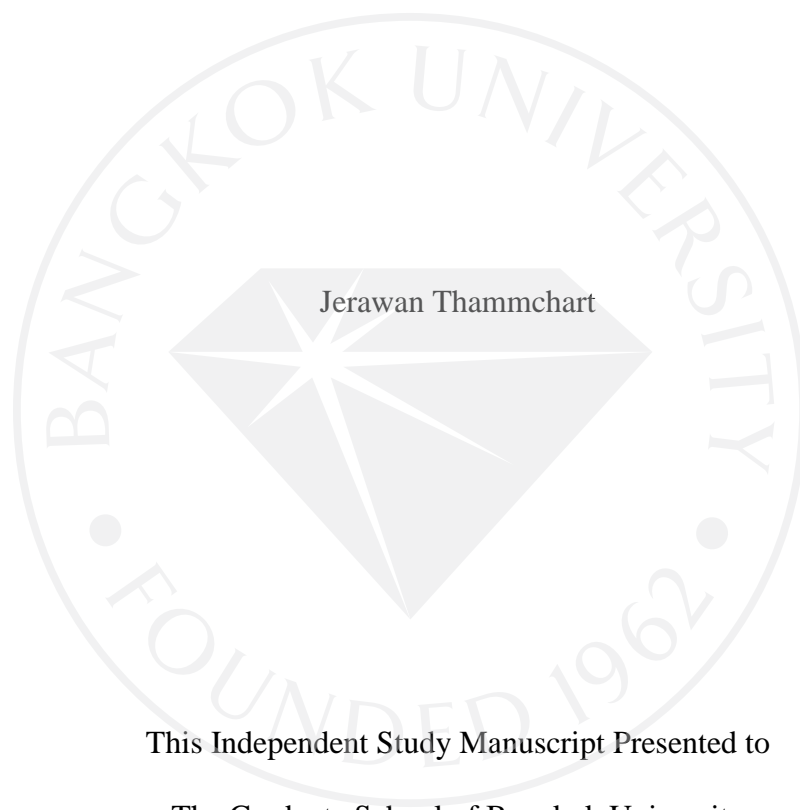


COSMETICS REVIEWS AND WRITING STYLES ON FACEBOOK FAN PAGE:

A CASE STUDY OF TOP THAI BEAUTY INFLUENCERS



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This Independent Study Manuscript Presented to

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Cosmetics Reviews on Facebook: A Case Study of Top Thai Beauty Influencers

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ABSTRACT

This research aims to examine how top Thai beauty influencers review cosmetic products on social media, and to examine similarities and differences of their cosmetics reviews in terms of writing styles. Using purposive sampling technique, 10 Thai beauty influencers with more than 100K of followers on their personal Facebook page were selected as samples. This research used both quantitative and qualitative content analysis of cosmetics reviews posted during 2017 and 2018 on Facebook page by each of the 10 beauty influencers. Writing style and review style of each beauty influencer including readers' comments on their posts were analyzed based on the concept of storytelling and the Uses and Gratification Theory. The data analysis reveals that lipstick is the most popular product that all of Influencer always picked up for their reviews. Beauty influencers similarly used storytelling as their writing style but they also focused on providing information to a larger extent than telling story. This study provided useful implications not only for communication scholars and cosmetics marketers, but also for consumers of cosmetics products.

Keywords: Cosmetics reviews, Thai beauty influencers, Facebook, Writing styles

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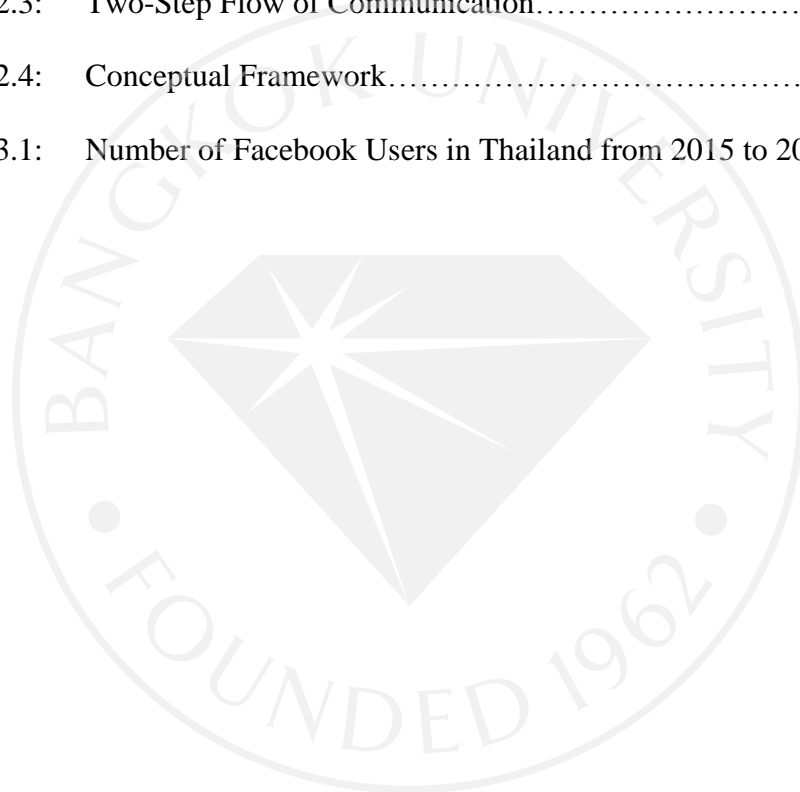
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CHAPTER 1

INTRODUCTION

This chapter describes the introduction of this research, rationale and problem statements, research objectives, the scope of the study, research questions, significance of the study, and definition of terms.

1.1 Background

"A woman without paint is like food without salt."

- Roman philosopher, Plautus (French)

1.1.2 Background of Cosmetics and Its Industry

In an ancient time, cosmetics were originally made in from the copper and lead ore that the ancient Egyptians used to create the world's first cosmetics to the scientifically advanced products of today that can do everything from hiding pores, smooth complexions, and turn the pale green of your eyes a vivid shade of emerald, and makeup has been an integral part of humankind for thousands of years. Over the centuries, women used burnt matches to darken their eyes, berries to stain their lips and young boys' urine to fade their freckles (Stephanie & Gardner, 2017).

They even swallowed ox blood in some misguided attempt to improve their complexions. With over ten thousand years of experience, chemists, cosmetologists, fashion designers, religious leaders, and governments had an incredible impact on the world of cosmetics. As it is in human nature to always strive to perfection and new ways to express ourselves, cosmetic played a really big role in our advancements from

ancient civilization to the modern way of life (history of cosmetics). Cosmetics helped us change the way we look, fixed out bodies in time of sickness and enabled us to express our religion and beliefs.

Cosmetic products in Thailand are distributed through three major channels 1) cosmetic outlets (e.g., counters and kiosks), 2) Online shop and 3) Marketing campaign. Selling through cosmetics outlets has been very popular for a number of years and expected to continue as a major marketing channel for domestic products in Thailand for many years to come. Although selling through outlets is the most effective way of introducing new medium and low-end cosmetic products go the market. In this sector, price is more sensitive than product quality (“Cosmetic market in Thailand”, 2010)

Thailand beauty and personal care products market was valued at approximately \$4.7 billion in 2017, and 7.8% increase over 2016. Skincare products were valued at \$2.2 billion (47% of the market). Hair products were valued at \$846 million (18% of the market). Thailand’s beauty and personal care market is one of the largest in Southeast Asia. Distributors and sellers of beauty and personal care items encountered increased difficulties capturing consumer demand ensuring satisfaction. New product launches with additional benefits interesting claims and limited collection were key weapons in the competition, aiming to drive up the sale performance (Grand View Research, 2018).

Among ASEAN countries, Thailand leads as an original equipment manufacturer (OEM) for international cosmetic brands as the number one OEM cosmetics manufacturer for international cosmetics brands. Thai OEM cosmetics manufacturers are capable of producing premium quality products. According to the

Thai Cosmetic Cluster ((Grand View Research, 2018).), there are 762 cosmetics manufacturing plants (520 are SMEs). The majority of cosmetic ingredients are imported. Local manufacturers regard the U.S. and European countries (e.g. Germany, Italy, and Switzerland) to be the leaders in producing innovative ingredients for cosmetics, followed by Japan and South Korea, respectively.

Table 1.1: Thailand's Personal Care and Beauty Products and Total Market Size (\$US Millions)

2016	2017	2018 (Estimated)	2019 (Estimated)	2020 (Estimated)
Total Local Production	4,864	5,041	5,545	6,099
Total Exports	1,877	2,064	1,473	1,621
Total Imports	944	999	1,098	1,209
Imports from the US	174	190	209	230
Total Market Size	4,365	4,700	5,170	5,687
Exchange Rates	31	31	31	31

Remarks: Total market size = (total local production + imports) - exports

Source: Grand View Research. (2018). *Beauty and personal care products market analysis report by product (makeup & cosmetics, skin care, hair care), by distribution channel, by type (vegan, organic, inorganic), and segment forecasts, 2018 – 2025*. Retrieved from <https://www.grandviewresearch.com/industry-analysis/beauty-personal-care-products-market>.

1.1.2 Growth of the Internet and Online Activities

There has been a significant increase in the number of Internet users over the last decade. From 54.4 % of the world's population in 2017, the number has since jumped up to about 30 percent from 2011 and is likely to keep rising in the years to come. This growing trend is not just limited to the developed world but is global (“Internet world stats”, 2017).

Judging by the increasing number of Internet users, it is safe to say that in the future more and more people will start posting their opinions online, including in developing countries. Many of the opinions posted online pertain to brands. Unsurprisingly given the growing number of Internet users, online comments and information about a brand have been on the rise and will continue to spread. They will also be available more quickly (Schonfeld, 2010).

