

# Key Opinion Leader Marketing Used by Chinese Makeup Brands Influence on College Students

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## ABSTRACT

With deep insight into the marketing strategy centering around key opinion leader, this paper focuses on counting the business influence that Chinese makeup brands have exerted on college students. The proposed method to be aware of the attitude of college students is interview and random sampling, on the basis of comprehensive literature review and theories cited. The experimental results show that, using KOL marketing can get more stable consumer groups and extend the brand power, promoting immediate interaction and communication with college students. The results obtained in this research also include the evaluation of strengths and weakness when KOL marketing is adopted by Chinese makeup cosmetics, along with pertinent countermeasures against potential threatens.

**Keywords:** KOL marketing, Interpersonal Communication, Brand Equity, Online Celebrity Economy, Chinese cosmetics brand, Z Generation

## 1. INTRODUCTION

Makeup products mainly refer to beauty cosmetics used in the face, eyes, lips. Chinese makeup cosmetics brand is created and operated by the Domestic companies in China, rather than a foreign brand produced in China.

With the continuous improvement of China's residents' income, while a great quantity of cosmetics brands from Europe, the United States, Japan and South Korea developing in China's market, the domestic consumer's concept of makeup consumption gradually enhanced. In 2019 the domestic makeup market size growth rate led the cosmetics industry, reaching 38%. Due to the rapid development of the Internet, the e-commerce platform is becoming more mature and online celebrity economy is prevailing, presenting a dynamic expansion of Chinese cosmetics market.

KOL (Key Opinion Leader) refer to an influential but not official group active on online platforms, especially talented in the field of makeup and fashion. They have a more professional and extensive knowledge of beauty, skincare and fashion than the average person, and attract a large number of fans with similar tastes.

College students belonging to Generation Z is one of the target consumer groups of KOL marketing on the

cosmetics line, which is dependent on the Internet and more receptive to KOL's opinion.

Therefore, this paper starts from the questionnaire research, taking several domestic cosmetics brand as an example, through the study of the operation mode of KOL marketing employed by Chinese makeup cosmetics brand, to explore the attitude of the group of college students. At the same time, the paper is aimed to summarize the shortcomings and gaps of the marketing model of KOL, on the basis of which putting forward reasonable reference opinions and forecasting the development trend.

### 1.1. Literature Review

In China, domestic research mainly focused on the advertising industry norms and professional ethics, analyzing advertising communication marketing model. In the article Analysis of the marketing model of online celebrity in the New Media Age Tong Zhu explored the marketing method of online celebrity and puts forward that it is more effective to employ this method at not only low cost, but also high conversion rate. In the article The development of advertising on star microblogs In the age of self-media, Yan Su put forward that celebrity endorsement will effectively improve the visibility of the product, but when the recommend is too frequent it will

cause negative impact and not only will the star's personal image be negatively impacted, but also damage the brand's image. In the article From celebrity to celebrity economy - take papi as an example, Yu Wang cited the network celebrity papi as an example to analyze the advantages and disadvantages of online celebrity marketing method, and studies how the online celebrity economy is realized and monetized. In the article Research on network marketing countermeasures to improve customer satisfaction, Yuanxi Ren explored whether word of mouth marketing conforms with the willingness of consumers to purchase, while making a research and analysis on how to improve customer satisfaction with network marketing.

From analyzing the shopper's user portraits, Barretta, a foreign scholar, concluded that men and women show great differences in shopping. Generally, men don't like to share how they feel about what they're shopping for, while women not only like to share their attitude towards buying things, but do a lot of preparatory work before they shop. Seunga VenusJin put forward that with a high popularity online celebrities can have a positive effect on consumers. Regarding the research on word-of-mouth, the foreign scholar Senowitz put forward the 5T model, that is, publisher, hot spot, platform, receiver, tracking. From these five aspects Senowitz dived into the analysis of online word-of-mouth marketing. Del Paskin Andrew Nakinson emphasized the influence of the change of electronic media on the audience's information channels under the background of globalization. Through the article The Tweet Hereaft published in MediaWelk, Wasserman Todd expounded the development potential of self-media platform as an advertising tool. At the same time, "digital survival", "future road" and other media works have attracted the attention of domestic scholars on the new media form of self-media advertising in the era of "Internet plus". In recent years, some scholars have studied the self-media from the perspective of marketing. Michael Porter Joslyn Huacai Shi, an American scholar, argued in How We Do Marketing in the Age of Media how small and medium-sized enterprises can resolve their own difficulties with self-media marketing when they encounter difficulties.

