
CHAPTER 4

Results and Analysis

4.1 Introduction

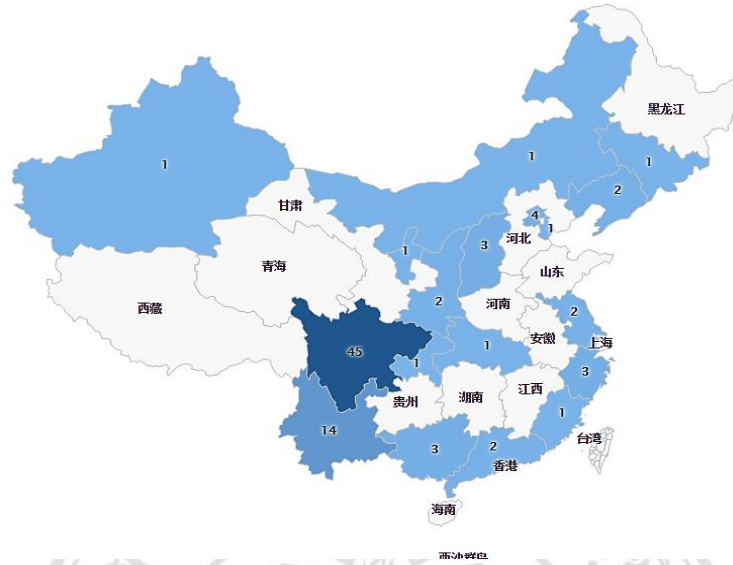
This chapter mainly displays the results and analysis of Chinese consumers behavior towards purchasing local Thai cosmetics as well as the semi-structured interview with 5 Chinese cosmetic internet celebrities from Meipai platform. Finally, displaying the formal internet celebrity promotion knowledge after knowledge validation and the feedback of those Thai local cosmetic business about the knowledge.

4.2 The Results of Problem Analysis

In problem analysis step, the Chinese internet celebrities as the target group in this study, the definitions, and details of them have been concluded and also are defined by the researcher in Table 2.1 through the literature review. Based on this prerequisite, in order to understand how the Chinese internet celebrity can influence Chinese consumers behavior towards local Thai cosmetics consumption and also prove that it's a knowledge gap between Thailand local cosmetic business and Chinese consumers. The results of online questionnaires about Chinese consumer behaviors will be illustrated in the following part.

4.2.1 The Results of Online Questionnaire of the Chinese Consumers Behavior towards Purchasing Thai Local Cosmetics

These online questionnaires are delivered to interview about 100 Chinese consumers in total by WeChat, which would involve around 18 provinces of China and some Chinese at abroad. The percentage of gender: 35% male and 65% female.



Geographical Locations

Figure 4.1 Basic information of 100 Chinese consumers

Table 4.1 The percentage of gender

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

In order to better understand the Chinese consumers behavior towards local Thai cosmetic products, the cross analysis between different questions can be used to give a clearer and better understanding. As the Table 4.2 displays, X factor=Have you ever been to Travel in Thailand, Y factor=What's the kind of Thailand cosmetic products that you often buy?

Table 4.2 The cross analysis between the frequency of Chinese consumers traveling in Thailand and their previous behavior towards Thai local cosmetic purchasing (multiple options)

X\Y	Basic skin-care	Deep Skin-care	Makeup	Herbaceous skin care	Total
Never	68.18%	22.73%	18.18%	13.64%	44
One time	76.92%	30.77%	30.77%	26.92%	26
Twice or more	70%	30%	30%	16.67%	30

(X factor=The frequency of Chinese consumers travelling in Thailand; Y factor=Chinese consumer's type preference of Thai local cosmetic products)

In Table 4.2, Although 44 interviewees of 100 interviewees never visit Thailand because of some reasons. They already have the purchasing behavior towards different kinds of local Thai cosmetic products. 26 interviewees visited Thailand for one time. In addition to this most of them choose to purchase basic skin-care types. Deep skin-care and Makeup are the second choices. About 30 interviewees who have already even been to Thailand for twice or more times, they also have stable demands for Thailand local cosmetic products. In a short, Thai local cosmetics are popular by Chinese consumers.

Table 4.3 The proportion of Thailand local cosmetic consumption in Chinese consumer's shopping plan in visiting Thailand

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

Based on the condition of Table 4.2 ,the author furthers to gain the results of the proportion of Thailand local cosmetic consumption in Chinese consumer's shopping plan in visiting Thailand in Table 4.3.Shopping is the important part of tourism industry, and cosmetic products are also a choice for consumers , based on this prerequisite, As

the data shows in Table 4.5, 59% interviewees consider the Thai local cosmetic products as 0-20% percentages of their shopping plan , which means more than half interviewees will consider Thailand local cosmetic products.26% interviewees consider 20%-50% proportion in their shopping plans . Even there have 13% interviewees spend 50-80% proportion of Thailand local cosmetic products in their whole shopping plan during visiting Thailand. In a short, that means most of Chinese consumers consider budget for purchasing Thailand local cosmetic products. It's a big opportunity for them to attract more Chinese consumers.

Table 4.4 The ranking of Chinese consumer's favorite Thailand local cosmetic brands and the reasons why they choose (multiple options)

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

The ranking list (multiple choice)

Table 4.5 The cross analysis between Chinese favorite Thai local cosmetic brands and the channel to get information about these brands (multiple options)

X \ Y	Proper price	Quality	Reputation	Healthy and natural	Cosmetic internet celebrity recommendation	Friends recommendation	Use convenient	Discount	Endorsers	Personality	After sale service	Endorsers
Oriental Princess	69.2%	61.5%	53.6%	30.7%	23.1%	23%	15.4%	0	7.69%	0	0	7.69%
Ele	63.6%	59.1%	68.2%	31.8%	27.3%	22.7%	4.5%	4.5%	0	4.5%	0	0
Mistine	65.8%	51.2%	48.8%	19.5%	29.3%	29.3%	12.2%	4.9%	0	4.9%	0	0
Beauty Buffet	61.6%	48.7%	51.3%	28.3%	20.5%	20.5%	5.1%	2.5%	0	5.1%	2.56%	0
Herb Basis	90%	40%	40%	30%	30%	10%	0	10%	0	0	0	0
Ray	74.3%	45.7%	51.4%	25.7%	37.1%	37%	2.9%	8.6%	0	2.9%	0	0
Bath&Bloom	62.5%	75%	37.5%	50%	25%	25%	12.5%	12.5%	0	12.5%	0	0
Bio Skin	33.3%	33.3%	33.3%	66.7%	16.6%	0	16.7%	16.6%	0	0	0	0
Thann	69.2%	69.2%	30.7%	38.4%	38.5%	15.4%	0	7.7%	0	7.7%	0	0
Others	42.9%	43%	42.9%	28.6%	28.6%	14.3%	28.6%	14.3%	0	0	14.3%	0
Average Percent	63%	52%	46%	35%	27.5%	19.7%	10%	8%	7.6%	3%	1.6%	0.76%

The reasons why they choose these brands (Multiple options)

From Table 4.4, the researcher concludes the ranking of Chinese consumers favorite Thailand local cosmetic brands and the reasons behind them. In order to learn about more effective information, firstly, from a comprehensive understanding of the reasons behind the ranking of their favorite Thailand local cosmetic brands, the average percent of every reason column tells the fact that proper price, quality, reputation, ‘healthy and natural’ and cosmetic internet celebrity recommendation are the most five important reasons, which attract Chinese consumers to choose them.

