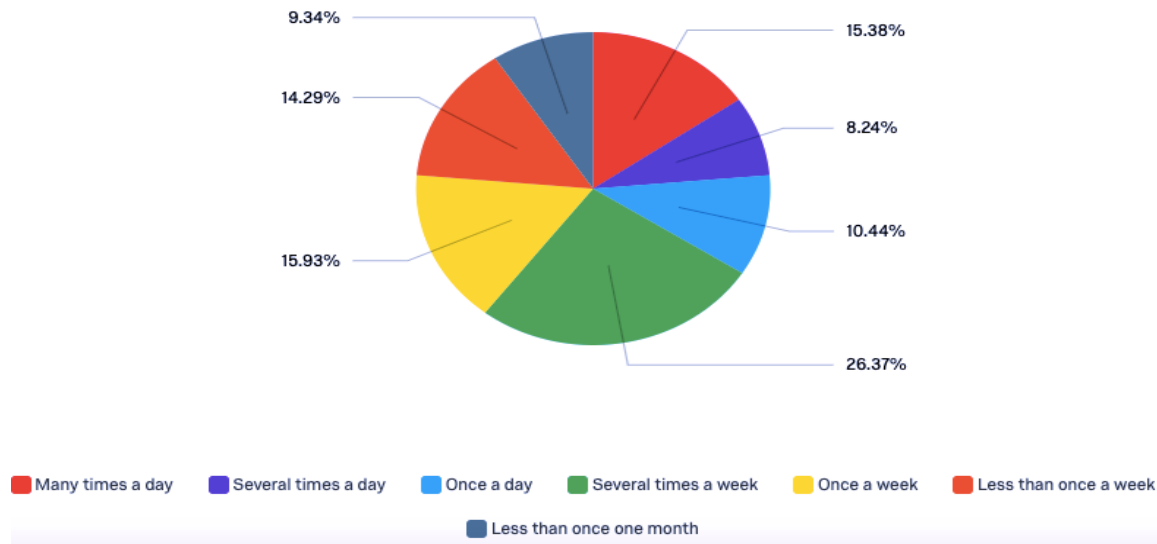


Figure 4.2.2: How often respondents use Xiaohongshu for luxury clothing searching (N=167)

In general, Xiaohongshu is a popular social media platform for Chinese female millennials searching for luxury clothing. Thus, data analysis in this research can be regarded as valuable and sustainable, which can be applied to future social media platforms researches and even on other social media platforms on luxury clothing research.

### Hypotheses Analysis and Discussions

This research employs SPSS to analyse hypothesis findings, including reliability, correlation and regression. Dependent variables are social media interaction (Interaction), social media support (Supportive) and social media involvement (Involvement). Independent variables are information (IF), identity (ID), habitual use (HU), enjoyment (EN), social connection (SC), inclusion (IN), admired (AI) and friendly (FI). Because there are several questions within each of information (IF), identity (ID), habitual use (HU) and enjoyment (EN) factors, the researcher will get the average figure in each of these factors to ensure the consistency of data analysis.

First, researchers-tested the reliability of questions within each one of four factors. All tested samples, values of Cronbach's Alpha were higher than the threshold value 0.7, which shows the good internal consistency within their groups and all of them should be taken into account (Cronk, 2017) (Figure 4.3.1). In this research, the questions among the same scale, including information (IF), identity (ID), habitual use (HU) and enjoyment (EN) are connected.



Figure 4.3.1: Reliability Testing on information (IF), identity (ID), habitual use (HU) and enjoyment (EN)

Source: SPSS Reliability analysis results.

All the indicators were significant with a 99% confidence level in correlations (Figure 4.3.2).

		Correlations										
		Information	Identity	HU	EN	SC	IN	AI	FI	Involvement	Interaction	Supportive
Information	Pearson Correlation	1	.877**	.909**	.917**	.903**	.893**	.855**	.840**	.802**	.919**	.903**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	167	167	167	167	167	167	167	167	167	167	167
Identity	Pearson Correlation	.877**	1	.980**	.983**	.978**	.976**	.959**	.959**	.949**	.956**	.950**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	167	167	167	167	167	167	167	167	167	167	167
HU	Pearson Correlation	.909**	.980**	1	.988**	.976**	.961**	.933**	.936**	.914**	.963**	.949**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	167	167	167	167	167	167	167	167	167	167	167
EN	Pearson Correlation	.917**	.983**	.988**	1	.983**	.974**	.944**	.947**	.932**	.981**	.963**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	167	167	167	167	167	167	167	167	167	167	167
SC	Pearson Correlation	.903**	.978**	.976**	.983**	1	.982**	.949**	.952**	.934**	.961**	.954**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	167	167	167	167	167	167	167	167	167	167	167
IN	Pearson Correlation	.893**	.976**	.961**	.974**	.982**	1	.946**	.944**	.926**	.951**	.942**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	167	167	167	167	167	167	167	167	167	167	167
AI	Pearson Correlation	.855**	.959**	.933**	.944**	.949**	.946**	1	.970**	.950**	.917**	.923**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	167	167	167	167	167	167	167	167	167	167	167
FI	Pearson Correlation	.840**	.959**	.936**	.947**	.952**	.944**	.970**	1	.943**	.921**	.923**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	167	167	167	167	167	167	167	167	167	167	167
Involvement	Pearson Correlation	.802**	.949**	.914**	.932**	.934**	.926**	.950**	.943**	1	.900**	.910**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	167	167	167	167	167	167	167	167	167	167	167
Interaction	Pearson Correlation	.919**	.956**	.963**	.981**	.961**	.951**	.917**	.921**	.900**	1	.957**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	167	167	167	167	167	167	167	167	167	167	167
Supportive	Pearson Correlation	.903**	.950**	.949**	.963**	.954**	.942**	.923**	.923**	.910**	.957**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	167	167	167	167	167	167	167	167	167	167	167