## **1.2. Theory of Reference**

### *1.2.1. Uses and Gratification Theory*

In the long history of communication research, some scholars have suggested that the study of the audience should not only study the social structure of this group from a macro perspective, but also study the audience's mind and the audience's behavior at the micro level. In 1959, the communicator Elihu Katz took the lead from a microcosmic point of view, in the study of the audience psychology of Uses and Gratification theory, where whether the needs of the audience can be met is used as a

measure of how effectively information is disseminated. He does not agree with the early Magic Bullet Theory where audience is blindly accepting information. Contrarily, he suggested that audiences have certain self-motivation in information reception and their demands have a certain restrictive constraint on the dissemination effect.

In the era of live streaming, instead of blindly choosing items, consumers have a specific demand for specific goods, and at this time key opinion leaders are able to introduce and recommend the attribute information of the product in the live broadcast, meeting the deep demands of consumers while improving the commodity conversion rate.

### *1.2.2. Brand Image*

The term Brand Image has not been defined by a unified concept in the academic community. Brand expert Aaker (1991) put forward the theory of brand image association, pointing out that brand image is a cognitive link between consumers and brands. It is the consumer's thoughts and feelings about the brand, and how the consumer perceives a brand's brand image is closely intertwined with its product attributes. Domestic scholar Mingyang Yu suggested that brand is the product, a symbol of the expression and the communication channel between consumers and enterprises. Consumer choice of brand is more like a sense of experience, is a rational or emotional interaction between the consumer and the brand. But if consumers can't form a close relationship with the brand, it means a bad user experience, and the product can't be called a brand. Today, a majority of brand images are displayed by enterprises choosing a spokesperson who is consistent with their brand vision and tone.[1]

### *1.2.3. Word of Mouth Marketing*

Word-of-mouth marketing is when a consumer's attitude to a company's product or service is embodied in their daily dialogues. Arndt(1967) took the lead to draw upon research undertaken in the field of consumer behaviour to examine the process of word of mouth as a two-way communications process, a verbal communication on attributes for a brand. Meanwhile the communication progress is not motivated primitively by financial gain.

The information transmission process of key opinion leader live broadcasting and recommending products is a kind of Word-of-mouth marketing, involving the subject and the object of communication process. It is pointed out that when the recipient of information believes that the messenger has a high degree of credibility, they are more likely to confirm the authenticity of the information and more easily accepted to adopt the recommendations.[2]

## 2. OVERVIEW OF CHINESE COSMETICS MARKET

Back to 2015, Korean beauty blogger Pony's makeup teaching video gained great popularity in Chinese mainland, boosting consumer awareness of makeup products and driving the rapid growth of the Chinese makeup market. Since 2016, the outbreak of live streaming industry has rendered makeup supplies the preferred product for marketing on various online platforms. At this stage, with the continuous development of e-commerce and self-media marketing, the development of Chinese makeup industry has reached an unprecedented speed.

From the point of view of product price, the price gap between Chinese makeup products and foreign makeup products is significantly large. The prices of Chinese makeup products are mainly distributed in 30 yuan-100 yuan, of which the proportion of prices from 30 yuan to 50 yuan is about 37.6%, from 30 yuan to 50 yuan accounted for about 37.6%, from 50 yuan to 70 yuan accounted for about 32.1%, from 70 yuan to 100 yuan accounted for about 21.4%, the proportion of other price ranges is about 8.9%. Chinese makeup brands are mostly located in the low-end market, mainly adopting low-price and cost-effective marketing strategy to attract consumer attention. On the contrary, foreign makeup brand entered the Chinese market early. With better visibility and consumer recognition, product prices of foreign makeup brand are remarkably higher. The prices of foreign makeup products are mainly distributed in 150 yuan-550 yuan, of which 150 yuan-350 yuan accounted for about 43.5%, 350 yuan-550 yuan accounted for about 39.7%, the proportion of other price ranges is about 16.8%. To conclude, foreign brands are located in the middle and high-end market, mainly through high-quality products and high-end brand positioning marketing strategies to open up differentiated competition.