Based on the ranking list, the author furthers to analyze the reasons behind different level ranking of these brands like Top 3, middle and lower ranking. From the ranking list, Mistine, Beauty Buffet and Ray are the top 3 favorite brands of Chinese consumers. Proper price, quality, and reputation are the most reasons. Especially the proper price is the most important reason for 61%-74%. In the middle ranking including Ele, Oriental Princess and Thann, Proper price, quality, and reputation are still the most important reasons for Chinese consumers to choose Oriental Princess and Ele, even reach about 60%-70%. But for Thann, proper price, quality and cosmetic internet celebrity commendation are the most important reason. Maybe for Thann, they should attach importance to the functions of Chinese cosmetic internet celebrities in the process of attracting more Chinese consumers. Although the ‘healthy and natural’ reason is not in the top three most important factors. This is another potential reason that influence

Chinese consumers and the 3 middle ranking brands also get a higher percentage in ‘healthy and natural’ column than the top 3 brands. The author concludes that it’s an advantage for these brands to promote and communicate with more Chinese consumers. Finally, regarding the 3 lower-ranking brands of this list including Herb basis, Bath & Bloom, and Bio skin, regarding Herb basis, proper price, quality, and reputation are the top 3 important reasons. However, for cosmetic internet celebrities ‘healthy and natural’ are also important factors for Chinese consumers, which they must take into consideration. In addition to this Bath & Bloom are mainly made from herb materials, quality, proper price and ‘healthy and natural’ are very important. Finally, about Bio skin, ‘healthy and natural,’ proper price, quality, and reputation are the main important reasons for their consumers to choose. When the lower-ranking brands compare to the top-ranking brands, some of them are weak in price advantages, reputation, cosmetic recommendation. If they can strengthen these aspects, maybe they will be more attractive to consumers.

In short, all the brands have common reasons why the Chinese consumers like them, and they also have different reasons for choosing different brands, what kinds of potential reasons can be communicated with more Chinese consumers and attract them to purchase related products. That’s the point that brands need to concern much later.

Table 4.6 The channels for Chinese consumers to acquire related information of local Thai cosmetics brands

X \ Y	Friends recommendation	Cosmetic internet celebrity	Social media	TV advertisements	Official store/counter/mall	Related magazine	Internet advertisement	Online shop	Others	Newspaper	Outdoor advertisement
Oriental Princess	38.5%	53.8%	46.1%	46%	15.4%	15.3%	15.4%	15.3%	15.4%	7.7%	0
Ele	50%	45.4%	45.4%	45%	36.3%	22.7%	9.1%	0	9.1%	4.6%	9%
Mistine	51.2%	48.7%	34.1%	22%	21.9%	14.6%	17.1%	9.7%	17%	2.4%	2.4%
Beauty Buffet	58.9%	38.4%	35.9%	20.5%	28.2%	12.8%	20.5%	10.2%	10.3%	0	2.6%
Herb Basis	30%	80%	30%	10%	30%	10%	20%	0	0	0	0
Ray	57.1%	51.4%	45.7%	22.8%	20%	25.7%	11.4%	11.4%	11.4%	2.8%	5.7%
Bath&Bloom	75%	37.5%	62.5%	13%	25%	12.5%	12.5%	12.5%	0	0	0
Bio Skin	50%	16.6%	33.3%	16.6%	16.7%	33.3%	16.7%	33.3%	0	16.7%	0
Thann	46.6%	69.2%	30.8%	15.3%	30.8%	23.1%	15.4%	15.4%	0	0	0
Others	57.1%	42.8%	28.6%	57.14%	42.8%	0	14.3%	0	14.3%	0	0
Average Percent	51%	48%	39%	26.8%	26%	17%	15%	10%	7%	3%	2%

More about the channels for Chinese consumers, the use them to get information about local Thai cosmetic brands. The cross analysis between Chinese favorite Thailand cosmetic brands and the channels to get information about them are displayed in Table

4.5, in general, according to the average percentage of every channel of all the brands, friends recommendation, cosmetic internet celebrity, social media, TV advertisement and official store are the most popular channels for Chinese consumers to acquire related information of local Thai cosmetics.

Based on the ranking list from Table 4.4, the author has an analysis which based on top 3 ranking brands, middle and lower ranking brands. And then get some different understanding of the channels to get information behind them. For the top 3 brands of this ranking list, friends' recommendation, cosmetic internet celebrity, and social media are the main channels for consumers to learn about the related information. Next talking about the middle ranking part, the most important channels for Chinese consumers are different. Oriental Princess consumers prefer cosmetic internet celebrity, social media and TV advertisements. For Ele consumers, the recommendations of friends, cosmetic internet celebrities, and other social media outlets are the main channels. Also for Thann consumers, cosmetic internet celebrities, friends recommendations, and social media are the main important channels. Among all the channels for Thann consumers, almost 70% of them choose cosmetic internet celebrity as the information channel. It's an important factor that can give some thinking to Thann when they want to promote their products to Chinese consumers. Finally, regarding the lower ranking part, the author also analyzes one by one, cosmetic internet celebrity, social media, friends' recommendation, and counter are the main channels for Herb basis consumers to acquire related information. But even 80% percent of consumers choose cosmetic internet celebrity as the most important channel which should catch the attentions of this brand. And then about Bath & Bloom, friends' recommendation, social media, and cosmetic internet celebrity are the main channels, especially even friend's recommendation percentage reach 75%. And the last one Bio. Skin brand, friends' recommendation, social media, and related magazine are the main channels.

Above all, the author analyzes the channels for Chinese consumers to get information behind these brands in a comprehensive view and specific case view. There is no doubt that the recommendations from friends, internet celebrity, and social media are the main channels. In addition to this the average percent of cosmetic internet celebrity actually is very close to friend's recommendation. Based on the author's understanding, there is an internal relationship among the three channels. Cosmetic

internet celebrities are the KOL and are born from social media which is a various interactive platform for consumers to acquire information. Also this means maybe the information resource of friend's recommendation comes from various social media or cosmetic internet celebrities.