One of the various tools available to express one's thoughts and criticize brands online is blogs (Schonfeld, 2010). One significant feature of a blog, which largely accounts for its widespread use, that it can be operated very easily. This user-friendly characteristic of the blog means that more and more Internet users are turning to blogs since they can easily circulate information and interact with other Internet and blog users. The relative anonymity of users is also contributing to its popularity.

Bloggers can share their stories, write blog posts, share likes and dislikes, express their opinions, provide suggestions, and report similar interests with their virtual communities without necessarily having to divulge their identity, which prompts them to express themselves more freely. In short, the blog has empowered bloggers by voicing their opinions and discussing social and societal issues, they can forge political agendas, influence business activities and be the source of innovative

business opportunities. Bloggers' influence on businesses is especially critical in respect of purchasing intention (Agarwal, Tang, Liu & Yu, 2008).

As blogging has become one of the most popular tools for recording individual feelings and stories and sharing opinions on any particular daily events, the literature on blogs is growing; a flurry of studies have shown that users' recommendations on blogs can be a powerful marketing tool to reach customers or, on the contrary damage a firm's reputation. Since online activities are not conducted face to face, customers need useful and reliable information to support their purchase decisions and develop a better understanding of the products offered. This has made credible sources of information on products (or services) a key factor in terms of influencing buying behavior.

1.2 Rationale and Problem Statement

The overall growth rate of the cosmetic market in Thailand has continuously increased in recent years. It could be mainly because of the country's positive economic situation, including an expected positive GDP growth. The cosmetic products available in the Thailand market are at all levels, ranging from high end international well-known brands, both medium international and domestic brands to low-end local brands with poor quality. However, as the number of many Thai young female adults using makeup cosmetics is increasing continuously, in recent years, many medium-brand cosmetics from Japan, South Korea, and Taiwan, etc. have been introduced to Thai consumers and have been able to attract many teenagers and young adults who love to try new things and have trendy lifestyles.

The competition in Thailand cosmetic market is always very intense, especially for suppliers and distributors. In order to maintain their customers and at the same time, to enlarge the market share, most cosmetic suppliers keep introducing and invest heavily in promotional strategies. Product features refer to those distinctive attributes, values, and qualities of products that make people decide to buy one product rather than another. It is not the product itself that people buy, but the emotional and experiential performance that it promises to deliver.

Accordingly, along with the customers' behavior in the shopping, social media has taken place and involved in our lives more and more. If one was to look back over the last decade and try to find some elements that affected society as a whole from a technical standpoint, there would be a couple of possible contenders. The advancement of smartphone technology in such a short time is certainly impressive. However, the impact of social media, while intertwined with the smartphone is something that made even more of an impression. Consider just how easy it is to see what is happening on the other side of the world, through the accounts of real people rather than filtered news channels (Tyler, 2013)

Young adults these days are often the readiest to adapt to and learn to use new technologies, and they are certainly at the forefront of social media of all types. They have more technological know-how than many of older generations as well. Social media, therefore, is certainly having a rather large impact on their daily lives (Tyler, 2013). Of course, social media sites are ripe for marketing endeavors as well, and over the past few years, users have seen an uptick in the amount of advertising on the sites. Many companies are actually choosing to become a part of the site rather than merely buying

advertising. This allows for a closer connection between the customers and the companies, which could lead to better service and better quality products.

No wonder if consumers start to focus more on shopping online, with an easier way of shopping, or either finding details of each product to lead them to make a decision. Consumers are becoming more and more comfortable with buying beauty products online even those products that typically require more experimentation. And while online retailers still might struggle to integrate the touch-and-feel element into the online realm, this challenge seems to be significantly reduced by technology and the influence of social media. Therefore, what used to be a barrier is now a matter of persuasion and comes down to the skill of creating an authentic digital experience for beauty shoppers (Tyler, 2013)

E-commerce is more than just a transaction. It is more than just selling a product or somebody buying it online. E-commerce opens up a whole new realm of the beauty experience by providing lots and lots of content for modern customers before making the final step to click and purchase from video tutorials to peer reviews. Not including other influences including blogger, review, vlogger, and personal comments from direct users. This brings up a lot of attention from social media users. The term, bloggers/beauty influencers, has been coined to represent individuals who have a significant following on social media. With a large audience seeing these influencers' posts each day, they are often targeted by businesses to promote products. Regardless of whether the influencers' posts are sponsored or not, their content tends to have a large effect on purchasing decisions. Social influencers are typically pretty well-versed on social media and will tag the store or brand of the

products they use in their posts. This makes it easier for followers to become familiar with the brand and influence a purchase (Barker, 2017)

The growth of the cosmetic industry, the internet, and online activities in Thailand have a significant impact on social media society. In terms of marketing, the cosmetic industry changed its selling channel since capturing consumer demand and satisfaction on traditional platforms is more difficult. One of the various tools available to promote the cosmetics products is Facebook. Along with the customers shopping behavior, Facebook has taken important place and involve in consumers' lives more and more.

Many companies are likely to be part of society rather than merely advertising. This is how beauty bloggers have become influential because they have a large number of followers on social media, no matter whether their posts are sponsored or not. Their reviews tend to affect purchase decision of many consumers. Moreover, it is easier to update what is going on through Facebook on which most people are more comfortable to read influencers' product reviews. Accordingly, it is interesting to find out how top Thai beauty influencers review cosmetics products on the Facebook page, and to examine the similarities and differences of their writing style.

1.3 Objectives of Study

1.3.1 To examine how top Thai beauty influencers review cosmetic products on social media.

1.3.2 To examine the similarities and differences of cosmetics reviews by top Thai beauty influencers in terms of writing styles.

1.4 Scope of Study

This study focuses its investigation on beauty influencers' cosmetics reviews on Facebook's page. Five Thai beauty influencers who are considered the top five of beauty influencers in Thailand are selected as the purposive samples. The study examined their cosmetic reviews posted on Facebook's page between 2008 and 2018.

1.5 Research Questions

This study aims to examine the following two research questions:

RQ#1: How do top Thai beauty influencers review cosmetic products on their Facebook's fan page?

RQ#2: How is each of the top Thai beauty influencers' cosmetic review style similar or different?

1.6 Significance of Study

This study provides several benefits. Firstly, the findings of this study allow cosmetic brands or entrepreneurs to learn different writing styles of top Thai bloggers. Secondly, entrepreneurs or investors can gain benefits by learning another point of view on how audiences could make purchase decision from their feedback or can be influenced by product reviews from the beauty influencers on social media, which will not only enable them to improve the quality of their products but also adjust their influencer marketing techniques to be applied to a variety of products and services in diverse social media platforms.

In addition, a cosmetic is not the only industry that can make use of social media for their marketing activities. It can be adapted to any kind of products or

industries since social media is worldwide and able to reach through every type and a wide range of consumers. Accordingly, it is clear that product review is not just meant for the beauty industry, it can be adaptive to any of products or online marketing.

1.7 Definition of Terms

1.7.1 Cosmetics

Based on the Oxford English Dictionary, cosmetics are defined as having the power to adorn, embellish or beautify (especially the complexion), and intended merely to improve appearances (Bennett, 2018). It also refers to articles intended to be rubbed, poured, sprinkled, or sprayed on, introduced into, or otherwise applied to the human body or any part thereof for cleansing, beautifying, promoting attractiveness, or altering the appearance.

1.7.2 Brand

Refer to a definition from (Business dictionary); a brand is a unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors. Over time, this image becomes associated with a level of credibility, quality, and satisfaction in the consumer's mind. Thus brands help harried consumers in the crowded and complex marketplace, by standing for certain benefits and value. The legal name for a brand is a trademark and, when it identifies or represents a firm, it is called a brand name.

1.7.3 Luxury Brand (Counter Brand)

This term refers to prestige brands that deliver social status and endorsement to the consumer. They do this through quality, association, and story. These brands have perfected the delivery of image and desire to their markets, yet they remain

vulnerable to shifts in perception and consumer confidence and they are under increasing pressure from "affordable luxury" brands (Somma, 2015). Luxury brands are the opposite of drugstore brands. These products come at a higher price-point and are found at specialty stores such as Sephora or Nordstrom. Their products are specially formulated using higher-quality ingredients and are not necessarily as easy to access (Leanne, 2016).

1.7.4 Drugstore Brand

Drugstore brand refers to beauty brands that are sold as mass products at common 'drugstores' or convenience stores such as Watsons, Booths, Tsuruha, 7-Eleven, etc. Examples of drugstore brands are Cover Girl, Maybelline, L'Oréal, and Neutrogena. This is not an exhaustive list but some of the more popular drugstore brands. These are readily and easily accessible and consumers do not have to go to a specialty store to find them (Leanne, 2016).

1.7.5 Social Media

Social media is one of the media platforms that allow users to generate content and engage in peer-to-peer conversations (Definition of Common Social Media Terms, 2018). It is a series of websites and applications designed to allow people to share content quickly, efficiently and in real-time (Nations, 2018). Most social network sites (SNSs) including social media also provide a mechanism for users to leave messages on their friends' profiles. This feature typically involves leaving "comments," although sites employ various labels for this feature. In addition, it often has a private messaging feature similar to webmail. While both private messages and comments are popular on most of the major SNSs, they are not universally available (Boyd & Ellison, 2007).

1.7.6 Facebook Fanpage

A Facebook page is a public profile created by businesses, organizations, celebrities, and anyone seeking to promote themselves publicly through social media. Facebook pages work much like personal profile pages, except that they have "fans" instead of "friends." These pages are publicly visible online and often post status updates, links, events, photos and videos to their fans' news feeds and walls. ("Facebook page", 2019).

1.7.7 Follow

Follow is a term used on Twitter and Instagram when receiving another user's post in users' feed ("Definition of common social media terms", 2018). On Facebook, users can follow or like a page, which is used by businesses for commercial purposes (unlike profiles, which are for regular users). It is quite common for people to open social media accounts that falsely claim to represent businesses or well-known people. Follows on sites such as Twitter, YouTube, Instagram, and Tumblr work are different from Facebook. On those platforms, all profiles are public by default, it means that any user can follow any other users which users generally could find any other users that they would like to follow (Big Commerce).

