

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่  
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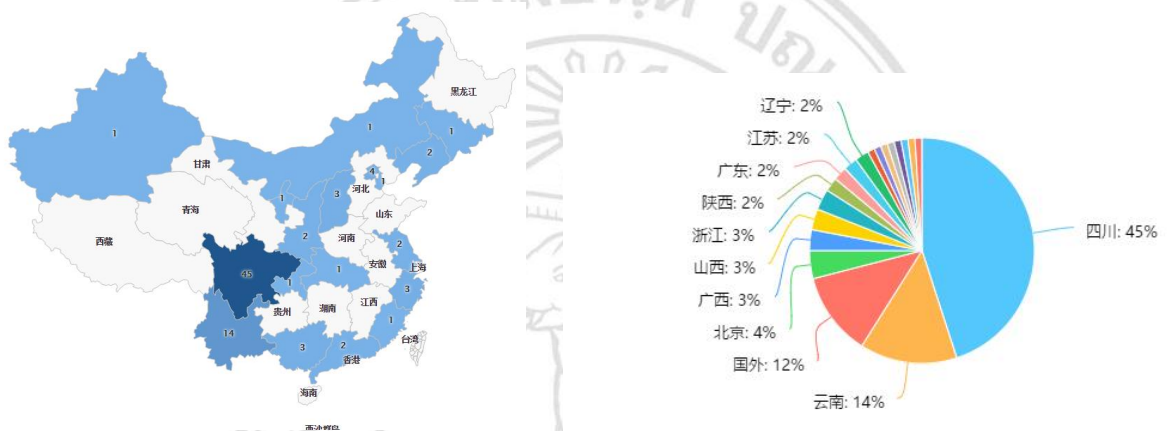
## APPENDIX A

### The Online Questionnaire towards the Chinese Consumers Behavior of Purchasing Thai Cosmetic Products

Time: 25th, June, 2018 - 2nd, July, 2018 Sample: 100 users

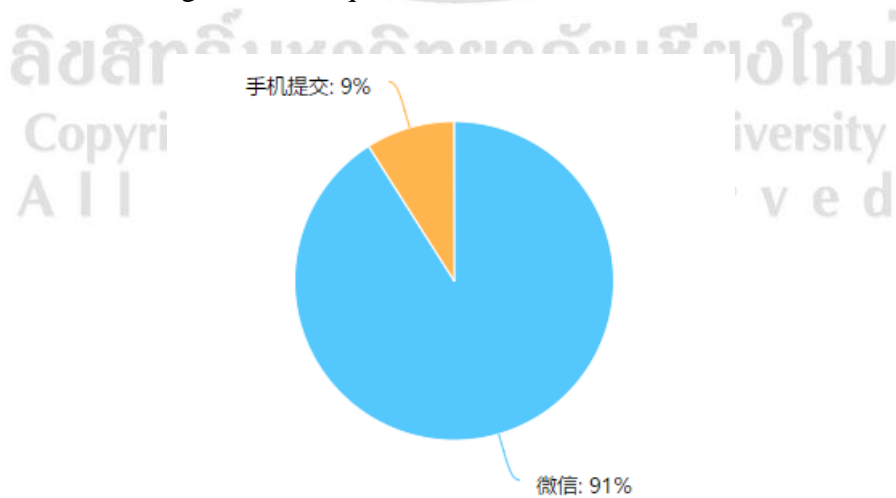
#### 1. Basic information

##### 1) Geographic location of 100 interviewees



In the above pictures, it displayed that the online Chinese interviewees came from 18 provinces of China, and some of them also came from overseas regions.

##### 2) The channel of filling the online questionnaires



This online questionnaire was randomly shared to online social tools users through WeChat and QQ. As the above picture showed, more than 91% interviewees filled the questionnaires by WeChat, and 9% of them finished by other online channels.

### 3) Gender

Options	Total	Percentage
Male	35	35%
Female	65	65%
Effective numbers	100	

### 2. Have you ever been to travel in Thailand? [Single choice]

Options	Total	Percentage
Never	44	44%
One time	26	26%
Twice or more	30	30%
Effective numbers	100	

### 3. How often do you use the cosmetic products? [Single choice]

Options	Total	Percentage
Everyday	41	41%
Often	21	21%
Sometime	34	34%
Never	4	4%
Effective numbers	100	

4. What's the types of Thailand cosmetic products that you often buy?

[Multiple choices]

Options	Total	Percentage
Basic skin-care (facial cleaner, emollient water, facial cream, emulsion)	71	71%
Deep skin care (facial mask, essence, exfoliating scrub, hyaluronic acid)	27	27%
Makeup (Lipstick, eye shadow, mascara, foundation, powder)	25	25%
Herbaceous skin care	18	18%
Effective numbers	100	

5. How much do you spend on cosmetic-consuming monthly? [Single choice]

Options	Total	Percentage
100RMB Below	32	32%
100-300RMB	31	31%
300-500RMB	19	19%
500RMB+	18	18%
Effective numbers	100	

6. What's the proportion of Thai cosmetics in your shopping plan when you travel in Thailand? [Single choice]

Options	Total	Percentage
0-20%	59	59%
20%-50%	26	26%
50%-80%	13	13%
80%+	2	2%
Effective numbers	100	100%

7. What's your favorite Thailand local famous brand cosmetic excluding other foreign brand when you travel in Thailand? [Multiple choices]

Brands	Total	Brands	Total	Ranking
Oriental Princess	13	Mistine	41	1
Ele	22	Beauty Buffet	39	2
Mistine	41	Ray	35	3
Beauty Buffet	39	Ele	22	4
Herb basis	10	Oriental Princess	13	5
Ray	35	Thann	13	6
Bath&Bloom	8	Herb basis	10	7
H.Bio skin	6	Bath&Bloom	8	8
Thann	13	Bio skin	6	9
I.Others	7	Others	7	

8. What's the reason for you choosing these brands? [Multiple choices]

Options	Total	Percentage
Good Quality	50	50%
Proper Price	59	59%
Package	3	3%
Reputation	48	48%
Highlight own personality	5	5%
Brand Concept	4	4%
Parents or Friends recommendation	22	22%
Cosmetic internet celebrity recommendation	23	23%
Healthy and Natural	23	23%
Use conveniently	8	8%
Endorsers	1	1%
Discount & Promotion	8	8%
Good After-sales Service	2	2%
Effective numbers	100	

9. On average, what kinds of channels that you obtain the cosmetic information?  
[Multiple choices]

Options	Total	Percentage
TV advertisements	23	23%
Cosmetic Internet Celebrity	45	45%
Social media	35	35%
Newspapers	4	4%
Related Magazine	14	14%
Internet advertisement	13	13%
Friends recommendation	55	55%
Official store/Counter/Mall	21	21%
Outdoor Advertisements	2	2%
Online Shop	8	8%
Others	10	10%
Effective numbers	100	

10. Do you often like trying different brand's cosmetic? [Single choice]

Options	Total	Percentage
Willing	49	49%
Observe others' usage	18	18%
Possible	29	29%
Unwilling	4	4%
Effect numbers	100	100%

