
CHAPTER 2

Literature Review

2.1 Chinese Internet Celebrity

With the development of Chinese internet celebrities, the academia gradually began to pay attention to this group. Even up to now, there is no united definition of the internet celebrity in the academic field. Through the literature review, most of the scholars just start from a single view and gave the macro definitions. Due to the fact that there are multiple classifications of internet celebrity, The English translation at many times tends to also be different. Some scholars translate them into online celebrities. Someone was able to successfully translate the term into “red nets” or “wang hong” which are directly influenced by its Chinese name.

2.1.1 Definitions of Chinese Internet Celebrity

In Regard to the definitions of internet celebrity, Shen Xiao etc. (2016) define that internet celebrity is an internet persona that is held in high regard by many people in society or in the internet community because of certain actions or events. In addition to this they were also able to create two different terms to help further categorize internet celebrities as being either a “internet celebrity” or “instant online celebrity”. I Research Institution (2016) defines the internet celebrity that is personalized and charismatic person or group of people via various social media outlets. In addition to this they use these social media outlets to gain stronger attention or numerous followers. I Research not only stresses the definitions of internet celebrity but also refers to the specific classifications of internet celebrities who are the active key opinion leaders like beauties, game, gourmet, pets, fashion, cosmetics, education, photograph in the various social platform. Ji Xiao Lan (2017) refers that the internet celebrity is similar to those entertainment stars in terms that they just rely on maintaining fame and achieving commercial realization on the internet. The development of internet celebrity has experienced from three different time periods.

The first period of time was the era of characters which main refer to those internet writers; The second period which was the era of graphics and literary; and also, the third period of time which is the era of widescreen which main includes online live video and other integrated communication channels. Different from others' view, Zeng Wei (2017) combines the characteristics and the cause of the rise of internet celebrities and divides them into three classifications. Event internet celebrity, including self-hype and hyped by others and Content internet celebrity, the group who attracts attention and followers on the social media via self-content creation and expression. In order to learn about different scholar's definitions of Chinese internet celebrity, the author makes a list in Table 2.1 and give the new definitions based on the previous study.

Table 2.1 The list of definitions of Chinese internet celebrity

Author	The Definitions of Chinese internet celebrity
Zuo Fang (2010)	“Internet celebrity” is defined as using Internet communication as a production method, and also using the Internet's virtual space as an alternative self-performance as a commodity. Under the planning, packaging, and hype of online promoters and the media collusion, the media and internet users are greatly entertaining. Finally, turning attention into a type of person with real economic interests.
Yao Wen Jiao Zi (2015)	‘Internet celebrity’ (Chinese PinYin: Wang Hong) is selected as the ‘China Top 10 internet catching words’ by <Yao Wen Jiao Zi> this magazine. And define this group as the people who gain much attention from internet users because of their own characteristics, behavior or events etc.
Zhao Ru &Zhang Nan (2016)	‘Internet celebrity’ is the person who people regard on the internet, as the channel to capture reputation and concerns under the combined works of special social condition and psychological factor.

Table 2.1 The list of definitions of Chinese internet celebrity (Cont.)

Author	The Definitions of Chinese internet celebrity
Li Tian Jun (2016)	‘Internet celebrity’ is the person who gain a considerable reputation and a lot of followers in a certain field via the internet and have the ability to transfer this social capital into cash.
Chen Li Ying (2017)	It refers to non-public figures who use the internet to use other ways to express themselves and become popular with netizens. There are several characteristics: firstly, the network is a platform that makes it an ‘internet celebrity’ and becomes famous through a huge web click rate; secondly, there are many reasons for the popularity of internet celebrity. Most of them rely on self-expression and self-display of online personal information. The updating is fast, and the internet celebrities are not well-known before the network becoming famous, and they become the characteristics of the famous person, that is, certain visibility and communication effects.
Xu Guang & Shen Hong Gen (2017)	"Internet celebrity" uses the various social tools and mobile internet to show and promote themselves to achieve themselves and catch public concerns. Meanwhile, their values, aesthetic standard, recreation values etc. psychological level also match with internet users. Under this condition, internet celebrity becomes more and more commercial, and they make good use of their internet celebrity, by using the identity to gain more commercial value.

Table 2.1 The list of definitions of Chinese internet celebrity (Cont.)

