

ORGANIC SKIN CARE PRODUCTS TRUST AND PURCHASE BEHAVIOR OF GEN Z WOMEN IN CHINESE SOCIAL MEDIA

Xiaotong Kuang

An Independent Study submitted in partial fulfillment of the Requirements for the Degree of Master of Management Program in Creative Industries Management
Rattanakosin International College of Creative Entrepreneurship
Rajamangala University of Technology Rattanakosin
Academic Year 2026

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ABSTRACT

The objectives of this research were (1) to identify the key factors influencing Gen Z women's purchase intention of organic skincare products in the context of social media, (2) to explore the relationships between these influencing factors, trust, and purchase intention, and (3) to provide targeted social media marketing recommendations for organic skincare enterprises.

This quantitative research adopted a questionnaire survey method. The research sample consisted of Gen Z women aged 18-30 with experience in obtaining organic skincare information or purchasing organic skincare products through social media. A total of 696 questionnaires were collected via the Questionnaire Star platform, with 411 valid respondents. The research tools included a questionnaire that covered basic information, social media usage related to organic skincare, and core measurement items. The data were analyzed using statistical methods such as descriptive statistical analysis, reliability analysis, validity analysis, correlation analysis, and regression analysis.

Major results: (1) The key factors influencing Gen Z women's purchase intention of organic skincare products include five social media characteristics which were usefulness, dependence, participation, responsiveness, connectivity, as well as trust in social media organic skincare information; (2) All five social media characteristics have a significant positive impact on trust and purchase intention, with participation and connectivity exerting the most prominent direct effects on purchase intention, and usefulness and connectivity demonstrating the most significant positive effects on trust; trust itself also has a strong significant positive impact on purchase intention, and; (3) Trust played a partial mediating role between social media characteristics and purchase intention, forming a mechanism where social media characteristics enhance user trust and strengthen purchase intention.

Keywords: Gen Z women, Social media, Organic skincare products, Purchase intention, Trust.

Advisor's Signature…….

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CHAPTER 1
INTRODUCTION

In modern society, the internet has become the primary medium for information dissemination, establishing an irreplaceable communication bridge between enterprises and consumers. Its rapid and continuous development has become an inevitable trend, driving the global economy into the information age (Shukhratovna & Bayazovna, 2025). As an innovative communication method, the internet is widely used around the world and continues to expand in both depth and scope. According to the 55th Statistical Report on Internet Development in China released by the China Internet Network Information Center (CNNIC), by the end of December 2024, China's internet user scale had reached 1.108 billion, with an internet penetration rate of 78.6% (CNNIC, 2025). Over the past five years, the internet usage rate among the 20–29 age group has maintained steady and rapid growth, integrating into public life at a fast pace. With this trend, interpersonal communication and online word-of-mouth communication have developed rapidly, becoming important forces in information circulation. Under such circumstances, social e-commerce has become a new direction for enterprises to expand their business and seek development (Ministry of Industry and Information Technology of China, 2025).

A variety of social media platforms have been deeply integrated into people's daily lives, becoming an indispensable part of study, life, and work. As a bridge connecting supply and demand, as well as production and consumption, social media not only strengthens the connection between production and demand but also promotes the two-way development of enterprise production and user consumption (Carr & Hayes, 2015). According to the China Social Network Market Research Report, the scale of China's social media users is growing rapidly, reaching 1.101 billion with a penetration rate of 79.6%. Among these users, the 20–29 age group accounts for the highest proportion, reaching 30%. These data fully show that social media has attracted widespread attention from most internet users and has gradually become a key platform for them to obtain, share, and create information (Huaon Industry Research Institute, 2025).

Therefore, more and more users access social media and use this platform to create, publish, share, communicate, and obtain information resources. At the same time, a large number of enterprises are paying more attention to social media platforms and seeking changes and breakthroughs in marketing strategies to seize more development opportunities (China Internet Network Information Center, 2025).

There are various types of social media platforms, such as WeChat, Weibo, Douyin, and Xiaohongshu. With their powerful communication functions, convenient interactivity, and precise algorithm recommendations, these platforms have changed the way information is disseminated and the way consumers obtain information (Ma & Liu, 2024). For women, social media is not only a tool for social interaction and entertainment but also an important channel to obtain product information, share consumption experiences, and seek consumption advice. They spend a lot of time on social media, forming perceptions and preferences for skincare products by browsing reviews from beauty bloggers, experience sharing from internet celebrities, and promotional content from brand official accounts. In interactive communication, they are further influenced by others and adjust their consumption decisions accordingly. The information environment and social atmosphere created by social media have a profound impact on women's skincare consumption behavior and have become an important driving force for the development of the organic skincare market (Pan, 2023).

Li (2022) once said, "The most beautiful makeup for a woman is passion, but skincare products are easier to buy." For centuries, people have been accustomed to using skincare products to maintain their appearance. In the past, skincare products were luxury goods that only upper-class women could afford. In modern society, with the arrival of the mass consumption era, skincare products have become increasingly common in daily skincare routines. Regardless of gender, age, occupation, or social class, skincare products have gradually become essential items. It is obvious that skincare products play a vital role around the world and have become an indispensable part of modern lifestyles.

With the increasing awareness of health and environmental protection among global consumers, organic skincare products have emerged in the skincare industry. Compared with conventional skincare products, organic skincare products have obvious advantages in many aspects:

In terms of ingredients, ordinary skincare products often contain synthetic chemical components such as fragrances, colorants, and preservatives, as well as petrochemical by-products. These ingredients may not only cause adverse reactions such as skin allergies and irritation but also pose potential health risks with long-term use. In contrast, organic skincare products use natural organic plant extracts, which fundamentally prevent the skin from absorbing harmful substances and effectively reduce the risk of allergies. Their raw materials are sourced from strictly certified organic plants with traceable ingredients, ensuring product quality and safety. This meets the demand for health and avoids the cumulative damage of chemical additives to the skin and body (Victoria's Secret Fashion Show, 2024).

In terms of skincare efficacy, organic skincare products are rich in natural nutrients such as vitamins, minerals, and antioxidants. Organic plants grow in a pure environment, so they have higher nutrient content. At the same time, without the addition of chemical substances, they are less irritating to the skin and contain highly permeable plant essential oils that are more easily absorbed by the skin, nourishing the deep layers of the skin and achieving better skincare effects. This is an experience brought by industrial upgrading, which reshapes industry standards through technological innovation and policy dividends (Organicshop, 2023).

In terms of environmental protection, the production of organic skincare products adheres to the principles of organic farming, protecting water and soil resources and maintaining ecological balance. Moreover, their natural ingredients are biodegradable, reducing environmental pollution and conforming to the current concept of environmental protection. For special groups such as people with sensitive skin, pregnant women, children, and the elderly, organic skincare products can reduce irritation due to their natural and mild properties, meeting their high requirements for safety (Del Greco et al., 2024).

In addition, animal testing is prohibited in the production process of organic skincare products, which is in line with the concept of animal protection. This is a result of ethical consumption and meets the new generation's value demands for sustainability and animal friendliness. Choosing organic skincare products also reflects consumers' pursuit of a high-quality life and the concept of health and environmental protection, bringing psychological satisfaction. These factors together drive consumers to choose organic skincare products instead of ordinary ones (Tan et al., 2020).

According to data from Zhongyan Puhua Research Institute and Report Hall, the sales volume of China's organic skincare market reached 4.7 billion yuan by 2023 and is expected to reach 9.2 billion yuan by 2030, with a compound annual growth rate of 9.7% from 2024 to 2030 (China Industry Research Institute, 2025). In the Asian market, significant progress has been made in the field of organic skincare in recent years, with the market scale growing rapidly.

At present, China's organic skincare market has achieved remarkable results, ranking second in sales in Asia and eighth in the world (Huang, 2025). Research data from a research center established in Shanghai by a major French organic skincare brand shows that Chinese women's consumption on organic skincare products accounts for an average of about 10%–15% of their income. The survey results of the 5th China Organic Skincare Conference show that the penetration rate of organic skincare product usage reached 30% in 2025 and is expected to rise further to 35% by the end of 2025. This growth is mainly driven by the expansion of live streaming e-commerce and social e-commerce, with the proportion of online sales increasing from 65% to 75% (Shen & Ai, 2024). These data clearly indicate that the usage rate of organic skincare products among women has remained at a high level, demonstrating the high penetration of the organic skincare industry, which can cover almost all women.

In addition, more and more international organic skincare brands are entering the Chinese market, such as Fitz from France and Sukin from Australia (Gao, 2017). At the same time, the competition in China's organic skincare market is becoming increasingly fierce. Local brands include time-honored domestic brands with a new look such as Pechoin, CHANDO, and Florasis, as well as emerging concept brands such as Wuqin and Super Seed (Huang, 2017). All types of brands focus on the core positioning of organic and attract consumers through distinctive ingredients, processes, or concepts.

Under the dual market pressure of the entry of international brands and the rise of local brands, if participants in China's organic skincare market want to seize competitive opportunities and expand market share, accurately identifying and grasping the key factors influencing consumers' purchase decisions of organic skincare products has become a core issue to enhance market competitiveness.

Gen Z generally refers to individuals born between 1995 and 2009. This group has gradually entered society and become the main consumption force. In China, Gen Z has a large population size, accounting for a considerable proportion of the total population. Among them, Gen Z women have a unique influence on the consumer market. Growing up in an era of rapid economic development and abundant material resources in China, they have been exposed to diverse cultures and information since childhood, forming more open, independent, and personalized consumption concepts. Compared with previous generations, Gen Z women have higher pursuit of life quality, pay more attention to self-expression and experience, and are willing to pay a premium for products that conform to their values and preferences. They play an important role in consumption decisions and have become a key force driving market changes (Xu, 2025).

According to data from CBNData Forward-looking Industry Research Institute (2020), skincare ranked third among the online consumption categories of Chinese Gen Z in 2020. Gen Z also ranked first in the average number of skincare product categories purchased online by different female consumer groups in 2020. The White Paper on the Advanced Skincare of First and Second-tier Female Gen Z - The "Beauty" Research Way, jointly released by CBNData and Rubis SPA, shows that nearly 40% of Chinese Gen Z started skincare at the age of 16–18, and 94% of Gen Z will conduct research to understand products before purchasing skincare products. Among them, product efficacy, product safety, and product suitability are the top three concerns (China Business News Data Center, 2020).

As digital natives, Gen Z women are highly dependent on social media, and their purchase decisions of organic skincare products are deeply influenced by social media information. Grassroots promotion by opinion leaders, user word-of-mouth, and product recommendations have become important sources of relevant information for this group (Gao, 2025). When choosing brands, they take natural plant extract ingredients and product safety as the primary considerations, and also attach great importance to the concept of environmental protection, personalized experience, and cost performance. They have a high acceptance of products with transparent ingredients and in line with the concepts of "Guochao" (Chinese trend) or "clean beauty", and especially favor products verified by word-of-mouth on social platforms and adapted to segmented needs such as sensitive skin (Xi, 2021).

Therefore, social media is not only an information dissemination platform but also an important factor influencing consumption decisions. It is of great practical significance to deeply explore the influencing factors behind the consumption behavior of this group in organic skincare products.

The consumer black box theory aims to reveal the internal logic and influencing factors of consumers' purchase behavior transformed from external stimuli through internal psychological activities. When analyzing the consumption data of Gen Z women for organic skincare products, this theory can help understand the driving mechanism behind their decisions (Gu, Yang & Xu, 2024).

The trust theory can effectively explain the degree of their trust in brands and product information and its influencing factors when analyzing the consumption data of Gen Z women for organic skincare products. Liu (2021) mentioned that the trust theory focuses on consumers' trust in technical systems and platforms. With the popularization of online shopping, the security and reliability of platforms are crucial when Gen Z women buy organic skincare products through e-commerce platforms and social networks.

Therefore, integrating the consumer black box theory with the trust theory is of great significance for studying the organic skincare consumption behavior of Gen Z women in social media: first, it can fully cover the entire process of "demand discovery - information collection - willingness generation - trust decision - post-purchase feedback", clearly presenting the consumption behavior path (Yang, 2022); second, it can reveal the interaction of multiple factors and clarify the linkage influence mechanism of variables such as social media characteristics and trust on purchase intention (Fan, 2019; Juan, 2024); third, it is convenient to track the dynamic changes of consumption behavior, providing support for predicting trends and formulating forward-looking marketing strategies (Huang, 2022); fourth, it can provide a multi-dimensional research perspective, comprehensively analyzing key influencing factors such as information acquisition, psychological motivation, and trust construction, providing sufficient theoretical basis for precise marketing (Wang, 2021).

However, existing research mainly focuses on the consumption behavior characteristics of Gen Z, the impact of social media on consumption behavior, and the trends of the organic skincare market. Among them, Zhou (2020) found that Gen Z is more inclined to understand and evaluate products through social media, and their purchase

decisions are greatly influenced by peers and online opinion leaders. In addition, Wei et al. (2024) also pointed out that Gen Z women pay more attention to experience rather than material possession in consumption, are more willing to try new things, and hold an open attitude towards technological innovation. In the organic skincare market, consumers' demand for natural, healthy, and other skincare product attributes remains high, but sales have declined year-on-year due to the overall decline of the beauty and skincare market. At the same time, environmental protection has become an emerging consumption demand and is expected to become a trend in the future health and beauty market.

In summary, there are multi-dimensional and systematic gaps in the existing research on organic skincare products. These gaps are specifically reflected in several key aspects such as brand research coverage, insight into core consumer groups, analysis of social media influence, and the correlation between brand culture and consumption psychology.

To sum up, this paper constructs a new model based on the consumer black box theory, trust theory, and other theories to explore the important factors influencing the sustainable consumption of the contemporary Gen Z group. By in-depth analyzing the impact of social media on the organic skincare consumption behavior of Gen Z women, this research innovatively integrates social media into several theories; it also enriches the theories of consumer behavior and marketing communication, especially the research on the younger generation of consumers. It has certain reference value for guiding consumers to transform their consumption concepts into actual consumption behavior. It is also conducive to improving the current theory on the influencing factors of Gen Z women's skincare consumption behavior and filling the existing research gaps. In future research, the theoretical model can also provide a theoretical basis for the research on other influencing factors of consumption behavior.

1.2 Research Questions

(1) What factors influence Gen Z women’s consumption intention of organic skincare products?

(2) What are the relationships between various factors and Gen Z women’s consumption intention of organic skincare products?

(3) What social media marketing strategies can be proposed for organic skincare enterprises?

1.3 Objectives of the Study

(1) To Identify the key factors influencing Gen Z women's choice of organic skincare products.

(2) To Explore the relationships between various factors and consumers' behavioral intention.

(3) To Propose social media marketing strategies for organic skincare enterprises to enhance their market share among Gen Z female consumers.

1.4 Research Contributions

1.4.1 Theoretical Significance

Most traditional consumer behavior theories are built based on offline consumption scenarios and single information communication modes, which can neither fully explain the factors affecting consumers' purchase intention nor adapt to the complexity and diversity of consumer behavior in the context of the rapid development of social media. Among them, Geng (2022) proposed the theory of "active participatory consumption", pointing out that traditional theories regard consumers as "passive recipients" of information, while in the social media environment, consumers have become active participants in information dissemination and consumption decision-making. Tu (2024) also pointed out in the research on the "high-interactivity marketing model" that the "value co-creation" model formed by enterprises' real-time interaction with users through platforms such as Weibo and Douyin can activate consumers' emotional needs through real-time feedback, and such irrational consumption behavior is difficult to be reasonably explained by traditional rational decision-making models.

Taking social media as the research scenario, this study integrates the consumer black box theory with the trust theory, breaking the simplistic assumptions of traditional theories on consumption scenarios and consumer behavior, and making up for the explanatory gaps of traditional consumer behavior theories in digital and social consumption contexts.

As a group with unique consumption concepts and behavioral patterns, the consumption decision-making process of Gen Z women for organic skincare products in the social media environment provides a new perspective for in-depth research on consumer behavior. By exploring how Gen Z women perceive, evaluate, and choose organic skincare products under the impact of massive and fragmented social media information, this study helps to further refine the key links such as information processing and decision-making influencing factors in the consumer behavior model, make up for the deficiencies of existing theories in digital and social consumption contexts, make the consumer behavior theory more in line with real consumption scenarios, and enhance its explanatory and predictive power for contemporary consumption behavior.

1.4.2 Practical Significance

Compared with traditional websites, social media has many new characteristics. In the traditional model, users are in a passive state of receiving information, while in social media, they become active participants, able to gain a deeper and more intuitive understanding of the information and value of organic skincare products (Geng, 2022). In the social media environment, users will take the initiative to browse organic skincare product information, actively comment, share, and make judgments. Relying on online interpersonal communication and word-of-mouth communication, it promotes the development of experiential marketing and precise marketing, which has a significant effect on improving brand awareness, enhancing brand loyalty, shaping a good brand image, and strengthening the connection between enterprises and consumers, and has high application value in promoting new products and stabilizing consumer loyalty. At the same time, it also helps traditional organic skincare enterprises transform their marketing models into social media marketing models with high participation, high sharing, and high interactivity (Tu, 2024).