## APPENDIX B

### The Translation of the online semi-structured interview among 5 Chinese cosmetic internet celebrities via WeChat voice recording (IMC view)

13rd, Sep, 2018

Elements	Interviewee	Translation
		<p>1. How to contact cosmetic internet celebrities: The cosmetic brands can contact internet celebrities by themselves, which is easy to communicate the details or the specific characteristics with each other.</p> <p>2. The advantages of celebrity's promotion over others: Short-video promotion based on internet celebrity is a tendency in China now, in comparison with those traditional ways like TV, introduction book etc. Short video format is easy to listen and watch directly because of the fast tempo of the society. Cosmetic celebrity usually has a pre-test of those products and organize the vital factors or information in their short-video which can help audience or consumers understand easily and quickly in their fragmentation time. It's a good way that most of audience can accept because everyone is busy and time limited. For example, the length of time of Meipai short-video during 0-5 min, another short-video platform named TIK TOK which time length during 15s-57s. It can't occupy much time of audience.</p> <p>3. The abilities of cosmetic internet celebrities: I think it's related to celebrity's skills towards make-up aspects or the ability in cosmetic knowledge. The number of followers is not the key factor. The key factor is how to communicate with your audience and make them convince and loyal. If not, even though you have a huge follower. They are also unwilling to paying for your products recommendation. Personal affinity towards your audience often influence their purchasing decision. In a short, cosmetic internet celebrity diffusion is the</p>

Elements	Interviewee	Translation
Sender	The First Interviewee	<p>two-way communication. It's totally different from TV or newspapers. Making friends and listening to your audience is necessary. Creativity can help celebrity build up their own IP and assure its core ability. Finally, cosmetic internet celebrity group should have comprehensive ability towards many aspects, not in a single dimension.</p> <p>4. The work-flow of internet celebrity promotion: For cosmetic internet celebrity. The first thing is to know about the 'rules' of social platform.</p> <p>5. The classifications of cosmetic internet celebrity based on their cosmetics consumption level: Absolutely. Some cosmetic internet celebrities promote the cosmetic based on the price of cosmetics, and some of them usually promote some parity cosmetics. For my opinions, I think middle level price of products that are easy to be accepted and promoted. If the price is too cheaper, the consumer will doubt its quality. If it's too luxury, not everyone can afford to buy it. Mass consumption level products are the main types. If the cosmetics have some unknown compound, you'd better refuse it. It's too adventure.</p> <p>6. What kinds of cosmetic internet celebrities are proper for promotion: All the cosmetic internet celebrities are suitable for promotion based on their characteristics.</p> <p>7. Having a try before promoting the cosmetics: Yes, we need to know it's safe or not before. If it's safe and good quality, we will recommend to audience. If not, we will refuse. Not all the cosmetic promotion that we will accept. We only choose the better one. Like mentioned before. The reputation is important for internet celebrity promotion. On the other hand, in order to avoid some unpleasant conditions like allergy problems. We need to have a try and assure that it's safe.</p>



Elements	Interviewee	Translation
		<p>8. The classifications of cosmetic internet celebrities based on cosmetic's types preference: For Meipai platform, the cosmetic internet celebrity can be classified into more details like make up teaching/cosmetic products evaluation/cosmetics recommendation or sharing/others. I think that we also can observe the topic tag of cosmetic internet celebrity from their posting to distinguish their characteristics.</p>
Sender	The Second Interviewee	<p>1. How to contact cosmetic internet celebrities: On average, they can acquire our contact information from our homepage of social account, to contact us. On the other hands, there are many MCN companies or internet celebrity advertisement agent that can provide you a lot resource for choosing celebrities for promotions.</p> <p>2. The advantages of celebrity's promotion over others: Firstly, Internet celebrity was born from the internet. The communication ways of internet celebrity are a flattering communication way, which refers to a wide range of communication. Secondly, Internet celebrity promotion is an intuitive way that audience can directly watch their content, and express their reactions. Thirdly, Cosmetic internet celebrity recommends the cosmetics based on their credit and personality. In comparison with traditional advertisements. The consumers not only care about the quality of cosmetics, but also have the emotions, adoration and loyalty with the cosmetic internet celebrity. Based on this condition, more and more facts show that the internet celebrity seems like the entertainment star and have a huge influence. But they also have obvious difference like more closer to their audience and growing from normal people etc.</p>

Elements	Interviewee	Translation
		<p>3. The abilities of cosmetic internet celebrities: Regarding the ability of cosmetic internet celebrity. The core ability focuses on two aspects which include stronger make up skills and a good understanding of cosmetics. In addition to this, they should have the continual finance to support them to buy the new series to record the video. As for the number of followers, I think it's not difficult if you have a good content.</p> <p>4. The work-flow of internet celebrity promotion: Paying considerate deposit firstly is a must. And then discuss the details about their brands and products' appeals in this promotion activity. Based on this prerequisite and our own understanding, the demo will be created and deliver it to brands and discuss with them, whether it's proper or not. This step aims to reduce the cost of mistakes in creating process. If the demo is proper, we will continue. If not, we will discuss how to modify. Finally, the content will be created ultimately and post on our social account.</p> <p>5. The classifications of cosmetic internet celebrity based on their cosmetics consumption level: Based on my experience, small brands also can be accepted by consumer if it's quality and special.</p> <p>6. What kinds of cosmetic internet celebrities are proper for promotion: I am not sure that what kinds of cosmetics are proper for celebrities' promotion. But I know what kinds of products are not proper like Dior, Lancôme brand etc. The characteristics of these brands focus on luxury consumption. But most of internet celebrities come from grass roots. And all the cosmetics should consider the characteristics of the audience and the related platform.</p>

Elements	Interviewee	Translation
		<p>7. Having a try or not before promoting the cosmetics: Based on follower's loyalty with us, having a try before promotion can help us learn about that it's safe or not, and it's proper for what kinds of skin conditions. That's also the guarantee of my own credit. Meanwhile, it helps celebrities learn much about the details of the cosmetics.</p> <p>8. The classifications of cosmetic internet celebrities based on cosmetic's types preference: Actually. It's not necessary to classify the cosmetic internet celebrity. Whatever for cosmetic brands' promotion or cosmetic internet celebrity themselves. For cosmetic brands promotion, getting in touch with more potential consumers can help brands acquire more comprehensive information from cosmetic internet celebrity, which is more important and useful than focusing on a small group audience. On the other hand, like in Meipai application, it's very competitive in cosmetic internet celebrity group. New entrants enter into this field continually. Acquiring and retaining followers is more difficult. We found that more and more cosmetic internet celebrities try to cover more types of content about cosmetic whatever general cosmetic sharing, make up skills teaching etc. And they will display these fixed contents on fixed time like cosmetics sharing on Monday or Make-up skill teaching on Tuesday etc., which aims to try their best to scoop up audience as much as possible.</p> <p>Above all, cosmetic brands, cosmetic internet celebrities and cosmetic products, based on their coincidence among the others. Covering more potential followers means more value and profits.</p>