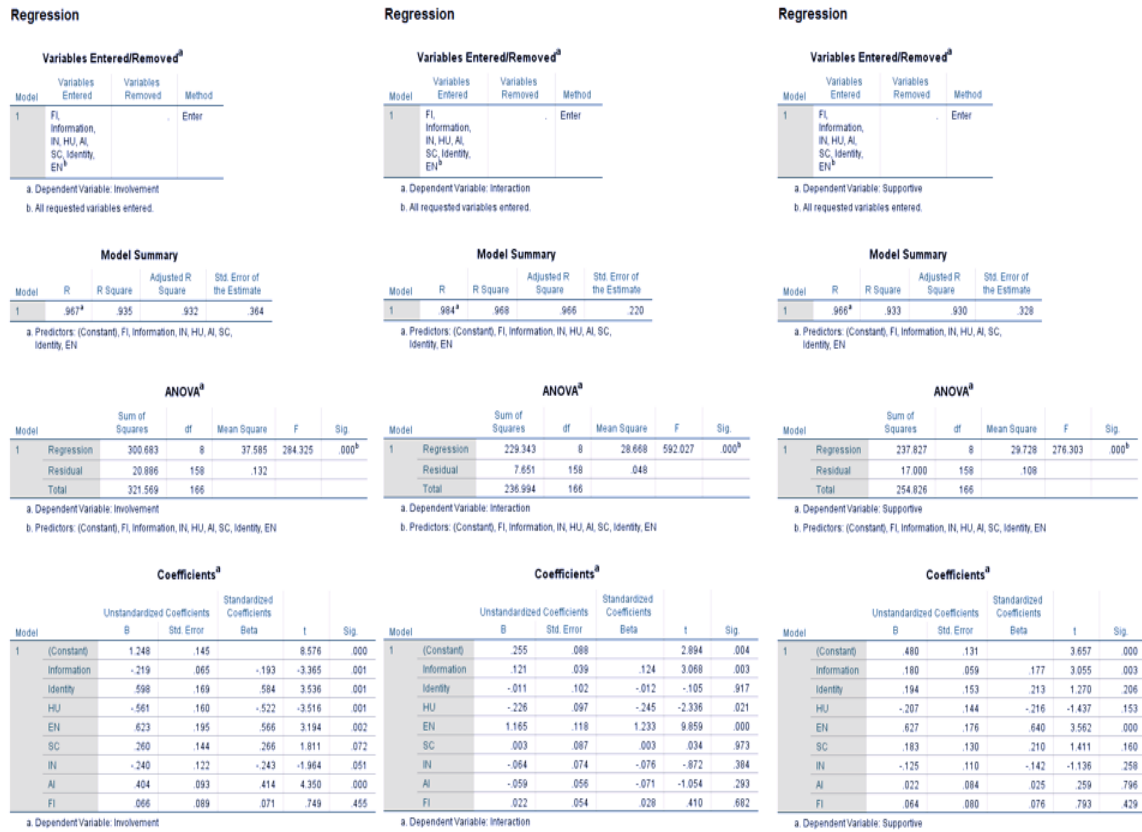
\*\* . Correlation is significant at the 0.01 level (2-tailed).

Figure

#### 4.3.2: SPSS Correlation Analysis

Source: SPSS Correlation analysis results.

In regression coefficients' analysis (Figure 4.3.3), the significant numbers among different scales various.



Figure

### 4.3.3: SPSS Regression Analysis of each Dependent Variables

Source: SPSS Regression analysis results.

Figure 4.3.4 is the regression coefficients' analysis among different independents and average dependents, which is the figure for Chinese female millennials luxury customers clicking "like" button on luxury clothing posts by influencers on social media platforms.



### Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	FI, Information, IN, HU, AI, SC, Identity, EN <sup>b</sup>		Enter

a. Dependent Variable: AVE EIS  
b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.989 <sup>a</sup>	.978	.977	.1896079139

a. Predictors: (Constant), FI, Information, IN, HU, AI, SC, Identity, EN

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	250.032	8	31.254	869.347	.000 <sup>b</sup>
	Residual	5.680	158	.036		
	Total	255.713	166			

a. Dependent Variable: AVE EIS  
b. Predictors: (Constant), FI, Information, IN, HU, AI, SC, Identity, EN

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.661	.076		8.711	.000
	Information	.027	.034	.027	.798	.426
	Identity	.260	.088	.285	2.952	.004
	HU	-.331	.083	-.346	-3.980	.000
	EN	.805	.102	.820	7.910	.000
	SC	.149	.075	.171	1.984	.049
	IN	-.143	.064	-.162	-2.248	.026
	AI	.122	.048	.140	2.522	.013
	FI	.051	.046	.061	1.095	.275

a. Dependent Variable: AVE EIS

Figure 4.3.4: SPSS Regression Analysis among different independents and average dependents

Source: SPSS Regression analysis results.

### H1 Result

Its correlation sig. (2-Tailed) value is .000 and regression sig. value is 0.426, which is higher than 0.05. It means information sharing, seeking and storage has no significant influence on Chinese female millennials luxury customers to click “like” button on luxury clothing posts by influencers on social media platforms. Thus, H1 is undecided.

However, information sharing, seeking and storage do have associate with Chinese female millennials social media users showing their social media involvement, interaction and supportive because of all their correlation regression sig. values are less than 0.05.



One of the reasons is that the limit volume of dependent scales within this research. Respondents via information sharing, seeking and storage to show other users on social media platforms that they are active and willing to join in their online communities. By clicking “like” button on these informative posts, they show their emotional support to those influencers who post these luxury clothing-related notes on Xiaohongshu.

However, Chinese female millennials do not click “like” button on luxury clothing posts by influencers on social media platforms only because this post is informative, they can easily share or storage these posts. The reasons are as follows. Firstly, Xiaohongshu, as a specific customers’ communications platform without brands intervention, trustful and unbiased information is the dominance motivation on choosing this platform and clicking “like” on posts, instead of gaining, sharing and storage the information they need (Xie, 2018). Secondly, they may use other social media engagement behaviours, such as leaving comments, to show their social media involvement, interaction and supportive when they find informative, easy to share and storage posts by influences on luxury clothing posts (Zhang, 2018).

## **H2 Result**

According to SPSS analysis, this hypothesis is accepted because of both its correlation sig. and regression sig. are less than 0.05. It unstandardized B value is 0.26 which means self-identity has a significant level of association with Chinese female millennials luxury customers clicking “like” button on luxury clothing posts by influencers on social media platforms.

Regarding the connections between self-identity and each of the dependent variables, the results are different. There is a positive relationship between self-identity and clicking “like” by showing their social media involvement. Noticeably, there is a high level of the positive correlation between these two variables. For Chinese female millennials, many of them are middle class and new luxury buyers who want to step into the high class communities by engaging into social media platforms, such as clicking “like” on luxury influencers’ posts to show their positive self-identity, in order to attract real wealthy people’ attention (Kim & Lee, 2017; Zhang & Zhao, 2019).



Regarding to the social media supportive, there is no significant connection with the self-identity because social media users are more likely to trust and support people within the same communities, who share the same interesting topics and habits (De Vries & Carlson, 2014). However, self-identity has no significant impact on showing users' social media interaction. That is, Chinese female millennials users tend to click "like" button on luxury clothing posts by influencers to join the online groups instead of interacting with other users.

### **H3 Result**

Based on SPSS correlation and regression analysis, habitual use does influence Chinese female millennials luxury customers clicking "like" button on luxury clothing posts by influencers on social media platforms because of both sig. values are less than 0.05. However, it has a negative impact on it.

Based on the previous research on users' clicking "like" behaviour on social media platforms, habitual use is taken as an important factor in different social platforms among researches (Ozanne, Navas & Mattila, 2017; Gan, 2018; Hossain, Kim & Jahan, 2019). However, in this research, habitual use has a negative impact on users' social media involvement and interaction. Meanwhile, it has no significant connection with users' social media support.

There are three reasons. The first one is, Chinese luxury buyers are prone to considering Xiaohongshu as a second step for them to check brands or products after they first knew the brands (Xie, 2018). This suggests that people use Xiaohongshu to meet their specific objectives and gaining the necessary information, instead of checking Xiaohongshu posts frequently as a habit.

The second reason is the target respondents, Chinese female millennials. The majority of previous researchers focusing on both male and female and they make the comparison on their social media behaviours preferences, such as Gan (2018) explored the gender difference on motivations on Chinese users clicking "like" on WeChat using U&G theory and found that gender revealed to exert a huge impact on this social media users' engagement behaviour. Male rely more on social media platforms as their habitual use than female in China (Gan, 2018).

The third reason is the chosen industry, compared with the mass-produce cloth, people are more goal-oriented on searching luxury product information instead of using it to pass time because they have nothing else to do (Zhang, 2018).