Internationally, more and more organic skincare companies have begun to make full use of social media platforms to explore the market. At present, many internationally renowned organic skincare brands including Estée Lauder, Clinique, Revlon, and Maybelline have not only built their own website interactive platforms but also set up official Weibo accounts or public homepages on social platforms such as Weibo and Renren. It is evident that social media is gradually transforming the marketing methods of organic skincare enterprises, and the power of online interpersonal communication and

online word-of-mouth is exerting an increasingly significant impact on organic skincare marketing. Conducting research on the factors influencing women's purchase intention of organic skincare products by social media can provide a reliable basis for organic skincare enterprises to achieve precise marketing (Liang, 2024). In the organic skincare market, well-known international brands occupy the mainstream by virtue of their long history, strong capital, and extensive market penetration, and their marketing models and market performance are often the focus of research. However, those niche organic skincare brands with unique ingenuity in raw material selection, formula research and development, and production processes also carry unique market value and consumption potential but have long been on the edge of research vision. These niche brands often focus on segmented needs, such as focusing on the repair of specific skin types, using regional characteristic organic raw materials, practicing more stringent sustainable development concepts, or conveying warmth and personality through handcrafting processes. Their product core is highly consistent with the current female consumers' pursuit of "personalization", "natural purity", and "emotional resonance" (Docin, 2024). This paper takes niche brands as the research perspective, which can fill the gap in existing research on the insufficient attention to the diverse subjects in the market. By exploring the key factors influencing women's purchase intention of niche organic skincare products in social media, it reveals the unique communication laws of niche brands in the social media environment.

To sum up, exploring the research on the influencing factors of Gen Z women's organic skincare consumption behavior in social media and analyzing the interaction mechanism between various factors can not only enrich the relevant theories of social media and consumers' purchase intention but also have important practical guiding significance for the marketing practice of organic skincare enterprises (Jian, 2024). The research results will provide valuable marketing strategy suggestions for organic skincare enterprises, helping them better understand and meet the needs of Gen Z female consumers, thereby improving brand awareness and market share. By advocating the use of organic skincare products, this study helps to promote the consumption concept of environmental protection and sustainable development and boost the sustainable development of society.

CHAPTER 2
LITERATURE REVIEW

2.1 Definition of Core Concepts

2.1.1 Gen Z Women

Gen Z females refer to the female group born between 1995 and 2009. Currently, the number of active mobile internet users among Gen Z females in China has exceeded 120 million and maintains steady growth. As digital natives, they have grown up in a digital environment, which has exerted a profound impact on their values, lifestyles, and consumption behaviors. Gen Z has a high dependence on social media, and their consumption behaviors are significantly influenced by information on these platforms. Especially in the beauty and skincare field, opinions from industry leaders, user word-of-mouth, and product recommendations on social media have become important sources of information and basis for purchase decisions for Gen Z females (Xiang et al., 2024).

Gen Z females are undergoing changes in the field of collection. They have transformed collection from the traditional purposes of value preservation and investment into a practice of cultural expression, identity construction, and social co-creation. With a female perspective at its core, they break down class and circle barriers, carrying out a "cultural revival and activation movement" and a "micro-power movement" (Li, 2024). For instance, their collection is no longer merely hoarding items but a "curation of cultural symbols," with collections evolving rapidly alongside personal growth and a focus on uniqueness; they gain a voice in the male-dominated traditional collection field through the "reinterpretation of small objects"; in transactions, they reject the "authoritative pricing of auction houses" and explore new rules of the "her economy" through methods such as "emotional story premiums."

In the consumer market, the strong consumption capacity and unique preferences of Gen Z females have prompted brands to continuously adjust their strategies. Brands are paying more attention to digital marketing to connect the online and offline consumption cycles and enhance customer experience. Furthermore, they focus on the inner needs of

Gen Z females, strengthen the atmospheric appeal of products, and create new consumption spaces (Yang, 2024). In the future, as the social influence of Gen Z females continues to grow, they will bring more new changes and development trends in fields such as consumption, culture, and the workplace, which are worthy of continuous attention and in-depth research.

2.1.2 Organic Skincare Products

Organic skincare products refer to skincare items made from organic plants, without the addition of synthetic chemical ingredients, and subject to strict testing and certification. Their main ingredients are derived from organic plants and must consist of organically certified organic plant extracts. Products must not contain ingredients harmful to the skin, such as artificial fragrances, colorants, and petrochemical products, and the added preservatives and surfactants must also be subject to strict restrictions (Shu et al., 2022).

In the production process, the use of pesticides, chemical fertilizers, growth regulators, feed additives, and other substances, as well as genetically modified organisms and their products, is prohibited, and the laws of nature and ecological principles are followed. Animal testing and radiation sterilization cannot be used in the manufacturing process. At the same time, it also involves norms such as environmental protection and packaging recycling, as well as the social welfare and responsibilities of manufacturers. Its product characteristics are green and environmentally friendly: adopting sustainable planting and production methods that do not damage soil and the environment; safe and healthy: no harmful chemical substances added, safer than natural skincare products, reducing the risk of skin allergies, and particularly suitable for people with sensitive skin; rich in nutrients: containing abundant trace elements, iron, vitamins, etc., which can deeply nourish the skin and improve skin elasticity and radiance; no animal testing: in line with the concept of animal protection (Wang, 2022).

The organic skincare market has shown a rapid growth trend in recent years. The increasing attention paid by Gen Z females to health, environmental protection, and natural ingredients has made them an important consumer force in the organic skincare market. Driven by social media, the consumption decision-making process of Gen Z females has become more complex, influenced by a combination of multiple factors (Wang, 2022). Therefore, it is of great practical significance to study the influencing factors of Gen Z females' organic skincare consumption behaviors in the social media environment.

2.2 Theoretical Basis

2.2.1 Consumer "Black Box" Theory

The consumer "black box," also known as the buyer's black box, is a core concept in marketing, essentially referring to the internal psychological process of consumers' purchase decision-making. The complete consumer purchase process includes stages such as problem recognition, information search, alternative evaluation and selection, actual purchase, and post-purchase behavior. Because it is difficult for enterprises to directly understand consumers' purchase attitudes and behavioral intentions, and this psychological activity is intangible and opaque, completed independently within consumers, it is vividly called the consumer "black box" (MBA Library Encyclopedia, 2023).

Kotler pointed out that after being exposed to marketing stimuli and external environmental factors (such as economy, technology, culture, etc.), these external stimuli interact with consumers' internal physiological and psychological factors (such as needs, motivations, personality, attitudes, etc.), and through the transformation of the consumer "black box," ultimately lead to purchase behavior (Keller & Kotler, 2009).

The consumer "black box" mainly includes two core dimensions: consumer characteristics and the consumer decision-making process. Among them, consumer characteristics cover personal characteristics, psychological characteristics, cultural characteristics, social characteristics, etc., which will affect the way and degree of consumers' cognition and response to marketing stimuli and external environmental signals, and then act on their purchase decisions; at the same time, facing different types of external stimuli, the purchase processes presented by consumers will also vary. (see Figure 2.1).

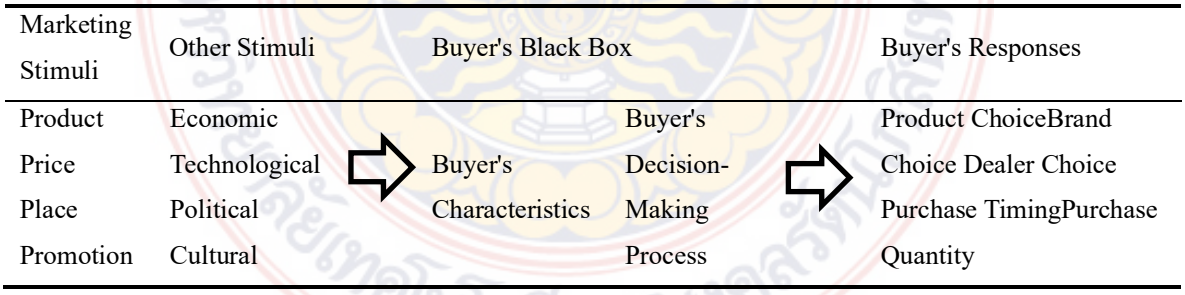


Figure 2. 1 The Black Box Model of Consumer Behaviour.

Adapted from "Marketing" by W. Keegan, S. Moriarty, T. Duncan, 1992, p.193. Englewood Cliffs, NJ: Prentice-Hall. (Agata Wawrzyniak et al., 2012)

The black box model clearly explains the interactive relationship between stimuli, consumer characteristics, decision-making processes, and consumer responses. Stimuli can be divided into interpersonal stimuli (the influence of interaction between people) and non-interpersonal stimuli (psychological triggers within individuals) (Sandhusen, 2000). This model has an inherent connection with the behaviorist black box theory, and its core focus is not the specific psychological mechanism inside consumers but the corresponding relationship between external stimuli and consumers' final responses (Ajzen, 1991).

Kotler further clarified that the two core components of the consumer black box have a decisive impact on purchase decisions:

First, the buyer's characteristics, which directly determine the way and degree of the buyer's response to external stimuli. The external stimuli acting on the buyer are mainly divided into two categories: one is the marketing stimuli that enterprises can independently control, namely the elements of the classic 4P theory (Xi & Yang, 2003), which can have a direct and specific impact on the buyer's "black box"; the other is uncontrollable external environmental stimuli, including macro factors such as social politics and law, economy and culture, science and technology, which form the external background affecting the buyer's "black box" and restrict overall consumer demand.

Second, the buyer's decision-making process, which directly determines the buyer's final choice. Buyer response refers to the choices made by the buyer regarding products, brands, dealers, purchase time, and purchase quantity after external stimuli enter the "black box," with its core purpose of meeting their own consumption needs and desires. In this process, the buyer needs to clearly answer core decision-making questions such as "what to buy, why to buy, for whom to buy, when to buy, where to buy, and how to buy" (Kotler & Keller, 2014). Currently, the consumer black box theory has been widely applied and developed in the fields of marketing and consumer behavior research, playing a fundamental supporting role (Bhattacharya & Sen, 2004). With the iteration of technology and the innovation of research methods, humans' ability to interpret and measure consumers' internal psychological processes is also continuously improving.

First of all, modern scientific and technological means provide diverse research tools and methods for the expansion of the black box theory. The application of advanced equipment such as brain imaging technology, physiological signal acquisition equipment, and eye trackers enables researchers to directly observe and quantify the neural activities,

physiological responses, and attention allocation rules of consumers in purchase decision-making (Michon & Chebat, 2008). The popularization of such technologies makes research on consumers' internal psychological processes more objective and research results more refined and accurate (Stern, 2000).

Secondly, the arrival of the big data era provides massive consumer behavior data for research. By mining and analyzing consumers' shopping records, social media dynamics, online search trajectories, and other data, we can accurately extract consumers' preference characteristics, purchase patterns, and shopping paths (Kumar & Dange, 2012). These data resources provide important support for in-depth analysis of consumers' decision-making processes, and when combined with traditional questionnaire surveys and experimental research methods, can more comprehensively reveal the psychological motivations and behavioral logic behind consumers' purchase decisions.

In addition, the cross-border empowerment of behavioral economics and neuroscience has promoted in-depth research on consumers' decision-making processes (Neumann et al., 2022). Behavioral economics focuses on cognitive biases and irrational behaviors in consumers' decision-making, such as loss aversion and choice overload; neuroscience reveals the biological basis and neural mechanisms behind decision-making behaviors by exploring brain activities and structures. These interdisciplinary research methods provide a new perspective and theoretical support for interpreting consumers' internal psychological processes, helping to further decode the consumer "black box" and enrich the connotation and application scope of the black box theory. (Migliore, Schifani & Cembalo, 2015).

In the context of this study, the consumer black box theory provides an important analytical framework for exploring Gen Z females' organic skincare consumption behavior. Social media characteristics (usefulness, dependence, participation, responsiveness, connectivity) and external environmental factors (market competition, brand influence, etc.) serve as external stimuli, entering the consumer "black box" of Gen Z females. Through the internal psychological process dominated by trust, these stimuli are transformed into purchase intention and specific purchase behaviors. This theoretical framework helps to clarify the logical relationship between various influencing factors and purchase intention, and lays a foundation for constructing the research model of this study.

2.2.2 Trust Theory

Trust is a complex social psychological concept that widely exists in interpersonal communication, organizational cooperation, and market transactions. In the field of marketing, trust is defined as the degree to which consumers believe that a brand, product, or platform can meet their expected needs and will not cause potential losses to them (Morgan & Hunt, 1994). It is an important psychological factor affecting consumers' purchase decisions, especially in the online environment where information is asymmetric. Trust can reduce consumers' perceived risk, lower their decision-making costs, and further promote the generation of purchase intention (Gefen et al., 2003).

The trust theory originated from the field of sociology and was later widely applied in management, marketing, computer science, and other disciplines. Early trust research mainly focused on interpersonal trust, emphasizing the impact of personal characteristics, interpersonal relationships, and other factors on trust formation. With the development of the internet and e-commerce, trust research has gradually extended to the online field, forming the concept of online trust. Online trust refers to the subjective belief of users in the reliability, integrity, and security of online platforms, information, and transactions, which is the core psychological basis for users to engage in online behaviors (McKnight et al., 2002).

In the context of social media and organic skincare consumption, trust mainly includes two levels: trust in social media information and trust in organic skincare brands/products. Trust in social media information refers to the degree to which Gen Z females believe that the organic skincare product information (such as product introductions, user reviews, and expert recommendations) released on social media is true, objective, and useful. Trust in brands/products refers to the degree to which they believe that organic skincare brands can fulfill their commitments, and that the product quality and efficacy can meet their expectations. These two levels of trust interact with each other: high trust in social media information can promote the formation of trust in brands/products, and vice versa (Liu, 2021).

According to the trust formation mechanism proposed by McKnight et al. (2002), trust is composed of three dimensions: ability trust, integrity trust, and benevolence trust. Ability trust refers to the belief that the other party (such as a social media platform, brand, or opinion leader) has the professional ability to provide reliable information or high-

quality products; integrity trust refers to the belief that the other party will abide by commitments and moral norms and will not engage in deceptive behaviors; benevolence trust refers to the belief that the other party has good intentions and will consider the interests of consumers when providing information or products.

In this study, the trust theory provides an important theoretical basis for analyzing the role of trust in Gen Z females' organic skincare consumption decision-making. Gen Z females, as digital natives, are in an environment of massive and fragmented information on social media, and information asymmetry is prominent. Under such circumstances, their trust in social media information and organic skincare brands/products will directly affect their judgment of product value and the generation of purchase intention. At the same time, trust also plays a connecting role between social media characteristics and purchase intention: the characteristics of social media (such as usefulness, responsiveness, and connectivity) can affect the formation of trust, and trust further promotes the generation of purchase intention. This provides a theoretical basis for verifying the mediating role of trust in this study.

2.2.3 Classification of Social Media Factors

Since the birth of social media, many scholars and experts have conducted various researches on social media. This paper reviews the research on social media from the aspects of its definition, characteristics and relevant academic research.

Antelman et al. (2022) defined social media as: a virtual personal space built on the internet, where users display personal information, share hobbies and update dynamics in real time. At the same time, users can establish connections with trusted friends and colleagues to form social groups. With the help of diverse application tools provided by social media, users can enrich space content, enhance information interaction, and further deepen emotional connections and social relationships within the group. Bozkurt and KAVIYE ATES (2023) defined social networking sites as: an online service that enables individual users to do the following three things on social networking sites: (1) create a public or semi-public personal profile page in a bounded system; (2) publish a series of friendship link users; (3) be able to view the connections made by oneself or others in the system. Lenhart and Madden (2024) defined social media as: an online place where users can create personal homepages and establish links with other users through their personal networks. Huang (2010) defined social media as: Social Network Service (SNS) is a

service product that takes websites as the carrier and helps users expand their social circles by providing various interactive functions. Wikipedia explains social media service and SNS as: Social Network Service (SNS) mainly serves to create an online community for a group of people with the same interests and activities. Such services are often based on the internet and provide users with various interactive channels for connection and communication, such as e-mail and instant messaging services. In the China Internet User Social Media Application Report, CNNIC defined Social Network Service (SNS) as: a social media service aimed at helping people establish social networks; and defined social networking sites as: website platforms built based on the concept (Qiu, 2009).

To sum up, based on the scholars' research on social media, this paper defines social media as: social media includes four aspects: hardware, software, services and website applications, that is, social media is a communication platform that takes social software as tools, public or semi-public social pages as carriers, and provides social network services for people through website applications to help people establish social network relationships.

