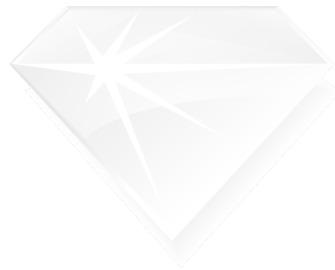
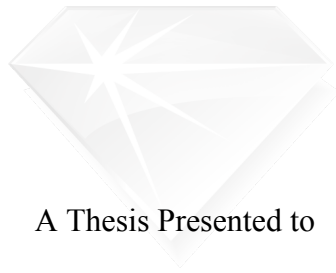


THE IMPLICATION OF MARKETING COMMUNICATION STRATEGY ON
PERSONAL BRANDING AND AUDIENCE CONSUMER BEHAVIOR: A
CASE STUDY OF LI JIAQI'S DOUBLE ELEVEN SHOPPING SHOW "ALL
GIRLS' OFFERS"



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A Thesis Presented to
The Graduate School of Bangkok University

**BANGKOK
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In partial fulfillment
of the Requirements for the Degree
Master of Arts in Communication Arts

By
Yin Bilin
2022

This thesis has been approved by
the Graduate School
Bangkok University

Title : The Implication of Marketing Communication Strategy on Personal
Branding and Audience Consumer Behavior: A Case study of Li Jiaqi's
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The Implication of Marketing Communication Strategy on Personal Branding and audience consumer behavior: A Case study of Li Jiaqi's Double Eleven Shopping Show "All Girls' OFFER" (134 pp.)

Advisor of thesis: Assoc. Prof. Rose ChongpornKomolsevin, Ph.D.

ABSTRACT

This research aimed to explore the implication of personal branding established by opinion leaders on consumers' shopping behavior in the use of marketing communication strategies. The deepening use of social networks has gradually amplified the power of ordinary individuals, especially opinion leaders, to influence consumer behavior. More and more opinion leaders with professional knowledge have generated personal influence in specific groups through the implantation of personal brand publicity content, especially in the daily shopping behavior of specific groups, which has led to the upsurge of personal branding of key opinion leaders. They use their strong influence and discourse power in specific user groups to gradually build a personal brand with individuals as the main brand image, which is sought after by users. Based on this observation, the research in this paper is initiated. This paper selects "Li Jiaqi" as a case of personal branding, and studies the communication strategy of personal branding with "All Girls' OFFER" of the 2022 November Shopping Show. In terms of research methods, this paper focuses on qualitative research, mainly using text analysis and in-depth interviews. Based on the

analysis, this paper selects Don Schultz's 4I theory and SIPS model as theoretical support and obtains the communication strategy of personal branding from four aspects.

This research argues that the communication strategies used by Li Jiaqi's personal brand in the "All Girls' OFFER" video series of the 2022 Double Eleven shopping show have a direct impact on the shopping behavior of consumers, and bring closer the intimacy with users, thus establishing the loyalty of the personal brand users. This paper introduces Li Jiaqi to the research of personal brand communication strategy, hoping to provide a reference for personal brand communication strategy.

Keywords: Li Jiaqi, KOL, Marketing Communication Strategy, Personal branding, consumer behavior.

ACKNOWLEDGEMENT

First and foremost, I would want to express my gratitude to my professor, Dr. Rose ChongpornKomolsevin, who has been a tremendous help in providing me with the material I needed, helpful suggestions, and inspiration for fresh ideas. Her advice helped me identify flaws and clarified a lot of things for me. Without his enthusiastic backing, this paper would not be in its current format.

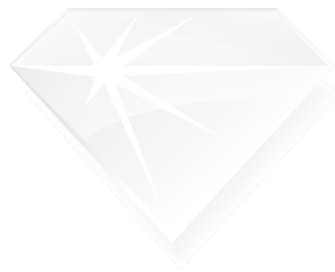
At the same time, I gratefully thank assistant professor Dr. Pacharaporn Kesaprakorn for offering convenient advice during the entire process. Thank you for your patience and the many compliments you've given me on my altruistic assistance and perceptive remarks.

I also want to thank all the wonderful teachers who made the class enjoyable, the pupils who made me stand out, and the entire faculty and staff of the Graduate School at Bangkok University for their never-ending support, aid, and assistance. I appreciate everyone who took the time to complete the survey and participate. They are willing to offer their involvement and expertise, which is extremely valuable for my research and also helps my thesis succeed. I also want to thank all of my excellent friends who helped me spread the questionnaire among their family, friends, and on social media. I appreciate you taking the time to read this.

Finally, I would want to express my sincere thanks to my loving parents, who shared their life lessons and wisdom with me, stood by my side during the pandemic storm, and supported my academic success during the unique time of the epidemic. It

would not be possible without their assistance. Their unending support and understanding motivate me to go toward my objective and to love everyone.

Yin Bilin



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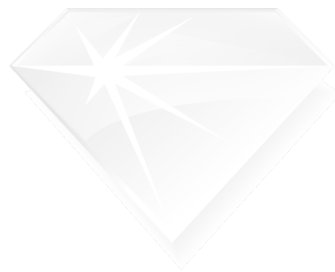
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CHAPTER 1

INTRODUCTION

This chapter covers the rationale for the study, problem statements, study objectives, scope of the investigation, research questions, study relevance, and terminology definition.

1.1 Rationale and Problem Statement

The deepening use of social networks has gradually amplified the power of ordinary individuals, especially with the rise of short video and live broadcast platforms, and ordinary people have been able to use the media to show themselves. More and more individuals with professional knowledge, through deep content cultivation in the vertical field, have generated personal influence in specific groups, especially in daily decision-making, which has triggered the upsurge of key opinion leaders (Su, 2021). They use their strong influence and right to speak in a specific user group to gradually build a personal branding with the individual as the main brand image, which is sought after by users. Based on this observation, this article triggered a study of personal branding communication strategies.

With the advancement of technology and the emergence of internet platforms, especially online shopping platforms such as Alibaba Taobao, a complete online shopping model has been formed and online live shopping has been promoted. In this process, people who show their in-depth understanding of a specific field on the Internet will gather a group of followers with similar interests. People with deep knowledge are considered as KOL. Because of their in-depth knowledge in a certain

field and their relationship with their followers, their followers regard KOL as one of them, and the content shared by KOL is more credible and trustworthy. Therefore, this gives KOL the ability to influence its followers. China has a unique digital environment and consumers have unique buying behavior. The Internet has affected the lives of users in many ways. The privilege of communication has been transferred from brands to consumers (Gorbatov et al., 2018). Today, companies are finding it harder to reach their target consumers. These changes have led these companies to reconsider their marketing strategies and solutions.

As a result, the company discovered social media influencer marketing, in which the social media influencer of KOLs China—is regarded and perceived as the actual consumer who provides information and recommendations to other consumers. They are considered more credible, more attractive, and regarded as experts. Key opinion leader marketing, commonly known as KOL marketing in China, is becoming more and more popular. Some even establish KOL as an independent personal branding, which further affects consumers' purchasing behavior. In recent years, KOL personal brands have quickly gained popularity as they are seen as a cost-effective communication strategy that reaches the audience. Although the personal branding of KOL has recently gained great popularity and expected efficiency, a great deal of research has not been done on this issue.

Among them, KOL in Li Jiaqi, as the beauty industry, pushed the beauty industry of Taobao live-streaming broadcast forward by itself and further established a personal branding. For example, during China's Double Eleven Festival shopping bonanza in 2019, Li helped drive \$145 million in sales on the e-retailer Taobao; the year before, he sold 15,000 lipsticks in just five minutes. Therefore, it is very

important to understand the success of KOL's personal branding communication model and the key factors that contribute to the success of such activities.

Most importantly, E-commerce Shopping Festival is a relatively novel research topic that is full of practical application value. With China's social and economic transformation and the rapid development of electronic commerce, the exploration of this issue has also become an important branch of industry research. At the same time, festival marketing is favored by traditional Chinese merchants. During the festival period, merchants stimulate consumers' buying behavior through discount promotions, celebrity endorsements, etc. Naturally, e-commerce enterprises do not want to miss the commercial value of festival marketing. They have joined the ranks of festival marketing one after another, using information technologies such as the Internet and big data to carry out accurate market positioning, taking consumers as the center, and adopting various marketing and promotion methods. They have achieved good marketing results and have significant advantages. "As of December 2020, China had 989 million Internet users and 782 million online shopping users, and 66.2 percent of live e-commerce users had purchased live products," according to CNNIC's 47th Statistical Report on China's Internet Development, released in February 2021. According to Ali's most recent financial report, Taobao Live Broadcast's GMV will approach 400 billion in 2020, demonstrating that the number of netizens has created a user base for e-commerce direct broadcast, as well as a large revenue stream for a live broadcast with commodities. The 2021 Double Eleven Carnival Shopping Festival, in particular.

According to the "2020 Global and China Beauty Care Industry Development Status Analysis," China's beauty industry market size in 2020 was RMB43.99 billion,

up 9.5 percent year over year. Total social consumer products retail sales in 2020 were 391.8 billion yuan, down 3.9 percent from the previous year. Among them, the retail sales of beauty industry in China in 2020 were 340 billion yuan, down 13.6% year on year. Among them, live shows, live broadcasts, stores, and commodities are the core components of online shopping. Among them, beauty and body care accounted for 54.8% of Tmall's beauty and body care sales in 2020; Tmall Cosmetic Perfume and Body Tools accounted for 19.8% of the sales; Personal care sales accounted for 11.9%.

Looking back on the current state of personal branding communication, the quick growth of the net popularity economy, as well as the rapid rise of short video and live streaming platforms, has allowed more regular people to appear directly in front of the public with their true personal image. At the same time, customers have more options for learning about brands and selecting companies (Boya, 2020). Consumers are less interested in big companies with mass appeal and more interested in personal brands with personality. As a result, this article points out that these "influential persons" are no longer merely influencing consumers' attitudes; they now have access to more brand knowledge and specialized interpretations of products to acquire consumers' trust. They not only become consumers' opinion influencers in the consumption process but also become key opinion leaders. "Li Jiaqi" has also been recognized as one of the 'influencers' of personal brands with unique personal images in consumers' minds.

In this article, the personal branding case chosen for analysis is the brand "Li Jiaqi." Li Jiaqi himself was originally a beauty Adviser under L'Oreal and became a dark horse among KOLs in 2019 by relying on Shake Yin's short video and Taobao

Live streaming to share lipstick color trials. He set a Guinness World Record for lipstick application, as well as defeating Jack Ma in the 2018 Double 11 Xiao televised lipstick selling competition, earning him the nickname "Lipstick Brother No.1." He tested 380 daily red shades throughout the two-hour live broadcast and sold 15,000 lipsticks in the first five minutes. On ShakeYin, Weibo, Taobao Live-streaming, and Xiaohongshu, he has a total of 84,236,000 fans, making him a significant opinion leader in the beauty business. He is not just an opinion leader, but also a personal brand with a distinct personal label, thanks to his tremendous effect on fan users.

For marketing, sales, public relations, and customer support, social media marketing makes use of social networks, online communities, online videos, blog blogs, or other Internet media collaboration platforms. Dongming Liu, a professor at Tsinghua and Beijing Universities, highlighted 4I marketing theory in contemporary social media marketing, which is fascinating, interesting, interaction, and individuality, after thoroughly understanding how and where social media operates. Don Schultz (1990), a marketing professor at Northwestern University in the United States, developed and popularized the 4I Theory (Interesting, Interests, Interaction, and Individuality), or "IMC (integrated marketing communication)" Theory. "Creating a plan centered on the company's objectives and assigning various resources to fulfill those objectives" is what IMC does. Media integrated marketing has arisen as a subset of "integrated marketing" application theory in recent years. The global contemporary mass media introduces a new type of communication, or, to put it another way, a strategic change away from "communicator-centered" communication and toward "audience-centered" communication. Because integrated

marketing encourages a more consumer-centric approach, media integrated marketing theory should be of critical importance and practical benefit for the media industry's development in the current global reform climate.

Therefore, this research will be based on the current situation of the development of the network, through the combination of theoretical research and case analysis, guided by the concept of network-integrated marketing 4I Theory and the SIPS model, to analyze the personal branding marketing embodied in the Li Jiaqi's Double Eleven shopping show "All Girls' OFFER".

1.2 Objectives of Study

Based on the above background and problems, this research focuses on the personal branding strategy of Li Jiaqi's Double Eleven shopping show "All Girls' OFFER", using the 4I theory (Interesting, Interests, Interaction, and Individuality) and SIPS model (Sympathizing or resonance, Identify (confirmation), Participating, and Sharing & Spreading) as the theoretical framework. The objectives of the research are:

1. 1. To examine the marketing communication strategy used by Li Jiaqi to promote the Double Eleven shopping show "All Girls' OFFER" behavior based on the 4I Theory.
2. 2. To examine the types of the communication strategy of Li Jiaqi's Double Eleven shopping show "All Girls' OFFER"
3. 3. To examine the impact of the personal branding strategy of Li Jiaqi's Double Eleven shopping show "All Girls' OFFER" on the customers' behavior based on the SIPS model.

4. To explore the implication of Li Jiaqi's Double Eleven shopping show "All Girls' OFFER" on the customers' behaviors.

1.3 Research Questions

1. What are the marketing communication strategies used by Li Jiaqi to promote the Double Eleven shopping show "All Girls' OFFER" behavior based on the 4I Theory?
2. What are the types of communication strategies that Li Jiaqi used to promote the Double Eleven shopping show "All Girls' OFFER" ?
3. What is the impact of the personal branding strategy of Li Jiaqi's Double Eleven shopping show "All Girls' OFFER" on the customers based on the SIPS model?
4. What is the implication of Li Jiaqi's Double Eleven shopping show "All Girls' OFFER" on the customers' behaviors?

1.4 Scope of the Study

Personal branding communication strategies research is still a relatively new subject in brand research. Most past scholarly research on personal branding bearers has focused on traditional shock-emerging leaders and famous icons, with little consideration paid to regular people. Ordinary people accumulating influence and becoming KOLs through social media is a significant new change in the growth of personal brands in today's communication.

This paper mainly focuses on qualitative research. The first step is to review the research results of relevant literature in China and abroad, which is helpful to find the

development direction of this paper. For example, the main research objectives of this paper are "E-commerce festival marketing", "personal branding" and "communication strategy", which is still a new research field through literature review. However, there is no deeper study on the key opinion leaders as super netizens. Therefore, it is only through a literature review that this paper can identify these valuable directions that can be pursued.

1.5 Significance of the Study

Personal branding and e-commerce holiday smiles study is still a new subject of brand research from a theoretical standpoint. Previous research on individual brand holders has primarily concentrated on traditional political and corporate leaders, as well as celebrities, with little attention dedicated to ordinary people. Ordinary people gain power through social media and become crucial opinion leaders in the contemporary personal branding practice, which is a significant new development in personal branding. Marketing, on the other hand, is a hot topic in academia nowadays. At present, Chinese scholars focus their research on practical research, communication and cultural perspective interpretation, criticism, and reflection of festival marketing activities, etc., but the research combined with individual brand communication strategies is very few. This paper takes the new personal branding "Li Jiaqi" as the research object, aiming at providing new ideas for personal branding communication strategies and combing out the innovative path of marketing communication strategies.

From a practical point of view, this paper selects a typical case, Li Jiaqi's "All Girls' OFFER", to explore the "Li Jiaqi" personal branding as a new personal brand's

communication strategy during the e-commerce holiday marketing. This will help us to understand how key opinion leaders who do not belong to the general consumer group can establish and spread their brands under the current social background, as well as the reflection and experience accumulation of e-commerce and its marketing activities, to provide consumers with a better shopping experience and realize the win-win situation of e-commerce, personal brands, and consumers.

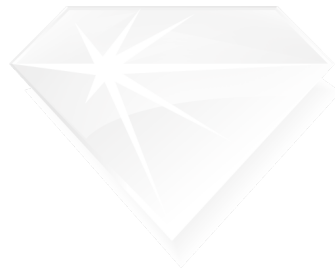
1.6 Definition of Terms

1. Key opinion leader (KOL), is someone who has more and more accurate product information, is accepted or trusted by the relevant group, and has a bigger influence on that group's purchasing behavior in the beauty and makeup industry.
2. Personal branding is the purposeful effort to position an individual as an industry authority, elevate their credibility, and differentiate themselves from the competitors to progress their career, increase their circle of influence, and have a greater.
3. A marketing communication strategy is a plan that a company uses to achieve its communication objectives. It is the strategy that a company uses to convey the right marketing message to the right customer through the right medium at the right time to increase sales volume. It refers to KOL's own brand's arranging plan to influence consumers' purchasing behavior in this circumstance.
4. E-commerce festival marketing, or holiday marketing, begins with the psychological and emotional demands of consumers, employs a variety of

marketing tactics through online purchasing, and focuses on product marketing and brand promotion.

5. Li Jiaqi, widely known as "Lipstick Brother No 1," is an e-commerce anchor, beauty industry KOL, and the subject of this study.
6. The SIPS model, proposed by Dentsu Japan in 2011, is a way to bring users to participate in marketing. That is, sympathize (resonance), identify (confirmation), participate (participation), share & spread (sharing and diffusion). Nakaoka mentioned the SIPS model of information recommendation system based on word-of-mouth information and introduced the feature analysis using word-of-mouth information (Nakaoka, 2014). Qianshan further proposed to further study the marketing application model of public relations by analyzing the SIPS model, and at the same time applying the model to the marketing strategy research of promotional activities (Kazuki, 2014).
7. The 4I theory, which belongs to the "integrated marketing" theory, was put forward by Don Schultz, a professor of marketing at Northwestern University in the 1990s, namely, interesting, interest, interactivity, and individuality. In other words, any marketing communication strategy should aim to be "interesting." Traditional advertising promotes originality, but in the internet age, it's more necessary to promote innovation that is interesting and intriguing. Marketing techniques must benefit the target audience, according to "interests." "Interaction" strives to completely exploit the network's interactivity, make full use of the network's characteristics to connect with consumers, promote strengths while avoiding weaknesses, and

push the market communication strategy's function to the limit. Finally, "individuation" argues that the goal of individualized marketing is to make customers feel "focused." Consumers prefer personalized marketing communication techniques because they are more likely to prompt interaction and purchases.



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CHAPTER 2

LITERATURE REVIEW

This chapter reviews the literature on brand communication, brand communication via mobile apps, new energy vehicle market communication, external corporate communication, and social media. It also reviews relevant theories and presents the conceptual framework of this study.

2.1 Review of Related Concepts and Theories

2.1.1 Marketing communication strategy for E-Commerce

The emergence of the Internet has a catalytic effect on traditional marketing and even a transformative effect. The reason is that it greatly shortens the distance between production and consumption, and provides more convenient services for consumers, which can be completed only with the help of a PC or a smartphone. The combination of network and economy has promoted the development of marketing and pushed it into the stage of network marketing.

E-commerce is a rating system that assigns a star rating to vendors based on their ability to be trusted by buyers. In commercial interactions, communication is crucial. Effective marketing communication, according to Kliatchko's research is the outcome of cooperation between an organization's activities and strategies that stem from both strategic goals and business strategy companies (Kliatchko, 2005). According to Low's research, implementing IMC (Integrated Marketing Communication) is strongly linked to improved marketing in terms of sales, market share, and profit for a company. The performance of e-commerce sites is one of the aspects that influence

consumers' belief in and adoption of e-commerce systems, according to Sharma and Lijuan's research (Sharma & Lijuan, 2015). Consumer confidence in shopping improves commitment and devotion to purchasing things online. E-commerce has brought ease and innovation into people's lives. According to Ledbetter's research (Ledbetter & Meisner 2021), delivering tailored online services or a product recommendation system is a way of increasing online knowledge and enhancing management relationships with customers. E-commerce transactions can be completed at any time of day or night, without requiring direct interaction or quick access to information on the website. According to Shanthakumari and Priyadarsini's research, internet-based promotion tactics are excellent for promoting measurable and focused products.

According to Rahayu and Fatima's research, marketing communication strategy in e-commerce includes employing online marketing by spreading information through advertising, sales promotions on the website, promo codes, word of mouth, and social media. Internet marketing takes the Internet as the basic platform, takes specific marketing objectives as the guidance, and carries out targeted marketing activities to achieve the goal of efficient sales of products. (Rahayu and Fatima's, 2019)) In the marketing strategy of enterprises, network marketing plays an important role. With the Internet as the main means and based on specific strategies, scale marketing should be realized as much as possible. The essence of network marketing is to complete the whole process with the help of the Internet based on customer demand, which specifically involves the key links of pre-sale, in-sale, and after-sale, and fully meets the customer's network marketing requirements. Network marketing, of course, goes through the entire process of business management in this period of

rapid Internet development, and its relevance is self-evident. Therefore, we need to pay attention to the continuous development of network marketing, and we should also strengthen research and adopt appropriate network marketing methods.

2.1.2 Role of KOL in marketing communication strategy

Customers frequently face a wide range of alternatives in their decision-making process as a result of increased product availability across the internet. In the theory of bounded rationality, Simon (1993) implies that individuals cannot process and analyze all of that knowledge. People typically make decisions based on confidence in those who are close to them and share mutual interests with them, rather than spending a lot of time and money analyzing every choice. There is a fundamental concept in research related to marketing and knowledge dissemination that these trustworthy individuals play a critical role in the development of public opinion (Watts & Dodd's, 2007). In the literature, these individuals are given various names. In most studies, they are referred to as opinion leaders, but some refer to them as important persons, market mavens, or significant actors. However, their definitions and applications are identical. These titles are listed in Table 1 in the opinion leadership theory as provided in various studies. Katz and Lazarsfeld (1955) define opinion leaders as people who take the lead in influencing others' choices. According to Rogers and Cartano (1962), opinion leadership is "the degree to which an individual may informally influence the attitudes of others." "Because consumers usually rely on other individuals as sources of information, opinion leaders exert a disproportionate degree of impact on the decisions of other consumers," according to Flynn et al. (1994). The study of Lazar's field and his colleagues is the starting point

for opinion leadership theory in the 1940s and 1950s.

Table 2.1.2 Different titles in the opinion.

Influential People	Opinion Leader
Burson-Marsteller, 2001 Coleman et al., 1957 Ding & Liu, 2009 Merton, 1968 Strach, 2000 Keller & Berry, 2003	Katz & Lazarsfeld 1955 Lazarsfeld <i>et al.</i> , 1948 Rogers & Cartano, 1962 Rogers, 1995-2003 King & Summers, 1970 Bandura, 1986 Engel <i>et al.</i> , 1987 Kelly <i>et al.</i> , 1991 Flynn <i>et al.</i> , 1994 Weimann, 1994 Hawkins <i>et al.</i> , 1995 Valente, 1996 Chau & Hui, 1998 Gilly <i>et al.</i> , 1998 Burt, 1999 Bansal & Voyer, 2000 Blackwell <i>et al.</i> , 2001 Kempe <i>et al.</i> , 2005 Lyons & Henderson, 2005 Feder & Savastano, 2006 Tsai <i>et al.</i> , 2006 Watts & Dodds, 2007 Yu, 2008 Ding & Liu, 2009 Van der Merwe & Van Heerden, 2009 Li & Du, 2011
Market Maven	
Feick & Price, 1987 Van der Merwe & Van Heerden, 2009 Williams & Slama, 1995 Walsh & Mitchell, 2001	
Key Player	
Bonacich, 1972 Freeman, 1979 Borgatti et al., 1998 Borgatti, 2006	

Other studies have used the term influential persons to characterize this network's community of key players (Burson-Marsteller, 2001; Coleman et al., 1957; Ding & Liu, 2009; Merton, 1968). According to Burson Marsteller, influential people "influence public opinion and share the uncanny capacity to seamlessly convey information by word of mouth" (Burson-Marsteller, 2001). According to the Rober Strach Worldwide research from 2000, 8% of online users in the United States are e-influential (a group that changes the surfing habits of others).

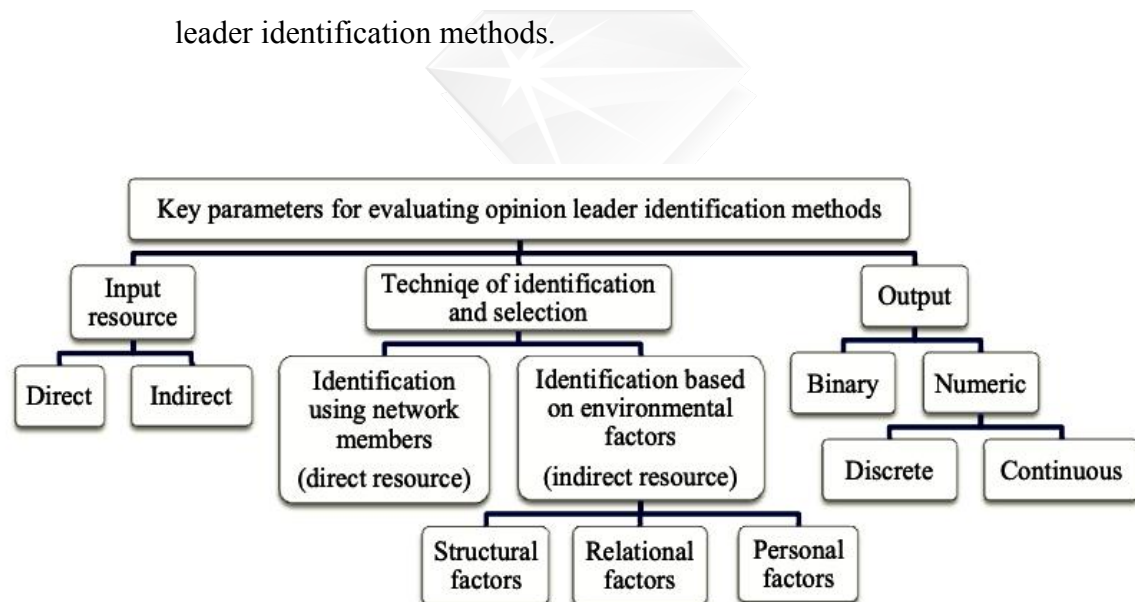
In addition, in Taobao Live streaming, for example, the data report from the Ali Research Institute's "2020 Taobao Live New Economy Report" showed that the number of Taobao live broadcast accounts in 2019 increased by 100% compared to 2018. Therefore, with the acceleration of live streaming, the highly integrated communication environment of "brand, product, and consumer" will make it easier to build personal brandings than in the traditional media era when media resources were scarce in the past. In this aspect, key opinion leader (KOL)s such as Li Jiaqi and Wei Ya are successful examples of building personal brandings in the digital media era. Based on the observation of this phenomenon, it is urgent and valuable to study the communication strategy of this new type of personal branding.

Companies and advertisers aim to focus more on influential customers (Kiss & Bichler, 2008; Duan et al., 2008) and identify people who are at the center of interactions because word-of-mouth has such a huge impact on consumer attitudes and buying decisions (Kiss & Bichler, 2008; Duan et al., 2008; Keller and Berry 2003). Opinion leader features are highly reliant on the type of data available for research, and there is no general classification for opinion leader specification. Individuality and special qualities, capacity and knowledge, and network strategic position are the three major parameters defined by Kats and Lazar (1955). This is the most comprehensive classification of opinion leadership research since it covers both collective and personal influences.

Opinion makers are more exposed to external sources of information, such as the media and reform agents, according to numerous studies (Rogers, 1995, p. 92; Valente, 1996; Weimann, 1994, p. 217). The interaction is centered on influential persons who are well-connected and have links with the vast majority of network

members (Katz, 1957; Van der Merwe & Van Heerden, 2009; Keller & Berry, 2003; Rogers, 2003; Valente, 1995; Valente & Davis, 1999;; Zhang et al., 2010). Another thing to keep in mind is that the impact of messages conveyed by opinion leaders is proportional to the number of people who receive the information (Kempe et al., 2005; Zhang et al., 2010).

Figure 2.1.2 Appropriate parameters for evaluation and classification of opinion leader identification methods.



Source: Moradi, Dr. M. (2022). *Factors Affecting Personal Branding in Accounting*.

Webology, 19(1), 4990–5006. <https://doi.org/10.14704/web/v19i1/web19335>

As previously indicated, much research are concerned with finding significant persons in a social network. Identification in the online environment requires consideration of the communication's semantic level, relationships among participants, participant profiles, and message reliability (Endo & Noto, 2003). Each method's evaluation parameters have a substantial impact on the marketing decision-making

process. It assists marketers in determining the optimum technique for finding client opinion leaders. It was revealed that by examining ways for identifying opinion leaders, these strategies may be investigated and compared to those depicted in Figure 2.1.2. (Momtaz, Aghaie, & Alizadeh, 2011).

2.1.3 Concept of 4I Theory

For marketing, sales, public relations, and customer support, social media marketing takes use of social networks, online communities, online videos, blogs, or other Internet media collaboration platforms. Dongming Liu, a professor at Tsinghua and Beijing University's President class, stressed the 4I marketing theory in modern social media marketing, which stands for Interesting, Interests, Interaction, and Individuality.

In the era of rapid development of mobile Internet technology and social media, information has changed from one-way output to multi-sided and interactive transmission, and information sharing between people through the network has become increasingly convenient. The simple one-way marketing behavior of selling products to users means that the traditional product marketing method is no longer suitable for the new era, and the overall trend has shifted from the communicator-centered to the audience-centered, resulting in the shift from mass marketing with group users as the center to focus relationship marketing with individual users as the center. When a user obtains a product or information, his or her experience is transferred to other users of the platform through the platform output, and the user becomes an invisible marketing pusher of the commodity, and the platform pays more attention to the user's experience. Under this background, the 4I

Theory was born in the United States in the 1990s, which was put forward by Don Schultz, a professor of marketing at Northwestern University in the United States, namely, the 4I Theory of Network Integrated Marketing was born. On the basis of the theory of integrated marketing, the theory emphasizes the use of various forms of Interests marketing in the process of integrated marketing, and its four principles are: Interaction, interactions, and Individuality.

Developing a plan centered on the company's goals and deploying various resources to achieve the strategic goals' is what integrated marketing is. In recent years, media integrated marketing has emerged as a branch of "integrated marketing" application theory. The worldwide contemporary mass media presents a new kind of communication, or, to put it another way, a strategic shift from "communicator-centered" to "audience-centered" communication. Because integrated marketing promotes a more consumer-oriented paradigm, media integrated marketing theory should provide valuable guidance and practical value for the media industry's development in the current global reform environment (Gao, 2020).

1. Principle 1: Interesting

The 4I theory places interest first, demonstrating that it is extremely important in marketing at a time when the Internet is extremely successful and the post-90s generation is playing themselves to death. There was a shortage of entertainment in the past, and there was only one type of entertainment, which lasted half a year for a spring festival gala and was broadcast on television. Following the Internet's success, it has gathered the wisdom of people from all over the globe, if not the world, to dig and collect wonderful and fascinating material. The audience is exposed to more interesting and new material, and the opportunities for people to access interesting

content are expanded. At the same time, with social media playing such an important role, everyone can create and share interesting content. Despite the richer interest material, the value of the interesting attribute remains unchanged, and it has always been the primary determining factor in whether or not users pay attention and are impressed.

For Internet users, interest is the first point of view. The more interesting content and activities businesses can provide and create, the easier it is to attract users' attention and continue to pay attention. At present, the majority of Internet products focus on the word "entertainment", which is also applicable to the marketing field of social media. Boring, official, and tasteless information will no longer have marketing value. Interesting marketing, similar to embedded advertising, subtly and quietly hides marketing information in interesting content, and attracts users' attention and sharing through stories, interesting and funny content. In the process, marketing information is also accepted and disseminated, allowing users to "take the bait" unconsciously.

2. Principle 2: Interests

Interest is the starting point and the result of all rational economic man's efforts in market economic activities. If interest is compared to a coat, it reaches out to the soul. Relationships will last a long time, even as in the workplace, but interests are the foundation. There is no benefit without pause, no permanent opponent, no permanent friend, only permanent interests, all of which demonstrate the critical value of interests. Interests, of course, include not only material desires but also inner spiritual fulfillment.

In the field of short videos, whether fans pay attention to and share a message

largely depends on whether the message can bring him the value, which can be material benefits, learning progress, emotional satisfaction, and identity. However, users must feel value, which is the most basic demand. The value attribute is something that must be conveyed to users in the marketing process. It sometimes directly determines whether marketing can be achieved. As far as the mainstream users of microblogs are concerned, the younger generation accounts for the majority, and they are the generation who pursue enjoyment and consumption, with special emphasis on the sense of achievement and satisfaction. Therefore, merchants need to put the interests of users first in their microblog marketing strategy activities and always think about how to create value for users and how to let users feel satisfaction of interests.

Usually, interests include two major aspects, namely, material interests and spiritual interests. Spiritual interests include learning progress and emotional satisfaction. Emotional satisfaction includes psychological counseling, identity, belonging, and feeling of being respected. But in the long run, material interests can be imitated and replaced by competitors, while spiritual satisfaction is non-replicable, which is the embodiment of deeper interests.

3. Principle 3: Interaction

Successful marketing must be based on benign interaction. The frequency, intensity, and depth of interaction directly affect the degree of the relationship between the two parties. The so-called interaction creates value. Interaction is not only the transmission of information but also the exchange of ideas. More emotion is generated. Good interaction can harvest happiness and trust. The so-called relationship marketing and word-of-mouth marketing are all based on trust. Trust is

more generated through communication, cooperation, and interaction. The joys and sorrows of users and the core needs of users can be discovered and explored through effective interaction, especially deep-level interaction can achieve unexpected results.

