The Influence of Vlog on Consumers' Luxury Purchasing Behavior in the Chinese Market—Based on the Theory of Planned Behavior

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Abstract: *In the digital era, more and more industries are taking social media marketing seriously, especially for the luxury industry. They need to build a better relationship with their consumers through social media. Among the various social media, vlogs have become one of the marketing tools that luxury brands have to focus on because of their visual nature that allows consumers to better understand the brand's products. As China is a potential market for luxury goods, this study aims to investigate the impact of vlogs on Chinese consumers' luxury goods purchasing behavior. Based on the theory of planned behavior and the influence of social media on consumers' intention to consume luxuries, this study constructs a model of consumers' behavioral mechanism of purchasing luxury goods, and uses the PLS-SEM modelling algorithm and Smart PLS3.0 software to process and analyze the collected questionnaire data. By comparing the behavioral mechanisms of consumers who have not watched a brand vlog with those who have, the findings show that vlogs have a positive impact on the attitudes, subjective norm and perceived behavioral control of consumers' luxury purchases, with a greatest impact on the subjective norm. The study also shows that the influence subjective norm on intention increases because of vlog. The results of this study can help luxury brands to develop more effective social media marketing strategies to increase consumers' purchase intentions and bring more revenues to luxury brands in the Chinese market.*

Keywords: Luxury, Vlog, Theory of planned behavior, PLS-SEM.

1. Introduction

We have now entered a full-blown digital marketing era, with a wide range of social platforms constantly, emerging and developing. Companies need to constantly adapt, embrace and develop new trends in order to ensure that they are not left behind. With the growth of social platforms such as YouTube in recent years, vlogging has become the new trend (Butler, 2019). According to a study by Cisco, the video will account for 82% of all internet traffic by 2021, compared to 2016, when this figure was only 73%. Among this video traffic, vlogs make up a large percentage (Source Soft, 2020). The vlog is highly interactive and descriptive. It can be used to showcase a company's products and services more visually, to create personalized content for branding, to connect with consumers in a visual way, and to increase the number of searches on the internet for digital marketing (Opusmedia, 2020). According to survey data shared by Hubspot, 90% of customers in their survey said that product videos helped them make a purchase decision, and 64% of customers were more likely to purchase a product online after watching a video about it (Bowman, 2017). It is, therefore, significant to study the impact that vlogs on consumer purchasing behavior.

With the continuous improvement of consumers' living standards, luxury goods are gradually consumed by more and more people (Ansarin & Ozuem, 2014). In order to make more mass audience know more about brands, more and more luxury brands have started social media marketing to engage with consumers (Dhaoui, 2014). With the popularity of social media in the luxury industry, it overcomes the contradiction between exclusivity and accessibility of luxury goods by delivering information and interacting with consumers every moment of the day. This helps luxury brands to build brand values at all consumer touchpoints while providing conditions

for consumer participatory creativity (Severoni, 2020). Nevertheless, the social media strategy of luxury brands is still slower than in other industries (Elisa, 2018). This is mainly due to the specificity that the luxury industry possesses. How to better close the distance between brands and consumers and achieve the breakthrough of luxury social media strategy is a problem that the luxury industry is facing. Meanwhile, according to Bain's report, China's luxury market doubled its share of total global luxury consumption in 2020 and is expected to become the largest luxury market in the world in 2025 (Lannes & Zhang, 2020). Therefore, it is meaningful to study the influence of vlogs on consumers' luxury goods purchasing behavior in the Chinese market. However, the current researches on the influence of vlogs on consumers' luxury purchases mainly focus on the analysis of the factors influencing the purchase intention by the characteristics of vloggers. How vlogs influence consumers' luxury purchases and change their luxury purchasing mechanism need to be further studied. This is the problem that this study is exploring and hoping to solve.

The theory of planned behavior is a powerful model to understand the mechanism of vlog's influence on Chinese consumers' luxury purchasing behavior. The theory of planned behavior explains the process of making decisions after processing various information by measuring individuals' attitudes toward a behavior, subjective norms t , and perceived behavioral control (Ajzen, 1991). These factors, in the form of mediating effects, influence the generation of people's intentions and their final behavioral decisions. This study applies this theory to analyze how vlogs play a role in consumers' decision-making about luxury goods, and to understand how attitudes, subjective norms and perceived behavioral control in the theory of planned behavior are

influenced by vlogs and gradually affect consumers' intention to purchase luxury goods.

