
CHAPTER 5

Conclusions and Discussions

5.1 Conclusions

This study has shown that the Chinese cosmetic internet celebrity promotion knowledge based on 4C theory and process of IMC macro communication model, can be effective. The promotional knowledge mainly involves encoding what kinds of information that consumer's needs and what kinds of matters that should concern and do during the promotional process, which aims to help local Thai cosmetic business to promote their products via Chinese internet celebrity channel.

In Regard to the process of this research, it's divided into three main parts. The first part is to identify the knowledge gap that Chinese cosmetic internet celebrity has the impacts on Chinese consumers behavior towards local Thai cosmetic consumption. But Thai local cosmetic business doesn't know this issue and acquire the related evidence to support it. In all Actuality, the knowledge management process has applied as the structure of knowledge acquisition mixed related tools or methods. In addition to this, this part refers that the online-semi-structured interview was used in socialization with 5 Chinese cosmetic internet celebrities to acquire the promotional knowledge, meanwhile, the 4C theory and IMC macro communication model provide a category in externalization part to articulate the knowledge into different dimensions. Next, in the combination, the author concludes and combines different parts of knowledge or information, and then share one cosmetic internet celebrity the promotional knowledge to validate and also share the results of knowledge validation with Thai local cosmetic business-related people again to learn about their understanding degree of the knowledge. During the process of research, WeChat plays an important role as the virtual place for knowledge acquisition and communication with different people.

As for some important points of the promotional knowledge. The knowledge of 'encoding information' part takes a view from 4C theory to understand the consumer's needs of promotional content in customer, cost, convenience, and communication four aspects. On the other hand, the other related promotional knowledge takes a view from the process of IMC macro communication model, like the detail knowledge for choosing a proper Chinese cosmetic internet celebrity and having the knowledge of encoding in celebrity's own ability like creativity, language and editing work. In addition to this being able to have the knowledge of choosing a proper channel for promotion content, the knowledge for acquiring needs from feedback and dealing with the noise etc. Above all, the promotional knowledge not only stresses the core knowledge part 'encoding information' but also displays the knowledge from a whole promotional process.

Internet celebrity promotion has become a vital channel for related cosmetic brands to promote and communicate with Chinese consumers in the recent years. From some points of the promotional knowledge, it's not like gathering or displaying all the related information in one short video or traditional advertisements just delivering the products' information from the producer. Excepting that product-related knowledge or information needs in the promotional content, Chinese consumers have a common personality, emotions, and value with internet celebrities and brands. Meanwhile, the ability of celebrity own is another important point that influences the effectiveness of this kind of promotion. For example, language ability influences their communication skills with consumers, and editing work influences the rhythm of their content etc. Another interesting finding is that Chinese internet celebrity promotion often both consider brand exposure and e-commerce task like guiding potential consumers to their online official store by adding related links of their online official store or products to online carting of social platforms. For Thailand local cosmetic business, understanding the promotional knowledge thoroughly will help them carry on this kind of promotion effective.

5.2 Discussions

The discussion section mainly concentrates on these aspects. The first aspect is that the study on Chinese cosmetic internet celebrity type. In comparison with previous internet celebrity researches, most of them start from a macro view. But this paper directly chooses a specific type of various internet celebrity groups, and the significance and innovation of this research are to enlarge the internet celebrity promotion field in how one specific type of celebrities can contribute to their corresponding industry. Meanwhile, this is the important knowledge for those Thai local cosmetic brands who want to know how to choose a better promotional channel to get in touch with more Chinese consumers.

The second aspect is that all the works of this research which is finished online. That means the knowledge management process through the online environment, which also tell the truth that information and technology, especially the various application providing much convenience for this study. Similar to the online questionnaire of Chinese consumers behavior in this research based on WJX.com (a professional website for conducting different surveys). Some third-party data monitoring platforms like CaasData.com (a professional website for data monitoring of Chinese internet celebrity in different social platforms) and it directly provides the data about cosmetic internet celebrity followers gender and ages percentage. Social media is another important tool and resource of samples in this research. Meipai application provides the online platform to find the related cosmetic internet celebrity samples for this study. And then WeChat provides an instant communication channel to finish the online semi-structured interview in terms of various formats like text, picture, audio, and video chatting.

The third aspect is the content of promotional knowledge. The author has both considered the core knowledge of ‘encoding step’ and the knowledge of the internet celebrity promotional process. When it comes to the core knowledge of ‘encoding step’, it’s the common knowledge that cannot change by other factors. Most of the cosmetic promotion often cover those points and the right of speech in encoding part is mainly owned by the celebrities. However, in the general knowledge of the promotional process, local Thai cosmetic brands have more positive rights and dimensions to choose a proper and effective ‘sender’. That also includes the details that can make an effective promotion.

