

# Influencing Factors of the UTAUT Model on Sichuan-Chongqing Female College Students' Willingness in Medical Beauty Consumption

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**Abstract:** In recent years, Chinese college students spending in the medical beauty consumer market has significantly risen due to the rising economic strength and social influence. The medical beauty market has been enormously stimulated by the improvement of technology that helps proactively understand the elements of acceptance to design interventions, including training and marketing. The three objectives are to explore the influence mechanism of college students in medical beauty consumption willingness in Sichuan and Chongqing, to analyze the influence mechanism of young women's medical beauty consumption willingness, to improve consumers' desire to consume medical aesthetics with the high-quality and standardized development of the medical aesthetics industry.

**Keywords:** UTAUT; Students' Willingness Consumption; Medical Beauty

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## 1. Introduction

Nowadays, the "appearance economy" is prevalent, and the influence of appearance on the public is increasingly strengthened. "Appearance is justice" not only makes young people pay more attention to appearance but also aggravates the anxiety about appearance. "Appearance anxiety" has generally existed in the youth group. With the development of Internet technology, various social media not only meet the social needs of the masses but also provide multiple conveniences for life, study and work, making the masses increasingly dependent on social media. Second, with fierce market competition and changes in consumer perceptions, traditional marketing methods can no longer adapt to new consumer changes. Businesses need new marketing strategies. This study explores the factors that affect women college students' purchase of skin care products from many aspects to providing ideas for businesses to produce new marketing strategies. This study also offers better marketing ideas for product sales from the perspective of merchants, insight into customer needs, and better service to consumers.

## 2. Theoretical Basis

### 2.1 Theoretical significance and value

Scholars have researched a wide range and variety of consumption intentions. In selecting research models, most of the literature is based on TRA, TAM, and other models to research consumption willingness and behavior. This paper takes young women in colleges and universities in Sichuan and Chongqing as the research object, integrates the perceived value model, UTAUT model, and other theories, and explores the influencing factors of medical beauty consumption willingness from multiple perspectives. The influence of Internet word of mouth on the purchase intention of skin care products consumers pointed out that the quality, quantity, and professionalism of Internet word of mouth positively affect purchase intention. Other studies indicate that brand memory significantly influences consumers' purchase intention. Liu et al. Most college students buy skin care products because of their excellent reputation of perception or recommendations from relatives and friends (Chen; & Hao. 2018)

[1].

## **2.2 Practical meaning and value**

In the context of the "Internet +" era, this paper combines relevant theoretical foundations, takes Sichuan and Chongqing as the research scope, and combines questionnaire surveys to collect relevant data for reliability and validity analysis and demographic analysis correlation analysis, and other results. Analyzed and analyzed the influence mechanism of online celebrity image on the willingness of female medical beauty consumption in Sichuan-Chongqing colleges and universities, and then put forward targeted suggestions to promote the high-quality and standardized development of the medical beauty industry (Yang: et al. 2019)<sup>[2]</sup>.

## **3. Influencing Factors of the UTAUT Model on Sichuan-Chongqing Female College Students' Willingness in Medical Beauty Consumption**

### **3.1 Research on perceived value theory**

Customer-perceived value is the customer's evaluation and preference for products and services based on weighing the benefits and losses, and it is an essential prerequisite for determining customer satisfaction. In simple terms, perceived value means that consumers make a final decision based on comparing the benefits they get and the costs they pay, taking into account the product's value in the process of consumption. A further study introduced perceived value variables, integrated customer perceived value theory (CPV) and technology acceptance model (TAM), and value-based adoption model (VAM) based on user-perceived value (Chen: et al. 2019)<sup>[3]</sup>.

### **3.2 Research on perceived trust**

Perceived trust is a concept with multiple dimensions. Mayer (1995) pointed out that trust comprises three factors: competence, kindness, and integrity. The most widely used perception trust classifications in the EC field are belief, intention, and structural trust perception. Research results in many areas and classified trust into six types: structural trust, dispositional trust, environmental trust, behavioral trust, belief trust, and intentional trust.

### **3.3 Research on Technology Adoption and Utilization Integration Model**

As technology is advancing and dynamically growing, consumer acceptance of these technologies depends on many factors such as technology availability, convenience, consumer needs, security, etc. Many researchers are already concerned with consumer adoption of new technologies (Liu. 2018)<sup>[4]</sup>.

## **4. The Conceptual Framework for the Research Study**

### **4.1 Influencing factors of comparative advantage affecting student purchase intention**

Most people value what others think of them, and the opinions of others are critical to them. Social status is primarily determined by economic achievement, so big-name skin care products become one of the choices to prove financial strength and status. Most people believe that the higher the price, the higher the product's quality. So people can use big-name skin care products to prove their financial strength. The comparative advantage of imported skin care products or cosmetics is that they are high-end and high-profile (Lei: et al. 2019)<sup>[5]</sup>.

### **4.2 Attitude and behavior of student consumption of willingness**

Consumers are not all rational. More and more consumers are paying for product quality, service, and taste within acceptable price ranges. Whether the product's appearance is exquisite reflects the vision and taste of consumers, and consumers are willing to pay for sight and taste.

## **4.2 Product appearance affects student purchase awareness**

The product's appearance can show the brand's unique charm, which can not only meet the specific needs of consumers but also bring consumers a sense of belonging and resonance. Products are purchased not only for personal use but also as a gift. Then the exquisite appearance of the product as a gift will make people's eyes shine, let the receiver feel the attention, and let the giver express the importance to the receiver

## **5. Influencing Factors of the UTAUT Model on Sichuan-Chongqing Female College Students' Willingness in Medical Beauty Consumption**

### **5.1 Cognitive trust**

Cognitive trust primarily refers to the confidence someone has in a leader's technical ability to get the job done. It is based on each person's subjective evaluation of the leader, although certain qualities - such as awards or qualifications - may increase the level of cognitive trust between groups.

### **5.2 Perceived value**

Perceived value is the customer's perception of the value or expectations of a product or service, especially compared to competitors' products. Perceived value is measured by the price the public is willing to pay for a good or service.

### **5.3 Relationship strength**

Relationship strength refers to the relationship between relationship partners and reflects their ability to cope with the relationship's internal and external challenges.

### **5.4 Performance expectation**

A performance expectation refers to an objective, value, or both, defining the outcomes and actions recorded in the performance plan to identify the results and how the work should be accomplished.

## **6. Conclusion**

With the rapid development of the "Internet +" model and the continued popularity of the "face value economy," young women have become increasingly sought after by the medical and aesthetic consumption industry. The first and foremost consideration of medical beauty consumption is safety because it is related to consumers' health. The second is service level and service quality. Only by giving consumers a good service experience can we maintain a good reputation and attract repeat customers. The expected results show that content attractiveness has no direct effect on consumption intention, and the subjective norm has a significant positive impact on consumption intention. Relationship strength has a significant positive impact on perceived value, and involvement degree and cognitive trust have both a positive impact on perceived value and consumption intention. by a significant positive impact.

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