2. Literature Review

2.1 Application of Social Media by Luxury Brands

Social media is increasingly being used by luxury brands as a new marketing approach. Unlike traditional marketing methods, from the creation of brand content, the dissemination of brand messages and the building of brand image, social media marketing is based on online interaction between brands and consumers (Tsai & Men, 2013). Kim and Ko's research found that social media marketing has a unique and personalized way of reaching consumers, thus positively influencing them in the communication of luxury brands (Kim & Ko, 2012).

Kim and Ko also proposed that social media marketing strategy has an impact on consumers' purchase intention through five aspects: entertainment, interaction, trendiness, customization and word of mouth (WOM) (Kim & Ko, 2012). As for consumer's purchase intention to luxury products, Kim and Ko's study found that an effective social media marketing strategy can lead to positive consumer relationships and thus increase consumers' purchase intention. Of all the influencing factors, social media marketing has the greatest impact on entertainment (Kim & Ko, 2010).

What more, one of the biggest changes that social media marketing has brought to the luxury industry is that it has changed the marketing logic. Rather than relying on content created by their own marketing departments, luxury brands are actively involving amateurs, KOLs (Key Opinion Leaders), in the marketing of their brands and their products. In this way, luxury brands try to build their brand image among consumers (Alter, 2016). This type of content created and made public by the end consumer is known as User-Generated Content (UGC). According to previous research, user-generated content not only influences consumers' perceptions and choices of brands (Gruen, Osmonbekov, & Czaplewski, 2006), but also influences consumers' luxury purchases (Blackshaw, 2006). The vlog is a new form of user-generated content in the context of social media development.

2.2 Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is a social-cognitive theoretical framework used to explain individuals' decisions to make behavioral intentions after deliberating and processing a variety of information (Ajzen, 1991), and behavioral intentions are a powerful factor in explaining behavior. Attitude toward the behavior refers to the extent to which a person likes or dislikes one of the behavior. Subjective norms refer to the extent to which a person's perception of a behavior is influenced by perceived social pressures, such as whether it is a behavior that is acceptable to most people. This is a social factor. Perceived behavioral control refers to a person's perception of the ease or difficulty

of a behavior (Ajzen, 1991). It consists mainly of power of control (the perceived intensity of difficulty) and control beliefs (one's beliefs about the existence of factors that may facilitate or hinder behavioral performance) (Ajzen, 2001). Intention refers to the motivating factor for an individual to perform a behavior and indicates the willingness to perform the behavior (Ajzen, 1991). The theory suggests that the more positive an individual's attitude towards a particular behavior, the stronger the perceived subjective norm and the stronger the perceived behavioral control when making rational decisions, the more obvious the intention to perform the behavior in reality (Ajzen, 1985, 1988).

Theory of planned behavior as a powerful model to explain consumer behavior has been used by several researchers to study consumer buying behavior towards luxury goods. Salem and Chaichi's study found that consumers' attitude, subjective norm and perceived behavioral control were all positively related to their purchase intention (Salem & Chaichi, 2018). However, there are differences in the impact of these three factors in influencing consumers' purchase intention. Due to the specificity of luxury goods: 'high quality, expensive, rare, prestigious' (Tynan, McKechnie & Chhuon, 2010), perceived behavioral control has an important direct impact on consumers' intentions to purchase luxury goods, especially when consumers considering their household income (Zhang, Cude & Zhao, 2019). Also perceived behavioral control has a direct impact on consumers' luxury purchases (Jain, Khan & Mishra, 2017). Studies have found that social media has a positive impact on consumers' attitude, subjective norm and perceived behavioral control (Jinjiri & Reni, 2018). Vlog as one of the forms of social media, we can draw the following hypothesis:

H1: Vlogs have a positive impact on consumers' attitude, subjective norm, perceived behavioral control in the purchase of luxury products, which ultimately influences consumers' intention to purchase luxuries

