CHAPTER 3

Methodology

3.1 Introduction

This chapter will display the theories, methods, tools along the KM steps which are used to conduct this research. Based on the KM steps, the author explains how the necessary data and information to address the research objectives and questions was collected, presented, analyzed in the corresponding step.

3.2 Conceptual Framework

Table 3.1 Conceptual framework

KM Steps	Theories	Tools	Output
1. Problem Analysis a) Chinese internet celebrity b) Chinese consumer behavior c) Thai local cosmetic business	4C theory	a) Literature review b) Online questionnaire c) WJX.com d) Social tool	a) Definitions of Chinese internet celebrity b) Impact between Chinese consumer behavior and celebrity c) Knowledge gap between Thai and China
2. Knowledge Acquisition	a) Integrated Marketing Communication (IMC) b) 4C theory	a) Online semi-structured interview b) Social tool c) Representative sampling	Acquire promotional knowledge
3. Knowledge Validation	4C theory		Validate the promotional knowledge
4. Knowledge Sharing		Focus group	Get feedback about the knowledge

3.3 Population and Sampling Design

Sekaran（2003) mentioned the population of a study basically refers to the total number of people in the form of a thorough headcount of all elements. An accurately defined population can make sure that the analysis process, results, and finds which can apply in the correct direction. Considering that the study aims to explore a new knowledge from a specific group and share new knowledge among another specific group. Actually, only the experience of Chinese cosmetic internet celebrity can't cover all kinds of details in a new knowledge. The promotional knowledge will be explored among a diverse group's participation which involves Chinese cosmetic internet celebrity, Chinese consumer, and their followers. As mentioned, the above three groups are the main populations in this study.

Due to limited resources, Saunders et al. (2007) pointed that there was almost always the need to sample respondents for an investigation. Denscombe (2010) added that it is not practical that takes a lot of effort and time to use the whole population to do the survey. This term "sampling" is part of the whole data, which is called the population to reflect the responses of the whole population. Saunders at al. (2007) commented that the size of the sample may have an impact on the extent of the significance of the relationship between variables of the study. Whereas a small sample size may not be representative, a sample size too large can create the perception of the significance of a non-existing relationship. Therefore, selecting an appropriate sample size with the proper methods also can influence the accuracy and reliability of the study.

Representative sampling here refers to the sample that is typical and representative of the whole population. The definition of Representative Sampling from Business Dictionary depicts that a small quantity of something such as customers, data, people, products, or materials whose characteristics represent (as accurately as possible) the entire batch, lot, population, or universe. Representative sampling is applied in this study and mainly refer to choosing the appropriate sample. Due to limited time and resources, this study chooses Meipai application from hundreds of social applications in China, According to Mob Data (2017) 2017 short-video industry research report, Meipai application ranked top 5 in China short-video social application with more than 170 million users. More importantly, more than 76% users are female. This characteristic reminds those female preference brands of promotion in this platform.

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Another point by author's observation, Meipai official will verify the person who has the excellent talents in different detail classifications of the field and identify them with a pink symbol. There are about 15 specific classifications that cosmetic, clothing, dancing, gourmet, funny, music, crafts, pets, beauty, live show, game, sports, shopping share, painting and traveling in the Meipai short-video social application till now (July 2018). Because of several hundreds of cosmetic internet celebrities in Meipai application, Representative sampling is also applied to choose Top 10 cosmetic internet celebrities in cosmetic classification. The top 10 cosmetic internet celebrities come from the monthly celebrities ranking list of CaasData.com. It's a professional website and expertise in short-video social platform data analysis. June official ranking list will be selected in this study. The following Table 3.2 displays the top 10 cosmetic internet celebrities and their selected information from CaasData.com.

Table 3.2 The ranking list of cosmetic internet celebrity classification in Meipai social platform (June, 2018)

