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Consumer Acceptance of Oral Anti-Aging Beauty Products in China: A Narrative Review

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Abstract: *Oral anti-aging beauty products have gained visibility in China, but interest in the category does not necessarily imply confidence in individual products. This narrative review examines how food-based self-care traditions, appearance concerns, digital recommendations, evidence of efficacy, price, safety, and regulatory classification shape consumer acceptance. It draws primarily on academic publications from 2021 to October 2026, Chinese regulatory documents, and publicly available survey evidence. Chinese studies suggest that an ingestible approach to appearance is culturally intelligible, while product-specific judgments depend on perceived effects and credibility. In a survey of 1,714 adults, 18.3% identified beauty as their main reason for supplement use. A study of 408 urban professional women linked perceived quality, brand, and beauty effects to satisfaction or repurchase intention. Clinical syntheses of oral collagen report different conclusions when trial quality and funding are considered. Chinese law regulates these products as ordinary food or health food rather than under a single "oral beauty" category, and the permitted health-food functions do not amount to general approval of anti-aging claims. The review develops a model in which cultural familiarity encourages consideration, whereas claim-specific trust, expected value, and experience influence trial and continued use. It also outlines how future analyses of public reviews and consumer surveys could test these relationships.*

Keywords: oral beauty, nutricosmetics, China, consumer acceptance, collagen, health claims

1. Introduction

Products marketed as "beauty from within" promise changes in skin appearance through ingestion. Collagen drinks, hyaluronic acid capsules, antioxidant tablets, and products promoted for "anti-glycation" have become familiar additions to skin-care retail. Their reception in China is shaped by established ideas about diet and bodily care as well as by digital commerce, where scientific language, personal testimonials, and promotional claims appear side by side. Market visibility, however, says little about whether consumers expect a specific product to work or continue using it after purchase.

Openness and doubt coexist in the available consumer evidence. In a commercial online survey reported in 2020, 79% of 14,352 mostly female respondents said they had bought or considered buying a beauty supplement, while nonbuyers cited doubts about efficacy, price, or need (Koe, 2020). The combined question and digital recruitment make the figure unsuitable as an estimate

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of current adoption, but the contrasting responses remain instructive. A later cross-national industry survey found comparatively strong belief in collagen among its Chinese collagen users, whereas a 2024 academic survey found widespread supplement purchasing alongside limited knowledge about supplements (Industry Transparency Center [ITC], 2022; Tan et al., 2024). Willingness to consider an ingestible product, confidence in an ingredient, and belief in a marketed claim are therefore distinct judgments.

The market category also cuts across legal categories. “Oral beauty” and “nutricosmetics” describe intended use rather than a standalone Chinese regulatory class. A collagen drink may be sold as ordinary food, while a product registered for a permitted function falls under the health-food regime. Both may appear in the same e-commerce search and use similar visual language. Consumers may consequently infer a level of scientific review that does not match the product’s legal status (Wei, 2025). China regulates both ordinary food and health food, including certain skin-related functions. The uncertainty lies in how the broad retail label relates to narrower permitted claims.

This review examines the cultural and market conditions that encourage trial, the efficacy and value concerns that restrict sustained use, and the role of regulatory classification in consumer trust. It brings together Chinese consumer studies, clinical evidence on prominent ingredients, and official rules for food claims. Their findings are considered at the level each source can support. The synthesis then identifies questions suited to analysis of public reviews and to a subsequent consumer survey.

2. Methods

This narrative review draws on targeted searches of PubMed, publisher websites, indexed Chinese academic records, the State Administration for Market Regulation (SAMR), and publicly available industry reports conducted in October 2026. English and Chinese search terms covered oral beauty, nutricosmetics, collagen supplements, skin aging, Chinese consumers, food and medicine homology, health food, and purchase intention. The review emphasizes work published from 2021 onward. Older material was retained when it supplied the source of a frequently cited market figure. Chinese consumer studies, official regulatory documents, and systematic clinical reviews received greater weight than promotional material. Industry surveys were used to describe relevant purchaser groups where the question and denominator were available.