2.3 Influence of Vlog on Consumer's Purchasing Behavior

Word-of-mouth messages on social media are an important way for consumers to obtain information (Cho & Jeong, 2013). Chen, Wei and Zhang's study found that source credibility, inspiration and self-congruence have a positive impact on word of mouth and thus influence consumer intentions (Chen, Wei & Zhang, 2020). The advent of vlogging has helped brands to better realize word of mouth as it has the three factors that have been suggested above as having a positive impact on the word of mouth. Consumers are willing to listen to and accept vloggers because they are more real and closer to their lives than celebrities. Vloggers show their audiences the details of certain products in an impressive way through their videos, helping them to better understand the features of the products.

Hale's research found that the number of views, likes, comments and replies to vloggers' videos positively influenced consumers' perceived credibility and perceived usefulness, and that these two factors directly affected

consumers' intention to purchase (Hale, 2016). When consumers trust vloggers, and believe in their professionalism and attractiveness, their intention to purchase products recommended by vloggers will increase (Mittal & Kaur, 2020).

This reflects the social nature of the vlog, which is consistent with the characteristics indicated by the subjective norm in the theory of planned behavior. Based on this the following hypothesis is proposed:

H2: Of the three factors influencing consumers' purchase intention, vlog would have the greatest impact on the subjective norm.

H3: The influence of the subjective norm on consumer purchase intention increases under the influence of the vlog.

3. Methodology

3.1 Research Model

The following research model of the direct effect was drawn up based on the theory of planned behavior, see Figure 1. This shows the behavioral mechanisms by which consumers make decisions to purchase luxury goods when they are not influenced by the vlog.

Figure 1: Behavioral mechanism by those who haven't seen luxury's vlog

However, the presence of vlogs can have an impact on consumer intention, and the following model emerges, see Figure 2.

Figure 2: Behavioral mechanism by those who have seen luxury's vlog

Data will be collected for both models: participants who haven't seen some vlogs of luxury brands and participants who have seen. The role of vlogs will be explored by analyzing the effect of vlogs on attitude, subjective norm and perceived behavioral control and by comparing the difference in the mechanisms that influence the final purchase intention between the two groups.

3.2 Sample and Measurement

The target participants of this study are consumers who are interested in and have some purchasing power for luxury

purchases in the Chinese market, and who also watch vlogs in their daily lives. According to a survey, the number of vlog users in China was 249 million in 2019 (iiMedia Research, 2019). When the margin of error of the survey data is at 5% and the confidence level is at 95%, required effective sample size of each group is 385. All the questionnaires were conducted on Wenjuanxing, which is a common platform for data collection in China. The questionnaire was distributed on WeChat and Weibo platforms. The data was collected from a random sample of Chinese social media platforms.

This study used a descriptive research survey design and structured closed-ended questionnaire. The questions on measuring the factors that influence consumers' luxury purchase decisions were based on the theory of Ajzen's proposed planned behavior: frequently asked questions, and seven-point bipolar adjective scales were used (Ajzen, 2020). Regarding the impact of vlogs on the three factors affecting purchase intention in the theory of planned behavior, the three main perspectives are measured from the attractiveness of vlog content, relevance to the consumer, and credibility of the vlogger (Chen, Wei & Zhang, 2020; Lee & Watkins, 2016). Options 1-7 imply a shift from strongly disagree to strongly agree. The higher the scale, the more the participants agree with the opinion of the question.

In order to ensure the accuracy, reliability and validity of the data, the measures of consumer attitude, subjective norm, perceived behavioral control and intention have been adapted from the concepts in the theory of planned behavior and from existing research, taking into account the attributes of the luxury industry (Table 1).