Compared with traditional advertising, interaction is a major feature of micro-blog marketing. It is a bridge between merchants and users. Through interaction, merchants can understand users' psychological state and needs promptly, can actively solve problems for users, and can also know users' satisfaction with receiving advertisements. Interactive communication is a productive force. Through interaction, doubts and worries can be dispelled in time, which can enhance feelings and lay a solid foundation for word-of-mouth marketing and secondary communication.

4. Principle 4: Individuality

Society emphasizes standardized production and popularization during the industrialization period. In the Internet age, however, everybody is a unique person with a diverse set of ideas. The extension of distinction and personality will naturally occur as an individual's overall development progresses. Businesses on Weibo must have their unique characteristics, highlights, labels, and even personalities and attitudes so that netizens can find the details pushed by the businesses among the avalanche of data. As a result, personalized information is more easily identified and heard by the target audience.

Users' needs, on the other hand, are also customized. In the marketing process, merchants must pay attention to mining users' individual needs, then providing personalized goods to users in a personalized way, and finally conducting successful demand docking, so that users can experience unique services such as private

subscriptions, and then retaining users. Personalized marketing enables employers to elevate the importance of people's focus, personality release, and fulfillment of people's personality needs to new heights. To provide customized services based on a deep understanding of users, merchants must consider and user's detailed details and refined needs, as well as perform well in file management.

Personal branding identity, personal branding positioning, and personal branding image are the key pillars of personal branding at the bottom. To identify and distinguish brand features, the brand name, logo, symbol, spokesperson, slogan, packaging, brand, and so on are all used (Keller, 2013). Simply said, brand positioning is undefined Points-of-Parity and Points-of-Difference, which refers to what distinguishes a brand from others. Brand image refers to how a person manages his or her image in front of a target audience. Because they incorporate the customer's personal opinion, evaluation, and emotional response to the brand, researchers categorize these three primary pillars as building personal branding. Additionally, brand communication is essential to increase brand awareness and sustain brand meaning in the minds of customers in the target demographic. According to Arruda (2009), during the photograph, brand communication must be evident, consistent, and constant in order to reinforce personal branding. Finally, personal branding content is shared on social media to disseminate brand information. As a result, scholars divide these theories into several areas that can be combined to form a full personal branding strategy for Internet celebrities on social media. However, it should be highlighted that this theoretical 19 framework is only a summary of how several ideas complement one another in order to adapt to the phenomenon of social media personal branding.

According to the authors, there hasn't been much research into business model innovation from a process standpoint. Authors: Managers need some well-defined methods and recommendations to coordinate efforts (e.g., Mitchell & Coles, 2003; McGrath, 2010; Morris et al., 2005). They assert that the real process is significantly more complicated and chaotic than the preset structure. Business model innovations, according to the findings, may be separated into four phases, each of which is linear but also iterative in character (e.g., Gassmann & von Zedtwitz, 2003; Kline, 1985; Kline & Rosenberg, 1986; Roy & Cross, 1983).

In China, Tsinghua and Liu Dongming, a teaching expert of the Beijing University, first proposed the 4I theory in his book "Cyber Integrated Marketing Armageddon". The marketing theory is not only the implementation guidance of e-commerce to consumers in media marketing, but also the source of e-commerce marketing innovation, enabling enterprises to better understand the needs of users and better reach users. Li Lun has refined and personalized the marketing activities so that the users get a high degree of attention, and the consumption and behavior habits of the users are further differentiated, which is reflected in the construction of the products and therefore more targeted. With the more extensive coverage of the Internet, the marketing activities carried out by enterprises, media, especially in the field of new media, have gradually applied 4I marketing theory to the development and practice of various marketing activities.

By combing the past literature and analyzing the current case of KOL's personal brand communication strategy, it is found that 4I theory is more suitable for the research of Li Jiaqi's personal brand communication strategy analysis. First of all, it goes beyond the previous understanding of marketing and communication and

directly integrates "marketing" and "communication" into a complete concept, combining marketing and communication in an all-round way, or even integrating them. Secondly, the 4I principle is based on a large number of network integration marketing practice summary, extracted principle, in line with the new media development trend, has a strong practicality and guidance for future e-commerce marketing. Thirdly, the introduction of a series of concepts such as "interestingness and interaction principle", "relationship" and "contact" of the "4I" theory breaks the traditional marketing concept of "bullet theory" or "hypodermic syringe theory" of the traditional marketing theory, which is in line with the concept that personal brand is user-centered under the current environment where the attention of the audience is scarce. Finally, the personalization principle of the 4I principle is in line with the market play of individual brand marketing competition of today's KOL in which each major platform seeks its own positioning, user positioning and the use of big data personalized commodity recommendation technology.

2.1.4 Concept of SIPS Model

The development of the Internet has changed the original imbalance of information and poor communication between media, enterprises, and consumers, and the process of brand communication and marketing has changed accordingly. The media and enterprises, which were originally in the supreme position, are constantly falling into the world of gods. Instead of blindly selecting "official" information to spread, they are beginning to select the information that consumers like and are more likely to open their hearts to spread. The meaning of people began to become fuller. At the same time, the development of social media has made consumers' one-touch

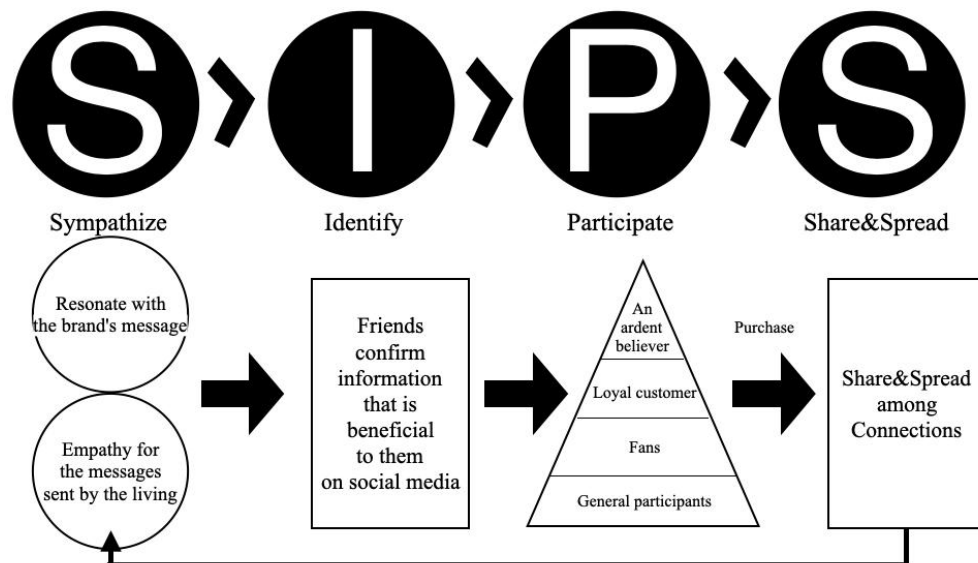
sharing behavior cheaper. In these platforms where everyone is a receiver, but also a speaker and a disseminator, expressing one's views to discover and integrate into the behavior of the circle, word-of-mouth becomes more important. Other people in the same position have a higher reputation than "official answers."

At the same time, the media, which has become insignificant and ubiquitous, keeps the public immersed in all kinds of news all day long. They were overwhelmed and distracted, and at the same time, they began to choose to close their ears tightly. Therefore, in the era of mobile internet brand communication, consumers began to occupy the leading position, gradually they changed from the original participants to the controller. In this case, the "AISAS" model of "Attention", "Interest", "Search", "Action" and "Share" put forward by Japan Telecom's advertisement in 2005 lost the effect of some links. To adapt to the new media environment in the new era and the accompanying new consumption trend and new advertising marketing environment, in 2011, based on the original model, Dentsu proposed the "SIPS" improvement model in the mobile internet era (see Figure 2.1.4 for details), i.e. Sympathize (resonance), Identify (confirmation), Participate (participation), Share & Spread (sharing and diffusion). As an analytical tool for consumer behavior in the social media era, the goal is to assess the effectiveness of communication. The SIPS model is based on one's perception of user behavior (Nakaoka, 2014).

The SIPS model, which aims to evaluate users' consumption behavior in the social media environment and evaluate the effect of information dissemination, summarizes the whole process of users' consumption behavior into four stages, namely "symptomatic", "Identify", "Participate", "Share&Spread". The first stage is resonance, that is, the advertisement provider must understand the media motivation

of the users, and attract the users through the content and form of the advertisement, so as to achieve the emotional resonance with the users and obtain their loyalty and trust to the advertisement. The second stage is to confirm that while knowing the products and advertisements, users will judge the value of the recommended products through external stimuli and internal perception, and further confirm the authenticity of the advertising content. For advertising service providers, reducing the gap between users and the communication subject will greatly improve the promotion effect, and on the basis of resonance, enhance users' trust in the brand and derivative content. The third stage is participation. By constructing convenient and efficient interaction ways, the social function elements are improved, so as to improve the user's willingness to participate, greatly shorten the social relationship between the communication subject and the user, and help guide the user to make purchase decisions. The fourth stage is sharing and diffusion. When users' consumption needs are satisfied, a good consumption experience will enhance users' trust in the communication subject, and those loyal and active participants will spontaneously form social sharing behavior, thus promoting the secondary communication of advertising information. The SIPS user behavior model, as a model to study user behavior in the Internet era, is changing with the development of the Internet (Nakaoka,2014).

Figure 2.1.4 SIPS model (Wang, 2017)



Source: Wang, S. (2017). *A Study of User Strategies for Web Self-Publishing*

Platforms Based on SIPS Model (in Chinese). Retrieved

from :https://www.zhangqiaokeyan.com/academic-degree-domestic_mphd_thesis/020316790146.html

The development of the user behavior model can be divided into restages: the first stage is the traditional era from 1989 to 2005, at which time the user consumption behavior model is represented by the "AIDMA model" and proposed by the American advertising scientist E. S. Lewis. This model divides the user's psychology into five stages: Attention, Interest, Desire, Memory, and Action. The "AIDMA Model" emphasizes the creation of a seller-manipulated market in which the audience completely follows the mass media controlled by the seller to remember the products and purchase them. The "AIDMA model" has always occupied an important position in advertising marketing before the Internet has had a significant impact on changing society. The second stage is the Internet era from 2005 to 2011. The representative

user behavior model is the "AISAS model", which was proposed by Nippon Electric Co., Ltd. The basic content is five parts: Attention, Interest, Search, Action, and Share. The model places more emphasis on the convergence of different links and user experience, highlights the user's initiative, and adds two parts: Search and Share. The third stage is the social media era from 2011 to now. The SIPS user behavior model is a typical model at this time. Compared with the past, this model adapts to the characteristics of the current user behavior, emphasizes the two-way interaction between users and enterprises, pays attention to the influence of specific groups on users, and forms its own unique rules.

The SIPS model is a creative discovery of changes in users, emphasizing the importance of users while also dissecting new developments in consumer behavior. Starting from this model, the publishing industry can attract and segment users, increase users' trust, bring into play the vitality of users' creation, and use users as media to spread short videos to the Internet.

In the internet age, empathy prompted by emotion and interest is king. Information that is in line with consumers' values and closer to their lives will resonate more with them. Compared with the previous "laborious and thankless behavior" in which media and enterprises tried to force information, consumers' interest was aroused so that they could gather together on their initiative, which not only weakened their psychological defense line but also reduced the communication cost. With consumers' interests taking the lead, other word-of-mouth sharing blessings with similar values and interests, reducing their selection costs, and integrating precision marketing with word-of-mouth marketing, the actual purchase actions of consumers can be stimulated, and the feedback from new users can promote the

process of brand communication to form a solid closed loop.

2.1.5 Concept of Personal Branding

1. Definition of personal branding

Chatting, gaming, and interacting in virtual worlds all allow people to explore elements of themselves that are difficult or impossible to examine in face-to-face contacts, according to pioneering Internet study. Through anonymity and the erasure of real-world restrictions such as appearance (e.g., race, gender), physical ability, and socioeconomic standing, digital venues enable increasingly open communication (Turkle, 1995; Wynn & Katz, 1997). This arena provides a platform for identity building, allowing users to explore and express many aspects of their self, or multiple selves—as users get more active, these identities may become just as real and significant as the roles they perform in the actual world (Nguyen & Alexander, 1996; Turkle, 1995; Wynn & Katz, 1997).

The personal Web site arose as a significant platform for self-expression and self-presentation, as well to learn more about people, as technology advancements spurred Internet expansion (Vazire & Gosling, 2004). The process that allows a person to build and sustain her brand identity is self-presentation, which is a technique for an individual to convey information to others (Goffman, 1959). This social performance can be compared to a theatre, where the center player picks the proper dress, props, and backgrounds for each scene of life to project the desired identity to an audience through complicated self-negotiations, adapting to keep a constant identity (Goffman, 1959). Consumers use brands, institutions, and other commercial entities to develop and communicate aspects of their identity to others via

these online "visual collages" (Schau & Gilly, 2003, p. 386). People utilize websites as a communication tool to connect with friends and strangers alike (Schau & Gilly, 2003), satisfying aspirations for connection and social connectedness (Zinkhan et al., 1999).

We are living in the 4th Industrial Revolution, according to historian Yuval Harari, in which humans compete for resources in novel ways (Harari, 2015). Those who know how to define and promote their own identity are better able to adapt and take advantage of economic opportunities. The capacity to increase emotional intelligence and personality, according to Harari, will become a more valued skill set than computer coding. Personal branding begins with an individual's identity. Personal branding identity is a concept that allows an individual to evaluate and identify oneself by constructing an idealized self using their distinct personalities, associations, and features. Personal branding is the intersection of a person's inner identity, projected image, and value proposition that is visible to the public. The brand image can only be built and managed if a brand identity has been established and recognized by the audience. Personal branding, in the end, develops an image sentiment each time it is exposed to stakeholders. As a result, personal branding is something that everyone should be aware of throughout their career because it is a powerful tool in the face of industry competition. Celebrity culture has infiltrated practically every area of global civilization. While reading the news, watching television, or surfing the web, the attention is always on celebrities. Initially, celebrities were TV and broadcasting stars, athletes, wealthy people, and political leaders, who were loosely described as persons or groups of people with a particular position and earning recognition and attention (Inglis, 2010).

The concept of a person becoming a brand that can be marketed and managed was initially proposed by Kotler and Levy (1969). As a result, the marketing industry has long believed that people are brands. In this article, Kotler and Levy describe how to transition traditional marketing concepts from product sales to "human, ideology, and services" marketing (Kotler & Levy, 1969). In other words, Kotler and Levy believe that the marketing concept of product promotion and sales may be updated and expanded to include human beings, and that a person can become a "product" and thus a brand. This idea was later embraced, and the review and promotion process was finished. A later researcher, for example, applies brand theory to personal branding.

According to one traditional definition of a brand, it is "the name associated with one or more goods in a product line that is used to identify the source of the character of the item(s)." (Kotler, 2000). According to Olins (2003), a brand is a sign that represents all information about a company, product, or service. According to the American Marketing Association (1960), "a name, term, symbol, design, or any combination of these, designed to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors" (Alexander, 1963).

Hankinson (2004) defined a brand as follows: (a) Brands are communicators that develop a product's differentiation by communicating a firm's vision of a brand; (b) Brands are perceptual entities that deliver sensation and feeling to consumers; and (c) Brand equity refers to a brand's financial value. Marketers consider brand equity, such as brand loyalty, to be a predictor of future earnings; (d) Brands are trade partnerships that satisfy customer demand (Hankinson, 2004). A brand is defined as a method through which businesses inform customers of what to expect: a brand serves as a link

between businesses and customers, encapsulating the values that both parties share (Kotler, 1998).

When looking for a product, a brand can raise a company's financial worth and cut client expenses (Simon & Sullivan, 1993; Keller, 1993). A well-developed brand is intended to increase business evaluations, accessibility, and image, which is enough to cover the costs of its production (Faquhar, 1989; Aaker, 1991). What a brand promises as a symbol to customers is a significant factor in developing customer trust and loyalty (Kotler & Keller, 2006).

The concept of branding is based on two main ideas: a) branding acts as a conduit for delivering information to target audiences (Chernatony, 1998), and b) branding acts as a differentiator among competitors (Roper & Fill 2012). Nowadays, branding is seen as a way to add value to a company by giving it a distinct personality in the products and services it creates, i.e. products and services that are different from those of competitors (Roper & Fill, 2012). As a result, the researcher may see that personal branding is founded on the notion that everyone has the power and ability to market themselves.

At the same time, different studies have shown that the three pillars of personal branding are brand identity, brand positioning, and brand image. Keller (2008) and Roper and Fill (2012). Brand identity refers to what the brand can give to the audience, which is generally regarded as the company's commitment to customers, as well as the values and personalities it represents (Roper & Fill, 2012). Brand positioning is a strategy for distinguishing oneself from competition and demonstrating one's worth and uniqueness. Brand image is generally regarded as the judgment and reputation of a brand among consumers. (Keller, 2008). Furthermore,

personal branding is motivated by job advancement, according to Khedher (2015), meaning that personal branding is a planned activity (Khedher, 2015). As a result, the researcher will focus on and research how an influencer uses social media to develop three aspects of personal branding. Personal branding is the purposeful and intentional effort to position an individual as an authority in their field, raise their credibility, and set themselves apart from the competitors in order to advance their career, increase their circle of influence, and make a bigger impact.

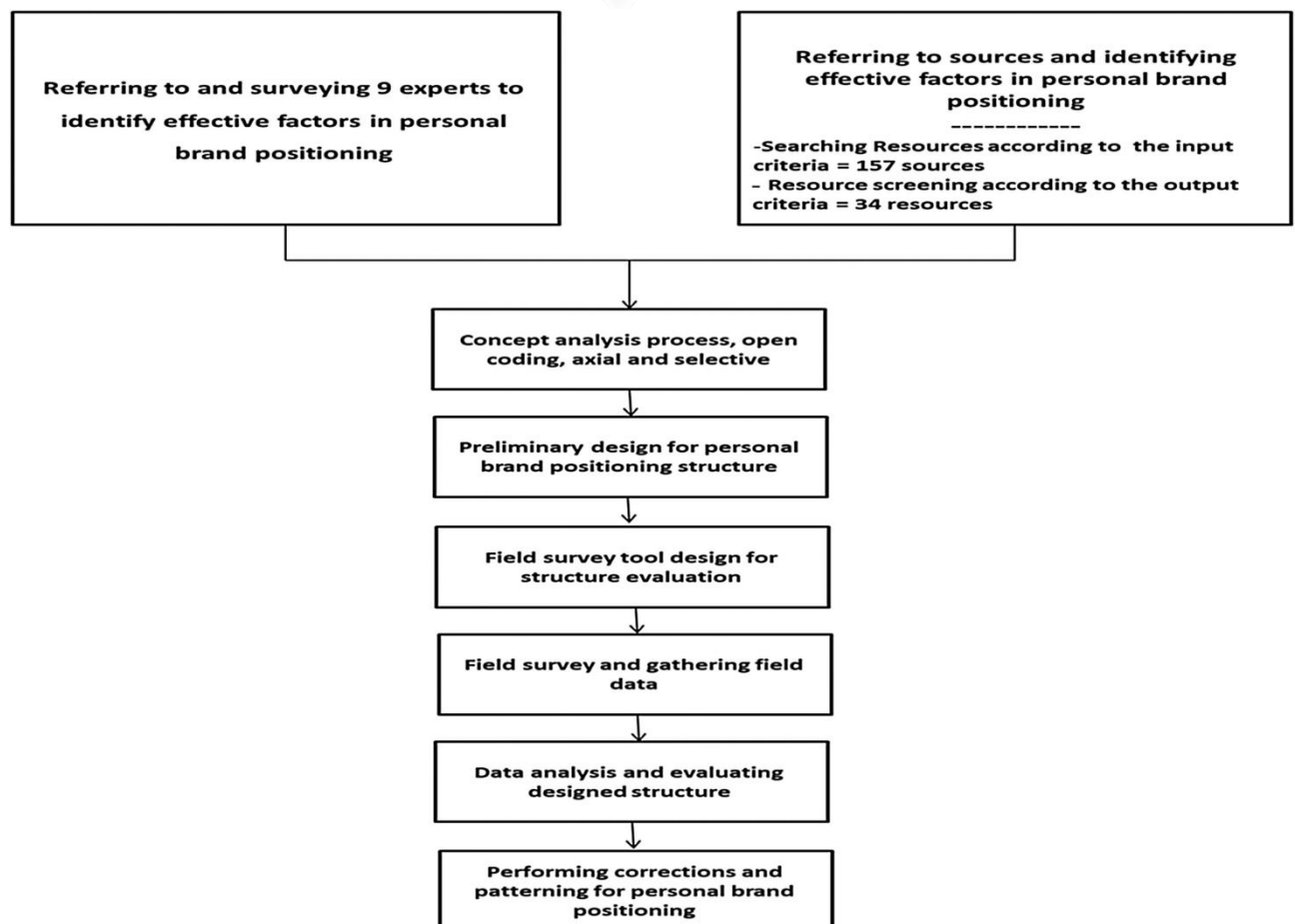
When consumers are more receptive to a given sort of product or service, and advertising efficiency plays a larger role in decision-making, branding of goods and services becomes a significant issue. The evolution of the brand concept and corporate brands has paved the way for new concepts, such as personal branding. In his groundbreaking work, Tom Peters (1997) conducted multiple studies on personal branding and developed the phrase. He claims that senior executives are more concerned with products and services, whereas employees and managers are the most important market component. Personal branding is the process of labeling people and their skills in the same way that commercial brands are labeled. In other words, this is where people's personal indexes are created. Arora and Stoner (2009)

The extent of a social media public figure's success often rests on their ability to establish a personal connection with audiences (Andrew M, 2021). Wetsch (2012) mentions the creation and growth of personal brandings as a prerequisite for personal and organizational success. He concluded that an incremental strategy must be followed for personal branding. To this end, the personal ability to use communication tools should also be enhanced, in addition to establishing and improving personal skills. Personal branding is one of the newest topics in branding.

It means that each person can have stable personal branding by considering his/her given goals and using proper strategies (Maysam, 2020).

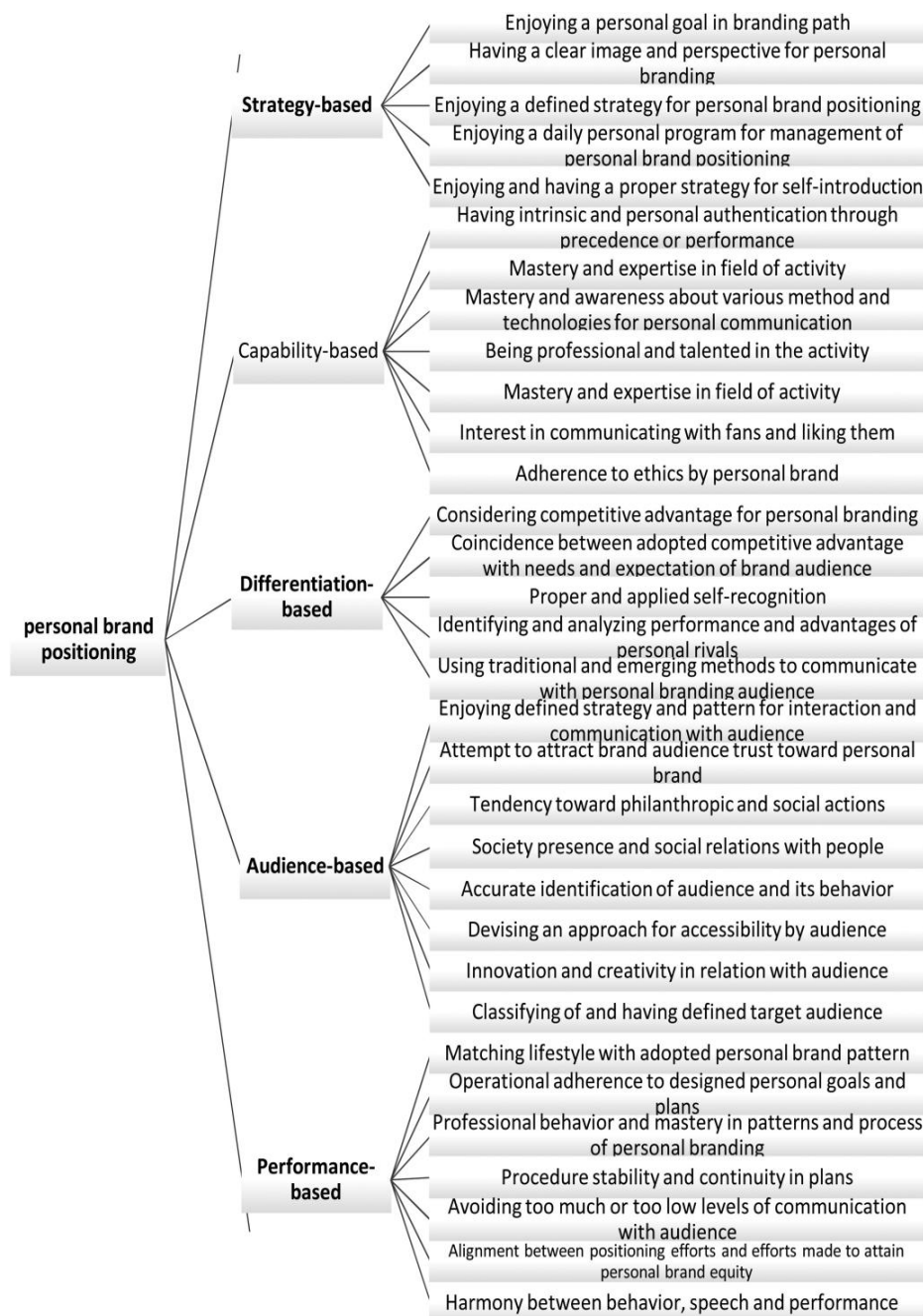
Personal branding, according to Khedher (2014), is the process of creating a unique personal identity, developing active relationships between a brand and its specific target market, evaluating its impact on the individual's image and authenticity, and using it as a tool to achieve personal and professional goals. He separated the process into three stages: creating a personal branding identity, positioning personal branding, and evaluating personal branding (Fig. 2.5.1.1, Fig. 2.5.1.2).

Figure 2.1.5.1 Proposed framework



Source: Khedher, M. (2015). *An inspiring resource for developing personal branding phenomena. The Marketing Review*, 15(1), 117-131. doi: 10.1362/146934715x14267608178802

Figure 2.5.1.2 Research process steps (Khedher, 014)



Source: Khedher, M. (2015). *An inspiring resource for developing personal branding*

phenomena. The Marketing Review, 15(1), 117-131. doi:

10.1362/146934715x14267608178802

2. Personal Branding on Social Media

With the introduction of Web 2.0 tools and people's growing interest in social networks (SNS), it's become vital to examine and evaluate their utility in assisting communication, growth, and revolution in a variety of countries (Darwish & Kamaljit, 2011). People can engage and interact in the virtual world thanks to the 14 technologies and applications that are always evolving. As a result, the fundamentals of internet communication have evolved (Darwish & Kamaljit, 2011). This means that Web2.0 transforms the Internet into a participatory platform where users may contribute and generate new content by uploading. The network taps into collective intelligence by forming groups and disseminating massive amounts of user-generated content. (Ashraf & Kamaljit, 2011; Fournier & Avery, 2011).

Furthermore, social media allows everyone to create their own "profiles" on a variety of websites, allowing them to showcase themselves to a large audience (Holt, 2016). This can be interpreted as an early user's means of establishing their brand identity. Personal branding identification, according to Labrecque, Markos, and Milne (2011), relies on self-presentation in the context of the national network since unique personal identities are generated through the use of social networking tools, blogs, and personal web pages. In other words, social media can improve the relevance and effectiveness of personal branding (Labrecque, Markos, & Milne, 2011). Politicians, celebrities, specialists in many professions, and even youngsters on social media sites such as Facebook and YouTube, for example, are attempting to stand out by altering their "profiles" so that varied audiences may hear their voices.

As a result, it's evident that Instagram, Twitter, YouTube, and other social media platforms encourage the development of personal brands in lockstep (Chen, 2013). Combining the three parts of personal branding discussed previously, namely brand identity, brand positioning, and brand image. The researcher can support the thesis that social media helps users to exhibit their personal branding identity by discovering the phenomena that the social networking environment fosters the synchronous growth of personal branding. At the same time, some social media functionalities and how users display themselves are intertwined. As previously said, one of the most important aspects of personal branding is self-presentation. According to Xu Jiayi (2017), the creator must build and display brand aspects that can be identified and recalled to produce a well-organized personal branding, which entails creating unique brand awareness. Fashion bloggers only explore a unique tone and editorial line through Personal branding capital fueling techniques, according to Delisle and Parmentier (2016), to establish effective personal branding, which distinguishes out from the enormous number of fashion blogs accessible online. Furthermore, some bloggers distinguish themselves for their luxury and unique style by creating their own sites that incorporate personal codes (Delisle & Parmentier, 2016). The findings of the study Successful Personal Branding on social media (Urbanová & Slind, 2016) show that having a defined brand profile and sticking to it is essential for successful personal branding. The researcher will look at the easily recognized and recalled brand elements, as well as the distinct brand awareness they create.

3. Personal Branding Content

The widespread usage of social media makes personal branding easier and more successful. However, simply having a personal profile on social media will not result

in recognizable personal branding; one's page must also contain content that appeals to the target demographic (Dave, 2019). Most social media content, for example, can take the form of written text, images, videos, and audio. Because it is via content that media people communicate with the public to disseminate their personal branding traits and tales, personally branded content has become the heart of creating and promoting personal branding in social media. Material marketing, according to Rebecca (2011), attracts and retains clearly defined audiences by developing and mining valuable, relevant, and unified content, resulting in profitable consumer action. Meanwhile, customers frequently engage with brand material by clicking "like," "comment," "share," or making a purchase.

In addition, the study investigated the elements that influence audience acceptance of individually branded content. Consumer preferences are positively influenced by discovering the richness of content, which includes photos and videos (Sabate, 2014). Finally, Markéta Urbanová and Thea Slind (2016) noted that all YouTubers are adept at being consistent in their own branded content, which makes them appear more genuine. We can see from this that when producers begin to establish their personal branding, they choose a domain as the foundation and then begin writing around that domain, because focusing on the same topic makes them more credible. Furthermore, their commitment to the brand profile helps them to express their personalities, values, and viewpoints (Christine, Lara, & Christine, 2014).

Wu (2014) found that users with performer personalities are more likely to promote personal branding on social media because a performer may easily construct a unique and remarkable personality that others lack to gain the audience's admiration.

Simultaneously, critics can efficiently create personal brands by employing harsh language criticism to acquire support and become opinion leaders. Because studies show that content that elicits strong emotions (both positive and negative) is more likely to be shared (Berger & Milkman, 2012). Wu examined how Xijingmudan (ID of a comedian) presents and handles his branding's original content in this essay.

Rather than emphasizing self-improvement as a method to success, personal branding appears to suggest that the path to success lies in explicit self-packaging: Success is defined here not by an individual's internal set of abilities, motivations, and interests, but by how well they are organized, crystallized, and labeled—in other words, branded (Lair, Sullivan, & Cheney, 2005).

2.1.6 E-commerce Shopping Festive Marketing

1. E-commerce Livestreaming

The definition of e-commerce first appeared in the 1993 Clinton Administration Work Report. Subsequently, IBM put forward the concepts of E-Commerce and E-Business respectively, the former being a narrow concept translated into electronic commerce; The latter is a broad concept, translated as e-commerce. When China introduced the related concepts, it was translated as e-commerce. At present, there are different interpretations of the definition of e-commerce. The World Trade Organization (WTO) believes that e-commerce is a commercial activity that produces, sells, and circulates through the internet. The United Nations Organization for Economic Development (OECD) believes that e-commerce is a business-to-business and business-to-consumer transaction. Under the research framework of this article, Taobao Shuang Xi marketing will be the research focus.

E-commerce is the e-commerce industry. The initial form of this industry is the online retail of goods. As its intermediary, each shopping platform is the initial and main form of e-commerce platforms, such as Taobao and JD.COM. In the long-term development process, the concept of e-commerce is constantly enriched, and the form of the e-commerce platform is also constantly changing. The traditional e-commerce platform was initially only used as a tool to transform the retail model from offline to online. In the process of development and evolution, the unique attributes of the network make the e-commerce platform also form a unique mode and form of dissemination. The connecting function of the network makes the merchants and consumers produce the point-to-point connection, and gradually develops into point-to-surface communication, until the natural development merges into the social

elements. Social e-commerce is social e-commerce, which integrates social elements based on traditional e-commerce. Social e-commerce is the progress and transformation of the traditional e-commerce operation model. Its significance lies in the fission and dissemination through the convenient interpersonal communication on the network and relevant social software, to achieve the purpose of expanding the publicity.

Since the e-commerce platform entered the era of live broadcast, the concept of live broadcast e-commerce has gradually attracted attention. On March 31, 2020, the China Consumer Association released the Online Survey Report on Consumer Satisfaction of Live E-commerce Shopping. In the report, the concept of live e-commerce is put forward, i.e., the online live platform or live software used by a live broadcaster to promote relevant products, to enable the audience to understand the various performances of the products and thus purchase the products. The transactions can be collectively referred to as live e-commerce. Extending from this concept, the act of a live broadcaster promoting products through a live platform or live software on the network is a live shipment. In recent years, the concept of live delivery has also aroused attention in academic research.