### **H4 Result**

The gathered data shows this hypothesis can be accepted and enjoyment has the significant positive influence on Chinese female millennials luxury customers on clicking "like" button on luxury clothing posts by influencers on social media platforms.

Considering the influence of this factor on each dependent variable, firstly, the enjoyment is the significant impact on respondents to show their social media involvement. This is because Chinese female are more likely



to engage in interesting and funny posts (Zhang & Hong 2017). The second aspect is that Chinese social media users feel free to share their opinions with other users via clicking “like” on posts social media platforms, such as their agreements and supportive (Yang, 2013). The third reason is Xiaohongshu is an informative platform with lots of in-depth feedback about other products users’ experience purchases without official brand advertisement, which makes users more easily to trust the opinions on this platform and use this platform with enjoyment.

### **H5 Result**

According to SPSS data analysis on correlation and regression, its sig. values on both are less than 0.05, which means this hypothesis can be accepted.

Although the social connection has a positive influence on Chinese female millennials luxury customers clicking “like” button on luxury clothing posts by influencers on social media platforms, it has no connection with social media involvement, interaction and supportive. By clicking “like” button on Xiaohongshu, social media users could easily build connections with friends, especially in China for Chinese female millennials, they are more likely to build connections on social media platforms which may not exists on the real world. However, those who click on “like” to show their social media involvement, interaction and supportive do not consider the social connection as one of their motivations on it.

There are some reasons causing it. The first one is because of the luxury industry and users clicked “like” on Xiaohongshu luxury clothing posts do not motivated by building social connections (Xu, 2018). As the second reason, there may have some problems in understanding questions from the questionnaire process (Wilson, 1999). There are many social connections on Xiaohongshu, such as users with influencers or with other users. Within this online questionnaire, respondents may consider that connection refers to the users with influencers. However, social connection in this questionnaire also refers to the connections between users. Also, the misunderstanding of the question can indeed cause the respondents’ understanding deviate from what researcher’s original intention (Yang, 2017).

### **H6 Result**

Inclusion indeed has an influence on Chinese female millennials luxury customers clicking “like” button on luxury clothing posts by influencers on social media platforms; however, it has an adverse impact.



Inclusion has a negative impact on users who clicked “like” on luxury clothing posts by influencers in order to show their social media involvement due to the unstandardized B is negative. There are no significant associations that respondents’ liking behaviour is because they want to show their social media interaction and support.

One reason to cause this result, although users’ liking behaviour enable to help them to join online communities, for Chinese female millennials luxury customers, many of them from middle classes, they want to stand out (Yang, 2017). According to Lin et al. (2019), because the expansion of the middle class in China, millennials from this class are eager to be the difference and to highlight their uncommon characteristics. Also, they buy luxury products aim to experience the feeling of superior and they want to join the high-class communities (Lee, Hansen & Lee, 2016). However, there have some barriers such as their different educational backgrounds and lifestyles (Wang, 2019). Thus, some Chinese female millennials luxury customers do not consider inclusion as one of the motivations. Another one is the nature of Chinese social media users, who trust reviews from their social bonding and relationships, instead of strangers (Xu, 2018). That means, they do not consider Xiaohongshu as a platform for them to find a sense of belongings so that they do not need to find and join online groups to gain inclusion.

### **H7 Result**

This hypothesis can be accepted, which means Chinese female millennials luxury customers are prone to click “like” button on luxury clothing posts by influencers on social media platforms because they posted by admired influencers.

For each of the dependent variables, the extent of admired influencers impact is different. Chinese female millennials luxury customers clicking “like” by showing their social media interaction and support are not because these posts are posted by admired influencers. Admired influencers have no significant impact on those Chinese female millennials luxury customers who click “like” by showing their social media interaction. This is because the admired type of influencers is easy to let users have the feeling of distance, such as their indifferent, expensive lifestyles or different social status (Xie, 2018). This is why respondents refuse to show their interaction on social media by clicking “like” button on admired influencers’ luxury clothing posts.

Considering the supportive, Chinese social media users are more likely to show their support to the person they are familiar with, such as their family member and friends (Zhang & Hong, 2018). That is why admired influencers are excluded from social media supportive part.

To show their social media involvement, admired influencers is one of the reasons why they clicked “like” button on luxury clothing posts. Xie (2018) stated that Chinese female tend to click “like” on famous endorsers’ posts



on social media because of the eager to learn the dressing ticks from them and then buy the similar products. They consider admired influencers as their source of dressing information where they can find the trendy and fashion matches. Thus, they clicked “like” on their luxury clothing posts to save the posts.

### **H8 Result**

This hypothesis is undecided because of its regression sig. value is 0.275, which is higher than 0.05. That is, the friendly type of influencers has no significant influence on Chinese female millennials luxury customers clicking “like” button on luxury clothing posts on social platforms.