Table 1: Measurement Item for the model

Variable	Item	Reference
Vlog	Attractiveness of vlog can change my attitude, subjective norm and perceived behavioral control towards luxury purchasing(vlog1)	(Chen, Wei & Zhang, 2020; Lee & Watkins, 2016)
	Congruence of vlog content can change my attitude, subjective norm and perceived behavioral control towards luxury purchasing(vlog2)	
	Credibility of vloggers can change my attitude, subjective norm and perceived behavioral control towards luxury purchasing(vlog3)	
Attitude	Luxury products are quite appealing to me(AT1)	(Icek Ajzen, 2019; Icek Ajzen, 1991; Ahmad, Shahar, Mohd, Teng, Manaf, Sakian & Omar, 2014, etc.)
	Buying luxury products would give me great satisfaction(AT2)	
	Buying luxury products involves more advantages than disadvantages to me(AT3)	
	Purchasing luxury products is valuable(AT4)	
Subjective norm	If my friends buy luxury products, I will buy them(SN1)	
	Others around me are possible to recommend luxury products to me(SN2)	
	If vloggers who I often follow recommend luxury products, I will buy them(SN3)	
Perceived behavioral control	I do not buy luxury products because I feel they are expensive(PBC1)	
	For me, it is easy for me to buy luxury products(PBC2)	
	Whether I buy luxury products is entirely up to me(PBC3)	
Intention	I am willing to buy luxury products(INT1)	
	I have a very high intention of buying luxury products(INT2)	

Note*: *Related concepts have been explained in the questionnaire.

Before the distribution of the questionnaire, a pretest was made among 30 participants to guarantee the clearness and accuracy of the questionnaire.

3.3 Data Analysis: PLS-SEM (Partial Least Squares-Structural equation modeling)

The research adapted to PLS-SEM to make measurements. PLS regression brings together principal component analysis, canonical correlation analysis and multi-variable linear regression. It uses the principle of principal component analysis to condense multiple X and Y into components, then analyses the relationship between the respective components of X and Y with the help of the principle of canonical correlation analysis, and finally combines the principle of multi-variable linear regression to analyze the relationship between X for the components of Y, so that the relationship between X and Y can be studied. The advantage of PLS Path Modeling is that it can be used to predict complex models with latent variables. At the same time, it can solve the problem of excessive correlation between variables (Henseler, Ringle & Sinkovics, 2009). Firstly, the measurement of consumer attitudes, subjective norm and perceived behavioral control needs to be measured in several different dimensions. Also based on the model mentioned above, this study adds a new variable of vlog in the theory of planned behavior, which increases the complexity of the model. Furthermore, according to Ajzen's prototype for the theory of planned behavior, intention is determined by people's attitude, subjective norm and perceived behavioral control. These three factors also influence each other (Ajzen, 1991). In order to avoid the influence of these factors on the research results, PLS Path Modeling is a good choice. The software used to analyze the data in this paper is Smart PLS 3.0 software. It is a Java-based application developed by Professor Ringle and his team at the University of Hamburg, Germany.

4. Data Analysis and Discussion

4.1 Descriptive Analysis of Sample Profile

A total of 831 people participated in this survey. After data screening, 777 of these data were valid. The data recall rate was 93%. The IPs of the participants with valid data came from 27 different provinces in China. Of these 777 valid surveys, 386 people had seen certain luxury brand vlogs and 391 had not. The valid data for both sets of data was about equal and both were greater than 385 (required effective sample size). Of the 777 respondents, there are more women than men. They are mainly aged 18-30 years old and live in first and second tier cities in China. Table 2 and Table 3 show the profile of participants who have not seen the luxury brand vlog (Table 2) and those who have (Table 3) respectively.

Table 2: Profile on those who haven't seen luxury vlogs

	Characteristics	Number	Percentage
Gender	Female	280	71.6%
	Male	111	28.4%
Age	Below 18	7	1.8%
	18-24	138	35.3%
	25-30	123	31.5%
	31-40	78	19.9%
	Above 40	45	11.5%
Current living cities	Tier one	164	41.9%
	Tier two	143	36.6%
	Tier three	66	16.9%
	Others	18	4.6%

Table 3: Profile on those who have seen luxury vlogs

	Characteristics	Number	Percentage
Gender	Female	297	76.9%
	Male	89	23.1%
Age	Below 18	5	1.3%
	18-24	205	53.1%
	25-30	132	34.2%
	31-40	34	8.8%
	Above 40	10	2.6%
Current living cities	Tier one	186	48.2%
	Tier two	145	37.6%
	Tier three	50	13.0%
	Others	5	1.3%

A comparison of the above table shows that the proportion of women participants is larger than those who have not. As for age, among who have seen luxury vlog, the proportion of participants aged 18-30 is bigger, accounting for over 80% among all ages. But it is smaller in the group of those who have not seen luxury vlogs. In terms of living cities, the difference between the two sets of data is not very large. However, it can be seen that participants living in non-Tier 1 and 2 cities make up a larger proportion of the group that has not watched a vlog.