If the brands are able to strength the functions of social media or cosmetic internet celebrity in the process of products information diffusion, maybe it will be effective to connect with an automatic reputation among other consumers. When analyzing the channels for specific brands, the cosmetic internet celebrity even become the most important one of all the channels. These facts prove that the Chinese cosmetic internet celebrity is an important channel for Thailand local cosmetic business to diffuse and promote their products and it also proves the significance of this research. So, the author will continue to acquire the knowledge to help Thailand local cosmetic business promote their products by Chinese cosmetic internet celebrity.

In a short, the results of organization analysis part, the author summarizes the Chinese consumer's behavior among Thailand local cosmetic products from different aspects like their favorite Thai local cosmetic brands, the reasons behind their preference and the channel for them to acquiring the information of products etc. More importantly, the author has displayed how the effect of Chinese cosmetic internet celebrity play a vital role in Chinese consumer's purchasing demands among Thai local cosmetic products. Finally, that's also the knowledge gap for Thai local cosmetic business in promoting their products to Chinese consumers.

4.3. The Results of Online Semi-structured Interview with 5 Chinese Cosmetic Internet Celebrities

In this part, the results of semi-structured interview with 5 Chinese cosmetic internet celebrities from Meipai application will be displayed. The results of semi-structured interview will be divided into two parts that the results of 'encoding information for Chinese cosmetic internet celebrity promotion' based on the elements of 4C theory and the results of 'the general knowledge of internet celebrity promotion process' based on the elements of IMC macro communication model process.

4.3.1 The Results of ‘Encoding Information’ from 4C Perspectives

The ‘Encoding information for Chinese cosmetic internet celebrity’s promotion part main refer to the core promotional knowledge for encoding step in the IMC macro communication model process, in order to make it more completed. This part is based on the elements of 4C theory. The conclusions of ‘Encoding information for Chinese cosmetic internet celebrity promotion’ from online semi-structured interview are displayed in the following table.

Table 4.7 Conclusions of ‘customer’ element

Element	Conclusions
Customer	<p>1. Through the experience of interviewees, For Chinese consumers, they don’t only focus on single famous brands. and they often blindly try different brands because lack some effective information to judge the products. firstly, different consumption level of them provides a market space for those new or small brands. Secondly, if it’s good quality, effect, and design, it also will attract Chinese consumers. But they also mention that it’s necessary for new or small brands to make markets or consumers know their products by proper promotional activities. In order to stimulate and introduce more potential brands of Thailand local cosmetic industry to Chinese markets, the cosmetic internet celebrity may be an opportunity for them to communicate with potential consumers.</p> <p>2. About what kinds of cosmetic types popular by Chinese consumers. Most of them will choose those frequencies using in their daily life like basic skin-care or the make-up easy to use like lipstick, eyeshadow. And the products should suitable for young generations during about 18-30 years old. For those stationary products like ‘hairline repair capacity’. it’s not proper for celebrity promotion to attract consumers.</p> <p>3. About the aspects of cosmetic that Chinese consumers concern much. Good price, quality, and health are the most important aspects. Excluding these, A creative or chic package confirmed to female aesthetics is also essential; Proper discount or small gifts for them can also stimulate their purchasing demands. Finally, a common value is another aspect that they care about.</p>

Table 4.7 Conclusions of ‘customer’ element (Cont.)

Element	Conclusions
	<p>4. Another point that needs to be understood by Thailand local cosmetic business why they should choose Chinese cosmetic internet celebrity to promote and why their Chinese consumer behaviors influenced by the promotion content. There are several reasons need to be concluded. Firstly, because of information asymmetry, the knowledge and information of content properly meet consumer’s cognition and speed up their purchasing demands when they have some impulse towards the products. Secondly, a good expression or understanding from content convinces consumers and make them confident with the effect as the celebrity tests in the content. Thirdly, consumers are unwilling to spending too much time in searching the information or instructions to read and this content right provides their core knowledge or information to judge. Finally, it’s the diffusion of emotions and value of celebrity themselves rather than just the promotional content or advertisement. More and more celebrity promotion involving products, personality, emotions, and value etc. Consumers not only focus what kinds of products they display but also care about the personality and common value among them. More importantly, the social media platforms usually verify those cosmetic internet celebrities with an official symbol to prove that they are the KOL in the cosmetic field, which also make them become professional and authoritative.</p>

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Table 4.8 Conclusions of ‘cost’ element

Element	Conclusions
Cost	<p>From interviewees’ answers, the cost is an important factor for Chinese consumers to choose cosmetics. In this part, the author concludes different aspects of cost from them. And they also mention that Chinese consumers can accept different price level of consumption because of a huge population of consumption group. But there are some details that influence them to accept the price of obtaining products.</p> <ol style="list-style-type: none"> 1. Firstly, the price should be determined by the real quality not the exaggeration of effect. 2. Secondly, their income and products’ preference also influence their decisions, but irrational consumption also occurs even though they don’t have the financial ability to purchase. 3. In terms of the expression of price in celebrity’s promotion content, it’s a must for the celebrity to tell the price in the promotional content. But there are some skills in the expression of the price. Don’t tell the price at the beginning of the content. And the celebrity should display the price in a creative and soft implementation way after stressing the advantages and competition of products. Based on the stimulation of advantages, consumers are much willing to accept the price. In fact, the cost is not only about the price of products. And it also refers to other related costs like delivery and time cost. 4. For Thailand local cosmetic business, most of them haven’t opened their official online store in the Chinese online shopping platform (Taobao or others). But online shopping behavior is an important characteristic of the Chinese consumers, which help Chinese consumers feel more convenient and save a lot of time. And Chinese consumers often have the psychology that maybe they can purchase the products at a lower price than offline. Even some Chinese consumers go to have a try offline and go back to purchase it online. As the interviewees say, most of the foreign cosmetic brands have already opened their online official store in China, meanwhile, the objective of their celebrity’s promotion often considers that guide followers’ stream to

Table 4.8 Conclusions of ‘cost’ element (Cont.)