While defining social networks, scholars have also summarized the characteristics of social networks as follows:

Boyd et al. (2022) believe that personal homepages, friend lists and comments constitute the main content of social networking sites, and personal homepages and friend lists are the most critical characteristics of social networks. He regards social networking sites as another form of public space and believes that social networks have four different characteristics: (1) persistence; (2) searchability; (3) replicability; (4) invisibility of the audience.

Glasier (2022) studied social networks from the perspective of dialogue and believed that social networks have dialogue characteristics, and social networks are an organic, complex and online dialogue through human language.

Hargittai (2022) found in his research that when people meet on social networking sites, they are more used to discussing topics directly rather than consulting specific URLs. Users can easily gather together by hobbies and topics, thus forming stable groups, organizations or communities. Social networks have the characteristic of commoditization.

Wang (2006) believes that social networks have the following characteristics: (1) user-centered, disseminating information through the relationship between people. (2) Integrated service platform. Social networks integrate various forms such as traditional blogs, BBS and e-mail, and add various application tools to form a network cultural ecosystem with its own characteristics. (3) RSS subscription mechanism and sharing mechanism. Through user subscription and friend links, the RSS subscription mechanism displays friends' information status updates and any responses from others to users on the RSS reader in a timely manner, establishing a timely and efficient communication and feedback mechanism for users. (4) Obtaining information through interpersonal relationships. (5) Constructing self and group identity. Because users use real information on social networks, they will produce positive "self-presentation" behaviors, which helps to increase the interactivity and activity between users.

Zhong (2018) believes that social networks have their unique industry characteristics, mainly including the following: (1) direct network externality. Users' willingness to join a social networking site is positively correlated with the current total number of users and activity of the site. (2) We-media nature. The essence of social networking sites is the interaction between users. Users interact with other users through instant messages, audio and video, file sharing, logs, discussion groups, and the result of the interaction is the generation of social media content. (3) Diversity and complexity of participating roles in social networking sites. He analyzed that a complete social networking site platform has four roles: website operators, users, plug-in developers and advertisers.

He believes that social networks are online platforms aiming at expanding interpersonal relationships, with sociality as their essential characteristic, in addition to authenticity, privacy and instrumentality.

Lin (2023) summarized the characteristics of social media as: (1) openness and transparency; participation and sharing; communication and dialogue; (2) integration and connection; (3) communityization; (4) emergence.

Based on the comprehensive research of various scholars and combined with the actual situation of Gen Z women and organic skincare products, this paper summarizes social media into usefulness, dependence, participation, responsiveness and connectivity:

2.3 Concept Explanation

(1) Usefulness

The usefulness of social media is mainly reflected in the following aspects: ① It can provide a large amount of organic skincare product information for Gen Z female users to search; ② It can influence Gen Z female users' purchase intention of organic skincare products through word-of-mouth communication between friends; ③ Rich organic skincare product information on social media provides Gen Z female users with choices (Yang et al., 2024).

(2) Dependence

Lenhart et al. (2022) conducted a quantitative study on the use of social networking sites by young groups and found that most people have their own personal homepages, and 48% of them visit social networking sites at least once a day. A survey report released by Miguel Ecar et al. (2018) shows that most of the interviewed women use one or more social networks, and most users spend about 5 hours a week on social networks. From the above research, it can be found that Gen Z female users have a strong dependence on social networks. Li Aimei pointed out that the internet has become an important channel for Gen Z women to obtain consumption information of organic skincare products and a novel way to influence consumption behavior. Organic skincare products have become the most popular products for Gen Z women besides clothing. It can be seen that this strong dependence makes social networks exert a great influence on users' consumption behavior and purchase intention (Jin et al., 2024).

(3) Participation

In social networks, users can participate as content creators, disseminators, readers and consumers. Users disseminate organic skincare product information through sharing, thus attracting interested people to actively feedback information. In social networks, users actively participate in browsing organic skincare product information, publishing usage experiences or evaluations, reprinting and sharing others' information, following organic skincare brand homepages, and participating in organic skincare experience, lottery and other activities. This participation is favored by many female friends (Yuan et al., 2024).

(4) Responsiveness

Scholars believe that social networks have dialogue characteristics and are organic, complex and online dialogues. Traditional networks and portals adopt a top-down information

flow mode, that is, one-way communication, and users can only passively receive information most of the time. Social networks form a two-way communication, which this paper summarizes as responsiveness, that is, having the characteristics of dialogue. Users can directly ask others for opinions or suggestions on organic skincare products, conduct in-depth exchanges on a certain skincare topic or a certain organic skincare product content for many times, and get responses from other users. Information dissemination has become information dialogue and response (Huang, 2010).

(5) Connectivity

Most social networks have strong connectivity. A user can use multiple media with one identity at the same time, and can view organic skincare product information through various links, and share the information to other social network platforms at the same time, ultimately connecting various forms of content and media together (Yang et al., 2024).

(6) Purchase Intention

Purchase intention is the subjective tendency or possibility of consumers to make a purchase based on their cognition, emotion and attitude towards products or services in a specific situation. It is a key link in the consumer decision-making process, reflecting the degree of consumers' preference for products or services and the possibility of purchase. In the field of marketing, purchase intention is often regarded as an important indicator to predict consumers' actual purchase behavior. Consumers' perception of product quality, price, brand image, advertising and other aspects will affect purchase intention. If the product quality is excellent, the price is reasonable and the brand reputation is good, consumers' purchase intention is usually high; on the contrary, if the product has quality problems or the price exceeds the psychological expectation, the purchase intention will be reduced (Guo et al., 2025).

From the perspective of behaviorology, purchase intention is closely related to actual purchase behavior, but not completely equivalent. Although consumers with strong purchase intention are more likely to make purchase behavior, in actual decision-making, they will also be affected by external factors such as purchasing power, purchase timing and others' opinions. For example, a consumer has a strong purchase intention for a limited-edition bag, but ultimately fails to complete the purchase because the price exceeds the budget or it is sold out at the time of purchase (Cheng, 2025).

2.4 Model Construction

Based on the above theoretical basis and research background, this study takes the consumer black box theory as the framework, social media factors as external stimuli, and trust as the decision-making process of the buyer's black box, thus influencing consumers' purchase intention. Because the purpose of this study is to explore the influencing factors of Gen Z women's organic skincare consumption behavior, this paper takes the classification of social media factors by scholars as the independent variables: usefulness, dependence, participation, responsiveness and connectivity, and trust and purchase intention as the dependent variables, to comprehensively reveal the mechanism of action and influence path between each variable, and provide theoretical support for the precise marketing and strategy optimization of the organic skincare market in the social network environment.

The theoretical model constructed in this paper is as follows:

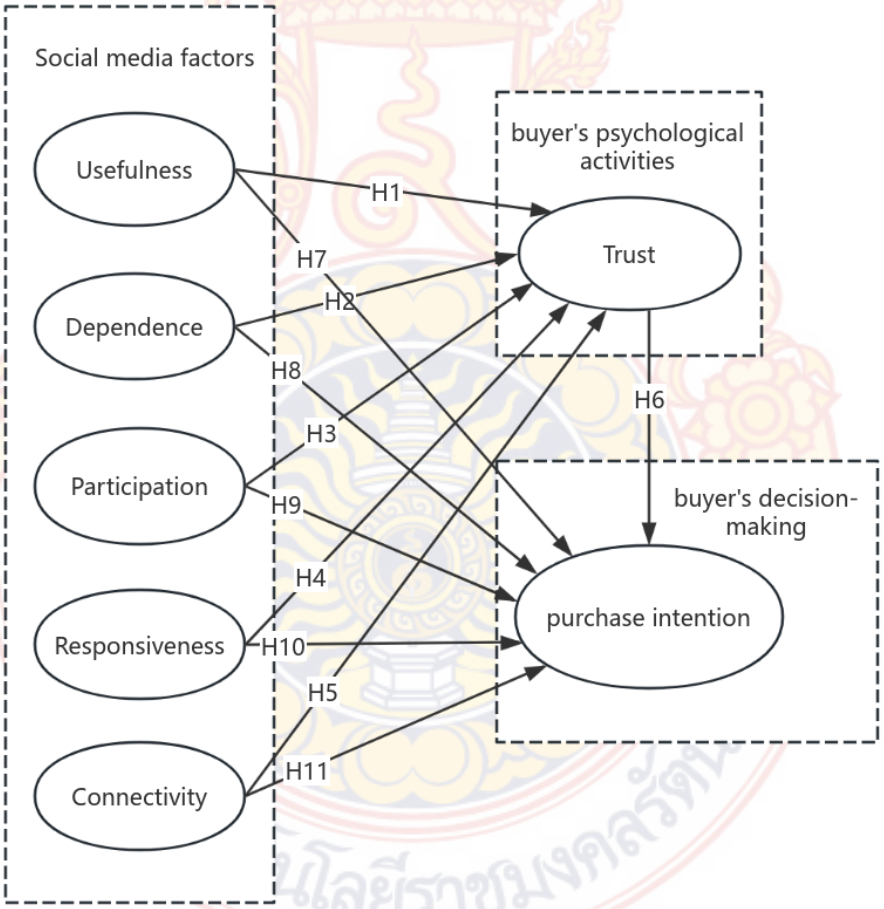


Figure 2. 2 Hypothetical Model of Influencing Factors on Gen Z Women's Organic Skincare Consumption Behavior in Social Media

2.5 Research Variables and Research Hypotheses

(1) Usefulness

Referring to existing research results, the information behavior model shows that in the information search link, the two technical factors of usefulness and ease of use of social networks will significantly affect consumers' judgment and evaluation of the obtained information (Liu, 2025). Based on this, this study defines the usefulness of social networks as: helping Gen Z women efficiently obtain organic skincare product information, improve information search efficiency and meet personalized information needs. In addition, according to the theory of online shopping acceptance, users' perceived usefulness will directly affect their usage intention. Based on the above theoretical basis, this paper puts forward the following hypotheses:

H1: The usefulness of organic skincare product information in social media is positively correlated with trust;

H7: The usefulness of organic skincare product information in social media is positively correlated with purchase intention;

(2) Dependence

Xu (2007) found in exploring the influencing factors of online word-of-mouth credibility that consumers' dependence on online word-of-mouth communication platforms is significantly positively correlated with their word-of-mouth trust. Ni (2008) also pointed out in the study on the effect of third-party evaluation mode in virtual communities on consumers' purchase intention that the enhancement of consumers' dependence on websites will improve their trust. Nowadays, with the vigorous development of social networks, consumers are increasingly dependent on this platform to obtain information, and its interactive characteristics also make it an important carrier of online word-of-mouth communication. Based on previous research and practical observation, this study defines "dependence" as the source channels and behavioral habits of consumers to obtain organic skincare product information in social networks, and puts forward the following hypotheses accordingly:

H2: The dependence on organic skincare product information in social media is positively correlated with trust;

H8: The dependence on organic skincare product information in social media is positively correlated with purchase intention;

(3) Participation

Consumers' product participation in social networks is a key variable to analyze their purchase intention, decision-making behavior and communication behavior. According to the involvement theory, when consumers recognize that a product has important value for themselves, they will enter a high-involvement state, and then take the initiative to search for product information to optimize decision-making. Fan's research also confirmed that interactive behavior in virtual communities can significantly affect consumers' purchase intention. In view of the similar characteristics between the participation of social networks and the interactivity of virtual communities, this study defines the participation of social networks specifically as the behaviors of Gen Z women in viewing organic skincare product information and comments, reprinting and sharing posts, following applications and opinion leaders, and participating in online activities on social platforms. It is speculated that such participation behaviors will affect Gen Z women's purchase intention of organic skincare products (Liang, 2016). Participation not only reflects Gen Z women's high attention to organic skincare products but also is deeply related to their personal preferences and interests. Based on the above theoretical and practical basis, this paper puts forward the following hypotheses:

H3: The participation in organic skincare product information activities on social media is positively correlated with trust;

H9: The participation in organic skincare product information activities on social media is positively correlated with purchase intention;

(4) Responsiveness

Existing research provides theoretical support for the impact of responsiveness on consumption decisions. Yin's research confirmed that consumers' satisfaction with e-commerce websites will increase significantly with the improvement of trust; Wang revealed the information acquisition and sharing behavior of users in social networks, whose core lies in the attention and selection of information interaction objects. Based on the above findings, positive and timely responses can optimize communication effects, promote both parties to accurately understand information, efficiently answer consumers' questions about products, and thus enhance consumers' trust in products. On the contrary, insufficient responsiveness will make it difficult for consumers to obtain effective reference information, which may lead them to abandon purchase decisions (Liu & Yuan,

2011). This study defines the responsiveness in social networks specifically as the interactive response behaviors of Gen Z women to other users or organic skincare product activities, and puts forward the following hypotheses accordingly:

H4: The responsiveness of organic skincare product information activities on social media is positively correlated with trust;

H10: The responsiveness of organic skincare product information activities on social media is positively correlated with purchase intention;

(5) Connectivity

The link function of social media endows users with the ability of cross-platform information dissemination and consumption transformation. Gen Z women can not only share their favorite or purchased organic skincare products to different social platforms through links but also directly complete the purchase of organic skincare products with the help of links in the e-commerce scenario (Liu, 2022). Based on this characteristic, this study defines "connectivity" as the behavior of Gen Z women to share organic skincare product information and make consumption decisions through links in social media, and puts forward the following hypotheses accordingly:

H5: Social media connectivity is positively correlated with Gen Z women's trust in organic skincare products;

H11: Social media connectivity is positively correlated with Gen Z women's purchase intention of organic skincare products;

(6) Trust

This study defines trust as Gen Z women's expectation of trusting the professional capabilities of social media and its users, and their perception of the authenticity and accuracy of the received information, focusing on the cognitive trust dimension. Specifically, the trust within the scope of this study refers to Gen Z women's trust in organic skincare product information on social media, including trust in the information released by the platform, the content shared by members and the professional literacy of members in organic skincare products (Jiang, 2023).

Existing empirical studies have fully confirmed that trust has a significant positive impact on consumers' online purchase attitude and is a key variable driving purchase behavior. Based on this theoretical basis, this study infers that Gen Z women's cognitive trust in organic skincare product-related information on social media will also have an

important impact on their purchase intention of organic skincare products, and puts forward the following hypothesis accordingly:

H6: Gen Z women's trust in organic skincare product-related information on social media is positively correlated with purchase intention.

CHAPTER 3
RESEARCH DESIGN

3.1 Research Method

The core objective of this study is to explore the factors that influence Gen Z women's consumption behaviors regarding organic skincare products in the context of online media. For this purpose, quantitative research methods were selected as the primary approach for collecting first-hand data.

The adoption of quantitative research enables this study to obtain accurate, quantifiable, and numerical data, which is conducive to describing and interpreting research phenomena more precisely, as well as conducting statistical inferences. Additionally, the high efficiency of quantitative research is highly valued in this study: data collection through quantitative methods, particularly questionnaire surveys, can cover a broad range of samples, facilitating the acquisition of a large volume of data in a short period and enabling efficient data analysis.

Quantitative research also adheres to relatively strict and standardized operational procedures, ensuring high reliability of the research results. This means that other researchers can replicate the study under the same conditions and obtain similar outcomes, thereby reducing subjective biases.

The results derived from quantitative research can serve as an important basis for decision-making, especially in fields such as business operations and policy formulation. Quantitative data can provide strong support, particularly for predicting market trends and formulating targeted strategies.

Furthermore, quantitative research can be employed to test and verify existing theories regarding how and why specific phenomena occur, thereby confirming the validity of research hypotheses and clarifying causal relationships (Bloomfield & Fisher, 2019).

In summary, this study concludes that quantitative research is highly suitable for investigating the influencing factors of Gen Z women's organic skincare consumption behaviors in online media environments.

3.2 Population and Sample

The "China Future Consumer Report (2023)" released by BCG indicates that Gen Z possesses unique consumption concepts and demands, along with strong consumption potential (Forbes China, 2023). Gen Z is generally defined as individuals born between 1995 and 2009 (He, 2022). From the perspective of consumer psychology, minors lack independent judgment, are particularly susceptible to the influence of their surrounding environment, and typically have insufficient resources to support their purchasing power (Xu, 2024).

In line with the research content, the respondents of this survey are Gen Z women, who must meet the following two criteria: first, they have experience in using social media to obtain information about organic skincare products; second, they have certain experience in participating in online social activities related to organic skincare products.

Therefore, to ensure the accuracy and reliability of the final data, this study selected Gen Z female consumers aged 18 to 30 as the respondents of the questionnaire.

3.3 Sampling Method

To guarantee the applicability and accuracy of the questionnaire results, this study set up screening questions to exclude users who have never used organic skincare products. The purpose of this screening is to focus the research perspective on users who have an understanding of or have used organic skincare products.

For the screened samples, a random sampling method was adopted. Questionnaire Star, a well-known online survey platform in China, was selected as the tool for data collection. A questionnaire was created on this platform with appropriate access permissions, and concise and clear explanations and guidelines were provided within the questionnaire to enhance participants' understanding and willingness to participate.