1.7.8 Product Review

Product review is a term used to define feedback provided by an entity or individual conveying their experiences with regard to the usage of a specific product or service. Many economists, commercial institutions, and members of the consumer populace existing within a commercial marketplace collectively consider the value of product reviews to be overwhelmingly vast; commercial response and activity

resulting from the publication of product reviews may retain drastic impact (What You Need to Know about Product Reviews).

1.7.9 Blogger

A blog (shortening of "weblog") is an online journal or informational website displaying information (Djuraskovic, 2018). It is a platform where a writer or even a group of writers share their individual assessment, experiences, observation, and opinions. The writer who writes on blogs is generally called "blogger."

1.7.10 Influencer

An influencer is an individual who has the power to affect purchase decisions of others because of his/her authority, knowledge, position or relationship with his/her audience. The majority of influencers fit into four categories, with the last category rapidly becoming the most important: 1) Celebrities; 2) Industry experts and thought leaders; 3) Bloggers and content creators; and 4) Micro Influencers. Bloggers and influencers in social media have the most authentic and active relationships with their fans. Brands are now recognizing and encouraging this type of opinion leader ("What is an Influencer", n.d.).

CHAPTER 2

LITERATURE REVIEW

This chapter describes a review of related literature and previous studies, together with relevant theories. It also proposed a conceptual framework for this study.

2.1 Related Literature and Previous study

2.1.1 Motivation and Hierarchy of Needs

For a long time, there have been many attempts to examine human motivation, resulting in a wide array of motivational theories, which are different in specificity and perspective. Among them, a psychologist, Abraham Maslow's hierarchy of needs seems to be the most popular and has been widely cited in literature of various academic fields, especially those related to human behavior. His hierarchy of needs consist of five levels: 1) Physiological needs (the primitive needs), 2) Safety needs, 3) Social needs (love and belongingness), 4) Needs for esteem, and 5) Needs for self-actualization (the ultimate needs). The basic concept of the theory is that after humans fulfill their basic needs, they will seek to satisfy the demand of needs in higher levels (David, 2014)

The study by Tauber (1972) is one of the earliest works that explores shopping motivation. His attempt was to overcome the limitation of other earlier studies that usually tied shopping motivations to specific variables. Tauber's research suggests that people may shop for many reasons, including the desire to satisfy their psychological needs, rather than the reasons relating to the products themselves.

Motivation can be influenced by family members, friends, colleagues, or other people in consumers' social network. This links motivation to the concept of blogs and bloggers who are reviewed in the following section.

2.1.2 Blogs and Bloggers

From the previous studies about a blog as weblog that publishes the blogger's thoughts and opinions, it is an interactive social media that we have become used to nowadays, including blogs, content communities, social networking sites (SNS) (Kaplan & Haenlein, 2010). In a digital era, social media plays in a front row of a communication channel by sending messages through SNS in entertainment form to attract audiences.

Audience read blogs for entertainment sake and also for information gathering, they choose to blog because bloggers are perceived as trustworthy (Armstrong & McAdams, 2009). They represent content as personal and opinionated that are attractive to users. Moreover, they connect to each other and between bloggers and can access information and exchange opinions with other users at the same time.

As bloggers are able to get their voice heard by creating their own media channel, they become empowered as they are able to convey their messages to large audiences (Kucuk , 2008). Regarding bloggers' ability to react to audiences directly, they gain a high engagement as they are a center of the blog. People in a central position tend to become opinion leaders and thereby have more influence on the decision of others (Merwe & Heerden, 2009).

Bloggers who became an influencer have transformed our society and social network society that need to have information about what they are doing including

product information, writing skill, theme and else. It can be said that bloggers have concrete influence because their effective blogs increase site traffic, making blog sites more attractive and desirable to marketers to exchange with them in a way that would allow them to take part of influencers who have interest on their product or service. The great influence of bloggers has been acknowledged by firms since they can quickly spread the firm's related information online to a large audience (Jones, Temperley & Lima, 2009). Therefore, the bloggers who can attract to the large audience became influencers.

To study blogger motivations, we draw upon the Uses and Gratifications Theory or UGT (Katz, Blumler, & Gurevitch, 1973). There are considerably fewer studies on consumer gratifications of creating content in user-generated media, such as blogs. It has been proposed that more attention should be devoted to exploring the motivations of content producers in user-generated media (Krishnamurthy & Wendy, 2008).

Bloggers receive a wide range of gratifications from blogging activities. The great number of different gratifications that bloggers perceive could explain that blogging has become so popular if compared with personal websites, by generating personal content for wider audience includes communication with a wide audience and other readers, and linking to social media, such as Facebook, Twitter, Instagram and YouTube to the blog as per its effective communication channel nowadays.

Bloggers use their blog to present the desired self-reputation to readers that might lead readers to take the blogger not too serious. Meanwhile, data reveal the importance of bloggers' communication strategies, such as blog theme or style and ways of communicating with readers, to amplifying gratifications. Furthermore,

bloggers carefully consider a content to disclose; how to design and express the message; and how the readers would react to bloggers' posting as comments. Thus, bloggers attentively consider readers' reactions.

On another study (Serrano & García, 2016), its goal is to identify the most common principles of visual composition and themes used by the world's ten most influential bloggers. They gave an Instagram definition as one of the main social networking services in the personal style of each blogger, and its function for interacting with the followers. Instagram is one of the most important photos and video sharing social networking services that bloggers use to maintaining their interaction with their followers. It is also a kind of personal online journal. Referring to the previous study, we can consider that bloggers are halfway between a celebrity and opinion leader as they are able to carry their messages to large audiences.

Social media networks like Instagram have allowed anonymous people to become a true leader of opinion, whom at the same time is mostly influenced by the fashion industry. The study by Marina Ramos-Serrano & Ángeles Martínez-García (Serrano & García, 2016) found that fashion bloggers use photography as visual communication support on a section that their perspective is materialized and that present the characteristic. The bloggers also use Instagram images to achieve a closer connection to their audiences. They select an area of their personal and /or professional lives as a framework to communicate self-character to their followers.

The development of social media had changed the landscape of branding and the dialogue about consumption. Some key consumers in the field, such as fashion bloggers, have attracted significant attention as they play an increasingly important role in shaping the fashion industry (Mora & Rocamora 2015). Lee's study examined

the practices of bloggers in negotiating their roles toward branded persons from the standpoint of practice theory and institutional works to understand how such practices are developed and formed in two different cultures. Among the long list, collectivism and power distance may be a most prominent cultural dimension to distinguish the practices (Lee, 2016).

More recent theories take into consideration both interpersonal communication and mediated communication (Livingstone, 2011). Specifically, bloggers are viewed as content creators or opinion leader who have become influencers who are skilled at engaging with others through social networks (Uzunoglu & Misci, 2014).

Social media networks are used to tell a story. The bloggers use storytelling (Salmon, 2008) that shows some part of their personal life. Therefore, this study takes the two-step flow of communication (Katz & Lazarsfeld, 1995) and the mediation communication (Livingstone, 2011). Opinion leaders make a greater influence on people's opinions than mass media or those media which are controlled by the fashion industry. Although the majority of the personal style blogs has allowed for their professionalization and this has had negative repercussion on their independence. However, there was no academic study about how fashion bloggers use Instagram provided that it is one of the most important social networking tools for the promotion of this kind of blog.

2.1.3 Product Reviews

According to the study regarding the total retail in 2015, by Price Waterhouse Coopers (2015), 70% of consumers search for more product information and reviews before making a purchase in a physical store.

Traditionally, interpersonal communication has been considered more significant than mass media (Weimann, 1994) and social media sites (SNS) have increased this impact.

There are many types of review which lead to different writing styles.

Six types of reviews are:

- 1) Versus Reviews: Full-length detailed posts of two products independently to compare two similar products.
- 2) Comparison Charts: The charts evaluate the differences between two to lots of products in the same category. They may have less self-experience toward product but have the necessary information to help users decide between products or solutions.
- 3) Single-Product Reviews: This is the most conventional methods. The simple review contains self-experience toward products or services.
- 4) Book Reviews: This yields self-reputation in addition to earning basic content benefits.
- 5) Buyer's Guides: This guide helps a buyer through research from the first stage till the final purchasing decision.
- 6) Interviews with a Creator: This reviews the person behind a product, service, or else.
- 7) Some people mistake reviews for sales messages. Rather than a review, sales messages focus on glorifying the product, the presence of numerous affiliate links, and a lack of actual information about the usage of the product or service being reviewed (only promotional speech) (Alton, 2016).

The latest statistics and trends, which have been compressed into an infographic by Invesp, show that 90% of consumers read online reviews and 88% of them trust the online reviews as much as personal recommendations (Saleh, 2017). In other words, more people read product reviews as part of their pre-purchase research before buying a product or service.



Figure 2.1: The Importance of Online Customer Reviews

Source: Saleh, K. (2017). *The Importance of online customer reviews [Infographic]*.

Retrieved from <https://www.invespro.com/blog/the-importance-of-online-customer-reviews-infographic/>.



Figure 2.2: Consumers' Trust for Online Reviews

Source: Saleh, K. (2017). *The Importance of online customer reviews [Infographic]*.

Retrieved from <https://www.invespcro.com/blog/the-importance-of-online-customer-reviews-infographic/>.

One of the greatest advantages online platform has over in-store when it comes to makeup is the ability to educate consumers on how products work. Often, brands craft a short video ad that demonstrates the use and effect of a product. They are more like YouTube tutorials than traditional television commercials, but they are quicker and more hypnotic. The brand uses video ads on social media to show how a product is applied and what it looks like on a variety of skin tones.