Element	Conclusions
	<p data-bbox="523 320 1391 824">purchase related products in their online official store. More important, it can help Thai local cosmetic get in touch with thousands of million Chinese online consumers. On the other hand, The FTA (free trade agreement) between ASEAN and China can make Thailand local cosmetic business enjoy a lower or zero tariff in the future. That also provides a big opportunity for Thailand local cosmetic business to open their online official store in China and directly deliver their products from Thailand to Chinese consumers by cross-border e-commerce, which also reduces the cost of Thai companies like the high cost of opening the offline store in China.</p> <p data-bbox="523 842 1391 1400">5. About the detailed cost of cross-border like delivery cost, there are some skills in dealing with this problem. Under the condition of guaranteeing considerate profits, you should tell your consumers ‘free-delivery’ service and calculate it in the price of products. In fact, they surely can afford this cost. But from interviewees’ feedback, this small change can make them feel comfortable and stimulate more consumption. The time cost is also important. A short time of cross-border delivery service is better. 7 to 15 days is the normal speed for Chinese consumers to purchase products from Thailand to China. When encoding related information for promotion, above all the cost that consumers concern, the celebrity, and brand should stress them.</p>

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Table 4.9 Conclusions of ‘convenience’ element

Element	Conclusions
Convenience	<p>1. According to interviewees’ views, the expression of ‘convenience’ is also a part of the encoding information for cosmetic promotion content. The convenience here mainly refers to effective knowledge or information of this content which pushes consumers into making a quick understanding of related products and the convenient purchasing channel to buy the products. The quick understanding may be in the functions, characters, and methods of using etc.</p> <p>2. As for the convenient purchasing channel. There are current main purchasing channels like adding links of their official online store like Taobao, T-mall etc. under the short-video content, and another convenient channel is online carting function provided by the social platform, which can purchase the related products as the content display. And it’s also the objective of the social platform that help celebrity transfer followers’ loyalty or impulse into purchase behavior. Above all, the author points that internet celebrity promotion also can be regarded as ‘content promotion e-commerce’. Finally, in order to provide more convenient service to Chinese consumers, all the interviewees comment that Thailand local cosmetic business should open their official online store in Taobao or T-mall which can reduce the side-effect of counterfeits and serve more Chinese consumers.</p>

Table 4.10 Conclusions of ‘communication’ element

Element	Conclusions
Communication	<p>Communication refers that how internet celebrity interacts with consumers more actively.</p> <p>1. Usually, Chinese cosmetic internet celebrity will release some activities at the end of promotion content like ‘forwarding the post with the lottery (gifts)’ to improve the exposure of content.</p> <p>2. Secondly, they also will have the instant live show or periodical offline party with followers to learn about their demands. Especially instant live show provides a direct communication between them.</p> <p>3. Celebrity often chooses some comments related to the products or content-creation to reply. Reasonable demands from followers can be solved during this process. For Thailand local cosmetic business, how to collaborate with Chinese cosmetic internet celebrity to have a good communication with consumers, which is the point like trying to provide the gifts or request more creative communication ways.</p>

4.3.2 Results of ‘General Knowledge of Cosmetic Internet Celebrity Promotion Process’ from IMC Perspectives

In this part, the conclusions of ‘the general knowledge of internet celebrity promotion process’ will be displayed based on the elements of IMC macro communication model that include sender, encoding, message(channel), feedback and noise etc.

Table 4.11 Conclusions of ‘sender’ element

Element	Conclusions
Sender	<p>1. Firstly, they have the ability to acquire their contact information from their social account homepage like WeChat or telephone number or send the private message to their social account. And in order to be more convenient, Finding the MCN or internet celebrity advertisement agent companies also can be another channel to contact them.</p> <p>2. The general workflow of internet celebrity promotion should be learned about at the beginning because of cultural diversity. A general work-flow concluded for Thailand local cosmetic business is that: contact--discuss the budget--paying considerate deposit--learn about their brand demands--create the demo--discuss the demo--modify--post content and get feedback--pay full payment.</p> <p>3. During this process, the brands should deliver the samples to celebrity, and the celebrity will have a test for those products before promotion which aims to guarantee the safety and quality of products, meanwhile, it’s also a step to maintain their reputation and own credit.</p> <p>4. After that, some understanding of cosmetic internet celebrity is illustrated later. As for the advantages of Chinese cosmetic internet celebrity short video promotion, almost all the interviewees point that the short-video is easily shared and diffused via different social media, and help kill user’s fragmentation time, in comparison with traditional advertising ways, it’s more creative and interactive. Because most celebrities come from ‘grass roots’, they are more real and approachable, and they have huge loyal followers and they can transfer their follower’s loyalty into purchasing power. The ability of them also should be concerned.</p> <p>5. As the cosmetic internet celebrity, they should have a comprehensive ability which includes stronger and professional knowledge in the cosmetic field. In addition to this a continual financial support for their continual content-creation and at the forefront of fashion trends. Excluding these aspects, they must have their own personality that can distinguish others and have a good thinking of creativity and communication with their followers.</p>

Table 4.11 Conclusions of ‘sender’ element (Cont.)

Element	Conclusions
	<p>6. About the more detail classifications of ‘sender’, there are different dimensions for Thai local cosmetic brands to consider. Based on the celebrity’s consumption level, the celebrity also has different financial power which determines the price level of cosmetic products in their daily content-creation, and this factor will have a long-term influence on their style. In many cases, most of celebrities’ consumption preference level is in the middle-class price, and too cheaper or too expensive is not the mainstream. Another dimension is based on their content-creation style, for current conditions, most Chinese cosmetic internet celebrities mainly focus on make-up teaching, cosmetic products evaluation, cosmetics recommendation or sharing etc. Some celebrities also focus on one very straight type like lipsticks, and all the celebrities are too similar. Another issue is that too much content concentrate on makeup types products. Some interviewers pointed out that the skin-care products have the potential to be a future space for them to create and heed.</p>

Table 4.12 Conclusions of ‘encoding’ element

Element	Conclusions
Encoding	<p>There are some points of ‘encoding’ element which have been concluded in the following parts, the objective of this part aims to give a basic knowledge of ‘encoding’ to Thailand local cosmetic business towards what kinds of information should be provided or considered when they communicate with Chinese cosmetic internet celebrity.</p> <ol style="list-style-type: none"> 1. Before promotion content-creation, some information of the brands should be communicated like the functions of products, brand’s story and strength, brand’s impression, the main consumer groups and sale channels etc. Another point is that the objective of promotion should have understood each other, which just for increasing the exposure of brands or increasing the sales of their offline or online store. 2. About the effective content-creation, Thailand local cosmetic business also needs a general understanding of them. The conclusions can be from different aspects. Firstly, from the people who generate the content which includes PUGC and UGC content-generated. PUGC refers to those people who rely on a professional team to generate the content and have a strong power in finance and editing resource, in addition to this, the UGC content-generated refers to those content which is generated by ‘grass root’, which is more real and close to ordinary people. Also the expression format of content is another point. For current conditions, there are several main expression formats that products evaluation, live video show, storytelling and products implementation in make-up tips. All the expression formats induce to soft and creative. And different formats have their own functions and characteristics. However, the main core idea is to meet those consumers who have the related knowledge needs toward the cosmetics like how to use correctly or choose effectively. The effective content-creation also relates to the types of cosmetic, for make-up cosmetic, maybe a good method to teach consumers how to use them is important content. But for basic skin-care products, maybe it needs a long time to record its effective or not.