Author	The Definitions of Chinese internet celebrity
Song Ming Rui (2017)	<p>"Internet celebrity" is the influential group who is known and gathered a lot of followers via different kinds of social platforms especially the we-media, with the popularity of social platforms like WeChat, Weibo, Meipai etc., the development of social platforms for internet celebrity changes from text and graph format to video and live show etc. of social platforms. In addition to this the author furthers point's that the promotional advantages of internet celebrity that low cost but diffuse quickly, stronger interactions and match the development of social economy like the combination with current e-commerce business in China.</p>
Zhou Guang Lan etc. (2018)	<p>"Internet celebrity" as a kind of key opinion leaders and actually gain economy interests via their reputation. And they are usually active in Weibo, Live etc. social platforms. The competence of them is decided by the number of their followers, content, likes, comments, re-post.</p>
In this study	<p>Actually, the social platforms, content-creation and personality are the important evaluation index of this group from previous definitions. In this study, the author defines 'Chinese internet celebrity' as the group who have obvious characteristics or talents and show them with the proper format like text and graphs and videos via social media platforms. With this they can then gain much concerns and reputations especially the number and power of their followers. Meanwhile, based on author's observation of their various contents, the author furthers to divide them into funny, gourmet, game, cosmetic, dressing, travelling, crafts, music, dancing, sports, pets,</p>

Table 2.1 The list of definitions of Chinese internet celebrity (Cont.)

Author	The Definitions of Chinese internet celebrity
	<p>painting, baby etc. Also every specific type can match corresponding industry which can further to release the potential commercial value of them. For example, the cosmetic internet celebrity is selected as the target group with corresponding industry Thailand local cosmetic business.</p>

As I Research data shows, up to 2017, There is currently more than 200 social media platforms in China. With the rapid development of Chinese mobile e-commerce and the maturity of new business. Internet celebrity creates the content and also have the instant reaction with their followers to attract more followers who have the same values. And implementing proper advertisement and promotion for their products or service to their followers and achieve the e-commerce process. Finally, it will become a systematic industrial loop.

2.1.2 Internet Celebrity and Economy

With the development of an internet celebrity economy, it has helped both current and new celebrities accumulate more loyal followers. The loyalty tends to directly reflect the economic performance of this “internet celebrity economy”.

This term first entered into public eyes when the vice CEO of ALIBABA Zhang Yong mentioned it in 2015. In fact, the American scholar Michael Goldhaber (1997) came up with the terms ‘economics of attention’ that a sub-field of the internet economics, focusing the time-consuming dimension of overflowing information. With the rise of activity among bloggers or the intense use of social networks (Facebook, Twitter etc.) in the last decades. Hai Chuan (2017) takes a view that the innovation of internet technologies stimulates and generate the internet celebrity economy. In comparison with those traditional celebrities in movie or TV. Internet celebrities can attract many followers by displaying their talents and obvious styles at a low cost. In addition to this they can combine vertical area like food, education, cosmetic. Wang Jin (2017) comments that the internet celebrity economy has gradually turned from

'influence economy' into 'economics of attention'. He then goes on to compare this with the foreign internet celebrity economy and concludes that their business modes have three main features like personal characteristic, content specialization and standardization of the industrial chain.

PGC (professional generate content) agencies and MCN (multiple content network) companies play an important part in internet celebrity economy. Guo Yong (2017) points out the core of 'internet celebrity economy' which has built up a new platform for the supplier, seller, and disseminator. Some examples illustrate the potential of internet celebrity economy. A famous Chinese internet celebrity named Zhang Dayi had the 2 hours live show which advertised and promoted her Taobao shop. More than 410,000 followers watched this show and the total sale price achieving 20 million RMB. Another typical internet celebrity named Papi Jiang, her first video advertisement was worth about 22 million RMB.

Cai Kai Long (2016) defines internet celebrity economy as a new economy model based on mobile internet communication and promotion to gain much attention, more followers and targeted marketing markets. This economy also aims to generate different consumption market by internet celebrity IP (intellectual property). He also concludes the main five commercial channels of internet celebrity economy. The advertisement is the most direct way of achieving this goal. An Internet celebrity is the creator of content. Also, they can embed the advertisements into their content creation with little to no hassle. It's easy for others to choose proper advertisement for their followers because of the obvious labels of different internet celebrity. It is important to remember that Follower's reward is another source of income which refers to rewarding a virtual gift to the internet celebrity like virtual flowers, cakes, cars etc. and internet celebrities can exchange these virtual gifts into corresponding money from the social media platform.

As long as the content is attractive and well sustained, the content output also can bring a lot of followers to reward. The third 'internet celebrity e-commerce' which has gradually become the mainstream. Guide the followers to e-commerce platform and finish purchasing behavior to gain profits. But how to guide them and provide proper products or service? That's a problem for all the internet celebrities. The next one is image endorsement. Endorsement for the business and commodity which have become

the goals for most internet celebrities. In fact, only a few extreme excellent internet celebrities have the chance for image endorsement. Internet celebrity not only can gain affluent reward, but also do they win more reputation and fame.