There is a sense of transparency and of being down to earth and real about what makes makeup fun and appealing. In addition, our brain is now trained to get

information from the Internet. We can quickly click off the sponsored post and on to another page to read product reviews or other insights about a certain product or brand. The reason why beauty is moving towards e-commerce is a simple fact that modern consumers are striving to have digital experiences. For digital natives, who can now get almost the same real-life experience online as they do in stores (e.g. personal recommendations, product trials, etc.), it is easier to make a consumer journey from online content to an online shop.

According to A.T. Kearney (Lachowicz, 2016), more and more people like to read peer product reviews or look for makeover ideas online. Therefore, there is a clear reason why they choose to stay within the online borders when making beauty purchases. It is simply more convenient. However, it is not like people started to buy cosmetics online merely because they suddenly could. It is the brands themselves that recognized the online potential and the necessity to appeal to the digital natives. After all, e-commerce is one of the biggest industries out there right now, growing in double digits every year.

In a world dominated by all things online, product merchandising is rapidly becoming the new product packaging effectively substituting in-store displays and beauty counter specialists that are permanent factors of the offline retail experience. Enhancing product merchandising with additional collateral, such as videos, content, user-generated content (UGC) etc. does not only extend the reach of these materials but also creates a more effective selling environment

This shift in power, from the usual advertising platforms to those talking into a camera lens, is a trend dominating the fashion industry currently. Vloggers and bloggers are huge influences on their Internet-hooked audience. They are changing

the face of marketing, with many brands adopting the more prolific bloggers for their cause. Brands start recognizing that bloggers are the people to turn to when it comes to marketing.

Everything must be stated as an advertisement or promotion if the blogger is sharing a product and has been paid to do so, subtlety meaning that brands once enjoyed is gone due to disclaimers on posts and videos. Bloggers and vloggers are having such an influence simply because they are regular people or at least they were when they started out (Deo, 2015). They are the person's people turn to when they want an honest review of a product, instead of a hyped up advertorial they can read in any glossy magazine.

From now the usual channels to bloggers and vloggers in the beauty industry is one that is not going to stop anytime soon. Instead of fighting against it, we need to accept that this is the new era of celebrities, giving young people a voice and a place in the world of beauty.

2.2 Related Theories

2.2.1 Uses and Gratification Theory

The Uses and Gratification Theory (UGT) does not consider the power of media, this theory can be said to have a user/audience-centered approach, states what people do with media rather than what media does to people. According to the UGT (Katz, Blumler & Gurevitch , 1973) even for communication (interpersonal), people refer to the media for the topics they discuss with themselves. This theory proposes that users/media consumers are actively choosing specific media content according to their needs. It suggests that media users play an active role in choosing and using the

media. Theorist said that media users seek out a media source that best fulfills their needs, and assume that the users have alternate choices to satisfy their need.

According to the UGT, individuals tend to consume media with four different purposes – surveillance, identity, relationships, and diversion.

1) Surveillance – Use media to find out and update a situation around them or looking for a specific information that they need.

2) Personal identity – Value reinforcement or reassurance; self-understanding, finding where to fit in society.

3) Personal relationships – Share information with media; form relationship with the media. Fulfill personal relationship with friends or those who have the same interest.

4) Diversion – Escape from own lives, and take a break from the reality.

2.2.2 Two-Step Flow of Communication

People's reactions to media messages are mediated by interpersonal communication with members of their social environment. This theory claims that the information received from the mass media moves in two stages. First, mass media message directly reaches individuals. Second, mass media message reaches opinion leaders, who take into account the media and messages and receives the information it is outputting, then they disseminate such message to the audiences. These opinion leaders are the most influential when interest is shared by the group.

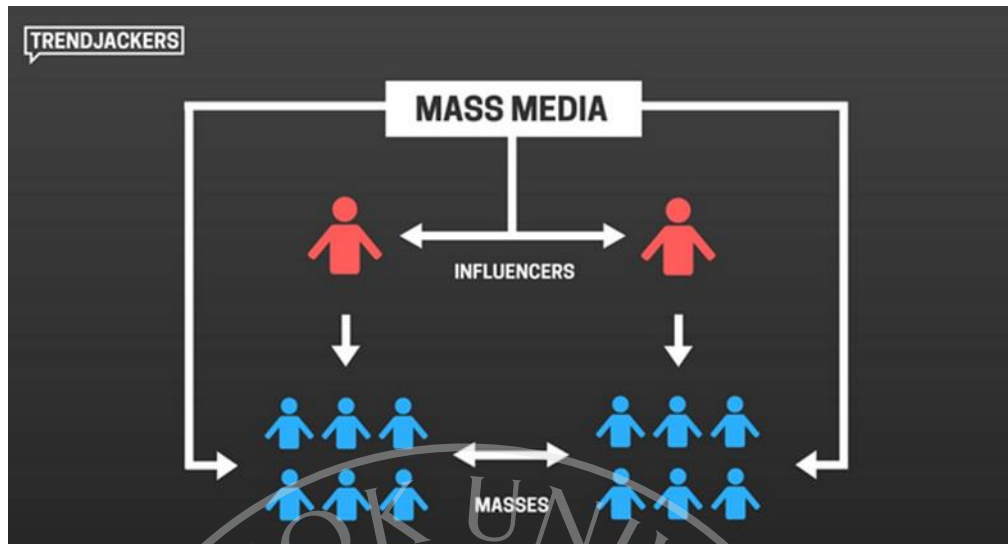


Figure 2.3: Two-Step Flow of Communication

Source: Trendjackers. (2017). *The beginner's guide to influencer marketing: Theory & practice*. Retrieved from <https://medium.com/@TrendJackers/the-beginners-guide-to-influencer-marketing-theory-practice-8c7627024682>.

The two-step flow theory has improved our understanding of how the mass media influence decision making. The theory refined the ability to predict the influence of media messages on audience behavior, and it helped to explain why certain media campaigns may have failed to alter audience attitudes and behavior.

2.2.3 Narrative Theory/Storytelling

A narrative is the art of storytelling, it is an important part of our lives and something that we value highly. It is in multiple forms of media like television, films, or literature. Narrative theory analyses the way in which media texts communicate

meaning about events, and could be applied to a range of different media both text and visual.

Regarding the bloggers' use of storytelling to tell a story of their personal life, a study by Zahaira, Irene and Noemí (Romo, Medina & Romero, 2017) examined brands with more interaction in the social networks. These data were contrasted by the number of followers in social networks like Instagram and Facebook to get a list of the brands with greater mobile interaction and followers, through content analysis and in-depth interviews.

The principle of "storytelling" is one key strategy in digital and mobile marketing which its principle is found in video marketing strategies, social media, events, and exhibitions, which seek to interact with the public and show their history. Regarding marketing strategies, convincing consumers to join the brand journey is the key, and this is what creates the "storytelling" principle. It was found that to get closer to attract and connect with an audience, the brand uses storytelling in all its forms, especially using the history and image of its founder and the current creative director of the brand.

The creation of videos as a digital strategy in branding is one of its strong strategies to articulate the identity of the brand in the narration. The narration accompanied by good content that what brand offers in each of its videos is the key to the success of its digital marketing strategies.

Consumers sharing information among their friends and acquaintance through mobile devices, make them feel that they are part of what they share in the network (Romo, Medina & Romero, 2017). The study also found that through different platforms, a mobile device connects with its audience through the history of

the brand, and it is a compromise of quality of products, reaching the public in an emotional way. Through digital marketing, it is possible to tell a history of the brand through storytelling in good content. Its relationship with the most influential bloggers and Instagrammers in luxury fashion consumers is another digital marketing strategy they carry out to influence their consumers through Social Network Sites (SNS)

2.3 Conceptual Framework

The conceptual framework of this study was developed to integrate the UGT and Two-step-flow of communication by showing that the audience is not a passive receiver who chooses different media sources and eventually search for what they need. They are likely to search for information from opinion leaders such as beauty influencers before making informed purchase decisions. On the other hand, if influencers need to gain more popularity, they need to understand the media uses and gratifications of their target audience in order to write the product review content that is appealing to the mass level. Two steps of communication occur as described below:

STEP 1 of Communication: Brand communicates to opinion leaders

The particular cosmetics brand chooses beauty influencers as opinion leaders to forward the branded messages to the target audiences because the brand wants to be part of their social networks rather than pushing advertising to them.

STEP 2 of Communication: Opinion leaders communicate to consumers

As opinion leaders, beauty influencers create the product review content to express their personal identity as beauty expert, and then publish their product reviews through Facebook as a communication channel to reach their target audiences.