4.2 Measurement Model

The section on measurement model focuses on assessing reliability and validity. Reliability assesses the stability and consistency of the method (Hays & Revicki, 2005). In PLS-SEM model, the reliability is mainly reflected in the Cronbach's Alpha (CA) and Composite Reliability (CR). They explain a construct's internal consistency. The bigger they are, the more reliable the construct is. When both CA and CR are greater than 0.7, the model is proven to have reliability (Hair, Ringle & Sarstedt, 2011). Table 4 and Table 5 show the values of CA and CR for the two data sets, both of which are greater than 0.7. This indicates that the model is reliable for both data sets.

Table 4: Measurement model results on those who have not seen luxury vlogs

Construct	Cronbach's alpha	Composite Reliability	AVE
Attitude	0.757	0.845	0.577
Subjective norm	0.736	0.850	0.654
Perceived behavioral control	0.709	0.838	0.633
Intention	0.801	0.909	0.833

Table 5: Measurement model results on those who have seen luxury vlogs

Construct	Cronbach's alpha	Composite Reliability	AVE
Vlog	0.745	0.856	0.667
Attitude	0.871	0.912	0.722
Subjective norm	0.800	0.882	0.715
Perceived behavioral control	0.801	0.884	0.719
Intention	0.876	0.942	0.890

Validity was also assessed from two perspectives: convergent validity and discriminant validity. Convergent validity was expressed as AVE (Average Variance Extracted) values which means what percentage that latent variable explains on its indicators' variance. And when AVE was greater than 0.5, the model was shown to have convergent validity. Table 4 and Table 5 show the AVE values for both sets of data, with the minimum value being 0.577. The discriminant validity of the model, showing the distinctive extent to which a construct is different from other constructs follows the Fornell-Larcker criterion. Its logic is that a construct contributes larger variance to its associated indicators comparing with any other construct by comparing the value of the square root of AVE with constructs extracted correlation with other latent constructs. When the values of the square root of AVEs are higher than the constructs' highest correlation, it shows that the model has discriminant validity (Hair, Ringle & Sarstedt, 2011). Table 6 and Table 7 show the results of discriminant validity based on Fornell-Larcker criterion. The results show that both models have discriminant validity.

Table 6: Results of discriminant validity on those who have not seen luxury vlogs

	AT	SN	PBC	INT
Attitude	0.760			
Subjective norm	0.737	0.809		
Perceived behavioral control	0.615	0.675	0.841	
Intention	0.751	0.747	0.795	0.913

Note*: Diagonal bold text is the root value of AVE. Others are extracted correlations.

Table 7: Results of discriminant validity on those who have seen luxury vlogs

	Vlog	AT	SN	PBC	INT
Vlog	0.851				
Attitude	0.786	0.907			
Subjective norm	0.840	0.759	0.873		
Perceived behavioral control	0.775	0.881	0.821	0.950	
Intention	0.816	0.825	0.830	0.848	0.943

4.3 Structural Model

After verifying the reliability and validity of the model we need to evaluate our model. First, we need to look at the coefficient of determination (R^2) of the model. R^2 measures the percentage of latent variable's variance on total variance. The closer it is to 1 means that the equation explains more about Y. It mainly explains the explanatory power of the model (Hair, Sarstedt, Hopkins & Kuppelwieser, 2014). For the data set without watching luxury vlogs, the calculated R^2 for intention is 0.804, adjusted to 0.797. For those who have watched luxury vlogs, the results are shown in Table 8. When $R^2 > 0.67$, it demonstrates that coefficient of determination is strong. When $0.33 < R^2 < 0.67$, it shows that coefficient of determination is moderate (Chin, 1998). Our most results are

higher than 0.67, which shows a strongly coefficient determination.