Subsequently, the questionnaire was distributed to mall consumers through volunteers, mall staff, and other relevant personnel. Questionnaire links were also published to invite consumers to participate voluntarily.

3.4 Sample Size

This study used empirical statistical methods to determine the required sample size, comprehensively calculating the number of valid questionnaires needed based on the number of scale items, the complexity of variable dimensions, and the conventional standards of empirical research. The specific basis is as follows:

In academic research, the minimum ratio of scale items to sample size is 1:5, while the ideal ratio is 1:10 or 1:20 (Hair & Alamer, 2022). The scale used in this study includes a total of 29 items, covering 21 items related to social media characteristics, 3 items about trust, 5 items on purchase intention, and 17 items regarding demographic information.

According to the invalid questionnaire reservation coefficient of Masenya and Ngoepe (2025), online questionnaires have invalid situations such as perfunctory answers, logical contradictions and missing fills. Combined with the experience of similar studies, the proportion of invalid questionnaires is usually 10%-15%. To ensure that the final valid sample size meets the analysis needs, 15% of invalid questionnaires are reserved, and the final calculated number of questionnaires to be distributed is 408 ÷ (1-15%) ≈480.

In summary, the final number of questionnaires to be distributed is determined to be more than 480, and the number of valid samples more than 408 is acceptable, which meets the item ratio and statistical test requirements and can support the subsequent analysis.

3.5 Questionnaire Design

To collect valid data for this study, a self-designed questionnaire was adopted as the main research instrument. The questionnaire was developed based on relevant existing literature, combined with the research objectives and core research questions of this study, and was revised and improved through pre-survey and expert consultation to ensure its scientificity, rationality, and applicability.

The questionnaire of this paper is mainly divided into four parts: first, to investigate the basic information of Gen Z women organic skincare product users, including the age, income, and shopping location of Gen Z organic skincare product users; second, to conduct statistical analysis on Gen Z women's online activities of organic skincare products in social networks, including frequency of use, time of use, platforms for obtaining organic skincare product information through social networks, sources of organic skincare product

information, and content of information attention; third, the main part of the questionnaire, the measurement items include Gen Z women's usefulness, dependence, participation, responsiveness, community, and connectivity of organic skincare product information on social networks, as well as Gen Z women's trust in organic skincare product information on social networks, and finally Gen Z women's purchase intention of organic skincare products; in the design of questions, the first, second, and third parts all adopt general multiple-choice questions, and the third part adopts a Likert five-point scale, giving 1, 2, 3, 4, and 5 points respectively according to "strongly disagree", "disagree", "neutral", "agree", and "strongly agree".

Scale Design

The variables involved in this paper include usefulness, dependence, participation, responsiveness, connectivity, trust, and purchase intention. Based on previous scholars' relevant research and theories, the variables in the model of this paper are defined as shown in the following figure:

Variable Content	Measurement Items	Source
Usefulness	1. Social networking sites can conveniently and quickly obtain cosmetics information 2. Cosmetics information is more abundant 3. Can help me find the cosmetics I need	Gefen (2003)
Dependence	1. When purchasing cosmetics, this social networking site is my main source of information 2. I am used to using this social networking site to search for cosmetics information 3.The relevant content about organic skincare products on this social networking site will directly affect my final purchase decision	Johnson, Kaye (1998)

Variable Content	Measurement Items	Source
Participation	1. I often browse cosmetics information 2. I often publish cosmetics usage experiences or evaluations 3. I often collect, reprint, or share logs, posts, or videos about cosmetics from other members 4. I often add beauty and skincare-related applications such as Beauty King 5. I often add or follow the public homepage or official Weibo of a cosmetics brand on this social networking site 6. I often follow the homepages or Weibo of beauty experts such as Niu Er and Kevin 7. I often participate/invite friends to participate in cosmetics experience, lucky draws, voting, skin tests, and other activities 8. I often browse other users' cosmetics usage experiences or evaluations	(Deng Qian, 2013)
Responsiveness	1. I often ask other members for opinions or suggestions on cosmetics 2. I often answer other members' questions or respond to a topic 3. During interaction, I received responses from other members quickly 4. I often pay attention to beauty and skincare groups and become a member of them 5. I often fully discuss a beauty and skincare topic or a certain product with community members	Cao Wei (2007) Fan Xiaoyue (2007)

Variable Content	Measurement Items	Source
Connectivity	1. I often share cosmetics information from this social networking site to other social network platforms through links 2. I often view organic skincare product information through links on this social networking site 3. I will take the initiative to communicate and discuss organic skincare product-related information with others on this social networking site	Teo (2003) (Deng Qian, 2013)
Trust	1. I believe that the cosmetics information is accurate and true 2. I believe the cosmetics usage evaluations provided by others 3. I believe other members' knowledge and ability in cosmetics	Lee (2002)
Purchase Intention	1. This social network has increased my desire to purchase a certain cosmetics product 2. This social network has increased the possibility of me purchasing a certain cosmetics product 3. This social network has helped me make the decision to purchase a certain cosmetics product 4. I will consider purchasing/continuing to purchase the cosmetics recommended by this social network 5. I will introduce the cosmetics recommended in the social network to relatives and friends	Spears, Singh (2004)

3.6 Data Analysis Methods

The research content of this paper mainly uses computer software to process and analyze data, including the following statistical analysis methods: descriptive statistical analysis, reliability analysis, validity analysis, correlation analysis, variance analysis, and regression analysis.

3.6.1 Descriptive Analysis

This paper first calculates the specific situation of questionnaire recovery and the effective recovery efficiency of the questionnaire, and conducts descriptive statistical analysis on the basic information of the respondents, calculating the gender, age, education level, and income in the recovered sample questionnaires to understand the distribution of sample demographic variables (Alan Agresti et al., 2009).

3.6.2 Reliability and Validity Analysis

The reliability test of questionnaire design quality refers to the analysis of the accuracy of the questionnaire measurement results, that is, the reliability test of the data results obtained by using the designed questionnaire repeatedly. The validity test of questionnaire design quality refers to the analysis of the effectiveness of the questionnaire measurement results, that is, the test of the degree to which the measurement results of the designed questionnaire reflect the objective reality it should reflect (David A Cook et al., 2006).

In this study, the reliability coefficient Cronbach's α value is calculated for reliability test, and simultaneous reliability analysis is carried out for each measurement variable. The validity test model will be completed by factor analysis. On the basis of the initial model establishment, significant variables are extracted by factor analysis to complete the validity test process.

3.6.3 Correlation Analysis

Correlation analysis is often used to study the relationship between quantitative data, including whether there is a relationship and the degree of closeness of the relationship. It describes the degree of interaction between objective things and expresses it with appropriate statistical indicators (Wang Zhuoyu, 2020).

3.6.4 Variance Analysis

Variance analysis is an important method of statistical analysis, initiated by statistician R.A.Fisher in the 1920s. Variance analysis is a method of statistical inference

on the overall mean based on sample variance, which can solve the test problem of whether multiple means are equal. This paper uses one-way analysis of variance to test the impact of relevant factors of non-performing asset realization on the recovery rate, and find out the relevant factors (Zhao Fuying, 2020).

3.6.5 Regression Analysis

Correlation factor regression analysis is a method of regression analysis of all relevant factors according to the objective statistical methods of econometrics to find the relevant variables affecting the recovery rate and obtain corresponding parameters. It is more accurate to use normalized variable data or the natural logarithm of variable data (Zhao Fuying, 2020). Today, regression is more about a method of predicting one or more variables based on one variable, generally establishing an empirical formula of the correlation between variables, and making predictions based on the empirical formula (Wang Zhuoyu, 2020).

CHAPTER 4
DATA ANALYSIS

The survey objects of this study are Gen Z women who have experience in obtaining organic skincare product information or purchasing organic skincare products through social media. A random sampling survey method is adopted, and questionnaires are distributed through online channels. Specifically, standardized questionnaires are produced and targeted for release on the Wenjuanxing platform, focusing on social and beauty sharing platforms with high frequency of use by Gen Z women such as Douyin, Xiaohongshu, and Weibo, aiming to accurately collect data on the consumption intention and behavior of the target group in understanding and purchasing organic skincare products through social media.

The survey was conducted from December 8, 2024, to January 8, 2025, lasting for one month, during which a total of 696 questionnaires were collected. First, 157 invalid questionnaires with a response time of less than 20 seconds were eliminated. Then, through the screening question "Have you understood or used organic skincare products?", 128 questionnaires from users who have never used or understood organic skincare products and male wrong answers were eliminated. Finally, 411 valid questionnaires remained, with an effective recovery rate of 59%. The data collected from these valid questionnaires will be discussed in detail below.

4.1 Descriptive Analysis

This study conducts descriptive statistical analysis on the basic information, organic skincare product consumption habits, and social media usage of 411 valid questionnaire respondents. The results are shown in Table 4.1.

Table 4. 1 Description of the overall situation of the sample（single selection）

Variable	Option	Frequency	Percentage
Age	18-20 years old	91	17.3%
	21-23 years old	124	23.6%
	24-26 years old	119	22.7%
	27-30 years old	77	14.7%
Place of Residence	City	156	29.7%
	Town	160	30.5%
	Village	95	18.1%
Monthly Living Expense	500 yuan and below	78	14.9%
	501-3000 yuan	93	17.7%
	3001-6000 yuan	113	21.5%
	Above 6000 yuan	127	24.2%
Satisfaction after Purchasing Organic Skincare Products Online	Satisfied	206	39.2%
	Dissatisfied	205	39.0%
Intention to Repurchase after Online Purchase	Yes	209	39.8%
	No	202	38.5%
Search for Product Information on Social Networks Before Purchase	Yes	245	46.7%
	No	166	31.6%
Experience of Purchasing Organic Skincare Products Through Social Media	Yes	196	37.3%
	No	215	41.0%
Duration of Understanding Organic Skincare Information Through Social Media	1 year and below	32	6.1%
	1-2 years	86	16.4%
	2-3 years	96	18.3%
	3-5 years	91	17.3%
	Above 5 years	106	20.2%
Frequency of Browsing Organic Skincare Information on Social Media	More than twice a day	79	15.0%
	Once a day	87	16.6%
	Once every 2-3 days	90	17.1%
	Once every 4-5 days	86	16.4%
	Once a week or longer	69	13.1%

As can be seen from Table 4.1, in terms of age distribution, the surveyed Gen Z women are mainly in the 21-26 age group: 23.6% (124 people) are 21-23 years old, 22.7% (119 people) are 24-26 years old, accounting for 46.3% in total; 17.3% (91 people) are 18-20 years old, and 14.7% (77 people) are 27-30 years old. The age distribution is in line with the Gen Z group, and the sample has strong representativeness.

In terms of place of residence, respondents from towns account for the highest proportion at 30.5% (160 people); followed by cities at 29.7% (156 people); villages account for 18.1% (95 people), and the rest are unmarked areas, reflecting that the sample covers different urban and rural scenarios with a relatively balanced distribution.

In terms of monthly living expenses, the group with more than 6000 yuan accounts for 24.2% (127 people), and the group with 3001-6000 yuan accounts for 21.5% (113 people), totaling more than 40%; 501-3000 yuan accounts for 17.7% (93 people), and 500 yuan and below accounts for 14.9% (78 people). It shows that there are certain differences in the living expense levels of Gen Z women, and the middle and high-income groups account for a relatively high proportion, with the consumption potential for organic skincare products.

Data related to consumption behavior shows that 40.0% (210 people) of respondents regularly purchase organic skincare products, and 38.3% (201 people) say they do not, with relatively balanced purchase intentions; the proportions of satisfaction and dissatisfaction after use are 39.2% (206 people) and 39.0% (205 people) respectively, and the repurchase intention is 39.8% (209 people), indicating that the organic skincare product market still has room to improve satisfaction and enhance user stickiness.

In terms of the connection between social media use and consumption, 46.7% (245 people) will search for organic skincare product information through social networks before purchasing, and 37.3% (196 people) have experience in purchasing through social media, indicating that social media has become an important reference channel for Gen Z women's organic skincare product consumption decisions. In terms of the duration of information exposure, those with more than 5 years account for 20.2% (106 people), and those with 2-5 years account for 35.6% (187 people). The total number of users who have been exposed to organic skincare product information for a long time exceeds half, reflecting the group's continuous attention to organic skincare. In terms of browsing frequency, 17.1% (90 people) browse once every 2-3 days, 16.6% (87 people) once a day,

and 15.0% (79 people) more than twice a day. More than 40% of respondents maintain high-frequency browsing, and the impact of social media information on their consumption cognition is relatively continuous.

Table 4. 2 Impact of Social Networks on Organic Skincare Consumption Behavior (Multiple Choice)

Variable	Option	Frequency	Percentage
Social Media Platforms for Obtaining Organic Skincare Information (Max 3)	Social networking sites (Douyin, Taobao, JD.com, Xiaohongshu, etc.)	149	17.50%
	Blogs (Sina Blog, Sohu Blog, NetEase Blog, etc.)	136	16.00%
	Weibo (Sina Weibo, Tencent Weibo, etc.)	148	17.40%
	E-commerce communities (Taojianghu, Mogujie, etc.)	133	15.60%
	E.BBS (Douban, Tianya Forum, etc.)	153	18.00%
	Others	131	15.40%
Main Purposes of Obtaining Information Through Social Media (Max 3)	Understand the latest beauty trends	109	13.40%
	Understand the latest organic skincare product information	132	16.20%
	Obtain coupons	118	14.50%
	Obtain practical beauty and skincare information	127	15.60%
	Increase organic skincare knowledge	118	14.50%
	Obtain others' product evaluations	103	12.70%
	Others	106	13.00%
Sources of Interesting Organic Skincare Products on Social Media (Max 3)	Official homepage of an organic skincare brand or product	118	14.80%
	Dynamics, posts, etc. shared or published by users	86	10.80%
	Users' comments or messages	69	8.60%
	Popular topics related to organic skincare products	98	12.30%
	Beauty and skincare discussion groups	103	12.90%
	Promotional activities of an organic skincare brand or product	83	10.40%
	Beauty and skincare-related applications or games	61	7.60%
	Advertisements	93	11.60%
	Others	88	11.00%

Table 4.2 (Continued)

Variable	Option	Frequency	Percentage
Information Sources on Social Media (Multiple Choice)	Official institutions such as companies and enterprises	228	24.30%
	Beauty experts and specialists	233	24.80%
	Friends	243	25.90%
	Other users	234	24.90%
On social media platforms, which types of organic skincare product information Do you mainly want to obtain? (Select up to 5 items)	Facial cleansing (exfoliation, facial cleanser, makeup remover, etc.)	116	9.60%
	Basic facial care (cream, toner, facial essence, etc.)	120	10.00%
	Basic eye care (eye cream, etc.)	123	10.20%
	Sun protection products	121	10.00%
	Functional care (antiirritation, acne removal, skin whitening, etc.)	96	8.00%
	Facial masks and eye masks	100	8.30%
	Base makeup (foundation, primer, blush, etc.)	102	8.50%
	Lip makeup (lip gloss, lip balm, etc.)	96	8.00%
	Eye makeup (eye pencil, mascara, etc.)	111	9.20%
	Hand and foot care and body lotion	101	8.40%
	perfume	120	10.00%
On social media platforms, which aspects of organic skincare do you generally pay the most attention to? (Select up to 5 items)	New product launch	102	8.20%
	Product attributes (product functions, product ingredients, origin, etc.)	100	8.00%
	Product price	119	9.60%
	Product reviews and user experiences	124	10.00%
	Promotional activities	116	9.30%
	Source of information	100	8.00%
	Number of people interested in the product	111	8.90%
	Number of product reviews	114	9.10%
	Beauty effect	127	10.20%
	Shopping location	127	10.20%
	Others	106	8.50%

To further analyze Gen Z women's information acquisition habits and consumption preferences on social media, a detailed analysis based on Table 4.2 is as follows:

In terms of information acquisition platforms, Gen Z women's channels for obtaining organic skincare information show a diversified feature: E.BBS (Douban, Tianya

Forum, etc.) accounts for the highest proportion at 18.00% (153 people); social networking sites (Douyin, Taobao, JD.com, Xiaohongshu, etc.) and Weibo (Sina Weibo, Tencent Weibo, etc.) follow closely with proportions of 17.50% (149 people) and 17.40% (148 people) respectively; blogs, e-commerce communities, and other platforms have relatively balanced proportions, all ranging from 15% to 16%. This distribution indicates that Gen Z women not only prefer intuitive information from short video and e-commerce social platforms but also value in-depth communication and word-of-mouth sharing on platforms such as forums and Weibo.

Regarding the purposes of information acquisition, understanding the latest organic skincare product information accounts for the highest proportion (16.20%, 132 people), followed by obtaining practical beauty and skincare information (15.60%, 127 people), coupons (14.50%, 118 people), and increasing organic skincare knowledge (14.50%, 118 people). It can be seen that when Gen Z women pay attention to organic skincare products on social media, they both pursue the freshness of product updates and iterations and emphasize the practicality and economy of information.