Elements	Interviewee	Translation
Sender	The Third Interviewee	<p>1. How to contact cosmetic internet celebrities: Usually. The content (video) will be posted on various platform like Meipai, Weibo, DouYin application etc. They can send message to me on social platform that.</p> <p>2. The advantages of celebrity's promotion over others: It is an internet era now. Almost everyone has the smart phone and get access to various information from it. Meanwhile, people's time is more fragmented. In comparison with traditional hard advertisements, the rise of internet celebrity and internet celebrity promotion can make good use of users' fragmented time and help them understand the information more quickly and convenient. Especially for cosmetic internet celebrity, they help users curtail the knowledge gap towards various cosmetic like functions, novelty etc. On the other hand, internet celebrity seems like star but also come from 'grass roots' who are more realistic and approachable. Internet celebrity is highly personalized, and they have their own charm, and the products that they promote are also the trending of fashion.</p> <p>3. The abilities of cosmetic internet celebrities: Cosmetic internet celebrity should be at the forefront of fashion trends and have a good understanding of creativity in this field. The distinct personality is the important symbol that can distinguish from thousands of peers. In addition to this, the content-creation should be for the public aesthetic not showing off those gaudy things.</p> <p>4. The work-flow of internet celebrity promotion: Negotiation with brands---get products sample and related information--create scripts based on those</p>

Elements	Interviewee	Translation
		<p>materials---negotiation with brands again and modification (time length, text, product expression etc.) ---make sure the ultimate version.</p> <p>5. The classifications of cosmetic internet celebrity based on their cosmetics consumption level: Yes, the followers of different cosmetic internet celebrity are different like their ages and income. Maybe some are students, and some are new entrants who just enter into their career. The more detail classifications of cosmetic internet celebrity are also influenced by their audience. It's an interactive process.</p> <p>6. What kinds of cosmetic internet celebrities are proper for promotion: Those non-warranty products or non-quality products should be refused. Some dangerous kinds of cosmetic should be taken care like medical beauty cosmetics. Excepting that, internet celebrity had better try it before promotion, which is responsible for their followers, and also a step to learn about its valuable or not for recommendation.</p> <p>7. Having a try or not before promoting the cosmetics: Yes, guarantee the quality and safety before.</p> <p>8. The classifications of cosmetic internet celebrities based on cosmetic's types preference: Yes, we can classify the cosmetic based on their brands and functions. I prefer lipstick and eye shadow types based on the part of our body needs'.</p>

Elements	Interviewee	Translation
Sender	The Forth Interviewee	<p>1. How to contact cosmetic internet celebrities: They can gain our contact information from our social account homepage and add our WeChat to discuss or contact us through the advertisement agent.</p> <p>2. The advantages of celebrity's promotion over others: They have a huge number of followers and the followers are loyal with them. Internet celebrity is the group who are highly personality. Based on this prerequisite, they can stimulate and transfer follower's loyalty into real purchasing power. Ultimately, to achieve the economy value. In comparison with the traditional advertisement, I think they ignore the emotion and psychology factors.</p> <p>3. The abilities of cosmetic internet celebrities: I think they should have a comprehensive ability that involves the knowledge of cosmetic field which can help them create the content more convinced, and a huge follower who can be transferred into purchasing power. The value of cosmetic internet celebrity should both consider reputation and economy.</p> <p>4. The work-flow of internet celebrity promotion: Contact---discuss the budget---learn about their brand demands---create the DEMO---discuss the DEMO---modify and finish----post content and get feedback---pay full payment.</p> <p>5. The classifications of cosmetic internet celebrity based on their cosmetics consumption level: Yes, because of different ages and classes, which determines follower's consumption level. Similarly, what kinds of consumption level products displayed in cosmetic internet celebrity content, which is also</p>

Elements	Interviewee	Translation
		<p>influenced by their audience. The content is for the public. The consumption level preference is also a factor to choose proper cosmetic internet celebrity for specific promotion activities.</p> <p>6. What kinds of cosmetic internet celebrities are proper for promotion: No comments.</p> <p>7. Having a try or not before promoting the cosmetics: Yes, it's also responsible for follower's safety and also a process of learning about it.</p> <p>8. The classifications of cosmetic internet celebrities based on cosmetic's types preference: Yes, general cosmetic sharing, make up skills teaching, share experience after using etc. Actually, Meipai has become a short-video ubiquitous knowledge community. Make-up teaching is a better way that can fill the knowledge gap among followers because of lack of the ability to learn about them in a short time. It seems like a teacher teaching you how to make up with that cosmetic online.</p>
Sender	The Fifth Interviewee	<p>1. How to contact cosmetic internet celebrities: Generally speaking. There are a lot advertisement companies which are expertise in internet celebrity promotion in recent years. Meanwhile, they build up a collaboration relationship with various internet celebrities from different social platforms. For those brands who want to promote through internet celebrity, they can directly find the internet celebrity promotion agent companies to acquire related information and choose the proper groups.</p> <p>2. The advantages of celebrity's promotion over others: In comparison with traditional promotions like star endorsement, TV advertisements. They incline to the hard advertisement which is a lot unreal and uninteresting. An obvious distance</p>

Elements	Interviewee	Translation
		<p>between brands and consumers. But the advent of internet celebrity curtails this distance. Because they come from grass roots and are close to ordinary people's life. Regarding the effect of internet celebrity. It's totally different from the traditional ways. They can display the advantages and disadvantages of one product in their content, through a comprehensive and creative content-creation way. Based on the prerequisite of 'immediate effect' and their personality, and they can interact with consumers and stimulate them to achieve purchasing demands. Another aspect is the intimation and loyalty, their intimate feelings can attract a lot of loyalty followers, and the loyalty can be transferred into huge purchasing power.</p> <p>3. The abilities of cosmetic internet celebrities: Personal characteristics like intimation to grasp and make others trust.</p> <p>4. The work-flow of internet celebrity promotion: Contact---discuss the budget---learn about their brand demands---create the DEMO---discuss the DEMO---modify and finish---post content and get feedback---pay full payment. The scripts need to be discussed in detail. The length of time usually not more than three minutes. Try to keep your own continual style to express the products.</p> <p>5. The classifications of cosmetic internet celebrity based on their cosmetics consumption level: Yes, I think that it's also responsible for their followers. All the cosmetics displayed in cosmetic internet celebrities' promotion are usually based on celebrity's consumption level preference. They learn about most of cosmetics in a similar consumption level and understand their weakness and strength. If</p>



Elements	Interviewee	Translation
		<p>displaying the different prices of products all the time, maybe it's unreal and unconvinced. For all the cosmetic brands, Choosing the cosmetic internet celebrity for promotion based on their daily content consumption level is also a good idea.</p> <p>6. What kinds of cosmetic internet celebrities are proper for promotion: The counter brands are not proper for cosmetic internet celebrity. Those brands which are in the rising period and need to be exposed and known by the market. Cosmetic internet celebrity promotion is a good channel to improve their reputation.</p> <p>7. Having a try or not before promoting the cosmetics: Having a test again and again before can help learn about the products effective or not. They will tell their followers good or not and guarantee the quality and their own credit.</p> <p>8. The classifications of cosmetic internet celebrities based on cosmetic's types preference: Based on current conditions, too many cosmetic internet celebrities focus on make-up preference content. Actually, skin care content also should be expanded and heeded. General cosmetic sharing often relates to the make-up teaching skills which can convince others vividly.</p>