The last one is film and television entertainers, with the rapid development of network film and television media, there has also been a change of attitude among the young generation. More and more people have been choosing to watch internet film or series sometimes over the traditional TV shows. The internet film market has blooming rapidly because of this change. Internet celebrities also have been given the chance to participate in their shooting because of their internet reputation and acting basis beginning to increase. Ding Shi Jun and Wang Shan Shan (2017) give a view from economics that internet celebrity economy is the value monetization, internet celebrity=value, economy=monetization, value + monetization=internet celebrity economy. They also refer to the difference at home and abroad. Chinese internet celebrity economy focuses on online but foreign countries focus on offline. This difference may be caused by different internet development conditions. And foreign modes like America.

Their internet celebrity economy can unite different types of internet celebrity to provide pertinent service. But Most of the Chinese internet celebrities are isolated. Xiao Bing (2017) predicts that the internet celebrity economy will continue to develop at a high speed and more focus on how to create powerful intellectual celebrities and provide high-quality content to attract followers. It also will be more professional and capitalization. The business value will be more obvious, especially different content can combine with traditional vertical subdivision industry and promote the development of the economy.

2.1.3 Cosmetic internet celebrity

The researcher has found that most of the researchers that focus on the causes and development modes of ‘internet celebrity economy’ from a general view. In fact, Internet celebrity will be more potential and influence different kinds of the industry because of various personality and characteristics of them like gourmet, cosmetic, traveling, education etc. When looking through a lot of papers, just a few papers focusing on specific internet group which is related to the corresponding industry. As

title suggests, this paper tends to share the promotional knowledge for Thailand local cosmetic business from internet celebrity.

Based on this condition, cosmetic internet celebrity, whose content is related to cosmetic products, has become the target group in this research. Zhao Xu Xin (2016) concludes in his report which called *The Influence of internet celebrity economy on university students*. The results display that about 80.79% of female university students are easy to influence by the internet celebrity and the gourmet and cosmetic internet celebrity are the most popular groups in all kinds of internet celebrities. More importantly, this report also mentions more than 60% of students will consider internet celebrity's recommendation for shopping guide when choosing to consume a product. Xiao Bing (2017) mentions that various promotional ways can be taken by internet celebrity. Cosmetic internet celebrity can share make-up or skincare course in their content by short video or live video show on their social media, which process can exposure the brand and related products. It will guide their followers to purchase the cosmetic products. In comparison with traditional promotion, cosmetic internet celebrities have transparent advantages with things such as low cost as well as being able to get in direct touch with the potential customer.

Zhang Yu Ting etc. (2018) concludes current cosmetic internet celebrity promotion ways in their paper called *An Analysis of consumer behavior under the influence of Cosmetic online live show*, which mainly has four types: direct cosmetic social platform or comprehensive social platform like Redbook (a mobile application) which gather a lot cosmetic internet celebrity who can share in text, picture, video and live video show. Another one is e-commerce platform which provides a specific channel for those cosmetic internet celebrities who can directly share the products and guide their followers to purchase.

The next type is traditional cosmetic TV that open the internet show in the different social platform. The last type is entertainment “star + cosmetic internet celebrity” promotion based on social media. Wherever in China or other countries, cosmetic internet celebrities have gradually become more and more popular by the cosmetic business. For example, Zhou Rui Hua (2017) reports Paris L’Oréal (England) signed with five cosmetic internet celebrities from Instagram who have followers more than 5.5 million in 2015. And help Paris L’Oréal (England) promote their new products.

Maybelline New York invited 50 Chinese cosmetic internet celebrities to have the live video show in the dressing room when they conducted a brand press conference in Shanghai in 2016. Even the chairman of Estee Lauder expressed that some internet celebrities are more powerful than internet TV shows.

From above scholars' studies, this research has been used to help obtain a better comprehensive understanding of cosmetic internet celebrity from various views and business practice. Based on this condition, the researcher will go further to explore the promotional knowledge of this group which can help related cosmetic business.

2.2 Short Video Promotion

In 2009, the first short video sharing application "Vine" was born in America. This was a video application in which content creators can share the video within 6s time length. Then in 2012, Vine was acquired by Twitter, which made this short video sharing application have a very rapid development that absorbed more than nearly 40 million users in just a 7-month time period. Then as the year 2013 arrived, the photograph-sharing application "Instagram" also added 15s short video functions which symbolized joining the short-video markets. In addition to this they extended the time length from 15s to 60s-time length. According to TechWeb latest data, Instagram's MAU (monthly active users) had achieved more than 1 billion in June 2018. In the past five years, more and more short-video sharing applications emerged.

In China, the development of short video sharing application was a little later than western countries, in Aug 2013. Sina company embed the 'Miaopai' functions into their Weibo (an application like Twitter) 4.0 version, and then developed it into an independent application 'Miaopai' short video sharing application. Then in Sep 2013, Tencent company released a short video sharing application called 'Weishi' which aimed to help share the short video and interactions based on the social relationship among QQ users.