The sources were organized according to the questions they can answer. Clinical trials and meta-analyses assess effects under specified formulations, doses, durations, and outcome measures. Consumer surveys describe reported attitudes and behavior in sampled populations. Regulatory texts define product categories and permissible claims. Public commentary can illuminate how consumers explain their choices, although it cannot establish population prevalence without an appropriate sampling frame. No new platform comments were collected for this review. The search was designed for interpretive synthesis rather than exhaustive coverage. Table 1 summarizes the principal sources and their limitations.

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Table 1. Evidence used to assess acceptance and its limits

Source	Population or material	Relevant observation	Main limitation
Tan et al. (2024)	Cross-sectional survey of 1,714 Chinese adults, ages 18–65	54.1% reported buying supplements in the prior six months; beauty was the main use reason for 314 respondents (18.3%)	Supplements overall, not specifically oral anti-aging products; cross-sectional self-report
Kim et al. (2023)	408 urban Chinese professional women with experience of collagen beauty foods	Famous brand related to satisfaction; perceived quality, brand, and beauty effect related to repurchase intention	Selective user group; associations do not establish causal effects
Jia et al. (2025)	Online survey of 2,815 Chinese adults about food–medicine dual-purpose substances	Documents knowledge, attitudes, and practices concerning a culturally relevant food–medicine category	Traditional dual-purpose substances differ from modern collagen and other nutricosmetics
ITC (2022)	Cross-national collagen-user survey; China collagen-user subgroup n = 522	China had the highest share of respondents described as believing collagen effective, 58%	Industry survey of users; not a prevalence estimate for Chinese adults
Pu et al. (2023)	Meta-analysis of 26 randomized collagen trials, 1,721 participants	Pooled benefits for skin hydration and elasticity	Heterogeneity and risk of bias across formulations and trials
Myung and Park (2025)	Meta-analysis of 23 collagen trials, 1,474 participants	Overall pooled benefits, but no significant benefit in higher-quality or non-industry-funded subsets	Subgroup conclusions depend on quality and funding classification; not China-specific
SAMR et al. (2023)	Official permitted health-food function catalogue	Permits specific functions including antioxidant support, acne improvement, melasma improvement, and skin-moisture improvement	A catalogue of permissible claims, not approval of every marketed product or all anti-aging language

The term “acceptance” is used in stages rather than as a single yes/no outcome. Awareness and consideration are initial responses; first purchase is trial; continued use, repurchase, and recommendation indicate stronger acceptance. Their predictors may differ. A person may consider collagen culturally sensible yet reject a particular high-priced drink, or may buy once because of an influencer and decline to buy again after no visible result. Keeping these stages separate prevents a survey of curiosity from being reported as product adoption.

3. Sources of Consumer Acceptance

The phrase *yao shi tong yuan*, commonly translated as the shared origin of medicine and food, makes ingestion an intelligible route for self-care in China. A 2025 survey of food and medicine dual-purpose substances drew responses from 2,815 adults across 31 provinces, showing the contemporary relevance of this category of knowledge and consumption (Jia et al., 2025). Experimental work on Chinese medicinal cuisine found that the framing of health benefits interacts with regulatory focus and health consciousness in shaping attitudes and intentions (Chen et al., 2023). These findings establish a cultural context for oral beauty products. Whether that familiarity extends to a particular collagen beverage or anti-wrinkle claim remains an empirical question.

Cultural congruence is best understood as reducing the need to explain why eating could matter

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to appearance. It may lower the barrier to considering a supplement, especially when a product is described as "nourishing," "balancing," or supporting skin from within. But the same consumer can demand modern evidence about dose, efficacy, and safety. The older Swisse survey illustrates this combination: ingredients and formulation were reported as central purchase factors, while many nonbuyers questioned efficacy or value (Koe, 2020). A useful empirical test would measure belief in food-based care separately from belief in any named ingredient. Conflating the two would exaggerate the power of tradition.

The motivation for an oral product is not limited to fear of aging. Consumers may seek skin hydration, a brighter complexion, a simpler routine, or general wellness benefits. In Tan et al.'s (2024) nationwide online survey, beauty was the stated primary reason for supplement use for 314 participants. That figure establishes that appearance is a meaningful motive within supplement consumption, while showing that it is not the dominant motive in that broad sample. Since respondents could buy different supplements and the survey did not isolate collagen or anti-aging products, the 18.3% figure must not be presented as oral-beauty penetration.