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Elements	Interviewee	Translation
Encoding	The First Interviewee	<p>1. The information needs to be communicated before promotion: Main factors: functions/company's strength/the advertisement or impression. An effective brand is easy to promote. But small brands also have the chance to benefit from cosmetic celebrity promotion. The effectiveness of celebrities are also a vital part in promotional activities.</p> <p>2. The effective content-creation methods for encoding the products' information: For cosmetic internet celebrity promotion, having a test ahead of time is a must. I think the most effective content-creation way is the products evaluation and storytelling. Cosmetic promotion also can't separate from live video show which can directly recommend to consumer and push them finish purchasing decisions. On the other hand, getting feedback in time during live video show process. Cosmetic internet celebrity can be classified by content-generated background. Some of them are from MCN (multiple content network), and they also have strong personality (IP). On average, we regard their content as PUGC (professional users generate content). Based on affluent resource like editing, public relations and finance, their content is more professional. But also try to create a special intellectual property (IP) like most of normal user's content. And then distribute their content into various social platforms to acquire attentions from public. On the other hand, UGC (user's generate content) group is from ordinary people who produce the content. Although UGC is not professional than PUGC. They also have a huge follower based on their own characteristics.</p>

Elements	Interviewee	Translation
		<p>3.The expression of ‘creativity’ in the internet celebrity promotion: Yes, I agree that creativity is the most important factor in short-video cosmetic promotion. It’s not only in language or edit skill aspects but also the tempo of whole video or your speaking styles. The objective of creativity both consider that portray your image and characteristics. In addition to this, Make your audience can fall in love with you. For example, if you want to share how to make up with related cosmetics. A good background music matches the rhythm of your make-up content which can make audience feel better.</p> <p>4. The general promotion process and matters need attention of internet celebrity: For cosmetic internet celebrity. The first thing is to learn about the ‘rules’ of social platform before. For example, the length of time in the platform, what kinds of current cosmetic content style are popular; what kinds of current music are popular etc.; we need to consider some comprehensive information that are useful to mix into promotional content, which aims to make the content effective at most.</p> <p>5. The information need to be involved in the promotion: I think that depends on the style of cosmetic internet celebrity. Different internet celebrity will choose different types of products.</p>

Elements	Interviewee	Translation
Encoding	The Second Interviewee	<p>1. The information need to be communicated before promotion: At the beginning, we need to learn about the background and development situation of this brands, whether it accords with the characteristics of celebrities' social account. In addition to this, their cosmetic products should also fit with the characteristics of their followers.</p> <p>2. The effective content creation for encoding the products' information: The two most useful ways are cosmetic products evaluation and products implementation in make-up Tips. The two ways are targeted for different audience. The products evaluation is targeted for those audience who have the consumer demands but don't know how to choose proper products because of the lack of related knowledge about cosmetic products. At this moment, A cosmetic evaluation video can quickly help them know what kinds of products with corresponding price level are proper in certain skin conditions and also make up this knowledge gap and guide them to make the consumption decisions. And the products implementation in make-up tills is a more intuitive way that can make audience watch the effects of cosmetics when internet celebrities use on their skin, which can stimulate their purchasing desire and be confident with the cosmetics.</p> <p>3. The expression of 'creativity' in the internet celebrity promotion: The creativity should be related to post editing work which can help make up for many shortcomings during recording process. Maybe many cosmetic internet celebrities also recommend the same cosmetics in their video but how to remain their different characteristics? For example, you can grasp the whole rhythm of the</p>

Elements	Interviewee	Translation
		<p>video like music, scripts and picture style. As time passes. You will have your own characteristics and style which help you distinguish from others.</p> <p>4. The general promotion process and matters need attention of internet celebrity: Paying considerate deposit first is a must. And then discuss the details about their brands and products' appeals in the promotion activity. Based on this prerequisite and our own understanding, the demo will be created first and deliver it to discuss with brands whether it's proper or not. This step aims to reduce the cost of mistakes in creating process. If the demo is proper, we will continue. If not, we will discuss how to modify. Finally, the content will be created ultimately and post on our social account. For internet celebrity promotion, the internet celebrity often masters discourse of power. The whole style and content mainly are decided by cosmetic internet celebrity. Because they learn about the preference of their followers. The part that need to be discussed and modified, which focus on the expression of their products and brands.</p> <p>5. The information need to be involved in the promotion:1) We need to illustrate what kinds of people that proper for the cosmetic 2) what kinds of skin are proper? 3)what's the advantages (core competition) over others like good design or good portability etc.</p>

Elements	Interviewee	Translation
Encoding	The Third Interviewee	<p>1. The information need to be communicated before promotion: Before collaboration, the history and background of this brand will be learned about firstly, and then the functions and characteristics of the products that we need to focus on.</p> <p>2. The effective content-creation methods for encoding the products' information: I think the most effective content-creation methods for cosmetic promotion is the cosmetic evaluation type which can directly tell followers the advantages and disadvantages of the products. But compare with the same level cosmetics and highlight the advantages of the promotional products more importantly. The functions and their proper consumer groups of the products need to be illustrated clearly in this process, which aim to improve the experience of our followers.</p> <p>3. The expression of 'creativity' in the internet celebrity promotion: The creativity is a synthesized content that includes good expression of cosmetic products, cool editing tips, charming makeup after using, nice and popular background music etc.</p> <p>4. The general promotion process and matters need attention of internet celebrity: Take care brand's demands and consumer's demands toward the expression of products.</p> <p>5. The information need to be involved in the promotion: The main functions and compounds of products.</p>

Elements	Interviewee	Translation
Encoding	The Forth Interviewee	<p>1. The information need to be communicated before promotion: We need have an understanding of the brand, and the story or background behind it. And then make sure that the products are not ‘three-non-products’. Next what kinds of consumers are suitable for the products like ages and skins etc. should be understood clearly. The internet celebrity promotion is to learn about the bands’ promotional demands like just increasing the exposure of brand impression or increasing the sales condition about online or offline store through the promotional activity. For different conditions, cosmetic internet celebrity will incline to different point with their style.</p> <p>2. The effective content-creation methods for encoding the products’ information: All the types mentioned above are often applied in their daily content-creation. No matter what kinds of types you choose, the most important thing is your content that should be connected to the theme. In addition to this, try your best to deliver the important information quickly and effectively. Don’t waste follower’s time. For my own experience, all the internet celebrity promotions prefer soft and creative implementation in their content which aims to make it interesting and easy to be understood. Yes, we can further classify the cosmetic internet celebrity, based the main products that often displayed in their content.</p> <p>3. The expression of ‘creativity’ in the internet celebrity promotion: Firstly, you need a main logic to guide your content and master the rhythm of video. And then the ability of language decides that you can persuade your audience or not. Try to avoid</p>