Table 8: Result of R^2 on those who have seen luxury vlogs

	R^2	Adjusted R^2
Attitude	0.666	0.653
Subjective norm	0.718	0.711
Perceived behavioral control	0.824	0.818
Intention	0.952	0.948

Another value that needs to be verified is f^2 , which represents effect size. Effect size means a particular exogenous latent variable's relative effectiveness on an endogenous latent variable. It is calculated by the changes in R^2 .

f^2 evaluation = $(R^2 \text{ Included} - R^2 \text{ Excluded}) / (1 - R^2 \text{ Included})$. It measures the extent of impact of an exogenous latent variable on an endogenous latent variable.

Based on Cohen's research, when $0.02 < f^2 < 0.15$, it represents a small size effect. When $0.15 < f^2 < 0.35$, it represents a medium size effect. When $f^2 > 0.35$, it represents a large size effect. The results of f^2 are shown in Table 9 and Table 10. Among the group who has not seen luxury vlogs, subjective norm has a small effect on intention. Attitude has a medium effect on intention while perceived behavioral control has a large effect on intention. In another group, vlog has large effects on attitude, subjective norm and perceived behavioral control. In addition, these three factors have large effects on intention.

Table 9: Result of f^2 on those who have not seen luxury vlogs

	Intention (f^2)	Interpretation
Attitude	0.193	Medium effect
Subjective norm	0.045	Small effect
Perceived behavioral control	0.806	Large effect

Table 10: Result of f^2 on those who have seen luxury vlogs

	Vlog	AT	SN	PBC	INT	Interpretation
Vlog		1.62	2.552	1.503		
Attitude					0.388	Large effect
Subjective norm					0.475	Large effect
Perceived behavioral control					0.745	Large effect
Interpretation		Large effect	Large effect	Large effect		

Figure 3 and Figure 4 show the relationship among all variables calculated by PLS-SEM method. The numbers on the lines show the outer loadings for each variable which represent an item's contribution to the assigned construct.

The PLS Algorithm is calculated by using regression to calculate outer loadings and path coefficients for the latent variables after standardizing the values of all observed variables. The regression is then used to estimate location parameters. Then the final factor loadings, path coefficients are calculated.

Figure 3: Model of those who have not seen luxury vlogs

Figure 4: Model of those who have seen luxury vlogs

Following Hair's research, we used bootstrapping with 5000 resamples to assess the model so that we can get the path coefficient. Path coefficient is just like β in ordinary least squares regression (Hair, Ringle & Sarstedt, 2015). Table 11 and Table 12 demonstrate the result of the path coefficient.

Table 11: Structural model results on those who have not seen luxury vlogs

	Path Coefficient	T-value	P-value
AT-INT	0.297	4.428	0.000
SN-INT	0.154	2.212	0.035
PBC-INT	0.555	9.849	0.000

Table 12: Structural model results on those who have seen luxury vlogs

	Path Coefficient	T-value	P-value
Vlog-AT	0.786	13.175	0.000
Vlog-SN	0.848	18.202	0.000
Vlog-PBC	0.775	11.793	0.000
AT-INT	0.299	3.905	0.000
SN-INT	0.269	4.296	0.000
PBC-INT	0.464	5.783	0.000

As shown in Table 11, all T-values are higher than 1.96 minimum is 2.112. And P-values are lower than 0.035, which is an acceptable result. From the path coefficient, it can be seen that attitude, subjective norm and perceived behavioral control all have a positive effect on consumers' intention to purchase luxury goods among participants who have not seen the vlog. Among them, perceived behavioral control has the greatest impact on consumer's intention to purchase luxury goods. This is mainly due to the specific nature of luxury goods. Consumers need to assess their situations in order to make such decisions.