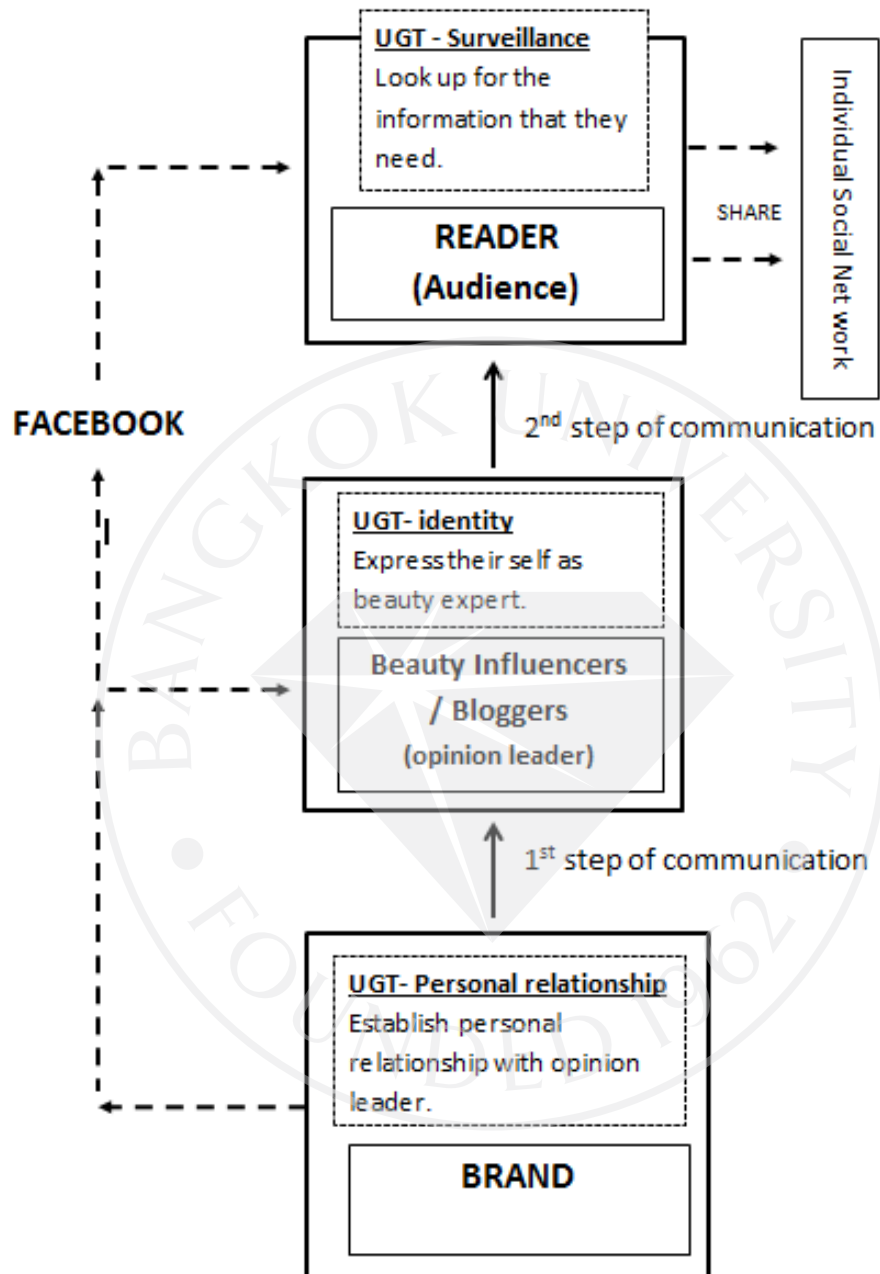


Figure 2.4: Conceptual Framework

CHAPTER 3

METHODOLOGY

This chapter describes research design, population and sampling, secondary data collection, research procedure, and data analysis. Coding of cosmetics reviews was explained in details. Validity and reliability of this research are also discussed.

3.1 Research Design

This research adopted a quantitative research approach using quantitative content analysis to explore the depth, richness, and complexity inherent in the communication phenomenon regarding cosmetics reviews by top Thai beauty influencers. Document analysis (content analysis of written data) of blogs in the form of cosmetics reviews by ten famous beauty influencer on their Facebook page was conducted to examine how these influencers reviewed cosmetics products, their writing style (friendly, professional, or sponsorship), and context including their self-representation theme conveyed to the public.

3.2 Population and Sampling

As you may know that nowadays teenagers till young adult or even some of the adult women always updating their beauty information such as new makeup trends, new cosmetic products or even a technique of self-beauty treatment from beauty influencers or beauty bloggers. They have their own Facebook page for readers/audiences or who they also call followers because Facebook could be easier to gain access to their media message through the Facebook platform on their mobile

devices. Accordingly, this research focused on Facebook as the most popular social network and online community in Thailand which population is likely to be increasing.

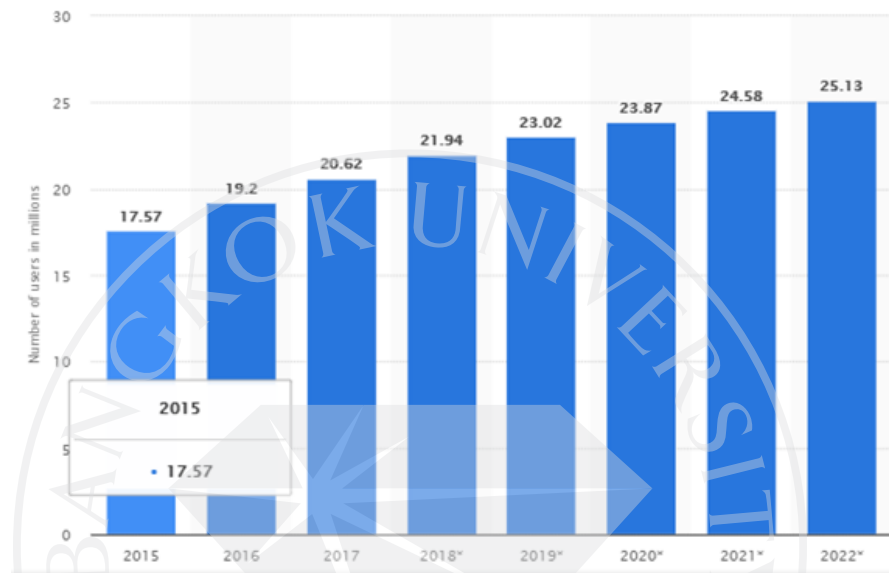


Figure 3.1: Number of Facebook users in Thailand from 2015 to 2022 (In millions)

Source: Statista (2017). *Number of Facebook users in Thailand from 2015 to 2022 (in millions)*. Retrieved from <https://www.statista.com/statistics/490467/number-of-thailand-facebook-users/>.

Purposive sampling was applied as a sampling method of this study.

Accordingly, sample selection is based on the researcher's judgment. Due to beauty influencers' diverse characteristics, this could be said that sampling of this research are maximum variation purposive sampling as conditioned such that the selected samples must have more than 100,000 followers on their personal Facebook page.

They should also appear on Google search results based on such keywords as "top Thai beauty bloggers," "Thai beauty bloggers," "รีวิว เครื่องสำอาง" (in the Thai language).

As many beauty bloggers/ influencers transformed themselves from cosmetic reviewers to lifestyle idols, they made less cosmetic reviews. Therefore, our samples are those beauty influencers/ bloggers who have still reviewed cosmetics in the present. In addition, beauty bloggers/ influencers who focus on makeup tutorial more than cosmetic review were excluded. As male reviewers are predominantly makeup artists rather than beauty bloggers or cosmetic reviewers, the samples of this study are exclusively female influencers.

3.2.1 Descriptions of Samples

Ten top Thai beauty bloggers who were purposively selected as samples of this study include 1) Pearypie, 2) Feonalita, 3) Mhunoiii, 4) Mintchyy, 5) Nobluk, 6) Momay Pa Plearn, 7) Gopgap Review 8) Meri Review 9) Review Mai Jam Kat (รีวิวไม่จำกัด or Ms.Tukta) and 10) Archita Station. Their profile is presented as followings.

1) Pearypie

Pearypie is one of the most talented make-up artists. Her soul makes her life artistic. People love her talent and fashion. She has transformed from beauty bloggers and make-up artist to professional make-up artist, stylist and fashion icon.

Table 3.1: Pearypie's Facebook

Facebook Page's Name	Pearypie (Miss Amata Chittasenee)
Facebook Link	https://www.facebook.com/pearypiemakeupartist
Number of Followers	1 million +
Blog	None
YouTube	https://www.youtube.com/user/pearypie
Instagram	https://www.instagram.com/pearypie/?hl=en

2) Feonalita

Feonalita started writing blogs when she was 19 years old as a hobby. She began with cosmetics content which is based on her self-interest and easy makeup tutorial. After then she has transformed from blogger to beauty influencer.

Table 3.2: Feonalita's Facebook

Facebook Page's Name	Feonalita (Miss Sai)
Facebook Link	https://www.facebook.com/feonalitafanpage/
Number of Followers	660,000 +
Blog	http://www.feonalita.com/
YouTube	https://www.youtube.com/feonalita
Instagram	https://www.instagram.com/feonalita

3) Mhunoiii

Mjunoiii started her beauty practice when she did her make-up and her hairs for her own wedding ceremony. Form that day, she always practices and eager to share her techniques and knowledge with other people. She has started her blogs from the beginning of the Internet era. When the boom of bloggers occurred, she became one of the top bloggers in Thailand.

Table 3.3: Mhunoiii's Facebook

Facebook Page's Name	Mhunoiii (Miss Nanthawan Pornchaichantrpen or Sai)
Facebook Link	https://www.facebook.com/mhunoiiifanpage
Number of Followers	170,000 +
Blog	www.mhunoiii.bloggang.com
YouTube	https://www.youtube.com/user/mhunoiii/featured
Instagram	https://www.instagram.com/mhunoiii

4) Mintchyy

Her blogs started from her self-obsession about make-up since she was in 8th grade. She started to do make-up video clips and began writing blogs. Her good looking with her good sense of fashion made her very attractive to people.

Table 3.4: Mintchyy's Facebook

Facebook Page's Name	Mintchyy (Ms.Samachaya Asawanivej or Jasmine)
Facebook Link	https://www.facebook.com/mintchyy/
Number of Followers	340,000 +
Blog	http://mintchyy.blogspot.com/
YouTube	https://www.youtube.com/mintchyy
Instagram	https://www.instagram.com/mintchyy/

5) Nobluk

Nobluk was not born as a rich child. Start working when she was young, she has grown up strongly and has a strong self-confidence. On social media, she has used Facebook in the same way as ordinary people, but because of her make-up talent, people follow and search for her style, her cosmetics, and other things.

Table 3.5: Nobluk's Facebook

Facebook Page's Name	Nobluk (Miss Noppaluck Kunthawatchai or Nune)
Facebook Link	https://www.facebook.com/nobluk/
Number of Followers	1 million +
Blog	http://nobluk.blogspot.com/
YouTube	https://www.youtube.com/channel/UC158ukQsz8zPrHuuYQBuwzg/featured
Instagram	https://www.instagram.com/nobluk/

6) Momay Pa Plearn

Momay formerly was a singer when she was young. Due to her singing career, she has been familiar with cosmetics and beauty practice. It could be said that she is the first beauty vlogger in Thailand as she started her channel during the booming period of social media and YouTube.