Name	Meipai ID	Followers (Million)	Male/Female Followers (%)	Age Range (%)					
				6-17	18-24	25-30	31-35	36-40	40+
@Kakakaoo-	1015222	2.2	4.74 / 95.26	23.19	49.57	23.38	2.45	0.38	1.03
@张凯毅	17110834	2.2	6.64/93.36	33.33	44.31	16.95	2.6	0.6	1.2
@张沫凡 MOMO	1014697	2.55	4.21/95.79	15.38	49.96	29.89	3.34	0.58	0.85
@井哥哥	1007037	1.36	28.83/71.17	18.03	44.06	31.09	3.05	1.88	1.09
@Baby-J	1012578	1.7	11.85/88.15	32.87	40.32	22.33	2.55	0.37	1.56
@萌大雨 YUYU	1055978483	1.38	5.24/94.76	10.31	54.11	29.58	4.33	0.94	0.73
@美妆师二言	36958882	1.28	3.92/96.08	10.01	34.43	39.3	11.23	3.18	1.85
@曲田心瑶 21	1081105340	1.12	16.94/83.06	53.5	23.21	16.88	3.25	1.1	2.06
@周贝蕾 Manon1994	21792956	1.42	4.75/95.25	11.99	42.45	37.49	5.9	1.2	0.97
@陈莴笋	20648218	1.51	8.54/91.46	36.16	38	19.85	3.27	0.6	2.12

As Table 3.2 displays, the total followers of the top 10 cosmetic internet celebrities reached 13.78 million, which covers almost 1/10 users of Meipai application. Approximately about 71.17% to 96.08% of their followers are female, which is the obvious characteristic of them, and next the age ranges of their followers, concentrate on 18-24 years old and 25-30 years old, and it corresponds the characters of main consumers of cosmetic products. Above all, that's also the reason why the author chooses Meipai platform, not other social platforms. More importantly, the characteristics and image of cosmetic internet celebrity have been understood in this representative sampling.

The other related interviewees of this study will be illustrated later. firstly, Chinese consumers group. In order to know how the Chinese cosmetic internet celebrity influence Chinese consumer's consumption behavior towards Thailand local cosmetic products.100 Chinese consumers chosen from social tools like WeChat and Tencent QQ to finish the online questionnaires. next group is the 5 cosmetic internet celebrities from Meipai that will be chosen for the online-semi structured interview. and then another cosmetic internet celebrity who has one million followers from Meipai application will validate the knowledge from online-semi structured interview. Finally, several persons from Thai local cosmetic business will be shared with the knowledge after validation. And make sure them understand or not.

3.4 Problem Analysis

For the first step of KM (knowledge management), it is important to pay attention to these parts that problem analysis, definitions of Chinese internet celebrity, Chinese consumer behavior, and Thai local cosmetic business. The problem analysis is at the beginning of this study, which refers to the problem identification. Although no organization can be the target in this study. The author regards the Chinese internet celebrity as the community. Through the literature review, the definitions and development situation of academia and industry will be understood in the literature review chapter. In addition to this it also leads this study to the research topic. Based on the literature review, the author finds that most of the scholars' study from a macro view of Chinese internet celebrity. Actually, The Chinese internet celebrity can be clearly classified based on their content and characteristics. The author has already

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listed the previous scholar's definitions and also further to give a more specific definitions of the Chinese internet celebrity in literature review part.

Regarding the Chinese consumers behavior, in order to prove that Chinese internet celebrity especially the Chinese cosmetic internet celebrity have impacts on Chinese consumer behavior towards Thai local cosmetics. The questionnaire will be designed based on a 4C theory which refers to customer, communication, convenience and cost dimension. Since the amount of time and location is limited, the questionnaire will be conducted online via WJX.com which is a professional online questionnaire website that serves for the government, educational institutions, and business companies. The online questionnaire will be shared with the consumers by social media tools like WeChat and QQ. The results of online questionnaire will display the impacts of Chinese cosmetic internet celebrity on Chinese consumers about local Thai cosmetic purchasing. It also provides the evidence to support this research. local Thai cosmetic business also needs to be concerned in this step, Through the literature review and related industry report, which give the understanding of current situation about Thailand local cosmetic. And find the knowledge gap between Chinese consumers and brands.

The following questions are designed for online questionnaires to interview the Chinese consumers and knowing about their consumer behaviors toward Thailand local cosmetics based on 4C theory.

Table 3.3 The questions of online questionnaire

1. Basic information: 1.1 Where are you from? 1.2 What's your gender?
2. Have you ever been to Travel in Thailand?
3. What's the kind of Thailand cosmetic products that you often buy (multiple options)?
4. What is the proportion of Thai cosmetics in your shopping plan when you travel in Thailand?
5. What's your favorite Thailand local famous brand cosmetic excluding other foreign brand when you travel in Thailand (multiple options)?
6. What's the reason for you choosing these brands (multiple options)?
7. On average, what kinds of channels that you obtain the cosmetic information (multiple options)?
8. Do you often like trying different brand's cosmetic?

