

PERSUASION STRATEGIES OF PRODUCT REVIEWS BY LI JIAQI ACCOUNT
ON TIKTOK: A CASE STUDY OF CHINA



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ABSTRACT

This study aims to examine selection and utilization of digital media platforms that the top Chinese beauty influencer has molded himself into a phenomenon of e-commerce anchors. It takes Li Jiaqi as a case study with the use of qualitative research approach. Based on Cialdini (1993)'s six persuasion strategies, this study used textual analysis to investigate Li Jiaqi's persuasion strategies of beauty product reviews on TikTok account videos and live streaming platform during October 14, 2021 and December 29, 2021. Analysis results reveal that 'social proof' was the most used strategy, followed by scarcity, reciprocity, authority, consistency, and liking, respectively. Implications of product review strategies are provided to influencers, marketers, and communication and media practitioners for enhancing consumers' engagement and purchase decision via TikTok.

*Keywords: Persuasion Strategies, Social Media, Tiktok, Li Jiaqi, Chinese Digital
Marketing*

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Teng YuWen

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CHAPTER 1

INTRODUCTION

This chapter consists of six sections: rationale and problem statement, objectives of study, scope of study, research questions, significance of study, and definition of terms. It aims to give readers background information for investigating persuasion strategies in product reviews on TikTok in China.

1.1 Rationale and Problem Statement

1.1.1 Advertising and Persuasion Strategy

In this era of consumerism, not only the air surrounds us every day, but also advertisements, which exist in our lives. From an intuitive point of view, advertising seems to directly affect consumers' appeals. However, if we look at it as a whole, advertising is also shaping our social form. In essence, the purpose of advertising is to induce consumers who see the advertisement to pay a close attention to the advertised products and ultimately to buy them and recommend them to their loved ones.

In today's socialized mass production market economy, if an enterprise wants to be successful in its marketing missions, it must advertise, provide its customers with sufficient information through advertising, and at the same time realize the integration of production through the dissemination of advertising. Production and consumers, production and circulation consumption and circulation are closely linked as a whole. In this way, advertising has become an indispensable communication channel for enterprises.

Persuasion is the process of a person trying to change another person's attitude or hoping that he or she will accept his or her point of view. Persuasion skills are applied in almost all economic activities including advertising. No matter on what media, all advertisements have only one ultimate purpose, which is to make consumers believe that the products they advertise are good and worth their money. To achieve this purpose, advertisers use various persuasion strategies as part of their product presentation.

From lipstick color tester on Taobao to TikTok, Weibo "lipstick brother" Li Jiaqi represents a group of Internet celebrities with strong ability to "sell goods" to change the means and ideas of cosmetics marketing by using live video. With the development of social media, the group of Internet celebrities has gradually become a climate, and "bringing goods" has become the most important profit model of Internet celebrities. This paper will study how anchors such as Li Jiaqi can change the audience's purchasing desire on the media platform of spreading influence through powerful persuasion strategies and well-designed strategies.

1.1.2 Product Review

In the era of rapid development of information technology, advertising content is presented in various forms, allowing more consumer groups to be covered from different angles. Li Jiaqi promotes products in fine makeup products, followed by beauty treatments. According to CCSight which tracked TikTok KOL's "Li Jiaqi Austin" product listings for nearly three months, TikTok's most touted product is fancy cosmetics, followed by beauty skincare. Beauty products are mostly international brands, so Ms. Li's store has many overseas products. Lipstick is the most recommended item, most of which cost around 200 Yuan. Lipstick, foundation/concealer, makeup removal, essence/eye cream, emulsion/face cream, facial mask, sunscreen/ isolation is Li Jiaqi recommended the largest number of seven single products, among which the number of single products accounted for far more than in addition, "lipstick" is still Li Jiaqi recommended the most important products. In addition, Li Jiaqi and China's local beauty makeup brand cooperate more. Among the best is Li Jiaqi, who serves as the brand chief recommendation officer of "Huaxizi," the flagship affordable beauty brand UNNY, and the light of Chinese makeup, "Brand Diary," are very hot these two years. Li Jiaqi has enhanced the popularity of local cosmetics brands in China.

1.1.3 TikTok

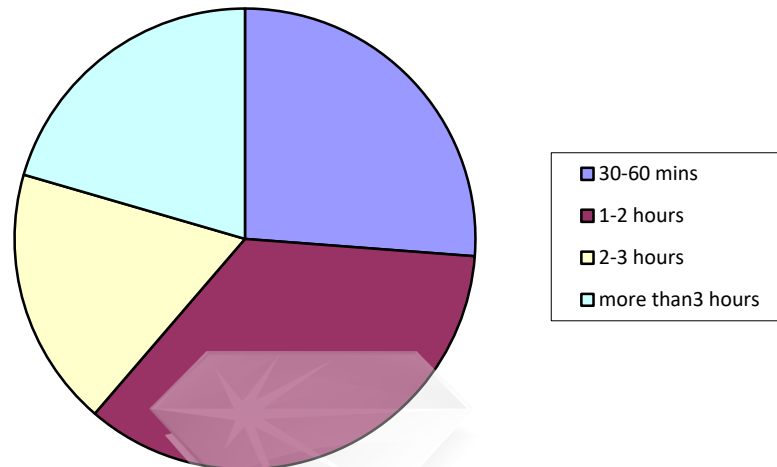
In the era of rapid development of science and technology and the Internet, mobile phones have become a necessity in people's lives, and the way people obtain information is through the Internet. With the continuous development and innovation, social media has become the norm in people's lives. With the continuous increase in the number of social media users and the use of social media in daily communication

at the individual and organizational levels, different types of social software emerge in an endless stream, and the application of short video platforms has also increased accordingly. Although China's short video industry has many factions, the corporate market structure is relatively stable. In the first place are TikTok short video application and Kuaishou application, accounting for 56.7% of the total active users. According to QuestMobile data, in June 2020, TikTok monthly active users reached 51.336 million and Kuaishou monthly active users reached 429.75 million; its user activity rate is 57.5% and 50% respectively. In terms of per capita monthly usage time, TikTok's per capita monthly usage time was 1,569.5 minutes, and Kuaishou's per capita monthly usage time was 1,162.6 minutes. The active user retention rate of these two applications exceeded 80% in 7 days; the uninstall rate was less than 10%. In general, TikTok is ahead of Kuaishou.

TikTok is a new application in recent years. It is appropriate to say that TikTok is a product of the new era. According to Sensor Tower's storage intelligence data-2020 Q1 (Baidu, 2021), TikTok have been downloaded more than 3.15 billion times in the global App store and Google Play. The first non-Facebook application to reach this achievement. According to TikTok's official records-2020 Q1 (Leskin, 2020), TikTok has a staggering 400 million daily active users (DAU) in China, and the perspective of average daily usage time, the average daily usage time of short video in China is 1-2 hours in 2020, and the average daily usage time of short video in China is less than 30 minutes in 2020, accounting for 25.4%.

TikTok users of 30-60 minutes accounted for 26.2%; users who spend 1-2 hours account for 35.1%; users who spend 2-3 hours account for 18.2%; users who spend more than three hours account for 20.5%.

Figure 1.1: The Amount of Time Users Spent on TikTok per Day



Source: Mu, S. (2022). *Douyin user data analysis (Douyin user preference analysis report)*. Retrieved from <https://m.musicheng.com/news/i380957.html>.

It can be seen that the time and user base of people using TikTok is very large. Moreover, due to the cooperation between TikTok and other shopping software, click the icon appears directly links to Taobao's recommendation, and the recommendation directly linked to Taobao page, on the basis of a convenience also can easily be in the comments section to interact with users. So many businesses choose to promote their products on the trill, formed a unique advertising model, can better stimulate to the user's consumption desire.

TikTok is a short video platform. The content of a simple text description can easily make users feel visual fatigue. Content in the form of graphics and text is difficult to stimulate the user's consumption desire. Short video content can deepen the user's understanding and cognitive content. It can more effectively stimulate the desire of consumers. Merchants can use their own creativity to present their products, and use short videos to add sounds and actions to win the attention of more users and attract more customers to place orders.

Based on the research gap identified above, this study will take China as a case study to analyze persuasion strategies of the Li Jiaqi account product reviews on TikTok. Findings would reveal persuasion strategies that are effective among Chinese consumers, which will enable advertisers to reduce advertising budget while making an accurate product promotion that would not only provide detailed product information that are persuasive, but also improve product conversion rate.

1.1.4 Knowledge Gap Found from Past Studies

According to previous research, the most successful TikTok is that the operation of the TikTok Short Video App is very simple. Even if it is just an app for browsing short videos and not a professional image editing program, users can easily insert background music or various special effects through the link below the video.

When you contact the TikTok App for the first time, you can easily obtain the information you are interested in. The live online shopping platform of TikTok can meet some of your shopping needs and upload personal videos, share your daily life with netizens, and bring it to people. Come for a strong visual and auditory experience. The second is TikTok's user experience. Qian (2018) said that TikTok is a kind of "viral transmission", mainly through TikTok's popular music and various magic effects, as well as easy-to-learn video content such as dance or parody, quickly forming visual and auditory stimulation for the audience, attracting user. And users will carry out a new round of imitation and copying, thus forming a cyclical process. In addition, TikTok also has powerful social functions: invite friends, comment and interact with private messages, "like", forward and share. This interaction led to more communication between producers and recipients, leading to the viral spread of TikTok. Wang (2019) called TikTok communication as immersive communication.

Immersive communication means that virtual reality surpasses popular media such as movies, television, and the Internet, and becomes a communication medium that spreads across time and space. Users cannot feel the physical environment they are in, and have a strong sense of integration into the virtual space. When the user enters the TikTok application, the system will directly recommend the video, the default playback, basically no response time, the user will attract each other, and then

drop a video, the TikTok interface is very simple, all operations are simple, pay attention to the user's attention. Let users immerse themselves in TikTok unknowingly.

1.2 Objectives of Study

This study aims to examine the persuasion strategies used in China's Li Jiaqi account product TikTok. Through TikTok advertisements, it analyzes the most attractive points of the product in the videos, and captures the persuasion strategies used in product reviews through the interpretation of both verbal and non-verbal elements in TikTok advertisements in the form of the product reviews. The study also intends to find out which strategy is the most popular and which one is the least popular.

1.3 Scope of the Study

Qualitative research method is used to collect data about Li Jiaqi's advertising persuasion strategy. A total of 50 videos released between October 14, 2021 and December 29, 2021 will be analyzed. In the era of cultural openness, more and more male celebrities are endorsing beauty brands, and the idea of men seeking exquisite appearance is gradually accepted. Lipstick was originally a female consumer product. Li Jiaqi, as a male, tries lipstick colors in the short video, bringing a sense of contrast that conflict with traditional gender roles and a strange aesthetic feeling that transcends gender barriers, breaking the inherent cognitive framework of the audience and deeply touching the audience. At the same time, with professional makeup knowledge, Li Jiaqi has excellent ability, can choose the most suitable category for the audience in many products, and present the best use effect, for the audience to provide decision-making reference. In addition, after Li Hong became popular, the "halo effect" of Internet celebrities enhanced the credibility of his content, and audiences were more inclined to trust his vision and even consider buying the products he recommended.