Elements	Interviewee	Translation
		<p>those too professional and academic terms and make it secular and easy. You also consider the advice from your followers during your content-creation. Maybe proper normal people's advice displayed can help you convince others as much as possible, and agree with your content.</p> <p>4. The general promotion process and matters need attention of internet celebrity: Contact---discuss the budget---learn about their brand demands---create the DEMO---discuss the DEMO---modify and finish----post content and get feedback---pay full payment. All the details mentioned above, for cosmetic internet celebrity. They are also the content-creator, and all the creation should be based on some feelings or materials. Keeping negotiation with brands and adjusting content during the process is a must.</p> <p>5. The information need to be involved in the promotion: Price, main consumers, characteristics over others.</p>
Encoding	The Fifth Interviewee	<p>1. The information needs to be communicated before promotion: Firstly, communicate the quality of products; secondly, their main consumer groups; thirdly, sale channels; fourthly, brands' demands toward the promotion activities (just for the clicks views or connected with the volume of sales). For different purpose. The responsibility of internet celebrity is different. Finally, the brand image matches the personality of internet celebrity or not.</p> <p>2. The effective content creation for encoding the products' information: At the beginning, I want to classify the cosmetic products into two dimensions that skin care (cream, skin care water...) and make-up (eyeshadow...) products. Skin-care:</p>



Elements	Interviewee	Translation
		<p>Consumers care about the effects that cosmetic internet celebrity display in a long and continual time. Make-up products: Consumers care about the better methods for how to use them. (Recently, consumers are tired of some conditions like using the products in a short time and getting a good effect. I think whatever brands or cosmetic internet celebrities should have patience and take a long-term collaboration to prove that it's really a good product or not.</p> <p>3. The expression of 'creativity' in the internet celebrity promotion: Creativity includes that easy understanding and concise language. Don't show off the editing skills, and try to express the advantages at the beginning in 15s time length.</p> <p>4. The general promotion process and matters need attentions of internet celebrity: The scripts need to be discussed in detail. The time length of short video usually not more than three minutes. Try to keep your own continual style to express the products.</p> <p>5. The information need to be involved in the promotion: Price, quality with national industry standards, main targeted consumers matching with my follower's ages.</p>
Message (Channel)	The First Interviewee	<p>1. The main forms of promotion in current platform (Meipai) and why: For current conditions, no matter which platforms, Meipai or other platforms. Short-video is the main format that be considered much by the brands. In addition to this, it can involve much information in a flexible style of the short-video. Text and picture also can be appendix and involved. It's more realistic than other formats.</p>

Elements	Interviewee	Translation
		2. The retention time of keeping the promotion content: Three days to one months. It depends on the company's requirements and how much cost that they are willing to affording.
	The Second Interviewee	1. The main forms of promotion in current platform (Meipai) and why: The short video is the most intuitive way of these methods. On the other hand, more and more brands have paid much attention to short-video format promotion. It provides the creator freer space to create content. 2. The retention time of keeping the promotion content: One month. It also depends the demands and budgets from brands.
	The Third Interviewee	The retention time of keeping the promotion content: One month. But I think the promotion content should be kept forever, which can provide the cases for the future collaboration and improvement.
	The Forth Interviewee	1. The main forms of promotion in current platform (Meipai) and why: Short video format. It provides the free creation space for creators, who can display the information or product in their own creative thinking to convince their followers. 2. The retention time of keeping the promotion content: One month. (but also based on the budgets and demands of brands)

Elements	Interviewee	Translation
	The Fifth Interviewee	<p>1. The main forms of promotion in current platform (Meipai) and why: Not only on Meipai, almost all the social platforms, Short-video communication format has become the main channel to deliver information according to the national related data. The short-video is the most infectious way among others. Short but tiny and can organize information in a creative way by different creators. The pace of society is getting faster and faster. People's spare time becomes the fragmentation time. Actually, people don't have enough time. Based on this condition, the advent and development of short-video fill their needs toward spare time. More and more Chinese internet users have regarded watching short-video as the way to kill their fragmentation time.</p> <p>2. The retention time of keeping the promotion content: One month, it also depends on the frequency of renewing the content.</p>
Decoding		As the content of IMC macro communication model shows, decoding element belongs to the step which validate the knowledge with a representative internet celebrity who has more than 1 million followers from Meipai application.
Receivers		Because of all the 5 cosmetic internet celebrities from Meipai application, receivers here mainly refer to the followers of them in this platform.
Feedback	The First Interviewee	The comments can attract internet celebrity during interactions with followers: They obtain a good effect after using, which can prove the quality of cosmetics that I recommend. Another aspect is the method for usage. I will try to help them solve the issue.

Elements	Interviewee	Translation
	The Second Interviewee	The comments can attract internet celebrity during interactions with followers: Those objective comments that have a good understanding or unique discussion about the cosmetics. I am very pleasant to discuss with them deeper, which can help me improve my content and also can get good feedback from followers, to react to the brands. For those subjective or malicious comments, we often choose to report and block them.
	The Third Interviewee	The comments can attract internet celebrity during interactions with followers: The followers share their experience after using the products.
	The Forth Interviewee	The comments can attract internet celebrity during interactions with followers: The followers share their experience after using the products including complains and positive comments.
	The Fifth Interviewee	The comments can attract internet celebrity during interactions with followers: Asking the question about the content especially the products.
Noise	The First Interviewee	How to deal with negative comments: If the negative comment is objective and kind. We can respond. If it's rude, I will delete and block them.
	The Second Interviewee	How to deal with negative comments: Sometimes, Negative comments are the serious issue that need to be concerned. Maybe some problems of products can be observed from their negative comments. And it can give us some lessons to avoid the same issue in next time.
	The Third Interviewee	How to deal with negative comments: Take care those negative comments and learn about how to deal with them. Explain with them kindly or block them.

Elements	Interviewee	Translation
	The Forth Interviewee	How to deal with negative comments: Take care the effect of content is good or not. How to maintain during this process. If encountering very massive comments, we will block them.
	The Fifth Interviewee	How to deal with negative comments: Informing brands (company) of those negative comments and decide to delete those too massive parts.



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2. The translation of the semi-structured interview of ‘Encoding information for Chinese cosmetic internet celebrity promotion (4C view)

Theme 1: Customer element		
<p>Customer mainly refers to the needs and wants of them. The brands should know the customer’s needs before. And then provide the proper products or service to meet them. It’s totally different from the ‘products’ of 4P. The customer needs and wants are the beginning of productive process, not the ending of productive process.</p>		
Elements	Interviewee	Translation
Customer	The First Interviewee	<p>1. Customers only believe in famous brands or they can try new and small brands: The consumer is also willing to try the small brands. Periodical interaction with consumers can help build up a strong and good relationship with them.</p> <p>2. What kinds of cosmetics are popular by followers: The reputation is very important towards the short-video promotion. If some consumer is allergic after using, and they will give negative comments. I think the most popular products can be observed by their comments under the posting. The number of positive comments can directly suggest popular or not. It’s also the most real part of those indexes.</p> <p>3. The aspects of cosmetic that consumers concern much: (1) Price (2) Quality (3) Package: What kinds of package are more attractive? (Answer: For girls, A creative or cute package can catch their first eyes and attract them to purchase products) The most important factors are the price and quality. From our previous sales conditions, proper discount and small gifts can obviously stimulate their desire to purchase.</p>