In 2014, Meitu company released their short-video sharing application called 'Meipai' which attracts 100 million users just in 7 months in China. With more and more companies participating in the short video application field, some rising stars displayed their stronger application characters and remained a huge number of users. According to Quest Mobile report in Jul 2018, China's short-video industry MAU has

achieved 505 million users, which has occupied one half of China whole country 1.3 billion internet users and also means that there was now one short-video user per two internet users in China. Over the past five years, the competitive development of the short-video field, there has been a few different platforms that have been created. At the current time there are three short video sharing applications which can keep 100 million MAU. And include KuaiShou 231 million MAU, DouYin 207 million MAU and XiGua 108 million MAU.

Regarding the definitions of “short video”, there are no official definitions from academy or industry till now. SocialBeta (2018) defines that short video is a format of video and it as a video that time length calculated in seconds, mainly based on mobile smart terminals for fast shooting and editing, meanwhile, which is a new format of video that can be shared and seamlessly docked in real time on social media platforms. Tian Bin (2018) concludes that the time length of short video should be under 10 min and mainly watched by mobile applications, on the other hand, he also mentions the classifications of short video like including funny, gourmet, education, music etc. Zhu Jie and Cui Yong Peng (2018) hold a view about the production modes of a short video which includes three types. Firstly, UGC mode that the content is generated by ordinary users of those short-video platforms; secondly, PGC mode refers to those short-video generated by professional production institutions and have the awareness of the market. The last mode is PUGC which is a combination of UGC and PGC. It takes advantages of the strength of PGC to generate many famous creators, meanwhile, it also absorbs many potential UGC creators to participate in.

Finally, it both has the ability to keep the profession and reality for their sustainable development. Li Jun Zuo (2018) concludes the characteristics of short video that propagation and generation are fragmented which meets the current needs of users toward fragmented knowledge and information, and then the main short-video users are mainly young users, normally under the age of 30 years old. In addition to this, they focus on diversified content. For users of the age 19-30 years old, these users have paid much attention to those professional and practical straight field content.

Thirdly, cross-device transmission from small screen to big screen which means the diffusion of short video can help users to acquire fragmentation information in their fragmented time. Meanwhile, in order to meet different needs of users, the short-video

content can be diffused by various social platforms, not only on mobile applications, but also refers to those traditional websites or software. Strong social characters that users can easily to interact based on comments or barrages during the diffusion process.

With the rapid development of short video, it will be gradually commercialized. This is based on huge users of short video, the promotional value of them is stressed especially about the promotional field in recent years. Lin Kai Yin (2016) refers that the highlight of short-video promotion that effectively utilize the video carrier to mobilize the visual and auditory nerves of users and transit the accurate information with the most influential pictures and music, touching words to its accurate users in the shortest time.

Based on this condition, she also stresses the point that short video promotion can promote the development of e-commerce because high interaction and communication can give a deep impression for the consumers and stimulate their purchasing desires. Also, some characters of short video promotion had been concluded in her research. The short-video promotion is more intuitive and real than traditional advertising ways, and then short video promotion bridged the communication channel between brands and consumers and develop more loyal consumer groups. Finally, the creativity speeds up users toward the understanding of products and attract more loyal consumers.

Gao Yang (2018) takes a view from internet celebrity promotion as a KOL (key opinion leader) in the short video platform. Those people who attract a lot of followers by short-video content-creation and their short video is more easily concerned by users. Xing Hao (2017) concludes some types of short video promotions. Firstly, the short video format of products manual is the basic application of short video promotion which can be used to solve the questions from consumers, and it has been widely applied in the product's detail pages of Taobao, Jing Dong etc. e-commerce platforms. Secondly, short-video interactive promotion to encourage fans to generate content which means the brands collaborate with some internet celebrities, to initiate some activities that can then attract fans to participate and infect target groups.

Thirdly, festival short video promotion refers that most of the brands will consider the combination of brand's image and the significance of festivals like Spring Festival, Christmas Day etc., which can then further deepen consumer's goodwill and recognition of the brands. Forth, displaying brands' culture and strengthening the promotional and

discount activities etc. Zhang Xuan Wei & Peng Min Hao (2018) also conclude the three main short video promotional ways including ‘short video scene promotion’; ‘short video emotion promotion’; ‘short-video celebrities’ promotion’. And they also predict the trends of short video promotion that includes improving the quality and content; generate more creative content and delivery companies’ belief.

Above all, the author finds that most of the scholars just conclude the characteristics, advantages, main types of short-video promotion which provide a good resource for this research because the short-video format is the carrier of internet celebrity’s content-creation. So, in order to explore the specific scene short-video promotion, this research will focus primarily on the cosmetic internet celebrity promotion content based on short-video format.