In Table 12, T-values are all greater than 1.96 (minimum is 3.905) and P-values are 0.000, indicating that the results are feasible. From Table 12, we can see that among the participants who have seen the luxury vlog, the effect of vlog on attitude, subjective norm and perceived behavioral control are all positive, while the effect of these three factors on consumers' intention to purchase luxury goods changes compared to those who do not watch the luxury vlog. This confirms our first hypothesis:

H1: vlogs have a positive impact on consumers' attitude, subjective norm, perceived behavioral control in the purchase of luxury products, which ultimately influences consumers' intention to purchase luxuries

Also, we can see that among the effects of vlog on attitude, subjective norm and perceived behavioral control, the largest path coefficient value is 0.848, the path coefficient of subjective norm. This indicates that vlog has the largest effect on subjective norm. This confirms the second hypothesis:

H2: Of the three factors influencing consumers' purchase intention, vlog would have the greatest impact on the subjective norm.

Comparing Table 11 and Table 12, we can see that the influence of attitude, subjective norm and perceived behavioral control on consumers' intention to purchase luxury goods has changed. Among those who have seen the luxury vlog, perceived behavioral control is still the most influential factor, but it is less influential compared to those who have not seen it. Attitude remained, while subjective norm increased its influence on consumers' luxury purchases. This confirms our third hypothesis:

H3: The influence of the subjective norm on consumer purchase intention increases under the influence of the vlog.

5. Conclusion and Implications

The purpose of this study is to investigate how vlogs influence the behavioral mechanisms of Chinese consumers' luxury purchases based on the theory of planned behavior. By comparing data from two groups of consumers (those who have not seen luxury vlogs and those who have), the study identifies how vlogs play a role in Chinese consumers' luxury purchasing behavior. This helps luxury brands develop a more effective social media marketing strategy. Thus, bringing more benefits to the brand.

5.1 Conclusion

Based on the data analysis above, we can see that perceived behavioral control has the most influence among the factors that influence Chinese consumers to purchase luxury goods. Consumers need to consider their knowledge of luxury brands and products as well as their individual or household income before considering whether to buy or not (Zhang, Cude & Zhao, 2019). Vlogs, as a form of social media, have an impact on Chinese consumers' luxury purchase behavior by

influencing consumers' attitudes, subjective norm and perceived behavioral control over luxury brands, ultimately influencing consumers' intention to purchase luxuries. As a social media, vlogs are characterized by both communication and sharing (CFI, 2020). This reflects the social nature of vlogs. It makes vlog more influential on the subjective norm and also increases the influence of the subjective norm on intention. Vlogger recommendations, especially attractive and convincing vloggers, increase consumers' perception of luxury products. Especially when placed in a social context, vlogs can help increase the value of the act of buying luxury goods. This also increases the consumer's intention to buy luxury goods.

5.2 Implication

From a theoretical point of view, this paper extends the application of the theory of planned behavior in the study of consumer behavior. In addition to the original theoretical model, this paper adds vlog as a new variable, aiming to investigate the behavioral mechanism of vlog on consumers' consumption of luxury goods. This also enriches the research on vlogs in the luxury industry. In previous studies, the relationship between vlog and consumers' intention to purchase luxury goods has been analyzed. However, the operational mechanisms involved have not been explored, and through what factors vlog influences consumers' intention to consume luxury goods is the question that this paper aims to address.

The study also has practical implications. The study found that vlogs have a positive impact on consumers' attitude, subjective norm and perceived behavioral control, especially on the subjective norm. For luxury brands, this should be taken into account when developing social media marketing strategies in the Chinese market, especially for vlogs. The influence of vlogs on the subjective norm of consumers should be emphasized. Luxury brands can work with vloggers who have congruence with their target consumers and have physical attractiveness. These vloggers can add recognition and identity to luxury purchases in a social environment. Seeing recommendations from people around them and vloggers they follow will increase their intention to purchase luxury goods. This can bring more benefits to the brand.

5.3 Limitations and Future research

In this study, vlog is a more general concept. It ignores the differences in vlogs between brands and the differences in vlog types (e.g. vlogs that recommend products directly and indirectly, etc.). However, in reality, the social media marketing strategies of different luxury brands are different, such as the type of vlogger they work with, the content of the vlog, etc. There are also differences in the impact of different types of vlogs on consumers' intention to buy. These differences can affect the marketing effectiveness of a brand. In future research, further segmentation studies can be conducted on different brands' vlogs to explore the differences in consumers' intention to purchase luxury goods

caused by these differences, so that more strategic solutions can be proposed for luxury brands.

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