		<p>4. The reason why Chinese consumer's behaviors are influenced by internet celebrity's promotion content: The main factor is how to show the functions of cosmetic in your content and meet their emotional, and physical needs to stimulate their desire towards purchasing. A better expression of cosmetic functions is very important in terms of photographing skill or editing skill etc.</p>
Customer	The Second Interviewee	<p>1. Customers only believe in famous brands or they can try new and small brands: Based on my experience, small brands also can be accepted by consumer if it's quality and special.</p> <p>2. What kinds of cosmetics are popular by followers: The most frequency products that use in our daily life, which are popular with followers. For those products, just for a specific small group like 'hairline repair capacity'. They are limited by their stationary groups not for mass consumption. In addition to this, I think that the comments from followers are a good evaluation index for the corresponding content.</p> <p>3. The aspects of cosmetic that consumers concern much: Good price and quality also are the vital important than others based on their consumer psychology.</p> <p>4. The reason why Chinese consumer's behaviors are influenced by internet celebrity's promotion content:(1) The first condition is that the consumers indeed need this kind of cosmetic. My promotional content pushes them to make purchasing decision immediately when they hesitate to compare</p>

		<p>different types of cosmetic because of the lack of the effective information of cosmetics. (2) Information asymmetry is another factor that influence them. Most of our followers don't have a good understanding or right source of information about these cosmetic. Our content fill this knowledge gap. Because all the cosmetic internet celebrities have already organized the core information or knowledge orderly in the video.</p>
Customer	The Third Interviewee	<p>1. Customers only believe in famous brands or can try new and small brands: Usually. The content (video) will be posted on various platforms like Meipai, Weibo, Douyin application etc. They can send message to me depending on which platform that they need to collaborate and promote.</p> <p>2. What kinds of cosmetics are popular by followers: lipstick and eye shadow. According to the number of their likes and comments. Maybe many followers will send us a private message about the products positively if the products are very popular.</p> <p>3. The aspects of cosmetic that consumers concern much: Good price and quality is the first point, and chic package are also can be considered.</p> <p>4. The reason why Chinese consumer's behaviors are influenced by internet celebrity's promotion content: Acquire a good expression about the products from my short-video and make them feel confident with the effects of products.</p>



Customer	The Forth Interviewee	<p>1. Customers only believe in famous brands or can try new and small brands: Whatever famous brands or small brands, a good quality and effect also can attract a lot of consumers. But the most important thing is how the cosmetic internet celebrity convince their followers by their content-creation. It depends on the ability of internet celebrity towards creativity.</p> <p>2. What kinds of cosmetics are popular by followers: The cosmetic products are the young generations who are for 18-30 years old according to my promotion experience on Meipai.</p> <p>3. The aspects of cosmetic that consumers concern much: Health and nature should be the first. And then price and quality. The three elements are the basic factors. Then good package and products-warranty service also can attract consumers and push them to watch the video to purchase.</p> <p>4. The reason why Chinese consumer's behaviors are influenced by internet celebrity's promotion content: One factor is that everyone's time is not enough. My content can directly tell them the main knowledge about the products, which save their time to search for information by themselves.</p>
Customer	The fifth Interviewee	<p>1. Customers only believe in famous brands or they can try new and small brands: Although people have the psychology towards famous brands because of brand's effects. In addition to this, different people have different economy conditions and other unpredictable factors. If some small</p>

		<p>brand's products that have similar functions, they will also want to have a try. For those small or new brands who want to enter into the market, trying to understand this point is vital. And they also should be patient and pay much efforts to conducting the promotions.</p> <p>2. What kinds of cosmetics are popular by followers: I think most of them are willing to try different products from different brands. Because they lack the right information to help them judge the products. To some degree, The comments are more reliable than clicks and likes.</p> <p>3. The aspects of cosmetic that consumers concern much: Effect and price are important. Even though a little effect can make them feel comfortable. Health is also important especially no side-effect. And most of Chinese consumer have 'conformity psychology' which help brands enlarge the market. So 'saliva effect' is another important factor for their choice.</p> <p>4. The reason why Chinese consumer's behaviors are influenced by internet celebrity's promotion content: Because of the nature and characteristics of cosmetic internet celebrity. The cosmetic is the obvious symbol of them, meanwhile, the social platform verifies them as 'cosmetic internet celebrity' with a pink symbol which push them to become the KOL in cosmetic content field. In addition, they seem like an expert than ordinary users. Their followers will be convinced by their content and achieve their purchase making</p>
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		decisions.
Theme 2: Cost element		
The cost is not only the unit price of one product, but also include the time for purchasing and using one product etc. That's the total cost of different factors.		
Cost	The First Interviewee	<p>1. Cost can influence Chinese consumer's behavior or not: Yes</p> <p>2. Tell the price directly in promotion or not: A clear price towards products can help consumers make purchasing decision quickly. If they can afford it, they will buy.</p> <p>3. Chinese consumers like to afford the other cost like cross-border delivery expense or not: Yes, they can afford the postage, but they also consider how long time will it be delivered? Shorter time is definitely better for them. Actually, Chinese girls like 'small discount'. You can provide them free delivery service, but actually you can add the postage involved the cost of products. This detail can make them feel comfortable than tell them no free delivery service directly. Actually short-video promotion can integrate with Taobao shop. Many Taobao shop will pay much attention to 'the details' to make consumers happy and comfortable like sending gift cards or coupons. I think it's a tendency that short-video promotion integrate Taobao online shop in the future in China. Like my followers, they often search the corresponding cosmetics in Taobao after watching my video.</p> <p>4. The factors that influence Chinese consumer can accept the corresponding cost: Actually, all the factors that you mention above can influence the</p>

		<p>Chinese consumer's behavior. Regarding the price range. I think it depends on the consumption level of cosmetic internet celebrity's followers. Like the previous questions. The classifications of cosmetic internet celebrity can be separated by the price of their cosmetic recommendation. What consumption level of products can consumer accept? It also depends.</p> <p>5. Chinese consumers want to purchase the lower price by promotion channel than offline store: Yes, on the other hand, Chinese consumer wants to save time. They don't want to waste too much time purchasing the products when they watch your video. On the other hand, they also want to have a good price than other channels. Proper price and quality with online shop is a better channel for Chinese consumers. 'internet celebrity e-commerce' is a tendency in the future.</p>
Cost	The Second Interviewee	<p>1. Cost can influence Chinese consumer's behavior or not: I think cost is not the important factor. Based on my experience. Most of Chinese female consumption towards cosmetics is often irrational consumption. They will try to make good use of various resource to purchase the products when having an impulsive demand.</p> <p>2. Tell the price directly in promotion or not: Absolutely, whatever for cosmetic brands or cosmetic internet celebrity, the unit price of product is needed to be illustrated clearly in the video, which can provide potential consumers effective information for purchasing decision making.</p>