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3.5 Knowledge Acquisition

The knowledge acquisition step refers to the process of identifying and extracting knowledge from explicit and tacit resources. In addition to this subsequently having to organize the knowledge, so that it can be verified, validated and utilized properly. In this research, online semi-structured interview will be the main method to acquire this knowledge.

The SECI model from the knowledge creation theory will be applied as the process of knowledge acquisition. Another point is that all the process of this study will be finished online based on different online tools. The semi-structured interview will be selected for qualitative data collection. According to Bernard (1988), the semi-structured interview is best used when you won't get more than one chance to interview someone and when you will be sending several interviewers out into the field to collect data. The advantages of the semi-structured interview are that the questions can be prepared before interviewing, which allows the interviewer to be prepared and appear competent during the interview and can provide reliable, comparable qualitative data. Because the promotional knowledge should be the conversion between the different explicit and tacit knowledge. So semi-structured interview can be the method to extract tacit knowledge from interviewees as much as possible. The online semi-structured interview will be applied in the socialization of the SECI model, which aims to extract tacit knowledge from 5 Chinese cosmetic internet celebrities who are in one WeChat group. The whole semi-structured interview will be finished by audio calling via WeChat and the audio will be recorded for the next parts. In Externalization parts, it's equal to the encoding element of IMC communication process and 4C theory which aims to organize the information in proper format or category. The audio from socialization will be articulated and categorized into different angles of promotional knowledge from explicit to explicit knowledge based on 4C theory and IMC macro communication model. The next part in combination, not all the information is proper or considered perfectly. Different knowledge will be combined and systematic in this step and make it from explicit to explicit.

In fact, the questions of the semi-structured interview will be divided into two main parts. The first part, which focuses on customer's needs from the encoding step that aims to extract what kinds of cosmetic promotional knowledge can persuade

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Chinese consumers based on 4C theory. On the other hand, it's also important to understand the IMC macro communication model more details. Firstly, the questions of semi-structured interview should be prepared before conducting. As Figure 2.1 shows, The IMC macro communication model provides a clear process for promotional activities. In this study, 5 Chinese internet celebrities will act as the sender. Then by doing this are able to to master a lot of promotional experience in terms of tacit or explicit. SECI model begins at socialization with the celebrities, finished after the decoding process. The questions of semi-structured interview will be designed based on 4C theory which involves customer, convenience, cost, convenience four parts, and IMC macro communication model includes sender (source), encoding, media (channel), decoding, receivers, feedback, and noise. And these elements give a clear category for the knowledge from online semi-structured interview. Actually, not all the elements of IMC should be considered to display in the semi-structured interview. Then the decoding and receiver elements are already known as the explanation in Table 3.5. The following questions designed for the online semi-structured interview among 5 Chinese cosmetic internet celebrities from Meipai application via WeChat voice & chatting recording which include Table 3.4 and Table 3.5.

Table 3.4 The semi-structured interview guideline for encoding information for Chinese cosmetic internet celebrity promotion

Actually, 'Encoding information for Chinese cosmetic internet celebrity promotion' are the primary core parts of promotional knowledge. Based on the prerequisite of the known sender, how to communicate more accurate information of cosmetics with receivers or audience is a point that needs to be further explored deeply. So 4C theory is applied to extract the knowledge from 5 internet celebrities and categorize the knowledge based on customer, cost, convenience and communication dimensions.
Theme 1: Customer element Customer mainly refers to the needs and wants of them. The company should know the customer's needs before. And then provide the products or service to meet them. It's totally different from the products of 4P. The customer needs and wants are the beginning of the productive process, not the ending of the productive process.

Table 3.4 The semi-structured interview guideline for encoding information for Chinese cosmetic internet celebrity promotion (Cont.)

Customer	Q1: Do customers only believe famous brands, or they also want to try a small or new cosmetic brand but good quality?
	Q2: What kinds of cosmetic are popular with your followers from your own experience? According to what kinds of evaluation index? Clicks, likes or others?
	Q3: During your promotion process, what are the most important aspects of cosmetic products that Chinese consumer concerns much? (1) Price (2) Quality (3) Package: What kinds of package are more attractive? (4) easy to use (5) healthy and natural (6) Others
	Q4: Why your followers' consumption behavior was influenced by your content? because of what your personality or their real needs for cosmetic knowledge etc.?
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	Q1: Do you think that cost is an important factor that influence your follower's purchasing decision?
	Q2: Do you need to tell followers the unit price of the products in promotion?
	Q3: Excluding the cost of products, do the Chinese consumer like to afford the other cost like cross-border delivery expense?
	Q4: What's the factor that influence Chinese consumer can accept the corresponding cost? Cheap but nice or good public reputation. Or they have a strong demand or interest for these products whatever the cost is high or low, they also can accept it?
	Q5: Do the Chinese consumer want to purchase the cosmetics from your channel where can be lower than offline store?