Table 4.12 Conclusions of ‘encoding’ element (Cont.)

Element	Conclusions
	<p>3. Creativity is a vital factor for evaluating the ability of Chinese cosmetic internet celebrities when they encode the message. A good creativity can make promotional content more powerful and effective. For local Thai cosmetic businesses, they need to consider this point when they choose Chinese cosmetic internet celebrity to promote their products. The author thinks the ‘creativity’ should cover a comprehensive ability in many aspects. Regarding the ability of celebrity themselves, they should have the flexible language expression ability which refers to easy understanding and concise expression of products’ information, good communication and interaction for convincing the consumers in a short time. When talking about the cosmetics, too academic and professional terms should be avoided. Another aspect of ‘creativity’ is related to the editing works, which covers a good logic and rhythm of short video, nice and popular background music, scripts etc.</p> <p>4. During the encoding step, some matters need attention when being concerned by Thailand local cosmetic businesses. Firstly, the ‘regulations and rules’ of social platforms should be understood like the policy and attitude toward promotion content which is allowed or forbidden. And the time length of short-video like that only 15s-5min video can be uploaded in Meipai application. For different platforms, it’s different. Another point is about some copyrights of music or others, taking care about this issue and avoiding unnecessary troubles. Finally, the right of speech and content expression is mainly mastered by celebrity, not the brands. Companies just try to provide effective information for celebrity’s creation.</p> <p>5. For specific industries, the main information for encoding is different. The author also concludes that what kinds of main information about Thai local cosmetic that should be covered in encoding steps. Different style of cosmetic celebrities may have different cognition about this point. But the advantages and competition, main consumers, price, functions and compounds, quality-warranty of products should be talked in celebrity’s various expression formats.</p>

Table 4.13 Conclusions of ‘message’ element

Element	Conclusions
<p>Message (Channel)</p>	<p>Regarding the message(channel), it's important for the Thai local cosmetic businesses to learn about and consider what kinds of the channels for delivering the promotion content to Chinese consumers are available to them.</p> <p>1. The author lists the text, picture and short-video communication ways to interviewees to compare and explain their reasons. ‘short, exquisite and definitive theme’ are the main characters of it. And all of them stress that short video should be the current most popular way of delivering the message in China. And in comparison, with text and picture, short-video is the most infectious way that provides an audio-visual effect and also properly meets consumer’s fragmentation time recreation which during 15s-5min time length like Meipai, Tik Tok, Weishi short-video social platform. Secondly, it provides creators more free creation space to create by their various creativity.</p> <p>2. Another point needs to be concerned. The retention time of keeping short-video promotion content is limited, not for forever. On average, the Chinese cosmetic internet celebrity keeps the content for one month. During this month, the brand also can ask the celebrity for re-post their content again to increase clicks based on their budget. But if the brands want to have more time for retention and exposure.it will depend on the company’s requirements and budget. Some celebrities also choose to keep it forever in order to provide collaboration cases for other brands reference.</p>

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Table 4.14 Conclusions of ‘feedback’ element

Element	Conclusions
Feedback	<p>Comparing with traditional advertisements like TV advertisements, the short-video promotional advertisement of internet celebrity on social media is more interactive. Feedback is an important information resource for each other communication. In order to help the brands, build up a good relationship and communication with their potential consumers. The feedback after promotion content posting should be taken care.</p> <p>1. In fact, huge amounts of comments will begin to build up after every post. So many of the Chinese celebrities choose to use those attractive comments to reply and communicate. Firstly, the comments are related to the products in the promotional content like how to buy them or a good experience after using. Excepting that, if they have a good understanding or unique discussion about the products than celebrity, the celebrity also will reply to them. A good feedback can help celebrity strength their own credit and it’s an important information for brands to understand their consumers main set of needs.</p> <p>2. On another hand, the comments related to content-creation also should be replied because the feedback also can improve the quality of their content creation. In a short, For Thai local cosmetic business, paying attention to the collection and effect of feedback can improve the quality of products and the image of the brand among Chinese consumers.</p>

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Table 4.15 Conclusions of ‘noise’ element

Element	Conclusions
Noise	Actually, the ‘noise’ is a serious problem that cosmetic internet celebrity and brand should attach the importance of them. Some users often post irresponsible comments to defame the celebrity or brand. Even the other brands will recruit some internet ‘water army’ to write a lot of negative comments to bother the positive understanding of other consumers. Above all conditions, For Thailand local cosmetic business, the Chinese cosmetic internet celebrity and brands both should pay much attention to this issue and delete and block some massive noise during the maintenance of promotion content when they promote products to Chinese consumers.

4.4 The Results of Knowledge Validation

In this research, the author points that the ‘encoding information’ step is the most important part of whole promotion activities. In the results of knowledge validation, as the Table 4.16 displays. the main part ‘encoding information for Chinese internet celebrity promotion’ knowledge (based on 4C theory) from 4.3.1 part will be validated with a representative cosmetic internet celebrity who has about 1 million followers from Meipai social platform.

4.4.1 The encoding knowledge (4C perspectives)

Table 4.16 The encoding knowledge (4C perspectives)

Element	Knowledge
Customer	<ol style="list-style-type: none"> 1. Brands’ preference: Chinese consumers are not too much loyal to traditional famous brands. If some new or small brands can produce good functions with good price, they also can accept them. 2. Products’ type preference: Basic-skin care and makeup products are the most popular and suitable types for internet celebrity promotion, meanwhile, the main consumers of these products should be the young female generation for 18-30 years old, and then the makeup products should be easy to use.

Table 4.16 The encoding knowledge (4C perspectives) (Cont.)

Element	Knowledge
	<p>3. Aspects of products' information: there are five aspects of products' information that Chinese consumers who expect to learn about in the promotional content: 1) Good price. 2) Good quality includes healthy components and practical functions. 3) The evaluation of effect after celebrities use which can aid in making the Chinese consumers more confident and stimulate their purchasing desire. 4) The brand concept that matches consumer's personality like nature and healthy etc. 5) Special discounts or gifts that other channels cannot acquire.</p> <p>4. The professional knowledge or skills of cosmetic usage and also easy to learn by their imitation of the celebrity's content, and it seems like a vivid products user manual in short-video format.</p> <p>5. Personality preference: Chinese consumers not only focus on the products themselves but only appreciate the personality of their celebrities. Most of them often are infected by the personality of them, and then loyal with celebrities. Finally, they will transfer their loyalty to purchasing behavior to support them. The expression of the celebrity's personality is an important part of promotional content.</p> <p>6. The information can help Chinese consumers check its counterfeit or not like the official website for inquiring true or not.</p>
Cost	<p>1. Money cost: 1) The unit price of the product is the basic cost that they concern about, and then the express cost for purchasing products online from domestic or cross-border e-commerce like in T-mall. Usually, most of China online e-commerce will provide free-delivery which matches the consumption psychology 'pretty profits' of Chinese consumers. 2) Another aspect is the after-sale service, and the money cost is that how much money cost should Chinese consumers afford if they don't satisfy with the products and want to return the goods etc., which also influence consumer's image of brands. Above all, this information related to the money cost that should be illustrated in the promotional content.</p>

Table 4.16 The encoding knowledge (4C perspectives) (Cont.)