Table 3.6: Momay Pa Plearn's Facebook

Facebook Page's Name	Momay Pa Plearn (Ms.Naphatsorn Buranasiri)
Facebook Link	https://www.facebook.com/MomayPaPlearnTV/
Number of Followers	420,000 +
Blog	None
YouTube	https://www.youtube.com/user/dailycherie/featured
Instagram	https://www.instagram.com/dailycherie/?hl=en

7) Gopgap Review

Gopgap is another girl who has fallen in love with all products. Her reviews contain a variety of products, but that is a good point of her blogs, which make people follow her more and more.

Table 3.7: Gopgap's Facebook

Facebook page's name	Gopgap review
Facebook's link	https://www.facebook.com/Gopgapreview/
Number of Followers	320,000 +
Blog	https://gopgapthemarie.blogspot.com
YouTube	https://www.youtube.com/channel/UC3fH7nkjAknw0qAFSo9UTfw/featured
Instagram	https://www.instagram.com/gopgapthemarie/

8) MeriReview

Another young girl who is successful on her blogs, which are very relaxing, diverse, and fun. Her Facebook page theme is the same as blogs whether they are a presentation, writing style including pictures.

Table 3.8: Merireview's Facebook

Facebook Page's Name	Merireview (Lisa Chalermkiatkul)
Facebook Link	https://www.facebook.com/merireview/
Number of Followers	230,000 +
Blog	None
YouTube	None
Instagram	None

9) Review Mai Jam Kat (รีวิวน้ำจิ้ม or Ms.Tukta)

Tukta is one of the good bloggers whose review content is very useful to readers because they contain both strong and weak points of the reviewed products. Even if her writing style seems like an ordinary blog writing style, it still puts all necessary details together.

Table 3.9: Tukta's Facebook

Facebook Page's Name	Review Mai Jam Kat (รีวิวน้ำจิ้ม)
Facebook's Link	https://www.facebook.com/tTukablythe/
Number of Followers	330,000 +
Blog	None
YouTube	None
Instagram	None

3.10) Archita Station

Archita is a beautiful and elegant woman whose lifestyle attracts so many people. Her photos are very eye-catching. She also has a good sense of fashion, together with good make-up skill.

Table 3.10: Archita's Facebook

Facebook Page's Name	Archita Station (Archita Siripinyanon)
Facebook's Link	https://www.facebook.com/Architapage/
Number of Followers	520,000 +
Blog	None
YouTube	https://www.youtube.com/c/ArchitaStation
Instagram	https://www.instagram.com/architasiri/

3.3 Secondary Data Collection

Cosmetic reviews for research were selected from all cosmetic reviews posted of each Facebook page during 2017 and 2018. Fifty cosmetic reviews by 10 beauty influencers with more than 100,000 followers were collected for data analysis and presented in the table format as shown in chapter 4.

3.4 Research Procedure

After selecting the top 10 Thai beauty influencers who have more than 100,000 followers as samples for this research. Then, their cosmetic reviews posted on the Facebook page during 2017 and 2018 were coded based on the concept of storytelling, UGT, and Two-step flow of communication to answer both research questions. Results of data analysis conducted by the major investigator were then compared with those by the second coder to ensure the reliability of the study.

3.5 Data Analysis

The coding materials of this study are cosmetics reviews on the Facebook page by the top ten Thai beauty influencers, which were quantitatively and qualitatively analyzed based on the following categories:

- 1) Numbers of followers
- 2) The most reviews products
- 3) The most reviewed brand
- 4) Review styles (writing style)
- 5) Audiences' feedbacks
- 6) Communication channel

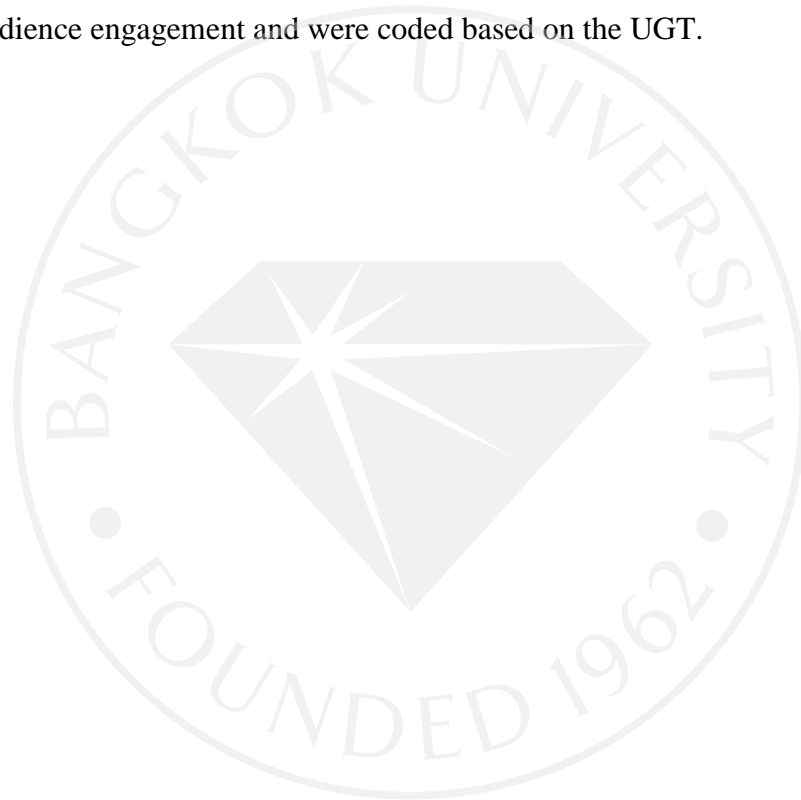
These data were analyzed based on the concept of storytelling, UGT, and Two-step flow of communication. The findings were presented in the form of tables to show how each of the 10 Thai beauty influencers reviewed cosmetics products on social media like Facebook. Coding materials are cosmetic reviews by beauty influencer and to compare and contrast the writing style in order to identify similarities and differences among each of the ten beauty influencers.

3.6 Reliability and Validity of the Study

Cosmetics reviews by top Thai beauty influencers posted on the Facebook page during 2017 and 2018 were collected and analyzed in terms of research questions of this study. To ensure the reliability of the coding, 30 percent of the cosmetics reviews by those selected beauty influencers were coded by the second coder who is the college student majored in communication arts. The coding results of

the researcher and second coder were then compared. It was found that 75 percent of the coding results from both coders were consistent.

In terms of the validity of the study, those influencers' writing and presenting style on their Facebook page gathered during 2017 and 2018 were coded based on the concept of storytelling, UGT, and Two-step flow of communication. Moreover, comments from readers on those influencers' Facebook page are the content that has a high audience engagement and were coded based on the UGT.



CHAPTER 4

RESULTS

This chapter describes the data analysis results of the cosmetics reviews by beauty influencers on their Facebook pages. Firstly, descriptive data of the cosmetics reviews were presented. Then, the chapter provides results to answer two research questions examining the reviewing and writing style by the top Thai beauty influencers and their differences.

4.1 Descriptive Data of Beauty Influencers' Facebook Page

Facebook page of beauty influencers is a private space for bloggers or beauty influencers to express their own opinion and communicate with readers or audiences which is very similar with blogs, but it is more facilitative for communication and engagement. As Facebook population grows rapidly in these past years, almost all of the bloggers transform to beauty influencers who use Facebook page as a communication channel. However, writing style and technique are the same with the old-style blogs. Moreover, Facebook has effective media functions that they can apply to get more attention from the audience such as photos, videos, and links which give an audience easy access to all the contact channels available on this platform.

The content analyses of cosmetic reviews posted within 2018 on each top ten Thai beauty influencers Facebook's pages reveal that top three of the most reviewed products are: 1) Lipstick (85%), 2) Eye-shadow (6%), and 3) Blush (5%).

Cosmetics for lips is the most popular cosmetic category which was reviewed by beauty influencers since they have many colors and shades to choose and some lips products are applicable to cheek as well.

The most popular brands being reviewed are 1) NYX (70%), 2) Bobbi Brown (10%), and 3) 4U2 (10%). It was found that the most seen brand on the Facebook page is NYX. Almost all of our sampled influencers reviewed NYX's cosmetic on their Facebook page. The reviews of NYX seem to have advertising purpose in disguise. Table 4.1 presents the details of these findings.

Table 4.1: The Most Reviewed Product and Brand by Beauty Influencers

Beauty Influencer	Most Reviewed Product	Most Reviewed Brand
Pearypie	Lipstick	NYX
Feonalita	Lipstick	Bobby Brown
Mhunoiiii	Lipstick	Shu Uemura
Mintchyy	Lipstick	NYX
Nobluk	Lipstick	NYX
Momay Pa Plearn	Eye shadow	Urban Decay
Gopgap Review	Lipstick	4U2
Meri Review	Lipstick	L'Oreal
Review Mai Jam Kud	Lipstick	Mille
Archita Station	Randoms	Randoms

In addition, feedback from audiences was also analyzed. Details of the findings were shown in Table 4.2.