At present, there are 625 articles of research related to the live broadcasting of goods on CNKI, 168 of which are academic journals. The academic circle paid attention to issues such as e-commerce platforms, consumers, live broadcasting on the Internet, online celebrity's economy, etc. The research focused on the current development status of live feed and its future development. From the perspective of development status, some scholars pay attention to the issue of technology platforms. For example, Zhang Xiaoqiang and Shuang Lee explore online celebrities' emerging

scene of live delivery in "online celebrity Live Delivery: Multidimensional Reconstruction of the Relationship among Body, Consumption, and Media in the Technology Platform". They explore the labor and consumption of the main body in this behavior, the symbol transmission formed, and the interpersonal communication centered on it. They pointed out that under the new media environment, the phenomenon of online celebrities' live broadcasting with goods is reshaping the consumption relationship through the emerging live broadcasting technology platform. From the perspective of future development, Guo Hongdong and Qu Jiang (2016) think that the development of the new business model of live broadcasting and goods delivery is due to the development of new network technologies, especially through various social network platforms.

Therefore, the platform side is also responsible for the development, and the government and relevant industries should also play a role in regulating and supervising the development. Summer blue, song jiao pointed out in the post-epidemic era "standardization research of live broadcasting with goods" that we should speed up the revision and formulation of special laws and regulations, promote the transformation of traditional media, set a benchmark for the e-commerce industry of new media, and strengthen industry self-discipline. At present, the research on the countermeasures to the problem of the live delivery of goods mostly focuses on the description of phenomena, social policy analysis, or theoretical and technological research. The research degree is relatively shallow, and the empirical analysis is relatively small.

Through the collection of relevant literature, there is relatively limited relevant research on the direct broadcasting of goods in online celebrities, except for foreign

commercial platforms in China. Therefore, it is necessary to grasp the relevant research on the marketing methods in online celebrities. Except for China, the related research on internet celebrities generally starts from phenomenon analysis and social effects. For example, from the perspective of the phenomenon, Jin and Seung-A Annie (2017) conducted experiments on the consumption behavior in Twitter to explore the impact of platforms and different types of celebrity effects on the audience's attention points and related consumption patterns. Seung Venus Jin analyzed (2017) various social celebrity brands with online influence, verified the role of social accounts of celebrities in enhancing the personal influence and explored the impact on consumer behavior of the audience.

In addition, the research on the concept of online celebrity's economy is different. As the emergence of online celebrity's profit-making behavior is accompanied by the development of social networks, the relevant research on online celebrity's economy is mostly focused on social networks. The current research on online celebrity and e-commerce platforms is mostly the same as above. Starting from the actual cases of social platforms, the research focuses on developing product marketing and interpreting online celebrities' influence on consumers, while the research on the direct combination of online celebrity and e-commerce platforms is less. In recent years, foreign e-commerce platforms have also begun to follow the example of live water testing to bring goods. E-commerce platforms such as Global Marketplace, Amazon, Shopee, and Latada have launched live broadcast services one after another. For example, Amazon has opened official live segments such as "Today's Deal Live", which has generated a lot of advertising revenue for official websites. In Southeast Asia, Latada and Shopee also launched the e-commerce live broadcast business in

2019, which is controlled by Chinese capital such as Alibaba and is closer to the domestic e-commerce live broadcast platform. So far, the live delivery of e-commerce platforms other than China is still in the business development stage, and the development trend of the live delivery of online celebrities is not yet obvious (Boya, 2020).

2. Festival Marketing of E-commerce

Festival marketing is a type of communication that grows in popularity as the number of retail nodes grows. E-commerce festival marketing is defined and classified differently in academic circles and sectors. The author uses Northwestern University's Tang Yuanzhu's definition of festival marketing here. Festival marketing, or e-commerce based on consumers' holiday psychology and emotional requirements, employs several marketing methods aimed at product marketing and brand promotion during a specific festival. According to the definition above, festival marketing encompasses the following two aspects: Festival marketing, for starters, is the result of combining node and consumer psychology. Second, festival marketing, like other marketing methods and objectives, aims to achieve effective communication by combining marketing strategies. The author discovered that the current e-commerce holiday marketing in China largely displays the following four categories based on the literature review: The first category uses Chinese traditional festivals as a breaking point, attempting to use traditional culture to arouse consumers' memories and promote purchase behavior, such as the New Year's Festival and Laba Festival, both of which were launched by major e-commerce platforms prior to Spring Festival; The second type is based on current Chinese holidays, such as March 8th's Queen's Day, which combines modern thinking and consumption culture to increase consumer

desire for goods. Imported festivals, such as Valentine's Day and Christmas Day, capitalize on people's psychological attraction to western culture to introduce foreign celebrations and create a marketing environment.

To boost their marketing networks, e-commerce providers take an effort to provide a specific significance to a specific period, i.e., e-commerce companies organize festivals, such as the "11" carnival. E-commerce firms are increasingly using festival creation marketing as a marketing approach (Boya, 2020).

3. Double Eleven Shopping Festival

The so-called "Double Eleven Carnival" is not a real festival in the traditional sense, but a virtual "online carnival" artificially created by e-commerce enterprises to attract consumers' attention for consumption. Taobao.com (taobao.com), China's largest online retail platform, currently has nearly 500 million registered users and more than 60 million regular visitors every day. At the same time, the number of online goods sold every day has exceeded 800 million, with an average of 48,000 goods sold every minute. With the expansion of the scale of Taobao and the increase in the number of users, Taobao has also changed from a single C2C online marketplace to a comprehensive retail business circle that includes various e-commerce models such as C2C (Consumer-to-Consumer), group buying, distribution, and auction. At present, it has become one of the e-commerce trading platforms in the world. The research in this paper involves the Double Eleven Shopping Festival. As Taobao and Tmall belong to Alibaba's e-commerce company, and now Tmall is the original Taobao Mall, which was separated from Taobao in June 2011 and specializes in B2C (Business To Customer) online shopping, and every year the "Double Eleven Carnival" Tmall and Taobao have corresponding merchandise to

participate in the activities, the Double Eleven Shopping Festival targeted in this study includes all the "Double Eleven" related marketing activities of Taobao and Tmall.(Boya, 2020).

2.1.7 Concept of Li Jiaqi

1. Li Jiaqi

Dubbed China's Lipstick King, Li Jiaqi is a live streaming sales powerhouse who has melted hearts with his charismatic—and candid—beauty industry reviews. While peers plug luxury items, Li has no problem giving top brands withering reviews—making his recommendations highly coveted. In 2019, for example, Li helped drive \$145 million in sales on the e-retailer Taobao during China's Double Eleven Festival shopping extravaganza; the year before, he sold 15,000 lipsticks in just five minutes. When the COVID-19 pandemic began, Li worked with state media to promote products from hard-hit Wuhan to help stimulate the city's economy. His charity work, particularly benefiting rural farmers, has further energized his online fan base. "Whether it is fighting COVID-19 or poverty alleviation, I think we need to play our part," he told state newswire Xinhua in September—and all as one of the most recognizable faces of China's live streaming e-commerce industry projected to be worth \$15 billion by 2023.

According to Alibaba data, Li's online broadcasts raked in over 1 billion yuan (142 million U.S. dollars) in sales on the shopping platforms of the Chinese tech titan in the month ahead of Double Eleven Festival China's annual shopping extravaganza. According to the observation of content marketing in the first half of 2019, in May 2019, "Li Jiaqi" was ranked first in the list of key opinion leaders (KOL) in the beauty

industry, and eighth in the list of Taobao Live-streaming celebrities. According to the "White Paper on Short Video Content Marketing Trends" released by CASS Data in March 2020, the report points out that "Li Jiaqi" is the fastest-growing KOL on the Douyin platform (the equivalent of TikTok in China) in 2019.

This research examines the personal branding of the "Li Jiaqi" brand. Li Jiaqi, formerly a Business Analyst under L'Oréal, became a dark horse among KOLs in 2019 by relying on Shake in short videos and Taobao Live streaming to share lipstick color samples. He became a Guinness World Record holder for lipstick application, and also successfully beat Jack Ma in the 2018 Double 11 Xiao broadcast lipstick selling contest and was called "Lipstick One". In the 2-hour live broadcast, he tried 380 daily red colors and successfully sold 15,000 lipsticks in 5 minutes of the broadcast. Currently, he has a total of 84,236,000 fans on ShakeYin, Weibo, Taobao Live-streaming, and Xiaohongshu, making him a key opinion leader (KOL) in the beauty industry. Given his strong influence on fan users, he is not only an opinion leader but also a personal brand with a distinctive personal label. Sales through live-streaming during the epidemic "definitely provided hope and a new outlet for companies to start investing in marketing, which supports the service industry and other industries as well," says Andrea Fenn, CEO of Fireworks, a Shanghai-based marketing consultancy.

Not everyone will succeed, though. Marketing consultancy boss Andrea Fenn says that despite the recent frenzy, the market is getting increasingly crowded. "Early adopters were able to obtain results with [often quite amateurish] live-streaming activities because the phenomenon was quite new and fresh." Now there are thousands of live-streaming out there and consumers are starting to wonder how come

we have gone back to a communication activity that looks much like a 1990s telemarketing show. "I am seeing more and more companies failing in their ability to increase sales through live-streaming due to consumer fatigue."

The personal branding case analyzed in this article is the "Li Jiaqi" brand. Li Jiaqi, formerly a Business Analyst under L'Oréal, became a dark horse among KOLs in 2019 by relying on ShakeYin short videos and Taobao live streaming to share lipstick color samples. He became a Guinness World Record holder for lipstick application, and also successfully beat Jack Ma in the 2018 Double 11 Xiao broadcast lipstick selling contest and was called "Lipstick Brother No 1". In the 2-hour live broadcast, he tried 380 daily red colors and successfully sold 15,000 lipsticks in 5 minutes of the broadcast. Currently, he has a total of 84,236,000 fans on ShakeYin, Weibo, Taobao Live, and Xiaohongshu, making him a key opinion leader (KOL) in the beauty industry. Given his strong influence on fan users, he is not only an opinion leader but also a personal branding with a distinctive personal label (Boya, 2020).

2. Li Jiaqi 's Double Eleven shopping show "All Girls' OFFER"

"All Girls' OFFER" is the first Chinese experimental variety show focusing on the brand offer produced by one Company. Revealing the secret behind Li Jiaqi's talk about offer for all the girls, filming Jiaqi's hot-blooded scene of confronting the brand boss to help "all the girls" bargain for welfare! The aim is to get the "offer" that "all girls" are most satisfied with to enter the live studio in Li Jiaqi, double 11, and at the same time arouse people's high discussion and attention on the brand and Jiaqi, to warm up double 11's strength and eventually feedback to the live studio to enhance the brand exposure and sales volume.

"All Girls' OFFER" has a total of 8 episodes, premiered on September 27, 2021,

on Li Jiaqi's all-social platform accounts, such as Tik Tok, Weibo, Bili Bili, and so on, with one episode updated every Monday, Wednesday, and Saturday. This is a form of content that takes UGC to its fullest. UGC refers to users presenting their original content to other users through the network platform. To a large extent, it depends on the user's preference for the protagonist. The foundation of this program is the millions of fans in Li Jiaqi, which is "All the Girls" in Jiaqi's brand.

Figure 2.1.7 # All Girls' OFFER #



Source: Weibo-Li Jiaqi Studio (2021d)

In this program, the core is Li Jiaqi himself. Li Jiaqi's style is true. It has set up a personal setting close to the users, which makes the users feel that it is true to bargain, and it is also true to benefit the girls. Even the brand side's dilemma and dissection are true. For the brand side, no matter whether Li Jiaqi gets an OFFER or not, it is positive publicity and makes people "look and want to buy". This is the charm of Li Jiaqi. Therefore, the brand is also willing to participate in the program to shape the image and spread the brand. In the end, the video of the shopping show successfully received nearly 100 billion broadcasts, which further contributed to the staggering total turnover of more than 10.6 billion yuan in Li Jiaqi on the 11th of February 2021.

In the evening, # Live Li Jiaqi # rushed to the top of the hot search on Weibo. The number of people in the live broadcast room reached 160 million at ground zero, with over 250 million likes and 24,000 comments, breaking the historical record of the live broadcast with goods. According to the statistics of the third-party platform, the sales volume of goods brought by the end of the live broadcast amounted to 8,214,400, with an estimated daily GMV of 3.4 billion.

2.1.8 Two-step Flow Theory

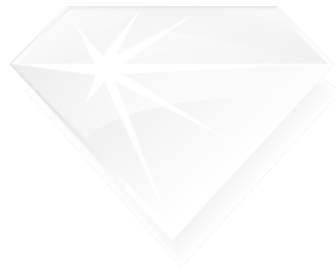
Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet proposed the two-step flow hypothesis in 1948 ("Magic Bullet," 2014). The hypothesis was initially presented in the 2014 publication of *Magic Bullet, People's Choice: How the Voter Makes Up His Mind in a Presidential Campaign*. The idea was developed by examining how voters made choices in the 1940 US presidential election (Postelnicu, 2016). Lazarsfeld, Berelson, and Gaude conducted research to determine whether news coverage in the media actually affected voters' choices ("Lazarfeld's Two Step Flow," 2016). They discovered that people will refer to a piece of information more frequently if it is spread through personal contact rather than the media. The single-step method and the magic bullet theories are opposed by this notion.

2.2 Research Questions

1. What is the impact of the marketing communication strategies of Li Jiaqi's Double Eleven shopping show "All Girls' OFFER on the customers' behavior based on the 4I Theory?
2. What are the types of communication strategies that Li Jiaqi's to promote the

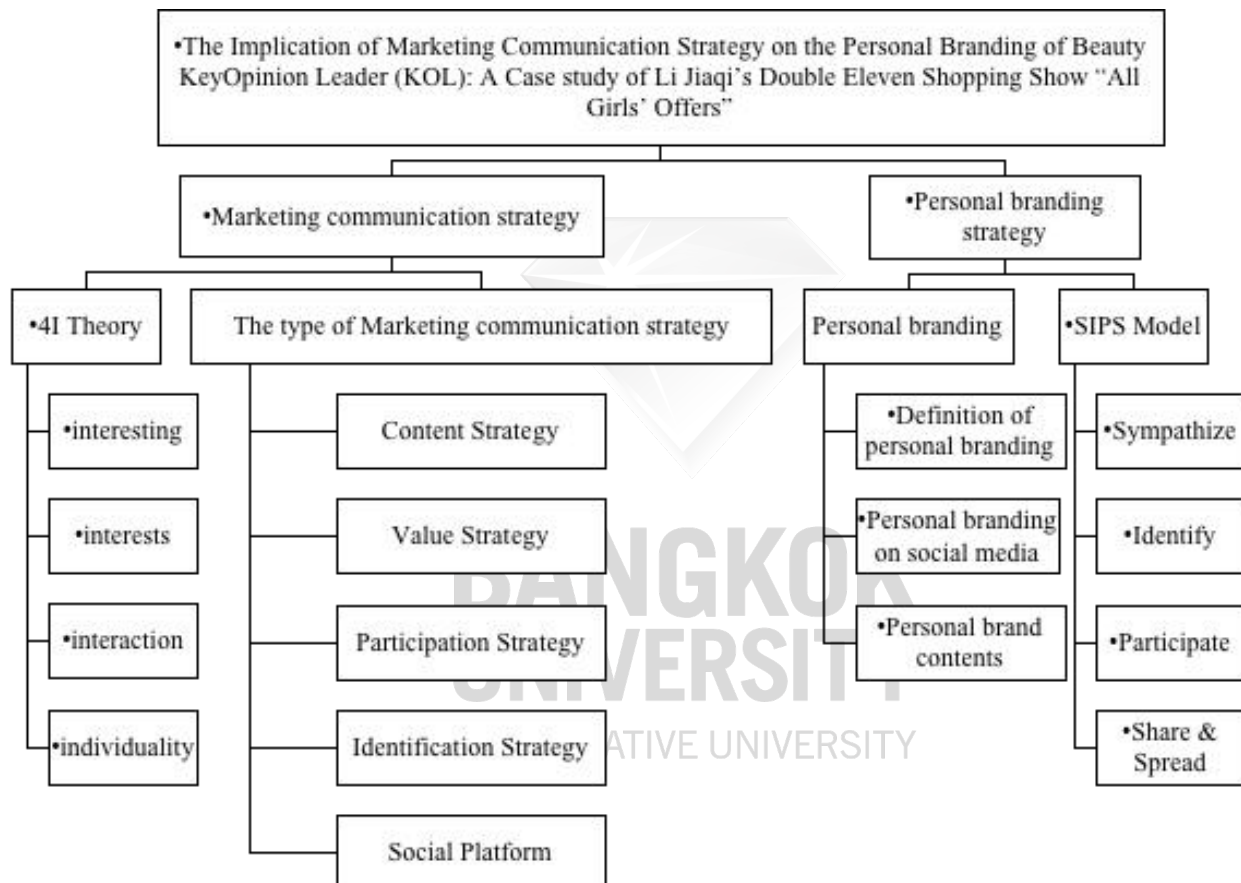
Double Eleven shopping show "All Girls' OFFER"?

3. What is the impact of the personal branding strategies of Li Jiaqi 's Double Eleven shopping show "All Girls' OFFER" on the customers based on the SIPS model?
4. What is the implication of Li Jiaqi 's Double Eleven shopping show "All Girls' OFFER" on the customers' behaviors?



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2.3 Theoretical Framework



CHAPTER 3

METHODOLOGY

The purpose of this research is to examine the marketing communication strategy and personal brand marketing communication strategy of Li Jiaqi's in promoting the Double Eleven shopping show's "All Girls' OFFER". Based on the 4I marketing theory and the SIPS model as the study framework, this paper utilizes the qualitative method with textual analysis and in-depth interviews. This paper analyzes the implication of "All Girls' OFFER" on Li Jiaqi's Double Eleven shopping show, to understand personal branding marketing communication and its characteristics and effects. The research design, population and sample selection, research technique, and research tools are all described in this chapter. The validity and reliability of the study are also covered.

3.1 Research Design

This study uses qualitative analysis, and covers 9 months (September 24, 2021, to June 24, 2022). The specific research method combines textual analysis and interview investigation. The above approach was chosen since it will help summarize the personal brand marketing communication strategies used during e-commerce festivals and will require a thorough analysis of the case materials.

3.1.1 Textual Analysis

The textual analysis is defined as “Textual analysis is the method communication researchers use to describe and interpret the characteristics of a recorded or visual

message.” (Frey, L., Botan, C., & Kreps, G. 1999). Textual analysis is the "All Girls' OFFER" of Li Jiaqi Double Eleven Shopping Show. The reason for choosing the above method is that this research method requires an in-depth analysis of the case materials and the induction of their effectiveness, to facilitate the summary of individual brand marketing communication strategies during the e-commerce festival. In addition, the 4I marketing theory and the SPIS model will be the basic basis and framework of this study. Based on the four dimensions of the SIPS model, namely, Sympathize, Identify, Participate and Share & Spread, this research will study the communication effect shown in Li Jiaqi's "All Girls' OFFER", and analyze and summarize its communication strategy according to 4I theory. This method may look difficult to operate, however, it is one of the simplest ways of researching as it involves a deep dive and thorough understanding of the data collection methods and inferring the data.

In order to investigate the implication of marketing communication strategy on the personal branding and audience consumer's behavior, the researcher analyzed the communication in the 9 episodes of Li Jiaqi's Double Eleven Shopping Show "All Girls' Offers" and analyze a case study based on 4I theory and the SIPS model. By doing this, our goal is to better understand and analyze the communication strategy of Li Jiaqi's Double Eleven Shopping Show "All Girls' Offers". The videos for Episode 9 will be arranged in chronological order, and text analysis will be conducted on the communication strategies and contents utilized in each episode.

3.1.2 In-depth Interview

In-depth interviews are a qualitative data collection method that allows for the

collection of a large amount of information about the behavior, attitude and perception of the interviewees (Guion, Diehl and McDonald, 2011). This article designs an in-depth interview for inquiry in order to assess the influence and effect on the audience's shopping behavior. The in-depth interview can be administered in several different ways posted on Internet sites and handed out personally. This study examines the impact of Li Jiaqi's personal brand communication strategy using in-depth interview data. Interviews are a form of qualitative research to extract data from a single respondent of the target population. An interview represents a dialog between the interviewer and respondent about a particular topic to elicit underlying beliefs, attitudes, and motivations (Hague, P. N, Hague & Morgan, 2004). Interviews have different levels of structure, ranging from structured to semi-structured and unstructured. In a structured interview, the researcher asks a predefined set of questions to each respondent in the same order and expects short answers.

On the other hand, unstructured interviews give a different perspective from a structured interview by encouraging respondents to discuss specific topics through a conversation with the interviewer (Moser & Kalton, 1971; Rowley, 2012). One significant advantage of in-depth interviews, as opposed to structured interviews or questionnaires, is their adaptability. A skillful interviewer can follow up on ideas, probe responses and investigate motives and feelings (Moser & Kalton, 1971). Each step within a research project contains the opportunity to influence the research output, so it's essential for a researcher to avoid errors during all phases of the research to increase the credibility of the results. For credibility to be attained, the entire research process must be valid and reliable, which is a major challenge when the methodology is based on semi-structured interviews (Barriball & While, 1994).

3.2 Population and Sample Selection

Purposive sampling was utilized in this study as a sampling technique. The judgmental sample, often referred to as a purposive sample, is a non-probability sampling technique in which the sample participants are solely picked based on the researcher's expertise and discretion. There is a likelihood that the results will be extremely accurate with a small margin of error because the researcher's knowledge is essential for creating a sample in this sampling technique (Lavrakas, 2008).

Therefore, according to the chronological order of “All Girls’ Offer” shopping show videos in Li Jiaqi Double Eleven, the researcher selected nine videos included in this shopping show series. Collect relevant information according to the time sequence. The number of key documents of this study is 9 episodes of Li Jiaqi's Double Eleven shopping show “All Girls’ Offers”, including the title, release time, video duration, video content, number of clicks, number of reposts, number of comments, number of the barrage, number of likes and collection of each video. (See Figure 3.2.1—3.2.10)

The research approach used involved in-depth semi-structured interviews with chosen informants who frequently conduct online shopping, followed by an analysis of the interview transcriptions utilizing the Constant Comparative Method (Glaser & Strauss, 1967) to determine and analyze the influence of Li Jiaqi on customer shopping behavior.

Figure 3.2 19 Episodes of Li Jiaqi's Double Eleven shopping show “All Girls’ Offers”



Source: *Li Jiaqi Austin's Personal Space-Li Jiaqi Austin's Personal Home Page-Mile*

Mile Mile Video. (2021). Space.bilibili.com. Retrieved

from :https://space.bilibili.com/168064909?spm_id_from=333.337.0.0

Figure 3.2 2 “All Girls’ Offers” 24-9-2021

【李佳琦】双十一offer大战，为了所有女生，我拼了！

25.4万 102 2021-09-24 15:11:56 未经授权，禁止转载



1人正在看，已装填 102 条弹幕



发个弹幕见证当下

弹幕礼仪 >

发送

8061

738

291

997

稿件投诉 笔记 更多

Source: *Li Jiaqi Austin's Personal Space-Li Jiaqi Austin's Personal Home Page-Mile*

Mile Mile Video. (2021). Space.bilibili.com. Retrieved

from :https://www.bilibili.com/video/BV1a44y147vC?spm_id_from=333.99

9.0.0&vd_source=3e499fcfa57d0673556bf102ecdbfe2e

Figure 3.2 3“All Girls’ Offers” 27-9-2021

【李佳琦】首期迎战LVMH集团！过程过于刺激，NEVER助阵超给力！

61.1万 7955 2021-09-27 12:06:23 未经作者授权，禁止转载



Source: Li Jiaqi Austin's Personal Space-Li Jiaqi Austin's Personal Home Page-Mile
 Mile Mile Video. (2021). *Space.bilibili.com*. Retrieved
 from :https://www.bilibili.com/video/BV1vf4y1E7eX?spm_id_from=333.999.0.0&vd_source=3e499fcfa57d0673556bf102ecdbfe2e

Figure 3.2 4“All Girls’ Offers”29-9-2021

【李佳琦】国货之战遭遇史上最难谈判老板，但我还是会battle到底！

▶ 47.4万 8127 2021-09-29 12:07:48 未经授权，禁止转载



Source: *Li Jiaqi Austin's Personal Space-Li Jiaqi Austin's Personal Home Page-Mile*

Mile Mile Video. (2021). Space.bilibili.com. Retrieved

from :https://www.bilibili.com/video/BV1C64y1877Y?spm_id_from=333.99

9.0.0

Figure 3.2 5“All Girls’ Offers” 2-10-2021

【李佳琦】用超温柔的语气谈超狠的OFFER！直击老板们的崩溃现场！

32.4万 4680 2021-10-02 12:00:21 未经作者授权，禁止转载



Source: *Li Jiaqi Austin's Personal Space-Li Jiaqi Austin's Personal Home Page-Mile*

Mile Mile Video. (2021). Space.bilibili.com. Retrieved

from :https://www.bilibili.com/video/BV1VL411s7r6?spm_id_from=333.9

9.0.0&vd_source=3e499fcfa57d0673556bf102ecdbfe2e

Figure 3.2 6“All Girls’ Offers” 4-10-2021

【李佳琦】和老板在西湖谈OFFER，为了所有女生我差点“跳湖”！

24.4万 3752 2021-10-04 12:01:35 未经作者授权，禁止转载
为了拿下资生堂的OFFER，我真是十八



Source: *Li Jiaqi Austin's Personal Space-Li Jiaqi Austin's Personal Home Page-Mile Mile Mile Video. (2021). Space.bilibili.com.*

Rretrieved from :https://www.bilibili.com/video/BV1tQ4y1B7JW?spm_id_from=333.999.0.0&vd_source=3e499fcfa57d0673556bf102ecdbfe2e

Figure 3.2 7“All Girls’ Offers”6-10-2021

【李佳琦】为了拿下资生堂的OFFER，我真是十八般武艺全用上了！

29.3万 1.1万 2021-10-06 12:00:48 未经作者授权，禁止转载



Source: *Li Jiaqi Austin's Personal Space-Li Jiaqi Austin's Personal Home Page-Mile*

Mile Mile Video. (2021). Space.bilibili.com. Retrieved

from :https://www.bilibili.com/video/BV1MT4y1f7in?spm_id_from=333.99

9.0.0

Figure 3.2 8“All Girls’ Offers” 9-10-2021

【李佳琦】从火花四溅的砍价现场到严寒的冰雪世界，我们拼了！

28.2万 5717 2021-10-09 12:04:07 未经授权，禁止转载



Source: *Li Jiaqi Austin's Personal Space-Li Jiaqi Austin's Personal Home Page-Mile*

Mile Mile Video. (2021). Space.bilibili.com. Retrieved

from :https://www.bilibili.com/video/BV12R4y1n7qy?spm_id_from=333.99

9.0.

Figure 3.2 9 “All Girls’ Offers” 11-10-2021



Source: *Li Jiaqi Austin's Personal Space-Li Jiaqi Austin's Personal Home Page-Mile*

Mile Mile Video. (2021). Space.bilibili.com. Retrieved

from :https://www.bilibili.com/video/BV16h411J77R?spm_id_from=333.99

9.0.0

Figure 3.2 10“All Girls’ Offers” 13-10-2021

【李佳琦】OFFER打响收官之战！“饼王”身份惨遭揭穿？！

20.1万 2200 2021-10-13 12:00:16 未经授权，禁止转载



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发个弹幕见证当下

弹幕礼仪 >

发送

8003

2166

432

717

稿件投诉

记笔记



Source: *Li Jiaqi Austin's Personal Space-Li Jiaqi Austin's Personal Home Page-Mile*

Mile Mile Video. (2021). Space.bilibili.com. Retrieved

from :https://www.bilibili.com/video/BV1TL411G7Sz?spm_id_from=333.99

9.0.0

3.3 Research Procedure

This study involves two phases as followings:


Phase 1: Textual Analysis and In-depth Interview

Phase 2: Data Analysis

3.3.1 Textual Analysis

The researchers chose the 9-episodes "All Girls' OFFER" video released by Li Jiaqi's official account as the media channel for content analysis. The data collection period was two months from September 24 to June 24, 2022 (see Table 3.3.1).

Table 3.3.1 The Li Jiaqi's Double Eleven shopping show "All Girls' Offers"

Epi sod es	Date	Title	Beauty Brand involved	Front cover
1	9-24- 2021	[Li Jiaqi] - Double Eleven offer War, I fought for all the girls!		

(Continued)

Table 3.3.1 The Li Jiaqi's Double Eleven shopping show “All Girls’ Offers”


(Continued) :

2	9-27-2021	[Li Jiaqi] Meet LVMH Group in the First Phase! The process is too exciting. NEVER helps the team. It's awesome!	Guerlain MAKE UP FOREVER FRESH	
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(Continued)

Table 3.3.1 The Li Jiaqi's Double Eleven shopping show “All Girls’ Offers”

(Continued) :

3	9-29-2021	[Li Jiaqi] The war on Chinese goods has encountered the most difficult negotiation in history, but I will still fight to the end!	PERFECDIARY WINONA	
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(Continued)

Table 3.3.1 The Li Jiaqi's Double Eleven shopping show “All Girls’ Offers”

(Continued) :

4	10-2-2021	[Li Jiaqi] To talk about a super-tough OFFER in a super-gentle tone! Hit the bosses' crash site!	QUADH A ZHUBEN	
5	10-4-2021	[Li Jiaqi] Talking about an OFFER with my boss in the West Lake, I almost "jumped the lake" for all the girls!	Florasis	

(Continued)

Table 3.3.1 The Li Jiaqi's Double Eleven shopping show “All Girls’ Offers”


(Continued) :

6	10-6-2021	[Li Jiaqi] In order to win the OFFER from SHISEIDO, I really used all the 18 kinds of martial arts!	SHISEIDO	
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(Continued)

Table 3.3.1 The Li Jiaqi's Double Eleven shopping show “All Girls’ Offers”

(Continued) :

7	10-9-2021	[Li Jiaqi] From the spark-spattere d price-cutting scene to the freezing world of ice and snow, we fought!	Sisley BOSIDENG	
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(Continued)

Table 3.3.1 The Li Jiaqi's Double Eleven shopping show “All Girls’ Offers”


(Continued) :

8	10-11 -2021	[Li Jiaqi] Xiao Li, a newcomer in the workplace, joined Johnson, breaking through many barriers just to win the explosive OFFER!	Johnson Dr.Ci:Labo Neutrogena	
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(Continued)

Table 3.3.1 The Li Jiaqi's Double Eleven shopping show “All Girls’ Offers”

(Continued) :

9	10-13 -2021	[Li Jiaqi] OFFER Starts the War of Ending! "cake king" identity was exposed? !	Helena Rubinstein	
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3.3.2 In-depth Interviews

Design an in-depth interview for the communication strategy of the personal brand of this program in Li Jiaqi's Double Eleven shopping show “All Girls’ Offers”, to help this thesis to conduct further research and investigation, about the Implication of Marketing Communication Strategy on the Personal Branding purchase behavior towards the audience.

Phase 2: Data Analysis

Data analysis and a summary of the findings make up the second part. The textual analysis of Li Jiaqi's Double Eleven Shopping Show "All Girls' Offers" used the 4I Theory model and the SIPS model as its conceptual framework to examine the impact of marketing communication strategy on personal branding. It also demonstrates the impact of Li Jiaqi's personal brand communication strategy on the

audience when the interview survey findings are paired with them.

The result of data analysis in qualitative process will be analyzed to give meaning and contribution to the research. In this research, the data will be analyzed in accordance with the theory of the study, to get the insight of the objectives of the study. To simplify the data analysis process, the data would be classified and group to the theme that relates to the objective of study. Theory will be applied in the process of data analyzing. The results of the qualitative data collection will be examined to provide meaning and contribute to the research. The important parts in qualitative data analysis are to explain and understand the interview data acquired during the collection procedure. It's also critical to recognize major trends that emerge from the data.

In addition to the above, the researcher clustered data in small categories, which eased the textual analysis process since this technique helps to get an overview impression instead of considering details in keywords. This method helped the author to examine well all data that were clustered in small categories. Indeed, according to Krippendorff's (2013) scholarly work entitled, *Textual Analysis. An Introduction to its Methodology*," such process helps the researcher to examine the extent considered especially those that have some certain aspects of similarity.

The data collected will be classified according to the theoretical framework and will then be analyzed based on the 4I Theory model and the SIPS model. The final findings will be presented descriptively. The data collected will be classified according to the theoretical framework and will then be analyzed. The final findings will be presented descriptively.

3.4 Research Instrument

The research tool of this study involves 9 episodes of Li Jiaqi's Double Eleven Shopping Show "All Girls' Offers" and the researcher who textually analyzed the implication of marketing communication strategy on personal branding.

Thematic coding sheet, also known as the Thematic analysis, will be employed in this study. It is a qualitative data analysis tool that analyzes the meaning of words and sentence structure to discover content in themes (Medelyan, 2020).

Four novel coding schemes were created by the researcher to measure the research findings. The research indicators for the subsequent examinations and analysis will be the coding schemes.

3.4.1 What are the marketing communication strategies used by Li Jiaqi to promote Double Eleven shopping show "All Girls' OFFER" behavior based on the 4I Theory?

Table 3.4.1: The coding scheme to examine the marketing communication strategies of Li Jiaqi's personal brand used in episodes Li Jiaqi's on Double Eleven Shopping Show "All Girls' Offers" based.