Element	Knowledge
	<p>2. Time cost: 1) The time cost for buying the products like direct purchasing or advanced booking etc. 2) The time cost for express service: for China domestic, most of the express service can deliver the products in 1-3 days, which is the normal time cost that Chinese consumers accept. For cross-border e-commerce, 7-15 days is the normal speed for Thailand to China express service, not more than 1 month. 3) The time cost for after-sale service, if consumers want to return and change the products, the time cost of this process that they also concern about. All the time cost information should be illustrated in the promotional content.</p>
Convenience	<p>1. Convenient knowledge or information resource from promotional content which helps them make up the gap between them and related products, and they don't need to search for information handed by themselves.</p> <p>2. Convenient purchasing channel, which mainly refers to online channels: 1) Brand's online official store or website in China. For foreign brands, the official website with the Chinese language is one channel for Chinese consumers. 2) The online carting functions of social platforms are newly invented which can directly display the related products in the promotional content and consumers just easy click and finish purchasing demands. 3) For foreign brands, cross-border e-commerce based on Chinese online shopping platforms like T-mall is also another important channel for consumers, which can keep the original of products from the source area.</p> <p>3. Convenience payment: most of the Chinese consumers use the Ali-pay, WeChat, Union pays in online shopping, for those foreign brands, they should consider that these payments and credit card are not the most common payments in China.</p> <p>Above all the convenience in pushing the achievement of Chinese consumers demands should be heeded, which tell Thai local cosmetic business, the internet celebrity promotional content can seamlessly integrate with online e-commerce to maximize the profits.</p>

Table 4.16 The encoding knowledge (4C perspectives) (Cont.)

Element	Knowledge
Communication	<p>The communication mainly relates to how to stimulate Chinese consumers to react to the content, the following communication activities that often are practiced.</p> <ol style="list-style-type: none"> 1. ‘Forwarding the post with the lottery (gifts/coupons/cash)’ to improve the exposure of content. The lottery usually is provided by the brands. 2. Instant live video show to communicate products with followers. In different short video platforms, the instant video live show is another channel to deliver the information, and it’s also a channel for the celebrity to answer consumer’s confusion quickly. 3. Periodical offline activities with consumers. Excepting online communication, the brands also can collaborate with some celebrities to attract their followers to join some periodical offline activities to strengthen the relationships among them. 4. Reply followers’ comments and solve related problems: the most interactive part of the short video format that consumers can comment to the promotional content and celebrity can choose some reasonable comments to reply and solve their confusion.

As the Table 4.16 displays, the results of knowledge validation with interviewing a Chinese internet celebrity has validated the knowledge from the results of semi-structured interview, based on the results of semi-structured interview, some knowledge has been concluded into more concise points, meanwhile, some new knowledge also have added in this table like online payments and after-sale service cost in cost part during the validation process etc.

4.4.2 Important Promotional Knowledge for Thai Local Cosmetic Business

Excepting ‘encoding information’ part, there also have the important knowledge based on IMC macro communication model process that Thailand local cosmetic business can acquire them to make internet celebrity promotion activities better.

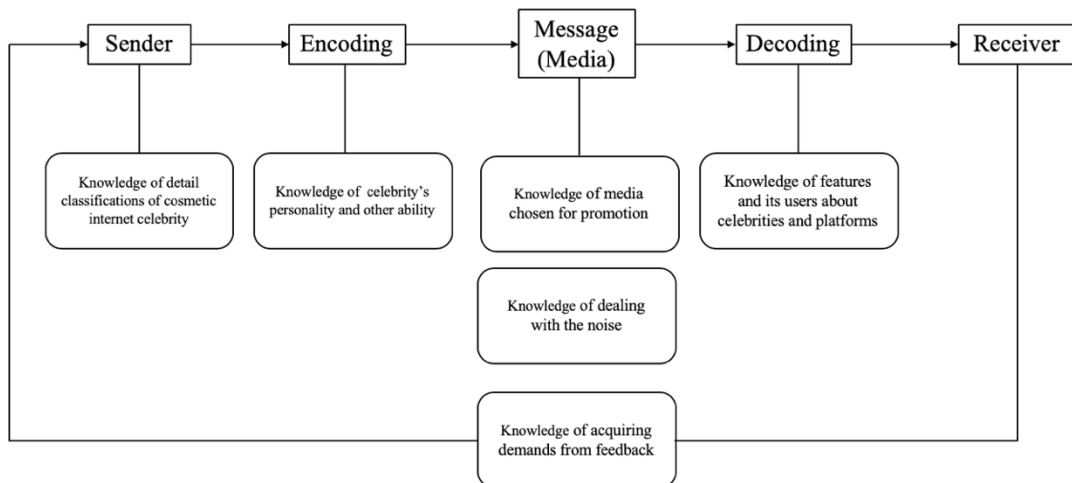


Figure 4.2 Important promotional knowledge for Thai local cosmetic business

As the Figure 4.2 shows, the important promotional knowledge for Thai local cosmetic business will be explained by the main elements of macro communication model flow. In the following part, the author will combine the mind map to give the more detail knowledge.