Friendly type of influencers has no significant influence on Chinese female who clicked “like” on posts to show their social media involvement, interaction and support. Based on Bakshy et. al (2011), Evans et. al (2017) and Brown and Hayes (2018), social media users tend to engage with those people who are friendly and have the similar lifestyle with them because this type of influencers is easy to be approached. However, from this survey, Chinese luxury customers do not consider friendly influencers as one of the motivations that make them clicking “like”. The main reason for causing this is the target social media users, who are luxury clothing buyers and most of them eager to pursue a superior standard life (Xu, 2018). Thus, for luxury clothing buyers, they may even not follow the friendly type of influencers when they want to search for luxury clothing posts.

### **Open answers analysis**

To eliminate these adverse impacts, one open-ended question is included to find out other innovative factors which influence Chinese female millennials clicking “like” on influencers’ posts about luxury clothing on social media platforms. There are some people gave their personal reasons on clicking “like” on button on luxury clothing posts on social media platforms by influencers, such as attractive pictures and videos on the posts, their instant emotions, products itself are what they need and when they saw their friends clicked before, they want to do the same.

### **Scope for any Future Research**

Firstly, to have an overall view, researcher may add male as respondents as well as respondents and even make a comparison using t-test to analysis the data in SPSS to find out users’ social media engagement different among different genders. Therefore, in the future, researchers may choose other groups of social media users in different social media platforms to investigate their online engagement behaviors. Secondly, in the future research, researchers may add other factors gained via open question which enable to motivations on social media users’ engagement, such as follow their friends’ behaviors and the content of posts.



## Conclusion

The factors analysis provides luxury brands a clear guidance to increase Chinese female millennials luxury customers' social media engagement, luxury brands need to pick admired types of influencers who have strong social bonding with their target Chinese luxury buyers and who post interesting and funny types of posts frequently. Also, those influencers are supposed to have strong self-identity character characteristics, such as extravagant lifestyle, which enable to make them different from the other influencers. Theoretically, this research showed some factors need to be carefully considered within U&G theory and find more factors for future related research.

## References

- Abidin, C. (2016). Visibility labour: Engaging with influencers' fashion brands and OOTD advertorial campaigns on Instagram. *Media International Australia*, 161(1), 86–100.
- Alhabash, S. and Ma, M., 2017. A tale of four platforms: Motivations and uses of Facebook, Twitter, Instagram, and Snapchat among college students?. *Social Media Society*, 3(1).
- Althaus, S. L., & Tewksbury, D. (2000). Patterns of internet and traditional news media use in a networked community. *Political Communication*, 17(1), 21-45.
- Armstrong, C.L. and McAdams, M.J., 2009. Blogs of information: How gender cues and individual motivations influence perceptions of credibility. *Journal of Computer-Mediated Communication*, 14(3), pp.435-456.
- Barger, V., Peltier, J.W. and Schultz, D.E., 2016. Social media and consumer engagement: a review and research agenda. *Journal of Research in Interactive Marketing*, 10(4), pp.268-287.
- Borden, J., 2016. Effects of national identity in transnational crises: Implications of social identity theory for attribution and crisis communications. *International Journal of Communication*, 10, p.21.
- Brodie, R.J., Ilic, A., Juric, B. and Hollebeek, L., 2013. Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of business research*, 66(1), pp.105-114.
- Bryant, J. and Oliver, M.B. eds., 2009. *Media effects: Advances in theory and research*. Routledge.
- Calder, B.J., Malthouse, E.C. and Schaedel, U., 2009. An experimental study of the relationship between online engagement and advertising effectiveness. *Journal of interactive marketing*, 23(4), pp.321-331.
- Campbell, L. O., Pulse, L., & Herlihy, C. (2018). Mobile Applications and Online Games as Sociocultural Influencers in STEM. In *Society for Information Technology & Teacher Education International Conference*, 2470-2475.



Chung, D.S., 2008. Interactive features of online newspapers: Identifying patterns and predicting use of engaged readers. *Journal of Computer-Mediated Communication*, 13(3), pp.658-679.

Churchill, G. A., & Iacobucci, D. (2006). *Marketing research: methodological foundations*. New York: Dryden Press.

Claudia D'Arpizio, Federica Levato, Filippo Prete, Elisa Del Fabbro and Joëlle de Montgolfier. (2019). The future of luxury: A look into tomorrow to understand today. *Luxury Goods Worldwide Market Study, Fall–Winter 2018*, 1(1).

Constantinides, E. and Fountain, S.J., 2008. Web 2.0: Conceptual foundations and marketing issues. *Journal of direct, data and digital marketing practice*, 9(3), pp.231-244.

Cronk, B. C. (2017). *How to use SPSS: A step-by-step guide to analysis and interpretation*. Routledge, USA.

Cude, B. J., Zhang, L., & Zhao, H. (2019). Determinants of Chinese consumers' purchase intentions for luxury goods. *International Journal of Market Research*, 12, 139-140.

De Vries, L., Gensler, S. and Leeflang, P.S., 2012. Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of interactive marketing*, 26(2), pp.83-91.

De Vries, L., Gensler, S., & Leeflang, P.S.H. (2012). Popularity of brand posts on brand fan pages: An investigation of the effects of social media marketing. *Journal of Interactive Marketing*, 26(2), 83–91.