From the perspective of information source scenarios, brand official homepages (14.80%, 118 people), beauty and skincare discussion groups (12.90%, 103 people), popular topics related to organic skincare products (12.30%, 98 people), and advertisements (11.60%, 93 people) are the main channels. The proportion of UGC content such as user-shared dynamics and comment messages is relatively low (10.80% and 8.60%). This shows that when screening information, Gen Z women are more inclined to relatively authoritative or centralized scenarios such as official brand releases and group discussions, and have a low dependence on fragmented personal sharing.

In terms of information publishers, friend recommendations account for the highest proportion (25.90%, 243 people), followed by other users' sharing (24.90%, 234 people) and beauty experts' recommendations (24.80%, 233 people), while official institutions' releases account for 24.30% (228 people).

In terms of product information preferences, eye basic care (eye cream, etc.) accounts for the highest proportion (10.20%, 123 people); facial basic care (face cream, toner, etc.), sunscreen products, and perfume all account for 10.00% (120 people/121 people); categories such as cleansing, functional care, and base makeup have proportions ranging from 8% to 9.6%. This reflects that Gen Z women's attention to skincare covers

the entire process, with particular emphasis on basic care for core areas such as the eyes and face, while also taking into account extended needs such as sunscreen and makeup.

Regarding the focus of information attention, beauty effects and shopping locations tie for the first place (10.20%, 127 people), followed by product reviews and user experiences (10.00%, 124 people) and product prices (9.60%, 119 people). This indicates that in consumption decisions, Gen Z women not only value the actual use effect and purchase convenience of products but also attach great importance to real user word-of-mouth and cost-effectiveness.

4.2 Reliability Analysis

This study adopts the Cronbach's Alpha coefficient to test the internal consistency and stability of the questionnaire, so as to evaluate the scale reliability (Darren George et al., 2018). The judgment criteria are as follows: Cronbach's Alpha value > 0.9 indicates excellent reliability; 0.8-0.9 indicates good reliability; 0.7-0.8 indicates acceptable reliability; 0.6-0.7 indicates marginally acceptable reliability; < 0.6 indicates poor reliability that requires revision or abandonment.

Table 4. 3 Reliability Analysis Results of Each Scale

Variable	Items	Cronbach's Alpha After Deletion	Cronbach's Alpha	Overall Cronbach's Alpha
Usefulness	C1	.830	.853	.944
	C2	.771		
	C3	.780		
Dependence	Y1	.822	.880	
	Y2	.845		
	Y3	.823		
Participation	CY1	.933	.940	
	CY2	.931		
	CY3	.933		
	CY4	.933		
	CY5	.933		
	CY6	.932		
	CY7	.930		
	CY8	.929		

Table 4.3 (Continued)

Variable	Items	Cronbach's Alpha After Deletion	Cronbach's Alpha	Overall Cronbach's Alpha
Responsiveness	X1	.862	.880	
	X2	.846		
	X3	.846		
	X4	.831		
Connectivity	L1	.805	.848	
	L2	.773		
	L3	.785		
Trust	XR1	.801	.859	
	XR2	.802		
	XR3	.806		
Purchase Intention	G1	.865	.887	
	G2	.859		
	G3	.854		
	G4	.869		
	G5	.865		

After data analysis, the reliability test results of each dimension and the overall scale are shown in Table 4.3. It can be seen from the table that the Cronbach's Alpha value of the overall scale is 0.944, far exceeding 0.9, indicating that the overall reliability of the questionnaire is excellent with extremely strong internal consistency.

From the perspective of individual dimensions, the Participation dimension has the highest Cronbach's Alpha coefficient (0.940), and the Cronbach's Alpha coefficients after deleting each item (0.929-0.933) are all smaller than the overall coefficient of this dimension, indicating that the item design of this dimension is reasonable without redundancy or insufficiency; the Cronbach's Alpha coefficients of the Dependence (0.880), Responsiveness (0.880), and Purchase Intention (0.887) dimensions are all between 0.8-0.9, showing good reliability; the Cronbach's Alpha coefficients of the Usefulness (0.853), Trust (0.859), and Connectivity (0.848) dimensions are also within the 0.8-0.9 range, with good reliability performance.

The Cronbach's Alpha values of all dimensions after item deletion do not exceed the overall Cronbach's Alpha coefficients of the corresponding dimensions, indicating that each item contributes stably to its suoshu dimension, and there are no inappropriate items.

In summary, the questionnaire of this study has excellent reliability, and the data has strong stability and reliability, which can be used for subsequent empirical analysis.

4.3 Validity Analysis

Validity test aims to measure the consistency between the questionnaire measurement results and the expected measurement objectives. This study first judges whether the data is suitable for factor analysis through the KMO sampling adequacy measure and Bartlett's test of sphericity (Phillip Plisky et al., 2021).

Table 4. 4 KMO and Bartlett Sphericity Test Analysis Table

KMO Sampling Adequacy Measure		.933
Bartlett's Test of Sphericity	Approx. Chi-Square	8040.252
	df	406
	Significance	.000

The validity test results are shown in Table 4.4. The KMO sampling adequacy measure is 0.933, much higher than the critical standard of 0.8, indicating that the correlation between variables is strong and the information overlap is high, which is suitable for factor analysis; the approximate chi-square value of Bartlett's test of sphericity is 8040.252, with a degree of freedom of 406 and a significance (Sig.) of $0.000 < 0.05$, indicating that the correlation matrix between variables is not an identity matrix, and there are significant common factors. The data fully meets the prerequisites for factor analysis.

4.4 Factor Analysis

Exploratory factor analysis aims to simplify the data structure and extract a small number of explanatory common factors by exploring the potential connections between variables (Marley W Watkins, 2021). This study adopts the principal component analysis method to extract common factors, uses the Kaiser normalized varimax rotation method for factor rotation, and evaluates the analysis effect through factor loading coefficients and cumulative variance explanation rate.

Table 4. 5 Total Variance Explained Table

Component	Initial Eigenvalues			Extracted Squared Loadings			Rotated Squared Loadings		
	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %
1	11.473	39.562	39.562	11.473	39.562	39.562	5.850	20.172	20.172
2	3.367	11.611	51.173	3.367	11.611	51.173	3.468	11.959	32.131
3	1.740	6.002	57.175	1.740	6.002	57.175	3.042	10.490	42.621
4	1.595	5.499	62.674	1.595	5.499	62.674	2.428	8.374	50.994
5	1.230	4.242	66.916	1.230	4.242	66.916	2.409	8.305	59.300
6	1.146	3.951	70.867	1.146	3.951	70.867	2.211	7.626	66.925
7	1.036	3.571	74.439	1.036	3.571	74.439	2.179	7.513	74.439

It can be seen from Table 4.5 (Total Variance Explained Table) that there are 7 common factors with initial eigenvalues greater than 1, and the cumulative variance explanation rate reaches 74.439%, far exceeding the standard threshold of 50%, indicating that the extracted common factors can fully capture the core information of the original variables, and the scale has good construct validity. Among them, the first common factor has the highest variance explanation rate (39.562%), and the variance explanation rates of the subsequent common factors decrease in turn, which is in line with the basic law of factor analysis. It shows that the result of extracting 7 common factors is reasonable and can effectively simplify the original data structure.

Table 4. 6 Rotated Component Matrix

Item Code	Component						
	1	2	3	4	5	6	7
CY7	.836						
CY4	.816						
CY8	.812						
CY6	.790						
CY5	.785						
CY1	.784						
CY2	.783						
CY3	.780						

Table 4.6 (Continued)

Item Code	Component						
	1	2	3	4	5	6	7
G5		.749					
G4		.748					
G3		.742					
G2		.730					
G1		.710					
X4			.828				
X3			.772				
X2			.770				
X1			.763				
Y3				.839			
Y1				.825			
Y2				.782			
C3					.823		
C2					.820		
C1					.783		
L3						.784	
L2						.781	
L1						.692	
XR1							.793
XR2							.746
XR3							.728

Extraction Method: Principal Component Analysis.
Rotation Method: Kaiser Normalization Varimax Rotation.
a Rotation converged after 6 iterations.

Table 4.6 (Rotated Component Matrix) shows that the factor loading coefficients of all items are greater than 0.6, and the factor attribution is clear without cross-loading, indicating that the scale has excellent convergent validity and discriminant validity. Specifically:

1. Component 1 corresponds to the Participation dimension (items CY1-CY8), with factor loading coefficients between 0.780-0.836, indicating that the items of the

Participation dimension are highly aggregated and can effectively reflect the degree of Gen Z women's participation in organic skincare-related activities on social media;

2. Component 2 corresponds to the Purchase Intention dimension (items G1-G5), with factor loading coefficients of 0.710-0.749, reflecting the consistency of items related to Purchase Intention and accurately measuring consumers' purchase tendency;

3. Component 3 corresponds to the Responsiveness dimension (items X1-X4), with factor loading coefficients between 0.763-0.828, indicating that the items of the Responsiveness dimension can well capture the characteristics of interactive responses in social media;

4. Component 4 corresponds to the Dependence dimension (items Y1-Y3), with factor loading coefficients of 0.782-0.839, reflecting consumers' dependence on obtaining organic skincare information through social media;

5. Component 5 corresponds to the Usefulness dimension (items C1-C3), with factor loading coefficients between 0.783-0.823, verifying the measurement effect of items in the Usefulness dimension on information value;

6. Component 6 corresponds to the Connectivity dimension (items L1-L3), with factor loading coefficients of 0.692-0.784, which is in line with the expected scale design and can effectively reflect the cross-platform connection characteristics of social media;

7. Component 7 corresponds to the Trust dimension (items XR1-XR3), with factor loading coefficients of 0.728-0.793, indicating that the items of the Trust dimension can reliably measure consumers' trust in organic skincare information on social media.

In summary, the results of exploratory factor analysis show that the factor structure of the scale in this study is completely consistent with the theoretical assumptions, with strong item aggregation and good discrimination, laying a solid foundation for subsequent correlation analysis and regression analysis.

4.5 Correlation Analysis

This study uses Pearson correlation coefficient analysis to test the linear correlation strength between social media characteristics (Usefulness, Dependence, Participation, Responsiveness, Connectivity), Trust, and Purchase Intention (S Sreedevi, 2022). The test results are shown in Table 4.7. All variables show significant positive correlations at the 0.01 level (two-tailed), laying the foundation for subsequent regression analysis tests.

From the perspective of correlation coefficients between variables:

Table 4. 7 Correlation Analysis Table

Measurement Dimension	Usefulness	Dependence	Participation	Responsiveness	Connectivity	Trust	Purchase Intention
Usefulness	1						
Dependence	.423**	1					
Participation	.325**	.216**	1				
Responsiveness	.365**	.508**	.385**	1			
Connectivity	.449**	.401**	.479**	.458**	1		
Trust	.501**	.487**	.461**	.498**	.509**	1	
Purchase Intention	.451**	.455**	.517**	.485**	.575**	.489**	1

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

Among the correlations between social media characteristics and Trust, the correlation coefficient between Usefulness and Trust is the highest (r=0.501**), followed by Connectivity (r=0.509**) and Responsiveness (r=0.498**). Dependence (r=0.487**) and Participation (r=0.461**) also show strong significant positive correlations with Trust, indicating that the more prominent the characteristics of social media such as Usefulness and Connectivity, the higher the trust of Gen Z women in organic skincare information on the platform.

Among the correlations between social media characteristics and Purchase Intention, the connection between Connectivity and Purchase Intention is the strongest (r=0.575**), followed by Participation (r=0.517**). Usefulness (r=0.451**), Dependence (r=0.455**), and Responsiveness (r=0.485**) all show significant positive correlations with Purchase Intention, indicating that the characteristics of social media such as Connectivity and Participation have a more obvious positive impact on Gen Z women's purchase intention of organic skincare products.

The correlation coefficient between Trust and Purchase Intention is 0.489**, showing a significant strong positive correlation, verifying the key role of Trust in consumption decisions, that is, the higher the trust of Gen Z women in organic skincare information on social media, the stronger their purchase intention.

4.6 Regression Analysis

This study uses linear regression analysis to test the causal relationship between variables and verify research hypotheses. First, social media characteristics (Usefulness, Dependence, Participation, Responsiveness, Connectivity) are taken as independent variables, and Trust as the dependent variable for multiple regression analysis; then, the impact of each variable on Purchase Intention and the independent impact of Trust on Purchase Intention are further tested to gradually decompose the mechanism of action between variables.

4.6.1 Regression Analysis of Trust

To verify Hypotheses H1 (Usefulness is positively correlated with Trust), H2 (Dependence is positively correlated with Trust), H3 (Participation is positively correlated with Trust), H4 (Responsiveness is positively correlated with Trust), and H6 (Connectivity is positively correlated with Trust), Usefulness, Dependence, Participation, Responsiveness, and Connectivity are taken as independent variables, and Trust as the dependent variable for multiple regression analysis. The results are shown in Table 4.8.

Table 4. 8 Regression Analysis of Trust Variable

	R^2	Adjusted R^2	F	Standardized Coefficient (Beta)	t	p	Collinearity Statistics	
							Tolerance	VIF
(Constant)	.465	.458	70.413		.205	.838		
Usefulness				.218	5.068	.000	.711	1.406
Dependence				.204	4.559	.000	.659	1.517
Participation				.209	4.880	.000	.722	1.384
Responsiveness				.164	3.582	.000	.630	1.587
Connectivity				.154	3.314	.001	.612	1.635

a Dependent Variable: Trust

It can be seen from Table 4.8 that the R^2 of the regression model is 0.465, and the adjusted R^2 is 0.458, indicating that the 5 characteristics of social media can jointly explain 45.8% of the variation in Trust, and the model has strong explanatory power. The F test result shows F=70.413, p=0.000 < 0.001, indicating that the overall regression model is significant, and at least one of the 5 independent variables has a significant impact on Trust.

The multicollinearity test results show that the VIF values of all independent variables are between 1.384-1.635, far less than the critical value of 5, and the tolerances are all greater than 0.6, indicating that there is no serious multicollinearity among independent variables, and the model construction is reasonable (Emine Ozgur Bayman et al., 2021).

From the perspective of regression coefficients and significance:

The standardized regression coefficient of Usefulness is β=0.218, t=5.068, p=0.000 < 0.001, indicating that Usefulness has a significant positive impact on Trust, and Hypothesis H1 is supported;

The standardized regression coefficient of Dependence is β=0.204, t=4.559, p=0.000 < 0.001, indicating that Dependence has a significant positive effect on Trust, and Hypothesis H2 is supported;

The standardized regression coefficient of Participation is β=0.209, t=4.880, p=0.000 < 0.001, verifying the significant positive impact of Participation on Trust, and Hypothesis H3 is supported;

The standardized regression coefficient of Responsiveness is β=0.164, t=3.582, p=0.000 < 0.001, indicating that Responsiveness has a significant positive effect on Trust, and Hypothesis H4 is supported;

The standardized regression coefficient of Connectivity is β=0.154, t=3.314, p=0.001 < 0.01, indicating that Connectivity has a significant positive impact on Trust, and Hypothesis H6 is supported.

In summary, the Usefulness, Dependence, Participation, Responsiveness, and Connectivity of social media all have significant positive impacts on Gen Z women's trust in organic skincare information, and these 5 factors together constitute important predictive variables of Trust.

4.6.2 Regression Analysis of Purchase Intention

To verify Hypotheses H8 (Usefulness is positively correlated with Purchase Intention), H9 (Dependence is positively correlated with Purchase Intention), H10 (Participation is positively correlated with Purchase Intention), H11 (Responsiveness is positively correlated with Purchase Intention), and H13 (Connectivity is positively correlated with Purchase Intention), the 5 dimensions of social media characteristics (Usefulness, Dependence, Participation, Responsiveness, Connectivity) are taken as independent variables, and Purchase Intention as the dependent variable for multiple regression analysis. The results are shown in Table 4.9.

Table 4. 9 Regression Analysis of Purchase Intention Variable

	R^2	Adjusted R^2	F	Standardized Coefficient (Beta)	t	p	Collinearity Statistics	
							Tolerance	VIF
(Constant)	.486	.480	76.680		2.497	.013		
Usefulness				.127	3.019	.003	.711	1.406
Dependence				.173	3.950	.000	.659	1.517
Participation				.263	6.269	.000	.722	1.384
Responsiveness				.128	2.850	.005	.630	1.587
Connectivity				.264	5.804	.000	.612	1.635

a Dependent Variable: Purchase Intention

It can be seen from Table 4.9 that the R^2 of the regression model is 0.486, and the adjusted R^2 is 0.480, indicating that the 5 characteristics of social media can jointly explain 48.0% of the variation in Gen Z women's purchase intention of organic skincare products, and the model has strong explanatory power. The F test result shows F=76.680, p=0.000 < 0.001, indicating that the overall regression model is significant, and at least one of the 5 independent variables has a significant impact on Purchase Intention.