2.3 Integrated Marketing Communication

The concept of integrated marketing communication (IMC) was early mentioned in the 1990s by Schultz et al. (1993) and then has only been further developed by marketing scholars and practitioners. Regarding the definitions of IMC, The American Association of Advertising Agencies defined IMC that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communications disciplines, for example, general advertising, direct response, sales promotion and public relations and combines these disciplines to provide clarity, consistency and maximum communication impact. In addition to this, some information gathered as been based on this research done by Duncan and Everett (1993), which further mentions that IMC means that the individual efforts are mutually reinforcing with the resulting effect being greater than if each functional area had selected its own targets, chosen its own message strategy, and set its own media schedule.

Veronica Gabrielli, Bernardo Balboni (2010) comment IMC that aims to address, describe and explain marketing communication elements that haven’t been founded by the traditional accounts of mass marketing communications. In addition to this they also refer to the earlier study that just consider IMC as a systemic process based on the integration of different communication options from either a strategic or an efficiency stand point. Meanwhile, the author also finds that the MMC (Multimedia Marketing Center) also talk about at the basic level of IMC that just means integrating all the

promotional tools, so that they work together in harmony and greater than their parts.

Another core knowledge of Duncan and Everett (1993), they defined IMC as ‘the strategic coordination of all messages and media used by an organization to influence its perceived brand value’. They stressed that how the importance and functions of the integration of messages and communication media. With the development of IMC, (Kitchen et al., 2004) point the core functions of IMC that should be in building a close relationship with customers in the target market, to generate tangible results for the company. In this perspective, IMC is regarded as the customer-oriented process driven by the buyers, not by the producers. Actually, the development of IMC tells us the process of how a company should integrate effective information and communication tools to deliver the message about themselves to their target groups.

Another part that needs to be mentioned in this research is the communication. Communication originates as mental images within a person who desires to convey those images to another. Mental images can include ideas, thoughts, pictures, and emotions. There are two types of marketing communication models that include the macro model of the communication process that encompasses nine elements and the macro models of marketing communication focus upon consumer’s typical responses to communication. In this research, the author chooses the macro model of the communication process to apply in this research as the following Figure 2.1. The Shannon-Weaver model (1949) was firstly introduced by Claude Elwood Shannon as a mathematical communication model in 1948. And then Kotler & Keller (2006, p. 539) called it ‘The macro model of the communication process’ and it has nine elements as the table displays.

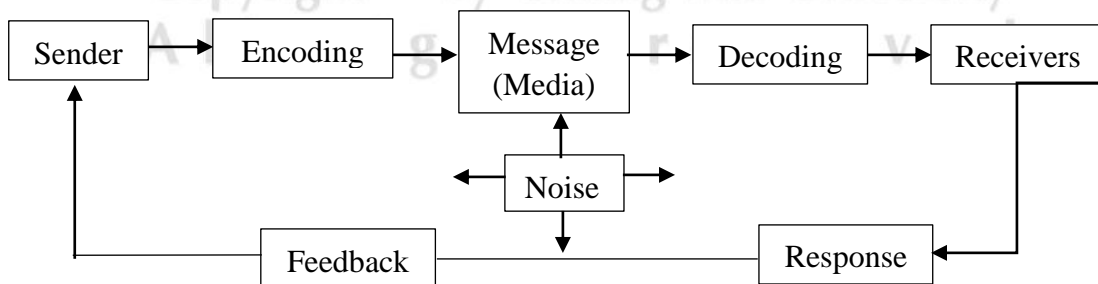


Figure 2.1 The process of macro communication model

Source: Macro Model of The Communication Process’ (Kotler & Keller, 2006. P. 539)

In the process of macro communication model, a sender is a person who wants to deliver the information or message to their customers, in this research, the author refers to the Chinese cosmetic internet celebrity.

As a sender, they must have the ability to transfer or organize the message into symbols like text, pictures, sounds or other sensitive information like touch or smell and also make sure their receivers are able to understand them. The process of organizing the related information into symbols called encoding which can help the sender formalize a mental impression. As the previous literature review, the short-video format will be the carrier to undertake related information about local Thai cosmetics. However what kinds of information, which is the main primary objective of this research.

When the message is properly encoded, the next step is to deliver the message to the receivers. A proper media or channel to deliver the message will depend on the specific conditions. When it comes to the different types of media, there are various choices like during face-to-face verbal interaction, over the telephone, through printed materials (letters, newspapers, etc.), or through visual media (television, photographs). Verbal, written, and visual media are three examples of possible communication channels used to transmit messages between senders and receivers.

Other transmission channels include touch, gestures, clothing, and physical distances between sender and receivers. Actually, in this research, the Meipai short-video social platform will be the media. Next when the message is received by someone, and they will sense and interpret the symbols into their own understanding. In some cases, they can also have the ability to react into words, pictures, emotions, thoughts and purchase making behaviors etc.