Didi, A. and LaRose, R., 2006. Getting hooked on news: Uses and gratifications and the formation of news habits among college students in an Internet environment. *Journal of Broadcasting & Electronic Media*, 50(2), pp.193-210.

Evans, N.J., Phua, J., Lim, J. and Jun, H., 2017. Disclosing Instagram influencer advertising: The effects of disclosure language on advertising recognition, attitudes, and behavioral intent. *Journal of Interactive Advertising*, 17(2), pp.138-149.

Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90-92.

Fullwood, C., Nicholls, W. and Makichi, R., 2015. We've got something for everyone: How individual differences predict different blogging motivations. *New Media & Society*, 17(9), pp.1583-1600.

Furong, Wang. (2016). Chinese luxury market situation analysis and prediction. Shang Hai University, Shanghai.

Gan, C. (2018). Gratifications for using social media: A comparative analysis of Sina Weibo and WeChat in China. *Information Development*, 34(2), 139-147.





Gan, C. and Li, H., 2018. Understanding the effects of gratifications on the continuance intention to use WeChat in China: A perspective on uses and gratifications. *Computers in Human Behavior*, 78, pp.306-315.

Goffman, E. (1959). *The presentation of self in everyday life*. New York: Doubleday.

Gomez, M., Lopez, C. and Molina, A., 2019. An integrated model of social media brand engagement. *Computers in Human Behavior*, 96, pp.196-206.

Gross, J., & Wangenheim, F. V. (2018). The Big Four of Influencer Marketing. A Typology of Influencers. *Marketing Review St. Gallen*, 2(2), 30-38.

Grzywinska, I. and Borden, J., 2012. The impact of social media on traditional media agenda setting theory. the case study of occupy wall street movement in USA. *Agenda setting: old and new problems in old and new media*, Wroclaw.

Gummerus, J., Liljander, V., Weman, E. and Pihlström, M., 2012. Customer engagement in a Facebook brand community. *Management Research Review*, 35(9), pp.857-877.

Heller Baird, C. and Parasnis, G., 2011. From social media to social customer relationship management. *Strategy & leadership*, 39(5), pp.30-37.

Hollebeek, L.D., Glynn, M.S. and Brodie, R.J., 2014. Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of interactive marketing*, 28(2), pp.149-165.

Hong, C., Chen, Z.F. and Li, C., 2017. "Liking" and being "liked": How are personality traits and demographics associated with giving and receiving "likes" on Facebook?. *Computers in Human Behavior*, 68, pp.292-299.

Hong. Qiao. (2018). Luxury brands e-economy strategy analysis in China, *Commercial and Business*, 502(6), 69-70.

Jiali, Xie.(2017). The luxury clothing online purchasing behaviour research. [http://xueshu.baidu.com/usercenter/paper/show?paperid=b620a0ed1c0e6a636d64cd8f4f31d357&site=xueshu\\_se](http://xueshu.baidu.com/usercenter/paper/show?paperid=b620a0ed1c0e6a636d64cd8f4f31d357&site=xueshu_se)

JunJie, Hong & Mengxia, Zhang. (2016). *China's Luxury Goods Consumer Behavior Report 2015*. Economy & Management, Beijing.

Kapferer, J.N., 1998. Why are we seduced by luxury brands?. *Journal of Brand Management*, 6(1), pp.44-49.

Kapitan, S. and Silvera, D.H., 2016. From digital media influencers to celebrity endorsers: attributions drive endorser effectiveness. *Marketing Letters*, 27(3), pp.553-567.

Kaplan, A.M. and Haenlein, M., 2010. Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), pp.59-68.



- Katz, E., Blumler, J.G. and Gurevitch, M., 1973. Uses and gratifications research. *The public opinion quarterly*, 37(4), pp.509-523.
- Kim, A.J. and Ko, E., 2010. Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. *Journal of Global Fashion Marketing*, 1(3), pp.164-171.
- Kim, J. and Lee, K.H., 2017. Influence of integration on interactivity in social media luxury brand communities. *Journal of Business Research*.
- Koivisto, E. and Mattila, P., 2018. Extending the luxury experience to social media—User-Generated Content co-creation in a branded event. *Journal of Business Research*.
- Lee, S. Y., Hansen, S. S., & Lee, J. K. (2016). What makes us click "like" on Facebook? Examining psychological, technological, and motivational factors on virtual endorsement. *Computer Communications*, 73, 332-341.
- Leiner, D.J., Kobilke, L., Rueß, C. and Brosius, H.B., 2018. Functional domains of social media platforms: Structuring the uses of Facebook to better understand its gratifications. *Computers in Human Behavior*, 83, pp.194-203.
- Ling, Song. (2019). Chinese influencer market analysis in 2018. Chinese market survey.
- Lingfang. Lv. (2018). The analysis of Chinese luxury market. *Market Modernization* 881(20), 20-21.
- Mariani, R. and Mohammed, D., 2014. " Like" A Global Endorsement. How Clicking" Like" Influences Facebook Users Brand Recall and Future Purchasing Intentions. *Journal of Management Policy & Practice*, 15(4).
- Mariani, R. and Mohammed, D., 2014. " Like" A Global Endorsement. How Clicking" Like" Influences Facebook Users Brand Recall and Future Purchasing Intentions. *Journal of Management Policy & Practice*, 15(4).
- Marijke, D. V., Veroline, C., & Liselot, H. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828.
- Muntinga, D.G., Moorman, M. and Smit, E.G., 2011. Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of advertising*, 30(1), pp.13-46.
- Pember, S.E., Zhang, X., Baker, K. and Bissell, K., 2018. An Application of the Theory of Planned Behavior and Uses and Gratifications Theory to Food-Related Photo-Sharing on Social Media.
- Rubin, A.M. and Perse, E.M., 1987. Audience activity and television news gratifications. *Communication research*, 14(1), pp.58-84.