1.4 Research Questions

This study would like to answer three research questions.

RQ#1: What persuasion strategies were used in Li Jiaqi account product reviews on TikTok in China?

RQ#2: Among Li Jiaqi account product reviews on TikTok in China, which persuasion strategy is the most popular?

RQ#3: Among Li Jiaqi account product reviews on TikTok in China, which persuasion strategy is the least popular?

1.5 Significance of the Study

At present, traditional offline promotion can no longer meet the needs of merchants, with high cost and low efficiency; low passenger flow and insufficient brand promotion; merchants cannot find consumers, consumers cannot find merchants, and the model is single and cannot attract consumers. With the above the line promotion, advertising has a wide range of dissemination, without time constraints, strong interaction, flexible methods, simple production, and low advertising costs.

Therefore, more companies are likely to choose an online advertising. For advertisers, precision marketing promotion can reduce advertising costs and increase product conversion rate. At the same time, for users, it will not cause unnecessary interference and affect consumer sentiment. Therefore, TikTok marketers can use data to analyze users' interests and hobbies, and carry out targeted promotion based on gender, age, and region. Among the hundreds of millions of TikTok users, most of them are from developed cities and are characterized by high income and high consumption. The so-called income determines the basis of consumption. Only with sufficient income can the consumption of products be realized and the products promoted by TikTok can be maximized. This is also one of the advantages of TikTok advertising. TikTok has 400 million daily active users and daily video views exceed 1 billion times in China, and the average daily time to watch TikTok is two hours. It can be seen that the time and user base of people who use TikTok is very large.

As an original music social application originally aimed at young people, it now has much more content than music, and its user base far exceeds that of young

people. Such a huge market share undoubtedly points to the fact that "Tik Tok " is competitive among major short video software. This is an important reason for long-term prosperity. TikTok can use backstage data to mine and analyze user needs, push the user's age, gender, region, etc., and push some related content according to the user's hobbies and viewing habits, which can greatly increase user interest and achieve optimization. In terms of customer experience, on the premise of stabilizing customer loyalty, the Tik Tok backend will tag users with "user tags". This tag not only helps users get relevant and interesting content recommendations, but also help advertisers accurately find potential target audiences. Advertisers can achieve accurate advertising within a limited cost and obtain the most accurate users and provide services to build customer brand loyalty. According to Tik Tok's 500 million users, 80% of the user groups are post-90s. This generation has better living conditions, strong spending power, thinks independently, accepts new things, have a strong ability, the advertisement exposure rate is high. Accordingly, advertising on Tik Tok is an important platform for advertising as it provides a huge channel for product promotion. Many brands have also invested in Tik Tok advertising. Findings on the persuasion strategies of Li Jiaqi account product reviews on TikTok in China would reveal the secrets of successful brand advertising, and provide advertisers with higher advertising skills, more accuracy and greater readability, which would finally yield better advertising production and delivery effects.

For the academia, with the development of economy and the improvement of per capita GDP, cosmetics have become a daily consumable for most people, especially among women. The number of customers who buy cosmetics is increasing. China is a country with a large population, and the potential of its cosmetics market is huge. As a result, the cosmetics industry gains considerable profits, attracting more and more Internet celebrities to join the cosmetics market. In today's Internet celebrity economy, faced with such fierce market competition, it is inevitable that some unsuitable strategies are used. As the most popular content disseminator, the persuasion strategy used by Li Jiaqi has been learned and imitated by more and more content disseminators. Due to its potential as a vibrant marketing tool, many scholars have studied TikTok. This strategy can be applied to more fields through research, so as to accelerate the efficiency and effect of brand communication.

1.6 Definition of Terms

The important terms are operationally defined as followings:

1.6.1 Product Review

Product reviews are comments about the product or service given by product users or famous people. In e-commerce, product reviews are used on shopping websites to give customers the opportunity to evaluate and comment on the products they have purchased on the product page. Other consumers can read this content when making a purchase decision. Typically, companies will include a URL in print or email marketing, inviting customers to view their services after the transaction is completed.

1.6.2 Persuasion Strategy

Persuasion strategy refers to a subjective effort by the persuader to successfully influence the mental state of the persuaded by conveying information when the persuaded can choose freely. It emphasizes that the persuaded can choose freely instead of being forced to accept it. Persuasion strategy refers to the strategic means used by enterprises or sellers to change the mental state of customers through persuasion. The behavior of the advertising audience is influenced by its attitude. Therefore, it is an inevitable requirement of effective advertising to understand the formation and change of the attitude of the advertising audience. Through the guidance of the audience and the adoption of appropriate persuasion strategies, the advertisement can produce a positive attitude and then cause the audience to buy behavior.

1.6.3 TikTok

It is software in a form of short video suitable for all ages. It is based on many of the same features on these platforms, and is primarily a social media application where users can create and watch short video clips, usually accompanied by music. In the two years of its launch, the app has accumulated more than 800 million active users, and it has remained at the top of the Google Play Store and Apple App Store rankings. Audiences can find almost all interest-related videos on TikTok, from DIY tips and makeup tutorials to games and sports. Users can use their imagination on TikTok because there is no real "right" or "wrong" content type.

Children may use TikTok to learn new skills, learn to play a musical instrument, or even connect with people they have a common language.

1.6.4 Li Jiaqi

Li Jiaqi is a well-known beauty blogger and fashion beauty self-media. He specializes in the field of beauty makeup. In September 2018, Li Jiaqi successfully challenged the Guinness World Record of "the most people who wear lipstick in 30 seconds" and became the world record holder for lipstick. In 2018, "Double Eleven" and Ma Yun PK sold lipsticks and finally defeated Ma Yun. He not only maintained the world record of lipstick, but also achieved 16 billion Yuan in sales within 12 hours. With his eloquence and lipstick skills, he quickly became the king of sales.

CHAPTER 2

LITERATURE REVIEW

This chapter mainly reviews some relevant research and previous studies regarding beauty influencer, product review, social media and TikTok, social media review in China, and persuasion strategies, together with relevant theories. The review serves as a basis for developing the conceptual framework for examining Li Jiaqi's persuasion strategies of his product reviews in TikTok.

2.1 Related Literature and Previous Studies

2.1.1 Beauty Influencer (Li Jiaqi)

The development of the Internet has brought about a new retail model, and online shopping has become an indispensable part of modern people's life. In recent years, the rapid development of e-commerce in China, some individuals relating to beauty business bring their personal experience a variety of brand products, and explain to viewers. Their beauty product review increases the sense of interactive experience with fans. These influencers are also known as "key opinion leaders (KOL)". They have more and more accurate product information, and are accepted or trusted by relevant groups, and have a greater influence on the buying behavior of this group. Viewers like the content created by KOL, and are generally happy to accept the information that KOL spreads. In the face of marketing promotion, the trust of contemporary young people in products has gradually tilted from the trust of brand to the trust of KOL. In this way, KOL has become an important part of the brand's marketing.

Li Jiaqi, who once sold 15,000 lipsticks in five minutes and 5,000 in a minute on Taobao live, also claimed to have sold 3.53-million-yuan worth of products during a five-and-a-half-hour live broadcast (Li, 2022b). This is because the basis of online live shopping lies in consumers' trust in anchors, which often comes from the quality of goods sold by famous anchors. Therefore, Li Jiaqi attaches great importance to this point, in the selection of beauty makeup brand and quality control link, he is the strictest, but also the most attention to details. In addition, the product sales of Li Jiaqi's studio are mostly carried out in the form of a special show online shopping live

broadcast with the theme of "Beauty Festival".

Consumers can buy the products they need in a targeted way, and at the same time, the sales become much targeted, so that the products of merchants can quickly reach the vision of the target group. It can be said that Li Jiaqi, as a beauty blogger, has made a great contribution to the product development of local cosmetics brands in China, and also injected new vitality into the innovation of beauty enterprises.

2.1.2 Persuasion strategy on TikTok

Searched on Chinazhinet with "Tik Tok Persuasion Strategy" as the keyword, and got a few related papers. This shows that the "TikTok advertising persuasion strategy" has not been studied in depth by academia. Therefore, the author is trying to find a new research perspective "Tik Tok" persuasion strategy. Through the research of this article, he focuses on the persuasion strategy of Li Jiaqi, an influencer on the sales popularity of TikTok, in an attempt to fill in the research gaps in this field and point out the direction for future research. Although there are no related papers published on the research of "Tik Tok" advertising persuasion strategy, the author expanded the search scope and searched with "Tik Tok Advertising" as the keyword, and got some related papers. Among them, Li Hui g analyzed the spread dependence of the "Tik Tok" video editing APP, and found that the reason for the rapid "popularity" of "Tik Tok" since its launch in September 2016 is mainly due to its advantages and rationality ways and channels of dissemination. Wu (2017) found that through the strategy and theory of "uses and satisfaction" in marketing promotion, "the accurate positioning of TikTok video editing applications and effective online advertising and offline promotion strategies. And audience satisfaction with TikTok use has made it a popular Video editing application.

2.1.3 Product Review

According to data from T-mall Baidu (2021), nearly half of the brands that sold more than 100 million Yuan on Nov 11 in 2021 were Chinese local brands, up 17 percent year on year. Eighty percent of the Top10 brands with year-on-year growth in transaction volume were Chinese local brands. Among them, Li Jiaqi is the number one figure of TikTok Live e-commerce. During the Double 11 promotion in 2021, more than 1,300 domestic products were listed in Li Jiaqi's live broadcast room, accounting for nearly 50%. From his studio out of the by this, banana, flower West

and other new Chinese brands, also ranked among the best in the subdivision list, ranking more than foreign brands. As June 18, 2022 approaches, Li once again calls for introducing more quality Chinese brands to consumers, so that more people can use domestic products and fall in love with local beauty brands. "I hope that through my ability, I can help Chinese products regain their tickets," Li said when he first became a TikTok blogger. He began to deliberately expose domestic products with high frequency, giving them the chance to "be seen" and "be recognized." Domestic brands that used to be ignored in the consumer market have gotten the opportunity to be shown to the public by means of live streaming and bringing goods closer to consumers. E-commerce anchors represented by Li Jiaqi have made great contributions to the promotion of local Chinese brands.

2.1.4 Social Media and TikTok

TikTok, a social app for creative music videos, is incubated by Byte Dance. Launched on September 20, 2016, the software is a short video community platform for all ages, through which users can select songs and shoot music works to form their own works. TikTok promotes activities and video by analyzing user attributes (Baidu Baike, 2021). The preferences of TikTok users are mainly analyzed from two aspects: younger users and stronger consumption power. So far, TikTok has more than 400 million users, most of which are young (Zhihu, 2021). Moreover, the platform's users are distributed in developed first - and second-tier cities, with a high-income level, which can support consumption desire. In addition, major TikTok customers like innovative advertising content and are able to accept fresh information, which is conducive to the transformation of advertising promotion.