The Meipai users will be the decoding person and maybe they will give likes, comments, re-posting, sharing or purchasing the products from the promotional content. The reaction of receivers is called by the response. The portion of the response sent to the sender is called feedback. During the communication process, that information or misunderstanding bother receivers to receive the message right is called noise. Finally, If the results of decoding accord with the sender's expectations, it will be an effective communication process.

Above all, the author explains the nine elements of the macro model of the communication process with the combination of specific conditions of this research, which give a basic process to involve internet celebrity promotion activities. In a short, how the Thai local cosmetic's information is encoded by the Chinese cosmetic internet celebrities and are then reached out to its receivers by short video social applications. Then in response the customers decode the message and responds to it by accepting or rejecting the advertised product or service, or just staying indifferent. Based on this macro model of the communication process, the author can acquire more promotional knowledge in different aspects or steps of Chinese cosmetic internet celebrity promotion.

2.4 4C theory

The 4C theory was the marketing theory. Marketing mix was known to the public when Mc Carthy (1964) proposed the 4P (product, price, place, promotion). And the details of each element in Table 2.2. Bennett (1997) took the marketing plan into real business practice.

Table 2.2 The definition of 4P

Product	Product is a physical object that is sold and has a palpable characteristic, a complex set of benefits that can be used to meet customer needs.
Price	Includes issues such as discounts, list prices, credit, repayment term and conditions. The price is included in the price, product or service offered for sale and will determine the level of benefits. Price is the only element that doesn't include costs charged to the customers to buy products they take.
Promotion	Includes issues such as advertising, personal selling, sales promotion, public relations and direct marketing. Distribution channels are the most important questions about how an organization can optimize a connection between inner and outer channels.
Place	Includes issues such as distribution channels, market coverage, product inventory, transportation and distribution sites.

Source: Zineldin, M., & Philipson, S. (2007)

Regarding the ingredients of the marketing mix, many researchers give the solution based on their understanding and promote the development of this theory. Frey (1961) mentions that the marketing variables should be divided from two dimensions that the offering which refers to product, packaging, brand, price, and service, and the methods and tools which include distribution channels, personal selling, advertising, sales promotion and publicity. On the other hand, Lazer and Kelly (1962) and Lazer et al. (1973) suggest three elements of the marketing mix: the goods and services mix, the distribution mix and the communication mix. Borden (1965) claimed that he was the first one to utilize this term marketing mix. And he furthered to defined marketing mix into 12 elements i.e fast finding & analysis, promotions, physical handling, advertising, packing, channels of distribution, servicing, branding, pricing, personal selling, and product planning.

Entered into the 1980s, more and more researchers go deeper to give the new ingredients of marketing mix along the development of era. Judd (1987) proposes a fifth P (people) based on 4Ps. Booms and Bitner (1980) add 3Ps (participants, physical evidence, and process) to the original 4Ps to apply the marketing mix concept to service. Kotler (1986) introduces political power and public opinion formation to the concept. Goldsmith (1999) develops '4Ps' into '8Ps' (product, price, place, promotion, participants, physical evidence, process, and personalization). Moller (2006) presents an up-to-date picture of the current standing in the debate around the mix as marketing paradigm and predominant marketing management tool by reviewing academic views from five marketing management sub-disciplines (consumer marketing, relationship marketing, services marketing, retail marketing and industrial marketing) and an emerging marketing (E-commerce).

Actually, Ya-Ling Wu & Eldon Y. Li (2018) comment that marketing mix is a business tool to determine a product mix (product), set a selling price for each product (price), persuade the consumer to buy (promotion), and distribute products to consumers (place). The development of the traditional marketing mix (4Ps) emphasizes determining distribution channels and sales strategies for the product and service from the perspective of the enterprises. Along the rapid development of society and economy, especially the rapid advance of information and communication technologies and internet in the mid-1990s, consumer and customer are eager to choose products based

on their real and various needs. In this case Lauterborn (1990) redefines the four elements of marketing mix namely consumer, cost, convenience and communication and called it '4C' theory from consumer-oriented niche marketing strategy perspective, which emphasize that the top priority of enterprises is the customer satisfaction. Decreasing the customer's purchase cost is also the point that should be considered, and the enterprise should try to provide convenience for the customer during their purchase. Finally, it's necessary to communicate effectively with the customer. 4P vs 4C are summarized in Table 2.3.