Table 3.4 The semi-structured interview guideline for encoding information for Chinese cosmetic internet celebrity promotion (Cont.)

	Theme 3: Convenience element
	In 4P marketing theory, the placement stresses the combination of direct and indirect distribution which make a lot of people and institutions involved in the 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 is the key factor to build up the distribution channels.
Convenience	Q1: For your opinion, what's the meaning of convenience in cosmetic promotion activities?
	Q2:How many channels that you can provide currently ? (Add the link of their online shop under the promotion words or tell them the offline store address)
	Q3: Online shopping is very popular and convenient in China, for foreign (like Thailand) brands, do you think that it's also 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?
	Theme 4: Communication element
	In 4Ps theory, promotion means that the enterprise using the one-way communication to deliver marketing information in the form of advertising, personal promotions or sales. The weakness is that the feedback of consumers can't feedback to the enterprise. But Communication element of 4Cs 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 fact, it's a win-win solution for both sides.
Communication	Q1: During your promotion activities, how to communicate with your followers or potential consumers?
	Q2: When the followers or internet users' feedback or react to your content, maybe they will give comments, like or dislike?

Table 3.4 The semi-structured interview guideline for encoding information for Chinese cosmetic internet celebrity promotion (Cont.)

Communication	Which part should be paid attention to and respond to them in time?
	Q3: During the interactions between followers and you, their comments are the direct feedback. What kind of comments can capture your attention?
	Q4: Do you think the enterprise often ignore the function of communication when celebrity's promotion implementation?

The questions of the online semi-structured interview among 5 Chinese cosmetic internet celebrities from Meipai application via WeChat voice & chatting recording based on IMC macro communication model.

Table 3.5 The semi-structured interview guideline of general knowledge of internet celebrity promotion process

No matter what kinds of promotion. In order to make those people who don't learn about internet celebrity promotion. It's necessary that some questions are designed to know the general knowledge of the celebrity promotional process in China. These questions are designed based on the elements of IMC macro communication model. In this part, the exploration of promotional knowledge focus on that the image of sender (Chinese cosmetic internet celebrity), the content of encoding, format of message or channel, feedback or noise, will be concreted by these 5 cosmetic internet celebrities.

Questions Guideline based on IMC Macro Communication Model	
Sender (Source)	Q1: Before promotion activities, how the cosmetic brands can contact you? Direct contact or promotion(advertisement) agent?
	Q2: Do you think why internet celebrity promotion is so popular with cosmetic brands in recent years? In comparison with traditional hard promotion like cosmetic TV advertisements or read the instructions of cosmetic products, do you think what's the obvious advantages of celebrities over other?

Table 3.5 The semi-structured interview guideline of general knowledge of internet celebrity promotion process (Cont.)

Questions Guideline based on IMC Macro Communication Model	
	Q3: Do you think what's the ability should cosmetic celebrities have: followers, obvious personality, creativity or others?
	Q4: What's the work-flow of one internet celebrity's promotional activity?
	Q5: Could the cosmetic celebrities also can be classified by the consumption preference level like Japan-Korea or domestic fair price products, European-American famous brands or niche luxury brands?
	Q6: What kinds of cosmetic are proper for celebrities' promotional activities? How to make sure?
	Q7:When you decide to collaborate with cosmetics brands, do you need to have a try first？Why?
	Q8: Could cosmetic internet celebrity can further to be classified by their cosmetic preference like general cosmetic sharing, make up skills teaching etc.? That means brands can more accurate to find the real proper internet celebrities?
Encoding	Q1: When they contact with you, what kinds of content should be known by each other at the beginning?
	Q2: Currently, what's the effective style of content-creation when cosmetic internet celebrity promotion encodes the products information, cosmetic evaluation and test, storytelling or directly recommend or product implantation in make-up Tips(skills) etc.?
	Q3: During the creation of promotional content. Creativity is important, do you think what's the main aspects which can reflect creativity or like language or edit skill etc.?
	Q4: Do each other have anything to pay attention to like scripts, length of time, content-creation cycle or necessary and instant negotiation during content-creation process?
	Q5: What is the information should be involved in your promotional content in details?