Episodes	Interesting	Interests	Interaction	Individuality
1				
2				
3				
4				
5				

6				
7				
8				
9				

The following factors are included in the coding scheme for analysis:

- Interesting indicates that any marketing communication strategy should pursue "interest". The traditional advertisement pursues creativity, but in the internet age, what should be pursued is creativity with fun and interesting attributes. It mainly collects the expressions in the video that arouse the audience's interest, such as product category, product price, discount intensity, etc.
- Interest is that marketing strategies must provide benefits to the target audience. Interaction aims to fully tap the interactivity of the network, make full use of the characteristics of the network to communicate with consumers, foster strengths and circumvent weaknesses, and let the function of the market communication strategy play to the extreme. It mainly collects the expressions of the design audience's interests in the video, such as discount intensity, discount volume, and price comparison.
- Interaction aims to fully tap the interactivity of the network, make full use of the characteristics of the network to communicate with consumers, foster strengths and circumvent weaknesses, and let the function of the market communication strategy play to the extreme. It mainly collects the content about the direct interaction between Li Jiaqi and the audience in the video, as well as the number

of video comments and the number and content of barrages.

- Individuality explains that personalized marketing is to make consumers feel satisfied that they are "focused". Individualized marketing communication strategies are more favorable to consumers and are more likely to trigger interaction and purchase action. It mainly collects personalized content related to Li Jiaqi in videos and personalized marketing campaigns mainly aimed at users.

3.4.2 What types of marketing communication strategies does Li Jiaqi's personal brand use in episodes on Li Jiaqi's Double Eleven Shopping Show "All Girls' Offers"

Table 3.4.2: The coding scheme to examine the types of marketing communication strategies Li Jiaqi's personal brand use in episodes of Li Jiaqi's Double Eleven Shopping Show "All Girls' Offers".

Episodes	Content Strategy	Value Strategy	Participation Strategy	Identification Strategy	Social Platform
1					
2					
3					
4					
5					
6					
7					
8					

9					
---	--	--	--	--	--

The following factors are included in the coding scheme for analysis:

- **Content Strategy:** Create content that meets the interests of the audience. The basis of attracting users' attention is to spread interesting content that users are interested in, producing high-quality content according to one's professional expertise, and interestingly reaching the audience are the driving forces of all brand marketing communications, including personal brands. It mainly collects specific expressions in the video.
- **Value Strategy:** At numerous levels, meet the needs of users. Users interact with the media to fulfill their own requirements. Maslow argues that people's needs range from low to high, according to his hierarchy of needs hypothesis. Consumers hope that watching content will help them make better consumption decisions in the context of diverse consumption, cultural diversity, and value variety. The main collection of video-related data: number of hits, number of likes, number of hits, number of collections, number of messages, number of forwards, number of barrages.
- **Participation Strategy:** Deepen user participation through interaction. "Participation" is to better involve users in brand marketing activities. It mainly collects the number of messages and barrages in the video, as well as the final volume of merchandise sold during the Double Eleven shopping festival.
- **Identification Strategy:** Shaping Individualized Brand Image. From a psychological point of view, "attention" is a psychological process that run sell the time. Only by first noticing can we further remember and think. Let users

know the brand according to the expectation of the brand, which is the purpose of shaping the personal brand image and forming unique cognition in the users' hearts. The main collection of videos about "Li Jiaqi" personal branding symbols, images, and image construction.

- **Social Platform: Using Social Platform to Realize Three-dimensional Communication.** The dissemination channels cover various channels such as social platforms, short video platforms, and portal websites, forming a full-coverage dissemination network. It mainly collects the dissemination methods of various channels and platforms of video.

3.4.3 What is the impact of the personal branding strategy of Li Jiaqi's Double Eleven shopping show "All Girls' OFFER" on the customers based on the SIPS model?

Table 3.4.3. : The coding scheme to examine the impact of the personal branding strategy used in episodes Li Jiaqi's on Double Eleven Shopping Show "All Girls' Offers" based on the SIPS model.

Episodes	Sympathize	Identify	Participate	Share & Spread
1				
2				
3				
4				
5				
6				

7				
8				
9				

The following factors are included in the coding scheme for analysis:

- Sympathize is the information sender that attracts consumers' attention and has emotional resonance with the users. It mainly collects the expressive content in the video that arouses the audience's sympathy.
- Identify is remove the barriers of users, establish the awareness of users, and let users perceive that the information from the sender is valuable to them. It mainly collects the identification content of "Li Jiaqi" personal brand in the video.
- Participate in content sharing is carried out for different user groups, and the target groups are stimulated to put their attention and purchasing power into practical actions through interaction. It mainly collects the content about the user's communication in the video, as well as the number of video forwards, comments, barrages, and content.
- Share & Spread is after users have purchased, they can return to social media through various publicity means to conduct publicity and sharing spontaneously, forming good word-of-mouth promotion and secondary dissemination. It mainly collects the dissemination methods of various channels and platforms of video, as well as the number of video forwards, comments, barrages, and contents.

3.4.4 To explore the implication of Li Jiaqi's Double Eleven shopping show "All Girls' OFFER" on the customers' behaviors.

This research uses semi-structured, in-depth interviews to build a trusting relationship with the target respondents, which is necessary to obtain an in-depth understanding of Li jiaqi, communication strategy, and personal branding (Hague et al., 2004). Additionally, an in-depth interview will provide some degree of observation of the respondents in relation to online buying (e.g., asking them to describe their shopping experience in Li Jiaqi studio). Selecting in-depth interviews as one of the data collection methods is appropriate when considering the need for rich data from stakeholders, decision-makers, and target consumers (Alam, 2005).

The semi-structured interviews will include, but are not limited to the following set of questions:

(1) Are you familiar with Li Jiaqi? Do you have any shopping experience at the Li Jiaqi studio? If so, what accurately products are they?

(2) Did you get it shopping at Li Jiaqi studio during the Double Eleven? Why is this so?

(3) Have you seen Li Jiaqi's shopping show "All Girls' OFFER" on Double Eleven? If so, which episode? And how would you describe Li Jiaqi's Double Eleven shopping show "All Girls' OFFER"?

(4) What is your comment on Li Jiaqi's personal branding?

(5) Do you think Li Jiaqi should be recommended to others? Will you continue to follow Li Jiaqi after that?

(6) Did Li Jiaqi's video influence your daily online shopping?

3.5 Reliability and Validity of the Study

Since this paper is primarily qualitative research, we can also support the

development of this paper by analyzing the research findings of relevant literature at home and abroad. For example, through literature review, it was found that the main research subject of this research, "personal brand", is still a new field, and scholars' research has reached the stage of "online celebrities" in the main body of personal brand owners. However, there is no deeper discussion on significant opinion leaders as super online celebrities. Therefore, this paper can only discover these valuable directions through a literature review.

The textual analysis of Li Jiaqi's brand identity as presented by the celebrity himself on social media platforms was based on the 4I marketing theory, with the SIPS model as the research framework. This framework theoretically guided the data analysis. This can ensure the validity of the study to a certain extent.

CHAPTER 4

RESEARCH FINDINGS

4.1 Introduction

The findings from the text analysis and in-depth interviews of the 9 episodes of Li Jiaqi's Double Eleven shopping show "All Girls' OFFER" which were shown between September 24, 2021, and June 24, 2021 are presented in this chapter.

The findings of the current research are presented in this chapter's 2 sections. First, simple text forms are utilized for analysis in addition to the data from the text analysis that were used to address the first to third research questions. The second section presents the results of the in-depth interviews. According to research question 4, the qualitative data are given with an emphasis on how Li Jiaqi's Double Eleven shopping show "All Girls' OFFER" affects consumer behavior.:

1. What are the marketing communication strategies used by Li Jiaqi to promote the Double Eleven shopping show "All Girls' OFFER" behavior based on the 4I Theory?
2. What are the types of communication strategies that Li Jiaqi used to promote the Double Eleven shopping show "All Girls' OFFER"?
3. What is the impact of the personal branding strategy of Li Jiaqi 's Double Eleven shopping show "All Girls' OFFER" on the customers based on the SIPS model?
4. What is the implication of Li Jiaqi 's Double Eleven shopping show "All Girls' OFFER" on the customers' behaviors?

4.2 Textual Analysis Findings of Research Question 1-3

4.2.1 Research Question # 1: What are the marketing communication strategies used by Li Jiaqi to promote the Double Eleven shopping show "All Girls' OFFER behavior based on the 4I Theory?

Using the theoretical framework of 4I Theory, the researcher used textual analysis to examine the marketing communication strategies of Li Jiaqi's Double Eleven shopping show. The results for textual analysis are as follows:

Table 4.2.1: The coding scheme to examine the marketing communication strategies of Li Jiaqi's personal brand used in episodes Li Jiaqi's on Double Eleven Shopping Show "All Girls' Offers" based.

Episodes	Interesting	Interests	Interaction	Individuality
1	<ul style="list-style-type: none"> ● Double Eleven offer War ● fought for all the girls! 	<ul style="list-style-type: none"> ● Announcements for all commodity categories on the Double Eleven 	<ul style="list-style-type: none"> ● Interaction with users in video comment area and video barrage 	<ul style="list-style-type: none"> ● Appearance and Display of Personal Brand Image in Video

(Continued)

Table 4.2.1: The coding scheme to examine the marketing communication strategies of Li Jiaqi's personal brand used in episodes Li Jiaqi's on Double Eleven Shopping Show "All Girls' Offers" based. (Continued)

2	<ul style="list-style-type: none"> ● LVMH Group ● NEVER helps the team 	<ul style="list-style-type: none"> ● Price negotiation of products 	<ul style="list-style-type: none"> ● Interaction with users in video comment area and video barrage 	<ul style="list-style-type: none"> ● Appearance and Display of Personal Brand Image in Video
3	<ul style="list-style-type: none"> ● Chinese goods ● most difficult negotiation 	<ul style="list-style-type: none"> ● Price negotiation of products 	<ul style="list-style-type: none"> ● Interaction with users in video comment area and video barrage 	<ul style="list-style-type: none"> ● Appearance and Display of Personal Brand Image in Video

(Continued)

Table 4.2.1: The coding scheme to examine the marketing communication strategies of Li Jiaqi's personal brand used in episodes Li Jiaqi's on Double Eleven Shopping Show "All Girls' Offers" based. (Continued)

4	<ul style="list-style-type: none"> ● super-gentle tone 	<ul style="list-style-type: none"> ● Price negotiation of products 	<ul style="list-style-type: none"> ● Interaction with users in video comment area and video barrage 	<ul style="list-style-type: none"> ● Appearance and Display of Personal Brand Image in Video
5	<ul style="list-style-type: none"> ● "jumped the lake" for all the girls! 	<ul style="list-style-type: none"> ● Price negotiation of products 	<ul style="list-style-type: none"> ● Interaction with users in video comment area and video barrage 	<ul style="list-style-type: none"> ● Appearance and Display of Personal Brand Image in Video

(Continued)

Table 4.2.1: The coding scheme to examine the marketing communication strategies of Li Jiaqi's personal brand used in episodes Li Jiaqi's on Double Eleven Shopping Show "All Girls' Offers" based. (Continued)

6	<ul style="list-style-type: none"> the 18 kinds of martial arts 	<ul style="list-style-type: none"> Price negotiation of products 	<ul style="list-style-type: none"> Interaction with users in video comment area and video barrage 	<ul style="list-style-type: none"> Appearance and Display of Personal Brand Image in Video
7	<ul style="list-style-type: none"> spark-spatter red price-cutting scene freezing world of ice and snow 	<ul style="list-style-type: none"> Price negotiation of products 	<ul style="list-style-type: none"> Interaction with users in video comment area and video barrage 	<ul style="list-style-type: none"> Appearance and Display of Personal Brand Image in Video

(Continued)

Table 4.2.1: The coding scheme to examine the marketing communication strategies of Li Jiaqi's personal brand used in episodes Li Jiaqi's on Double Eleven Shopping Show "All Girls' Offers" based. (Continued)

8	<ul style="list-style-type: none"> ● newcomer in the workplace 	<ul style="list-style-type: none"> ● Price negotiation of products 	<ul style="list-style-type: none"> ● Interaction with users in video comment area and video barrage 	<ul style="list-style-type: none"> ● Appearance and Display of Personal Brand Image in Video
9	<ul style="list-style-type: none"> ● the War of Ending 	<ul style="list-style-type: none"> ● Price negotiation of products 	<ul style="list-style-type: none"> ● Interaction with users in video comment area and video barrage 	<ul style="list-style-type: none"> ● Appearance and Display of Personal Brand Image in Video

4.2.1.1 Marketing Strategy Based on Principle 1: Interesting

1. Interesting video contents.

Li Jiaqi released the Double Eleven shopping show "All Girls' OFFER" with the

most interesting video content. The main content of "All Girls' OFFER" is the process of Li Jiaqi visiting various cooperation brands to talk about the OFFER and benefits for "all girls" on the eve of filming Double Eleven. Different from Double Eleven Shopping Festival 's model marketing in previous years, this year's " All Girls' OFFER " in Double Eleven Shopping Festival is a surprise for all consumers prepared by Li Jiaqi and its company Mei ONE. As a bridge between consumers and brands, Li Jiaqi Studio hopes that consumers can enjoy the best products and prices. It also hopes that it can help the treasure of Chinese goods to "circle" and pass its unique corporate culture and brand stories to consumers.

As an audio-visual and audio-visual multimedia form, video has natural entertainment attributes. Brand product promoters often use its varied forms to create topics and help brand marketing. In the past, the cooperation process between e-commerce anchors and merchants was hidden behind the scenes. Although the audience was curious, they could not understand it. What they often saw was the final selling mechanism. This time, the new variety show broke the old conventions for the first time and announced the whole process of negotiating an OFFER and signing the "seal" on the spot in the form of the variety show. Even if the audience did not participate in it, they could also experience the real atmosphere of the negotiation spot through a variety show.

2. Personal brand cartoon personification.

Li Jiaqi's personal brand image is not his own, but chose his pet Never, which is a Bichon Frise with a healing smile. The overall appearance never looks very beautiful, with a fluffy head, round eyes, and a small head. Like a lovely angel, fans who love Never affectionately call it Never and name themselves Never. They even

built a Weibo super-dialect "Never" and gathered more than 3,000 fans. Apart from frequently appearing in the studio to interact with stars, Never also has its own cartoon image and derivative content. There is also a derivative family of never. Even major brands launch joint restricted commodities with never. In this way, we can maintain the consumption group of young girls, consolidate the number of fans in Li Jiaqi, and improve the loyalty, promotion, and sales volume of fans. The interesting principle in 4I theory has a natural affinity with Li Jiaqi's video marketing. With the aid of the video's own characteristics, personal brand marketing pays more and more attention to grasping and using the advantages of this marketing.

4.2.1.2 Marketing Strategy Based on Principle 2: Interests

The first is financial benefits. Basic interests are those in things. The negotiation Li Jiaqi has with numerous brand partners in the film, as well as Li Jiaqi's many predatory schemes and price-cutting tactics, all clearly demonstrate that he empathizes the consumer and wants to give all female students the best possible discounts and benefits. The final beneficiaries of good service, whether they are Li Jiaqi or the brand, are the customers. On the brand's end, they can hear what customers have to say, realize that they have high expectations for their own products and a genuine love for them, and finally come to an agreement to OFFER. This includes a wonderful conversation in addition to the attractiveness of adults.

The second is how interests relate to one another. The highest level of interest is that which satisfies consumers' moral or philosophical needs. Customers can feel the intimacy that Li Jiaqi is in a shared camp with them when they buy and use items because we can build relationship-related interests with customers through the video

of Li Jiaqi's customers are more likely recommend a brand's products when they see Li Jiaqi's movie, which makes them feel proud of their purchases and gives them a sense of identity with it. With the help of the video platform, Li Jiaqi's Double Eleven Marketing launched Empathy marketing, (Empathetic marketing is all about putting yourself in your customers' shoes. It gives you the opportunity to develop an understanding of your audience's struggles, concerns, and desires.) which is undoubtedly a way to get through the common audience's same life experience and shared psychological feelings. Despite individual differences, Li Jiaqi's Double Eleven shopping show "All Girls' OFFER" seeks the greatest common denominator of consumer psychology; that is, Li Jiaqi shows some video content that can arouse consumers' empathy in the form of videos for the benefit of all girls, forming a word-of-mouth effect and bringing sustained sales revenue for the Double Eleven Shopping Festival. Li Jiaqi also transformed the interests of consumers in the 4I theory into the interests of brands (sellers) during this process, and emotional value into material value. For example, the number of Li Jiaqi fans who liked the video and the content of the comments show this point very clearly.

4.2.1.3 Marketing Strategy Based on Principle 3: Interaction

The interaction principle is an important principle in the 4I principle. Communication interaction in social media can make both parties directly talk, and good interaction can enhance mutual trust, which in turn will become a solid foundation for relationship marketing and word-of-mouth marketing. Compared with graphic content, video requires more interactivity and participation. The video content needs to consider the audience's viewing psychology in front of the screen, and the

photographer cannot be immersed in the state of self-talk. Audio-visual cooperation is more conducive to the audience to interact as participants, to achieve the purpose of communication. In the Double Eleven shopping show "All Girls' OFFER" video released by Li Jiaqi, consumer experience and feedback were mentioned many times, and even the filming content of the consumer's actual experience was added in the sixth episode. (See Figure 4.2.1.3) Besides the video, there are also tens of thousands of comments and barrages. These are the interactions between individual brands and consumers in Li Jiaqi.

1.Public domain traffic is fan interaction.

Public domain traffic mainly refers to the platform traffic shared by all merchants, such as Tik Tok, Taobao, and Little Red Book. The main public platform for this video in Li Jiaqi is bilibili, like international YOUTUBE. bilibili's core positioning is a pan-entertainment video community for pan-youth groups. The core positioning of the products is to build a more younger and highly inclusive entertainment community based on interest and social interaction and diversified content. User-oriented, content-oriented, and community-oriented are the three core orientations for the future development of our products. On bilibili, the number of fans in Li Jiaqi was 1.537 million, while the number of fans in the popular beauty makeup KOL was 1.296 million and Nicole was 1.138 million. On other social platforms, the gap is even more pronounced, with Li Jiaqi consistently topping the list of fans. Such a big difference in the number of fans is related to the video content released. The video content of "All Girls' OFFER", a " Double Eleven shopping show released by Li Jiaqi, is a video shot with the theme of the Double Eleven Shopping Festival, which consumers pay most attention to at present, thus arousing the

emotional and value resonance of consumers. On the day of the 2021 Double Eleven Shopping Festival, the sales volume exceeded 10 billion to a record high, and the final sales volume of the Li Jiaqi studio reached 10.653 billion yuan. This is the rapid promotion of the video in Li Jiaqi and the way to turn it into sales volume. Therefore, the drainage of public traffic is a very important link.

Figure 4.2.1.3 Li Jiaqi invites users to participate in video shooting.



Source: Li Jiaqi Studio. (2021d). Retrieved from:

https://space.bilibili.com/168064909?spm_id_from=333.337.0.0

2.Private community is to complete the fan interaction closed loop.

Private domain traffic mainly refers to self-media marketing managed by affiliated companies, such as official websites, Certified Weibo, WeChat official accounts, etc. Li Jiaqi will write a valuable and attractive article around the users in the WeChat circle of friends, Weibo, etc., and use stimulating words in the title and

copy content to stimulate the curiosity of customers, thus increasing the click-through rate of the article. The establishment of the WeChat group is an indispensable part of private domain traffic. It trains KOC (key opinion consumers) to publish lists, evaluate and record their lives on different WeChat groups of friends, and approach customers to obtain audience trust; Reservations for live streaming of single items; From time to time, we maintain our existing customer base and bring in new product flows through promotional methods such as profit promotion, the limited second of time sales and new product full refund in the micro-trust group. 50% of the reports and feedback from the third-party survey and statistics institutions are from WeChat and QQ self-media marketing, and they pay attention to the shopping activities in Li Jiaqi. In the theory of social psychology, it is to gain customers' trust by entering the lives of the target customers from WeChat.

3.Create topics to attract fans.

The content released by Li Jiaqi on the social platform is mainly based on interactive topics, encouraging interested customers to make interactive replies, focusing on real-time hot spots or hot topics in different time periods, to attract more users using the social platform to participate in the interaction and to insert some product information into the interaction process to imperceptibly realize interactive marketing. In other words, Li Jiaqi drives the promotion of branded products to achieve the goal of product sales. The topic of the Weibo brand in Li Jiaqi ranked No.1 in the beauty makeup list, and during the Double Eleven, new topics# All Girls' OFFER # and # Li Jiaqi Double Eleven # were specially created for the "All Girls' Offer" video.

4.2.1.4 Marketing Strategy Based on Principle 4: Individuality

The individuality principle of 4I theory requires brands to form their own unique positioning and do a good job in consumer segmentation. Individualized marketing is to make consumers feel that an advertisement or marketing activity is specially designed for him/her, to produce private order. On the one hand, personal branding must have its own characteristics, styles, labels, and even its own personalities and attitudes, so that it can be more easily found and noticed by the audience. On the other hand, personalized marketing is also inseparable from the support of big data. Through the accurate information capture of big data, brands can know the detailed information and refined needs of each user, and carry out targeted marketing programs, thus improving the marketing communication efficiency and promoting the generation of purchasing behavior.

The brand chooses to cooperate with KOL, which accords with its own brand style. For example, in recent years, many maternal and infant brands prefer to choose Papi Jia as the promotion product of KOL, mainly because she has been promoted from a teenage girl to a mother, which is more in line with the brand image. Through interesting videos, it can link the differentiated characteristics of the brand with the psychological needs of consumers, to meet their personalized needs and also adapt to the needs of brand differences. Li Jiaqi's natural unique style naturally highlights its personal brand among many brands, thus forming a unique personal brand positioning, which in turn attracts the attention of the audience. The findings showed that ways that Double Eleven shopping used to promote individuality in Li Jiaqi's "All Girls' Offer" are as follows:

1. Cross-border joint personalized IP products.

Cross-border joint brand name brings sparks to the collision between brands, bringing new products into public view again. Li Jiaqi and China's Color Makeup Flower Xizi jointly launched new products at the 2021 Double Eleven Shopping Festival. Previously, the Double Eleven Shopping Festival Perfect Diary in 2019, a collaboration between Li Jiaqi's personal brand and China's make-up brand Perfect Diary, instantly sold out the 12-color eye shadow Meng Chong series, which was jointly signed and sold live across the border. In addition, in April 2022, Li Jiaqi also opened the "Naiwa Family Special Event", which, in addition to the usual joint names with brands such as Taotaoju (mooncake brand), Baicaowei (nut brand), Kongke (pasta brand) and Lipton (tea brand), based on the concept of the Chinese New Year Festival, launched a new year package consisting of 7 Naiwa Family products and 25 delicious snacks under the joint name of "Naiwa Family X Brand X Festival". This model not only brings into play the IP effect of the Naiwa Family, but also integrates with the current festival theme. Li Jiaqi seized this opportunity, and the product development also solicited the opinions of the consumers, to let the customers participate in the product development fundamentally. As a result, it generated a sense of pride and achievement and was more willing to share with his friends on the social platform.

2. Individually organize brand activities.

In the Double Eleven shopping show "All Girls' OFFER" video released by Li Jiaqi, a differentiated competitive strategy was selected to establish the video positioning. The video showed the characteristics of respecting young people's personalized consumption and respecting the needs of every consumer. It even launched a live sales reservation service for related products in Li Jiaqi, in which

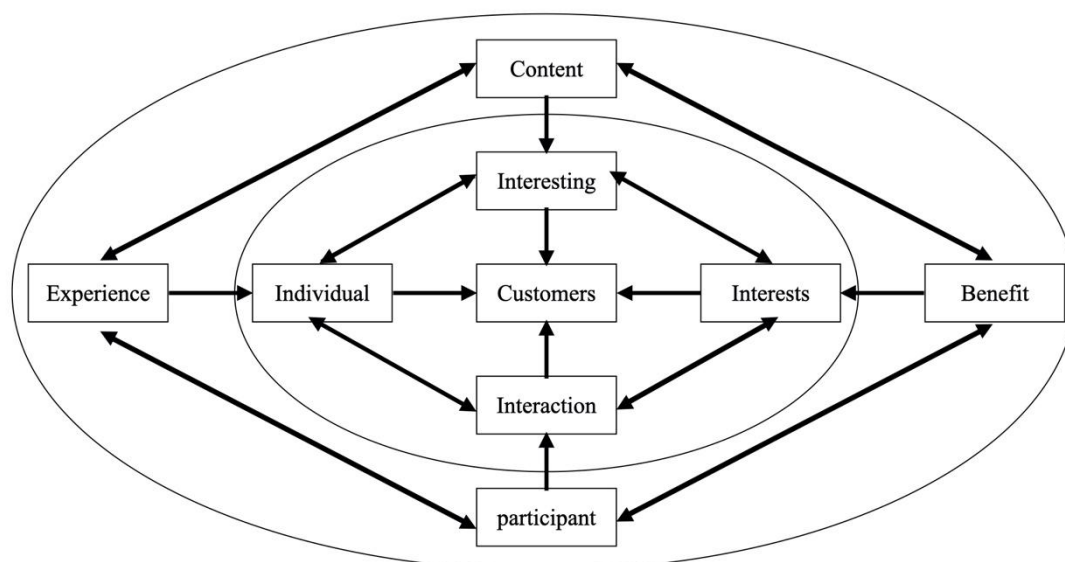
consumers submit their ideas and compositions to the Li Jiaqi video platform. In addition, Li Jiaqi also independently designed and organized activities related to the individual brand —Never's Family, such as a healing dog to help lonely old people and autistic children. Many therapeutic dogs and their owners also came to the scene to show their healing skills, such as killing with crooked faces and dancing to music. A few days ago, "never" and four other pet dogs in Li Jiaqi formed a "Naiwa family" to send warmth to people. Similarly, doctors and nurses fought on the front in the process of fighting the epidemic of covid-19, and Li Jiaqi and "all the girls" also supported in the rear. In April 2021, Li Jiaqi and Zhu Guangquan, the news anchor of CCTV, launched a public welfare campaign "Thank you for your contribution to Hubei". The two-hour live streaming attracted more than 120 million netizens and sold out more than the 40-million-yuan worth of Hubei agricultural products. At the annual meeting, Li Jiaqi said: "All the girls are trying to do a lot of great things. I also hope I can do more for you. " Later, he announced that he would donate 10 mother's health express trains in the name of "all girls" for free health screening of women and children in remote areas, distribution of fund-raising drugs, health consultation, and free clinic.

3.Choose a personal brand from the perspective of fans.

Since the rise of media platforms, the fan economy has entered a new stage of development. Li Jiaqi still focuses on the target users, and fans "invite" the stars. The brands and stars appearing in the video of "All Girls' OFFER", the Double Eleven shopping show released by Li Jiaqi, were all selected based on a survey conducted after the end of the Double Eleven shopping festival the previous year. Li Jiaqi maximized the use of fans' economy to harvest the traffic, invited stars of the same

age as the target crowd to share beauty products, and uses the interaction between idols and fans to transform the interaction between idols and fans into the interaction between fans and brands. This figure shows the influence of Li Jiaqi's fans concretely and clearly. Thus, on the first day of the Double Eleven Shopping Festival in 2021, the cumulative transaction volume reached 11.5 billion yuan, with the highest sales volume of single brand items reaching 389 million yuan, adding 2.83 million people.

Figure 4.2 The marketing communication strategy of Li Jiaqi 's Double Eleven



4.2.2 Research Question # 2: What are the types of communication strategies that Li Jiaqi used to promote the Double Eleven shopping show "All Girls' OFFER"?

The findings revealed that Li Jiaqi employed the following types of communication strategies to promote the Double Eleven shopping show "All Girls' OFFER", including content strategy, value strategy, participation strategy, identification, and using social platforms:

Table 4.4.2: The coding scheme to examine the types of marketing communication strategies Li Jiaqi's personal brand use in episodes of Li Jiaqi's Double Eleven Shopping Show "All Girls' Offers".

Epi sod es	Content Strategy	Value Strategy	Participation Strategy	Identification Strategy	Social Platform
1	<ul style="list-style-type: none"> ● Video related to the first shopping festival in China 	<ul style="list-style-type: none"> ● Meet the needs of users at multiple levels 	<ul style="list-style-type: none"> ● invites users to participate in video shooting. 	<ul style="list-style-type: none"> ● display the IP products ● Individual ly organize brand activities. 	<ul style="list-style-type: none"> ● All platform apps put videos

(Continued)

Table 4.4.2: The coding scheme to examine the types of marketing communication strategies Li Jiaqi's personal brand use in episodes of Li Jiaqi's Double Eleven Shopping Show "All Girls' Offers". (Continued)

2	<ul style="list-style-type: none"> ● Guerlain ● MAKE UP FOREVER ● FRESH 	<ul style="list-style-type: none"> ● Meet the needs of user's at multiple levels 	<ul style="list-style-type: none"> ● invites users to participate in video shooting. 	<ul style="list-style-type: none"> ● display the IP products ● Individual ly organize brand activities. 	<ul style="list-style-type: none"> ● All platform apps put videos
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(Continued)

Table 4.4.2: The coding scheme to examine the types of marketing communication strategies Li Jiaqi's personal brand use in episodes of Li Jiaqi's Double Eleven Shopping Show "All Girls' Offers". (Continued)

3	<ul style="list-style-type: none"> ● PERFECT DIARY ● WINONA 	<ul style="list-style-type: none"> ● Meet the needs of users at multiple levels 	<ul style="list-style-type: none"> ● invites users to participate in video shooting. 	<ul style="list-style-type: none"> ● display the IP products ● Individual ly organize brand activities. 	<ul style="list-style-type: none"> ● All platform apps put videos
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(Continued)

Table 4.4.2: The coding scheme to examine the types of marketing communication strategies Li Jiaqi's personal brand use in episodes of Li Jiaqi's Double Eleven Shopping Show "All Girls' Offers". (Continued)

4	<ul style="list-style-type: none"> ● QUADHA ● ZHUBEN 	<ul style="list-style-type: none"> ● Meet the needs of users at multiple levels 	<ul style="list-style-type: none"> ● invites users to participate in video shooting. 	<ul style="list-style-type: none"> ● display the IP products ● Individual ly organize brand activities. 	<ul style="list-style-type: none"> ● All platform apps put videos
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(Continued)

Table 4.4.2: The coding scheme to examine the types of marketing communication strategies Li Jiaqi's personal brand use in episodes of Li Jiaqi's Double Eleven Shopping Show "All Girls' Offers". (Continued)

5	<ul style="list-style-type: none"> ● Florasis 	<ul style="list-style-type: none"> ● Meet the needs of users at multiple levels 	<ul style="list-style-type: none"> ● invites users to participate in video shooting. 	<ul style="list-style-type: none"> ● display the IP products ● Individual ly organize brand activities. 	<ul style="list-style-type: none"> ● All platform apps put videos
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(Continued)

Table 4.4.2: The coding scheme to examine the types of marketing communication strategies Li Jiaqi's personal brand use in episodes of Li Jiaqi's Double Eleven Shopping Show "All Girls' Offers". (Continued)

6	<ul style="list-style-type: none"> ● SHISEIDO 	<ul style="list-style-type: none"> ● Meet the needs of users at multiple levels 	<ul style="list-style-type: none"> ● invites users to participate in video shooting. 	<ul style="list-style-type: none"> ● display the IP products ● Individual ly organize brand activities. 	<ul style="list-style-type: none"> ● All platform apps put videos
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(Continued)

Table 4.4.2: The coding scheme to examine the types of marketing communication strategies Li Jiaqi's personal brand use in episodes of Li Jiaqi's Double Eleven Shopping Show "All Girls' Offers". (Continued)

7	<ul style="list-style-type: none"> ● Sisley ● BOSIDENG 	<ul style="list-style-type: none"> ● Meet the needs of users at multiple levels 	<ul style="list-style-type: none"> ● invites users to participate in video shooting. 	<ul style="list-style-type: none"> ● display the IP products ● Individual ly organize brand activities. 	<ul style="list-style-type: none"> ● All platform apps put videos
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(Continued)

Table 4.4.2: The coding scheme to examine the types of marketing communication strategies Li Jiaqi's personal brand use in episodes of Li Jiaqi's Double Eleven Shopping Show "All Girls' Offers". (Continued)

8	<ul style="list-style-type: none"> ● Johnson ● Dr.Ci:Labo ● Neutrogena 	<ul style="list-style-type: none"> ● Mee <p>t the</p> <p>nee</p> <p>ds</p> <p>of</p> <p>user</p> <p>s at</p> <p>mul</p> <p>tiple</p> <p>leve</p> <p>ls</p>	<ul style="list-style-type: none"> ● invites <p>users to</p> <p>participate</p> <p>in video</p> <p>shooting.</p>	<ul style="list-style-type: none"> ● display <p>the IP</p> <p>products</p> <ul style="list-style-type: none"> ● Individual <p>ly</p> <p>organize</p> <p>brand</p> <p>activities.</p>	<ul style="list-style-type: none"> ● All <p>platfor</p> <p>m apps</p> <p>put</p> <p>videos</p>
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(Continued)

Table 4.4.2: The coding scheme to examine the types of marketing communication strategies Li Jiaqi's personal brand use in episodes of Li Jiaqi's Double Eleven Shopping Show "All Girls' Offers". (Continued)

9	<ul style="list-style-type: none"> ● Helena ● Rubinstein 	<ul style="list-style-type: none"> ● Mee <p>t the</p> <p>nee</p> <p>ds</p> <p>of</p> <p>user</p> <p>s at</p> <p>mul</p> <p>tiple</p> <p>leve</p> <p>ls</p>	<ul style="list-style-type: none"> ● invites <p>users to</p> <p>participate</p> <p>in video</p> <p>shooting.</p>	<ul style="list-style-type: none"> ● display <p>the IP</p> <p>products</p> <ul style="list-style-type: none"> ● Individual <p>ly</p> <p>organize</p> <p>brand</p> <p>activities.</p>	<ul style="list-style-type: none"> ● All <p>platfor</p> <p>m apps</p> <p>put</p> <p>videos</p>
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4.2.2.1 Content Strategy: Create content that meets the interests of the audience

In the 4I theory of network marketing communication, the basis of attracting users' attention is to spread interesting content that users are interested in. With the blessing of the new economy such as short videos and live streaming, the production of content by users is no longer new. Therefore, content is king, content marketing, producing high-quality content according to one's own professional expertise, and

reaching the audience in an interesting way are the driving forces of all brand marketing communications, including personal brands. Li Jiaqi's personal brand can stand out from the red sea of content and make itself a uniquely personal business card. Studying its content strategy is helpful to analyze its communication strategy from the content aspect. The findings showed that content strategy is beneficial when examining Double Eleven Shopping's communication strategy from the content aspect that it used to inspire individuality in Li Jiaqi's "All Girls' Offer."