There are three main ways to promote videos on TikTok platform (Zhihu, 2021)

- 1) Seek official cooperation with TikTok - promote the recorded video content through official channels.

- 2) Find TikTok Tuba for promotion - TikTok Tuba is equivalent to having a certain number of fans and influence on the platform. Therefore, with the help of TikTok, the pre-recorded video content will be played in TikTok Tuba to increase the click rate and conversion rate.

3) Using TikTok Anchors to split fans - TikTok anchors establish the stickiness between live streaming and fans through face-to-face interaction with users. Therefore, it is possible to cooperate with TikTok anchors and use their fan circle to market and promote products, which is also one of Li Jiaqi's main promotion strategies.

2.1.5 Social Media Review in China

In China, due to government policies and practices: Facebook, Instagram, Twitter and other social media cannot be used in China. Based on the environmental constraints of these media, China has developed its own social media. According to the "Statistics of China's Internet Development Status" released by the China Internet Network Information Center (CNNIC) on February 28, 2019, in December 2018, the number of Chinese Internet users was 8,290, and the Internet survey rate was 59.6% (China Internet Network Information Center, 2019).

In particular, mobile phones report production status in the Internet market, and the smartphone public network reached 7.24 on a large scale. This number is the result of an increase of 2,830 people over 2,016, and there will be a trend of continuous growth (Sohu, 2019). Especially in the past, the average time that users used social media was 88.6 minutes, which shows that social media is an indispensable medium for Chinese people. In October 2018, the four largest social media users in China were WeChat QQ, TikTok and Micro-blog. WeChat is a free application that provides instant messaging services for smart terminals launched by the Chinese Internet company Tencent in January 2011 (Sohu, 2019). As of 2016, WeChat has covered more than 94% of China's smart phones, with monthly active users reaching 806 million, with a user coverage More than 20 languages in more than 200 countries. It is currently the longest-used social media platform in mainland China. Provide "WeChat Pay", "Check News", "Games" and other functions. Provides sharing photos drawings and short videos with WeChat friends. The video-enabled WeChat Moments are also used by platform advertisers. Micro-blog is China's largest Micro-blog website (Sohu, 2019). It was launched in August 2009. It is a broadcast-style social media and network platform that shares short real-time information through an attention mechanism based on user relationship information sharing, dissemination, and acquisition. Similar to Twitter, Micro-blog is a social media

platform that allows you to upload photos and videos, and text messages of 140 characters or less (Zhihu, 2019), and follow other users to chat. Due to the speed and ripple effect of news dissemination, Micro-blog is being advertised and promoted by many companies.

On the one hand, TikTok is a social media dominated by music videos, including music, entertainment, and short video selections. The user's music is shot in the background and the video creative is released. A 15-second (TikTok) music video made with clips, various effects and stickers, and uploaded to TikTok users and other social media platforms (WeChat, QQ, Micro-blog, Instagram, etc.) to provide the ability to share with friends in China, social media research is mainly in the fields of news and media information, economics and industrial economics, computer software and applications. In addition, in the media model, mainly social media concepts, usage status and development, social media marketing, user psychology and personal privacy have been studied. Among them, in the field of social media marketing, the research on WeChat accounts for the majority. For example, there is research on the effects of WeChat Moments advertising, and WeChat advertising effects. Research is insufficient because TikTok has not been in the market for a long time compared to WeChat or Micro-blog.

2.1.6 Persuasion Strategies

A persuasion strategy refers to a kind of subjective effort in which the persuader successfully influences the psychological state of the persuader by communicating information when the persuader can make a free choice. It emphasizes that the object of persuasion can make a free choice instead of being forced to accept. "Persuasion plays a prominent role in daily life. People frequently try to convince others to change their attitudes, opinions, or behavior" (Fransen, Smit, & Verlegh, 2015). Persuasion strategies are the strategic means that enterprises or sellers use persuasion to change the psychological state of customers.

With the rapid development of the Internet economy and the rise of livestreaming platforms, TikTok video and livestreaming have gradually become a new way of shopping. In order to attract the audience's attention, increase fans and traffic, and increase product sales, various platforms have created many unique marketing strategies, which have won good sales performance and wide recognition

from consumers. This paper takes Li Jiaqi, the most representative shipper, as an example, analyzes the persuasion strategies presented by Li Jiaqi.

As for the persuasion strategies of other influencers on TikTok advertisements, according to Cialdini (1993)'s Principles of Influence, six persuasion strategies were identified as followings:

1) Reciprocity

Yan Jiu, a TikTok lipstick influencer, has gained a lot of popularity with her lipstick beauty assessment video. Every time she recommends a product in the advertisement, she explains its advantages, disadvantages and various characteristics in detail. At the same time, she also introduces what kind of people are suitable for it and tells how she feels about using it. That is, the need to introduce product features + feelings (Sohu, 2020). At the same time, they also give consumers a lot of free gifts after purchase, and buy one get one free activity, which attract the attention of many female consumers.

2) Consistency

In the live events of Beibeitu, it is often possible to see multiple rounds of comment prizes, which even include cars and iPhone, which has attracted the attention of netizens (Xu, 2021). Platform based on user interests and the increase of the live game, Beibeitu live in advertising, joined the many emerging benefits, her headlines are often called "welfare", various types of vehicles, such as, 3 c digital products, participated in the activities of the condition is also very simple, need only when she live according to the requirements of she can leave a comment for the present extraction for the activity, The number of lucky viewers will be determined by the influencer's Settings.

3) Social Proof

Lulu is a Chinese and her husband is a Korean. At the beginning of this account, she introduces her Korean husband's mother and what delicious food she plans to cook for the whole family today. She has lived in South Korea since she got married. Through the understanding of South Korean cosmetics, she often recommends and sells the most popular brand products in South Korea in advertisements. Such persuasion strategy has also won the trust and love of customers. The account of Dalulu is one of the most famous on TikTok Live. Her

followers have reached 6.84 million (Baidu, 2021), and the live stream is very popular, so her recommendations of the best skin care products sold in South Korea will also be recognized by customers.

4) Authority

Qi Wei is an actress and singer from mainland China. Sevenchic is an artist Qi Wei main fragrance brand, started in TikTok, is also one of the rare TikTok official certification of TikTok shake brand. Sevenchic ranked first in the 618 T-mall Solid fragrance lists similarly, Sevenchic brand has a professional team for research and development, with novel ideas, developed for young people's fragrance and quick use. You just need to open the fragrance pen, select a paste less than 0.5cm and apply it on your wrist or neck, leaving the fragrance for 2-4 hours.

5) Liking

Granny Wang, who at 80 looks like she's in her 40s, has become an overnight sensation with her excellent physique and delicate makeup, and she has to look good whenever she goes out. She takes advantage of a person's old heart young mentality to gain a lot of people's love in the advertisement. In the live broadcast, use the elegant temperament and friendly way to chat with consumers, and humble to listen to customer feedback to improve their own advertising.

6) Scarcity

Luo Yonghao is an entrepreneur and a public speaker. He is also the anchor of TikTok's "Make a Friend" studio. Since Luo Yonghao began to live broadcast, he has helped the public welfare live broadcast of navel orange, apple, millet and other agricultural products. In his advertisements, he uses exclusive concessions, limited quantity, and no sold-out strategies to stimulate consumption.

From January to April 2022, Luo Yonghao's livestream studio generated 4.55 billion yuan in sales (Sohu, 2020), ranking the top of the list of sold-out tapes. At present, Luo Yonghao has become the first major shipper of TikTok for two consecutive years.

2.2 Review of Related Theories

The section reviews three related theories - Yale Persuasion Model, Language Expectancy Theory, and Rational Action Theory.

2.2.1 Yale Persuasion Model

The Yale research program had an ambitious goal to discover the general laws of persuasion. “Their work led to a greater understanding of persuasion and stimulated subsequent research in persuasion for years to come” (Jowett & O’Donnell, 1992, p. 133). The Yale Persuasion Model led by psychologist Carl Hovland, investigated persuasion, or attitude change, in a variety of experimental settings. The single-attitude-change method proposes that attitudes control people's behavior; that is, if persuaders want to change the behavior of target audiences, they must change the attitudes of those audiences that prevent the intended behavior.

“In this sense, persuasion can be defined as the principles and processes by which people's attitudes and behaviors are formed or changed as a result of what others try to influence.” (Friestad & Wright, 1994). They believe that if people are offered incentives (or reinforcement) to change, they will change their attitudes. In order for this single effect to occur, you have to motivate people to process information that will change their existing attitudes, which in turn will lead to a change in their behavior.

The interaction of people in social life is social influence. A persuasive message must both grab the recipient's attention and be understood by the recipient. The recipient must yield to the message. Receivers persuade themselves by retaining the information in the ad, the influence of other ad bloggers. Persuading recipients of Li Jiaqi’s videos through a potential outcome or “consequential communication effect,” including changes in beliefs, attitudes, and behaviors. The effect and extent are bound by the originator, communicator and recipient. Such as the credibility of the communicator, charisma and communication skills, the status of the creator in people's minds, the authoritative source of products recommended by Li Jiaqi through cooperation with the brand, through personal attitudes and behaviors directly (through his own video ads) or indirectly Influence the interest of TikTok consumers (via videos posted by other bloggers or word of mouth) and make yourself an important part of the reference group.

2.2.2 Language Expectancy Theory

Language expectation theory is a theory of persuasion. The theory assumes that “language is a rule-based system in which one makes expected specifications about the appropriate language for a given situation” (Burgoon, Denning, & Roberts, 2002). In addition, unexpected language usage can affect the recipient's behavior due to the attitude toward the persuasive message. When people receive information, they respond to a specific pattern of linguistic expectations and apply it in a persuasive manner. In a way, when we talk to other people, we all have our expectations about what to say and what not to say.

According to Holland's persuasion research, it can be seen that the credibility of the source is related to the persuasion effect. Besides Li Jiaqi himself a famous TikTok blogger, he invited many traffic stars to join the CCP in the live broadcast. Li Jiaqi pays great attention to guiding them to recommend products for him. Reviews with a positive attitude orientation. For example, he invited actor Tang Yan in a live broadcast, asked her in an exaggerated tone "how can I maintain such a good skin", recommended a brand name of a foundation in a natural way, and commented on its "light and thin, sticky makeup, good skin" luster." Li Jiaqi appropriately uses the expectations and preferences of traffic stars in social standards and cultural values, and lets well-known public figures testify or build momentum for a certain thing, so as to improve the credibility of such thing.

2.2.3 Rational Action Theory

The Rational Action Theory is used to analyze how attitudes consciously affect individual behavior, focusing on the process of attitude formation based on cognitive information meaning and consequences. Usually, people make decisions by considering the pros and cons before taking action, and can analyze and compare the benefits of various options, and then show a preference for higher utility and benefits (Baidu, 2021)

According to Lee, Ham, and Kim (2013)'s research from Interpersonal Motivation Scale (ICM) and Rational Action Theory, they discussed why people deliver online video advertisements. They identified six different outcomes that consumers expect from online video advertising: pleasure, love, tolerance, escape, relaxation, and control.