Industry research focused on current collagen users shows a different picture because it begins after adoption. In ITC's (2022) Chinese user subgroup, beauty was a major stated reason for taking collagen, and 58% regarded collagen as effective. The sampling frame, wording, and user-only denominator make this unsurprising: current users have already crossed the trial threshold and may be more favorable than nonusers. Its value lies in identifying reasons and expectations within a relevant purchaser segment, not in estimating market-wide belief.

Convenience may raise perceived value. A drink or capsule can be fitted into a daily routine without adding another topical step, and multi-ingredient formulas can be presented as addressing several concerns. Yet convenience does not guarantee adherence: perceived benefit may take weeks, and users may stop before a claimed effect could plausibly be assessed. The influence of format therefore needs to be separated from expectations about efficacy. Gummies, drinks, and tablets also differ in taste, portability, sugar content, price per effective dose, and the visibility of ingredients. These differences should be measured instead of treating "oral beauty" as a homogeneous product.

Digital retail makes efficacy claims and personal testimonials easy to encounter. A 2024 study of Xiaohongshu users in the broader beauty category reported that text and visual content informed purchase decisions among its 98 surveyed young women (Mei, 2024). The small, age-limited sample and broad category prevent direct inference to oral anti-aging products, but the mechanism is relevant: before purchase, a consumer often relies on other people's experience to evaluate a benefit that cannot be inspected immediately. Online posts can supply apparent evidence of skin change, instructions on use, and warnings about products that did not meet expectations.

Brand is another shortcut for a difficult evidence judgment. In a study of 408 urban Chinese professional women who had tried collagen beauty foods, better-known brands were associated with greater satisfaction, while product quality, brand, and perceived beauty effects were related to repurchase intention (Kim et al., 2023). Because the design is observational and the sample is selected, a famous brand should not be said to cause satisfaction. Still, the pattern suggests that consumers use brand and perceived performance together. This is consistent with industry survey results in which Chinese collagen users attended to quality signals such as product composition and safety (ITC, 2022).

Scientific vocabulary can make a claim appear more specific. Terms such as "hydrolyzed

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collagen," "small molecular weight," and "clinically tested" may be useful, but they can obscure differences between the marketed product and the formulation, dose, population, or outcome examined in a trial. Absorption of an ingredient, for instance, does not establish a visible effect on aging skin. Precise disclosure of the tested endpoint and study conditions may be more credible than a broad promise to "reverse aging," although this possibility has yet to be tested directly with Chinese consumers.

4. Sources of Consumer Skepticism

Consumers' doubts about effect cannot be dismissed as simple misinformation. The clinical evidence for a leading category, collagen, is genuinely contested. Pu et al. (2023) pooled 26 randomized controlled trials involving 1,721 participants and reported improvements in hydration and elasticity, while acknowledging bias and heterogeneity. Myung and Park (2025) analyzed 23 trials with 1,474 participants and also found benefits in the overall pooled sample. Their results changed, however, when trials were grouped by funding source and quality: the reported benefits were not significant in the non-industry-funded and higher-quality subsets. Their conclusion was that current clinical evidence does not support using collagen supplements to prevent or treat skin aging. The two reviews differ in inclusion, analytic choices, and interpretation; neither resolves the question for all collagen products.

This disagreement matters because a shopper buys a specific mixture, not the average intervention in a meta-analysis. A claim about hydration after a particular course should not silently become a claim about reduced wrinkles, facial lifting, or "anti-aging" in general. Trials often use short follow-up periods and biophysical measurements that may not map neatly onto what consumers can see in a mirror. Differences in baseline age, diet, sun exposure, product adherence, and measurement instruments complicate comparisons. If a consumer's subjective experience is "nothing happened," that report need not refute a small average change in a trial; likewise, a favorable testimonial does not establish causality.

Evidence for other ingredients is also ingredient- and outcome-specific. Amin et al. (2025) synthesized seven randomized trials of oral hyaluronic acid and reported significant improvements in hydration, elasticity, and wrinkle depth, but noted limited sample sizes and heterogeneity. It would be unsound to generalize those results to every hyaluronic-acid beverage or to an "anti-glycation" product. A credible product-level evidence hierarchy should ask whether the marketed formulation matches the tested formulation, whether the endpoint matches the advertisement, whether studies were preregistered and independently funded, and whether the size of any effect is meaningful to a consumer.