1. Clear content and themes.

A clear content theme is an important means to quickly gain attention in the current media environment where attention is scarce, but the information is flooded. Short videos slice and dice users' otherwise unfocused attention again. Li Jiaqi's content communication strategy understands this, and when he first entered the ShakeYin platform, his main content style was no different from other KOLs in the sharing category. But then he changed this popular approach to include a large-print title on the video display page that simply summarizes the main idea of the content so that users can first understand the theme of the content before watching the video. This "large-print" cover format also reflects Li Jiaqi's intention to capture the audience's attention when planning the content. Moreover, in the overall content expression process, all content production revolves around a core theme, which is directly related to the purpose of the content. Such a way of content dissemination can play a role in guiding users throughout the content experience. In addition, Li Jiaqi's fan base is mainly female, and regarding the theme selection of the video content, Li Jiaqi's selection is closely based on the persona of "King of Lipstick" to meet the interest characteristics of the target user group, such as the problem that many viewers

cannot choose the red number or lipstick brand according to the feedback from the Li Jiaqi video. Therefore, the focus of the 2021 Double Eleven Shopping Festival marketing communication is also placed on the direction of cosmetics, and all 8 episodes of "All Girls' OFFER" are focused on makeup products, which can precisely cater to the needs of the audience and meet the interests of consumers.

2. Concise storyline.

Based on the study of the 8-episode video of "All Girls' Offer", the main storyline of the Li Jiaqi Shopping Show is to go to major brand companies to negotiate the commodity price of the Double Eleven Shopping Festival. The story line is a single brand narrative. Compared with the complicated clue narration of literary works and movies, the shopping show video social media narration style relied on by Li Jiaqi is concise and easier to understand, which is in line with the shallow reading habits of social media users. Li Jiaqi, for example, used the phrase "from the spark-spattered haggling scene to the freezing world of ice and snow, we fought!" For narrative clues to describe a brand of new down jackets, combined with personal testing to show users the real experience to achieve the purpose of sales promotion. This kind of "one clue corresponds to one brand" story clue is easier to be directly felt by consumers, and consumers' understanding of the products is more concrete and easier to generate psychological resonance, which in turn translates into actual consumption actions, compared with the traditional film and television advertisements. In traditional narratology, rhythm is considered to show the ups and downs of the story. Based on a comprehensive study of samples, Li Jiaqi's narrative rhythm basically follows the route of "cheerful opening-creating tension-smooth explanation of the theme-natural guiding action", with a unified overall rhythm and words mostly

like "guiding action". Compared with the traditional indirect and suspenseful story rhythm, Li Jiaqi's narrative rhythm is characterized by a strong short video platform. The development of the story is generally straightforward, with few suspense settings. The pace of the story rhythm is relatively uniform, and the narrative rhythm style is stable. This is also an important way for a personal brand to shape language style identification.

3. Making good use of linguistic rhetoric.

Metaphor is a commonly used narrative method. Its essence is to let readers reflect the noumenon (a posited object) through the figurative body, and often experience and understand the current complicated things by describing a simple and direct thing. This study discovers that Li Jiaqi excels at using rhetorical methods to illustrate the specifics of the products, including "the elf dances on the mouth", "the starry sky on my mouth", "the taste is the feeling of cool breeze and Xu Lai", "the alternation of sunset and darkness", etc. When watching the video works, the user consumers can create a synchronic space and effect imagination with Li Jiaqi through Li Jiaqi's detailed description of the details of the products and the use scenes, and the description of the use consequences matching with the details. From their own imagination of the product experience and the use scenes, the user consumers can imagine a new thing without any contact, and by mobilizing the existing experience and sensory feelings. With the effect confirmation, imagination suggestion, and consumption meaning blessing, the audience can follow Li Jiaqi's narration to complete the experience of imagination about the content and arouse the initiative of the consumers. In addition, Li Jiaqi's language symbols and rhetorical devices also show a grounding feature. The use of metaphors is mostly the daily life experience of

users and consumers. Consumers' daily experience is used to satisfy the imagination of new products and give meaning to language symbols. This kind of synesthesia discourse expression can generate strong empathy with users and consumers and indulge in it.

4.2.2.2 Value Strategy: Meet the needs of users at multiple levels

Users' contact with the media is to meet their own needs. According to Maslow's hierarchy of needs theory, he believes that human needs are the most basic and inherent. If individual needs are met, this will motivate and guide individual behavior. In the context of diversified consumption, cultural diversity, and value diversity, consumers hope to help them make correct consumption decisions by watching the content. Li Jiaqi actively uses various communication methods and channels to meet the diversified needs of users. Value communication involves communicating credibly the differentiating benefits of your product. The goal, particularly for a higher-priced product, is to establish for the customer the “value” identified during the value creation stage.

1. Meet the use needs of users.

"Value-in-use" is the most basic value demand that users obtain when they participate in individual brand communication activities. The benefit principle proposed by the 4I theory also emphasizes the satisfaction of brands to users' needs in essence. The content of Li Jiaqi mainly focuses on the evaluation and recommendations of famous products of major brands, personal experience, and recommendation, and finally, price negotiation. To help consumers, make the right decisions and buy their favorite products at the lowest risk rate and the lowest price, it

is a response to users' satisfaction of value in use. In the network space where true and false information is rampant, buying valuable products through valuable content is an important motivation for users to access and obtain content. Li Jiaqi meets users' most basic user needs through high-quality content, which is the first step in formulating and implementing its communication strategy. It also plays an important foundation for establishing more contacts with users in the future.

2.Meet the emotional needs of users.

Users can interact with Li Jiaqi's shopping show in real-time by watching its program content and gaining a strong sense of participation. At the same time, "All Girls' OFFER" invited 10 real consumers to participate in the brand negotiation in the process of discussion with Florasis brand in episode 4. The discussion with other brands also showed the user market survey done by the Li Jiaqi team in the early stage, which is really putting the users' demand on the negotiation table and allowing users to participate in it. In the interaction based on video content, users can also have a deeper understanding of the marketing content of the product or service and the additional meaning of the content or product to satisfy their spiritual pursuit.

3.Encourage users to realize themselves.

Judging from the topics of shopping show program content, Li Jiaqi's topics are mostly the types that users are more concerned about and like, such as "Innovative Chinese Products", "Big Brand Lowest Price", and "New Product First Round" and so on. These contents first satisfy the first value of the user group-"catering". Then, from the analysis of Li Jiaqi's text, we can see that his consistent view of the target users is to encourage women to "discover the beauty, pursue beauty and enjoy beauty", which makes the users obtain the value of "comfort" in the process of watching. Then, the

stable value proposition will bless the vertically subdivided areas, which will not only easily resonate with the target groups psychologically, and gain the trust of fans, thus establishing lasting emotional links. By watching the content of "Li Jiaqi", users can generate certain inspiration in the process of pursuing beauty, which satisfies the value of "inspiration" of users. Therefore, Li Jiaqi's current value proposition focuses on these three aspects, through actively encouraging female fans to discover beauty and pursue beauty, and actively realizing themselves to achieve a higher level of value satisfaction for users.

4.2.2.3 Participation Strategy: Deepen user participation through interaction

"Participation" is to better involve users in brand marketing activities. With the help of Taobao live streaming and short video, Li Jiaqi forms multi-channel and multi-dimensional interactions with users. The overall involvement of users is high, which is beneficial to form a more three-dimensional rich cognition of individual brands and deepen the relationship with individual brands. "Participation" is an important part of the dialogue between a brand, especially a personal brand, and a user in the network marketing environment. At the same time, Collins's interactive ritual chain theory also provides a theoretical perspective for this paper to study the interaction strategies between personal brand Li Jiaqi and users. The findings showed that ways that Double Eleven shopping used to promote user's participation in Li Jiaqi's "All Girls' OFFER" are as follows:

1. Interesting topics attract attention. _____

Interaction needs to be carried out in a specific crowd and space. The content of "fun" is the starting point to attracting users' attention, and the dissemination of "fun"

is the driving force to attracting users' participation. In the digital era, the positive" interaction" between brands and users is an indispensable and non-negligible way to obtain target users. Li Jiaqi's personal brand's expression of "interest" runs through the whole communication activity, from the colorful video cover to the diversified video presentation, including the expression of subtitles and dubbing. Take the Double Eleven Shopping Festival film as an illustration. Users can ask questions at any time when "Li Jiaqi" expands its personal brand, and "Li Jiaqi" can promptly respond. This is how users and personal brands connect. Additionally, it was discovered during the research process that "Li Jiaqi" initiated a real-time vote on products with the theme of the current video as a clue, and in the end received the results in real-time and informed the participating users. This was different from the list generation process from the perspective of a traditional brand. The "fan voting in the star-making movement" is reflected in part by this type of interaction. The ability to directly choose the items one supports gives users a feeling of participation and satisfaction in the voting process. The entire consumption process is completed in real-time interaction with personal brands for users, on the other hand, and the shopping experience has a strong sense of participation. Brands strengthen their engagement with customers by including them in real-time activities.

In addition, through the above text analysis, we can also see that Li Jiaqi's rich rhetoric also makes his language expression style funny and humorous, allowing users to form a pleasant experience in a relaxed and pleasant atmosphere and scene. Interesting topics are the basis of continuously attracting users' attention and participation. Users will participate in activities of personal brands because of their interest and deepen their understanding of personal brands in their participation. By

means of live streaming and short video transmission, Li Jiaqi has created an interactive atmosphere in which the user is physically present. It always stimulates the user's emotional experience around the topics that the user is interested in and thus forms an interaction.

2.Companion family scene.

Compared with the similar KOL, the interactive scene with family companionship created by Li Jiaqi for users is one of the reasons for the success of the "Li Jiaqi" communication strategy. Users can often see various friends in the video content of Li Jiaqi, such as small assistants and other staff. He didn't just talk about the material; he also spoke in a way that made people feel comfortable. Even the brand side standing opposite to the interests also puts Li Jiaqi and consumers in a very close position. For example, in "All Girls' OFFER", the brand groups visited by Li Jiaqi will hold welcoming ceremonies, and even Li Jiaqi will be treated as "new employees". Many users also mentioned in the video commentary or barrage that "even if there is no consumption plan, they are willing to open the video of Li Jiaqi." Li Jiaqi creates a family scene for users. Family-style daily situations will enable users to relax their thoughts on personal brand communication to some level when they engage in personal brand communication activities.

In addition, the audience in Li Jiaqi is mostly young people. This "family-style companionship" meets the spiritual needs of many users who want to relieve loneliness. In this process, all fans participate in the "carnival" in a common field. During the carnival, fans form their identity and symbolic identity to Li Jiaqi. For example, "Jiaqi Girl" refers to fans of "Li Jiaqi" and "+7" refers to Li Jiaqi himself. This kind of family-style marketing scene is more grounded and realistic and is more

likely to resonate with the users. This is also the name of this shopping show, and its slogan is: to pursue lower prices and more concessions for all female students. When the goal of communication is to have a dialogue with users instead of persuasion, the communication strategy has a new meaning. According to Collins (2011), Li Jiaqi builds symbol capital for users in all aspects, such as building users' own brand symbol identity for Li Jiaqi's personal brand and the group identity generated by users in interactive scenes, thus enhancing users' overall identity for personal brand in communication activities.

3.Real-time interaction deepens participation.

There is another reason for the high degree of user participation in Li Jiaqi, that is, he gives full play to the advantages of the platform, actively engages in dialogue with users, interacts in real-time in the form of live streaming, and retains the content in the form of a short video to accumulate influence. Take a live streaming as an example. When Li Jiaqi carries out personal brand communication, users can ask questions at any time. Li Jiaqi can answer these questions in a timely manner. This is the interactive participation of personal branding and users on the one hand. In addition, this article also notes that among various lists in Li Jiaqi, different from the list generated from the perspective of traditional brands, Li Jiaqi initiates a real-time poll on products with the theme of the current video as a clue, and finally obtains the results in real-time and informs the participating users. This kind of interaction is to some extent a reflection of “fans voting in the star-making movement”. Users can personally select the products they support and obtain a sense of participation and satisfaction in the process of participating in the voting. This is also an important source of commodity selection for the Double Eleven shopping show. On the other

hand, from the perspective of the purchase process of users, the entire consumption activities are completed in real-time interaction with individual brands, and the sense of participation in the purchase experience is strong. Personal brand deepens the relationship with users in their real-time participation.

In short, interaction is the basic activity for users and individual brands to understand each other. In the interaction, individual brands create various symbols for users, such as Li Jiaqi's personal image symbols that conform to women's aesthetics, the brand battle's striving for the best interests of consumers, scene symbols that symbolize professionalism in the studio, language symbols that are easy to resonate with users in language expression, etc. Li Jiaqi makes full use of some symbols to stimulate users' emotional energy, shape users' emotional experience, communicate with users, help users obtain value, and at the same time, enhance the sense of belonging to individual brands, thus deepening the stable relationship between individual brands and users.

4.2.2.4 Identification Strategy: Shaping Individualized Brand Image beneficial to form a more three-dimensional rich cognition of individual

The findings that follow advance show how Li Jiaqi influenced users' attitudes and behaviors by using the individual brand image in the Double Eleven Shopping Festival video.

1. Unique personal tags

According to the analysis of Li Jiaqi's video, the unique personal tags can be divided into four parts: The establishment of a personal label, shaping personal style, and creating a contrasting persona.

(1) The establishment of a personal label

With the continuous growth of the e-commerce live streaming marketing industry, excellent anchors are gradually changing from single-handedness to MCN (Multi-Channel Network) organization operation. Behind the anchors, there is often a strong team to provide professional planning and operation. The most typical include Li Jiaqi's "lipstick brother" and "human suona". As Li Jiaqi, who has set a world record for lipstick, his evaluation of each lipstick is fair and objective. In his studio, all the color number links of the brand will be provided at one time, but Li Jiaqi will objectively evaluate each lipstick and finally select a few that are worth buying. Although those color numbers that have not been recommended are not popular, the recommended lipstick can often be snapped up by users. It is this "recommendation" that has made Li Jiaqi's image as a "lipstick man" in users' hearts continuously and positively strengthen, and the trust of users will also increase accordingly. This is to create an anchor man's image professionally; Another example is the "human suona," a label that refers to Li Jiaqi's high emotion, full of passion, and forceful voice during the live streaming, which to reference his personal branding..

For example, in the pre-purchase campaign for the 11th of the 12th lunar month in 2021, Li Jiaqi's excitement was live streaming for 12 consecutive hours, eventually winning a staggering turnover of 10 billion yuan. In addition, when Li Jiaqi negotiates with the brand in "All Girls' OFFER", his voice will suddenly increase several decibels from a very normal voice, which makes people off guard. Like a suona, he is ridiculed as "the human suona" by users. This image also makes other users feel the personal charm of Li Jiaqi virtually. Therefore, as a leader of the opinion of bringing goods, creating a personal label is not only beneficial to the construction of the

personal brand image and the promotion of personal brand awareness but also can increase the credibility and professionalism of the anchor by matching with personal brand products.

(2) Shaping personal style

An important data in e-commerce marketing is the length of time users watch, which represents the attraction of an anchor. The first impression and feeling of users entering the studio are shaped by the external image and language style of the anchor. The head opinion leader and cargo anchor all have their own unique language style. For example, when Li Jiaqi is live streaming, the language is fast, and golden sentences are frequent and humorous, and professional. Users can not only understand the efficacy and selling points of the products but also be attracted by his golden sentences, enjoying the fun of watching him live. This feature is also reflected in the "All Girls' OFFER" program, in which Li Jiaqi's abacus plays fast, fights with the brand side for wisdom and courage, and talks fast to make the representative "encircled", thus achieving a win-win situation for both parties. When selling beauty products, users feel that he is a real-life man's best friend who advises them when shopping. Secondly, Li Jiaqi's pet phrase "all girls" in the live streaming and the program reflects the protection of feminism to a certain extent. Similar terms like "we" and "my fans" also reflect the identity sharing between Li Jiaqi and the users.

The language charm of opinion leader anchors is often one of the major ways to gain traffic in their e-commerce marketing. In the long-term live streaming process, they gradually form their own unique language style. They use different language materials and methods to explain according to the target users, applicable occasions, and functional characteristics of different products, which may be high-brow or

in-depth, or humorous. Their language is not only fair and professional but also humorous and colloquial. They can narrow the distance between words and users, eliminate users' doubts, and reduce users' discomfort in the process of being promoted through diversified communication skills of language symbols. They are one of the important bridges to transform users' purchasing behavior.

(3) Create a contrasting persona

The audience chooses to accept the information according to their own needs, interests, curiosity, etc. Then they memorize and process the information according to its importance. Finally, they make external reactions. Externalization reaction refers to the emotional or emotional response and behavioral response of the audience. The word "contrast" in photography refers to the contrast between black and white of photos, negatives, or scenery, which has a strong contrast effect. In the second-dimensional culture, the network catchword "anti-poor eruption" is used to refer to the strong contrast between the characters' characteristics or characters and the characters' images. When there is a strong contrast between a character's personality and his appearance, the charm of the character can be added, and the novelty brought by the contrast effect can attract the attention of the audience.

In the traditional discourse system, women always seem to have more power to speak, but with economic development and social progress, people's thinking is also more diversified. Based on the influence of various aspects, men have also begun to dabble in beauty makeup, and its influence cannot be underestimated. Among the top10 beauty bloggers of the year released by Forbes in 2018, three are male beauty bloggers. According to Katz's statistics, among the many beauty bloggers in Ditan, Li Jiaqi ranks first among beauty celebrities with 45.741 million fans (as of November

23,2021). As the main body of communication, Li Jiaqi first broke the previous impression that cosmetics were exclusively for women in terms of gender and was noticed by many beauty bloggers through the titles "First Brother of Lipstick", "Most Lipstick Painters in 30 seconds" and "World Guinness Record Holder". In his beauty video, Li Jiaqi personally wears lipstick for the audience to test the color and recommends the mouth red number worth buying from the perspective of the opposite sex, providing professional beauty knowledge. In the first stage of the dissemination effect, Li Jiaqi first captured the audience's curiosity and the psychology of seeking differences through the contrast image and attracted the public's attention. Among many beauty bloggers, he first entered the public's attention and occupied a place.

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2. Creating a personal branding image of professional beauty makeup knowledge

Whether it is traditional media or self-media, brand image is an important factor that affects the communication effect. The advertising department of China Central Television (CCTV1) regards "believing in the power of the brand" as its trump card,

which shows the importance of personal branding in communication. The brand image represents the public's impression of the brand and reflects the public's evaluation and recognition of the brand. In the era of self-media, the shaping of personal brand image is very important. A successful personal branding image can not only accumulate more audiences and form a good communication effect, but also bring huge economic benefits. Li Ziqi and Papi Sauce have successfully created their own brand image and extended their personal brand influence from online to offline. Personal brand image is based on the individual, which represents the image of this "individual" in the eyes of the audience. The shaping of personal branding cannot be separated from the shaping of personal role. The source of information is the first stage of the whole communication process. As the source of information, the communication subject determines the credibility of information and affects the audience's acceptance of information. Beauty blogger Li Jiaqi's influence can be seen in his ability to bring goods. In 2018, on the 11th of Tmall, Li Jiaqi sold lipstick products live through Taobao, breaking the historical record of 15,000 lipsticks sold in 5 minutes. Li Jiaqi's recommendation in the video is that the red number of the mouth will become explosive, causing shortages at major counters. However, Li Jiaqi's influence does not only come from the attraction of contrarians to the audience. It is inseparable from his professional beauty knowledge that he can be trusted by the audience.

Looking at Li Jiaqi's personal experience, the researcher found that Li Jiaqi has rich personal experience. He graduated with a major in art and design, which enabled him to have a good aesthetic ability. In 2015, he became a beauty consultant at the L'Oréal Paris counter and became a sales champion. His work experience helped Li

Jiaqi to know more about the customers' ideas and laid the foundation for his future video format. Watching the video of Li Jiaqi's, we can find that his words are professional. Although the words are simple, they have strong emotional appeal. For example, when recommending lipstick, the user will be introduced to the user who watched the video of the lipstick's texture, feeling of use, and even which skin color is more suitable for which color number, and will personally test the color for the audience in the video. At the same time, it also uses a two-sided persuasion strategy to not only recommend products that are worth buying but also suggest which products are not worth buying, which makes the video more credible. The simple and accurate explanation and the effective display of the products are exactly what the audience who like beauty products need.

Relying on professional beauty knowledge, rich work experience, and infectious language in the video, Li Jiaqi portrays "Li Jiaqi" as a humorous and trustworthy beauty blogger. Li Jiaqi's pet phrase "OMG! Buy it! " It also became one of the most popular words in 2019. As Li Jiaqi's influence increased, "Li Jiaqi" gradually evolved into a personal brand. According to the halo effect in psychology, when a person is labeled as a good person, he is enveloped by a positive and dynamic aura that gives him all good qualities. Through the shaping of a good personal image, Li Jiaqi has many loyal fans and video viewers. At the same time, it has also increased the potential for brand capital investment. High-end first-line beauty brands such as Estee Lauder, Chanel, and Dior have chosen to cooperate with Li Jiaqi in product promotion.

3. Distinctive personal brand prototype

Li Jiaqi's personal brand prototype is the caregiver. This paper summarizes Li

Jiaqi's narrative model as "conflict-resolution-interaction". "Conflict" means that consumers will encounter various problems in their consumption life or when they buy products, they find that the promise of the brand conflicts with their own actual feelings, causing losses to themselves and creating distrust to the brand; In seeking help to "resolve" the conflict, consumers are fascinated by the content of "Li Jiaqi" because of their professionalism. Consumers have become fans of Li Jiaqi by watching its content and have become infatuated with Li Jiaqi like idolizing. At the same time, Li Jiaqi also likes to collect various "problems" and needs of users and "help" them with their own brand activities. This is also fully reflected in the "All Girls' OFFER" program, in which Li Jiaqi will send a team to collate and summarize the user feedback on each brand in advance. Once consumers are moved by Li Jiaqi's content, they will produce purchase behavior. When they get psychological and physical satisfaction in the actual experience, they will generate positive feedback through the continuous repetition of cognition-purchase behavior. Users will have incomparable trust and trust in Li Jiaqi and become online friends and will "interact" with them from time to time.

Based on the text content of Li Jiaqi's "All Girls' OFFER" program, this fixed narrative pattern can be found, which is meant to help its fans find the products that are most worth buying and will not make mistakes. Taking its beauty and makeup field as an example, it can be roughly concluded that consumers experience conflicts in actual consumption-caregivers try to avoid risks for me-after trying, find out that recommendations are true and reliable-make virtual friends and interact. After a series of actions, consumers' trust in the content of Li Jiaqi will be converted into consumer behavior. After consumers complete the purchase, they will pay attention to

consumers' feedback in a timely manner and interact in a timely manner to enhance the interactive relationship between the two parties.

The narrative style of Li Jiaqi's personal brand at present is highly matched with the "caregiver" prototype whose motto is "Love Your neighbor as Yourself". Careers are eager to protect others from harm. Their goal is to help others. They are afraid of selfish and ungrateful people. The common strategy is to do one's best for others, but they are also easy to fall into the trap of sacrificing themselves. They have warm and generous talents. Li Jiaqi claimed that after a long period of rigorous product selection and trial experience, it was only then that he recommended real and reliable products to consumers to help them reduce the cost of trial and error. Consumers also often turned to Li Jiaqi to listen to opinions to avoid the risk of trial and error. They actively listened to Li Jiaqi's opinions with "evidence" to help them make consumption decisions. After consumers produced consumption behavior, they matched their own personal experiences with the opinions obtained. After they found that they had indeed purchased real and effective products, they formed positive feedback and trust on Li Jiaqi's personal brand. In this series of actions, consumers feel truly cared for, and the caregiver is Li Jiaqi.

4.Support from the operation team behind

The development of self-media has experienced a period of barbaric growth and has now matured. The full name of MCN is Multi-Channel Network, which was born in the United States and is equivalent to the intermediary between content producers and YouTubers. With the emergence of Weibo and the rise of various kinds of self-media, different ways of content production have emerged one after another. The explosion of Internet content and the advantages of the platform have made Internet

celebrities popular. As an integration organization, the MCN organization brings together Internet celebrities. With the strong support of production, interactive promotion, cooperative management, capital, and other aspects, it ensures the continuous output of content, which can ultimately realize the stable realization of business.

At present, the marketing method of "live streaming e-commerce" has become the mainstream form of online commodity sales, especially in the cosmetics industry. In Li Jiaqi's Taobao studio, the speed of selling goods is measured in seconds, and only one person can't control the whole game. Therefore, the working team behind Li Jiaqi, Shanghai Mei one Technology Co., Ltd., needs to help Li Jiaqi complete a series of work, from field control to customer service, from business contact to product management, from optimizing live streaming skills to researching the flow logic of Taobao and TikTok. After the live streaming, the interesting video clips will be edited and released to Tik Tok and other platforms. The whole team served Li Jiaqi and continuously optimized the quality of Li Jiaqi's videos. It can be said that Li Jiaqi and the team behind him jointly created Li Jiaqi as a personal brand, which made Li Jiaqi firmly occupy the head market in the KOL of each platform.

5.Interacting with cooperating brands to increase traffic and achieve win-win results for both parties

The emergence of new media technology has changed the social form and made the way of communication more diversified. With the popularization of the Internet and mobile internet technology, individuals can also become the center of communication. At the same time, relying on the fission type of communication and timely interaction, ordinary people can also become the "online celebrity" that is

highly sought after. Online celebrity comes from the people, but it can affect countless people and gradually become an industrial system.

Naturally, the cooperation between the major brands and online celebrity anchors is also in line with the situation. This was also the inspiration for the "All Girls' OFFER" program, which showed the audience the front and back of the studio and the negotiation between the anchor and the brand for the first time. Some analysts see that this program ostensibly shows that Li Jiaqi has won the lowest price and the freest gifts for every girl, but the results and facts are indeed a win-win situation for the brand and the Li Jiaqi personal brand. In addition, these brands can also directly promote the product upgrade and brand development through the feedback and opinions collected from fans and consumers in Li Jiaqi.

Under the background of fragment reading, fast-food culture, and mass information, attention has become a scarce resource. In the Internet era, traffic is like a cake. Both brand marketing and online celebrity are competing for more traffic, and traffic is value capital. As a head beauty blogger, the advantage in traffic brings cross-border cooperation with the brand. The traffic collision between the two sides increases the exposure and discussion heat. In the era of the attention economy, online celebrities and stars are not opposites but share attention, and the two sides cooperate to achieve win-win results.

4.2.2.5 Using Social Platform to Realize Three-dimensional Communication

Since 2012, the average number of Internet users on mobile terminals in China has begun to exceed that of pc terminals. As of June 2020, the number of mobile phone users in China reached 932 million, and the proportion of Internet users using

mobile phones reached 99.2%. Thanks to the popularity of smartphones and the development of communication technology, the cost of using mobile phones to access the Internet has been greatly reduced. According to Shi Lamu's media selection formula, audiences will pay more attention to the media which enables them to obtain concise information simply and easily. As a media, the mobile phone has become a part of daily life and changed users' information receiving habits. A typical content distribution model in the new media era is the multi-platform content distribution to maximize the dissemination. Based on the publishing principle of "one content is distributed through multiple channels and different channels complement each other", Li Jiaqi's beauty short video distribution is disseminated on different platforms. The dissemination channels cover various channels such as social platforms, short video platforms, and portal websites, forming a full-coverage dissemination network.

1. Tik Tok as Main Video Publishing Platform

Li Jiaqi's fans on the Tik Tok platform totaled more than 40 million, ranking in the top 10 of the Tik Tok platform. The number of fans far exceeded that of Weibo, Auto Quicker, and the portal website represented by "wow miles". Therefore, Tik Tok became the main channel for the dissemination of Li Jiaqi's videos. Up to the end of November 2021, Li Jiaqi has released 747 short videos on the Tik Tok platform, with a total of 320million viewers. Tik Tok uses a 15-second video length plus an automatic random play mode, which greatly reduces the user's viewing cost. In addition, the big data algorithm recommendation enables the user to accurately push videos that meet the user's preferences, thus enhancing the user's viscosity. In addition, as an online celebrity star, the Tik Tok Platform will give these influential users more traffic support to enhance the exposure of online celebrity stars.

In addition, there are two reasons for Li Jiaqi to use Tik Tok as its main distribution channel. First, Tik Tok has a large user base. The emergence of the short video app has brought video transmission into the era of "vertical screen" and the "short, fast and flat" feature is more in line with the current consumption habits of users. At present, the number of short video users has exceeded 820 million. Tik Tok has developed rapidly since its listing, and together with Auto Quicker, it has occupied the head market of short video social software. At present, the daily active users in Tik Tok have exceeded 400 million. According to the results of a sample survey of 20 million copies of

Mob data, 71% of users log in to Tik Tok every day. The base number of users is large, and the degree of activity is high. The most active groups are the post-80s and post-90s. This group of highly active users has a strong willingness to participate and is also the main force of consumption. Such user attributes bring great convenience to the content dissemination of video. Second, Tik Tok can provide a wide range of dissemination methods for content creators.

In addition to many user groups, the dissemination of content in Tik Tok is very convenient and diverse, facilitating multiple dissemination. Just take the content forwarding in Tik Tok as an example. Users can directly forward the content to social software such as Toutiao (including volcanic video), WeChat, QQ, QQ Space and Weibo, and can also share the content to communication software such as email and SMS in more sharing. Users can forward the video directly or generate QR codes or hyperlinks for sharing. These secondary forms of communication include almost all the current social channels and can achieve a wide range of communication effects.

2.Using Xiaohongshu to Achieve Accurate Communication

As a social e-commerce platform that started as a community sharing forum, Xiaohongshu has gathered many young audience groups, mainly using first-tier cities, 31-35-year-olds, and women. Similarly, there are stars and KOL in various content fields in Xiaohongshu. Li Jiaqi has more than 1064 million fans in Xiaohongshu. He was raised and collected 1,993,000 and published 442 short videos on beauty makeup. The video content is consistent with that of Tik Tok and Weibo. It belongs to the one-time production of the content and is distributed many times. The positioning of Xiaohongshu tends to be younger and more fashionable, with 86% of the female population. The content of Xiaohongshu accurately positions the beauty category. Such audience group attributes are in good agreement with the audience positioning of Li Jiaqi's short beauty video, which is convenient for accurate dissemination. At the same time, Xiaohongshu combines e-commerce with social activities, bringing together consumers with common interests and interests to form an e-commerce sales model of "tribal marketing", which is suitable for the dissemination of short beauty videos with strong commercial features.

4.2.3 Research Question # 3: What is the impact of the personal branding strategy of Li Jiaqi's Double Eleven shopping show "All Girls' OFFER" on the customers based on the SIPS model?

In the field of e-commerce live streaming, with the diversified shopping needs of users and the increasingly personalized features of the shopping experience, the traditional single display and one-way dissemination of e-commerce are already appropriate. In the live streaming environment, e-commerce opinion leaders adapt to

the new requirements of users based on the SIPS model, to make the live streaming run out of minutes. The Li Jiaqi Double Ten Shopping Show "All Girls' OFFER" selected in this study, on the one hand, creates "resonance" and "confirmation" scenarios in terms of communication content, means, and language symbols, and then stimulates users' desire for "participation" through interactive behavior. On the other hand, the "sharing and diffusion" after users' purchase behavior through communication channels is no longer limited to word-of-mouth communication in offline real scenes, but instead shares experience and experience in major social platforms to enhance users' trust in e-commerce opinion leaders, thus promoting a higher turnover in the studio and maximizing the communication effect of opinion leaders.

The following findings show that Li Jiaqi uses the influence of communication strategies to promote the Double Eleven Shopping show "All Girls' OFFER" on customer based on SIPS model:

Table 3.4.3. : The coding scheme to examine the impact of the personal branding strategy used in episodes Li Jiaqi's on Double Eleven Shopping Show "All Girls' Offers" based on the SIPS model.