Table 3.5 The semi-structured interview guideline of general knowledge of internet
celebrity promotion process (Cont.)

| Message (Media) | Q1: For Meipai social application or other platforms, what's the main forms of promotion? text, pics or videos? Why? |
	Q2: How long does the promotion content (video) will be kept on your social account?
Decoding	Decoding step refers to those followers of celebrity.
Receivers	Receivers refer to those potential consumers among followers who react to the promotional content.
Feedback	Q1: During the interactions between followers and you, their comments are the direct feedback. What kind of comments can capture your attention?
Noise	Q1: During this period of promotion time, what kinds of things need to be concerned?
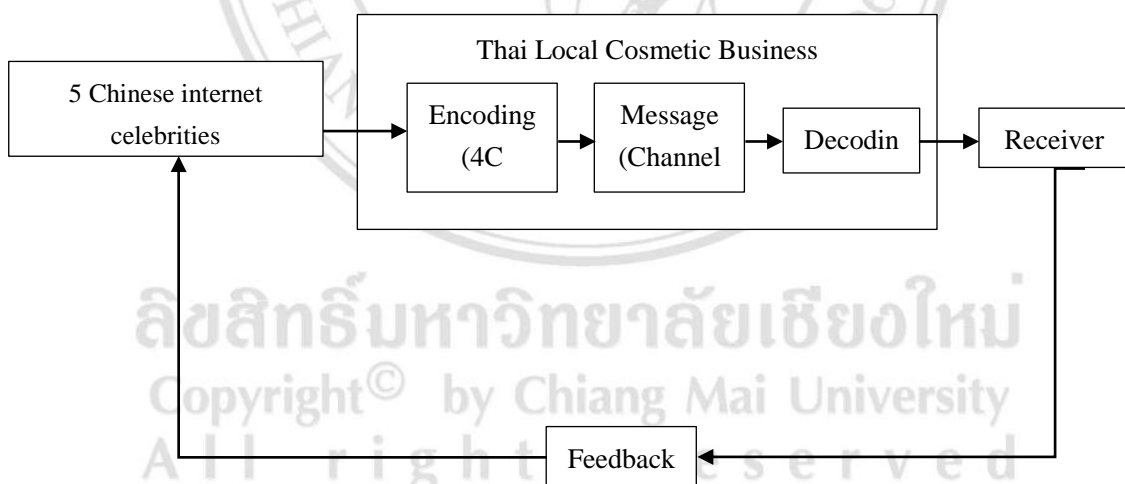
Figure 3.1 The content of IMC macro communication model in this study

As Figure 3.1 displays, the IMC macro communication model can explain the process of celebrity promotion, 5 Chinese internet celebrities as the sender, and the socialization of SECI model begins with celebrity who starting to encode related information. Encoding information step is that the most important knowledge of all. 4C

theory provides a main theoretical structure for the author to acquire celebrity's promotional knowledge in encoding step, meanwhile, the other knowledge from the IMC macro communication model view will make supplements.

3.6 Knowledge Validation

The knowledge validation refers to the process of checking the knowledge actionable or not. The knowledge validation will be conducted by the concept of SECI model. A representative and experienced Chinese cosmetic internet celebrity will help validate the results of semi-structured interview. And the feedback can lead to improving the new knowledge if some knowledge is missed in knowledge acquisition step.

In the second circle of applying the SECI model, the results of semi-structured interview concluded into different tables based on the elements of 4C theory and IMC macro communication model. And then they will be delivered to the celebrity who will participate in the knowledge validation activities in a WeChat group. The socialization with the celebrity will based on these tables. A WeChat group provides the place for knowledge validation. By the way, the discussion will be recorded based on WeChat voice chatting function. In the externalization, the author will articulate celebrity's suggestions into different elements of these tables. And next send them to celebrity again and filter that improper knowledge or add the new knowledge. Finally, the formal version of knowledge will be finalized. In the internalization step, it will be shared among those local Thai cosmetic business.

3.7 Knowledge Sharing

After knowledge validation, the researcher then can obtain the formal promotional knowledge. Then after this the local Thai cosmetic business as the beneficiaries of the promotional knowledge. Knowledge sharing is a vital part of the significance of this research, and it also can tell the researcher that the future practitioner of the knowledge can understand the information or not. Several people from Thai local cosmetic business are invited as the focus group to attend the knowledge sharing and get their feedback of the promotional knowledge.