As Lee, et al. (2013) pointed out, “When advertisers create and use online video ads for their activities to trigger consumer delivery behavior, they need to first pay attention to consumers’ attitudes towards delivering online video ads, and then consider them the influence of the reference group. Bang and Wojdyski (2016) found that using eye tracking, personalized banner ads attract longer time and more attention than non-personalized ads. In the Internet era, video promotion is easier for people to bear than other publicity methods. Therefore, more and more companies usually choose video to promote their corporate culture. As China's most popular short video platform with the strongest advertising capabilities, Tik Tok also provides consumers with a platform for personalized advertising.

According to attitude-related research, attitude is composed of three elements: affective factors (the preference or feeling for an object); cognitive factors (beliefs about an object); behavioral factors (actions toward an object) (Lee, et al., 2013). As the audience watching the live broadcast, consumers will have attitude changes in the above three factors in the process of the anchor recommending products. Li Jiaqi pays great attention to the awakening and stimulation of the audience's attitude and behavior. He said that the most important thing in the live broadcast is to pass various methods, especially through publicity skills, capture the audience's consumption psychology, arouse the audience's desire to buy in a short period of time, and finally complete the purchase behavior.

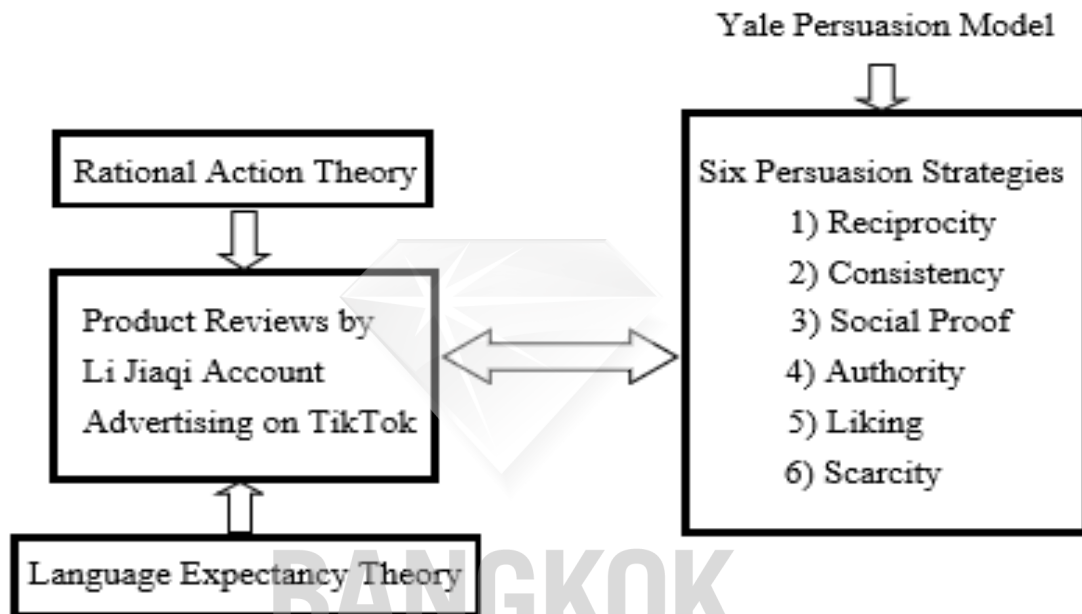
2.3 Conceptual Framework

Based on the above literature review, a conceptual framework of this study was developed by integrating three theories with Li Jiaqi’s persuasion strategies on TikTok, and the strategies used by other influencers. Through this conceptual framework, persuasion strategies of product reviews in TikTok by Li Jiaqi can be investigated.

The Rational Action Theory and the Language Expectancy Theory supports the communication phenomenon about Li Jiaqi's product reviews in TikTok. This study examines whether his product reviews apply six persuasion strategies (Reciprocity, Consistency, Social Proof, Authority, Liking, and Scarcity) in such a

way that his persuasion effects can be further explained by the Yale Persuasion Model.

Figure 2.1: Conceptual Framework



CHAPTER 3

METHODOLOGY

This chapter describes research design and how sampled data from Li Jiaqi's product reviews in TikTok were selected. It also explains research procedure, research measurement and how the samples were analyzed. In addition, the last section describes validity and reliability of this study.

3.1 Research Design

E-commerce has been developing rapidly since its birth. In recent years, in the field of e-commerce marketing, a new sales mode mainly in the form of live selling has been favored by the public. Li Jiaqi, who is famous for the title of "lipstick brother", is a very representative figure in TikTok. This study aims to study Li Jiaqi's persuasion strategy on TikTok and analyze the cases in TikTok videos. Therefore, qualitative methods are adopted in this paper. It was chosen because it provides a deeper understanding and the ability to explore the subject matter. More Details Textual analysis is a way for researchers to gather information about how other human beings make sense of the world (McKee, 2003). Therefore, textual analysis is adopted in this paper. This study aims to analyze how Li Jiaqi persuades cosmetics consumers, so that other influencers can learn from his successful practices.

As the first beauty blogger, Li Jiaqi, a question about how he stands out from many vloggers arises. Traditional marketing strategies can no longer satisfy the development of the cosmetics industry, and consumers are familiar with the advertising routine. They will ignore exaggerated and boring ads unless they are new and eye-catching. In addition, the expansion costs of offline marketing are increasing, and the brand appeal of physical stores is gradually declining. Even with discounts, it is difficult to attract consumers' attention, so new and effective marketing strategies are needed. The persuasion strategy can play a good role in the Internet economy. Therefore, the purpose of this topic is to understand how to make good use of persuasion strategy in marketing under the background of Internet economy. Using Li Jiaqi as a case study, this study hopes findings of the study would serve as a reference for other cosmetic TikTok bloggers.

3.2 Population and Sample Selection

Statistics show that the daily active volume of TikTok exceeded 700 million in 2022. It is currently the most popular short video software. The total number of TikTok users has exceeded 800 million, with 700 million daily lives, and the average usage time per person is more than 2 hours per day, which is just the average data. In fact, most people will spend more than 3 hours on TikTok, and this figure will continue to rise. The usage time should have become the first among all major apps. In today's society, people pay more and more attention to their personal image, more and more pursuit of beauty, beauty occupies an important part. For beauty, cosmetics are popular among the public and have gradually become daily necessities for many people. Therefore, the customer group of cosmetics will continue to expand and the market potential will also be enhanced. For consumers, it seems that it has become a habit to recognize, understand, purchase and use cosmetic brands in TikTok. Li Jiaqi has 45.88 million followers on TikTok. The research period of TikTok's video content is from October 14, 2021 to December 29, 2021, with a total of 50 videos. Cluster sampling is used as the sampling method for this study. During the time selected for the series of Li Jiaqi's videos (see Figure 3.1), the results between the subject videos within this cluster are more accurate than the data obtained from a simple random sample. At the same time, due to the large number of videos released by Li Jiaqi, this sampling scheme takes into account the large number of video groups.

Figure 3.1: Li Jiaqi TikTok Account



Source: Li, J. (2021). *Li Jiaqi TikTok account page*. Retrieved from https://www.douyin.com/user/MS4wLjABAAAADPmcyqr3M1ZUMAq245VLQ_E2LaE0rwoH0QEVNjfoq2A.

The research focuses on two kinds of content on Li Jiaqi's TikTok page. One is persuasion strategy of the product reviews by Li Jiaqi in his Tik Tok's videos; another is Li Jiaqi's persuasion strategy that got the highest and lowest feedbacks in TikTok live streaming.

3.3 Research Procedure

The first step is to collect data from Li Jiaqi's TikTok account. Figure 3.1 and Figure 3.2 show how to select the samples of all the content from Li Jiaqi TikTok account page a total of 50 videos from October 14th to December 29th 2021. This process involves getting an access to Li Jiaqi TikTok account. The second step involves using searching engine to choose the posting time from October 14th to December 31st 2021 as displayed in Figure 3.1. After gaining all the sampled data, the next step is data analysis and interpretation. Results of data analysis from two coders were then compared to determine reliability of the study.

Figure 3.2: Li Jiaqi TikTok Videos



Source: Li, J. (2021). *Li Jiaqi TikTok account page*. Retrieved from https://www.douyin.com/user/MS4wLjABAAAADPmcyqr3M1ZUMAq245VLQ_E2LaE0rwoH0QEVNJfoq2A.

Figure 3.2 involves all the contents and the details of Li Jiaqi communicated with TikTok users in his official account page from October 14th to December 31st 2021.

Figure 3.3: Li Jiaqi TikTok Videos Content Part



Source: Li, J. (2021). *Li Jiaqi TikTok account page*. Retrieved from https://www.douyin.com/user/MS4wLjABAAAADPmcyqr3M1ZUMAq245VLQ_E2LaE0rwoH0QEVNjfoq2A.

The third step is analyzing persuasion strategy in the sampled product reviews. After the data analysis, the research report was written.

3.4 Research Instrument and Data Analysis

Research instrument of this study are composed of two sections as described below.

3.4.1 Persuasion Strategies of Product Reviews by Li Jiaqi Account on TikTok

To answer the RQ#1: What persuasion strategies were used in Li Jiaqi account product reviews on TikTok in China? The following elements of Li Jiaqi's product reviews were textually analyzed based on six persuasion strategies by Cialdini

(1993). Description of these six persuasion strategies is provided below.

1) Reciprocity: This strategy involves giving back to customers who bought the products. For example, giving gifts of the brands he promotes to his customers. The promotion of profits indirectly brings more surprises to consumers. Some female consumers even buy products in order to get gifts from Li Jiaqi. This strategy persuades consumers to buy the brand for the gift he provides, which effectively strengthens consumers' favorable impression on the brand promotion. This strategy convinces consumers who are interested in buying products to be energized and excited. Whenever they need to buy cosmetic products, their first thought is Li Jiaqi.

2) Consistency: This strategy involves consistency between consumers' communication and their action. Li Jiaqi will formulate this strategy through consumers' comments in the live broadcast. Once his team thinks that many consumers will buy the product from the feedback of consumer comments, they will ask them to send some messages to show they want to get the particular product (such as "buy buy buy it" or "I want it"), and then communicate to others in the comment section. As a result, consumers are much more likely to follow through on their purchase promises, because people usually keep their written promises.

3) Social Proof: This strategy involves giving social proof to audiences. For familiar products, Li Jiaqi will use the most conventional "my colleagues are buying them or my mother will buy them in the broadcast room." He shares the popularity of the products with the users from his own perspective. For example, for the brand users who are not familiar with, he proves it with concrete data. To show that the product is popular and reliable, he directly says that a certain product is his best-selling brand.

4) Authority: This strategy involves using expert(s) to speak for the product. There are many stars and authoritative experts in different fields introducing the products in Li Jiaqi's studio. For example, beauticians give professional advice according to different skin types, different living habits and needs: showing to use a certain type of product.