Episodes	Sympathize	Identify	Participate	Share & Spread
1	<ul style="list-style-type: none"> ● sympathize with content ● image-building to trigger brand resonance 	<ul style="list-style-type: none"> ● Accurately positioning target users ● Personalized language symbols 	<ul style="list-style-type: none"> ● Multi-channel studio entrance ● Exclusive interactive symbols and purchase links ● Building interactive scenes 	<ul style="list-style-type: none"> ● word-of-mouth communication

(Continued)

Table 3.4.3. : The coding scheme to examine the impact of the personal branding strategy used in episodes Li Jiaqi's on Double Eleven Shopping Show "All Girls' Offers" based on the SIPS model. (Continued)

2	<ul style="list-style-type: none"> ● sympathize with content ● image-building to trigger brand resonance 	<ul style="list-style-type: none"> ● Accurately positioning target users ● Personalized language symbols 	<ul style="list-style-type: none"> ● Multi-channel studio entrance ● Exclusive interactive symbols and purchase links ● Building interactive scenes 	<ul style="list-style-type: none"> ● word-of-mouth communication
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(Continued)

Table 3.4.3. : The coding scheme to examine the impact of the personal branding strategy used in episodes Li Jiaqi's on Double Eleven Shopping Show "All Girls' Offers" based on the SIPS model. (Continued)

3	<ul style="list-style-type: none"> ● sympathize with content ● image-building to trigger brand resonance 	<ul style="list-style-type: none"> ● Accurately positioning target users ● Personalized language symbols 	<ul style="list-style-type: none"> ● Multi-channel studio entrance ● Exclusive interactive symbols and purchase links ● Building interactive scenes 	<ul style="list-style-type: none"> ● word-of-mouth communication
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(Continued)

Table 3.4.3. : The coding scheme to examine the impact of the personal branding strategy used in episodes Li Jiaqi's on Double Eleven Shopping Show "All Girls' Offers" based on the SIPS model. (Continued)

4	<ul style="list-style-type: none"> ● sympathize with content ● image-building to trigger brand resonance 	<ul style="list-style-type: none"> ● Accurately positioning target users ● Personalized language symbols 	<ul style="list-style-type: none"> ● Multi-channel studio entrance ● Exclusive interactive symbols and purchase links ● Building interactive scenes 	<ul style="list-style-type: none"> ● word-of-mouth communication
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(Continued)

Table 3.4.3. : The coding scheme to examine the impact of the personal branding strategy used in episodes Li Jiaqi's on Double Eleven Shopping Show "All Girls' Offers" based on the SIPS model. (Continued)

5	<ul style="list-style-type: none"> ● sympathize with content ● image-building to trigger brand resonance 	<ul style="list-style-type: none"> ● Accurately positioning target users ● Personalized language symbols 	<ul style="list-style-type: none"> ● Multi-channel studio entrance ● Exclusive interactive symbols and purchase links ● Building interactive scenes 	<ul style="list-style-type: none"> ● word-of-mouth communication
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(Continued)

Table 3.4.3. : The coding scheme to examine the impact of the personal branding strategy used in episodes Li Jiaqi's on Double Eleven Shopping Show "All Girls' Offers" based on the SIPS model. (Continued)

6	<ul style="list-style-type: none"> ● sympathize with content ● image-building to trigger brand resonance 	<ul style="list-style-type: none"> ● Accurately positioning target users ● Personalized language symbols 	<ul style="list-style-type: none"> ● Multi-channel studio entrance ● Exclusive interactive symbols and purchase links ● Building interactive scenes 	<ul style="list-style-type: none"> ● word-of-mouth communication
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(Continued)

Table 3.4.3. : The coding scheme to examine the impact of the personal branding strategy used in episodes Li Jiaqi's on Double Eleven Shopping Show "All Girls' Offers" based on the SIPS model. (Continued)

7	<ul style="list-style-type: none"> ● sympathize with content ● image-building to trigger brand resonance 	<ul style="list-style-type: none"> ● Accurately positioning target users ● Personalized language symbols 	<ul style="list-style-type: none"> ● Multi-channel studio entrance ● Exclusive interactive symbols and purchase links ● Building interactive scenes 	<ul style="list-style-type: none"> ● word-of-mouth communication
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(Continued)

Table 3.4.3. : The coding scheme to examine the impact of the personal branding strategy used in episodes Li Jiaqi's on Double Eleven Shopping Show "All Girls' Offers" based on the SIPS model. (Continued)

8	<ul style="list-style-type: none"> ● sympathize with content ● image-building to trigger brand resonance 	<ul style="list-style-type: none"> ● Accurately positioning target users ● Personalized language symbols 	<ul style="list-style-type: none"> ● Multi-channel studio entrance ● Exclusive interactive symbols and purchase links ● Building interactive scenes 	<ul style="list-style-type: none"> ● word-of-mouth communication
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(Continued)

Table 3.4.3. : The coding scheme to examine the impact of the personal branding strategy used in episodes Li Jiaqi's on Double Eleven Shopping Show "All Girls' Offers" based on the SIPS model. (Continued)

9	<ul style="list-style-type: none"> ● sympathize with content ● image-building to trigger brand resonance 	<ul style="list-style-type: none"> ● Accurately positioning target users ● Personalized language symbols 	<ul style="list-style-type: none"> ● Multi-channel studio entrance ● Exclusive interactive symbols and purchase links ● Building interactive scenes 	<ul style="list-style-type: none"> ● word-of-mouth communication
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4.2.3.1 Emotional marketing arouses "Sympathize" of users

The emotion formed by the mutual infection of thoughts or emotions between individuals, which establishes a dialogue platform and arouses the group's attention, is referred to as "Sympathize." It is a critical entry point for customers to take additional steps to "enchant," resonate and record such moments. Li Jiaqi's marketing techniques are mostly focused on enabling users to have emotional demands for the material they

provide, which leads to emotional bonds with the host people or company. On the other hand, make effective use of the KOL influence in live streaming to increase the anchor's credibility and brand goodwill by triggering brand resonance, establishing a trust relationship with users, and enhancing the anchor's credibility.

Then, the way emotional marketing arouses users' "sympathy" is divided into two ways, which included creating creative videos that sympathize with content, and paying attention to image-building to trigger brand resonance.

1. Creating creative videos that sympathize with content

In an environment where users' attention is scarce, Li Jiaqi uses content output to attract users' attention and induce users to resonate, which is an important entrance to obtain live streaming. Therefore, providing users with high-quality practical or creative and interesting content is the first step to harvest traffic in Li Jiaqi. In particular, the shopping show "All Girls' OFFER" is a brand-new program. In the highly competitive environment of the major brands of the Double Eleven Shopping Festival, it is not easy to get the "attention" of the target audience, but it has also become an important competition target for the e-commerce holiday marketing competition.

First, it resonates with consumers. "All Girls' OFFER" and the Li Jiaqi brand team have established a dialogue platform to disseminate program information through multiple channels. Li Jiaqi, as a leader in the opinion of "head goods", the team operates social media accounts such as Tik Tok, Weibo, Xiaohongshu, and bilibili, and has a large fan base. Reaching a consensus with the users of these private traffic platforms, it is one of the works that the Li Jiaqi team has been doing. The marketing team of "All Girls' OFFER" has updated and pushed the accounts of all

its major platforms in Li Jiaqi, released broadcast information and program content announcements, and displayed the official poster of "All Girls' OFFER" on the account homepage. The platform is content-oriented and can enhance the user's sensory experience and capture the user's attention in multiple dimensions. Therefore, the team must create empathy with users by shooting and making various interesting and useful short videos, to acquire and accumulate existing users and tap potential users. For example, before this year's Double Eleven, Li Jiaqi simultaneously released the announcement of "All Girls' OFFER" on platforms such as Tik Tok, Xiaohongshu and bilibili: it will be broadcasted at 12:00 noon every Monday, Wednesday, and Saturday from September 27.

The video content mainly shows the negotiations between Li Jiaqi and the major brands of the "Double Eleven" live streaming. Through accurate introduction or interesting presentation, users can reach a consensus with Li Jiaqi in a short period of time: Li Jiaqi, as the spokesperson of all female students, will play games with each major brand to strive for the lowest price and the maximum benefit for all female students and will take the lead before the live streaming. When watching the negotiation video, the users were planted with grass, arousing their feelings and shopping desire. At the same time, they also had a close affection for Li Jiaqi, which resonated with the consumers.

At the same time, every day in Li Jiaqi's Taobao live-streaming studio, a simultaneous announcement was made, and Li Jiaqi also mentioned: "Are you interested or are you most looking forward to seeing the" Double Eleven "stars on our shopping show? Please give us feedback." Users feel that as long as they give feedback to Li Jiaqi, they will be able to see their favorite brands in the Double

Eleven shopping show and will be able to obtain more and greater discounts in this Double Eleven shopping festival through shopping show in Li Jiaqi. Through the convenience and lifestyle of the content, the user will be subconsciously inspired to resonate with the product cognition, thus directly attracting fans in Li Jiaqi and consumers shopping for the attention of the audience, focusing attention on the latest shopping show, and providing the possibility to trigger a wide range of discussions and exchanges in a short period of time.

2. Paying attention to image-building to trigger brand resonance

Brand resonance refers to a special relationship established between users and product brands, which has both emotional connection and action commitment. Emotional connection can be expressed in the recognition and love of the brand; The action commitment can be reflected in the repeated purchase of the brand's products and recommendation to others. As an opinion leader of e-commerce, Li Jiaqi is also the embodiment of a personal brand. Cooperation with the brand triggers the users to establish resonance with the brand. The most common form of expression in e-commerce live streaming is the use of the star effect. For example, in episode 7 of "All Girls' OFFER" which aired on October 11, 2021, when Li Jiaqi went to Johnson & Johnson Group to negotiate an offer for Dr. Ono, the brand party unexpectedly volunteered Wang Feifei, a star who had attended the Li Jiaqi studio. In this way, not only did the shopping show turn into a star interview, but also some entertainment games were interspersed, which added familiarity and interest to the users watching. This form attracted many star fans to watch and forward, which contributed to the opening of the pre-sale of the Double Eleven Shopping Festival. The products of Johnson & Johnson Group were sold out in less than 20 seconds, and the live event

immediately boarded the Weibo Hot Search. This not only realizes the sharing and promotion of Johnson & Johnson's products but also adds Weibo as a traffic entrance to the Li Jiaqi shopping show. Similarly, Li Jiaqi Studio has invited Zhu Yilong to cooperate with the Oshudan brand and Yang Yang to cooperate with the Guerlain brand to invite star-specific series of live streaming activities. Such activities of dialogue stars often have unexpected chemical reactions due to the professional and life differences between Li Jiaqi and star-artists, which frequently make circles and create topics.

In addition, in the fourth episode aired on October 4, 2021, in line with the brand style, the negotiation site between Li Jiaqi and the brand Florasis was arranged on the West Lake in Hangzhou. This move not only adds a lot of smoke and rain and the flavor of Chinese tradition but also accords with the image atmosphere of Florasis brand. In this end, Li Jiaqi himself and his team have also changed into the traditional costumes that echo them. In addition, the Li Jiaqi team also often invites the spokesmen of various brands to sit in the guest studio to sell products together. These forms can not only enable star artists to expand their fan base, break through the barriers in the e-commerce and entertainment industries, and further expand the anchor user base. They can also make use of the star effect, bring into play the fans' appeal and social influence of star artists, enhance users' trust in the brand, and then trigger fans' sympathetic relationship with the brand, and also create a good brand image for the brand side.

4.2.3.2 Accurate marketing triggers "Identify" from users

"Identify" is the second part of SIPS model, which means to break through user

barriers, raise users' awareness, and give consumers the impression that the information that comes from the sender is valuable to them.

Attracting the attention of the audience and arousing emotional resonance is the first step in Li Jiaqi's live streaming, and then guiding the users to "confirm" through accurate marketing is the most important. The information explosion and the limited time make consumers more cautious in their choices. They may not necessarily take the purchase behavior, and they are entangled in the choice of "All Girls' OFFER". Viewing expectations generated by emotional resonance can stimulate the desire to watch shopping shows or even directly participate in them. Audiences usually deliberately use convenient search methods and social media to confirm the reliability and value identification of the programs. Therefore, precision marketing is mainly based on Li Jiaqi's understanding of the user community, and then marketing for personalized needs, with personalized language symbols to speed up users' value identification or selection confirmation of goods, believing that they can meet their own needs.

The finding of accurate marketing triggers "Identify" from users is divided into two ways, which included accurately positioning target users to meet the needs of different users, and personalized language symbols to accelerate users' psychological confirmation.

1.Accurately positioning target users to meet the needs of different users

According to the results of a questionnaire survey, more than 70% of users watching live e-commerce broadcasts are women. First, in terms of target user positioning, female users account for the vast majority, so Li Jiaqi has created an exclusive nickname with brainwashing significance for them. Li Jiaqi calls the users

in the studio "all female students", which is the name source of the "All Girls' OFFER" on the 11 th of the lunar new year shopping show, which emotionally directly narrows the distance with the female users watching the live streaming; Secondly, the symbolic and exclusive address can give female users a strong sense of substitution. Whenever users hear these terms, they will not consciously focus their attention and then race against time to get ready to buy goods. Based on female users, Li Jiaqi's "All Girls' OFFER" shopping show on the 11th of the 11th takes young and fashionable female users as the main audience. Therefore, beauty and skincare have become the focus of Li Jiaqi's live streaming products, to meet the needs of users to the greatest extent.

Moreover, with the popularity of e-commerce live streaming, users' viewing of live broadcasts is becoming more and more personalized and segmented. In the early stage of the live streaming, we can see that "Live Class Representative" accounts have been created on platforms such as Xiaohongshu. The content of these accounts is mainly the live streaming announcement of the next day in Li Jiaqi. If there are products that meet the needs and pains of users in the live streaming selection on that day, they can be accurately pushed to the target user group by using the algorithms of these social platforms to realize point-to-point marketing communication. In addition, in the live streaming process, Li Jiaqi's daily live streaming will introduce the live streaming process at the beginning: First, the interactive lottery will be held to start the live streaming by receiving a red envelope in the form of sending compliments, sharing live streaming links, or receiving a password from Alipay. Then, the live broadcast of the goods will be carried out. After a detailed introduction of a certain commodity, the live streaming of the single product will be carried out in a

pre-classified order in the form of a purchase link corresponding to the online.

The most obvious is this year's "Double Eleven" announcement. Li Jiaqi not only launched the "All Girls' OFFER" for the "Double Eleven" shopping show but also pushed out the excel form to update the price discount in real-time, which is convenient for consumers to view in real-time. At the same time, the order of the live streaming of this year's Double Eleven is also by the program order of "All Girls' OFFER", informing the users in advance, so that the brand categories are clear and clear. In this way, users can confirm the selective watching of the live streaming on that day before the Double Eleven shopping festival, directly choose to purchase the products they need, and establish the awareness of users' independent choice.

2. Personalized language symbols to accelerate users' psychological confirmation

An important link in precision marketing is to establish personalized communication means based on determining the target users, which is represented as a communication symbol between the anchor and the users in an e-commerce live streaming. Li Jiaqi stands at the top of the pyramid and carries goods. As the guiding core between goods and users, personalized language symbols are the key to accelerating users' value identification and selection confirmation of goods. In other words, when the language of Li Jiaqi is recognized by users, the products of the shopping show become accessories, and the purpose is to guide users to "confirm" and then place orders to complete the purchase. The essence of personalized language symbols is to dispel users' doubts and build trust.

According to the findings of the study, Li Jiaqi uses professional, humorous, and objective personalized language symbols most frequently to help customers and users associate themselves with value.

(1) Professionalism. Open any episode of Li Jiaqi's "All Girls' OFFER" at will, and listen to his explanation of a commodity, to feel his in-depth of understanding and professional level of the product. For example, when Li Jiaqi was negotiating with Abiga Big brand, the brand side embarrassed Li Jiaqi with the form of examination and asked him to explain a certain essence, which he carefully analyzed: "This essence is the transparent texture of egg white, and the main ingredient is the product of bifidobacterial. Using it can solve the problem of rough and dark yellow skin and accelerate the metabolism of the skin. In short, it can make your skin bright, tender, transparent, and smooth." Speak fast and easily understood. Different from most anchors, Li Jiaqi does not mechanically copy those cold advertising words but changes relevant professional terms from high-brow to low-brow people that are easy to be accepted by users based on their understanding of the products. Users have a complicated psychological process from knowing and knowing to making decisions when watching live streaming. Through professional and popular language, Li Jiaqi has accelerated its efforts to help users understand the commodities in-depth, to a certain extent affecting users' attitude and judgment, reducing users' decision-making time, and stimulating confirmation of choices.

(2) Humor. In addition to professionalism, Li Jiaqi is also good at tapping the user's interest orientation and is good at using general stand-up to enhance the interest in the live streaming. For example, in "All Girls' OFFER", whenever he successfully communicates with the brand party, he will take out a giant seal specially customized for the shopping show and press the seal together with the brand party, which is extremely ritual. This highly graphic description can arouse discussion among users to realize brand identity. At the same time, in the process of negotiating with the

brand, various tricks will be staged, such as the "goad method", "bitter trick", "taking retreat as advance" and "accept as soon as possible" and so on. In the process of selling goods live before, the most spiritual communication between users and Li Jiaqi is still reflected in the lipstick field. He can use precise and concise professional words to summarize the selling points of lipstick, such as color tone, texture, color, and applicable scenes, and explain the practical value of lipstick as an object with dense information.

Secondly, Li Jiaqi's infectious language can often make female audiences get hints and infections, such as the interjection "oh my god", "my mama ah" or the short affirmative sentence "buy it" and "have a good look", etc., coupled with the metaphor and metonymy rhetoric such as "the spring of a young girl", "the little elf is dancing" and "the necessary girl in Hong Kong", which endows lipstick with the meaning value as a symbol, creates the connection between the signifier and the signified, enables the audience to accept these symbolic meanings while creating rich associations, and generates the desire to buy. These personalized communication methods not only create a good emotional atmosphere for the live streaming studio but also attract many users' attention and discussion. At a certain node, they and Li Jiaqi achieve a sense of identity and practicality on the spiritual level, which reflects a kind of harmonious and close psychological contact between Li Jiaqi and users. Such contact virtually enhances users' confirmation of purchase behavior.

(3) Objectivity. Li Jiaqi once said in an interview that no matter how large the userbase is, what he must do is maintain an objective and neutral stance, which was fully reflected in this shopping show. For example, in "All Girls' OFFER", he will do a good job of psychological expectation and cost calculation in advance and even

compare the prices and gifts of major brands on the 618 Shopping Festival, the 11th Shopping Festival, and the 12th Shopping Festival last year. On the e-commerce platform, some anchors unilaterally promote and praise the products because they are not interested in pursuing interests, which results in the users' feeling of using the products is not in line with expectations in the later stage, and the anchor's trust degree decreases, which eventually results in the loss of users and the closure of the studio. On the contrary, in his studio, Li Jiaqi's recommendations on the products are true and objective, such as in the field of beauty makeup, what skin type is suitable for purchasing the products, what color number is suitable for what age group, etc. In this way, the problems such as the return and replacement of goods and the decline of reputation caused by blind recommendations are avoided, to realize low-cost communication between brands and individual brands in Li Jiaqi and do a good job of inaccurate marketing.

"All Girls' OFFER" uses the influence of relevant groups, especially the appeal of Li Jiaqi's brand, to gain the trust and favor of the consumer audience, mobilize the audience to act, and then promote the resonance between the audience and the shopping show, and finally achieve the marketing success of the Double Eleven Shopping Festival.

4.2.3.3 Interactive marketing triggers "Participate" of users

In interactive marketing, only when both the sender of information and the consumer seize common interests and find ingenious communication opportunities and methods can the two sides be closely combined to realize the "participation" of consumers. In the field of e-commerce marketing and communication, too, user

participation is reflected through the interaction with the anchor.

Li Jiaqi's study findings in this research make use of the preceding triggers for interactive marketing. Users' "participate" can be classified into three categories: Multi-channel studio entrance: participants together, exclusive interactive symbols and purchase links, and building interactive scenes: gathering user focus.

1.Multi-channel studio entrance: Participants together

One of the conditions for the interactive ceremony proposed by Collins is the participants' common presence. With the development of Internet technology, users can break the time and space boundary to realize "zero distance" communication. The shopping show program is a video reality show set up by an anchor. Through a visual and highly interactive way, it creates a scene in which interactive ceremonies can be realized without having to be present in person. Li Jiaqi, as the head opinion leader, will send out corresponding reminders in Taobao APP, Sina Weibo's personal homepage, Weibo WeChat fan base and WeChat official account when the show "All Girls' OFFER" starts. Users who want to watch the show can click on the link to enter, and the number of viewers of Li Jiaqi shows has reached one million or even ten million. After users enter the show in different ways, they can realize the joint presence of virtual space.

2.Exclusive interactive symbols and purchase links: restrictions on outsiders

The restriction on outsiders in the interactive ceremony is based on the participants' common presence. Restrictions on outsiders in e-commerce marketing communication can be mainly reflected in the exclusive interactive symbols and purchase links or coupons. First, the users entering the Li Jiaqi program will make a barrage of comments and interact with Li Jiaqi at the beginning of the program. They

usually use "2+7" to express the meaning of "Love Jiaqi". The anchor and users, users, and users can confirm each other's identity through this code and become a member of the interactive ceremony. Such code words set a line of participation for users who have not been to Li Jiaqi programs because users who have not watched live streaming in Li Jiaqi cannot understand the meaning of their representatives.

Secondly, another form of outsiders' restrictions is embodied in the consumption behavior of exclusive purchase links and coupons. As a leading opinion anchor, Li Jiaqi has a strong voice in the field of live streaming and distribution of goods. Merchants will provide special preferential activities for Li Jiaqi studios, which are embodied in the form of "lowest price on the whole website" or "most gifts" on Taobao. This is also the main attraction of the "All Girls' OFFER" program. Li Jiaqi met with the bosses of major brands to talk about the discount list for the Double Eleven, giving all girls the lowest discount. Therefore, the most frequently heard item on the Li Jiaqi program is "Only today can I buy this price at Jiaqi studio. I don't know when the next time will be." "This is the lowest discount this year/the lowest discount ever." When there is no specific link, Li Jiaqi will remind the user to obtain the corresponding gift in the form of "Remarks on Li Jiaqi" in the order. These time limits and limits are another information threshold for other users who do not enter the studio to purchase goods.

3. Building interactive scenes: gathering user focus

In the e-commerce live streaming, Li Jiaqi played the role of opinion leader and became the link between goods and users. Naturally, this was the focus of users' attention when watching the program. When Li Jiaqi started to introduce the products, the users' attention was also focused on the products themselves. This required Li

Jiaqi to display the goods in an all-around way by building interactive scene marketing so that the goods could be understood more intuitively and clearly as the objects of common concern of participating members. To this end, this year's Double Eleven Li Jiaqi studio has also presented two major technological breakthroughs: the XR vertical screen live streaming shot with multiple virtual machine bits throughout, and the live streaming duration will last for more than 6 hours. The e-commerce live streaming presented with virtual technology uses the current leading XR augmented reality technology as the main means, making the anchor seemed to be in the cloud and doing the live streaming. "What the audience sees is not true. The real-time three-dimensional scene presented by the XR technology can highlight the huge visual impact even if the live streaming venue is small". On the day of the 11th, a special red wall will be built on the background of the 11th, accompanied by "Make 11 Happen" clothes worn by Li Jiaqi, creating a real shopping scene offline. On the live screen, attractive and rich prizes will be displayed, including \$10,000 cash-filled red envelopes, a smartphone, a TV, and so on, which will focus the attention of users immediately.

At the same time, in the "All Girls' OFFER" program, Li Jiaqi will personally use or show the quality of the products at close range. Especially in episode 1, when Li Jiaqi and MAKE UP FOREVER negotiated the brand's loose powder, they also brought their own sweat steaming equipment to test the oil control effect of the product, which virtually enhanced the trust of users and strengthened their purchase intention. In addition, Li Jiaqi will use various forms to present the merchandise in all aspects: for example, during the visit to the cleansing oil Laboratory one by one in episode 3, the program site will be able to demonstrate in all aspects the excellence of

various laboratory instruments and the meticulous attitude of laboratory personnel in certification and even prepare chemical test tubes to test the product performance onsite. Such a rigorous picture and Li Jiaqi's professional explanation undoubtedly make users eager to purchase and eager to participate in the buying force; For example, when negotiating for a brand mask, Li Jiaqi will invite the staff to remove the makeup on site, apply the brand mask, and then wash it after a certain period, to focus the attention of the users on the use effect of the products. The shopping show at that time was like an off-line shopping mall, with the anchor acting as an off-line shopping guide, restoring the original static merchandise suspected of "photo fraud" to the audience.

4. Creating an intense shopping atmosphere: sharing of emotional states

In the initial stage of the interactive ceremony, people all have their own emotional states. No matter what kind of emotion, it does not affect the occurrence of the interactive ceremony. However, when they focus on a common focus, they know that each other and themselves have the same focus. By creating a joint rhythm and atmosphere through communication and interaction, they will be attracted by each other's feelings. With the gradual strengthening of this emotional state, their behavior may be dominated by emotions. At first, their feelings will gradually be replaced and dispersed by this collective feeling.

From the beginning of entering the Li Jiaqi shopping show program, the users had certain emotions, either high or low, or excitement or boredom. However, as Li Jiaqi began to negotiate commodity prices with the brand party, the fast-paced, intense, five-minute atmosphere of fixing a link price, coupled with the inner drama of both parties and even the stimulation of the brand party inviting the boss to the next

negotiation, let the users' attention be completely transferred to him and the commodity, immersed in the excitement of snapping up with others and enjoying the shopping experience in the scene. With Li Jiaqi constantly reading out the negotiated discount and the brand's remaining commodity inventory, users will be stimulated by the fast-falling numbers. Users will share their excitement and joy with other users because they grab the commodities they like. At the same time, the audience is no longer a separate individual isolated from other buyers. They can see other users' active participation, comments, evaluations, and barrages in real-time in the studio. To a certain extent, the audience affects others' emotional attitudes towards the commodity, which in turn leads to users' herd mentality. This is another example of the communicative effect of an opinion leader. People are more likely to engage in herd behavior when their consumption ideas, wishes, or actions are related to others. The evaluation of other program users and the strong recommendations of the host will affect the generation of herd behavior. Literally, it seems to follow the crowd, but it is also a rational reference in purchasing decisions. However, if you don't grasp it well, you will often follow blindly. In the live streaming, when users do not understand a product, others' evaluation is an important reason for the purchase intention. The number of favorable comments from other users will significantly improve the trust and make the decision more certain.

By creating an intense interactive shopping atmosphere, Li Jiaqi drives users to have a high mood and generates strong emotional energy. In essence, it turns personal consumption behavior into social consumption behavior.

4.2.3.4 Word-of-mouth marketing to achieve "Share & Spread" of users

The last link of the SIPS model is "Share & Spread", that is, after the target users realize the transformation of purchase behavior, the anchor also needs to stimulate them to return to the social platform or the live streaming studio through various ways to share their purchase experience and use experience, forming secondary communication, which also has a decisive impact on the purchase intention of others. In such an era of "empowerment", China's post-80s and post-90s generations, as the main force of consumers, seek to maximize and demonstrate their dominant position. Under the prosperous social platform, consumers show their initiative to share information and personal opinions, forming dialogues between individuals or opinions among groups (communities). The same people gather and form specific online communities, and the discussion of topics is more active than ever.

Of course, word-of-mouth communication needs to be built on the premise of a good shopping experience. The realization of word-of-mouth marketing exists in various ways of connection in various stages of e-commerce marketing communication. First, as a head anchor, Li Jiaqi's team has created multiple accounts for him and is active on multiple social platforms, such as Sina Weibo, Tik Tok, and Xiaohongshu. The multi-chain connection with individuals as nodes enables Li Jiaqi's personal influence to spread rapidly. Its image of fairness, objectivity, humor, and positive energy is spread word of mouth on these platforms, establishing a good image of an anchor and creating a good image of word of mouth in the hearts of users. Secondly, Li Jiaqi also attaches great importance to the evaluation of users' effects. It usually conveys the users' demands or suggestions to the brand side, so that users can feel that they are valued and trust Li Jiaqi. Li Jiaqi also uses this to spread word of mouth about its personal image.

In addition, the e-commerce marketing process is a "one-to-many, many-to-many" interactive communication. In the process of dissemination, there are both the previous interaction between the anchor and the user group and the interaction between the user and the user. For example, during the live streaming in Li Jiaqi, VIP users often express their opinions in the comment area, indicating that they have purchased a certain product, and give their own opinions to spread word-of-mouth for the product and recommend new users to purchase. There are also subsequent consumption and interaction behaviors caused by interaction. User experience sharing is the wish of consumption formation. In a complete marketing process, the user role realizes the transformation from information receiver to information participant and finally becomes information disseminator. In the process of such interaction, a kind of "universal connection" centered on content products is formed between people, and the communication effect of anchors is also maximized. Finally, entering the virtuous circle of "S-I-P-S", every time the circle of "S-I-P-S" is completed, the occurrence of the new "S" or "Sympathize" will be a geometric progression of western food in the consumer audience, resulting in a divergent market effect.

4.3 In-depth Interview Findings of Research Question 4

The findings of the in-depth interviews are presented in this section. 15 of Li Jiaqi's customers were interviewed as key informants in the in-depth interviews. Among these, RQ4—What is the influence of Li Jiaqi's Double Eleven shopping program "All Girls' OFFER" on consumers' behaviors? —will be the focus of an in-depth interview. This question is focused on the influence of Li Jiaqi's Double Eleven shopping show "All Girls' OFFER" on consumers' behavior.

Fifteen key informants who are Li Jiaqi's consumers participated in in-depth interviews that lasted between 25 and 30 minutes, with each participant being interviewed separately. Respondents only gave their pseudonyms and annual pay since they specifically requested that their gender and personal identity remain private.

4.3.1 Qualitative findings of the interviewers' responses:

(1) Are you familiar with Li Jiaqi? Do you have any shopping experience at the Li Jiaqi studio? If so, what accurately products are they?

1. Chen-70K yuan (year)

Of course, many people will know Li Jiaqi, and I believe Li Jiaqi is a very good person, but Taobao also lives among the representatives of the people.

2. Wang-80K yuan (year)

I quite like him, the original seems to be L'Oreal makeup artist to come, there is a certain expertise, and are personally tried, plus his affinity for high, even few people choose the beauty male anchor. And but he is not feminine, let people look at a very spiritual big boy.

3. Zhu-120K yuan (year)

I know, he's the hottest KOL right now, with over twenty years of experience in the FMCG industry, familiar with home care, personal care, and cosmetics. And he is the best at lipstick color testing; as a girl who loves beauty, he frequently buys makeup products, particularly lipstick, and his recommended color number is always very good.

4. Yin-300K yuan (year)

He had previously been highly recommended by friends, and I had shopped in his live-streaming studio a few times, and my shopping experience was quite positive; I purchased cosmetics and snacks.

5. Yang-130K yuan (year)

Yes, I also bought a product in his live-streaming studio, a lipstick, for my girlfriend.

6. Zhao-150K yuan (year)

Of course, know Li Jiaqi, he should be Taobao "Lipstick Brother No.1". I previously purchased an iPhone in his live-streaming studio, and it was a good deal.

7. Guo - 100K yuan (year)

Yes, I frequently see his video, which is about lipstick. I bought a variety of cosmetics, snacks, and household items.

8. Sun-120K yuan (year)

Know, "Lipstick Brother No.1" well. Now no one should not know him. I bought lipstick and perfume at his live-streaming studio, very hot products, domestic is easy to out of stock so I had to ask friends to buy abroad, now there is Li Jiaqi can buy directly in the country.

9. Li-150K yuan (year)

I liked Yang Mi (a well-known Chinese actress) because Li Jiaqi invited her into his live-streaming studio to collaborate. That day, I ordered a lot of things from Li Jiaqi's live-streaming studio.

10. Wu-180K yuan (year)

I remember buying the most pet supplies in his live-streaming studio because he has puppies and will have a lot of pet-related products.

11. Xie-200K yuan (year)

Early interest in him, almost every night will watch his live-streaming, and even follow his account, frequently buy his recommended products, and is considered a loyal fan. His live-streaming studio will recommend a lot of new products, so skin care products should be the most purchased goods type.

12. Liu- 120K yuan (year)

See the news about him, and occasionally watch his videos, and you can tell he has a lot of fans. Another shopping experience in his live-streaming studio resulted in the purchase of a large brand of skin care products at a reasonable price.

13. Ma- 60K yuan (year)

I like him because he is very dedicated to live-streaming every night, and he introduced products that are very professional, often buying cosmetics in his live-streaming studio.

14. Zhu-40K yuan (year)

Of course, I know him. I like to buy it in his studio. His introduction is sincere and not exaggerated. For example, skin care products, which girls are not suitable to say directly; For example, clothing, which body type is not suitable, will not be recommended to buy.

15. He-200K yuan (year)

Yes, I also joined the fan base he built. They often shop in his studio, and they have almost everything. During the period when I fell in love with him, all the couriers at home placed orders in his live-streaming studio.

Sub-Question 1: Around 90% of the participants found that In the interviews, all the information providers, of them, expressed that they knew and to some extent knew Li Jiaqi and his studio, and all of them had shopping experience in his studio. Among

them, most types of shopping are beauty products, and the rest are daily necessities and electronic products. From the literature, it can be learned that From the literature, we can know that Li Jiaqi, as KOL and his personal brand, has gained a certain popularity and influence among consumers.

Findings sub-question 1: In sum, the interview found that Li Jiaqi, as a KOL, already has a certain influence among consumers, and at the same time, consumers will choose the products he recommends for consumption.

(2) Did you get it shopping at Li Jiaqi studio during the Double Eleven? Why is this so?

1.Chen-70K yuan (year)

The most important aspect is that it is inexpensive and genuine. I am hesitant to purchase many items from small anchors on Taobao, but I only trust Li Jiaqi, who can guarantee the lowest price under the condition of genuine products, and many goods are delivered directly from flagship stores. I recall seeing it several times. He was bargaining with a specific brand when he was live streaming. He waited for the shoot because all of the links had gone dead. As a result, one brand simply did not reduce the price and did not give away gifts. He also took the initiative to bear the price difference and even advised customers not to purchase it first. He went to fight with the brand. As a result, every year on Double Eleven, I place an order in my Li Jiaqi live-streaming studio.

2. Wang-80K yuan (year)

I'll say three words every double eleven: I want to buy it! Every year, it anticipates the Double Eleven Shopping Festival because the commodity price is lowest and the

preferential intensity is highest during this time. Simultaneously, when major brands and businesses make promotions, particularly the live-streaming studio in Li Jiaqi, the lowest price can always be obtained.