An oral beauty product usually requires repeated purchase. Its relevant price is the cost of a plausible course of use, not the promotional price of one bottle. This creates a demanding value test: a consumer may accept the general theory of beauty through nutrition but conclude that a specific supplement is not worth the monthly expense. The 2020 Swisse survey reported high price and lack of perceived need alongside doubts about efficacy among nonbuyers (Koe, 2020). Although the result is old and sample-specific, it highlights three distinct barriers: expected benefit, sacrifice, and fit with one's priorities.

The value calculation becomes difficult when the promised outcome is gradual or ambiguous. Skin appearance changes with sleep, stress, lighting, seasonal dryness, sunscreen use, and topical treatments. Without a baseline and consistent follow-up, consumers can overattribute improvement or disappointment to a supplement. Companies may benefit from ambiguity at first purchase but suffer at repurchase when expectations are not met. In the Chinese

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professional-women study, perceived beauty effect related to repurchase intention (Kim et al., 2023), supporting the importance of post-use evaluation. That study does not establish the objective efficacy of the products respondents used; it captures their judgments.

Safety concerns have a different basis from doubts about appearance benefits. Consumers may ask about ingredients, contaminants, allergies, interactions, contraindications, and prolonged use. Describing a product as "natural" does not answer these questions. In the ITC (2022) survey, Chinese collagen users expressed willingness to pay more for established safety. A public summary of a 2025 oral-beauty survey also mentioned safety and limited efficacy as reasons for nonuse, although its sampling information is too sparse to support a population estimate (iiMedia Research, 2025). Safety should therefore be measured separately from perceived efficacy.

Public discussion sometimes describes weakly evidenced products as an "IQ tax" (*zhishang shui*) (Wei, 2025). The phrase questions the relationship among price, claims, and proof, while also implying concern about being persuaded by advertising. A binary sentiment score would miss these layers. Reviews may combine initial enthusiasm with disappointment after use, or skepticism with openness to purchase if stronger evidence becomes available. Analysis of public reviews should therefore distinguish the aspect being evaluated from the overall tone of a post.

Skepticism also varies by the claim under consideration. "May improve skin hydration" is more testable than "restore youth." "Antioxidant support" as a permitted health-food function is not synonymous with a visibly younger face. When advertising or peer recommendation blurs these levels, a consumer can become distrustful even if the underlying ingredient has some measurable activity. This distinction motivates the claim-specific model developed below.

5. Regulatory Classification and Consumer Trust

China has not created an official legal definition for the commercial phrase "oral beauty product" (Wei, 2025). The products discussed here are regulated through existing food categories. The Food Safety Law requires truthful food advertising and prohibits disease-prevention and treatment claims in ordinary food advertising; health food is subject to a separate regime for functions with a scientific basis (National People's Congress, 2021). The 2023 catalogue issued by SAMR, the National Health Commission, and the National Administration of Traditional Chinese Medicine lists permitted non-nutrient-supplement health functions. Relevant entries include antioxidant support, help in improving acne, help in improving melasma, and help in improving skin-moisture status (SAMR et al., 2023). "Anti-aging" as a broad outcome is not listed there. A health-food product may use only approved, product-specific wording consistent with its registration; ordinary foods may not borrow health-food claims simply because they contain the same ingredient.

This distinction creates a communication problem. The market label "oral beauty" groups products by consumer purpose, while legal categories group them by regulatory status. A consumer seeing two collagen drinks side by side may not know why one can state a specified skin function and the other cannot. The difference may lead to false confidence if ordinary food is assumed to have passed health-function review, or to blanket distrust if all claims are seen as advertising. Clear legal classification, product registration information where applicable, and exact claim wording are therefore potential trust signals. They should not be treated as proof of every promised cosmetic outcome.

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Table 2 separates current category rules from a forthcoming labeling rule. In March 2025 SAMR published new Food Labeling Supervision and Administration Measures. Their stated effective date is March 16, 2027, so they should be described as forthcoming as of October 2026, not as law already in force (SAMR, 2025). The rule reinforces that foods other than health foods cannot claim health functions on labels and sets additional display requirements. Its future operation may make category cues more visible, but no consumer effect can yet be inferred.