5) Liking: This strategy involves persuading consumers to have positive attitude toward the product. Recommending products with stars makes users want to buy, for example: many A-listers have used it, including Li Jiaqi himself. Persuasive words are inseparable from the star. This way imperceptibly enhances the users' sense of trust.

6) Scarcity: This strategy involves showing the availability of product is limited. In the live broadcast, Li Jiaqi uses the mode of new product with limited time, with limited low price to stimulate consumers' purchase desire to a large extent. The form of a countdown to the next product is also used to persuade his audiences. In addition, sampled data were analyzed in terms of persuasion strategies developed by Li Jiaqi including video marketing capability and his control over the pace for introducing products since Li Jiaqi has strong livestream or video skills and his own rhythm, and can integrate persuasive skills into the product introduction as followings:

3.4.1.1 His video previews the features of the live broadcast products in advance and introduces the products.

3.4.1.2 He introduces the key information of repeated products at a fast pace, including the use point of the product, material, suitable for what kind of people, market trends, price advantages, etc.

3.4.1.3 He presents temptation in the live broadcast, the time limit, and with some realistic concessions, lottery, price increases and so on.

Samples of product reviews by Li Jiaqi in TikTok videos and live broadcasts were analyzed with the use of the Constant Comparative Method, proposed by Glaser (1965) and Glaser and Strauss (1967). Using inductive reasoning, constant comparative method is a qualitative research method for data collected by researchers through interviews, statements, observations, etc. (Glaser & Strauss, 1967).

Content of the first sampled product review by Jiaqi was coded in terms of six persuasion strategies, which was then compared with content of his next product reviews. The strategies that are similar were grouped in the same group and got a particular label whereas the different ones were arranged into different groups, and got a different label. This process continued until the final sampled product reviews were coded.

3.4.2 Popularity of Persuasion Strategy

To answer RQ#2 and RQ#3 in terms of the popularity and unpopularity of a persuasion strategy, reactions of TikTok users towards Li Jiaqi's product reviews were analyzed in terms of the two criteria:

3.4.2.1 Users' Comments

To some extent, consumers' comments on the video can reflect whether they are interested in the products being reviewed in the video and whether they like or dislike that particular persuasion strategy. Product review that got the highest number of positive comments determines which persuasion strategy is the most popular one. Whereas the review that got the highest number of negative comments determines which persuasion strategy is the least popular one.

3.4.2.2 Users' Clicking the Like and "Favorite" Buttons

This sub-category involves consumers clicking the 'Like' and 'favorite' buttons under video content posted by Li Jiaqi. "Favorites" is a way to save your favorite videos and watch them later. "Like" is to click the favorite video to increase the popularity of the favorite video and better spread the video (Baidu, 2021). Therefore, the popularity or non-popularity of persuasion strategy can be determined through the amount of "likes" each sampled product reviews got from TikTok users. The product review that got the highest number of "like" determines which persuasion strategy is the most popular one. On the contrary, the review that got the lowest number of "like" determines which persuasion strategy is the least popular one.

3.5 Validity and Reliability

To ensure the validity of the study, the conceptual framework of this study was developed with the application of Rational Action Theory and Language Expectancy Theory. Persuasion strategies used in products reviews by Li Jiaqi were finally identified based on this conceptual framework.

This study involves data coding by two coders to ensure the reliability of the investigation. A graduate student in the field of communications acts as the second coder of the research materials (Montag, Yang, & Elhai, 2021). The first coder coded 100% of the sampled data while the second coder coded 30% of them. The analysis

results of the first coder were compared with those of the second encoder. High inter-coder reliability score signifies that the study is reliable.



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CHAPTER 4

FINDINGS

This chapter reports results of the textual analysis of Li Jiaqi's persuasion strategy product review in TikTok, by using Cialdini (1993) six persuasion strategies theory as a theoretical framework. The findings are presented according to the questions developed in the first chapter. Conclusions are based on the findings.

4.1 Descriptive Statistics of Sampled Data

The chapter presents the textual analysis results of Li Jiaqi's persuasion strategy product review in TikTok. The data collection was gathered from TikTok in China in two months period which was from October 14th 2021 to December 29th 2021. The beauty influencer Li Jiaqi in TikTok, was chosen as the research case study. Table 4.1 summarizes the number of the data of each source of persuasion strategy product review that were sampled and analyzed in this study.

Table 4.1: Summary of the Sample Data

Source of Data	Number of Post	Percentage
Li Jiaqi's TikTok account videos	50	38.8%
Li Jiaqi's Live streaming	79	61.2%
Total		100

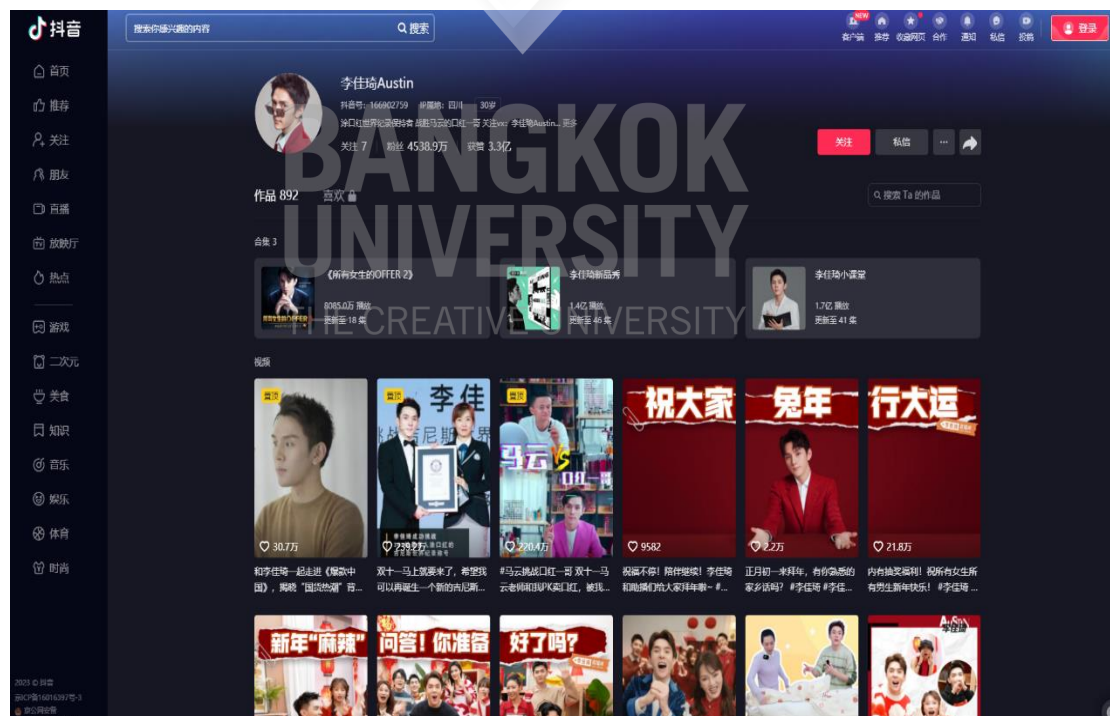
4.2 Descriptive Statistics of Examined Variables

Table 4.2 shows the number of the data of each persuasion strategies times period which was from October 14th 2021 to December 29th 2021. In the process of data collection, multiple persuasion strategies will appear in a video or live streaming.

Table 4.2: Frequency and Percentage of Persuasion Strategies Found in Sampled Data

Persuasion Strategies	Number of Used	Percentage
Reciprocity	82	19.3%
Consistency	47	11.1%
Social Proof	113	26.7%
Authority	54	12.7%
Liking	23	5.4%
Scarcity	105	24.8%
Total		100

Figure 4.1: Li Jiaqi's TikTok Account Page



Source: Li, J. (2021). *Li Jiaqi TikTok account page*. Retrieved from

https://www.douyin.com/user/MS4wLjABAAAADPmcyqr3M1ZUMAq245VLQ_E2LaE0rwoH0QE0VNIfoq2A.

Figure 4.2: Li Jiaqi's Live streaming



Source: Li, J. (2021). *Li Jiaqi TikTok account page*. Retrieved from https://www.douyin.com/user/MS4wLjABAAAADPmcyqr3M1ZUMAq245VLQ_E2LaE0rwoH0QE VNJfoq2A.

4.3 Findings for Research Question # 1

Referring to the first research question, the persuasion strategies were used in Li Jiaqi account product review based on six persuasion strategies—Reciprocity, Consistency, Social Proof, Authority, Liking, Scarcity.

4.3.1 General Strategy

In the product review, Li Jiaqi is particularly good at interpreting the ingredients of some products. He will do the product dimension reduction interpretation, using plain words to let users understand. When introducing the product, he would also show the

details of the product close to the camera, and then say "wow" with deep feeling and uniqueness, which would instantly make users more interested in the product.

Figure 4.3: Product Reviews Showing Product Details



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Source: Li, J. (2021). *Li Jiaqi TikTok account page*. Retrieved from https://www.douyin.com/user/MS4wLjABAAAADPmcyqr3M1ZUMAq245VLQ_E2LaE0rwoH0QEVNjfoq2A.

For cosmetic ingredients, Li Jiaqi won't explain ingredients in words that everyone can't understand. He will use vivid metaphors to tell everyone about ingredients and effects of popular science products, such as:

“XX ingredients can help moisten the skin, brightening the skin effect, let your loose skin wear body shaping clothes, keep your skin there, not easy to let the skin loose.”

In this way, Li Jiaqi will explain the professional terms very vividly, so as to let the users understand, and then cooperate with the strategy of Scarcity to convince the customers.

4.3.2 Reciprocity

Li Jiaqi persuaded customers to buy the brand by giving away products. For example, in Li Jiaqi's studio, L'Oreal was displayed. Although the price was 569 yuan per set, the price was only 469 yuan after adding the platform coupon. And a \$50 coupon. To a large extent, it strengthens consumers' favorable impression of his brand promotion, so that when consumers need to buy cosmetics, the first thing they think of is watching Li Jiaqi's live broadcast or buying at the link he provides.

Figure 4.4: Li Jiaqi's Price Strategy

李佳琦直播间 立即抢购

赠8件奢养滋润礼 到手超4件正装量
水油同补 紧致·弹润·亮泽

直播专享 699减50

到手低至 **¥469** = 活动价 **¥569** - 跨店满减 **¥50** - 直播单品券 **¥50** (1/3至)

活动价 **¥569** 券后 **¥469**

双11抢先购 热卖中

Source: Li, J. (2021). *Li Jiaqi TikTok account page*. Retrieved from https://www.douyin.com/user/MS4wLjABAAAADPmcyqr3M1ZUMAq245VLQ_E2LaE0rwoH0QEVNjfoq2A.

4.3.3 Consistency

Li Jiaqi systematically learned makeup, live broadcast, sales, and other skills. When launching a product, the partners of Li Jiaqi's team will consistently ask consumers the same question whether they have the intention to buy the product. When some audiences who previously have no purchase intention see large number of consumers' comments such as "I want to buy" in the chat box, they tend to be convinced such that they keep their promise of "I want to buy."