The next aspect is the role online shopping plays in the cosmetic internet celebrity promotion. Usually, the current internet celebrity promotion in China not only about advertising or promoting the products, but also having the task in guiding potential followers into potential consumers, and then purchasing their products in their online official store in T-mall or Taobao etc. e-commerce platforms. This is based on China's developed e-commerce environment, convenient express and online payments like WeChat pay or Ali-pay etc. across the whole country. Opening the online official store in China is an important choice for local Thai cosmetic business to embrace a huge number of online Chinese consumers. And also, the channel to reduce other counterfeits' negative impacts on the brands. The connection between Chinese online shopping platforms and Thai-China cross-border e-commerce may be a vital part of promotional content.

Finally, with the related 5 years working experience in celebrity promotion business field help the author to develop this research, like how to design the semi-structured interview guideline which can both consider academic dimension and real operating conditions. If I don't have any working experience, I won't know what kinds of elements should be focused or filtered. In addition to this all the promotional knowledge is transferred from evidence and related experience. It is practical for local Thai cosmetic business to be able to comprehend and understand the important knowledge of Chinese cosmetic internet celebrity promotion. Then as a direct result, the author can then hope to utilize this information, to directly help the local Thai cosmetic industry by attracting more online or offline Chinese consumers.

For future research, in order to make the research more reliable and precise in cosmetic internet celebrity field, more factors should be considered in the encoding step and the general promotional process. Like some psychology theories, to analyze the expression consumer's emotion and value needs and the detail dimension of evaluating celebrity's ability in their creativity, language skill different aspects etc. In Regard to the different detail classifications of cosmetic internet celebrity and the effect of evaluating their performance in promotional content, that's also a vital part to enrich the promotional knowledge. More importantly, with the technology of various social platforms, maybe more functions and appendix inside application can make the promotion activities more interesting and effective. In fact, the promotional knowledge

of internet celebrity should be dynamically changed along the development of their ability and internet technology. Above all, it's conducive for future researches to consider and make local Thai cosmetic business get more comprehensive promotional knowledge to attract Chinese consumers.

5.3 Limitation of Research

Although this research has reached its aims, there are some unavoidable limitations as the following points:

1) Research scope and samples limitation

The online questionnaire for surveying Chinese consumers behavior towards local Thai cosmetic brands was conducted from 26th, Jun, 2018-2nd, Jul 2018 because of time limitation. The author just got the results of Chinese consumers behavior about local Thai cosmetic like their favorite local Thai cosmetic brands, types, the reasons for choosing them and the channels to get information about them in that period time. In fact, the behaviors of the Chinese consumers were constantly changing along the time flying and market changes like the new local Thai brands and products' entering their consumption options and the other reasons for their preference. Meanwhile, the author just choses the Top 10 Cosmetic internet celebrity monthly ranking of June 2018 to learn about the basic characteristics of their followers. Maybe the real conditions will be different along the time changes. Thailand local cosmetic business will consider the new conditions and changes of their own or markets. The promotional knowledge should be suitable for the current specific environment.

Research sample limitations were another issue in this study because of time and resource limit, the author choses 5 Chinese cosmetic internet celebrity samples (identified with a pink symbol 'cosmetic internet celebrity' by Meipai application official) from Meipai application to conduct the online semi-structure interview to acquire the promotional knowledge. The knowledge may be just proper for those Thai local cosmetic brands who want to have the promotional activities in Meipai application and may not suitable for another social platforms to practice.

2) Limitation of the populations of questionnaires

Since there was a struggle with the time and financial limitation, the populations of questionnaires just focus on a small scope. If the author has enough time and financial resource, maybe the author can get more results about other elements convenience and cost. And make the results more comprehensive and reliable. Meanwhile, the author also only chose one another cosmetic internet celebrity who has one million followers and one people who conduct the Thai local cosmetic business to validate and share the promotional knowledge. If the author has more resources to choose more celebrities to validate and more Thai local cosmetic business people to participate in knowledge sharing again and again, maybe the promotional knowledge will be more reliable and practical.

3) Limitation of Methods and Tools

In this research, the online semi-structured interview as the main method to take the knowledge acquisition. However, it also has its limitation for achieving the research objectives like the depth of the promotional knowledge. And then WeChat as the virtual place for knowledge acquisition. It's convenient but have its weakness in stimulating the positive interests of interviewees and emotional communication etc.

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