From the point of view of brand share, domestic brands Carlsan and Kans ranked in the top ten Chinese makeup brand market share, accounting respectively for 7.3% and 6.5%. Despite the obvious advantages of foreign brands in the field of makeup, Chinese makeup brands are also emerging, gradually breaking the monopoly of foreign brands. With various participants, Chinese makeup market presents a low concentration state, rendering the marketing process into the core elements of the industry. Chinese makeup cosmetics brands includes Perfect Diary, Florasis, Judydoll, Chioture, VNK, HEDONE, HOLDLIVE, etc., of which Perfect Diary takes the lead in Chinese makeup business with a large number of loyal consumers. In recent years, e-commerce and new media social platforms have developed rapidly, and the number of active users of social platforms has been increasing. With this trend becoming more obvious, some Chinese makeup brands have taken the major social platforms to implant

advertising methods for marketing. In Small Red Book, Tik Tok, micro-blog and other platforms, Perfect Diary and other brands have put a lot of effort into hard advertisement and soft advertisement, effectively boosting their product sales.[4]

## 3. ANALYSIS OF KOL MARKETING

Due to the rapid development of the Internet, e-commerce marketing has become one of the main channels for the sale of Chinese products. Compared with traditional hard advertising, live streaming, short video and other KOL oriented models become more in line with consumer appetite, making consumers more receptive and enhance their sense of identity. From 2012 to 2017, China's online consumption of cosmetics continued to grow, accounting for more than 50% of all retail sales. In 2012, the online cosmetics consumer market was RMB62,229 million, reaching RMB154.376 billion in 2016, an increase of 35.95 percent over the previous year. In 2017, the scale of online cosmetics sales has been expanding, reaching 169.131 billion yuan.[5]

### 3.1. Visual Marketing

In the new media environment, the traditional marketing methods of advertising investment is increasingly difficult to receive the expected return. Diversified media channels and terminals continue to deepen the degree of mobile fragmentation, the new media platform has become a huge traffic entrance and information gathering place. Therefore, New media platforms such as WeChat, Weibo and Tik Tok are becoming one of the mainstream marketing tools for brands.

#### 3.1.1. Prevailing of Live Streaming

Unlike the live TV shopping broadcast, which originally relied on the television medium, the live streaming effectively solves the one-way nature of information dissemination, creating an efficient, high-quality interactive experience for users. Consumer opinion leaders can observe consumer reactions in real time, changing marketing strategies and recommended products in a timely manner, which helps maintain a closer relationship with consumers, making them willing to believe in the recommendations KOLs provided. Another advantage is that live streaming can not only directly prevent communication barriers brought about by pure graphics, but also allow consumers to more intuitively see the real appearance of products through the live streaming, narrowing the gap between virtual and reality to improve perception of product information.

#### 3.1.2 Integrating with E-commerce

There sprang up three types of operating patterns,

derivative e-commerce live, joint e-commerce live and native e-commerce live. Derivative e-commerce refers to the live streaming functions such as Taobao Live, developed as a derived component on the basis of the e-commerce platform and its original traffic, in order to improve the conversion rate of traffic. Joint e-commerce live refers to jointly conducted live activities implemented by e-commerce platform and other live platforms. Native e-commerce live refers to e-commerce sales platform which adopted online live mode at the beginning of its startup.

As the most advantageous pioneer, Taobao Live has a large quantity of users with potential consumption demands. In the persuasive atmosphere of shopping, KOLs take the role as a catalyst, possibly guiding consumers to buy products that are not within their own purchase expectations, which has achieved the purpose of additional consumption. In 2018, the number of users of Taobao live reached a growth rate of 350% per month.

### 3.2. Opinion Marketing

With the rise of Facebook and Twitter, domestic social platforms such as Sina Weibo, Tencent Weibo and NetEase Weibo are also rapidly accumulating users and social network-based self-media era began, since when the self media has gradually become a way of information transmission. The essential three elements of word of mouth marketing are KOL, platform and content. Word of mouth marketing adopted by cosmetics is relying on the network to form a new marketing methods and shopping experience. In essence, it is a new type of commodity marketing in the mobile Internet era based on the online social communication. For instance, Florasis has managed to significantly increase product visibility and sales through the strategy of word of mouth marketing on the platform of Weibo and Little Red Booklet.

#### 3.2.1. Public Opinion Management

Perfect Diary is undoubtedly one of the most representative Chinese makeup brands that follows the domestic short video trend and is adept in creating hot topics, seeking opportunities to create explosive products. The title of promotional videos produced by KOLs at the behest of Perfect Dairy are always linked with Designed for Students, Chinoiserie and Big-name alternatives, which tends to attract the attention of the target user. Video duration is usually less than 3 minutes, in line with the current fragmented information browsing habits. At the same time, video content is mostly detailed tutorials for creating a specific makeup look using a certain product, covering eye shadow disc, foundation, lipstick and other staple products of Perfect Dairy.