Table 4.2: Beauty Influencers' Feedback from Audiences

Beauty Influencer	Feedback from Audiences
Pearypie	<p>Most of the followers subscribe her because they want to learn a make-up tip and her audience engagement mostly relate to sponsorship and campaign from each product which promotes on her social media by convinces the audience to join a campaign to win and get a special prize. Nowadays she is not writing many reviews because she focuses more on her careers. So her content is not really useful for the audience who want to gather a piece of product information, but for the audience who need to update a new product, her content may useful due to a strong of sponsorships which allow her to be a First priority to have news update of new products from the Brand.</p>
Feonalita	<p>Audiences feel fun and have an emotional engagement with the reviews post and product also not too far for everyone to reach.</p>

(Continued)

Table 4.2 (Continued): Beauty Influencers' Feedback from Audiences

Beauty Influencer	Feedback from Audiences
Mhunoiii	<p>Even she has not many Followers but she has a good relationship with her fans (followers) and all audiences, she tries to reply to all the comments that she got for good engagements and people seem to like to follow to watches her lifestyle sharing on Facebook same like they are watching their friends activities, because she used spoken languages to communicate with the audience as friends talks to friends.</p>
Mintchyy	<p>It is highly significant on her Facebook's campaign content which audience could join a contest to win a special prize from Top's cosmetic brand. The audience also has given attention to critical Buyer's guide review and Comparison chart content because of it beneficial to them for their buying desire in the future. In the same time, on her Single-reviews content, she always picks a product which people easy to find and not too expensive to reach.</p>

(Continued)

Table 4.2 (Continued): Beauty Influencers' Feedback from Audiences

Beauty Influencer	Feedback from Audiences
Nobluk	She got good feedback from the audience due to the way she entertains is very varied and full of creativities. Her followers always leave s comment and shared her content to their friends. The audience always follows her activities to win a free prize also.
Momay Pa Plearn	This beauty influencer is different from other because she didn't transform from blogger but start from Youtuber. The audience received her content by video so they are received this reviewed for entertainment and make-up tutorial, doesn't have an expectation for product information.
Gopgap Review	She has very good feedback from readers. Her engagement with the audience is very good also. She didn't review only cosmetic but she also reviews shampoo, body lotions, skin cares and else. The product which she picked up for review is easy to buy and cheap, everyone can buy these products. On her Facebook's page also, sharing an update promotion from other Official drugstore pages that audience always follow to update information.

(Continued)

Table 4.2 (Continued): Beauty Influencers' Feedback from Audiences

Beauty Influencer	Feedback from Audiences
Meri Review	The reader seems like to involve in the content that she reviews high demand products and Product with a campaign to win a prize. The reader felt easy to get connected with writer due to her friendly writing style make the reader feel relax and not award or shy to react or comment or connect with a writer on Facebook's page. Her Facebook's page is like one of your friends.
Review Mai Jam Kad	Especially on the in-trend product on a time, her review got a very good back and high engagement with audiences, a number of shared posts is very high.
Archita Station	Her followers follow to read her content for entertainment as Beauty influencer.

4.2 Results of Research

Question # 1: How do top Thai beauty influencers review cosmetic products on Facebook fan page?

Based on the data analyses, a narrative paradigm is associated with the sampled influencers by applying storytelling with review content. They are telling the audience that their review is a true story. As people pay attention to a review which conveys their experience and contain full-length information on the product, this function reflects the buyer's guide review style.

The analyses reveals that the sampled beauty influencers used five review styles – 1) Single-product review, 2) Buyer's guide, 3) Comparison chart, 4) Public relations content, and 5) Sponsorship content. Details of each review style are provided as follows.

1) Single-product review

This is the most conventional method. It contains writers' self-experience toward the reviewed products or services by giving a full detail of the product information. This style of review enables the audience to know more about their interested product(s). Audience may find different comments toward the same product on each different Facebook page depending on the writers' self-experience.

2) Buyer's guide

This kind of review contains necessary information of the product such as colors, materials, and etc. It does not really include self-experience or personal comments of the writers.

3) Comparison chart

The chart evaluates the differences between two to several products in the same category. They may have less self-experience toward product but by showing the necessary information to help readers to clearly compare between each product. Comparison chart is not necessary to be in the graph format, but can be presented in a short paragraph.

4) Public relation content

The writers of this style may receive basic product information from a brand or sometimes gather basic information from the brand press release, and re-write their reviews into their own style with an aim to give general information to

readers. Writers often make this review style when they need to review the updated products which are not officially on sale.

5) Sponsorship content

This style has an advertising intention, or it could be said that this is one of marketer marketing strategy to create awareness among their target audience.

When the brand plans to launch a new product, beauty influencers will generally receive that new product in advance for trial, and then write a positive review and share it in social media.

Facebook page which got much of engagement from the audience is the single-review, buyer's guide, and comparison chart. It can be seen from the data that every beauty influencer also has cosmetic brands as their sponsor. Accordingly, they cannot avoid giving sponsorships or public relations review content so that they needed to choose a writing style that they could present a given product in a spontaneous fashion and avoid their content to be too commercial. In contrast, audiences followed an influencer who has sponsorship and presented campaigns that audiences can join and win a special prize.

In terms of writing style, as many of beauty influencers transformed from bloggers, they are likely to use spoken words for creating their content because it is more comfortable for the audiences to consume and engage. However, as they became opinion leader on the large social network community like Facebook, their sentiment was not provided toward reviewing the product. Details of the writing style of each beauty influencer are presented in Table 4.3.

Table 4.3: Beauty Influencers' Review and Writing Style

Influencer	Review Style	Writing Style
Pearypie	Sponsorship reviews and public relations content	Used professional writing style to represent the product, which was likely to represent as sponsorship content. Then it showed an advantage of the product as she is a professional artist. She also had opportunities to get close with some entrepreneurs or brand directors by herself. Sometimes she came up with small soft-interview with those people.
Feonalita	Single-product reviews and buyer's guides	She created content with positive emotion toward product in a form of single-product review and combined with the make-up technique tutorial to attract audiences and boost engagement. As a result, she always asked open-comment against the product being reviewed. She used friendly words but not too narrow, which can be called as semi-formal. Her style is easy to understand but reflects trustworthiness.

(Continued)

Table 4.3 (Continued): Beauty Influencers' Review and Writing Style

Influencer	Review Style	Writing Style
Mhunoiii	Single-product reviews and comparison chart	<p>She wrote her review content as if she wrote her personal diary. Her review content is considered a single-product review, and some of the comparison chart. However, the comparison chart did not provide a comparison between different brands but a comparison between the same product of the given brands. As it showed a comparison between each color of lipsticks, this kind of review could be a kind of buyer's guide. As her content has been written by normal spoken words, even on sponsorship review content, it made her content easy to read and understand with enjoyment. She also increased credibility by an excessive perfect picture. Meanwhile, her reviews were not conducted only at cosmetic, but also include a variety of beauty tools or gadgets and in-trend lifestyle place. She sometimes shared her moment by LIVE on Facebook to give update</p>

(Continued)

Table 4.3 (Continued): Beauty Influencers' Review and Writing Style

Influencer	Review Style	Writing Style
Mhunoiii	Single-product reviews and comparison chart	sponsorships events which she had been invited and sometimes shared her daily lifestyle of her and her friends. Therefore, she is the spontaneous one.
Mintchyy	Single-product reviews and sponsorship content	Her content is a mix between single-product review and sponsorship content, which may be called as "tied-in" in an advertising term which sponsorship's brands gave a new product for bloggers or beauty influencer to use and write a review content as self-experience in the positive ways. She used semi-formal words more than totally spoken words with very good storytelling. When she wrote some public relations content for the new product, she also has critical products information to write buyer's guide, which combines with single-reviews content and comparison chart that made her presentation credible. Moreover, she had some sponsorship

(Continued)

Table 4.3 (Continued): Beauty Influencers' Review and Writing Style

Influencer	Review Style	Writing Style
Mintchyy	Single-product reviews and sponsorship content	campaign content for the audience to get involved to join the campaign for a special prize, which will make her gain more trustworthiness. In other hands, she did very well on diet content and make-up tutorial on her YouTube Channel.
Nopluck	Single-reviews and buyer's guide	She mixed single-reviews with makeup tutorial, which gain attention from the audiences in big numbers. She always put a product description with positive review comment toward product briefly with her make –up tutorial videos that gave a variety of reviews to the audience by using one brand's cosmetic set to make one makeup style or look. Therefore, she has a good skill of using spoken words in term of expressing self-emotion which allowed her words to affect the audience. However, she did not give a negative sentiment to the audience. Her content was not limited to her own Facebook page.

(Continued)

Table 4.3 (Continued): Beauty Influencers' Review and Writing Style

Influencer	Review Style	Writing Style
Momay Pa Plearn	Single-product reviews and sponsorship content	She had a fun writing style for entertaining readers. Actually, this influencer did not write much of review because she has started influencer role as YouTubers.
Gopgap Review	Single-product reviews and buyer's guides and comparison chart	Her style was friendly and easy to read in spoken words. It was a very good quick review for reading by smartphone platform because her review contains by photography and brief information of the product in spoken words. She put self-emotion into the writing, so the reader feels like reading friend's Facebook.
Meri Review	Single-product reviews and buyer's guides	Her review was an easy short review in spoken words and friendly but contained brief product information. Although she put her self-emotion toward product a little in her writing. Her review is easy to read and relax same like reading normal daily blogs.

(Continued)

Table 4.3 (Continued): Beauty Influencers' Review and Writing Style

Influencer	Review Style	Writing Style
Review Mai Jam Kud	Buyer's guides and comparison chart	Her review gave a full of useful information of each product -- both positive and some of the weak point. It has made her reviews look very sincere to customers. Even she used spoken words to write but not relax and have a high focus product detail. Her content is very useful and credible.
Archita Station	Sponsorshi p reviews and public relations content	Her style was formal writing style forgives information to readers. Mostly her reviews present lifestyle, beauty, and updated new beauty products.

4.3 Results of Research Question

Question # 2: How does cosmetic review style differ among each of the top Thai beauty reviewers?

Assume that only a few of influencers became an industry expert and opinion leader or celebrity, or both such as Pearypie. That made her review style changes and different from normal influencers, since her became to a professional in industry her comments toward on anything could make an impact because audiences felt more comfortable and trustworthy. So she careful about what to share on her social media then her review change to be a share of product photo with short caption. Another

influencer who have a different review style is Nobluk. As per she is a professional make-up artist so she combine make-up product review and make-up tutorial into one video. In the same time, most of the influencers used the same writing style on their review which the same style with bloggers that came from mass media.

In terms of the similarity of the review style, each beauty influencer usually used single-product review and buyer's guide for most of their cosmetics reviews. Meanwhile, Pearypie is the only one beauty influencer who is unlikely to write a full review. Her writing style involves expression or description for her photos.