Table 2.3 4P elements in comparison with 4C elements

Categories	4P		4C
Product	Study product or service scope, project, product or service positioning, and brand etc.	Customer	Study the customers' needs and provide appropriate products or services
Price	Consider the basic price, payment, commission and discounts	Cost	Consider the cost customers willing to pay
Placement	Consider direct distribution and indirect distribution	Convenience	Consider customers' needs to enjoy the convenience offered by third-party logistics
Promotion	Use the form of advertising, personal promotion and public relation etc.	Communication	Actively communicate with customers, to find win-win solution

Source: Armstrong, G., Adam, S., Denize, S., & Kotler, P. (2014)

Actually, 4P and 4C theory also have applied to real business practice for many years from different industry or aspects. In Ya-Ling Wu & Eldon Y. Li's research Marketing mix, customer value, and customer loyalty in social commerce, they advocate that communication, as the first C in the 4C, is no longer one-to-one bilateral interactions between individual sellers and customers, but rather many-to-many

interactions between one or more sellers and customers in the social commerce context. Meanwhile, they mention that using social media can interact better with customers at different levels of ties, including their friends, relatives, peers, marketing mix, customer value, and other potential customers, in order to strengthen two-way communication and enhance mutual understanding and cultivate loyal customers. In other words, each customer has an invisible surrounding social network that must implement marketing activities on social media to influence this network through interactive communications. They focus on the effectiveness of social media which apply to strength the communication elements.

In this study, the author will dive deeper into the topic, to integrate Chinese internet celebrity who is the KOL (key opinion leaders) to strengthen the communication between consumer and enterprise. The details will be illustrated in the following Table 2.4.

Table 2.4 The content of marketing mix elements in this study

Marketing mix		Content of this research
products	Customer	Thai local cosmetics
price	Cost	All the related cost of Chinese consumers in purchasing
promotion	Communication	Chinese cosmetic internet celebrity
place	Convenience	Sale channels etc.

As the Table 2.4 shows, excluding in unknown communication element-Chinese internet celebrity, the other three elements customer (Thailand local cosmetic); cost (cosmetic cost, delivery expense etc.); convenience (cross-border E-commerce like T-mall or Taobao) are already been known a little by enterprises.

Based on this cognition, the unknown problem is how to communicate with Chinese consumer effectively and interact with them and be able to understand their real needs because of cultural diversity, geology, language diversity etc. The 4C theory also provides a structure for this study to identify where is the problem location and where is the knowledge gap. It's strange for Thailand local cosmetic business to utilize Chinese internet celebrity to communicate with Chinese consumer. Even though it's in China, many internet celebrity promotional activities are based on their own experience. Transferring and organizing this field knowledge is a must for them.

2.5 Knowledge Creation

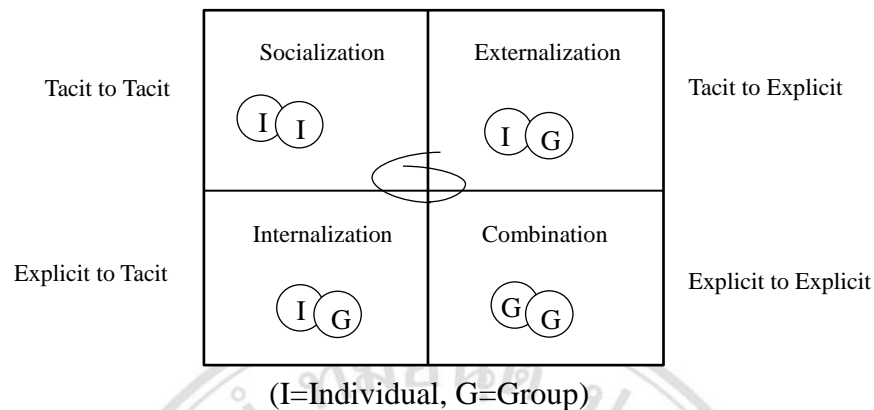


Figure 2.2 The SECI model of knowledge creation

Source: Ikujiro Nonaka and Takeuchi (2003)

Howells (1996) defined the tacit knowledge as non-codified, disembodied know-how that was acquired via the informal take-up of learned behavior and procedures. Nonaka and Takeuchi (1995) suggested that the tacit knowledge was the enabler of the knowledge creation process and one of the dynamics of knowledge creation was the transformation of knowledge happen in two dimensions from tacit to explicit. Meanwhile, As the Figure 2.2 shows, four steps of knowledge conversion through the organization also has been identified which includes socialization (from tacit to tacit knowledge); externalization (tacit to explicit); combination (explicit to explicit), and internalization (explicit to tacit); tacit to tacit (Socialization); tacit to explicit (Externalization); explicit to explicit (Combination), and explicit to tacit (Internalization). Nonaka et al. (2006) further to supplement that organizational knowledge creation, in turn, ‘is the process of making available and amplifying knowledge created by individuals as well as crystallizing and connecting it with an organization's knowledge system’.

In the above Figure 2.2, The interaction among individual to individual, individual to the group, group to group and their related environment facilitate knowledge creation and improvement.