Table 2. Regulatory distinctions relevant to consumer interpretation

Issue	Ordinary prepackaged food	Registered or filed health food	Consumer-trust implication
Legal status	Food sold under applicable food safety and labeling rules	A special food category subject to registration or filing and category-specific oversight	"Oral beauty" on a storefront does not reveal the legal category
Function claim	May not claim a health-food function merely because an ingredient has a scientific reputation	May state only permitted, approved functions for that product	Claim wording and product-specific approval matter more than the broad ingredient name
Skin-related functions	A general anti-aging claim is not created by being a food	2023 catalogue includes antioxidant, acne, melasma, and skin-moisture functions; these are not blanket anti-aging approval	Buyers need to distinguish specific approved endpoints from broader promotional inference
Forthcoming label rule	SAMR's 2025 measures take effect March 16, 2027	Same measures add health-food labeling and warning details	Future labels may improve visibility, but effects on trust require testing

Trust therefore has at least three objects. A consumer may trust the seller to deliver an authentic product, trust the regulator's classification and approved claim, and trust the clinical evidence that a specific formulation produces a meaningful result. These objects can diverge. An authentic ordinary food may be safe but unable to substantiate a cosmetic promise. A correctly registered health food may have an approved skin-moisture function but not the "rejuvenation" effect implied by an influencer. Research that measures only "brand trust" risks missing this structure.

6. Conceptual Synthesis

Figure 1 presents a staged account. Cultural congruence and appearance goals make the category relevant. Exposure through e-commerce, brands, and user-generated content supplies candidate products and preliminary social proof. Before purchase, consumers weigh expected benefit against price and safety concerns, filtered through evidence literacy. During use, they compare experience with expectations. Regulatory understanding and claim–category fit can change the credibility of the promises at each step. The model treats trial and repurchase as different outcomes, because social proof may be strong enough for a first purchase while perceived results are more important for continuation.

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Figure 1. Proposed claim-specific trust model for oral anti-aging beauty products

Note. Arrows represent proposed relationships, not estimated effects.

The model draws on perceived usefulness and perceived value, while accounting for features specific to ingestible beauty products. Usefulness is difficult to judge before purchase because visible outcomes may be modest or delayed. Ease of use depends on format and adherence. Evidence quality, bodily risk, and the legal status of a claim affect whether the expected benefit seems credible. A future PLS-SEM study could examine associations among cultural congruence, evidence credibility, perceived safety, price fairness, perceived value, and claim-specific trust. Purchase and repurchase should be modeled separately, with experienced benefit measured after use.

Several relationships follow from this account. Familiarity with dietary self-care may encourage consideration, but its association with purchase may weaken when consumers scrutinize a precise product claim. Verifiable evidence and consistency between a claim and the product's legal category may contribute to trust beyond brand familiarity. Safety and price fairness may shape perceived value independently. User-generated content may matter most at the point of trial, whereas personally observed effects may carry greater weight for repurchase. These expectations require measures that separate the stages of use and distinguish association from causal influence.

Several boundary conditions deserve attention. Age and appearance concern may alter the importance of anti-aging benefits. Gendered marketing can shape who sees products and who feels permitted to discuss them; it should not be assumed that only women use these products. Prior supplement experience may increase comfort with capsules while also raising evidence standards. Product form, flavor, ingredient source, and price per course may influence adherence independently of beliefs about efficacy. Cross-border products add another layer because labeling and approval cues may be unfamiliar to shoppers. Each should be considered in sampling and measurement rather than treated as noise.

7. Research Agenda

Public reviews could clarify how consumers describe expectations, disappointment, and continued use. Their value depends on a documented sampling frame and careful interpretation of platform rankings.

The unit of analysis should be one public, product-relevant review or experience post, with comments treated separately. A preregistered sampling period could cover January 2023 through December 2025 to align with recent product and regulatory developments. Search terms should include "oral collagen peptide," "collagen drink," "oral hyaluronic acid," "anti-glycation pills," "beauty from within," "no effect," and Chinese equivalents. A manageable

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design would select a fixed number of product pages in each of three ingredient groups and sample reviews chronologically within each page, rather than choose only high-engagement or highly rated content. If platform interfaces do not expose a chronological review set, the limitation should be documented and the analysis presented as a purposive discourse sample. The collection date, exact search query, product URL, sorting rule, number of visible items, exclusions, and anonymized record identifiers should be logged.