		<p>3. Chinese consumers like to afford the other cost like cross-border delivery expense or not: If it's genuine product, they will be willing to affording the delivery expense. Because there a lot of counterfeits in Chinese online shopping. If the brands can provide them a channel to purchase the products from the official store, it will be a good choice.</p> <p>4. The factors that influence Chinese consumers can accept the corresponding cost: A high performance ratio is very important for Chinese consumer. As for the price, It's not the important point. Because there are wide consumption groups in China.</p> <p>5. Chinese consumers want to purchase the lower price by promotion channel than offline store: Based on the development of China online e-commerce and Chinese consumer behaviors. A guarantee of quality with a good price based on a convenient purchasing process, which is attractive for them.</p>
Cost	The Third Interviewee	<p>1. Cost can influence Chinese consumer's behavior or not: Yes, most of consumers prefer good price but quality products.</p> <p>2. Tell the price directly in promotion or not: Usually, it's not a must. Whatever brands or internet celebrity. They prefer the 'soft' promotion implementation in their content to stimulate consumer's consumption desire.</p> <p>3. Chinese consumers like to afford the other cost like cross-border delivery expense or not: If they</p>

		<p>can't buy it in domestic, there will a useful channel for them to buy it at abroad. They are willing to afford the package cost.</p> <p>4. The factors that influence Chinese consumer can accept the corresponding cost: If it's really effective. The consumers don't mind the price high or low. Because China is a large market.</p> <p>5. Chinese consumers want to purchase the lower price by promotion channel than offline store: I suggest them going to the offline counter or official website to purchase.</p>
Cost	The Forth Interviewee	<p>1. Cost can influence Chinese consumer's behavior or not: Yes, most of consumers prefer good price but quality products.</p> <p>2. Tell the price directly in promotion or not: Yes, but there are some 'rules' that need to be obeyed. Don't talk about the price at the beginning. Try to display all the useful and attractive information at the beginning, which aims to induce them to have an impulse for purchasing demands. Ultimately, Showing the price in the end. Based on front content permeation, maybe they can accept the price even though it's high than others.</p> <p>3. Chinese consumers like to afford the other cost like cross-border delivery expense or not: For different kinds of consumers, if the consumers prefer foreign brands, they will try to purchase the products from different channels including cross-border like in T-mall overseas store. The factors that influence Chinese consumer can accept the corresponding cost: good price but quality,</p>

		<p>novelty etc.</p> <p>5. Chinese consumers want to purchase the lower price by promotion channel than offline store: Yes, most of Chinese consumers think they can get the better price than offline store. Based on this psychology and the convenient online shopping in China. It's an obvious characteristic of Chinese consumers.</p>
Cost	The Fifth Interviewee	<p>1. Cost can influence Chinese consumer's behavior or not: Yes</p> <p>2. Tell the price directly in promotion or not: Yes, the price will influence their purchasing desire.</p> <p>3. Chinese consumers like to afford the other cost like cross-border delivery expense or not: The Chinese consumer don't worry about the delivery expense. But they will be uncomfortable when they see 'non-free delivery'. At this time, we need to take care their emotions like adding the delivery cost into the cost of products tacitly, which aims to make them happy. And feel that the service is nice and valuable.</p> <p>4. The factors that influence Chinese consumer can accept the corresponding cost: Actually, the Chinese consumers should be divided into different groups by their income. For the majority middle class group, they will consider much about good price but quality. For those elite and richer class, they don't care about the price, good effect will be the first. China have a huge consumer group in different consumption level which provides many chances for different level's brands. In addition,</p>

		<p>Another group are crazy about cosmetics, and they will also purchase regardless of the price.</p> <p>5. Chinese consumers want to purchase the lower price by promotion channel than offline store: Yes. Even some consumers often go to have a try in offline store and go back to purchase them online with a little lower price.</p>
<p>Theme 3: Convenience element</p>		
<p>In 4P marketing theory, the placement stresses the combination of direct and indirect distribution which make a lot people and institutions involve in circulation of commodities from the point of view of the enterprise. Conversely, the convenience of 4C theory change from the point of view of the enterprise to consumers. Convenient is not for consumers to purchase the products, which is the key factor to build up the distribution channels.</p>		
Convenience	The First Interviewee	<p>1. The meaning of convenience in cosmetic promotion activities: It's a quick tempo society. Providing the most convenient channel for purchasing the cosmetics after watching the video, which can transfer their desire quickly when they have one second idea in their minds. Most of followers often have the impulsive purchase when they watch celebrity's recommendation or promotion. How to 'grip their impulse' and push them to finish purchasing decision in time. The short process to purchase is vital here. It's also the meaning of convenience in celebrity promotion.</p> <p>2. The channels provided for purchasing directly: Currently, many platforms have already provided celebrities an access to add Taobao links under their posting and the followers can directly click it, and then turn into Taobao shop to purchase. It greatly</p>



		<p>improves the conversion rate of their potential consumers. Some celebrities have their own Taobao shop. Excepting the promotion activities. They usually guide their audience to purchase their cosmetics recommendation in their daily content. Meanwhile, maybe they are also the agent or have related cooperation with some brands. Finally, which help to guide potential consumer to the brand official Taobao shop.</p> <p>3. For foreign brands, a trend to open online official shop (Taobao or T-mall) to cover the cross-border e-commerce business when conducting the Chinese internet celebrity promotion: Yes, many foreign cosmetic brands have already opened their online Taobao shop based on Chinese consumer behaviors. Some brands open official store in many e-commerce platforms like Jindong, Suning, Small Red Book etc. In order to acquire benefits at most. I think it's an opening secret that cosmetic brands should consider doing it. Including the Thai famous make-up brands Mistine, they have already opened the official T-mall shop in Taobao in June 2016. Now they already have 1.57 million followers in T-mall shop. It's a good example for other Thai brands.</p>
Convenience	The Second Interviewee	<p>1. The meaning of convenience in cosmetic promotion activities: For my opinion, the promotional content itself is the convenience that help consumers know and make up the information towards the cosmetics quickly when they have an immediate consumption impulse in their mind, but</p>

		<p>lack of related information or knowledge. Meanwhile, the social platform, in order to utilize the immediate impulses of users and have already provided the online shopping cart function like the corresponding products in the video like Meipai application.</p> <p>2.The channels provided for purchasing directly: As mentioned in last questions, the social platforms can provide online shopping cart function, online products window, e-commerce like brands official T-mall shop or internet celebrity themselves online shop etc. We can observe the online shop connected with internet celebrity content, which is a potential market in the future.</p> <p>3.For foreign brands, A trend to open online official shop (Taobao or T-mall) to cover the cross-border e-commerce business when do the Chinese internet celebrity promotion: Definitely, it's a trend that many foreign or domestic cosmetic brands have already opened their official stores in T-mall, Jing Dong, Vip.com etc. online shopping platforms. In comparison with offline shop, which can help brands get in touch with more online potential consumers, without time and regions limitation as much as possible.</p>
Convenience	The Third Interviewee	<p>1. The meaning of convenience in cosmetic promotion activities: The convenience means that you can provide the convenient purchasing channel to achieve their consumption demands.</p> <p>2. The channels provided for purchasing directly: Official website, online shopping cart link,</p>