The multicollinearity test results show that the VIF values of all independent variables are between 1.384-1.635, far less than the critical value of 5, and the tolerances are all greater than 0.6, indicating that there is no serious multicollinearity among independent variables, and the model construction is reasonable (Emine Ozgur Bayman & Franklin Dexter, 2021).

From the perspective of regression coefficients and significance:

The standardized regression coefficient of Connectivity is β=0.264, t=5.804, p=0.000 < 0.001, indicating that Connectivity has the most significant positive impact on Purchase Intention, and Hypothesis H13 is supported;

The standardized regression coefficient of Participation is β=0.263, t=6.269, p=0.000 < 0.001, indicating that Participation has a strong positive driving effect on Purchase Intention, and Hypothesis H10 is supported;

The standardized regression coefficient of Dependence is β=0.173, t=3.950, p=0.000 < 0.001, verifying the significant positive impact of Dependence on Purchase Intention, and Hypothesis H9 is supported;

The standardized regression coefficient of Responsiveness is β=0.128, t=2.850, p=0.005 < 0.01, indicating that Responsiveness has a significant positive effect on Purchase Intention, and Hypothesis H11 is supported;

The standardized regression coefficient of Usefulness is β=0.127, t=3.019, p=0.003 < 0.01, indicating that Usefulness has a significant positive impact on Purchase Intention, and Hypothesis H8 is supported.

In summary, the Usefulness, Dependence, Participation, Responsiveness, and Connectivity of social media all have significant positive impacts on Gen Z women's purchase intention of organic skincare products, among which Connectivity and Participation have the most prominent impact.

4.6.3 Regression Analysis Between Trust and Purchase Intention

To verify Hypothesis H7 (Trust is positively correlated with Purchase Intention), Trust is taken as the only independent variable, and Purchase Intention as the dependent variable for simple linear regression analysis. The results are shown in Table 4.10.

Table 4. 10 Regression Analysis of the Independent Impact of Trust on Purchase Intention

	R^2	Adjusted R^2	F	Standardized Coefficient (Beta)	t	p	Collinearity Statistics	
							Tolerance	VIF
Constant)	.239	.238	128.753		14.707	.000		
Trust				.489	11.347	.000	1.000	1.000

a Dependent Variable: Purchase Intention

It can be seen from Table 4.10 that the R^2 of the regression model is 0.239, and the adjusted R^2 is 0.238, indicating that Trust alone can explain 23.8% of the variation in Gen Z women's purchase intention of organic skincare products, and the model has significant explanatory power. The F test result shows F=128.753, p=0.000 < 0.001, indicating that the overall regression model is highly significant, and Trust has a significant impact on Purchase Intention.

The multicollinearity test shows that the VIF value of Trust is 1.000 and the tolerance is 1.000, indicating no multicollinearity problem and reasonable model construction. From the perspective of regression coefficients and significance, the standardized regression coefficient of Trust is β=0.489, t=11.347, p=0.000 < 0.001, indicating that Trust has a strong significant positive impact on Gen Z women's purchase intention of organic skincare products, and Hypothesis H7 is supported.

4.7 Hypothesis Test Results

Combined with the above descriptive statistics, reliability, validity, correlation, regression, and mediating effect analysis, all 13 research hypotheses proposed in this study have passed the empirical test. The specific verification results are shown in the following table:

Table 4. 11 Hypothesis Test Results Table

Hypothesis	Content	Result
H1	The usefulness of organic skincare information in social media is positively correlated with trust.	Supported
H2	The information dependence of organic skincare products in social media is positively correlated with trust.	Supported
H3	The participation of social media organic skincare information activities is positively correlated with trust.	Supported
H4	Social media organic skincare information activity responsiveness is positively correlated with trust.	Supported
H5	Social media connectivity is positively correlated with Gen Z women's trust in organic skincare products.	Supported

Table 4.1 (Continued)

Hypothesis	Content	Result
H6	Gen Z women's trust in organic skincare-related information on social media is positively correlated with purchase intention.	Supported
H7	The usefulness of organic skincare information in social media is positively correlated with purchase intention.	Supported
H8	The information dependence of organic skincare products in social media is positively correlated with purchase intention.	Supported
H9	The participation of social media organic skincare information activities is positively correlated with purchase intention.	Supported
H10	Social media organic skincare information activity responsiveness is positively correlated with purchase intention.	Supported
H11	Social media connectivity is positively correlated with Gen Z women's purchase intention of organic skincare products.	Supported

CHAPTER 5
CONCLUSIONS AND PROSPECTS

5.1 Research Conclusions

Based on the Consumer Black Box Theory and Trust Theory, this study constructs a theoretical model of social media characteristics (Usefulness, Dependence, Participation, Responsiveness, Connectivity), Trust, and Gen Z women's purchase intention of organic skincare products. Through online questionnaire surveys, 411 valid data are collected to systematically verify research hypotheses. The following conclusions are drawn in response to the research questions proposed in Chapter 1:

(1) The core factors influencing Gen Z women's intention to consume organic skincare products are divided into two categories: one is the Usefulness, Dependence, Participation, Responsiveness, and Connectivity of social media characteristics; the other is consumers' trust in the product or enterprise. These 6 factors together constitute the key driving system of Gen Z women's intention to consume organic skincare products. Among them, Participation and Connectivity have the most prominent direct impact on purchase intention, while Usefulness and Connectivity have the most significant positive effect on Trust.

(2) The study verifies the relationships between various factors and Gen Z women's intention to consume organic skincare products, including three core relationships: ① Direct impact relationship: The Usefulness, Dependence, Participation, Responsiveness, and Connectivity of social media all have significant positive impacts on purchase intention, and Trust alone can explain 23.8% of the variation in purchase intention; ② Indirect impact relationship: Trust plays a partial mediating role between the 5 social media characteristics and purchase intention, that is, social media characteristics first enhance user trust, thereby strengthening their purchase intention; ③ Correlation relationship: All core variables show significant positive correlations without serious multicollinearity, and the model structure is reasonable.

(3) Combining the above relationship conclusions, the core direction of development suggestions based on social media marketing strategies for organic skincare enterprises is: Enterprises need to focus on optimizing the Participation and Connectivity of social media, and at the same time build a user trust system by improving information Usefulness, enhancing interactive Responsiveness, and cultivating user Dependence, so as to accurately meet the consumption needs of Gen Z women and improve purchase conversion.

5.2 Discussion of Results

5.2.1 Discussion on the Profile of Gen Z Organic Skincare Users

Based on the descriptive statistical analysis results in Chapter 4, the profile of Gen Z women organic skincare users surveyed in this study is as follows: aged mainly between 21-26 years old, covering different urban and rural scenarios, with middle and high monthly living expenses; nearly 40% have regular purchase habits, more than 30% have experience in purchasing through social media, with a long information exposure cycle and high browsing frequency; the core channels for information acquisition are E.BBS, social networking sites, and Weibo, focusing on beauty effects, shopping locations, user reviews, and product prices, and preferring categories such as eye basic care, facial basic care, and sunscreen.

Combined with industry data comparison and analysis, this profile shows distinct generational consumption characteristics and social media era marks. According to CNNIC (2025) data, as digital natives, the social media usage rate of Gen Z reaches 99.3%, and users aged 20-29 account for the highest proportion. The behavior of users in this study who frequently browse social media to obtain organic skincare information is highly consistent with the media usage habits of this group.

In terms of consumption capacity, 24.2% of Gen Z women in this study have a monthly living expense of more than 6000 yuan, and 21.5% have 3001-6000 yuan, which is consistent with the statistics of contemporary college students' living expenses released by Nanguo Morning News (2024). It also confirms that Gen Z women have the consumption potential for organic skincare products——the middle and high living expense level enables them to pay a premium for natural and safe organic skincare products.

Compared with traditional skincare product consumer groups, Gen Z women users in this study show three significant differences: First, the "social dependence" of information acquisition channels. 46.7% of users will search for product information through social networks, and friend recommendations and beauty expert shares have become core information sources, which is completely different from the traditional consumer groups that rely on offline experiences and counter recommendations; second, the "refined orientation" of product needs. The attention to segmented categories such as eye care, sunscreen, and functional care is balanced, reflecting that Gen Z women have a more professional understanding of skincare, no longer limited to basic cleaning and moisturizing; third, the "word-of-mouth driven" decision-making logic. The attention to product reviews, user experiences, and beauty effects far exceeds mere brand awareness, reflecting the group's rational consumption characteristics that focus on real usage experiences.

From the perspective of industry trends, the user profile in this study also confirms the younger and digital transformation trend of the organic skincare product market. According to data from China Industry Research Institute (2025), the global organic skincare product market will have a compound annual growth rate of 9.7% from 2023 to 2030, with significant growth in the Asian market, and Gen Z is the core driving force of this growth. Users aged 21-26 in this study account for more than 40%, and 37.3% have experience in purchasing through social media, which echoes the industry data that "the proportion of online sales increases from 65% to 75%", indicating that Gen Z women are not only the main consumers of organic skincare products but also the core group of online consumption scenarios.

The marketing enlightenment of this user profile for organic skincare brands is: It is necessary to focus on the core group aged 21-26, deepen social media channels, strengthen user word-of-mouth precipitation and real experience sharing; at the same time, optimize the research and development and promotion of categories such as eye care and sunscreen for segmented skincare needs, in line with Gen Z women's refined skincare needs, thereby improving user satisfaction and repurchase rate.

5.2.2 Discussion on Organic Skincare Consumption Intention

(1) Trust

This study takes Trust as the dependent variable and empirically tests the impact of social media characteristics (Usefulness, Dependence, Participation, Responsiveness, Connectivity) on Gen Z women's trust in organic skincare information. The results show that all 5 dimensions have significant positive effects. This conclusion is not only consistent with the core logic of Trust Theory but also highly compatible with the trust-building mechanism in the social media environment.

From the theoretical logic, Trust Theory emphasizes that "information reliability, interactive stability, and relationship relevance" are the core prerequisites for trust formation, and the results of this study are a concrete verification of this theory. The significant impact of the Usefulness dimension confirms that "information value is the foundation of trust building"——the more practical the organic skincare information obtained by Gen Z women on social media, the more likely they are to recognize the authenticity of the information, which is consistent with the research conclusion proposed by Wang Luqing (2023) in the field of beauty consumption that "information usefulness directly and positively affects user trust". The significant role of Participation and Responsiveness reflects the enhancement of trust by interactive mechanisms: users' participation in topic discussions through comments and shares, or timely responses from brands and experts, can reduce information asymmetry in the virtual environment, thereby improving trust, which echoes the research finding of Yuan Denghua et al. (2020) that "social media interactivity is positively correlated with consumer trust".

Compared with previous studies, the conclusions of this study not only continue the consensus but also expand the dimensions. Existing studies mostly focus on the impact of social media information quality and interactivity on trust. This study further refines social media characteristics into dimensions such as Dependence and Connectivity and verifies their significant roles: The positive impact of Dependence reflects Gen Z women's high-frequency usage habits of social media——long-term dependence on the platform to obtain skincare information will gradually form path dependence and trust inertia on platform information; the significant role of Connectivity highlights the value of cross-platform information integration. Social media breaks information barriers, enabling users to cross-verify organic skincare information through multiple channels, thereby enhancing

trust. The verification of this dimension supplements the research framework of the impact of social media characteristics on trust.

From the perspective of target group characteristics, the conclusions of this study highlight the particularity of trust building among Gen Z women. As digital natives, Gen Z women have a higher acceptance and dependence on social media. Their trust formation is no longer limited to traditional brand endorsements but focuses more on "multiple information confirmation + interactive experience perception". The most prominent impact of Usefulness and Connectivity on trust is precisely because this group pursues the practical value of information and is good at screening information through cross-platform comparison; the role of Participation and Responsiveness reflects Gen Z women's social needs of "valuing voice and desiring attention". When the platform meets their interactive demands, trust will increase significantly, which is consistent with the research conclusion of Chen Subai et al. (2025) on the "social-driven" characteristic of Gen Z consumption trust.

In addition, the results of this study provide a theoretical basis for trust marketing in the organic skincare product industry. The core selling point of organic skincare products is "natural and safe", and consumer decisions are highly dependent on information trust. The 5 influencing dimensions verified in this study just provide a clear direction for brands to build a trust system: By outputting useful information, strengthening interactive participation, and improving response efficiency, brands can accurately meet Gen Z women's trust-building needs, which further confirms the core view of consumer purchase decision-making theory that "trust is the key to reducing decision-making risks and promoting purchase conversion".

(2) Consumer Purchase Intention

This study takes Gen Z women's purchase intention of organic skincare products as the dependent variable and empirically tests the direct impact of social media characteristics (Usefulness, Dependence, Participation, Responsiveness, Connectivity). The results show that all 5 dimensions have significant positive effects, and there are obvious differences in the impact strength. This conclusion is not only consistent with the core logic of consumer purchase decision-making theory but also highlights the uniqueness of Gen Z women's consumption decisions.

From the theoretical support, consumer purchase decision-making theory emphasizes that "information acquisition, value perception, and interactive experience" are the key links driving purchase intention. The results of this study are a concrete extension of this theory in the social media scenario. The most prominent impact of Participation and Connectivity confirms the core characteristic of Gen Z women's "social consumption"——the process of participating in topic discussions and sharing skincare experiences can strengthen their emotional connection and value recognition of products, while cross-platform information connectivity reduces decision-making costs and improves purchase certainty, which is consistent with the research conclusion proposed by Li Jinhua (2025) in the field of beauty consumption that "interactive participation is strongly positively correlated with purchase intention". The significant impact of Usefulness, Dependence, and Responsiveness corresponds to the driving effect of "value perception", "behavioral inertia", and "service experience" on purchase intention, respectively, which is in line with the research framework of Fang Jianyi et al. (2006) that "social media information value, usage dependence, and interactive response efficiency jointly affect consumption tendency".

Compared with previous relevant studies, the conclusions of this study not only continue the consensus but also have dimension deepening and scenario adaptation. Existing studies mostly verify the impact of social media information usefulness and interactivity on the purchase intention of beauty products. This study further refines the "Connectivity" as a key dimension and confirms that it together with Participation constitutes the core driving factors. This finding supplements the dimension system of the impact of social media characteristics on consumption intention. At the same time, existing studies mostly focus on generalized consumer groups, while this study targets the segmented group of Gen Z women and finds that their sensitivity to "Participation" and "Connectivity" is far higher than other dimensions, which is highly consistent with the group's characteristics of "valuing social identity and being good at digital information screening", and also confirms the scenario adaptability of the research model——compared with traditional consumer groups, Gen Z women's purchase intention is more likely to be driven by digital experiences such as social interaction and cross-platform information integration.

From the perspective of industry practice, the conclusions of this study provide a clear direction for the marketing optimization of organic skincare brands. As a "high decision-making cost" product, Gen Z women's purchase intention of organic skincare products depends not only on the natural attributes of the products themselves but also highly on the interactive experience and information acquisition efficiency in the social media scenario. The prominent role of Participation and Connectivity suggests that brands need to build diversified social interaction scenarios and open up cross-platform information channels to meet users' social needs and information integration needs; the significant impact of Usefulness and Responsiveness requires brands to focus on practical value in content output and establish an efficient user feedback response mechanism to comprehensively strengthen purchase intention.

In addition, the results of this study also provide empirical support for the theoretical expansion in the field of consumer behavior. By refining social media characteristics into 5 dimensions and systematically verifying their impact on the purchase intention of specific groups and specific products, it not only enriches the application of consumer purchase decision-making theory in the digital scenario but also provides a research paradigm reference of "dimension refinement + group focus" for subsequent studies, especially for industries relying on social media marketing such as organic skincare products and beauty products, providing a more targeted theoretical basis.

(3) The Direct Impact of Trust on Purchase Intention

This study takes Gen Z women's purchase intention of organic skincare products as the dependent variable and independently tests the direct impact of Trust. The results show that Trust has a significant positive effect on purchase intention ($\beta=0.489$, $p<0.001$), and alone can explain 23.8% of the variation in purchase intention. This conclusion is not only consistent with the core logic of Trust Theory but also highlights the key hub role of Trust in organic skincare consumption decisions.

From the theoretical level, Trust Theory points out that in virtual consumption scenarios, Trust is the core variable to reduce transaction uncertainty and shorten the decision-making path, which is verified in this study. The "natural and safe" selling point of organic skincare products is difficult to judge intuitively. Gen Z women's trust in ingredient evaluations and user feedback on social media can alleviate decision-making anxiety caused by information asymmetry, reduce product risk perception, and strengthen

purchase intention, which is consistent with the conclusion of Liu Mingshuai (2021) that "Trust is the key bridge between information acquisition and purchase decision-making", confirming the applicability of this theory in high decision-making cost product scenarios.