#### 3.2.2. The Application of the Star Effect

According to Linada D. Hollebeek, a global brand expert, Affection can influence self-branding connections and brand intent. In China, "after 95", "after 00" increasingly become the main body of consumption, whose acceptance of fashion culture is faster and more sensitive. [3]

With the development of digital electronic, the purchase of idol-related products gradually changed and extended to idol's daily necessities, of which beauty category takes the role of an evident representative of the idol economy. No matter what role the idol plays in the live broadcast room, whether it is to assist professional anchors to sell goods, or invited to appear as an artist in order to promote product sales, the cooperation undoubtedly reshaped the live industry ecology, dispelling the world's stereotyped generally vulgar impression of live streaming.

It is widely acknowledged that the same makeup with Mi Yang, Angelababy and so on have such a great influence on the Internet. Theoretically, having the same model with stars not only corresponds with the audience subconscious expectations of ranking among the star class, but also meets the illusions of class equality, where beauty products are in line with the aesthetic orientation and pursuit of beauty, enabling audience to generate sense of identification which cannot be earned at the previous performance field.

#### 3.2.3 Transboundary Co-branding Products

Co-branding marketing is a brand new type of marketing strategy based on product characteristics, crowd segmentation and cultural attributes, combining the original irrelevant elements together, presenting mutual penetration and integration, thus providing vivid perception for target consumers. According to First Financial Business Data Center, post-95 young people are the main consumers of co-branding products and co-branding marketing of cosmetics products is developing at a high speed. Under the strong leadership of "The Palace Lipstick", the market of cosmetics products linked with the museum and other IP(intellectual property) has increased 23 times, ranking among the largest Co-branding industry. Once again, taking Perfect Diary as an example, the cumulative sales of British Museum jointly launched eye shadow discs has exceeded 200,000 pieces; The eye shadow disc co-titled with the digital game King's Glory, sold 349,000 copies during the 2021 Double Eleven promotion period.

It is obvious why co-branding marketing strategies are so commonly applied in Chinese cosmetics market and are receiving positive feedback from the market. First of all, co-branding increased the attention of both sides, broaden the own market of Chinese cosmetics products.

Furthermore, in most cases, co-branded products are limited to a short period of time, since which a sense of scarcity of the products will be triggered among the consumers, thus promoting purchasing behaviour. Last but not the least, co-branding marketing tends to strengthen the recognition of Chinese cosmetics products, improve user stickiness and mutually reshape the brand image.

#### **4. FEEDBACK FROM THE COLLEGE STUDENTS SURVEYED**

Through a random questionnaire survey, feedback from 116 college students were collected in relationship with their attitude towards Chinese makeup brands. Due to the particularity of the beauty category, women were more willing to fill out questionnaires, accounting for 75.86 percent of the total. The proportion of the group with disposable income of less than 1000 yuan per month was 1.72%, 60.34% of the total amount of 1001-2000 yuan, 27.59% of the 2001-3000 yuan, 2.59% of the 3001-5000 yuan, and 7.76% of more than 5000 yuan.

##### ***4.1. College Students' Purchasing Habits of Makeup Products***

It is illustrated by the survey that a majority of college students have had the experience of following the KOLs' social media accounts and buying makeup products based on their recommendations. KOL marketing has a wide influence on college students to recognize and buy makeup products. 86.21% of the group surveyed are following several online celebrities in the social platforms such as Weibo, Bilibili, Little Red Booklet, etc. 60.34% of the group surveyed have once purchased makeup products recommended by makeup bloggers.

It has various advantages to purchase makeup products recommended by makeup bloggers. 72.41% of the group surveyed agree that through live streaming consumers can purchase makeup products at a lower price and along with a lot of gifts. 68.97% of the group surveyed agree that live marketing can be more convenient and intuitive than conventional marketing methods to understand product information.

However, at present, the recommendation by beauty bloggers, namely KOL, is not powerful enough to definitively promote college students to buy makeup products, whose influence is extensive but has certain limitations yet. The quality and price of the product still ranks as the most important motivation when college students intend to purchase the makeup products. Compared with the factors of Quality (79.31%) and Price (62.07%), the factor of Product Popularity accounts for 32.76% while the factor of Recommendation by KOL only account for 12.7%.

It could be summarized that most of the disposable income of the group surveyed is within the 1001-3000 yuan range. Meanwhile, 81.08 percent of the group surveyed control a monthly makeup expenditure under 100 yuan, reasonably in line with their monthly disposable income.