The corpus should include both favorable and unfavorable reviews, but not treat star ratings as a direct measure of anti-aging belief. A five-star entry may praise shipping or taste while saying nothing about skin; a low rating may concern a leaking bottle. Posts that are advertisements, reposts, duplicates, irrelevant topical-collagen products, or unverifiable machine-generated material should be flagged under written criteria. Paid partnerships should be coded when disclosed or clearly marked by the platform. Public display does not eliminate privacy concerns: usernames and profile links should not be reproduced in the paper, and quotations should be short or paraphrased when they are readily searchable. Any platform terms and applicable ethics requirements should be checked before collection.

A manual codebook should distinguish at least eight aspects: expected benefit, perceived effect, no observed effect, safety or side effects, price or value, ingredient or formulation, brand or authenticity, and regulatory or clinical proof. A second dimension should mark the stage of the consumer journey: considering, purchasing, using, discontinuing, or repurchasing. A third should identify the target of trust: influencer, brand, ingredient, scientific study, regulator, or retailer. Two coders should label a stratified subset independently and report agreement for the major categories; disagreements should be resolved before automated classification.

Automated sentiment analysis can then be used cautiously as a descriptive aid. A Chinese-language model trained on generic restaurant or movie reviews may misread “anti-glycation,” irony, or mixed evaluations. A product review can be positive about taste and negative about efficacy. Aspect-based sentiment is therefore preferable to assigning one polarity to the whole post. The model should be validated against hand-coded data with class-level precision, recall, and a confusion matrix. Class imbalance and promotional content should be disclosed. Percentages should always specify their denominator: all retrieved posts, eligible posts, consumer-authored posts, or posts mentioning a particular aspect.

LDA can reveal recurring word clusters in a sufficiently large, cleaned corpus, but it is not automatically the best method for short Chinese comments. Word segmentation choices, stopword lists, product-name removal, and topic number can change results sharply. Topic coherence, stability across random seeds, and human interpretability should be reported. A modern embedding-based clustering method may outperform LDA for short texts, but it too requires validation. The research question should determine the method: if the question concerns why consumers doubt claims, transparent human coding may be more informative than a mathematically neat but vague topic set. Baidu Index may be added as a search-attention series only if the exact query, geography, device setting, time window, and normalization are archived; it cannot estimate sales or acceptance.

A well-sampled corpus could show which doubts occur together, such as whether reports of “no effect” are accompanied by complaints about price, safety, or inadequate clinical evidence. It could reveal whether references to food-based care persist after product use and whether regulatory signals arise spontaneously or mainly after controversy. Such a corpus would illuminate consumer reasoning. A separately sampled survey would be needed to assess how common those views are among consumers more broadly.

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The first research priority is measurement. Future surveys should avoid an undifferentiated "acceptance" item. Awareness, consideration, trial, use duration, discontinuation, repurchase, and recommendation are separate outcomes. Researchers should ask which product was used, how long, at what dose, and what outcome was expected. "Did it work?" is too broad when a product promises several benefits. Measures of perceived effect should name hydration, wrinkles, pigmentation, or overall appearance, and should distinguish subjective impression from objective measurement.

Second, trust should be made claim-specific. Researchers can experimentally vary the same product page to show either an approved, narrow health-function statement, a vague anti-aging promise, or a precise summary of a randomized trial. Comprehension checks can establish whether participants recognize the difference. Outcomes could include perceived credibility, willingness to pay, intended use, and recall of limitations. This design would test the proposed claim–category mechanism more directly than a cross-sectional path model alone.

Third, a PLS-SEM study can use the review codebook to develop grounded indicators before estimating paths. A preregistered model could distinguish cultural congruence, appearance motivation, evidence credibility, safety, price fairness, brand trust, claim-specific trust, perceived value, purchase intention, and repurchase intention. Researchers should report item sources and translation procedures, reliability, discriminant validity, collinearity, predictive performance, and out-of-sample checks. Since PLS-SEM does not make observational data causal, temporal ordering or an embedded experiment would strengthen interpretation. Nonusers must be sampled as well as users; otherwise the model explains repurchase among adopters but not initial acceptance in the wider market.