Sato, K., Yuki, M. and Norasakkunkit, V., 2014. A socio-ecological approach to cross-cultural differences in the sensitivity to social rejection: the partially mediating role of relational mobility. *Journal of Cross-Cultural Psychology*, 45(10), pp.1549-1560.

Schivinski, B., Christodoulides, G. and Dabrowski, D., 2016. Measuring consumers' engagement with brand-related social-media content: Development and validation of a scale that identifies levels of social-media engagement with brands. *Journal of Advertising Research*, 56(1), pp.64-80.

Shao, G., 2009. Understanding the appeal of user-generated media: a uses and gratification perspective. *Internet research*, 19(1), pp.7-25.

Smith, B. G., Kendall, M. C., & Knighton, D. (2018). Rise of the Brand Ambassador: Social Stake, Corporate Social Responsibility and Influence among the Social Media Influencers. *Communication Management Review*, 3(1), 6-29.

Thomas, S. (2018). Car Buying Decision Influencers for Consumers in Pune. *AGU International Journal of Management Studies & Research*, 5 (6), 2455-1562.

Tsai, W.H.S. and Men, L.R., 2013. Motivations and antecedents of consumer engagement with brand pages on social networking sites. *Journal of Interactive Advertising*, 13(2), pp.76-87.

Tsai, W.S., Yang, Q. and Liu, Y., 2013. Young Chinese consumers' snob and bandwagon luxury consumption preferences. *Journal of International*

Vivek, S.D., Beatty, S.E. and Morgan, R.M., 2012. Customer engagement: Exploring customer relationships beyond purchase. *Journal of marketing theory and practice*, 20(2), pp.122-146.

Wan, Lao. (2018). Blocking advertisements apps in China situations. *China Media*.

Wu, S.I., 2003. The relationship between consumer characteristics and attitude toward online shopping. *Marketing intelligence & planning*, 21(1), pp.37-44.

Xie, S. (2018). Digitalisation, luxury fashion and "Chineseness": The influence of the Chinese context for luxury brands and the online luxury consumers experience. *Journal of Global Fashion Marketing*, 9(2), 116-128.

Xu, Y., Chi, T., & Su, J. (2018). *Chinese Consumers and the Fashion Market*. China: Springer.

Zhang, B. and Kim, J.H., 2013. Luxury fashion consumption in China: Factors affecting attitude and purchase intent. *Journal of Retailing and Consumer Services*, 20(1), pp.68-79.

Zhang, L. and Zhao, H., 2019. Personal value vs. luxury value: What are Chinese luxury consumers shopping for when buying luxury fashion goods?. *Journal of Retailing and Consumer Services*, 51, pp.62-71.



Zhang, X.A., Borden, J. and Kim, S., 2018. Understanding publics' post-crisis social media engagement behaviors: An examination of antecedents and mediators. *Telematics and Informatics*, 35(8), pp.2133-2146.

Zhongwei, Xu. (2018). The analysis of Chinese customers consuming behaviours. Morden Economy, Beijing.

## Appendix

### The questionnaire screenshots



English - United Kingdom ▾

Welcome to the research study!

We are interested in understanding the factors influencing Chinese female millennials clicking the "Like" button on luxury clothing posts by influencers on social media channels. You will be presented with information relevant to this topic and asked to answer some questions about it. Please be assured that your responses will be kept completely confidential.

The study should take you around 10 minutes to complete. Your participation in this research is voluntary. You have the right to withdraw at any point during the study, for any reason, and without any prejudice. If you would like to contact the Principal Investigator in the study to discuss this research, please e-mail Yu Zheng at Noahyu950322@gmail.com.

By clicking the button below, you acknowledge that your participation in the study is voluntary, you are 18 years of age, and that you are aware that you may choose to terminate your participation in the study at any time and for any reason.

Please note that this survey will be best displayed on a laptop or desktop computer. Some features may be less compatible for use on a mobile device.

- I consent, begin the study
- I do not consent, I do not wish to participate

What is your gender?