1) Knowledge of detail classifications of cosmetic internet celebrity

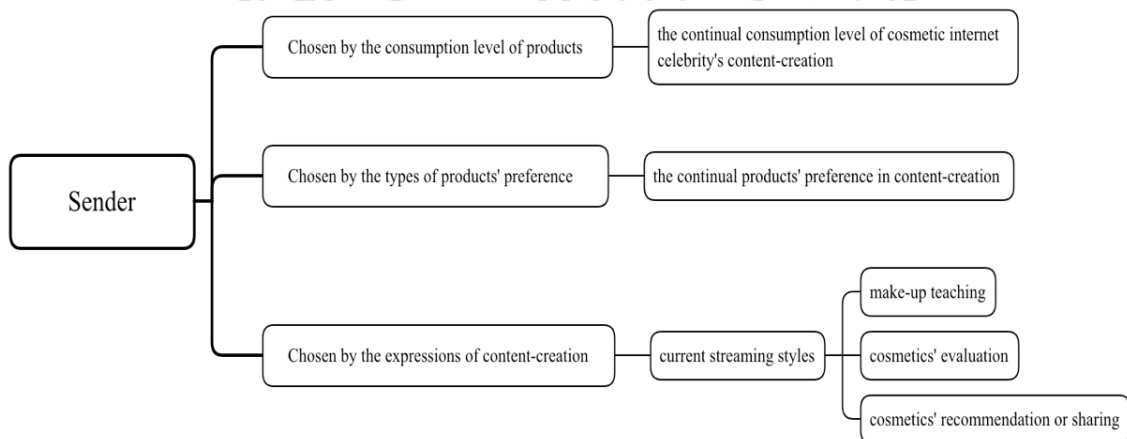


Figure 4.3 Knowledge of detail classifications of cosmetic internet celebrity

The ‘sender’ means that the person who wants to deliver or deliver the message. In this research, it refers to the Chinese cosmetic internet celebrity. In terms of how to choose a proper ‘sender’ for Thai local cosmetic promotion. There are three aspects that can help brands select the cosmetic internet celebrities.

Firstly, like various types of Thai local cosmetic products, the more detail classifications of Chinese cosmetic internet celebrity are also different. It can be decided by the consumption level of products, the type of product preference like just lipsticks or eyeshadow. So, the continual consumption level and types of products in celebrity's content can be the first character for Thai local cosmetic business people to consider according to their specific price or types of their cosmetic products that need to be promoted. Secondly, the expressions of content-creation style of cosmetic products are another character that can help Thai local cosmetic business people to choose the sender. And the current streaming styles including make-up teaching, cosmetic products evaluation, cosmetics recommendation or sharing etc. Different products are suitable for different expressions as above mentioned. So, this character also can help them choose different types of the sender.

No matter what characters to select Chinese cosmetic internet celebrity, it depends on the characters of the products which can match the characters of internet celebrity.

2) Knowledge of celebrity's personality and ability

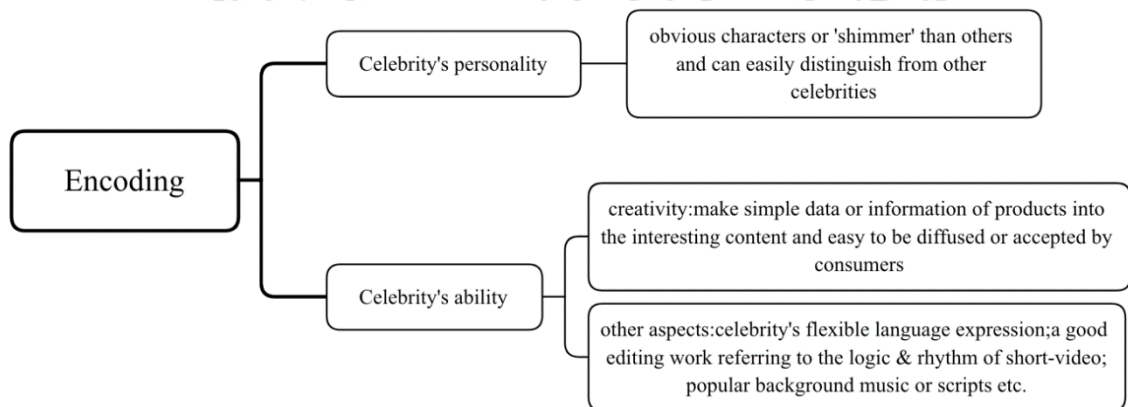


Figure 4.4 Knowledge of celebrity's personality and ability

In exception to those consumers' knowledge of encoding step based on 4C theory, for celebrity themselves, their personality and some ability are the part of promotional content, so the internet celebrity promotion not only just gather the products' information but also involve celebrity's personality and personal ability aspects etc.

These aspects are primarily inferring that followers can be attracted by the celebrity who has the obvious characters or ‘shimmer’ than others and can easily distinguish from a lot of celebrities. It’s tacit but useful to improve the interests of consumers during promotional content. Regarding the ability, the role of ‘creativity’ in encoding the information is very important. How to make simple data or information of products into interesting content and easy to be diffused and accepted by consumers, which depends on creativity. And the creativity here mainly focusses on the celebrity’s flexible language expression, a good editing work referring to the logic and rhythm of short-video, nice and popular background music and scripts etc.

Above all, when Thai local cosmetic finish the selection of sender and celebrity starts to create the content, they should keep negotiating with celebrities and justify the content interesting or just a short-video of product manual, according to the feedback of knowledge validation with celebrity, she mentions that the expression of these aspects of internet celebrity themselves are often more important than products’ information in the encoding step. For Thai local cosmetic business, paying attention to this part during the celebrity encoding the information may be another point.

3) Knowledge of media chosen for promotion

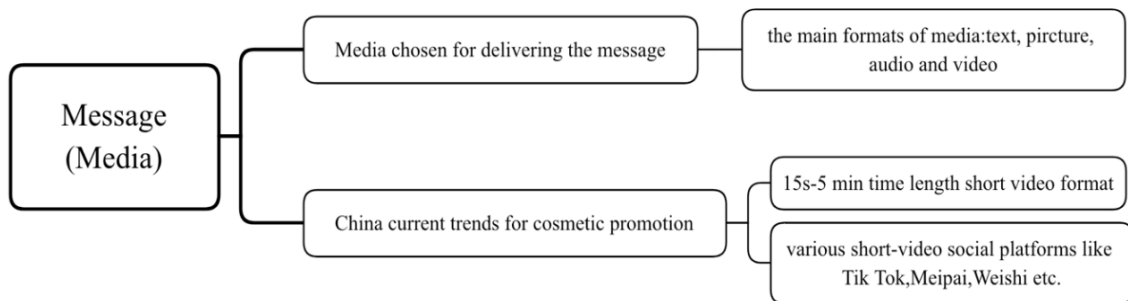


Figure 4.5 Knowledge of media chosen for promotion

No matter what kinds of promotion, choosing the proper media often will influence the effects of promotion. In Chinese cosmetic internet celebrity promotion, there are two aspects of media that need to be concerned. The media chosen for delivering the message and China current trends for cosmetic promotion. At the beginning, you need to choose the proper formats. The text, pictures, audio, and video are the main formats of media, and then knowing about China current trends, the 15s-5 min time length short video format of different short-video social applications is the

most popular media to deliver the cosmetic promotional message. Maybe later, the new media will emerge. However, at the current time, the short-video platform is the main channel to deliver the message in China, and it's also an internet behavior of Chinese consumers. Understanding them also be useful for Thai local cosmetic business.