Compared with previous studies, the conclusions of this study not only continue the consensus but also highlight scenario adaptability. Existing studies have confirmed the positive impact of Trust on online consumption purchase intention (José Pedro Cerdeira, 2020), while this study focuses on the segmented scenarios of Gen Z women and organic skincare products and finds that the Trust impact coefficient is at a high level, which is closely related to the group's high demand for skincare safety, lack of offline experience, and the "high premium + implicit efficacy" attributes of organic skincare products, supplementing the empirical evidence of the impact strength of Trust in segmented scenarios.

From the practical level, this conclusion provides a core marketing grasp for organic skincare brands. Brands need to focus on "trust building", strengthen information credibility through authoritative certification and ingredient disclosure, gather social trust through real user experience sharing and word-of-mouth community building, and promote the conversion of purchase intention by reducing Gen Z women's quality and safety risk perception.

At the same time, the results of this study lay the foundation for subsequent analysis. Trust is not only significantly affected by the 5 characteristics of social media but also can directly drive purchase intention. This "antecedent → core variable → outcome" logical chain provides empirical support for the subsequent exploration of the "social media characteristics → Trust → purchase intention" path, improves the theoretical model of organic skincare consumption behavior, and enriches the research on the formation mechanism of consumption intention in the digital scenario.

5.3 Relevant Recommendations

Combined with the empirical conclusions of this study, targeted recommendations are put forward for organic skincare enterprises, social media platforms, and industry regulatory authorities from three dimensions: accurately meeting Gen Z women's consumption needs, optimizing marketing scenarios, and regulating the market environment:

1. Product R&D and Pricing Adaptation: Focus on the refined skincare needs of the core customer group aged 21-26, focus on developing segmented categories such as eye care, sunscreen, and functional care, highlighting natural ingredients and skin type adaptability; anchor their mainstream consumption capacity of 100-300 yuan, set core products in this range, with small experience packs of 10-50 yuan to reduce the threshold for initial attempts, and clearly mark organic certification logos and core ingredients on the packaging.

2. Precise Output of Social Media Content: Focus on Gen Z women's demand for practical information, update 3-5 high-quality contents weekly on platforms such as Douyin and Xiaohongshu, mainly including ingredient analysis short videos, skin type matching guides, and collections of real user reviews, to ensure information usefulness and align with the word-of-mouth driven characteristics in their decision-making logic.

3. Strengthen Social Interaction and Response Mechanisms: Launch interactive activities such as "skincare experience officer" and "ingredient expert challenge" monthly, build user sharing communities, and encourage participation behaviors such as comments and shares; assign special personnel to handle social platform interactions, ensuring that user inquiries and feedback are responded to within 12 hours, and strengthen trust by improving participation and responsiveness.

4. Open Up Cross-Platform Information Connectivity Channels: Integrate brand social accounts, e-commerce stores, and official website resources to achieve cross-platform synchronization of product details, user reviews, and purchase links, supporting users to jump to verify information with one click, reducing decision-making costs, and giving full play to the significant driving effect of connectivity on purchase intention.

5. Build a Multi-Level Trust Endorsement System: Publicize authoritative organic certification and ingredient testing reports, cooperate with dermatologists to conduct professional evaluations, and strengthen professional trust; collect and disseminate real usage experiences of ordinary users, combined with recommendations from beauty experts, forming a three-dimensional trust chain of "brand commitment + professional endorsement + user word-of-mouth" to alleviate decision-making anxiety caused by information asymmetry.

6. Optimization of Social Media Platform Functions: Platforms build vertical zones for organic skincare products, set up ingredient query, efficacy classification, and word-of-mouth ranking modules, screen high-quality content and block false promotions through algorithms; establish a creator credit rating system, penalize behaviors such as exaggerated efficacy and false reviews, and introduce third-party authoritative institutions to settle in and output popular science content to ensure information credibility.

7. Implementation of Industry Regulation and Consumer Education: Regulatory authorities clarify unified standards for organic ingredient content, production processes, and label marking, simplify certification processes and build public inquiry platforms; regularly carry out special rectification of social platform marketing, strictly investigate "fake organic" and false promotions; cooperate with industry associations and platforms to launch organic skincare knowledge popularization content, improve Gen Z women's identification ability, and regulate the market environment.

5.4 Research Limitations

1. Limitations of Sample Representativeness: This study only collects 411 valid data through online questionnaires, and the survey scope does not cover Gen Z women groups of different regions and educational levels, and is concentrated on groups related to organic skincare consumption. The sample has a certain selection bias, which may affect the generalizability of the research conclusions.

2. Simplification of Variable Dimensions and Measurement: Social media characteristics are divided into 5 dimensions, excluding potential influencing factors such as "information authenticity" and "algorithm recommendation accuracy"; the measurement of "Trust" focuses on information trust, without distinguishing segmented dimensions such as brand trust and platform trust, and the comprehensiveness of variable measurement needs to be improved.

3. Single Research Method: Only cross-sectional questionnaire surveys are used to collect data, failing to observe the dynamic changes between social media characteristics, Trust, and Purchase Intention through longitudinal tracking studies, nor combining qualitative research methods such as in-depth interviews and case studies to explore the underlying psychological mechanisms behind phenomena.

4. Unconsidered Boundary Conditions: The role of moderating variables such as Gen Z women's skin type, consumption concepts, and brand loyalty is not discussed, nor is the impact of differences between different social media platforms (such as Xiaohongshu and Douyin) on the research model analyzed, ignoring some boundary conditions that may affect variable relationships.

5. Insufficient Exploration of Mediating Mechanisms: The mediating role is not verified, and the further analysis of other potential mediating variables such as "perceived risk" and "emotional identification" is ignored, resulting in insufficient exploration of the multiple paths through which social media characteristics affect purchase intention.

5.5 Future Prospects

1. Expansion of Sample and Research Scope: In the future, the sample coverage can be expanded to include women groups of different regions (first-tier, new first-tier, second-tier, and third-tier cities), different educational backgrounds, and different consumption capacities, and samples such as male organic skincare consumers and middle-aged and elderly groups can be added to compare the consumption behavior differences of different groups and improve the generalizability of research conclusions; the research object can also be extended to other beauty segmented categories such as organic makeup and natural hair care products to verify the cross-category applicability of the theoretical model.

2. Optimization of Variable System and Measurement: The dimension division of social media characteristics can be enriched by adding variables such as "information authenticity", "algorithm recommendation accuracy", and "content interaction form"; the measurement dimension of "Trust" can be refined to distinguish types such as brand trust, platform trust, and inter-user trust; at the same time, potential mediating variables such as "perceived risk", "emotional identification", and "brand attachment", or moderating variables such as "skin type", "consumption concept", and "platform usage habits" can be introduced to build a more comprehensive and complex theoretical model and deeply explore the internal connections between variables.

3. Innovation of Research Methods and Perspectives: Combine longitudinal tracking studies to observe the dynamic change trends of social media characteristics, Trust, and Purchase Intention for a long time, capturing the differences in variable relationships

at different time nodes; integrate qualitative and quantitative research methods, explore Gen Z women's consumption psychological motivations through in-depth interviews and focus group discussions, and conduct cross-validation with questionnaire survey data to improve the depth and credibility of the research; experimental methods can also be adopted to explore the impact of different social media marketing schemes on Trust and Purchase Intention.

4. Extension of Research Scenarios and Boundaries: Focus on the characteristic differences of different social media platforms, compare and analyze the impact of platforms such as Xiaohongshu (content seeding type), Douyin (short video communication type), and Weibo (topic interaction type) on variable relationships, providing a basis for brands to accurately select marketing channels; combine emerging technology scenarios such as live streaming e-commerce, virtual makeup trials, and metaverse socialization to explore the new impact of social media characteristics on organic skincare consumption behavior in the new technology environment, in line with the digital development trend of the industry.

5. Deepening of Interdisciplinary and Applied Research: Combine theories of multiple disciplines such as psychology, sociology, and marketing, and cut in from perspectives such as "social identity", "generational differences", and "digital literacy" to enrich the theoretical basis of the research; at the same time, strengthen the practical transformation of research results, carry out empirical applications in cooperation with organic skincare enterprises and social media platforms, test the optimized marketing recommendations in practice, iterate and improve according to actual effects, and provide more operable solutions for the industry.

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APPENDIXES

APPENDIX A

Questionnaire

Research Questionnaire on the Influencing Factors of Gen Z Women's Organic Skincare Consumption Behavior in Social Media

Dear participant,

Thank you for taking the time to complete this questionnaire. Your information is of great value to this research and will be used **only for academic purposes** (anonymous and no personal privacy involved). Please answer the questions based on your real experience. Thank you for your support and cooperation!

Screening Question

Have you ever understood or used organic skincare products?

A. Yes B. No

Part 1: Basic Information

1. Gender:

A. Male B. Female

2. Age:

A. 18–20 years B. 21–23 years C. 24–26 years

D. 27–30 years

3. Residential Background:

A. City B. Town C. Rural

4. Monthly Living Expenses:

A. ≤500 CNY B. 501–3,000 CNY

C. 3,001–6,000 CNY D. ＞6,000 CNY

5. Satisfaction with organic skincare products purchased online:

A. Satisfied B. Dissatisfied

6. Willingness to repurchase organic skincare products purchased online:

A. Yes B. No

Part 2: Impact of Social Networks on Organic Skincare Consumption Behavior

Note: Social networks in this questionnaire refer to platforms providing social network services (e.g., Douyin, Taobao, JD, Xiaohongshu).

7. Do you search for organic skincare product information on social networks before purchase?

A. Yes B. No

8. Have you ever purchased organic skincare products via social media?

A. Yes B. No

9. Which social media platforms do you frequently use to obtain organic skincare information? (Select up to 3)

A. Social sites (Douyin, Taobao, JD, Xiaohongshu, etc.)

B. Blogs (Sina Blog, Sohu Blog, etc.)

C. Weibo (Sina Weibo, Tencent Weibo, etc.)

D. E-commerce communities (Taojianghu, Mogujie, etc.)

E. E-BBS (Douban, Tianya, etc.)

F. Others

10. How long have you been exposed to organic skincare information on social media?

A. ≤1 year B. 1–2 years C. 2–3 years

D. 3–5 years E. ＞5 years

11. How often do you browse organic skincare information on social media?

A. ≥2 times/day B. 1 time/day C. Once every 2–3 days

D. Once every 4–5 days E. Once a week or less

12. What is your main purpose of obtaining organic skincare information on social media? (Select up to 3)

A. Understand the latest beauty trends

B. Understand the latest organic skincare information

C. Obtain coupons

D. Obtain practical beauty tips

E. Increase organic skincare knowledge

F. Obtain other users' product reviews

G. Others

13. Where do you usually find interesting organic skincare products on social media? (Select up to 3)

A. Brand official pages

B. User posts/dynamics

C. User comments/messages

D. Trending topics on organic skincare

E. Beauty and skincare groups

F. Brand promotion activities

G. Beauty-related apps/games

H. Advertisements

I. Others

14. Who are the main publishers of organic skincare information you obtain on social media? (Multiple choice)

A. Official institutions (companies/enterprises)

B. Beauty bloggers/experts

C. Friends

D. Other users

15. What type of organic skincare information do you mainly want to obtain on social media? (Select up to 5)

A. Cleansing products (exfoliator, facial cleanser, makeup remover, etc.)

B. Facial basic care (moisturizer, toner, serum, etc.)

C. Eye care (eye cream, etc.)

D. Sunscreen

E. Functional care (anti-allergy, anti-acne, anti-freckle, etc.)

F. Masks/eye masks

G. Base makeup (foundation, primer, blush, etc.)

H. Lip makeup (lip gloss, etc.)

I. Eye makeup (eyeliner, mascara, etc.)

J. Hand/foot/body care

K. Perfume

16. What organic skincare information do you focus on most on social media? (Select up to 5)

A. New product launches

B. Product attributes (efficacy, ingredients, origin, etc.)

C. Price

D. User reviews/experiences

E. Promotion activities

F. Information sources

G. Number of followers

H. Number of comments

I. Efficacy

J. Purchase location

K. Others

Part 3: Core Measurement Items

Please rate your agreement with the following statements on a 5-point scale: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree.

Perception of Social Media Organic Skincare Information

Statement	1	2	3	4	5
Usefulness					
1. I can easily and quickly obtain organic skincare information on this social network.					
2. Other users' reviews on this social network are very helpful to me.					
3. This social network helps me discover the organic skincare products I need.					

Statement	1	2	3	4	5
Dependence					
4. This social network is my primary source of information when purchasing organic skincare products.					
5. I am in the habit of using this social network to search for organic skincare information.					
6. Organic skincare content on this social network directly influences my final purchase decisions.					

Social Media Interaction with Organic Skincare Information

Statement	1	2	3	4	5
Participation					
1. I frequently browse organic skincare information on this social network.					
2. I frequently post my usage experiences or reviews of organic skincare products on this social network.					
3. I frequently collect, repost, or share others' logs/posts/videos about organic skincare on this social network.					
4. I frequently add beauty and skincare-related apps on this social network.					
5. I frequently follow brand official pages/Weibo accounts on this social network.					
6. I frequently follow beauty bloggers (e.g., Niu Er, Kevin) on this social network.					

Statement	1	2	3	4	5
7. I frequently participate in/invite friends to join organic skincare experiences/lotteries/votes/skin tests on this social network.					
8. I frequently browse other users' usage experiences or reviews of organic skincare on this social network.					
Responsiveness					
9. I frequently ask other users for opinions or suggestions on organic skincare on this social network.					
10. I receive prompt responses from other users when interacting on this social network.					
11. I frequently follow and join beauty and skincare groups on this social network.					
12. I frequently communicate and discuss organic skincare information with other users on this social network.					
Connectivity					
13. I frequently share organic skincare information from this social network to other platforms via links.					
14. I frequently access organic skincare information via links on this social network.					
15. I take the initiative to communicate and discuss organic skincare information with others on this social network.					

Trust in Social Media Organic Skincare Information

Statement	1	2	3	4	5
1. I believe the organic skincare information on this social network is accurate and true.					
2. I believe the usage reviews of organic skincare products provided by other users on this social network.					
3. I believe other users' professional knowledge and ability in organic skincare on this social network.					

Purchase Intention for Organic Skincare Products via Social Media.

Statement	1	2	3	4	5
1. This social network has increased my desire to buy certain organic skincare products.					
2. This social network has increased the likelihood of me buying certain organic skincare products.					
3. This social network has helped me make decisions to buy certain organic skincare products.					
4. I will consider buying/continue buying organic skincare products recommended on this social network.					
5. I will recommend organic skincare products from this social network to relatives and friends.					

Thank you for completing the questionnaire!

APPENDIX B

Article

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Organic Skin Care Products Trust and Purchase Behavior of Gen Z Women in Chinese Social Media

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Abstract: This study constructs a theoretical model of Gen Z women's organic skincare consumption intention by integrating the Consumer Black Box Theory, taking social media characteristics (usefulness, dependence, participation, responsiveness, connectivity) as independent variables and purchase intention as the dependent variable. A quantitative research method with an online questionnaire survey was adopted to collect 411 valid samples of Gen Z women who have access to organic skincare information through social media. Descriptive statistics, reliability analysis, validity analysis, factor analysis, correlation analysis and regression analysis were used to process and analyze the data. The results show that all five dimensions of social media characteristics have a significant positive impact on Gen Z women's organic skincare purchase intention, among which participation and connectivity have the most prominent direct impact. Based on the research conclusions, targeted suggestions are put forward for organic skincare enterprises from the aspects of product R&D, content marketing, social interaction optimization, and platform function improvement, so as to help enterprises accurately reach the consumption demand of Gen Z women and improve market share.

Keywords: Social Media, Gen Z Women, Organic Skincare, Consumption Intention, Consumer Black Box Theory.

1. Introduction

With the rapid development of the digital economy, the scale of China's internet users has reached 1.108 billion, with an internet penetration rate of 78.6%, and the post-20s group has become the core user group of social media with a high usage rate [3]. Social media represented by Xiaohongshu, Douyin and Weibo has not only become an important carrier for information acquisition and social interaction of Gen Z, but also profoundly reshaped their consumption decision-making logic, especially in the beauty and skincare field. Meanwhile, with the continuous improvement of consumers' health awareness and environmental protection concepts, organic skincare products, which are characterized by natural ingredients, safety and environmental protection, have ushered in a period of rapid market development. China's organic skincare market sales reached 4.7 billion yuan in 2023, and it is expected to reach 9.2 billion yuan by 2030, with a compound annual growth rate of 9.7% from 2024 to 2030 [2].