		<p>e-commerce official store, cloud shelf etc.</p> <p>3. For foreign brands, a trend to open online official shop (Taobao or T-mall) to cover the cross-border e-commerce business, when do the Chinese internet celebrity promotion: Yes, it's a trend that open cross-border online shop under internet celebrity promotion. But internet celebrity is good for their operation like guide potential consumers to their online store.</p>
Convenience	The Forth Interviewee	<p>1. The meaning of convenience in cosmetic promotion activities: The convenience means you can help them purchase the products immediately when they have the purchasing demands during watching your content.</p> <p>2. The channels provided for purchasing directly: Official website, online shopping cart link, e-commerce official store, cloud shelf, WeChat account etc.</p> <p>3. For foreign brands, a trend to open online official shop (Taobao or T-mall) to cover the cross-border e-commerce business when do the Chinese internet celebrity promotion: Yes, Online shopping is part of Chinese consumer behavior.</p>
Convenience	The Fifth Interviewee	<p>1. The meaning of convenience in cosmetic promotion activities: The convenience means that meeting with their purchasing desire immediately when they are stimulated by the promotional content. In fact, It's often irrational consumption.</p> <p>2. The channels provided for purchasing directly: online shopping cart link with short-video, live video show embedding online shopping cart link.</p>

		<p>3. For foreign brands, a trend to open online official shop (Taobao or T-mall) to cover the cross-border e-commerce business, when do the Chinese internet celebrity promotion: Yes, based on Chinese consumer's online shopping behavior and current market condition, online official shop is a trend and also can convince consumers. Because a lot agent business shop sells their products, but consumers can't recognize real or fake.</p>
<p style="text-align: center;">Theme 4: Communication element</p> <p>In 4P theory, promotion means that the enterprise using the one-way communication to deliver the marketing information in the forms of advertising, personal promotions or sales. The weakness is that the feedback of consumers can't feed back to the enterprise. But Communication element of 4C theory stresses the two-way and interactive communication between customer and enterprise. During this process, the information diffused, and emotion connected will be achieved. The feedback and reaction of consumers will be stressed, and it will help improve the products. In addition to, it's a win-win solution for both sides.</p>		
Communication	The First Interviewee	<p>1. How to communicate and interact with followers(consumers): For my opinion, instant live video show can be the best way to communicate with followers. Because it provides an instant reaction from each other. Another skill is 'forwarding the post with lottery'. It is a common skill that celebrities exert to improve the content exposure and clicks. You just provide some gifts to encourage them to forward your posting and you will get a huge exposure because their net friends will look through your content based on their social relationship.</p>

		<p>2. What kinds of comments or feedback need to be concerned and replied: Yes, we often need to pay attention to the comments. Whatever negative or positive. Especially negative comments. For example, the results after using the cosmetics. It's very important that need to answer them and solve their concerns to keep the loyalty and good relationship.</p> <p>3. What kinds of comments from followers can attract you: They obtain a good effect after using which can prove the quality of cosmetics that I recommend. Another aspect is the problems when use it. I will try to help them solve the issue.</p> <p>4. The matters need attention for companies during the internet celebrity promotion: I think a few consumer's feedback can't change the functions or core value of one product or company. Maybe it's just personal or special case. It can't represent all the consumers. The company often have many times test before and push them to the market. The company just keep sincerely communication with mass consumption group.</p>
Communication	The Second Interviewee	<p>1. How to communicate and interact with followers(consumers): Usually, we will conduct some motivational activities when post the promotional content like forwarding with lottery. The lottery can be the products, coupons or some gifts which aim to activate the followers and increase the exposure and clicks of promotional content, meanwhile, it's also an interactive way for each other.</p>

		<p>2. What kinds of comments or feedback need to be concerned and replied: The objective comments related to the products should be replied and concerned in time. A good communication and reaction with followers also can improve the followers' loyalty and credit toward cosmetic internet celebrity.</p> <p>3. What kinds of comments from followers can attract you: Those objective comments that have a good understanding or unique discussion about the cosmetics. I am very pleasant to discuss with them deeper which can help me improve my content and also can get good feedback from followers to react to the brands. For those subjective or malicious comments, we often choose to report and block them.</p> <p>4. The matters need attention for companies during internet celebrity promotion: I think enterprises should pay much attention the comments from internet celebrity after promotion. In the past, most enterprise ignored this part. Actually, it can provide the positive and negative sides to consider how to improve their products. Learning about how to listen to their consumers. Cosmetic internet celebrity is not only a channel for promotional message diffused, but also an important professional KOL (key opinion leader) to deliver brands' image and value in this field. In addition to this, the cosmetic internet celebrity seems like the image spokesman when they conduct the promotion.</p>
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Communication	The Third Interviewee	<p>1. How to communicate and interact with followers (consumers): There are two dimensions. One dimension is online interacting with followers by short-video content and they reply to their comments. In addition, another dimension is offline activities like offline live activity with followers to listen to their demands toward products.</p> <p>2. What kinds of comments or feedback need to be concerned and replied: The followers share their experience after using the products.</p> <p>3. What kinds of comments from followers can attract you: The followers share their experience after using the products.</p> <p>4. The matters need attention for companies during internet celebrity promotion: It depends. Some famous brands are experienced in this step, but some new practitioners lack this part.</p>
Communication	The Forth Interviewee	<p>1. How to communicate and interact with followers (consumers): Proper promotional activities during promotion like re-posting with gifts or coupons to activate followers and improve the exposure of brands.</p> <p>2. What kinds of comments or feedback need to be concerned and replied: The comments that are objective and wholesome for products' improvement. Meanwhile, it's a process to improve the comprehensive ability of internet celebrity.</p> <p>3. What kinds of comments from followers can attract you: The followers share their experience after using the products including negative (complaint) and positive (their future expectations)</p>

		<p>4. The matters need attention for companies during internet celebrity promotion: The follower's reasonable expectations about the products should be concerned after promotion.</p>
Communication	The Fifth Interviewee	<p>1. How to communicate and interact with followers (consumers): drawing a lottery or raffle, forwarding with gifts (sample sack) or coupons to activate followers and improve the exposure of brands.</p> <p>2. What kinds of comments or feedback need to be concerned and replied: For negative comments: if they give the comments related to the products' problems. We need to reply in time and avoid some negative impression to others. If they are dissatisfied with the advertisements (promotion), we don't need to care about. The comments are confused with the product's price, purchasing channel or other functions aspects. We need to concern.</p> <p>3. What kinds of comments from followers can attract you: Asking a question about the content especially the products.</p> <p>4. The matters need attention for companies during internet celebrity promotion: As a company, they have already communicated with consumers a lot. From my experience, I think cosmetic internet celebrity should improve creativity and cognition about the products and company's culture.</p>



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## CURRICULUM VITAE

Author's Name Mr. Ding Jianwei  
Date/year of birth 6 February 1995  
Place of birth Sichuan, China  
Education 2013-2017 Bachelor's Degree of Management,  
Chengdu University  
Experience August, 2017 - February, 2019  
College of Arts, Media and Technology,  
Chiang Mai University



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