4) Knowledge of features and its users about celebrities and platforms

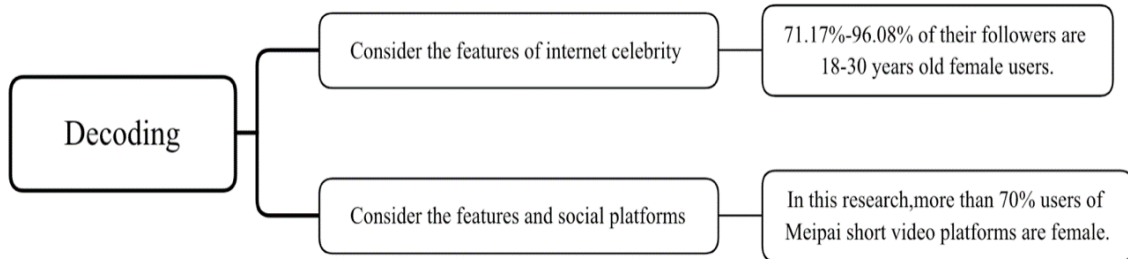


Figure 4.6 Knowledge of features and its users about celebrities and platforms

As the meaning of decoding step suggests, it means the person who reacts when they receive the message. After the validation with the selected celebrity, the author concludes that the brands should both consider the features of internet celebrity and its social platform.

In this research, 70% of the users, that were currently using the Meipai short video social platform were female. Meanwhile, according to the Meipai Top 10 cosmetic internet celebrity ranking list, the female followers of these celebrities occupy from 71.17% to 96.08% in chapter 3. The double factors tell us that it matches the characters of cosmetic promotion. In our promotional activities, whatever cosmetic or others, the author stresses that it's necessary to narrow down the scope of the population and find the accurate target group to promote to them. Finally, it means that the people who can decode or react to the promotional content, and the brands also can choose before the promotion and deliver the message to the target people accurate and reduce the invalid cost.

For local Thai cosmetic business, they shouldn't wait for the people to decode the content after promotion. They should take the initiative to find the people who are really interested in the content and willing to decoding the message before conducting the promotion.

5) Knowledge of dealing with the noise

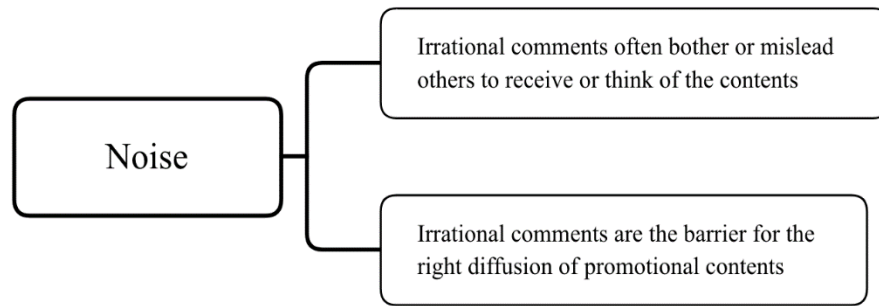


Figure 4.7 Knowledge of dealing with the noise

Different from traditional promotional such as TV advertising and broadcasting etc., Internet celebrity promotion is based on a short video social platform in this research. Short video promotion is the combination of communication and social characteristics, which give the promotional activities more interaction with the followers. And the followers can give likes, re-posting or comments.

Especially the comments can express the follower's attitude or thinking towards the products or content itself. But some irrational comments often bother or mislead others to receive or think of the content. These noises are the barriers for the right diffusion of promotional content. In the later period of maintaining the promotional content, trying to reduce the inference of these irrational comments is an important task for celebrity and brands.

6) Knowledge of acquiring the demands from feedback

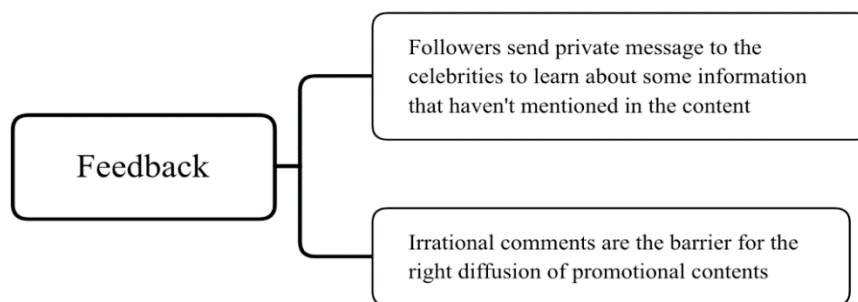


Figure 4.8 Knowledge of acquiring the demands from feedback

Feedback is the important 'assets' of internet celebrities' promotion that can't be ignored. The comments often can suggest what the followers think or expect to the products. Excepting this part, some loyal followers even send the private message to the

internet celebrity to learn about some information that wasn't mentioned in the content. For one promotional activity, not only just post the content on the media, but also important to acquire related consumer's demands or suggestions from their different types of feedback. Only to do that, it should be completed. The Thai local cosmetic business should grasp the chance to learn about Chinese consumers from the feedback and it's really a channel to create their own knowledge of Chinese consumers.

4.5 The Results of Knowledge Sharing

Conducting a knowledge sharing session of my research with Chiang Mai commercial department and Thai local cosmetics SMEs on December 11, 2018. About 20 people attended this knowledge sharing session. From their feedback, the author found that they had a comprehensive understanding of Chinese cosmetic internet celebrity promotion. Especially from Chinese customer's needs of promotional content and a general celebrity promotional process. But in terms of how to execute in real conditions, there were several issues that they were eager to learn about more details to make their celebrity promotional activities more practical. Firstly, they wanted to practice in the real situation that how to find a proper Chinese cosmetic internet celebrity for promoting their cosmetics and match the characteristics of them. Even though the author had already listed three dimensions to classify the Chinese cosmetic internet celebrities', they thought that it might be difficult for a new comer for this type of promotion. On the other hand, the language barrier was a major problem during the promotion, and they thought that they had better learn about Chinese language or a Chinese agent which can help them negotiate with celebrities. Finally, Regarding the price of Chinese cosmetic internet celebrity promotion. They thought it was a little expensive for most Thai local cosmetics SMEs to collaborate with those celebrities who have huge followers. Perhaps they usually can afford to promote their cosmetics by some ordinary Chinese cosmetic internet celebrities, and they mentioned that they wanted to learn much about the price of ordinary Chinese cosmetic internet celebrity promotion that they can afford. Maybe in the future work, the author should focus on how to supplement more details and practical knowledge based on this research, which can really help Thai local cosmetic business to practice in real conditions.