4.3.4 Social Proof

For familiar products, Li Jiaqi uses the most conventional technique such as "my colleague is buying, my friend is buying, old customers are buying or my mother is buying in the studio" and so on. This technique simply shows the popularity and reliability of the products he is promoting by saying that a particular product is his best-selling brand.

4.3.5 Authority

Li Jiaqi can create a strong trust value system beyond the screen. He will give professional introductions according to different skin problems, so that consumers can choose the right products for their own. At the same time, the live streaming agency he works—Mei One, has introduced professional inspectors from various industries and actively cooperated with third-party testing agencies to ensure the best state of live streaming and consumers' rights and interests in purchasing products, which not only gain consumers' strong sense of identity for its brand.

Figure 4.5: Testing Ingredients of the Product



Source: Li, J. (2021). *Li Jiaqi TikTok account page*. Retrieved from https://www.douyin.com/user/MS4wLjABAAAADPmcyqr3M1ZUMaQ245VLQ_E2LaE0rwoH0QEVNjfoq2A.

4.3.6 Liking

In Li's videos and livestreams, he understands consumers very well. He describes a product and uses many ways to tell consumers the advantages of the product. For example: first of all, he would describe a scene, wearing this lipstick consumers are the queen, princess and other different types of girls feel, this color is very powerful, gentle, and then say the characteristics of this product, color, whether matte, pull dry degree, who is suitable, how to put on. In the live broadcast, Li Jiaqi is very good at using rhetorical devices to describe the details of the products, such as "the elf dancing on the mouth", "there is a starry sky on my mouth", "the taste is the feeling of refreshing breeze", "the alternations of sunset and darkness", etc.

This persuasion strategy instantly attracted the love of many consumers and celebrities. Because Li Jiaqi's studio often has a variety of brands to promote. And these spokespersons will require the brand to communicate with Li Jiaqi on Li Jiaqi's live streaming platform because of their trust in Li Jiaqi. So, more and more celebrities will like to learn Li Jiaqi's product review and like the product reviews by Li Jiaqi.

Figure 4.6: Celebrity Supporting the Review -- Liu Shishi: Chinese film actress and film producer and Angelababy: Chinese film actress and fashion model



Source: Li, J. (2022a). *Li Jiaqi with the China celebrity (Liu Shishi and Angelababy)*. Retrieved from <https://b23.tv/8hBbwpF>.

4.3.7 Scarcity

Analysis of the persuasion strategies in the Li Jiaqi TikTok account revealed that “Scarcity” is most common way. Mainly through the rapid introduction rhythm, in a short time to clarify the key information, and repeat the key information, including the point of product, material, suitable for what kind of people, market trends, price advantages. Improve consumers' sense of scarcity. For examples: At first, Li Jiaqi will cooperate with his classic words: “oh my god but it!” They put a “3, 2, 1, link” time limit on that time, giving you just three seconds to make a decision. No more time to think. And with some realistic concessions, lottery, price increases and so on.

In addition, with the help of hunger marketing, Li Jiaqi will often put the products on the shelves and sell them several times during the live broadcast, and will not sell them out at one time. “3, 2, 1, link up, OK, 20,000 pieces are gone”, “Can you restock, OK, another 20,000 pieces, ready, 3, 2, 1, link up, OK, gone again”. Create

scarcity and use the "everyone's buying it, it must work" mentality to sell more.

Figure 4.7: Product Review Classic Words



Source: Li, J. (2021). *Li Jiaqi TikTok account page*. Retrieved from https://www.douyin.com/user/MS4wLjABAAAADPmcyqr3M1ZUMAq245VLQ_E2LaE0rwoH0QEVNJfoq2A.

4.4 Findings for Research Question # 2

Referring to the second research question, among these strategies, the most popular one is “social proof”. When Li Jiaqi describes a product, he puts the audience on his side and recommends the product as a friend. Thus, winning the trust of consumers, in the live broadcast or video, to give consumers the feeling of relying on Li Jiaqi's choice, I believe that the products he recommended are easy to use. Li doesn't need to explain much about this persuasion strategy in the video or live stream, but goes straight to the point that another trick to increasing influence is to rally more consumers to help spread influence.

In terms of “social proof,” Li Jiaqi's live broadcast, a lot of things rely on grab, countdown link, consumers also have to place a fast order, encountered consumers

themselves are not interested in or do not need the things, but see tens of thousands of products sold out instantly in the live broadcast, will have to think:" Everyone buy, isn't it really useful, or I will buy some to try, after all, today's live broadcast purchase discount," and then I did buy a lot of things I don't need to go home, watching video or live consumers can hardly resist the temptation of mass buying activities. So, when I see everyone follow Li Jiaqi to buy products, I will have the mentality that everyone is buying and I will follow.

4.5 Findings for Research Question # 3

As for the third research question, the least popular of these strategies is "liking." Consumers tend to be more impulsive when consuming products used by their favorite celebrities. However, Li Jiaqi will not blindly recommend the same products of celebrities unless it has been rigorously tested, so the strategy point is to some extent the least popular persuasion strategy.

In terms of "liking," in the livestream and video, Li can be seen testing products on his own face, on the faces of team members, and even his sister and mother are the subjects of his testing products. His faith in the product will be rewarded with the trust of the audience, which will translate into sales. Li Jiaqi is very strict about the quality of goods. As for the choice of goods, he will also control all the details. The various attributes of goods must be clear, personally strive to ensure the quality of goods. It is Li Jiaqi responsible attitude to consumers, created the popularity of "Li Jiaqi self-use products" for consumers obsessed with the phenomenon of star products; he is often in the determination of product safety, to ensure the quality of products under the premise of promotion. This result can be explained using the Halo Effect Theory. With the continuous penetration of various disciplines and the rapid development of market economy, halo effect has been widely used in all walks of life. In marketing, halo effect has been very mature in celebrity advertising, which is mainly reflected in the products endorsed by celebrities, which are often very popular in the market.

Due to the halo effect of worship, when consumers see the products used or endorsed by popular stars, they also imperceptibly complete the brand recognition and stimulate the purchase desire. However, Li Jiaqi does not blindly use this strategy to conduct his product review. He only conducts product review after testing the products he recommends in order to establish himself as a person of consumer trust.

Figure 4.8: Product Testing

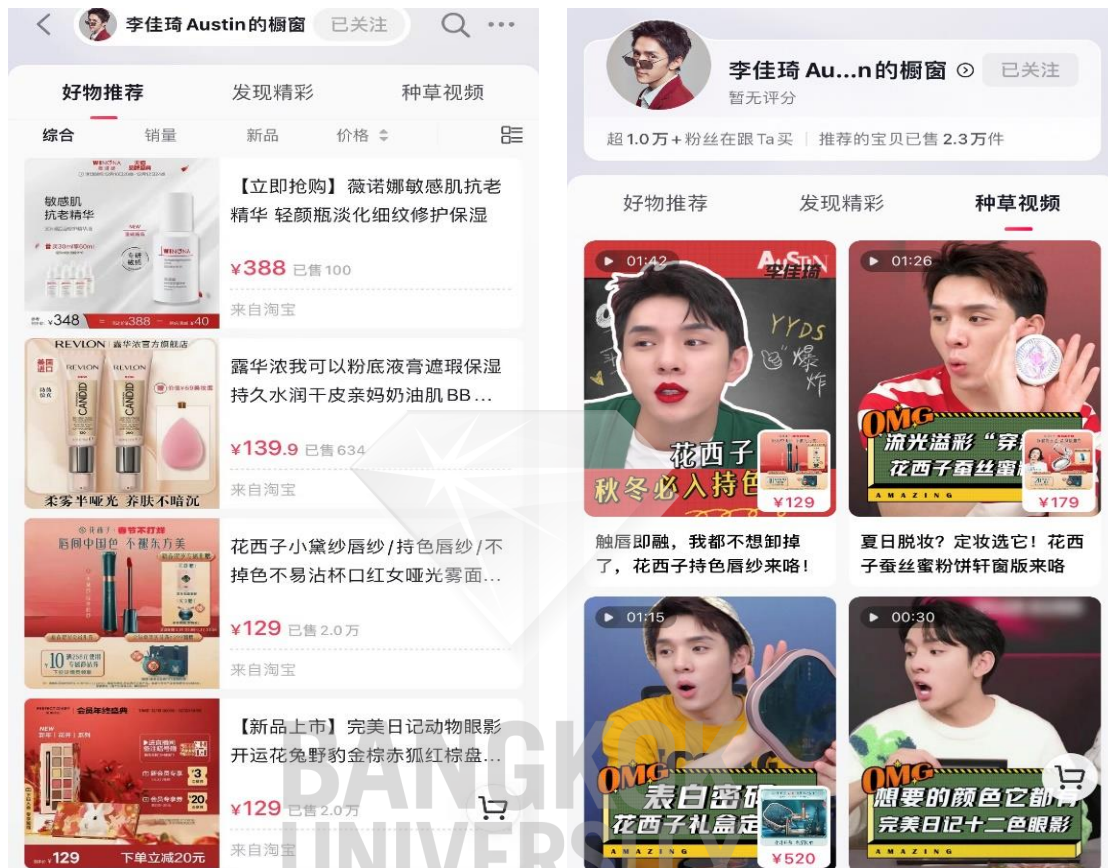


Source: Li, J. (2021). *Li Jiaqi TikTok account page*. Retrieved from https://www.douyin.com/user/MS4wLjABAAAADPmcyqr3M1ZUMAq245VLQ_E2LaE0rwoH0QEVNJfoq2A.

4.6 Conclusions

TikTok users can find the link of products recommended by Li Jiaqi in TikTok products for direct purchase, and they can also find the video frequency of the corresponding products taken by Li Jiaqi for viewing.

Figure 4.9: Product Review and Product Link



Source: Li, J. (2021). *Li Jiaqi TikTok account page*. Retrieved from

https://www.douyin.com/user/MS4wLjABAAAADPmcyqr3M1ZUMAq245VLQ_E2LaE0rwoH0QEVNJfoq2A.

To sum up, this paper analyzes Li Jiaqi's persuasion strategies for TikTok products. Research Question 1 Li Jiaqi used Robert's 6 persuasion strategies in TikTok -- (1) Reciprocity, (2) Consistency, (3) Social Proof, (4) Authority, (5) Liking, (6) Scarcity. The strategy of "Scarcity" is the most commonly used strategy in live streaks and videos, which drives the pace of shopping and arouses consumers' desire for buying. According to the text analysis of Robert's six persuasion strategies, the most popular and least popular research questions #2 and #3, Chinese consumers are more inclined to social proof, while their attention is somewhat distracted from Liking the strategy in Li Jiaqi's video and live broadcast.

CHAPTER 5

DISCUSSION

This chapter summarizes the findings of this study. It contains summary of findings, and discussion of findings, including how they are related to theory, earlier research, and the researcher's expectations. Limitations of the study, recommendations for further application, and recommendations for future research are also provided in this chapter.