3. Zhu-120K yuan (year)

Of course, I watch his videos on Double Eleven every year. He is very truthful, and there are many things that are difficult to use. He will tell you whether or not you should buy them right away. I get a funny feeling when I watch them, and I believe his ability has progressed to the point where he selects businesses. But he has always been very stable, and he still sells them to the most active fans. No matter how much money he makes in the middle, his presence is completely absent in other places.

Buying cosmetics from his live-streaming studio makes me feel like I've passed the Double Eleven a lot of times.

4. Yin-300K yuan (year)

I first watched Li Jiaqi's live streaming and video on the recommendation of a friend, and then I liked him. Not only were the goods inexpensive, but his speaking style was also intriguing. Last year's Double Eleven Shopping Festival also included cosmetics. He had so many fans that he missed out on several items he desired.

5. Yang-130K yuan (year)

I recall that the net sales of this year's Double Eleven Li Jiaqi exceeded 100 million, setting a new record. During the Double Eleven Shopping Festival, many girls shopped in his studio, including my girlfriend, who frequently heard her say that the big-name products sold in Li Jiaqi were cheap and cost-effective. And based on the sales of his Double Eleven Shopping Festival, he is said to make a lot of money.

6. Zhao-150K yuan (year)

You can shop at home if you buy online. Purchasing items is not limited by time or place, and during the Double Eleven Shopping Festival, you can also take advantage of additional discounts. Furthermore, a large amount of commodity information can be obtained directly through Li Jiaqi, and commodities that are not available locally can be purchased directly. Online payments are more convenient than cash payments. Major logistics companies have also increased distribution speed since the Double Eleven Shopping Festival, and they can now get online shopping products in three days or less.

7. Guo - 100K yuan (year)

I bought the most lipstick in his live-streaming studio at the Double Eleven Shopping Festival. In general, all women wear lipstick. Every day, a boy puts on lipstick for you. His distinct painting style is very appealing. His works with magic lines can be described as very brainwashing. Furthermore, he will show the colors on the staff with different skin colors every time, which is very careful and meticulous. As a result, Li Jiaqi can claim first place in lipstick sales. Furthermore, every double eleven shopping festival, his price is very affordable, and he can also participate in other Taobao activities that are less expensive.

8. Sun-120K yuan (year)

I bought lipstick in Li Jiaqi live-streaming studio during last year's Double Eleven Shopping Festival because I spent a lot of time explaining the unique packaging of lipstick, the texture and taste of the paste, and so on, all of which were mentioned in Li Jiaqi's videos. These particulars will pique my interest. Furthermore, the selection of goods in Li Jiaqi is extensive, so you won't have to rely on friends to purchase them from abroad.

9. Li-150K yuan (year)

Because many celebrities collaborate with Li Jiaqi, there are many fans who idolize him. He will invite many celebrities to make videos, enter his live-streaming studio, and interact with his brand, particularly during the Double Eleven Shopping Festival. Furthermore, at the Double Eleven Shopping Festival every year, the goods he sells are always the cheapest.

10. Wu-180K yuan (year)

Not only will I place orders for many pet products in his live-streaming studio during the annual Double Eleven Shopping Festival, but also during the daily live-streaming or video. Because he owns dogs, he understands what pet families require, particularly cat and dog food. He will buy a lot of goods and stock them up every time he places an order, so he will choose Li Jiaqi when there are activities such as the Double Eleven Shopping Festival. It is extremely cost-effective and can save a significant amount of money.

11. Xie-200K yuan (year)

Every year, Double Eleven buys a lot of products in his live-streaming studio, particularly some luxury high-end big-name skin care products, because they are the most cost-effective during the Double Eleven Shopping Festival, and he frequently buys two copies. Furthermore, if you place an order in Li Jiaqi live-streaming studio, you will receive numerous free gifts, many of which will exceed the purchase price. Taobao will also engage in additional full reduction activities during the Double Eleven period.

12. Liu- 120K yuan (year)

I once took part in his live-streaming studio activities at the Double Eleven Shopping

Festival. The main reason is that the price is extremely low, there are numerous freebies, and after-sales service is guaranteed.

13. Ma- 60K yuan (year)

Every year, he participates in his activities at the Double Eleven Shopping Festival because he opens a beauty study video one month in advance to explain the products to be sold at the Double Eleven Shopping Festival, as well as what kind of people, what kind of skin, and what kind of products are suitable for. Every type and commodity will be thoroughly explained.

14. Zhu-40K yuan (year)

Every year during the Double Eleven Shopping Festival, I make a point of shopping at Li Jiaqi's live-streaming studio because I trust his advice and his price discounts are always substantial. He is very friendly to girls who don't have much in their lives but want to try everything. I can't stop myself from visiting Li Jiaqi's website.

15. He-200K yuan (year)

The Double Eleven Shopping Festival, of course, cannot be missed. After all, the Double Eleven Shopping Festival hosts a plethora of events each year. Not only will you be able to purchase luxury items that you would not normally order in your daily life, but you will also be able to purchase daily necessities at the Double Eleven. Because eleven is both the lowest price and the greatest discount.

Sub-Question 2: Among the interviewees, all the information providers had shopping behaviors in their studios in Li Jiaqi during the Double Eleven, even more than once. Among them, the most striking thing for consumers is that they can get cheaper prices and greater discounts when shopping in Li Jiaqi's studios, which are directly related to the interests of consumers. It is also partly attracted by the

interesting content generated by Li Jiaqi's cooperation with other stars.

At the same time, in the answers given by the interviewees, the key words "interesting", "like", "low price", "concerned" and "very special" appeared many times, which can correspond to the 4I theoretical content, “Interesting”、 “Interests”、 “Interaction”and “Individuality”in the literature.

Findings sub-question 2: In sum, the interview found that Double Eleven Shopping Festival is a period in which consumers' consumption behavior in China is concentrated every year. Li Jiaqi can also stand out among many personal brandings as one of the choices that consumers believe.

(3) Have you seen Li Jiaqi's shopping show "All Girls' OFFER" on Double Eleven? If so, which episode? And how would you describe Li Jiaqi's Double Eleven shopping show "All Girls' OFFER"?

1.Chen-70K yuan (year)

We saw that Li Jiaqi's video comments were too funny, which caused heated discussions among netizens. In fact, Li Jiaqi's interaction with netizens in the video was funny, and he would interact with the audience when it was the live-streaming studio. The whole video seems to be in a good mood, even causing the desire to shop and the expectation of the Double Eleven Shopping Festival.

2. Wang-80K yuan (year)

The video released by his Double Eleven has been edited, but it can show his character more exaggeratedly and interestingly. When he is in the live-streaming studio, he also has something to say. This video shows another side of his streaming streaming , which is very interesting.

3. Zhu-120K yuan (year)

This video has also been reported in the news. It seems to be the first time that it shows a process of bargaining between Li Jiaqi and major brands. Li Jiaqi is responsible for bargaining, and each episode is not very long, so it is a brand-new variety show. This show is a surprise for all consumers prepared by Li Jiaqi and his company Mei ONE. As a bridge between consumers and brands, Li Jiaqi's live-streaming studio hopes that consumers can enjoy the best products and the best prices and pass on its unique corporate culture and brand stories to consumers.

4. Yin-300K yuan (year)

I watched this video. It was sent to me by a friend and is very funny, especially the episode where he and the brand of Bosideng down jacket are in the PK of a ski resort, which has a profound impact. Everyone shivered in the snow, but once they put on their down jackets, they were warm. This publicity effect was simply fantastic. Furthermore, the episode about boating in West Lake is very interesting. Furthermore, when he forced Johnson & Johnson's boss to lower prices, he felt his desire to shop diminish.

5. Yang-130K yuan (year)

Yes, I've watched a few episodes with my girlfriend. It's amusing. Several plot impressions emerge. Another thing he and his puppy do is go bargain with the person in charge of the brand. In addition, he has created a super-sized seal. The video's special effects and plot are greatly exaggerated.

6. Zhao-150K yuan (year)

His price is the lowest in the entire network, especially during the Double Eleven Shopping Festival. Because he exposed the battle with big names, especially the

mutual pulling of price wars, which was very fresh, it caused a wave of online discussions, especially after the broadcast of his shopping show. This material had never been filmed before.

7. Guo - 100K yuan (year)

I've only seen one or two episodes, but they're quite interesting. I believe that no one is shooting videos of this type and content, which is quite valuable and meaningful. It's also fascinating to speak with children ten years later. Every year, the Double Eleven Shopping Festival anticipates what brands and commodities Li Jiaqi will select.

8. Sun-120K yuan (year)

Yes, because Huaxizi (a Chinese beauty brand), a domestic product, is my favorite cosmetics brand, I will undoubtedly watch the collaboration video between Li Jiaqi and Huaxizi, particularly this "All Girls' OFFER" video, which depicts the process of lipstick manufacturing and explains various R&D processes and R&D ideas. This type of video appeals to me greatly.

9. Li-150K yuan (year)

I saw a video of him and his fans sitting around a round table in front of him, directly to the brand to ask questions about the product, feeling quite direct in this form, and see news reports that he also showed the process of cutting prices, which is very new.

10. Wu-180K yuan (year)

I saw the video clip of his interaction with the puppy and thought it was super cute. The video also demonstrates that he is very strict in order to select safer products, and you can sense the rigor of his products as well as his love for small animals.

11. Xie-200K yuan (year)

I have watched every episode of this shopping show because I am a big fan of Li Jiaqi, and I believe he put a lot of heart into the production of this show, which shows his sincerity. Furthermore, many products are requested to be mentioned by fans in his video comments, indicating that he is quite attentive to user feedback and worthy of all the girls on the side. And he and his assistant unanimously agree, and the brand hostile, mutual bargaining episode is quite entertaining to watch, and feel that in terms of price to get a good deal. Many of these bridges are quite amusing.

12. Liu- 120K yuan (year)

I haven't seen the video. (The site watched a specific episode of the draw) (after watching) feel very lively, whether it is Li Jiaqi's personal brand this team or the brand's atmosphere is very good, but he discusses the price is also unrelenting, quite interesting after returning should go to watch this series all

13. Ma- 60K yuan (year)

The video series appears to be very clear, and it appears that the consumer is most concerned with the product type, product efficacy, and product discount combination being explained in greater detail. I even watched the episode about the L'Oreal Group twice!

14. Zhu-40K yuan (year)

I saw it before the Double Eleven shopping festival, probably in October, when he mentioned this series of videos I went to see, very interesting, and very concerned about the feelings and needs of our girl fans, so I believe he has been working hard, quite moved. And as you watch each episode of his video, you will notice that the production is very attentive, as is the content and editing.

15. He-200K yuan (year)

I've seen some of it before, but not all of it; after all, he promoted it during the live streaming and video. This shopping show, I believe, is a good publicity tool for Li Jiaqi, and it can be seen on any platform.

Sub-Question 3: Among all the information providers, 80% of the interviewees have watched Li Jiaqi's programs, and expressed a great degree of love for the contents of this series of programs. They even evaluated the program contents as interesting and practical.

At the same time, in the answers given by the interviewees, the key words "interesting", "clean", "good", "concerned", "lively", "attentive to user feedback", "funny" and "interact with the audience" appeared many times, which can correspond to the SIPS model content, "Sympathize", "Identify", "Participate" and "Share & Spread" in the literature.

In addition, the interviewer's evaluation of Li Jiaqi's Double Eleven shopping videos is also in line with the analysis of communication strategies, which can correspond to Content Strategy, Value Strategy, Participation Strategy, Identification Strategy and Using Social Platform to Realize Three-dimensional Communication in this study.

Findings sub-question 3: In sum, the interview found that Li Jiaqi Double Eleven Shopping Show has a widespread and influence among consumers, and it also has an impact on Li Jiaqi's personal branding.

(4) What is your comment on Li Jiaqi's personal branding?

1.Chen-70K yuan (year)

Li Jiaqi is a professional live streamer. He is really good and has first-class selling

ability. Even have their own team and set up their own company, which many KOLs can't do. Many times, he shows not only the skills of the live stream but also his personal charm.

2. Wang-80K yuan (year)

I think Li Jiaqi has proved himself with his own ability in his life, and at the same time, he has many fans and many platforms to show his strength. He is also very considerate of others, will care about the needs of many small groups of people, and also pays great attention to consumer feedback in the live stream.

3. Zhu-120K yuan (year)

Li Jiaqi has experienced a lot in his own growth path, but he is constantly trying to improve himself. Now he is trying to be what he wants to be. He is also a very cheerful person in live broadcasts and videos. He keeps a lot of puppies, which shows that he is a very caring person. Many brands he works with are also very authoritative and well-known.

4. Yin-300K yuan (year)

I thought he was quite strange before I saw him live. How can a boy sell lipstick for girl? As a result, he was turned into a fan by his personal good temper. Now he likes him very much, and his personal brand has a good feeling.

5. Yang-130K yuan (year)

First of all, he works really hard, almost all year round. Watching him try a lot of lipsticks every day makes my mouth ache for him, so I appreciate his dedication. In fact, the competition between KOL, Taobao live-streaming, and personal brands is fierce. If there is no solid beauty foundation and professional ability, it can't be mixed up in this industry. Responsibility for fans and careful in-depth analysis of each

product make Li Jiaqi more and more popular.

6. Zhao-150K yuan (year)

He has participated in the cooperation and R&D of internationally renowned brands such as Dior, Lancome, Estee Lauder and Shu Uemura. At the same time, he paid close attention to the R&D and development of domestic independent brands and used his influence and personal brand to help domestic new brands innovate and develop continuously. He is also very patriotic, devoted to public welfare undertakings, and contributes his own strength to society with his own financial resources and influence. I remember that at the beginning of the epidemic, he also volunteered to donate money and masks to areas with the severe epidemic.

7. Guo - 100K yuan (year)

I think his personal brand is very caring because Li Jiaqi not only sells goods to make money by himself, but also considers social welfare projects, and makes use of his personal brand and the influence of the live stream studio to endorse and sell crops from Yunnan, Xinjiang, Guizhou and Guangxi, which is very touching. Moreover, I have high requirements for my major, which is also very trustworthy.

8. Sun-120K yuan (year)

I like his unique personal brand, especially his strict requirements for his own specialty. I have to say that Li Jiaqi's professional knowledge is really sufficient, and basically, every product can be used as material by his team in the live streaming. He can use precise and concise professional vocabulary to describe the color, texture, color, and so on of lipstick, and he can name a few treasures of each product. This kind of quality not only consolidates one's own personality and personal brand, but also enhances the influence in the vertical field.

9. Li-150K yuan (year)

I like co-branding with big-name stars. As a fan, of course, the more publicity for such activities, the better. Moreover, Li Jiaqi has carefully studied the ingredients of his own brand and the products he sells and explained them professionally. The recommended products are really easy to use, and the recommended snacks are delicious.

10. Wu-180K yuan (year)

I like his personal brand very much, especially a series of products with his puppy. The style is super cute, and the brand I chose is also a well-known big name and the products are very easy to use. I didn't grab any of the co-branded products for the first time, but only when I replenished the goods for the second time. In addition, he is also very concerned about his fans' problems. After each live streaming, there will be a rebroadcast, and all kinds of feedback will be collected after the end.

11. Xie-200K yuan (year)

I believe his personal brand is very distinct, similar to Li Jiaqi's own style.. It is unique and unique. He doesn't pay attention to publicity like other brands, on the contrary, he will focus on his own development and improvement. It's like doing a good job in fan service. Whether you set up your own WeChat official account, Tik Tok account, or private community, you pay attention to the performance of consumer feedback. Even this video of the Double Eleven Shopping Festival has fully demonstrated this aspect.

12. Liu- 120K yuan (year)

Is it a personal brand? His personal brand focuses on his live streaming, which has his own style and characteristics and is quite interesting. At the same time, I feel that he

is good at creating a resonance with consumption, and will stand on the side of consumers, consider their interests of consumers and choose products that consumers are interested in.

13. Ma- 60K yuan (year)

His personal brand is very interesting and unique. After all, when we think of lipstick, we think of Li Jiaqi, and when we think of Li Jiaqi, we can think of the phrase "oh my god", which seems to be Li Jiaqi's exclusive discourse. This unique style has become the representative of his personal brand, which is like a TV advertisement. It repeats itself in exaggerated ways, brainwashes users constantly, makes the brain form conditioned reflexes, and successfully shapes its own personal brand.

14. Zhu-40K yuan (year)

In fact, Li Jiaqi is not only a goods anchor but also an old friend of consumers whom he has not seen in a long time. Because of his trust and love, watching his live streaming and video will make him happy and moved.

15. He-200K yuan (year)

I have to say that live shopping at this stage, the goods purchased through live shopping are mixed. It is undeniable that there are quality problems in many products with live goods at present, but there are still many products with live goods in KOL that are actually really publicized, and Li Jiaqi's personal brand is one of them. Every time the product is placed in the live-streaming studio, he explains it professionally and perfectly, and even he will be responsible for the after-sales service of the product.

Sub-Question 4: Among the interviewees, all the information providers, and most of the interviewees highly praised Li Jiaqi's professionalism in products,

especially cosmetics, as KOL. At the same time, he also showed great interest in the cooperation between Li Jiaqi's individual brands and big brands. One of the interviewees also raised concerns about the change in the industry of live shopping.

At the same time, in the answers given by the interviewees, the key words "known", "trust", "good", "fan service", "Responsibility", "carefully", "professionally" and "responsible" appeared many times, which can correspond to the SIPS model content, "Sympathize", "Identify", "Participate" and "Share & Spread" in the literature.

Findings sub-question 4: In conclusion, the interview found Li Jiaqi's personal brand has a specific image in consumers' minds, which can arouse consumers' resonance and win consumers' love and rustication, and at the same time establishes an excellent consumer connection mode.

(5) Do you think Li Jiaqi should be recommended to others? Will you continue to follow Li Jiaqi after that?

1. Chen-70K yuan (year)

Yes, I think I like his high requirements for his major and his personal charm.

2. Wang-80K yuan (year)

Yes, I will continue to pay attention to him because his sincerity touched me.

3. Zhu-120K yuan (year)

Yes, after all, many times he is a topic of conversation with his friends.

4. Yin-300K yuan (year)

Of course, many times I am with my friends, not only watching his live streaming and videos, but also paying attention to his personal and brand accounts.

5. Yang-130K yuan (year)

I should, in fact, sometimes I watch his videos, because he not only sells cosmetics that girls like, but also more and more electronic products that boys like.

6. Zhao-150K yuan (year)

Yes, the attention to him should last. Because it is difficult for a male blogger to achieve his position, I am curious about the development of his brand.

7. Guo - 100K yuan (year)

Yes, because he is caring and will help the disaster areas, which deserves praise.

8. Sun-120K yuan (year)

Of course, I appreciate that it is very demanding on myself and my personal brand.

9. Li-150K yuan (year)

I will, because I will invite my favorite stars to cooperate with me, and I will continue to pay attention.

10. Wu-180K yuan (year)

Of course, because the pet at home likes the products he recommends very much, he should keep buying them in his studio.

11. Xie-200K yuan (year)

Of course, after all, as his fan, I am happy to recommend it to others. My friends and colleagues around me have followed Li Jiaqi through me. I think I still choose Li Jiaqi for this year's Double Eleven Shopping Festival.

12. Liu- 120K yuan (year)

It should be recommended. I feel that after watching the video today, my affection for Li Jiaqi has deepened.

13. Ma- 60K yuan (year)

Yes, because many friends around me also like beauty products. It will be very

cost-effective to choose Li Jiaqi.

14. Zhu-40K yuan (year)

I will definitely recommend him. I like him very much, so I think he deserves to be recognized and liked by more people.

15. He-200K yuan (year)

Of course, after all, there are very few KOLs that can successfully attract consumers' attention. I wonder when he can be hot.

Sub-Question 5: Among the interviewers, all the information providers are without exception. All interviewers will recommend Li Jiaqi like others and will continue to pay attention to the development of Li Jiaqi.

At the same time, in the answers given by the interviewees, the key words "sincerity touched me", "trust", "very demanding on myself", "like him", "Responsibility", "successfully", "cost-effective" and "successfully attract consumers' attention" appeared many times, which can correspond to the SIPS model content, "Sympathize", "Identify", "Participate" and "Share & Spread" in the literature.

Findings sub-question 5: In sum, the interview found that Li Jiaqi's personal brand has won the favor and trust of consumers and has a certain influence.

(6) Did Li Jiaqi's video influence your daily online shopping?

1. Chen-70K yuan (year)

Of course, if he recommends the product, his preconceived opinion is very high. He will even give priority to the products he recommends.

2. Wang-80K yuan (year)

The brands and products recommended in his videos feel very exciting. If there is a

suitable price, I will consider buying them.

3. Zhu-120K yuan (year)

It's quite influential. Now, before shopping, I will look for Li Jiaqi's recommendation comments and videos, and then decide whether to buy products.

4. Yin-300K yuan (year)

It will because I believe that with his popularity and influence.

5. Yang-130K yuan (year)

Yes, after all, the price is very cheap, and his explanation is very detailed.

6. Zhao-150K yuan (year)

Yes, it will, especially the people around me, so it will, directly and indirectly, affect my shopping decision.

7. Guo - 100K yuan (year)

I will not hesitate to place an order for the products he recommended, especially for helping farmers and disaster areas.

8. Sun-120K yuan (year)

Yes, the more we talk, the more we can trust his recommendation. Besides, he can grasp my consumption psychology very well.

9. Li-150K yuan (year)

Of course, after all, if you have your favorite star cooperation recommendation, you will place an order to buy it immediately!

10. Wu-180K yuan (year)

Yes, after all, you can buy your favorite goods at the cheapest price.

11. Xie-200K yuan (year)

Li Jiaqi's recommendation has greatly influenced my shopping, not only the choice of

online shopping but also the choice of products recommended by Li Jiaqi when shopping offline. Of course, more often, I will choose to buy it in his studio.

12. Liu- 120K yuan (year)

Emmmm I feel that his recommendation will affect my shopping decision in the future, because after liking him as a person and his brand, I will love my dog, so I have a good opinion of the products he recommends.

13. Ma- 60K yuan (year)

The influence is certain. After all, his introduction will be more careful. I trust such thoughtful and professional recommendations.

14. Zhu-40K yuan (year)

Yes, if it's the product he recommended, I'll like it. If it's the product he didn't recommend, I'll hate it.

15. He-200K yuan (year)

To a certain extent, it will still have an impact. After all, it shouldn't be so bad if there is a celebrity recommendation like Li Jiaqi.

Sub-Question 6: Among the interviewees, all the information providers are without exception. All the interviewees show the influence of Li Jiaqi video on their shopping behavior, and even subconsciously have good feelings and trust for the products recommended by Li Jiaqi.

Findings sub-question 6: In sum, the interview found that Li Jiaqi's personal brand can have an impact on consumers' shopping behavior, and even play a positive guiding role.

4.3.2 Summary of In-depth interview results

1. Stimulate consumers to generate consumer demand

The fun, interesting, interactive, and personalized content in Li Jiaqi's videos significantly enhances the audience's acceptance and attraction, which further enhances the audience's desire to buy and stimulates consumers' needs and desires for shopping.

Firstly, Li Jiaqi uses a distinctive persona and unique language style, such as "girls" and "lipstick", to attract consumers' attention and create psychological implications to attract consumers' continued attention and understanding, thus building a bridge between products and consumers. This builds a bridge between products and consumers. Secondly, KOL describes the product as "overnight whitening", "fast acne removal", "complete spot removal", "celebrity model" and other stimulating phrases. The KOLs describe the products with stimulating phrases to make consumers fantasize and expect the effect of the products after use, thus stimulating consumers to generate consumer demand.

2. Provide accurate and reliable information support for consumers' decision making

The professional content shown in Li Jiaqi's video has broadened the channels for consumers to collect and obtain information, changed the way consumers organize information, and made consumers more inclined to actively search for information, and a large proportion of them search for experience and evaluation from other consumers.

The KOL marketing model relies on social media platforms to share and interact with information between consumers and companies, and to build a sense of trust and dependence with consumers, making the collection and acquisition of information

easier and more accurate, and the transaction process more equitable and visual. KOLs play a leading role in this process by reaching out to various social media, making frequent contact with many consumers, and increasing the exposure of the brand. We can ensure that consumers receive accurate and reliable product information, shorten the process of information evaluation, analysis, and screening, and speed up the purchase decision-making.

3. Based on the trust of KOL, the speed of consumer consumption is accelerated.

Based on the traffic and fan base of each social platform, Li Jiaqi can cash in on the fan economy. As a result, companies are paying more and more attention to the value of individuals in their business activities, and consumers have shifted from trusting Li Jiaqi to trusting Li Jiaqi's personal brand. In Li Jiaqi's marketing model, the ability to promote the product and guide the consumer goes far beyond itself, so the consumer's trust in Li Jiaqi himself is a key factor in the purchase decision. With his professional knowledge in related fields, his linguistic skills of analysis and expression, his professional conduct of truthfulness and objectivity, and his accurate grasp of consumers' psychology, Li Jiaqi delivers the most truthful, accurate, and reliable product information and quality content to consumers, impressing them with sincerity and sincerity, making them feel a sense of trust, speeding up their shopping and even leading to transactions.

4. Prompt consumers to post and spread quality reviews.

In-depth interviews in this paper demonstrate that audiences have a great influence on sharing and evaluating Li Jiaqi videos and consumer experiences on consumers' purchase decisions. In Li Jiaqi's marketing model, the videos show Li Jiaqi affectionately addressing consumers as "baby," "beauty," and "girl" to close the

distance with consumers; at the same time, Li Jiaqi will accurately At the same time, Li Jiaqi will accurately, objectively, seriously, and comprehensively introduce the products to consumers, and from time to time engage in spoiling behavior to enhance consumers' trust. Li Jiaqi will take the initiative to care about consumers' consumption experience, so that consumers will feel care and attention, and enhance their good feelings towards the brand. Therefore, by reaching out to consumers and interacting with them frequently, Li Jiaqi establishes an emotional connection with the brand and strengthens consumers' goodwill toward the brand, prompting them to actively participate in consumer feedback, post quality reviews, and even actively share Li Jiaqi with others.

CHAPTER 5

DISCUSSION

In Chapter 5, the findings on the impact of marketing communication strategy on personal branding in Li Jiaqi's Double Eleven shopping show "ALL GIRLS' OFFERS" was explicitly explained and discussed about its implication on the customers' purchase intention after viewing Li Jiaqi's show. In addition, it provides the limitations of this study, recommendations for further research, and further application in the future.

5.1 Summary of Findings

This study utilized qualitative research methods such as content analysis and theoretical analysis to investigate the personal branding marketing communication strategy during the E-commerce Shopping Festival using the SIPS model and 4I marketing theory, with the "All Girls' OFFER" of the Double Eleven shopping show in Li Jiaqi as an example. Including e-commerce holiday marketing, Li Jiaqi 's personal branding, and the analysis of the communication content and effect of "All Girls' OFFER", in order to summarize the communication characteristics and communication strategies of personal branding during e-commerce festival marketing.

5.1.1 Research question # 1 : To examine the marketing communication strategy of Li Jiaqi 's Double Eleven shopping show "All Girls' OFFER" and its effects on the customers based on the 4I Theory.

The content analysis found that using the theoretical framework of 4I theory, this

research examined the marketing communication strategy of Li Jiaqi Double Eleven Shopping Exhibition, and found that according to 4I theory, Interesting, Interest, Interaction and Individuality. Li Jiaqi personifies his personal brand animation while using interesting video content; he also draws users' interest, promotes fan interaction and public domain traffic, creates subjects to draw in fans, and establishes a private community to close the loop on fan interaction. Additionally, Li Jiaqi unifies personalized IP items across national boundaries, organizes brand tasks individually, and establishes a personal brand from the viewpoint of fans. Thereby forming a distinctive communication strategy for Li Jiaqi's personal branding.

In sum, the study revealed that in Jiaqi's Double Eleven shopping show "ALL GIRLS'OFFERS" based on the 4I theory, spreading personal branding content that users are interested in is the basis of attracting users' attention. It is found that Li Jiaqi's personal branding can attract consumers' interest, involve consumers' interests, mobilize consumers' participation and interaction, and great show the individuality of personal branding.

5.1.2 Research question # 2 What is the type of communication strategy of Li Jiaqi's Double Elevers hopping show "All Girls' OFFER"?

The content analysis found that Summarize four communication strategies used in Li Jiaqi's Double Eleven shopping show "All Girls' OFFER": including Content Strategy, Value Strategy, Participation Strategy, Identification Strategy, and using Social Platform to Realize Three-dimensional Communication. The research also conducted the in-depth interview on the shopping behavior of users in Li Jiaqi

In sum, the study revealed that the communication strategies used by Li Jiaqi's

personal branding in the Double Eleven shopping show "ALL GIRLS'OFFERS" are very successful and effective, which can directly maximize the communication effect required by personal brand, attract consumers' interest and attention, and directly influence consumers' consumption behavior, narrow the distance between consumers and personal brands, and build brand loyalty and intimacy between consumers..

5.1.3 Research question # 3 What is the impact of the personal branding strategy of Li Jiaqi's Double Eleven shopping show "All Girls' OFFER" and its effects on the customers based on the SIPS model?

The content analysis found that the communication strategies of personal branding in Li Jiaqi are presented through research under the SIPS model framework of "Sympathize, Identity, Participate, Share & Spread," namely emotional marketing strategy, precision marketing attracts users, interactive marketing triggers participation, and word-of-mouth marketing realizes sharing. While emotional marketing has encountered users' emotional needs for Li Jiaqi's content, precision marketing can meet the needs of different users and accelerate users' psychological confirmation; in interactive marketing, real-time clever communication realizes consumers' "participation" and connects Li Jiaqi and users closely; the final link, "Share & Spread" is to establish a certain sharing incentive mechanism, which promotes the spread of Li Jiaqi's content.

In sum, the study revealed that taking the SIPS model as the basic framework, Li Jiaqi's personal branding can further attract users, interact with users, consolidate user loyalty, and feedback, and then increase the impression of consumers' purchasing behavior.

5.1.4 Research question # 4 To explore the implication of Li Jiaqi's Double Eleven shopping show "All Girls' OFFER" on the customers' behaviors.

The in-depth interview revealed Jiaqi's personal branding communication strategy included: (1) Actively creating content that meets users' interests, (2) meeting users' multi-level needs, exchanging values with users, (3) attracting users' participation through real-time interaction to deepen the relationship with personal brandings, and (4) actively shape personalized personal branding image to create differentiated branding positioning. It's starting to look like a personal branding communication mode for cooperating and communicating with users.

Given the outcome of our tests, in the following section, we present a few implications for practitioners and potential directions for future research.

In sum, the study revealed that Li Jiaqi 's personal branding communication strategies in the Double Eleven shopping show "All Girls' OFFER" is a good reference and research object. It successfully achieves the ultimate effect of personal branding communication, and at the same time establishes an excellent consumer connection mode.

5.2 Discussion of the study

5.2.1 Relating Findings to Theory

According to the research results reported in Chapter 4, Li Jiaqi's personal branding showed the characteristics of personal branding well in the Double Eleven Shopping Show "All Girls' OFFER", and at the same time influenced consumers' buying behavior. First of all, according to the results of content analysis, taking the

communication strategy of personal branding in Li Jiaqi as an example, wherein its planning revolves around users' interests, needs, and feedback, and the content strategy is based on users' insights, and users are highly involved in content communication.

Moreover, in terms of value expression and interest appeal, Li Jiaqi gradually alter the communication strategy of only satisfying users' use value as the main appeal point and began to turn to a higher level of spiritual satisfaction, and the satisfaction of users' needs as close to daily life, easily recognized and translated into action; In addition, Li Jiaqi takes his own real characters as the main visual identification element in personal branding communication, which can close the psychological distance with users, and at the same time, it is easy to form high-quality dialogue and communication and enhance users' emotional recognition of personal branding. In the whole video of the Double Eleven Shopping Show, "Li Jiaqi" interacts with users everywhere, actively creating content topics and values with users, such as inviting users to directly participate in meetings with brands. Secondly, Li Jiaqi's personal branding has an impact on consumers' consumption behavior. The communication strategy of Li Jiaqi's personal branding can be understood for he effectively attracted the audience's attention, discussion, and participation, and conveying product information in a way that the audience is interested in, thus affecting consumers' shopping behavior. These factors have been most clearly proved by one-on-one in-depth interviews.

The research results of this paper also prove that the theory of the Two-step flow of communication holds that mass communication information does not flow directly to the general audience but through the intermediary of opinion leaders. It is

represented as a creative process of opportunity for mass media opinion leaders in general. Through the in-depth interview of this study, the opinion leader, Li Jiaqi, as KOL, keeps more contact with the mass media, is active in the interpersonal communication network, and is able to exert a stronger personal influence on others in the consumption field, further influencing the decision-making of consumers' behavior, establishing a close relationship with consumers, and at the same time establishing consumers' trust and influence on Li Jiaqi's personal brand.

To sum up, from the content analysis and in-depth interview results, the researchers realized that Li Jiaqi's personal branding communication strategy has its uniqueness. The brand is applying the 4I theory and SIPS model to its personal branding communication strategy for China market.

5.2.2 Related Findings to Previous Research

Previous studies have shown that KOLs' personal branding will have an influence on their purchase behavior, and then this research is more in the brand establishment and development vein. Research on the personal brand's communication strategy is, however, limited.