The measurement design should keep general beliefs separate from product-specific judgments. A respondent who endorses "diet influences skin health" may still distrust a drink advertised to "turn back the clock." Likewise, confidence that a familiar retailer sells authentic goods is not the same as confidence that a collagen formula improves wrinkles. Table 3 gives examples of constructs that can be measured with multiple items after cognitive interviewing and pilot testing. The examples are prompts for scale development, not validated items. Respondents should first see a defined product and its actual label so that all items refer to the same claim. A neutral product description can then be used as a comparison condition. Separate models for nonusers and prior users would test whether evidence and social proof change their roles after direct experience. Multi-group comparisons by age or prior supplement use require checking that the constructs mean the same thing in each group before comparing paths.

Table 3. Proposed constructs for a subsequent survey

Construct	Example of what to ask	Consumer stage	Distinction to preserve
Cultural congruence	Whether using food to maintain skin feels familiar and sensible	Consideration	Does not imply belief in this product
Evidence credibility	Whether the cited study matches the product, dose, and promised outcome	Consideration and trial	Different from a scientific-sounding ingredient name
Claim-specific trust	Whether the exact advertised benefit is believable	Consideration and trial	Different from trust in the seller or regulator

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Construct	Example of what to ask	Consumer stage	Distinction to preserve
Perceived safety	Concern about ingredients, prolonged use, and contraindications	Trial and continuation	Distinct from lack of visible efficacy
Price fairness	Expected benefit relative to the cost of a realistic course	Trial and repurchase	Requires a common time horizon
Experienced benefit	Change personally noticed in the named skin outcome	Continuation	Subjective report, not clinical proof

The model should also account for ordinary skin-care behavior. Sunscreen, topical retinoids, sleep, diet, and aesthetic procedures can affect perceived appearance during a supplement trial. Recording these co-interventions would help interpret experience reports and reduce overattribution. A longitudinal design could collect baseline beliefs, purchase records, and follow-up responses after a specified interval. Even then, a consumer panel would estimate perceived outcomes and behavior; an efficacy claim still requires appropriately controlled clinical research. Combining the two kinds of evidence is valuable precisely because they answer different questions.

For companies, the central implication is restraint and specificity. A precise claim tied to the actual formulation, dose, and study outcome gives consumers a clearer basis for judgment than a broad promise of youth. Disclosing registration status where applicable, ingredient quantities, plausible duration, contraindications, and the limits of available trials could improve informed choice. For platforms, review interfaces that distinguish product effect from shipping, flavor, and packaging would make social proof more interpretable. Regulators and consumer educators can help by explaining why two products with similar ingredients may lawfully make different claims.

8. Conclusion

The review has important limits. Its targeted search may have missed relevant publications, particularly Chinese-language research outside indexed sources. The strongest consumer studies address supplements, collagen users, food and medicine dual-purpose substances, or beauty content; none represents all buyers of oral anti-aging products. Survey questions and denominators differ, which rules out pooling their percentages or reading them as a time trend. The proposed review and Baidu Index analyses have not been conducted, and this paper contains no original sentiment or topic-model results.

Food-based self-care traditions and digital commerce make oral beauty products familiar and easy to encounter in China. Continued acceptance depends more closely on the benefit consumers expect and experience, the credibility of product-specific evidence, safety, price, and the relationship between promotional language and legal classification. Clinical evidence for collagen remains contested when trial quality and funding are considered, while Chinese health-food rules permit specific skin-related functions without authorizing broad anti-aging claims. Research that follows consumers from consideration through use and repurchase can show how these factors change over time. Public reviews can add detail about the reasoning behind those decisions when they are collected and analyzed transparently.

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Data Availability Statement

This narrative review used published literature and publicly available aggregate indicators. No primary dataset was generated. Sources informing the tables and figure are cited in the text and reference list; the conceptual figure and proposed constructs are the author's synthesis.

Ethical Approval Statement

Ethical approval was not required because this narrative review used only published literature and publicly available aggregate information and involved no recruitment of human participants or collection of identifiable personal information.

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