##### ***4.2. Brand Image Recognition and Feedback***

When it comes to Chinese makeup products, a majority of the group surveyed prefer low-end marketed Chinese makeup products with high cost efficiency to foreign products with high quality and price, which is affected by their limited disposable income to some extent. 58.62 percent of the group surveyed state that the unit price of their most commonly purchased makeup item is less than 100 yuan; 29.31 percent state that their favorite makeup item is priced with the range of 1001-200 yuan.

In respect of consumer preferences, unfortunately, only a tiny percentage of college students keep a high degree of brand loyalty and user stickiness towards Chinese cosmetics brands. Confronted with the challenge from foreign first-line cosmetics brands which has occupied a larger proportion of advocates accounting for 36.21 percent of the group surveyed, Chinese cosmetics brands lose the advantage in respect of brand appeal and only 15.53% of the group are attracted to be their loyal customers. From a relatively optimistic perspective, there seem to be huge market potential for Chinese makeup brands to explore in the age when beauty consciousness of college students awakens. According to the survey, 44.83 percent of the group surveyed have no obvious tendency between the two types of cosmetics brands, remaining a relatively neutral position.

In aspect of marketing channels, the multi-platform integrated marketing pattern centering on KOL has become a mainstream method for college students to approach Chinese makeup brands and their products. In this mode, college students, either active or passive, tend to learn more about the product through professional makeup KOLs, contributing to their habitual purchasing after browsing the recommendations from KOLs imperceptibly. According to the statistic, 82.76 percent of the group claim that they are exposed to KOL marketing of which they take advantage to understand product information about Chinese makeup cosmetics. Meanwhile, conventional approaches through the exhibition of official website or through the introduction of acquaintances around has won 53.45 percent of supporters respectively.

In the pseudo environment of multi-media, KOL takes the role as a pioneer who manage to make the most of their own media resources in order to learn about the latest trends and breakthrough in beauty industry in a short time, evaluating the topical products and

recommending them to the suitable group. Therefore, valuable screening and evaluation from KOLs is obviously referential for the group of college students with limited budget and time. 63.79 percent of the group survey hold that the recommendation from KOL is relatively valuable and beneficial and 51.72 percent declare that they are even willing to try some unknown products recommended by KOL. Nonetheless, the professionalism of KOLs is faced with such great challenge that only 36.21 percent of the group surveyed argue that they have confidence in KOL's professional and technical competence. There is another, more sinister, possibility that the marketing strategy adopted by Chinese makeup cosmetics tends to impose an adverse effect on college students that they are enticed to overspend on unneeded makeup products just because of the persuasive suggestions from KOL. 46.55 percent acknowledge that they have had the experience of impulse consumption of Chinese makeup products due to the attractive recommendation from KOL, accounting for nearly half of the group surveyed.

With respect to consumption motivation, a majority of college students accounting for 53.54 percent of the group suggest they are attracted by the certain fashion topics such as ins-style makeup and chinoiserie trend, which have significant influence on teen aesthetic. Another controversial item called Big-Name Alternative has gained considerable popularity among college students who are pleased to seek similar products to the luxurious item. Impregnated with latest fashion items, multi-media platform lays a solid foundation for Chinese makeup brands to exploit the potential market, providing traffic bonus and social concern constantly.

### ***4.3. Conclusive Attitudes and Imperfections***

The results reveal that Management of KOL Marketing applied by Chinese makeup brands remains the most severe threaten the whole cosmetics industry face. As a semi-public figure with a certain influence, a portion of KOLs are keen to lavish praise on Chinese makeup products for personal interests, not only causing their own credibility crisis, but also diminishing the reputation and influence of the brand they have intended to defended.

On the whole, college students show a relatively positive recognition of Chinese makeup brands, which is expected to make impressive achievement in the long term. 68.96 percent of the group surveyed present considerable optimism towards the prospect of Chinese cosmetics industry while 17.24 percentage state that there is a certain necessity KOL marketing should be rationally regulated due to the implicit adverse effect it may have on costumers. About 67.24 percent of the group surveyed are skeptical about the rationality and credibility of KOLs' recommendation. Fundamentally speaking, the quality of Chinese makeup products itself should be taken

priority over other advertising tactics or marketing strategies. 56.9 percent of the group surveyed fail to have confidence in the quality of Chinese makeup products. Furthermore, it is illustrated that 56.9 percent of the college students surveyed view KOL strategy as a streamlined marketing model full of agitation and preachment, giving rise to aesthetic fatigue of the costumers and triggering antipathy.