Researchers should be aware of the crucial function that marketing strategy performs for customers, business, and personal branding. As a result, a smart place to start is by researching the 4I marketing theory and the SIPS model of contemporary social media marketing. The 4I marketing theory and the elements of the SIPS model are used in this research to assess how successfully Li Jiaqi has constructed his personal branding. Four different communication strategies were combined into Li Jiaqi's personal branding to promote the Double Eleven Shopping Show. The research

also found that it reduced the distance between brands and consumers, established and enhanced user and brand loyalty, and then increased the impact on consumers' purchase behavior.

5.2.3 Relating Finding to Professional Expectations and Practice

This research finds that Li Jiaqi's personal branding was effective at influencing consumers' shopping behavior using communication strategies. The study also identified Li Jiaqi's personal branding communication characteristics in relation to the 4I theory and SIPS model in order to make an impression and entice the audience to engage in consumer behavior.

According to the analysis, Li Jiaqi's personal branding utilized a distinctive personal branding image and communication strategies. It fabricates various scenarios while taking customers' preferences and purchasing patterns into account. For instance, Li Jiaqi demonstrated the negotiation process in-depth in the video, showed how the product can be used explicitly, described the product profile and its benefits to users, or mixed social content with other media to promote close communication between the target market and the business. The research is exciting about the future study as to how personal branding communication strategy and consumer behavior were connected.

5.3 Limitations of the Study

To begin with, the researcher object selected topic, "All Girls' OFFER" from Li Jiaqi's "double 11" shopping show in 2021, is a brand-new online program that premiered on September 27, 2021. As a result, the time span of this study is rather

brief, which is an evident restriction. Second, the number of study focused in this paper is modest, which does not properly reflect the total communication effect of personal branding in e-commerce holiday marketing and may introduce bias to some degree. The transaction amount of each studio cannot be correctly calculated due to the difficulty in collecting personal transaction data from the backstage Taobao studio, and can only be estimated using public data. As a result, a full analysis of the communication effect of personal brandings in Li Jiaqi is needed for future research.

The personal branding of an online celebrity, on the other hand, is a relatively new concept. The research based on the SIPS model and 4I marketing theory is rather simplistic and lacks a more complete grasp due to the researcher's limited research resource. There are still several flaws in this study. Although Mr. Schultz's theory is the growth of integrated marketing communication in the era of network communication, with the quick transition of the communication environment, some factors, such as technology application, may not be fully covered. Furthermore, whether it is corporate or personal branding communication, it is a time-consuming and difficult procedure. Other contributing elements, such as examining the content composition of specific branding from the standpoint of branding narrative, may be overlooked from the perspective of framing. These issues are also important in terms of research.

Finally, due to my limited research ability and knowledge scope, there are still some flaws in the analysis of personal branding marketing strategies, such as a lack of in-depth understanding of the current state of marketing, apart from holiday marketing, and the research scope is also restricted to China. As a result, this component of the marketing strategy debate is absent. Furthermore, this work is based

on qualitative research and lacks data and supporting materials. In a nutshell, the extent of this study is limited, as is the research duration and scope, and there is a one-sided component, which is that it is only an attempt at innovative research within the scope of personal capacity.

5.4 Recommendation for Further Application

5.4.1 Implication for Communication practitioners in the marketing and business

Personal branding should actively endeavor to increase customer knowledge of their products and branding, continually promote personal branding content and promotion, and pinpoint their unique selling propositions in light of the current advertising and marketing industries' booming expansion. Considering the conclusions in chapter 4 of this study, it is first important to determine the communication strategy for the media industry or personal branding. They can use the four categories of methods outlined in this document from Li Jiaqi's Double Eleven shopping program "All Girls' OFFER," but it's important to keep in mind their relevance in various contexts, such as whether it is a cosmetic category or whether it involves KOL's personal brand.

Second, to develop product selling points, the media industry and personal branding businesses can draw on the content elements indicated in the 4I theory and SIPS model of this study. Pay close attention to customer feedback on marketing content and regular practical issues, then choose topics based on these consumers' genuine wants and feedback. Looking back, Li Jiaqi's personal branding communication strategy, product evaluation, thorough explanation, prompt feedback, and design for users' interests all demonstrate their consideration for users' actual

concerns. As a result, the analysis of Li Jiaqi's personal branding using the 4I theory and SIPS model in this study can be used to understand personal branding. As a result, we should utilize our professionalism and influence to the fullest extent possible, carefully monitor user feedback on content and other issues, and then plan our communication strategies based on these actual needs and feedback. To comprehend the user's wants and feedback, for instance, there are numerous ways to do so, such as by (1) leveraging big data and other technologies to examine the topic selection cues from the user's browser history, (2) by identifying the issue selection signals from user message interaction with the content to comprehend customer value demand for product or service functionality, (3) by considering the emotional tone of user feedback on your messages for topic selection cues, (4) by analyzing their attitudes and ideas regarding your personal branding or the material itself, and (5) by identifying the topics that will foster meaningful user connection with customers.

Finally, they would need to develop digital channels and extend the operations of online platforms. Personal branding should fully utilize the channels for direct broadcasting and product delivery, as well as Weibo, Tik Tok, Kuaishou, and other platforms. They should also collaborate with KOLs who have a large fan base, great charisma, and a proven track record of successfully delivering products to increase brand exposure. Personal branding should utilize big data technology to analyze consumers' consumption psychology and habits based on the large amount of consumer data available on the Internet platform and develop the selling points of items that are popular with consumers.

5.4.2 Implication for Academia

The findings presented in this study are intended to serve as a more comprehensive resource for other academics who are interested in personal branding or the impact of KOLs on customer behavior. Researchers may anticipate additional development and research opportunities as the personal brand of the KOL is still in the early stages of development.

The limitations of this study should be taken into considerations when interpreting its results and conclusions. People who want to do this research establish a strong and trustworthy source because it is simply based on textual analysis and does not have any facts backing it up. If Li Jiaqi's personal branding still debuts the "All Girls' OFFER" series of shopping shows in 2022, we will be able to do a more comprehensive comparative analysis. Instead of using content analysis, researchers might use a variety of other qualitative research techniques, such as in-depth interviews, feedback forms, and theatrical observations, as well as expanding the sample size. To better understand how consumers view and react to Li Jiaqi's personal branding, we can even combine the user survey with quantitative research. This research can't just look for credibility dimensions from three sources; it needs to look at a lot more. Future researchers will have more freedom to leave their homes, rather than being restricted to their homes (thanks to covid'19), where they can record and photograph people watching movies in real-time. This will be strong supporting evidence for the study.

5.4.3 Implication for Customers and Society as a whole

The development of emerging media has changed consumers' buying behavior and psychology to a certain extent, and the traditional marketing model can no longer

meet the diversified and personalized needs of different consumer groups.

According to the findings in the in-depth interviews of this study, consumers' consumption behaviors are easily influenced, such as KOL of introducing products, benefits of products, etc., and usually show a certain degree of flexibility. To stimulate consumers' purchase demand, enterprises need to attract consumers' attention in an effective way, stimulate consumers' consumption demand and purchase desire, and directly influence consumers' purchase behavior. KOL will attract the attention of consumers by using its distinctive persona and unique language style and generate psychological hints to attract consumers to continue to pay attention to and understand KOL, to build a bridge between the products and consumers, thus enabling consumers to have fantasies and expectations about the effects of the products after use, thus stimulating consumers to generate consumer demand. The marketing model of KOL's personal branding is being sought after by more and more branding. False publicity will inevitably occur. Therefore, consumers should have a certain ability to identify and follow KOL rationally. First, consumers should make clear their consumption needs and consume rationally. Consumers should be clear about their own consumption needs, choose, pay attention to, and purchase the products they need, and consume rationally. Second, consumers should grasp true and accurate information to improve their discrimination ability. Consumers should strengthen their communication and interaction with other consumers to assess true and accurate information. They should not be blinded by the methods used by businessmen, such as flat-table, good reviews, and bad reviews. Third, consumers should strengthen their awareness of legal rights protection. Consumers should improve their understanding of online shopping laws and consumer protection laws.

Once they are cheated by merchants and their rights and interests are impaired, they should choose to file lawsuits or initiate lawsuits as soon

5.5 Recommendation for Further Research

5.5.1 Recommendations in Directions of Research

In terms of research direction, future research on personal branding can result in more diversified findings from user surveys thanks to the researchers listed below. For instance, there are many aspects that influence user interaction when considering the "Li Jiaqi" personal branding and its users in this article. User interaction is also one of the most crucial steps in developing dialogue and emotional contact between personal branding and its users. Future personal branding communication will benefit from research into the elements that result in successful interactions between personal branding and its target audience. As a result, this study forecasts that future personal branding research will employ more varied opinions, methodologies, and approaches and will produce a growing body of data.

Contrarily, an intriguing entrance point is a live delivery. This advertising tactic is no longer just used in China. China's live-feed business is anticipated to grow to \$171 billion by 2020, per a McKinsey estimate. Since 2017, it has multiplied by several tens of times. Taobao Live-inspired import channels have been launched by Tik Tok (International), Amazon, Facebook, and even Google. The world's platforms are all trying to mimic Chinese e-commerce personalities, not just the anchors. In addition to the usual features like video live streaming, comment sections, product links, and like buttons, China's live broadcasting platform shines in having a variety of humanized characteristics. Perhaps this might make an excellent subject for

research.

5.5.2 Recommendations in Methodology

In terms of methodology, future researchers can think about converting this study into a quantitative study to compare and contrast the precise elements that influence how different branding influences consumers' purchasing decisions. At the same time, they might think of enlarging the data to produce more strategic outcomes. Additionally, they have the option to research other KOLs or select different personal branding. The outcomes could produce fantastic remedies for the marketing and communications sectors as well as for scholarly concerns.

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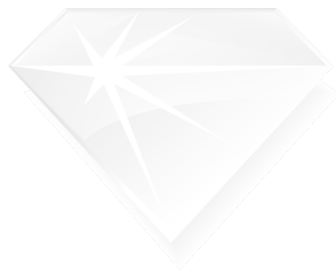
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APPENDIX

**BANGKOK
UNIVERSITY**

THE CREATIVE UNIVERSITY

The In-depth Interview

(1) Are you familiar with Li Jiaqi? Do you have any shopping experience at the Li Jiaqi studio? If so, what accurately products are they?

1.Chen-70K yuan (year)

Of course, many people will know Li Jiaqi, and I believe Li Jiaqi is a very good person, but Taobao also lives among the representatives of the people. .

2. Wang-80K yuan (year) .

I quite like him, the original seems to be L'Oreal makeup artist to come, there is a certain expertise, and are personally tried, plus his affinity for high, even few people choose the beauty male anchor. And but he is not feminine, let people look at a very spiritual big boy. .

3. Zhu-120K yuan (year)

I know, he's the hottest KOL right now, with over twenty years of experience in the FMCG industry, familiar with home care, personal care, and cosmetics. And he is the best at lipstick color testing; as a girl who loves beauty, he frequently buys makeup products, particularly lipstick, and his recommended color number is always very good. 4. Yin-300K yuan (year)

He had previously been highly recommended by friends, and I had shopped in his live- streaming studio a few times, and my shopping experience was quite positive; I

purchased cosmetics and snacks.

5. Yang-130K yuan (year)

Yes, I also bought a product in his live-streaming studio, a lipstick, for my girlfriend.

6. Zhao-150K yuan (year)

Of course, know Li Jiaqi, he should be Taobao “Lipstick Brother No.1”. I previously purchased an iPhone in his live-streaming studio, and it was a good deal.

7. Guo - 100K yuan (year)

Yes, I frequently see his video, which is about lipstick. I bought a variety of cosmetics, snacks, and household items.

8. Sun-120K yuan (year) .

Know, " Lipstick Brother No.1" well. Now no one should not know him. I bought lipstick and perfume at his live-streaming studio, very hot products, domestic is easy to out of stock so I had to ask friends to buy abroad, now there is Li Jiaqi can buy directly in the country. .

9. Li-150K yuan (year)

I liked Yang Mi (a well-known Chinese actress) because Li Jiaqi invited her into his live-streaming studio to collaborate. That day, I ordered a lot of things from Li Jiaqi's live-streaming studio.

10. Wu-180K yuan (year)

I remember buying the most pet supplies in his live-streaming studio because he has puppies and will have a lot of pet-related products.

11. Xie-200K yuan (year)

Early interest in him, almost every night will watch his live-streaming, and even follow his account, frequently buy his recommended products, and is considered a loyal fan. His live-streaming studio will recommend a lot of new products, so skin care products should be the most purchased goods type.

12. Liu- 120K yuan (year)

See the news about him, and occasionally watch his videos, and you can tell he has a lot of fans. Another shopping experience in his live-streaming studio resulted in the purchase of a large brand of skin care products at a reasonable price.

13. Ma- 60K yuan (year) .

I like him because he is very dedicated to live-streaming every night, and he introduced products that are very professional, often buying cosmetics in his live-streaming studio. 14. Zhu-40K yuan (year)

Of course, I know him. I like to buy it in his studio. His introduction is sincere and not exaggerated. For example, skin care products, which girls are not suitable to say directly; For example, clothing, which body type is not suitable, will not be recommended to buy. .

15. He-200K yuan (year)

Yes, I also joined the fan base he built. They often shop in his studio, and they have almost everything. During the period when I fell in love with him, all the couriers at home placed orders in his live-streaming studio.

(2) Did you get it shopping at Li Jiaqi studio during the Double Eleven? Why is this so?

1.Chen-70K yuan (year)

The most important aspect is that it is inexpensive and genuine. I am hesitant to purchase many items from small anchors on Taobao, but I only trust Li Jiaqi, who can guarantee the lowest price under the condition of genuine products, and many goods are delivered directly from flagship stores. I recall seeing it several times. He was bargaining with a specific brand when he was live streaming. He waited for the shoot because all of the links had gone dead. As a result, one brand simply did not reduce the price and did not give away gifts. He also took the initiative to bear the price difference and even advised customers not to purchase it first. He went to fight with the brand. As a result, every year on Double Eleven, I place an order in my Li Jiaqi live-streaming studio. .

2. Wang-80K yuan (year)

I'll say three words every double eleven: I want to buy it! Every year, it anticipates the Double Eleven Shopping Festival because the commodity price is lowest and the preferential intensity is highest during this time. Simultaneously, when major brands and businesses make promotions, particularly the live-streaming studio in Li Jiaqi, the lowest price can always be obtained.

3. Zhu-120K yuan (year)

Of course, I watch his videos on Double Eleven every year. He is very truthful, and

there are many things that are difficult to use. He will tell you whether or not you should buy them right away. I get a funny feeling when I watch them, and I believe his ability has progressed to the point where he selects businesses. But he has always been very stable, and he still sells them to the most active fans. No matter how much money he makes in the middle, his presence is completely absent in other places. Buying cosmetics from his live-streaming studio makes me feel like I've passed the Double Eleven a lot of times. .

4. Yin-300K yuan (year)

I first watched Li Jiaqi's live streaming and video on the recommendation of a friend, and then I liked him. Not only were the goods inexpensive, but his speaking style was also intriguing. Last year's Double Eleven Shopping Festival also included cosmetics. He had so many fans that he missed out on several items he desired.

5. Yang-130K yuan (year)

I recall that the net sales of this year's Double Eleven Li Jiaqi exceeded 100 million, setting a new record. During the Double Eleven Shopping Festival, many girls shopped in his studio, including my girlfriend, who frequently heard her say that the big-name products sold in Li Jiaqi were cheap and cost-effective. And based on the sales of his Double Eleven Shopping Festival, he is said to make a lot of money.

6. Zhao-150K yuan (year)

You can shop at home if you buy online. Purchasing items is not limited by time or place, and during the Double Eleven Shopping Festival, you can also take advantage

of additional discounts. Furthermore, a large amount of commodity information can be obtained directly through Li Jiaqi, and commodities that are not available locally can be purchased directly. Online payments are more convenient than cash payments. Major logistics companies have also increased distribution speed since the Double Eleven Shopping Festival, and they can now get online shopping products in three days or less.

7. Guo - 100K yuan (year) .

I bought the most lipstick in his live-streaming studio at the Double Eleven Shopping Festival. In general, all women wear lipstick. Every day, a boy puts on lipstick for you. His distinct painting style is very appealing. His works with magic lines can be described as very brainwashing. Furthermore, he will show the colors on the staff with different skin colors every time, which is very careful and meticulous. As a result, Li Jiaqi can claim first place in lipstick sales. Furthermore, every double eleven shopping festival, his price is very affordable, and he can also participate in other Taobao activities that are less expensive. .

8. Sun-120K yuan (year)

I bought lipstick in Li Jiaqi live-streaming studio during last year's Double Eleven Shopping Festival because I spent a lot of time explaining the unique packaging of lipstick, the texture and taste of the paste, and so on, all of which were mentioned in Li Jiaqi's videos. These particulars will pique my interest. Furthermore, the selection of goods in Li Jiaqi is extensive, so you won't have to rely on friends to purchase

them from abroad.

9. Li-150K yuan (year)

Because many celebrities collaborate with Li Jiaqi, there are many fans who idolize him. He will invite many celebrities to make videos, enter his live-streaming studio, and interact with his brand, particularly during the Double Eleven Shopping Festival. Furthermore, at the Double Eleven Shopping Festival every year, the goods he sells are always the cheapest.

10. Wu-180K yuan (year) .

Not only will I place orders for many pet products in his live-streaming studio during the annual Double Eleven Shopping Festival, but also during the daily live-streaming or video. Because he owns dogs, he understands what pet families require, particularly cat and dog food. He will buy a lot of goods and stock them up every time he places an order, so he will choose Li Jiaqi when there are activities such as the Double Eleven Shopping Festival. It is extremely cost-effective and can save a significant amount of money. .

11. Xie-200K yuan (year)

Every year, Double Eleven buys a lot of products in his live-streaming studio, particularly some luxury high-end big-name skin care products, because they are the most cost-effective during the Double Eleven Shopping Festival, and he frequently buys two copies. Furthermore, if you place an order in Li Jiaqi live-streaming studio, you will receive numerous free gifts, many of which will exceed the purchase price.

Taobao will also engage in additional full reduction activities during the Double Eleven period. 12. Liu- 120K yuan (year)

I once took part in his live-streaming studio activities at the Double Eleven Shopping Festival. The main reason is that the price is extremely low, there are numerous freebies, and after-sales service is guaranteed.

13. Ma- 60K yuan (year)

Every year, he participates in his activities at the Double Eleven Shopping Festival because he opens a beauty study video one month in advance to explain the products to be sold at the Double Eleven Shopping Festival, as well as what kind of people, what kind of skin, and what kind of products are suitable for. Every type and commodity will be thoroughly explained.

14. Zhu-40K yuan (year)

Every year during the Double Eleven Shopping Festival, I make a point of shopping at Li Jiaqi's live-streaming studio because I trust his advice and his price discounts are always substantial. He is very friendly to girls who don't have much in their lives but want to try everything. I can't stop myself from visiting Li Jiaqi's website. .

15. He-200K yuan (year)

The Double Eleven Shopping Festival, of course, cannot be missed. After all, the Double Eleven Shopping Festival hosts a plethora of events each year. Not only will you be able to purchase luxury items that you would not normally order in your daily

life, but you will also be able to purchase daily necessities at the Double Eleven.

Because eleven is both the lowest price and the greatest discount.

(3) Have you seen Li Jiaqi's shopping show "All Girls' OFFER" on Double Eleven? If so, which episode? And how would you describe Li Jiaqi's Double Eleven shopping show "All Girls' OFFER"?

1.Chen-70K yuan (year) .

We saw that Li Jiaqi's video comments were too funny, which caused heated discussions among netizens. In fact, Li Jiaqi's interaction with netizens in the video was funny, and he would interact with the audience when it was the live-streaming studio. The whole video seems to be in a good mood, even causing the desire to shop and the expectation of the Double Eleven Shopping Festival. .

2. Wang-80K yuan (year)

The video released by his Double Eleven has been edited, but it can show his character more exaggeratedly and interestingly. When he is in the live-streaming studio, he also has something to say. This video shows another side of his streaming streaming , which is very interesting.

3. Zhu-120K yuan (year)

This video has also been reported in the news. It seems to be the first time that it shows a process of bargaining between Li Jiaqi and major brands. Li Jiaqi is responsible for bargaining, and each episode is not very long, so it is a brand-new variety show. This show is a surprise for all consumers prepared by Li Jiaqi and his

company Mei ONE. As a bridge between consumers and brands, Li Jiaqi's live-streaming studio hopes that consumers can enjoy the best products and the best prices and pass on its unique corporate culture and brand stories to consumers. .

4. Yin-300K yuan (year)

I watched this video. It was sent to me by a friend and is very funny, especially the episode where he and the brand of Bosideng down jacket are in the PK of a ski resort, which has a profound impact. Everyone shivered in the snow, but once they put on their down jackets, they were warm. This publicity effect was simply fantastic. Furthermore, the episode about boating in West Lake is very interesting. Furthermore, when he forced Johnson & Johnson's boss to lower prices, he felt his desire to shop diminish. 5. Yang-130K yuan (year)

Yes, I've watched a few episodes with my girlfriend. It's amusing. Several plot impressions emerge. Another thing he and his puppy do is go bargain with the person in charge of the brand. In addition, he has created a super-sized seal. The video's special effects and plot are greatly exaggerated.

6. Zhao-150K yuan (year)

His price is the lowest in the entire network, especially during the Double Eleven Shopping Festival. Because he exposed the battle with big names, especially the mutual pulling of price wars, which was very fresh, it caused a wave of online discussions, especially after the broadcast of his shopping show. This material had never been filmed before.

7. Guo - 100K yuan (year)

I've only seen one or two episodes, but they're quite interesting. I believe that no one is shooting videos of this type and content, which is quite valuable and meaningful. It's also fascinating to speak with children ten years later. Every year, the Double Eleven Shopping Festival anticipates what brands and commodities Li Jiaqi will select.

8. Sun-120K yuan (year)

Yes, because Huaxizi (a Chinese beauty brand), a domestic product, is my favorite cosmetics brand, I will undoubtedly watch the collaboration video between Li Jiaqi and Huaxizi, particularly this "All Girls' OFFER" video, which depicts the process of lipstick manufacturing and explains various R&D processes and R&D ideas. This type of video appeals to me greatly.

9. Li-150K yuan (year)

I saw a video of him and his fans sitting around a round table in front of him, directly to the brand to ask questions about the product, feeling quite direct in this form, and see news reports that he also showed the process of cutting prices, which is very new.

10. Wu-180K yuan (year)

I saw the video clip of his interaction with the puppy and thought it was super cute. The video also demonstrates that he is very strict in order to select safer products, and you can sense the rigor of his products as well as his love for small animals.

11. Xie-200K yuan (year)

I have watched every episode of this shopping show because I am a big fan of Li Jiaqi, and I believe he put a lot of heart into the production of this show, which shows his sincerity. Furthermore, many products are requested to be mentioned by fans in his video comments, indicating that he is quite attentive to user feedback and worthy of all the girls on the side. And he and his assistant unanimously agree, and the brand hostile, mutual bargaining episode is quite entertaining to watch, and feel that in terms of price to get a good deal. Many of these bridges are quite amusing.

12. Liu- 120K yuan (year)

I haven't seen the video. (The site watched a specific episode of the draw) (after watching) feel very lively, whether it is Li Jiaqi's personal brand this team or the brand's atmosphere is very good, but he discusses the price is also unrelenting, quite interesting after returning should go to watch this series all .

13. Ma- 60K yuan (year)

The video series appears to be very clear, and it appears that the consumer is most concerned with the product type, product efficacy, and product discount combination being explained in greater detail. I even watched the episode about the L'Oreal Group twice!

14. Zhu-40K yuan (year)

I saw it before the Double Eleven shopping festival, probably in October, when he mentioned this series of videos I went to see, very interesting, and very concerned about the feelings and needs of our girl fans, so I believe he has been working hard,

quite moved. And as you watch each episode of his video, you will notice that the production is very attentive, as is the content and editing.

15. He-200K yuan (year)

I've seen some of it before, but not all of it; after all, he promoted it during the live streaming and video. This shopping show, I believe, is a good publicity tool for Li Jiaqi, and it can be seen on any platform. .

(4) What is your comment on Li Jiaqi's personal branding?

1.Chen-70K yuan (year)

Li Jiaqi is a professional live streamer. He is really good and has first-class selling ability. Even have their own team and set up their own company, which many KOLs can't do. Many times, he shows not only the skills of the live stream but also his personal charm.

2. Wang-80K yuan (year)

I think Li Jiaqi has proved himself with his own ability in his life, and at the same time, he has many fans and many platforms to show his strength. He is also very considerate of others, will care about the needs of many small groups of people, and also pays great attention to consumer feedback in the live stream.

3. Zhu-120K yuan (year)

Li Jiaqi has experienced a lot in his own growth path, but he is constantly trying to improve himself. Now he is trying to be what he wants to be. He is also a very cheerful person in live broadcasts and videos. He keeps a lot of puppies, which shows

that he is a very caring person. Many brands he works with are also very authoritative and well-known.

4. Yin-300K yuan (year)

I thought he was quite strange before I saw him live. How can a boy sell lipstick for girl? As a result, he was turned into a fan by his personal good temper. Now he likes him very much, and his personal brand has a good feeling. .

5. Yang-130K yuan (year)

First of all, he works really hard, almost all year round. Watching him try a lot of lipsticks every day makes my mouth ache for him, so I appreciate his dedication. In fact, the competition between KOL, Taobao live-streaming, and personal brands is fierce. If there is no solid beauty foundation and professional ability, it can't be mixed up in this industry. Responsibility for fans and careful in-depth analysis of each product make Li Jiaqi more and more popular.

6. Zhao-150K yuan (year)

He has participated in the cooperation and R&D of internationally renowned brands such as Dior, Lancome, Estee Lauder and Shu Uemura. At the same time, he paid close attention to the R&D and development of domestic independent brands and used his influence and personal brand to help domestic new brands innovate and develop continuously. He is also very patriotic, devoted to public welfare undertakings, and contributes his own strength to society with his own financial resources and influence. I remember that at the beginning of the epidemic, he also

volunteered to donate money and masks to areas with the severe epidemic.

7. Guo - 100K yuan (year)

I think his personal brand is very caring because Li Jiaqi not only sells goods to make money by himself, but also considers social welfare projects, and makes use of his personal brand and the influence of the live stream studio to endorse and sell crops from Yunnan, Xinjiang, Guizhou and Guangxi, which is very touching. Moreover, I have high requirements for my major, which is also very trustworthy.

8. Sun-120K yuan (year)

I like his unique personal brand, especially his strict requirements for his own specialty. I have to say that Li Jiaqi's professional knowledge is really sufficient, and basically, every product can be used as material by his team in the live streaming. He can use precise and concise professional vocabulary to describe the color, texture, color, and so on of lipstick, and he can name a few treasures of each product. This kind of quality not only consolidates one's own personality and personal brand, but also enhances the influence in the vertical field.

9. Li-150K yuan (year)

I like co-branding with big-name stars. As a fan, of course, the more publicity for such activities, the better. Moreover, Li Jiaqi has carefully studied the ingredients of his own brand and the products he sells and explained them professionally. The recommended products are really easy to use, and the recommended snacks are delicious.

10. Wu-180K yuan (year)

I like his personal brand very much, especially a series of products with his puppy.

The style is super cute, and the brand I chose is also a well-known big name and the products are very easy to use. I didn't grab any of the co-branded products for the first time, but only when I replenished the goods for the second time. In addition, he is also very concerned about his fans' problems. After each live streaming, there will be a rebroadcast, and all kinds of feedback will be collected after the end.

11. Xie-200K yuan (year)

I believe his personal brand is very distinct, similar to Li Jiaqi's own style.. It is unique and unique. He doesn't pay attention to publicity like other brands, on the contrary, he will focus on his own development and improvement. It's like doing a good job in fan service. Whether you set up your own WeChat official account, Tik Tok account, or private community, you pay attention to the performance of consumer feedback. Even this video of the Double Eleven Shopping Festival has fully demonstrated this aspect. 12. Liu- 120K yuan (year)

Is it a personal brand? His personal brand focuses on his live streaming, which has his own style and characteristics and is quite interesting. At the same time, I feel that he is good at creating a resonance with consumption, and will stand on the side of consumers, consider their interests of consumers and choose products that consumers are interested in.

13. Ma- 60K yuan (year)

His personal brand is very interesting and unique. After all, when we think of lipstick, we think of Li Jiaqi, and when we think of Li Jiaqi, we can think of the phrase "oh my god", which seems to be Li Jiaqi's exclusive discourse. This unique style has become the representative of his personal brand, which is like a TV advertisement. It repeats itself in exaggerated ways, brainwashes users constantly, makes the brain form conditioned reflexes, and successfully shapes its own personal brand.

14. Zhu-40K yuan (year)

In fact, Li Jiaqi is not only a goods anchor but also an old friend of consumers whom he has not seen in a long time. Because of his trust and love, watching his live streaming and video will make him happy and moved.

15. He-200K yuan (year)

I have to say that live shopping at this stage, the goods purchased through live shopping are mixed. It is undeniable that there are quality problems in many products with live goods at present, but there are still many products with live goods in KOL that are actually really publicized, and Li Jiaqi's personal brand is one of them. Every time the product is placed in the live-streaming studio, he explains it professionally and perfectly, and even he will be responsible for the after-sales service of the product.

(5) Do you think Li Jiaqi should be recommended to others? Will you continue to follow Li Jiaqi after that?

1.Chen-70K yuan (year)

Yes, I think I like his high requirements for his major and his personal charm.

2. Wang-80K yuan (year)

Yes, I will continue to pay attention to him because his sincerity touched me.

3. Zhu-120K yuan (year)

Yes, after all, many times he is a topic of conversation with his friends.

4. Yin-300K yuan (year)

Of course, many times I am with my friends, not only watching his live streaming and videos, but also paying attention to his personal and brand accounts.

5. Yang-130K yuan (year)

I should, in fact, sometimes I watch his videos, because he not only sells cosmetics that girls like, but also more and more electronic products that boys like.

6. Zhao-150K yuan (year)

Yes, the attention to him should last. Because it is difficult for a male blogger to achieve his position, I am curious about the development of his brand.

7. Guo - 100K yuan (year)

Yes, because he is caring and will help the disaster areas, which deserves praise.

8. Sun-120K yuan (year)

Of course, I appreciate that it is very demanding on myself and my personal brand.

9. Li-150K yuan (year)

I will, because I will invite my favorite stars to cooperate with me, and I will continue to pay attention. .

10. Wu-180K yuan (year)

Of course, because the pet at home likes the products he recommends very much, he should keep buying them in his studio.

11. Xie-200K yuan (year)

Of course, after all, as his fan, I am happy to recommend it to others. My friends and colleagues around me have followed Li Jiaqi through me. I think I still choose Li Jiaqi for this year's Double Eleven Shopping Festival.

12. Liu- 120K yuan (year)

It should be recommended. I feel that after watching the video today, my affection for Li Jiaqi has deepened.

13. Ma- 60K yuan (year)

Yes, because many friends around me also like beauty products. It will be very cost-effective to choose Li Jiaqi.

14. Zhu-40K yuan (year)

I will definitely recommend him. I like him very much, so I think he deserves to be recognized and liked by more people.

15. He-200K yuan (year)

Of course, after all, there are very few KOLs that can successfully attract consumers' attention. I wonder when he can be hot.

(6) Did Li Jiaqi's video influence your daily online shopping?

1.Chen-70K yuan (year)

Of course, if he recommends the product, his preconceived opinion is very high. He will even give priority to the products he recommends.

2. Wang-80K yuan (year)

The brands and products recommended in his videos feel very exciting. If there is a suitable price, I will consider buying them.

3. Zhu-120K yuan (year)

It's quite influential. Now, before shopping, I will look for Li Jiaqi's recommendation comments and videos, and then decide whether to buy products.

4. Yin-300K yuan (year)

It will because I believe that with his popularity and influence.

5. Yang-130K yuan (year)

Yes, after all, the price is very cheap, and his explanation is very detailed.

6. Zhao-150K yuan (year)

Yes, it will, especially the people around me, so it will, directly and indirectly, affect my shopping decision.

7. Guo - 100K yuan (year) .

I will not hesitate to place an order for the products he recommended, especially for helping farmers and disaster areas.

8. Sun-120K yuan (year)

Yes, the more we talk, the more we can trust his recommendation. Besides, he can grasp my consumption psychology very well.

9. Li-150K yuan (year)

Of course, after all, if you have your favorite star cooperation recommendation, you will place an order to buy it immediately!

10. Wu-180K yuan (year)

Yes, after all, you can buy your favorite goods at the cheapest price.

11. Xie-200K yuan (year)

Li Jiaqi's recommendation has greatly influenced my shopping, not only the choice of online shopping but also the choice of products recommended by Li Jiaqi when shopping offline. Of course, more often, I will choose to buy it in his studio.

12. Liu- 120K yuan (year)

Emmmm I feel that his recommendation will affect my shopping decision in the future, because after liking him as a person and his brand, I will love my dog, so I have a good opinion of the products he recommends.

13. Ma- 60K yuan (year)

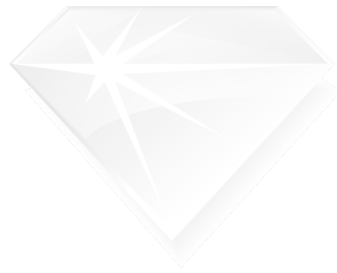
The influence is certain. After all, his introduction will be more careful. I trust such thoughtful and professional recommendations.

14. Zhu-40K yuan (year) .

Yes, if it's the product he recommended, I'll like it. If it's the product he didn't recommend, I'll hate it.

15. He-200K yuan (year)

To a certain extent, it will still have an impact. After all, it shouldn't be so bad if there is a celebrity recommendation like Li Jiaqi.



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