Suchman (1987) suggested that knowledge did not just exist in one's cognition. Rather, it was created in situated action. Therefore, the knowledge-creating process should be occurred in a specific time, space or other relationships with others. In the

words of Nonaka and Konno (1998), “to participate in a ‘Ba’ means to get involved and transcend one’s own limited perspective or boundary. Nonaka et al., (2006) further introduce that ‘Ba can be a physical, virtual, or mental space, but all three have knowledge embedded in Ba in common, where it was acquired through individual experiences or reflections on other’s experience’. It’s easy to understand different types of Ba. Physical Ba means meeting room or cafe shop; virtual Ba like online communities, video meeting or social communication platforms.

Actually, Information technology (IT) has become more vital in individuals, communities or organizations. The integration between IT and knowledge creation is reasonable. At the beginning of knowledge creation theory, Nonaka hasn’t realized the information technology can play an important role in knowledge creation. But Nonaka and his colleagues (1996) were able to bridge this gap and accurately described the technologies that were groupware, video conferencing, group idea processing, and collaborative document production.

The researcher also notices that some scholars have already applied the knowledge creation theory in an online environment based on IT support. Seyede Mehrmoush Hosseini (2011) applied the SECI model as the framework of knowledge creation in virtual learning which aimed to provide better online learning as well as knowledge creation. Online environment refers to various platforms or tools from the internet. Social media is also an important part. Andrew McAfee (2009) depicted a number of case studies that illustrate the application of social media for knowledge collaboration at organizations such as Vistaprint, Serena software, the US intelligence service and the Google. Treem and Leonardi (2013) point out that social media are often associated with specific tools, such as blogs, wikis, social networking sites, social tagging, and micro-blog. David Wagner Gabriele Vollmar (2014) concerns that the social media role in the study the impact of information technology on knowledge creation: An affordance approach to social media and finds that social media may support knowledge creation by affording new types behaviors that were not possible with previous forms of computer-mediated communication.

Based on the above research, most of the scholars acknowledge the influence of the internet or social media in propelling the knowledge creation from a macroscopic view. The author also finds that knowledge creation can be conducted in a small

targeted scope from social media to transfer the targeted knowledge to contribute targeted group. So, this study will introduce the SECI model and Ba as the solution framework to transfer the promotional knowledge from Chinese cosmetic internet celebrity based on the online environment like social media platform; social chatting tools or online questionnaires and online-semi interview.

Based on the core logic of SECI model & Ba, the author gets the concept of the knowledge transformation from them and guide the knowledge acquisition in this research.

2.6 Focus Group

Focus group is a format of group interview that capitalizes on communication between researcher participants in order to generate data, Jenny Kitzinger (1995) pointed that focus group is particularly applied to explore people's knowledge and experiences and also can be used to examine not only what people think but how they think and why they think that way. Wilkinson (2004) considered it as a way of collecting qualitative data, which involved engaging a small number of people in an informal discussion. (Krueger & Casey, 2000) commented on the advantages of the focus group that less threatening to many research participants and this environment is helpful for participants to discuss perceptions, ideas, opinions, and thoughts. Leung, F. H., & Savithiri, R. (2009) also stressed that focus group made individuals more likely to provide candid responses, and it's very useful for needs assessments and project evaluation processes. In regard to how to conduct a focus group, they consider the first step is to clarify the expectations that include the purpose of the focus group and what kinds of information that hope to gather. The participants should be selected based on some common or diversity characteristics. The questions developed for the focus group must be short, natural, and open-ended. Finally, A convenient place for focus group conducting is also important. In this research, the focus group will be applied in the knowledge sharing with local Thai cosmetic business groups to then be able to get their attitudes, feedback about promotional knowledge.

2.7 Meipai Short Video Application

Meipai is a short video application made by China's Meitu Technology company in 2014. With over 140 million users, Facebook's chief product officer Chris Cox calls the app "the Instagram for video". Users can upload and create videos in a couple different lengths including 15 second videos, 10 second photo slide shows, and longer videos up to 5 minutes. For each length the app offers different filter and editing options. In January 2016 the app launched its live video feature, which has become quite popular for brand and celebrity cooperation. During the first 6 months after Meipai launched the live video function there were over 9.5 million live broadcasts with over 570 million views. Meipai has slightly more female users than male users. Many of them are born in 1990 or later, with a huge amount of the users being teenagers. A large portion of the app's users come from second and third tier cities such as Guangzhou, Chengdu, Shenzhen, and Lhasa. Meipai also has quite a few foreign users as well as Chinese people living and studying abroad. Unlike many of the other apps, Meipai offers viewer data to users who have reached a certain number of followers.

Several internet celebrities verified by Meipai official as 'cosmetic internet celebrity' who are talented in cosmetic content-creation and cosmetic short video promotion activities.

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