## **5. COUNTERMEASURE TO CERTAIN DRAWBACKS**

### ***5.1. Misleading Propaganda***

If the effects and experience of the product continue to be exaggerated or even falsely advertised, it would bring immediate traffic bonus and public attention through the beautification and enhancement of the media platform, attracting some consumers and temporarily increasing its sales in the short term, but utterly ruining the reputation and value of the brand in the long term. To brag about the use of their makeup products and ignore their particular cost-effective strategy, Chinese makeup brand is bound to damage their own brand image and appeal, with pricing rationality being questioned rather than ranking among the first-line cosmetics industry. According to the brand's own price positioning and market positioning, the promotion of Chinese makeup brands should be within a reasonable range, to show the excellent quality of products and fashion appearance.

As a makeup blogger, Weiqi Yu, a college senior said that apart from a small proportion of beauty products which deserve promotion, a lager part of the Chinese makeup products are just over-exaggerated advertising, with a huge gap between product quality and publicity effect. Subject to the requirements of the brand, she can only maximize the benefits of the product and beautify the shortcomings of the product. Weiqi believes that Chinese makeup brand should give priority to investing in improving the quality and cost-effective products and service, rather than too focused on KOL marketing implement.

### ***5.2. Fragmentary of Brand Image***

In recent years, many Chinese makeup brands tend to focus only on the certain category which cater to the mass market, while ignoring the overall brand product layout, thus its marketing also tending to focus only on one single item and ignore other categories. There is no doubt that the popularity of single product can indeed help many brands quickly achieve cost recovery in the early stage of development and gain a relatively stable consumer base. However, in order to establish a mature and integrated category system, shape a positive and credible brand image, expand the stability of consumer groups and open up potential market, Chinese makeup brand should be

transformed from relying on a single popular product to establishing a complete product line, while marketing strategy should also be transformed from promoting a single product publicity to creating its own brand image and launching corporate culture penetration.

Used to be a intern of one of Chinese makeup brands, Yuyao Qing, a college junior, acknowledged that beauty marketing in particular needs to pay attention to the overall brand image, so that their products show a unique temperament and aspiration, in order to achieve the purpose of promotion more effectively. There emerges a trend that many Chinese makeup brands set sail for targeted advertising, prudently choosing a platform where the audience fits highly with their own market positioning.

### **5.3. Poor Management of KOL**

It could be obviously observed that there is subjectivity random widespread in the media product KOL produces and the lack of appealing remains unresolved. In the comment area, there often appear audience comments that the content of the advertisement is too rigid, too subjective and too purposeful. Due to the misunderstanding of the product, some KOLs are not able to come up with creative content, promotion effect failing to meet the expectation of the brand. What is worse, there are common cases in which KOL and brands have denigrated each other's reputations because of conflicts of interest. In November of 2021, Chinese top online celebrity Jiaqi Li and Ya Wei had an fierce friction with L'ORÉAL on the negotiation of price setting of a kind of mask, which arousing reflection of the relationship between KOL and Chinese makeup brands. It would be a disaster for Chinese cosmetics industry if consumer trust and recognition of the brand break down in a chaotic market with inconsistent prices through different channels. Nowadays in the live-streaming era, there is a subtle correspondence in the relationship between KOL and conventional retailers where it is necessary to resolve the contradictions between the two sides on price and supply in order to lay the foundation of mutually beneficial agreement. It is highly recommended that when setting about cooperating with KOL, Chinese makeup brand should carefully select candidates who match its own image and is in coordination with its potential consumers. By means of establishing a sound business system covering the processes of KOLs' appointment, training, publishing and supervision, the integral marketing system should be targeted at seeking a solid image and reputation in today's streaming vagary.

## **6. CONCLUSION**

The study has provided a deeper insight into Chinese cosmetics industry and the Key Opinion Leader marketing strategy. The aim of the present research was

to analyzing the pros and cons of Key Opinion Leader in the field of cosmetics marketing. Through the application of communication theory, the study clearly explained the operation principle and subdivided process how Key Opinion Leader marketing ensures its market influence and flexibility with the brand image reshaped and more impressive. The feedback generated from Chinese college students may be of assistance for the Chinese cosmetics brands to reformulate their client-centered strategy. The scope of this study was limited in terms of sample size and data analysis. More broadly, further research is still needed to identify segmented market and corresponding consumers. In addition, a combination of consumer psychology and communication might be of inherently higher value when analyzing the impact of the marketing strategy.

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