Moreover, this research found that audiences are more influenced by single-product review and buyer's guide style more than sponsorship content. Audiences tend to give more attention and interest on the travel and lifestyle content except for cosmetic reviews while their self-representation was not the same. In particular, Pearypie represented self-reputation as professional make-up artist and fashion icon meanwhile Feonalita represented herself as blogger and buyer's guide reviewer, and Nobluk represented herself as makeup tutor with sponsorship.

Audiences and readers are not likely to be interested and give attention to public relations or sponsorship including a review with obvious commercial purpose, except it was a campaign for a free prize. They are likely to have an interest of singles' reviews in the purpose of collecting

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Audiences and readers are not likely to be interested and give attention to public relations or sponsorship including a review with obvious commercial purpose, except it was a campaign for a free prize. They are likely to have an interest of singles' reviews in the purpose of collecting information for self-awareness, not only toward cosmetics but including services, foods and even travels.

CHAPTER 5

DISCUSSIONS

This chapter provides a summary of research findings. It also discusses the research findings based on past research, theories, and researcher's expectations. Limitations and implications for various groups are also given.

5.1 Summary of Findings

Beauty influencers have used storytelling technique and easy words to write a review or content which is the same writing style as writing blogs. Especially for sponsorship content, they need to be more careful to make it spontaneous and convince a reader to believe that it is true. Meanwhile, readers are willing to follow beauty influencers who have been sponsored by famous brands because this kind of content always has a high level of audience engagement, and it seems that readers are given more attention on single-product reviews and buyer's guides, together with a comparison chart.

Even though the sampled influencers have used the same writing style which is storytelling but some of them focused on giving product information more than telling a story. However, language use in both writing styles is similar. In addition, the beauty influencers have different review style which depends on each person's self-presentation and lifestyle.

5.2 Discussions Based on Previous Studies

Influencers are those who have transformed from bloggers since they are able to react to the audience directly. This allows them to engage with the products / services. Influences are creating their own media channel and become empowered because they are able to convey their messages to large audience. Therefore, attention for writers should be devoted to explore the motivation of content producers in user-generated media. Facebook became the main communication channel instead of blogs. Linking to a more effective communication channel such as Facebook, Instagram, YouTube, etc. is needed. This study also found that the beauty influencers used photography as visual communication support. They gave an important to a visual composition for reaching more audiences.

Findings reveal the similarity of the writing style of each beauty influencer, except Pearypie who has a unique writing style. In particular, Pearypie has moved upward from beauty influencer to profession makeup artist, stylist and played a big role in fashion industry of Thailand. Based on social network feedback, it could be said that she is a fashion icon in society. She, therefore, has played a big role in an industry and has received many of sponsorship from various brands, and she changed her main focus from product reviews to makeup tutorial and represent the development of Thailand fashion industry to the world. Her writing style has been changed to only caption or short description of photos that she posted on her Facebook and she made short sentence to send messages to the audience.

5.3 Discussions Based on Theories

5.3.1 Two Step-Flow of Communication

Due to the findings, influencers play an important role as opinion leaders which make a great influence on people's opinion than mass media or other media tools. Samples of this research were beauty bloggers who created content, or opinion leaders who finally became influencers, who are skillful at engaging with others through social media by content and photo which can also develop into videos. Based on the Two-Step Flow of Communication proposing that the communication starts from message senders to opinion leaders, who then communicate to the ultimate audiences, this phenomenon is significant on Facebook, but it is not really effective on other social media such as Instagram because Facebook has a more self-reputation presentation, resulting in more trustworthiness.

5.3.2 Uses and Gratifications Theory

According to the Uses of Gratification Theory (UGT), an audience is looking for information which match with their needs and interest. The cosmetics products that got shared are always products that satisfy their needs, and/or those that are popular at the moment. On the other hand, beauty influencers use their reviews to communicate to their target audiences what they are skillful and passionate for.

5.3.3 Narrative Theory / Storytelling

Influencers are storytellers on social media networks being used as tools for them to communicate with a large audience. Story those bloggers or content creators use also shows part of their personal life that helps bloggers or influencers get closer to their audiences especially by using image with creativity on the video, social media or even in the exhibition which could interact with the public. They are normally

accompanied by good content that audience would like to share with their friends or family. In addition, more than cosmetic reviews, the audience also like lifestyle post or videos which can be called 'Vlogs' (Video logs), because the story that has been told look more real with visual communication.

5.4 Discussions Based on Expectations

It was expected that the results of this research are examining how top Thai beauty influencers reviewed cosmetic products on their Facebook fan page. As the results show that single-product and buyer's guide reviews got more attention from the audiences as per I expected. Unexpectedly, cosmetic review style differs among each of the Top Thai beauty influencers, but their writing style was similar. This may result from the fact that most of the Influencers transformed from bloggers so that they still have a similar style of writing for product reviews.

Interpersonal communication has been considered significant than any other mass media. At the same time, SNS (Social network sites) increase this impact. Due to possible impact of Facebook on Thai people, Facebook plays a role as the biggest online communication and communities in Thailand. Even blogs and Facebook mechanism are quite similar, but Facebook is wider and grow faster. When a community grows rapidly to a large number of audiences, then bloggers reach a higher engagement level. From this point, the same famous bloggers became an influencer and their content is needed to be more diverse, and the content creator should be more careful when writing new content.

From the coding materials, most of the influencers had posted a large extent of sponsorship on their Facebook but feedback is not as good as single-reviews

posted. Influencers used easy writing style to express their opinion. However, their review or post is always content about certain needs of audience in-time (UGT).

5.5 Limitations

Because of small samples (10 beauty influencers) and the specific context (reviews of makeup products on Facebook fan page), it is difficult to generalize findings of this study to other types of product reviews such as personal care products.

Regarding a large number of beauty influencers or beauty bloggers, all of those existing blogs and Facebook's pages were not examined. Two types of product being reviewed by beauty influencers generally include makeup products and personal care products. However, this study examined only cosmetics for makeup. The results may differ if this study investigated both makeup products and personal care products.

Due to an increasing sponsorship of cosmetics brands among top Thai influencers, reviewed content in the form of sponsorship were included in the coding materials. The commercial intent in product reviews seems to outshine a writing ability of the beauty influencers.

5.6 Implications

5.6.1 Implications for Marketers

Effective beauty influencers have a high potential to attract customers. Influencer marketing strategy has impacted society strongly. Therefore, it reflects the two-step flow theory which has an assumption that audiences tend to listen and believe words of mouth more than mass media. As a result, rather than marketing directly to a large group of consumers, it is recommended instead to pay influencers

to speak the words. Especially in fashion and cosmetic industry, customers receive information from bloggers or influencers more than focusing on tradition celebrities. Reading product reviews before making purchase decision becomes an integral part of consumer behavior in the digital age.

From this research finding, the marketer could study which kind of products are appealing to the readers. It also showed feedback from audience against each influencer writing style that marketer can use this data for developing their online marketing strategy and improve communication channel between audience and content creators which may include communication style.

5.6.2 Implications for Content Writers

Influencers or bloggers can benefit from feedback of each influencer's review content. They could also consider which kind of review content attract the audience to get involved and which kind of writing style that readers would like to have an engagement.

This study provides findings about storytelling that content creators could apply to their content and posts by telling a story more than reviewing product or advertising. This can allow them to improve their writing skills to a higher level. The benefit of having a good storytelling writing skill is that it could be influential to the target audience. An increasing of followers means more opportunities of columnist or writer's career path.

5.6.3 Implications for Readers of Product Reviews

Readers could develop their media literacy skills while reading reviews. Regarding the impacted of influencer marketing, a lot of sponsorship reviewed content has begun and spread rapidly. By the way, a high number of audiences tend to

trust influencers and bloggers opinion more than mass media. Unfortunately, many content were written with an advertising purpose, even if it has been written with spoken words as their own very positive opinion. This disguised commercial content makes readers sometimes misunderstood because they did not notice that it is sponsored content.

5.6.4 Implications for Future Research

The findings of this study points out some directions for the future research. Firstly, the future study should expand its product scope from makeup cosmetics to personal care products such as body lotion or fragrance to learn whether top Thai beauty influencers have similar review and writing styles for other product categories. Secondly, a comparative study can be made between different types of influencers (beauty bloggers versus celebrities) for the product reviews of the same product category. In addition, comparing local and international influencers may give additional insights into the roles of influencers regarding beauty product reviews.

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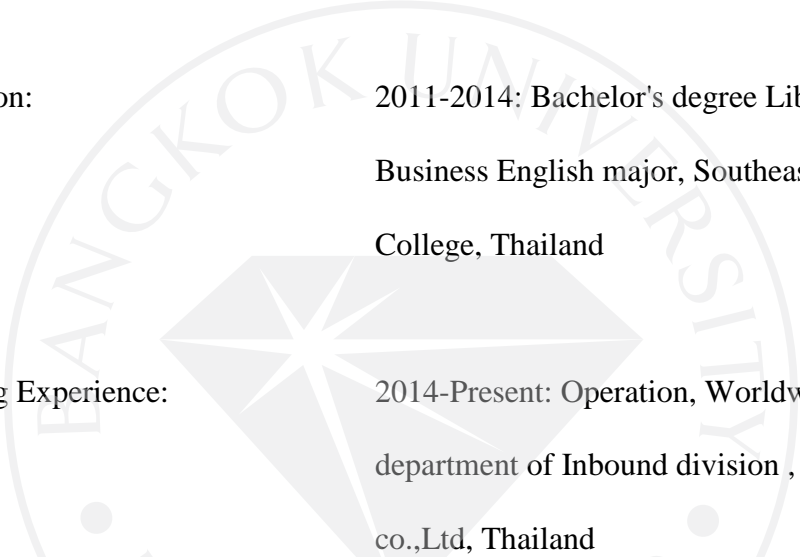
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