5.1 Summary of Findings

For this research, this paper takes six persuasion strategies by Cialdini (1993) as the theoretical framework. In addition, Li Jiaqi is taken as the case study on how he uses persuasion strategies on TikTok to conduct product review and communication with consumers. TikTok's video content is from October 14, 2021 to December 29, 2021, TikTok's video content is from October 14, 2021 to December 29, 2021, with a total of 50 videos and 79 live streaming. The results show that the persuasion strategies used by Li Jiaqi include Reciprocity, Consistency, Social Proof, Authority, Liking and Scarcity.

Among these six strategies, the 'social proof' has been used 113 times, accounting for 26.7% of the total. The 'scarcity' has been used 105 times, accounting for 24.8% of the total. The 'reciprocity' has been used 82 times, accounting for 19.3% of the total. The 'authority' has been used 54 times, accounting for 12.7% of the total. The 'consistency' has been used 47 times, accounting for 11.1% of the total. The 'liking' has been used 23 times, accounting for 5.4% of the total.

Based on the findings, the most popular strategy is "social proof." When Li Jiaqi describes a product, can give consumers to rely on the feeling, it is believed that Li Jiaqi's choice of his recommended products is reasonable. Li does not need to explain much about the persuasion strategy in the video or live stream, but it is just another way to get to the point of increasing influence by rallying more consumers to help spread influence. On the contrary, the least popular strategy is "liking". Consumers tend to be more impulsive when consuming their favorite products. Therefore, Li Jiaqi does not blindly recommend the same product of the star unless it

has been subjected to strict testing by the third-party inspection agency he works with.

5.2 Discussions

As we know, with the development of science and technology, the digital world is also rapidly providing more convenient services for people, who can directly buy the things they want on the Internet instead of going to the store. At the same time, social-media platforms also create more opportunities for more brands to communicate directly with consumers, and make it easier for more new brands to be displayed in front of the public. Social media provides a platform for them to promote their brands or products. In China, as we mentioned in the first chapter, social media has been used by more and more Chinese people in daily life as a platform to generate content exchange with users.

Users are not only participants in the platform, but also creators of the content. The content in the form of text, pictures, audio and video published by users on social media, e-commerce websites, video sharing websites, online question and answer communities, micro-blogs, crowdsourcing and other platforms all belong to user-generated Content (UGC), which is of great importance to platforms, brand owners and users.

In this study, as the advertising content attracts different users, similar persuasion strategies can be designed to obtain differentiated positioning. The growing demand for user-generated content has led to an increase in visits to Li's livestream and short videos. Related but different concepts relevant to the meaning of user-generated content include e-word-of-mouth, value co-creation, etc., which is one of the reasons for the popularity of shopping online platforms.

Electronic word of mouth is a positive or negative statement made by potential, actual or former consumers on a product or enterprise, which can be spread to a large number of consumers through the Internet. Li Jiaqi's team not only attaches importance to electronic word of mouth, but also pays attention to users' answers to questions related to the use of products in the online question and answer community, and actively answers the questions they want to ask in the product persuasion.

In terms of value co-creation, Li Jiaqi communicates with enterprises about the problems raised by consumers in the persuasion, and promote the process of close cooperation and joint creation of value between consumers and enterprises. The emergence of user generated content provides the possibility for value co-creation. His customers can also have a good experience shopping online. Therefore, this very well explains why a shopping online platform is so popular among their customers, and why many brands in China currently use social networks to develop sales, promote their business in the digital world, and communicate and sell products or services to Chinese consumers on media platforms.

5.2.1 Discussions on Findings of Research Question # 1

RQ#1: What persuasion strategies were used in Li Jiaqi account product reviews on TikTok in China?

Based on the results of the content analysis, On TikTok, Li Jiaqi mainly uses five persuasion strategies – 1) Reciprocity, 2) Consistency, 3) Proof, Authority, 4) Liking and 5) Scarcity as his persuasion strategy for his product review.

When comparing previous research findings with the current research results, there are few existing studies on the analysis of product review by content spreaders from the perspective of persuasion strategies. There are almost no literatures directly related to persuasion strategies by content spreaders, and the research on persuasion strategies of product review by content spreaders is relatively lacking. From the perspective of persuasion strategy, there is still a large gap in the product review of content communicators. Through the research of this paper and the comparison of previous studies on the sales strategies and persuasion skills of content communicators, the conclusions reached are basically consistent with previous studies. The research on online product review in China mainly focuses on 2020, because after the outbreak of the novel coronavirus epidemic, people's demand for offline shopping is more shifted to online, and the long-term absence of leisure time provides conditions for people to watch live streaming, and people tend to choose trustworthy content disseminators in online live streaming. As a head content disseminator, Li Jiaqi has gained a strong influence among many TikTok anchors with his unique persuasion strategies, which shows that he is professional in product review, always adheres to his own principles and uses his professional persuasion

strategies to make the research results of scholars studying his strategies more similar. Li Jiaqi, with its own characteristics such as gender, personnel, language and so on, also has a professional team behind him to fight side by side with him, and cooperate closely with him in the aspects of product selection, publicity, live broadcasting, and resumption, attracting a lot of content disseminators to learn from him. When I searched the persuasion strategy on TikTok, I found that the persuasion strategy of other content disseminators was similar to that of Li Jiaqi.

In terms of relevant theory, the findings of this study reflect the Persuasive Communication Theory proposed by Hovland and Janice who postulated a model of persuasion or attitude change based on information communication process. The model includes communicator as persuader, opinion transmission as persuasive content, receiver as persuader and situational factors that influence the process of persuasion. Nowadays, in the new media environment, persuasive communication theory has also been tested by times with the change of communication environment, which also prompts us to think whether it can still play a role in the current communication practice. Take Li Jiaqi, the main streamer of the current headband, as an example. His achievements can be attributed to the excellent persuasion strategies of the content communicators to a large extent, which also shows that the persuasive communication theory still plays its role under the new communication contexts, and can be combined with the new media forms to achieve good communication effects. This theory is a good explanation for Li Jiaqi's success in using persuasion strategies in TikTok.

As for researcher's expectation, research findings are in line with our expectation prior to conducting this study. After studying the persuasion strategies of many content disseminators on TikTok, it is found that most of the persuasion strategies are similar, but the tactics are changed according to different situations. The content disseminated by the content disseminator should not only be attractive to the audience, but also be transmitted in a way that the audience can accept. Under the same conditions, the content that can attract large number of audiences tends to attract the audience even more, and when the content and other conditions are the same, the way of spreading the content plays a crucial role. In product review persuasion of content communicators, communicators are regarded as persuasive. The first link of

the communication model should have a high degree of professionalism and credibility.

Before product review, a short video will be released for a preview. The live broadcast is mainly divided into two sections. Firstly, some products will be explained in detail, and then the key products will be linked while being explained. Li Jiaqi is likely to use the persuasion strategy developed in this paper in his product review. Although product review is fast, he still attracts netizens' interest in the product in a short time because of his professionalism and preparation. Many products are sold out immediately after they are put on the shelves.

Li Jiaqi, who is the head content disseminator in TikTok, conducted product review in a way that can attract the public and made use of his professional and credibility as a persuader by studying products and consumers' purchase psychology, and achieved great success. Most of the content disseminators of TikTok followed Li Jiaqi's product review strategy to persuade consumers to make purchases. Wang (2019) discusses Li Jiaqi's persuasion strategy in his paper, "Persuasive Communication Research of Internet Celebrity Li Jiaqi's Selling Goods." She noted Li's professionalism and credibility, and also talked about the strategies he used, which are similar to "liking" the persuasion strategy found in this paper. The followings are her quotes:

"When Li Jiaqi brings goods to her live broadcast, she often invites many celebrity guests to her live broadcast. Due to the fan effect, the arrival of these celebrity guests can attract more users to the live broadcast room, which significantly increases the viewing amount of the live broadcast room. On the other hand, it also makes the entertainment of the live broadcast room stronger." (Wang, 2019, p. 14)

5.2.2 Discussions on Findings of Research Question # 2

RQ#2: Among Li Jiaqi account product reviews on TikTok in China, which persuasion strategy is the most popular?

Base on the results of the textual analysis, the most popular persuasion strategy used in product review by Li Jiaqi is "social proof."

When comparing previous research findings with results of this study, under the same conditions, the content that can attract the audience tends to attract the audience more, and when the content and other conditions are the same, the way of

spreading the content plays a crucial role. For example, the short video + live broadcast model studied in this paper is more likely to arouse the audience's purchase desire than the traditional sales method of graphic presentation of products in the past. Under Li Jiaqi's professional product review and with years of accumulated sales experience, he has accumulated thousands of fans' attention and won the trust of consumers. Therefore, tens of thousands of products are sold out instantly in every product review by Li Jiaqi, no matter whether the product is something that consumers are interested in or need as shown in the following two comments by his audiences:

“So many products sold out, and Li Jiaqi is trusted, must be good to use.”
(Double Warning)

“In addition, consumers can hardly resist the temptation of large-scale purchase, so when I see everyone follow Li Jiaqi to buy products, I will have this kind of mentality, everyone is buying, I will follow.” (DiuDiuPang)

Therefore, social proof is the most popular strategy among Li Jiaqi's persuasion strategies, and many content disseminators have followed his practice.

In terms of relevant theory, the Group Think Theory can explain this finding. The products recommended by Li Jiaqi after gaining the trust of consumers will become popular, and every time he conducts product review, most former customers will buy them, so that new customers will think the products are good and follow them. The use of community thinking and reply comments to focus on user experience, strengthen word-of-mouth communication, with the help of the flexibility of social media, discover the potential needs of users, the impact of more than 10,000 products sold out in an instant and professional publicity make people with different views reduce the importance of their own opinions, and avoid the opinions of the whole buying group.

As for researcher's expectation, the result of the study is in line with my expectations regarding the most frequent used strategies. First is the consumer psychology of seeking common ground is a very easy to be used by content disseminators. Consumers try to be consistent with those around them, whether they want to be or not. For example, after reading product reviews and finding out that many people except them bought a certain product, they are likely to have desire to buy it, even if the

product is not what they need. This is conformity behavior, which can be explained by consumer psychology in terms of consensus consumption.

Second is Li's use of limited promotions to give consumers a sense of scarcity. When consumers who do not want to buy a product see a small number of products sold in the video or broadcast room, but many people want to buy it, they believe that the product is good, and temptation for such product is high, which will stimulate consumers' desire to buy it.

This result can be explained by the "Bandwagon Effect Theory" or "Herd Mentality." Li Jiaqi in his choice of products tends to choose some of the more authoritative, have a greater impact on customers of the existing customer products. Li's main consumer group is women, who prefer to shop with friends of the same gender because they are more similar in view point, believing that shopping is more fun. When the product is on the shelves, the average person thinks it is safest to follow everyone's decision. Therefore, they feel comfortable buying it without actually considering whether it is really needed or not.

5.2.3 Discussions on Findings of Research Question # 3

RQ#3: Among Li Jiaqi account product reviews on TikTok in China, which persuasion strategy is the least popular?

Base on the results of the textual analysis, the least popular persuasion strategy used in product review by Li Jiaqi is "Liking."