- Female
- Male



English - United Kingdom ▾

What is your age group?

- Below 21 years old
- 22-37 years old
- Above 37 years old





English - United Kingdom ▾

Have you clicked "like" button on xiaohongshu influencers' posts on luxury clothing?

- Yes
- No

>>

English - United Kingdom ▾

How long have you been using XiaoHongShu for luxury clothing searching?

- Less than 6 months
- 6-12 months
- 1-2 years
- 2-3 years
- 3-4 years

How often do you use Xiaohongshu for luxury clothing searching?

- Many times a day
- Several times a day
- Once a day
- Several times a week
- Once a week
- Less than once a week
- Less than once one month

I click "like" button on luxury clothing posts by influencers on Xiaohongshu because I want to obtain advice and learn from these posts.

Strongly Disagree

- 3                      -2                      -1                      0                      1                      2                      Strongly Agree 3
- 

I click "like" button on luxury clothing posts by influencers on Xiaohongshu because I want to share (show) my same interests with these influencers and those who also click "like" on the same posts.

Strongly Disagree

- 3                      -2                      -1                      0                      1                      2                      Strongly Agree 3
- 

I click "like" button on luxury clothing posts by influencers on Xiaohongshu because I want to keep up-to-date on the latest trends and events.

Strongly Disagree

- 3                      -2                      -1                      0                      1                      2                      Strongly Agree 3
-



I click "like" button on luxury clothing posts by influencers on Xiaohongshu because it helps me to store useful information that can be easily found when I need it.

Strongly Disagree

-3                      -2                      -1                      0                      1                      2                      Strongly Agree 3

I click "like" button on luxury clothing posts by influencers on Xiaohongshu because I want to tell others about myself tastes and opinions.

Strongly Disagree

-3                      -2                      -1                      0                      1                      2                      Strongly Agree 3

I click "like" button on luxury clothing posts by influencers on Xiaohongshu because I want to show to other users my personality and preferences.

Strongly Disagree

-3                      -2                      -1                      0                      1                      2                      Strongly Agree 3

I click "like" button on luxury clothing posts by influencers on Xiaohongshu because I want to show other users that I have ability to afford these luxury products.

Strongly Disagree

-3                      -2                      -1                      0                      1                      2                      Strongly Agree 3

I click "like" button on luxury clothing posts by influencers on Xiaohongshu because I want to have peer recognize, even praise from others.

Strongly Disagree

-3                      -2                      -1                      0                      1                      2                      Strongly Agree 3

I click "like" button on luxury clothing posts by influencers on Xiaohongshu because it is just a habit, just something I do.

Strongly Disagree

-3                      -2                      -1                      0                      1                      2                      Strongly Agree 3

I click "like" button on luxury clothing posts by influencers on Xiaohongshu because it helps me to pass time when I am bored or I have nothing better to do.

Strongly Disagree

-3	-2	-1	0	1	2	Strongly Agree 3
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I click "like" button on luxury clothing posts by influencers on Xiaohongshu because I find it interesting.

Strongly Disagree

-3	-2	-1	0	1	2	Strongly Agree 3
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I click "like" button on luxury clothing posts by influencers on Xiaohongshu because it enables to distract me from other bored stuff.

Strongly Disagree

-3	-2	-1	0	1	2	Strongly Agree 3
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I click "like" button on luxury clothing posts by influencers on Xiaohongshu because it entertains me.

Strongly Disagree

-3	-2	-1	0	1	2	Strongly Agree 3
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I click "like" button on luxury clothing posts by influencers on Xiaohongshu because I can freely share my opinions with other users via this behavior.

Strongly Disagree

-3	-2	-1	0	1	2	Strongly Agree 3
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I click "like" button on luxury clothing posts by influencers on Xiaohongshu because it helps me to widen my social connections and friendships.

Strongly Disagree

-3	-2	-1	0	1	2	Strongly Agree 3
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I click "like" button on luxury clothing posts by influencers on Xiaohongshu because I want to give my positive support to them.

Strongly Disagree

-3	-2	-1	0	1	2	Strongly Agree 3
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>





I click "like" button on luxury clothing posts by influencers on Xiaohongshu because I want to connect with people who have the same interests as me even though we never meet each other.

Strongly Disagree

-3	-2	-1	0	1	2	Strongly Agree 3
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I click "like" button on luxury clothing posts by influencers on Xiaohongshu because I can feel that I am not alone and there are someone who share the same interest as me.

Strongly Disagree

-3	-2	-1	0	1	2	Strongly Agree 3
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I click "like" button on luxury clothing posts by influencers on Xiaohongshu because they lead my admired type of life.

Strongly Disagree

-3	-2	-1	0	1	2	Strongly Agree 3
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I click "like" button on luxury clothing posts by influencers on Xiaohongshu because they lead similar lifes as me .

Strongly Disagree

-3	-2	-1	0	1	2	Strongly Agree 3
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



What do you think other factors which positively impact you on clicking "like" button on influencers' posts about luxury clothing on social media?