Gen Z women (born between 1995 and 2009) are the core consumption power of the organic skincare market. As digital aborigines, they have a high degree of dependence on social media, and 94% of them will collect product information on social platforms before purchasing skincare products [4]. Their consumption behavior has obvious characteristics such as socialization, rationality and personalization, and the information from social media such as KOL recommendation, user word-of-mouth and product evaluation has become a key factor affecting their purchase decision of organic skincare products. However, the existing research on organic skincare consumption mostly focuses on the overall market trend, and the in-depth research on the influence mechanism of social media on the consumption intention of Gen Z women, the core group, is relatively insufficient. There is a lack of systematic exploration on which dimensions of social media characteristics can effectively drive the purchase intention of this group and the intensity of their influence.

Against this background, this study takes Gen Z women in China as the research object, explores the key factors affecting their organic skincare consumption intention from the perspective of social media characteristics, verifies the relationship between social media characteristics and purchase intention, and puts forward targeted marketing suggestions for organic skincare enterprises. The research questions of this paper are as follows: (1) What are the key social media characteristics that affect the organic skincare consumption intention of Gen Z women? (2) What is the relationship between different dimensions of social media characteristics and organic skincare purchase intention of Gen Z women? (3) What social media marketing strategies can be formulated to help organic skincare enterprises improve the purchase intention of Gen Z women consumers?

2. Literature Review

2.1. Gen Z Women and Organic Skincare Consumption

Gen Z women are a consumer group with independent consumption concepts and strong spending power, growing up in the era of rapid economic development and information explosion. Their mobile internet active user scale has exceeded 120 million, and they have a high degree of participation and interaction in social media [8]. In the field of skincare consumption, they pay more attention to product safety, natural ingredients and environmental protection attributes, and are willing to pay a premium for products that conform to their values [9]. Organic skincare products refer to skincare products made of organic plant raw materials, without adding artificial synthetic chemical components, and passing strict certification. They have the advantages of safety and health, rich nutrition and environmental protection, and are highly consistent with the consumption demand of Gen Z

women [7].

The existing research shows that Gen Z women's organic skincare consumption behavior is significantly affected by social media. Gao (2025) pointed out that KOL seeding and user word-of-mouth on social media have become important sources of organic skincare information for Gen Z women [12]. Wei et al. (2024) found that this group pays more attention to the actual use experience of products, and the real evaluation on social media has a greater impact on their purchase decision than traditional advertising [11]. However, the existing research lacks the systematic division of social media characteristics and the in-depth discussion on the internal mechanism of its influence on consumption intention-especially which specific dimensions of social media characteristics can effectively drive Gen Z women's purchase intention and the intensity of such driving effects, which remains to be further explored.

2.2. Social Media Characteristics

Scholars at home and abroad have conducted in-depth research on the characteristics of social media, and formed different division standards from different perspectives. Boyd et al. (2022) believed that social media has the characteristics of persistence, searchability and replicability [6]; Wang (2006) summarized the characteristics of social media as user-centered, integrated service platform and social relationship-based information acquisition; Zhong (2018) pointed out that social media has the characteristics of direct network externality, we-media and diverse participation roles. Combining the research context of Gen Z women's organic skincare consumption, this study divides social media characteristics into five dimensions: usefulness, dependence, participation, responsiveness and connectivity on the basis of combing existing literature [10]. Usefulness refers to the ability of social media to provide rich and accurate organic skincare information for Gen Z women; dependence refers to the behavioral habit of this group to take social media as the main channel to obtain organic skincare information; participation refers to the active participation of users in organic skincare information browsing, sharing and online activities on social media; responsiveness refers to the two-way interactive communication of organic skincare information on social media; connectivity refers to the cross-platform information sharing and purchase conversion function of social media through links.

2.3. Consumer Black Box Theory and Trust Theory

The Consumer Black Box Theory is a core theory in marketing, which holds that consumers will form purchase behavior through internal psychological processing after receiving external marketing stimuli and environmental stimuli [5]. The theory divides the consumer's internal psychological process into two core parts: consumer characteristics and decision-making process, which can well explain the internal logic of consumers' purchase decision-making. In the context of social media, social media information has become an important external stimulus, and its characteristics will directly affect consumers' internal psychological judgment and further drive the generation of purchase intention. Based on this, this study takes social media characteristics as the external stimulus of the consumer black box and purchase intention as the final consumer response, constructing the theoretical framework of this research to explore the direct impact of social media characteristics on Gen Z women's organic skincare purchase intention.

3. Theoretical Model and Research Hypotheses

Based on the Consumer Black Box Theory, this study takes social media characteristics (usefulness, dependence, participation, responsiveness, connectivity) as the external stimulus of the consumer black box and purchase intention as the final consumer response. The theoretical model constructed in this study focuses on the direct impact relationship (Fig. 1).

Combined with the existing research and the research context, the research hypotheses of this paper are proposed as follows:

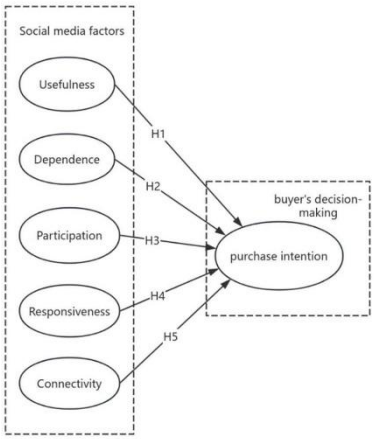


Fig. 1 Hypothetical Model of Influencing Factors on Gen Z Women's Organic Skincare Consumption Behavior in Social Media

- H1: The usefulness of organic skincare information on social media is positively correlated with Gen Z women's purchase intention.
- H2: The dependence of organic skincare information on social media is positively correlated with Gen Z women's purchase intention.
- H3: The participation of organic skincare information activities on social media is positively correlated with Gen Z women's purchase intention.
- H4: The responsiveness of organic skincare information activities on social media is positively correlated with Gen Z women's purchase intention.
- H5: The connectivity of social media is positively correlated with Gen Z women's organic skincare purchase intention.

4. Data Source and Sample Analysis

Specifically, this study takes Gen Z women aged 18-30 who obtain organic skincare information through social media as the research object, adopts a random sampling method to distribute questionnaires online via Questionnaire

Star, and sets screening conditions to ensure the validity of the samples; according to the 1:20 ratio of scale items to sample size, a total of 696 questionnaires were distributed, and 411 valid questionnaires were finally obtained, with an effective recovery rate of 59%; the questionnaire uses a 5-point Likert scale to measure social media characteristics and purchase intention, and the scale items are designed with reference to AJZEN I.'s research on behavioral intention[1] and adjusted according to the research context.

The sample profile shows that Gen Z women organic skincare consumers are mainly aged 21-26, with medium and high consumption capacity, and their consumption behavior has obvious socialization and rationality characteristics. They have a high degree of dependence on social media, and the frequency of browsing organic skincare information is high, but the satisfaction rate after purchase is only 50.1% (Table 1), indicating that the existing organic skincare products have not fully met the consumption demand of this group. In terms of information acquisition (Table 2), they pay more attention to the practicality and authenticity of information, and the recommendation of friends, beauty experts and user word-of-mouth are the core information sources, which is different from the traditional consumption group's dependence on offline experience and counter recommendation. In terms of product demand (Table 2), they pay attention to the refined care of core parts such as eyes and face, reflecting the professional cognitive level of skincare, which puts forward higher requirements for the R&D and product positioning of organic skincare enterprises.

Table 1. Description of the overall situation of the sample (single selection)

Variable	Option	Frequency	Percentage
Age	18-20 years old	91	22.1%
	21-23 years old	124	30.2%
	24-26 years old	119	29%
	27-30 years old	77	18.7%
Place of Residence	City	156	38%
	Town	160	38.9%
	Village	95	23.1%
Monthly Living Expense	500 yuan and below	78	19%
	501-3000 yuan	93	22.6%
	3001-6000 yuan	113	27.5%
	Above 6000 yuan	127	30.9%
Satisfaction after Purchasing Organic Skincare Products Online	Satisfied	206	50.1%
	Dissatisfied	205	49.9%
Intention to Repurchase after Online Purchase	Yes	209	50.9%
	No	202	49.1%
Search for Product Information on Social Networks Before Purchase	Yes	245	59.6%
	No	166	40.4%
Experience of Purchasing Organic Skincare Products Through Social Media	Yes	196	47.7%
	No	215	52.3%
Duration of Understanding Organic Skincare Information Through Social Media	1 year and below	32	7.8%
	1-2 years	86	20.9%
	2-3 years	96	23.4%
	3-5 years	91	22.1%
	Above 5 years	106	25.8%
Frequency of Browsing Organic Skincare Information on Social Media	More than twice a day	79	19.2%
	Once a day	87	21.2%
	Once every 2-3 days	90	21.9%
	Once every 4-5 days	86	20.9%
	Once a week or longer	69	16.8%

Table 2. Impact of Social Networks on Organic Skincare Consumption Behavior (Multiple Choice)

Variable	Option	Frequency	Percentage
Social Media Platforms for Obtaining Organic Skincare Information (Max 3)	Social networking sites (Douyin, Taobao, JD.com, Xiaohongshu, etc.)	149	17.50%
	Blogs (Sina Blog, Sohu Blog, NetEase Blog, etc.)	136	16.00%
	Weibo (Sina Weibo, Tencent Weibo, etc.)	148	17.40%
	E-commerce communities (Taojianghu, Mogujie, etc.)	133	15.60%
	E.BBS (Douban, Tianya Forum, etc.)	153	18.00%
	Others	131	15.40%
Main Purposes of Obtaining Information Through Social Media (Max 3)	Understand the latest beauty trends	109	13.40%
	Understand the latest organic skincare product information	132	16.20%
	Obtain coupons	118	14.50%
	Obtain practical beauty and skincare information	127	15.60%
	Increase organic skincare knowledge	118	14.50%
	Obtain others' product evaluations	103	12.70%
	Others	106	13.00%
Sources of Interesting Organic Skincare Products on Social Media (Max 3)	Official homepage of an organic skincare brand or product	118	14.80%
	Dynamics, posts, etc. shared or published by users	86	10.80%
	Users' comments or messages	69	8.60%
	Popular topics related to organic skincare products	98	12.30%
	Beauty and skincare discussion groups	103	12.90%
	Promotional activities of an organic skincare brand or product	83	10.40%
	Beauty and skincare-related applications or games	61	7.60%
	Advertisements	93	11.60%
	Others	88	11.00%
Information Sources on Social Media (Multiple Choice)	Official institutions such as companies and enterprises	228	24.30%
	Beauty experts and specialists	233	24.80%
	Friends	243	25.90%
	Other users	234	24.90%
On social media platforms, which types of organic skincare product information do you mainly want to obtain? (Select up to 5 items)	Facial cleansing (exfoliation, facial cleanser, makeup remover, etc.)	116	9.60%
	Basic facial care (cream, toner, facial essence, etc.)	120	10.00%
	Basic eye care (eye cream, etc.)	123	10.20%
	Sun protection products	121	10.00%
	Functional care (anti-irritation, acne removal, skin whitening, etc.)	96	8.00%
	Facial masks and eye masks	100	8.30%
	Base makeup (foundation, primer, blush, etc.)	102	8.50%
	Lip makeup (lip gloss, lip balm, etc.)	96	8.00%
	Eye makeup (eye pencil, mascara, etc.)	111	9.20%
	Hand and foot care and body lotion	101	8.40%
	perfume	120	10.00%
On social media platforms, which aspects of organic skincare do you generally pay the most attention to? (Select up to 5 items)	New product launch	102	8.20%
	Product attributes (product functions, product ingredients, origin, etc.)	100	8.00%
	Product price	119	9.60%
	Product reviews and user experiences	124	10.00%
	Promotional activities	116	9.30%
	Source of information	100	8.00%
	Number of people interested in the product	111	8.90%
	Number of product reviews	114	9.10%
	Beauty effect	127	10.20%
	Shopping location	127	10.20%
	Others	106	8.50%

Reliability analysis indicated that the overall Cronbach's α coefficient of the scale was 0.932 (Table 3), and the Cronbach's α coefficients of all dimensions were above 0.800 [13], which demonstrated excellent internal consistency and good reliability of the scale. For validity test, the KMO value reached 0.928, and the significance level of Bartlett's Test of Sphericity was 0.000 (Table 4). Exploratory factor analysis extracted 6 common factors with a cumulative variance

explanation rate of 73.862% (Table 5), and all item factor load coefficients were greater than 0.6 (Table 6), reflecting good convergent validity and discriminant validity[14]. Pearson correlation analysis revealed that all dimensions of social media characteristics were significantly and positively correlated with purchase intention at the 0.01 level (Table 7). Multiple regression analysis was conducted with social media characteristics as independent variables and purchase intention as the dependent variable, and the results showed that the adjusted R^2 of the model was 0.480 ($F=76.680$, $p=0.000<0.001$), with no serious multicollinearity (VIF<2) (Table 8). In addition, all the five dimensions had significant positive standardized regression coefficients, which verified Hypotheses H1 to H5. The hypothesis test results showed that all the five dimensional characteristics of social media had a significant positive impact on Gen Z women's purchase intention of organic skincare products. Among them, participation and connectivity exerted the most prominent influence, followed by dependence; while usefulness and responsiveness had a relatively weaker impact, the positive effect was still significant. This finding was highly consistent with the consumption characteristics of Gen Z women and the functional attributes of social media [15,16,17].

Table 3. Reliability Analysis Results of Each Scale

Variable	Cronbach's Alpha	Overall Cronbach's Alpha
Usefulness	.853	.944
Dependence	.880	
Participation	.940	
Responsiveness	.880	
Connectivity	.848	
Purchase Intention	.887	

Table 4. KMO and Bartlett Sphericity Test Analysis Table

KMO Sampling Adequacy Measure		.933
Bartlett's Test of Sphericity	Approx. Chi-Square	8040.252
	df	406
	Significance	.000

Table 5. Total Variance Explained Table

Component	Initial Eigenvalues			Extracted Squared Loadings			Rotated Squared Loadings		
	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %	Total	Variance %	Cumulative %
1	11.473	39.562	39.562	11.473	39.562	39.562	5.850	20.172	20.172
2	3.367	11.611	51.173	3.367	11.611	51.173	3.468	11.959	32.131
3	1.740	6.002	57.175	1.740	6.002	57.175	3.042	10.490	42.621
4	1.595	5.499	62.674	1.595	5.499	62.674	2.428	8.374	59.300
5	1.230	4.242	66.916	1.230	4.242	66.916	2.409	8.305	66.925
6	1.146	3.951	73.862	1.146	3.951	73.862	2.211	7.626	73.862

Table 6. Rotated Component Matrix

Item Code	Component					
	1	2	3	4	5	6
CY7	.836					
CY4	.816					
CY8	.812					
CY6	.790					
CY5	.785					
CY1	.784					
CY2	.783					
CY3	.780					
G5		.749				
G4		.748				
G3		.742				
G2		.730				
G1		.710				
X4			.828			
X3			.772			
X2			.770			
X1			.763			
Y3				.839		
Y1				.825		
Y2				.782		
C3					.823	
C2					.820	
C1					.783	
L3						.784
L2						.781
L1						.692

Extraction Method: Principal Component Analysis.
Rotation Method: Kaiser Normalization Varimax Rotation.
a Rotation converged after 6 iterations.

Table 7. Correlation Analysis Table

Measurement Dimension	Usefulness	Dependence	Participation	Responsiveness	Connectivity	Purchase Intention
Usefulness	1					
Dependence	.423**	1				
Participation	.325**	.216**	1			
Responsiveness	.365**	.508**	.385**	1		
Connectivity	.449**	.401**	.479**	.458**	1	
Purchase Intention	.451**	.455**	.517**	.485**	.575**	1

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

Table 8. Regression Analysis of Purchase Intention Variable

	R^2	Adjusted R^2	F	Standardized Coefficient (Beta)	t	p	Collinearity Statistics	
							Tolerance	VIF
(Constant)	.486	.480	76.680		2.497	.013		
Usefulness				.127	3.019	.003	.711	1.406
Dependence				.173	3.950	.000	.659	1.517
Participation				.263	6.269	.000	.722	1.384
Responsiveness				.128	2.850	.005	.630	1.587
Connectivity				.264	5.804	.000	.612	1.635
a Dependent Variable: Purchase Intention								

5. Conclusion

This study confirms that the five dimensions of social media characteristics, namely usefulness, dependence, participation, responsiveness and connectivity, all have a significant positive impact on Chinese Gen Z women's purchase intention of organic skincare products, and this finding is a reasonable extension of the Consumer Black Box Theory in the social media context. Among them, participation and connectivity exert the most prominent influence, which aligns with the "social consumption" characteristics of Gen Z women, while usefulness, dependence and responsiveness also drive their purchase intention through different paths. Based on this, organic skincare enterprises should refine product R&D and pricing strategies to match the core consumer demand, optimize practical content output on core social media platforms, strengthen platform interaction and response mechanisms, and improve cross-platform information connectivity to effectively boost consumers' purchase intention.

This research has certain limitations in sampling and variable design, and future research can expand the research scope, enrich the variable system and innovate research methods and scenarios to further deepen the relevant research.

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