When comparing results of this study with previous research findings, our conclusion is inconsistent with previous research results. In previous research, the persuasion strategy "liking" was not the least popular persuasion strategy. In the previous era of electronic sales, no matter which shopping software is opened or which product is searched, thousands of results will be seen. In order to make their products more displayed in front of the public, some businesses carry out the marketing strategy of "the same style of stars," so that a large number of consumers buy products for the same things of their favorite people. The reason why consumers choose the same style of stars is that they hold an approving attitude towards these groups and hope to obtain relevant connections by using the same style of goods to meet their own spiritual consumption. And businesses offer that possibility. With the rapid development of the Internet, more and more information can be found on the

Internet, and consumers are becoming more and more rational about shopping. Under the circumstance that major content disseminators constantly promote the market, most consumers treat the products recommended by their favorite content disseminators rationally, maintain rational consumption and purchase on demand. Not easily affected by advertising, commodity appearance and other people's buying behavior, but the quality, performance, price and service of the commodity careful analysis, careful comparison. Therefore, for the current TikTok market, consumers are more rational in their purchasing behavior than in the previous studies.

In terms of relevant theory, this finding can be explained by the Cultivation Theory. In modern society, the information of mass media exerts a great influence on people's knowledge and understanding of the world. Some tendencies of mass media have caused a great deviation between subjective reality and objective reality in people's minds, and this influence is long-term and subtle. For the current product review of TikTok, some content disseminators may blindly pursue profits to make false product reviews, which will bring consumers poor shopping experience. Therefore, many media will report this event on TV, and consumers will see this event when watching TV. Besides, TV has a unidirectional and holistic effect on the audience. As long as the audience watches TV, it tends to have a certain cultivation effect, which will penetrate into the daily shopping of consumers. When they see their favorite Internet celebrities making product reviews online, they tend to be more rational. Not easily influenced by TikTok video campaigns and purchases by other people, including people consumers like and trust. On the contrary, as there are too many false reports about products on television, consumers are more likely to carefully analyze whether a particular product can fulfill their actual needs.

As for researchers' expectation, the result is not in line with our own expectations. It is believed that "liking" is a more popular strategy than others in the new media age. The coming of the information age means that consumers can see their favorite star, content spreader, etc., at any time and place. They should be able to follow their favorite product and buy it. However, nowadays, e-commerce consumption is becoming more and more popular, and people of all ages start to shop online. They lose their minds and buy products at low prices sold by Taobao, TikTok and other software. Some people are even addicted to TikTok live streaming, placing

crazy orders in the studios where some celebrities bring goods. More and more influencers advocate smart shopping and buy what they need within their means. As a result, the number of people who follow favorite celebrities because they like the products is decreasing.

5.3 Limitations

This study takes Li Jiaqi's persuasion strategy of product review on China's TikTok as a case study. We need to consider Li Jiaqi's brand promotion, strategy and reputation on the social media platform of TikTok. Since the product persuasion strategy used by Li Jiaqi in TikTok in China is selected as the research object, the research object of this paper is limited to the southeastern countries of digital marketing communication based on the promotion of Chinese social media platforms.

This research examined the six persuasion strategies by Cialdini (1993) as the conceptual framework of this study. Other persuasion strategies beyond these six strategies might be used by Li Jiaqi, but they were not examined in this study. Therefore, this communication phenomenon may not be described completely.

This study only focuses on how TikTok has been used by a top Chinese influencer as a brand promotion platform in the form of cosmetic product review. Other media platforms being used by Li Jiaqi were not examined. It should be noted that the results of this study do not show the complete picture of his digital marketing communication for cosmetic products.

The sampling method used in this study is cluster sampling, and the results between subjects in the cluster video are more accurate samples than the data obtained from simple random data. The research period of TikTok video content is from October 14, 2021 to December 29, 2021, with a total of 50 videos and 79 live broadcasts. Due to the special restrictions of cluster sampling and the large differences among different groups, the sampling error caused by this may be larger than simple random sampling. Li Jiaqi has released a total of 923 videos until the data collection period. Due to time and budget constraint, the number of selected samples is quite small.

In terms of data collection and processing, all content is collected on Li Jiaqi's TikTok account page and is in Chinese. The translation into English is by the principal investigator. Translation quality is assumed, but cannot be guaranteed.

5.4 Recommendations for Further Application

Findings of this study yield several useful recommendations for TikTok marketers who want to promote their own brands in China or generate benefits in the Chinese market. Firstly, the product persuasion strategy of Li Jiaqi in China's TikTok was studied in many aspects. First of all, we should fully understand the products of the brands we promote and sell them after ensuring their quality. In the video or live broadcast, the efficacy, characteristics and applicable product type of the product can be clearly introduced to provide consumers with perfect after-sales service.

Second, the study gives us a better understanding of Chinese consumers' buying ideas, their consumer psychology persuaded by TikTok, and how to communicate on social media platforms. This is more convenient and fast marketing personnel to develop appropriate brand communication strategy and modify the persuasion strategy, well adapt to the market Chinese consumers.

Thirdly, Chinese consumers usually like to reflect the brand or product they want to buy and the problems in the comment section during TikTok live broadcast. As a result, marketing team needs to pay attention to consumers' feedback in the comment section.

Fourthly, this study provides brand marketers with a better understanding of TikTok, one of the most popular social media platforms in China. Foreign brand marketers can use the function of TikTok short videos to create their own accounts on Chinese social media platforms, and promote them by learning and referring to the persuasion strategies and experience of TikTok short videos and live broadcasts on product review.

Finally, marketers should grasp the rhythm of the video or live broadcast, learn the skills of winners, do a good job of live broadcast or short video preparation, do a good job of product research, such as: product point, material, suitable for the crowd, characteristics, price advantage, and so on.

5.5 Recommendations for Future Research

Today, our society has entered the "advertising jungle" era. Advertisements can be seen everywhere in people's lives. It can be said that advertising plays a very important role in our life. Design advertisements according to consumers' preferences. Among the factors that influence the persuasiveness of advertising persuasion strategy, the communication content carries the language information. Through the expression of language in the advertisement, attract the attention of consumers, stimulate the desire and desire of consumers, so as to achieve the purpose of letting consumers buy. An advertising campaign is essentially a persuasion campaign. Advertising promotes the audience's understanding of the product, positive attitude and purchase tendency, thus producing the phenomenon of persuasion and persuasion, advertising language is the main behavior of advertising persuasion. It is mentioned in the modern advertising communication theory that under the condition of market economy, commercial advertisers must use certain symbols to carry the advertising information if they want to effectively spread the advertising information to the audience. Signs include verbal signs and non-verbal signs. Language signs are language and characters. Because they have the advantages of carrying a large amount of information and many aspects, they are the most important communication tools and thinking tools of human beings, so they become the main carrier of advertising information.

According to the above language theory, as the carrier between advertisers and advertising audiences, its function is to spread product information, induce audience consumption, and produce purchase behavior. The core function of advertising, namely persuasion, is mainly achieved through the application of language. Advertising language is the fulcrum of advertising life. Good advertising needs good language as a support, and can fully convey language information. The function of advertising language is not only to arouse the resonance of consumers and make them buy, but also to realize the long-term retention of advertising, so that consumers can remember the slogan of the product, and even maintain the loyalty of the product. The core role of persuasion language in advertising is to make advertising persuasive to the audience and achieve the final and continuous purchase behavior. To examine the Persuasion Strategies Used in China's TikTok Li Jiaqi Account Product

Reviews. It is expected to use content analysis to analyze Li Jiaqi's video advertising and live broadcast's persuasion strategy, analyze the most attractive part of the product in the video, and capture the persuasion strategy used in product reviews through the interpretation of the advertisement, and make a summary after analysis. The content analysis method helps reduce the interference of subjectivity and uncertainty, realizes a more accurate and deeper understanding of advertising content analysis, and conducts comparative research from the analysis of advertising persuasion strategies to obtain certain prediction results.

For the future research, it is recommended to study social media platforms with more popular features such as short videos or mobile life in the digital world. Future research may investigate how major new Chinese brands or international brands persuade consumers with product reviews on social media platforms. Other meaningful persuasion strategies can be used to study how consumers are persuaded in social media. At the same time, the example of China's TikTok in social media platforms in other countries can be taken to compare and contrast the TikTok accounts of Li Jiaqi's other competitive content creators.

Finally, quantitative research methods should be used to verify the effectiveness of persuasion strategies of product reviews on consumers' cognition, affection, and/or behaviors.

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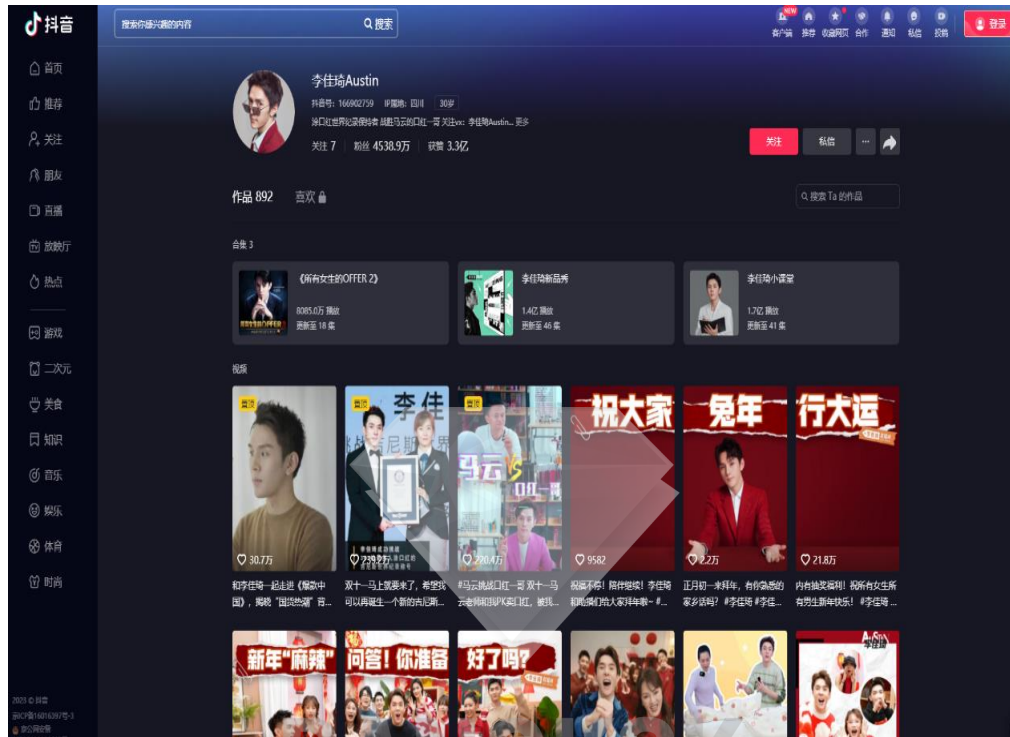


APPENDIX

**BANGKOK
UNIVERSITY**

THE CREATIVE UNIVERSITY

Li Jiaqi TikTok account page



BANGKOK
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