

The Study of KOL Marketing on the Purchase Intention of Guizhou Consumers' Beauty Brands in the Era of Self-Media

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Abstract: In recent years, Key Opinion Leader (KOL) marketing had successfully used the high popularity of KOLs to promote products, effectively combining social networking and marketing and opening a new model of social commerce. The three research objectives of this study were; to analyze the influence of consumers' purchase intention on the marketing economy of beauty brand influencers; to explore the influencing mechanisms among brand experience, perceived value, brand identity, and purchase intention; and to provide reference opinions for the sustainable development of KOL in beauty brand development.

Keywords: KOL Marketing; Purchase Intention; Era of Self-Media

1. Introduction

In the era of self-media, to widen the gap with competitors and improve their competitiveness, major beauty brands have chosen to adopt new marketing models to attract more consumers, bring brands and customers closer, and break the traditional information asymmetry of enterprises, enabling consumers to understand products better and provide consumers with better products and services. Brands use self-media platforms to build their accounts. At the same time, with the development of self-media integration, a group of "net celebrities" has also emerged on the Internet. They use the interactivity of the Internet to attract countless fans through their characteristics and charm advantages. Then the robust fan base is realized as a business model of purchasing power, creating a series of emerging terms such as Internet celebrity economy and Internet celebrity marketing. The KOL marketing model has also become one of the leading marketing models of many beauty brands.

2. Theoretical Basis

2.1 Theoretical Significance and Value

In terms of theoretical significance, based on the field of beauty makeup, the research on the influence of opinion leaders is subdivided and enriched. By analyzing the existing literature, the current research on the Impact of KOL on consumer purchases mainly focuses on the traditional environment. In the online social media platform, with the new characteristics presented by opinion leaders, few kinds of literature start from the field of beauty.

2.2 Practical meaning and value

In terms of practical significance, the commercial nature of beauty KOLs should be incorporated into consumer impact research. At present, scholars at home and abroad mainly study the influence of opinion leaders from a broad perspective, but they seldom subdivide the research field vertically. The rapid development of the beauty industry in recent years has increased people's demand for beauty products. Previous studies have rarely considered the commercial nature of opinion leaders and believed that opinion leaders have nothing to do with interests but share life and experience. Opinion leaders have become an important communication channel for businesses to enhance their brand influence. Because of consumers' cognition and consumption behavior, it is of practical significance to study the effect of beauty KOLs on consumers' purchase intentions for brands to enhance their Impact and sales.

3. Understanding the Influencing Factors of KOL Marketing on the Purchase Intention of Guizhou Consumers' Beauty Brands in the Era of Self-Media

3.1 Technology Acceptance Theory (TAM)

Davis (1987)^[1] dropped some variables and introduced two new ones - Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). He pointed out that perceived usefulness and perceived ease of use are the critical factors for users to accept information technology; they jointly affect users' attitudes and indirectly affect behavioral intentions through attitude variables.

3.2 Theory of Planned Behavior (TBP)

Ajzen (1991)^[2] believed that the social environment is complex, and individuals are inevitably affected by a certain degree of external factors in perception and introduced a new variable—perceived behavioral control. Construct a theoretical model of planned behavior.

3.3 Stimulus – Organism – Response (SOR)

The theory of the SOR model originated from social psychology and is mainly used to study and explain the direct influence of various external social and environmental factors on the individual psychological and social behavior changes of enterprise users. The SOR model consists of three parts: the external stimuli received by the individual, the individual's psychological state, and the responses of other individuals. Eroglu: et al. (2003)^[3] proposed that S usually represents the stimulus of the external environment, which can sometimes be regarded as a stimulus to the external environment, for example, caused by some uncontrollable environmental factors such as politics, environment, culture, etc. external environmental stimuli.

4. The Conceptual Framework for the Research Study

4.1 Research on-brand experience

Kharat: et al. (2017)^[4] argued that brand experience plays an essential role among consumers and marketers of a brand in such a competitive market. For consumers, it provides a reason to choose a product, and for brand managers, it is a tool to differentiate products and gain a competitive advantage.

4.2 Research on perceived value

The research on the dimension of consumer perceived value is fruitful. Sheth et al. (1991)^[4] constructed a consumer perceived value model and concluded that consumer perceived value includes five dimensions: functional significance, cognitive value, emotional value, social value, and situational value. These dimensions impact consumers' commodity choices at the product, purchase, and purchase levels, respectively.

4.3 Research on Brand Identity

Stokburger: et al. (2012)^[5] proposed that brand identity reflects the consistency or similarity between the brand and the consumer. Brand identity refers to the similarity consumers feel with the brand; when consumers' cognition and evaluation are similar, brand identity will be generated accordingly.

5. The Countermeasures for the Influence of KOL Marketing on the Purchase Intention in Beauty Brands

5.1 Purchase intention

Purchase intent is the probability that a consumer will purchase a product or service. To assess purchase intent, marketers use predictive models to help identify the likelihood of future outcomes based on historical data.

5.2 Brand experience

Brand experiences are conceptualized as sensory, sensory, cognitive, and behavioral responses elicited by brand-related stimuli that are part of brand design, identity, packaging, communications, and environment.

5.3 Perceived value

Customer perceived value is a vital marketing term that affects how marketing professionals advertise and price their merchandise. Factors such as convenience, pricing, and reputation can influence a customer's perceived value of a product.

5.4 Brand recognition

Brand identity is a concept used in advertising and marketing. It is considered successful when people can identify the brand through visual or auditory cues (such as a logo, tagline, packaging, color, or jingle) rather than direct exposure to the company name.

5.5 Sensory experience

Brands can create stronger connections to consumers' emotions and memories by appealing to multiple senses (or unexpected senses!) through sensory marketing.

6. Conclusion

The research takes beauty brand consumers as the research object, adopts quantitative research methods, and takes the TAM model and SOR model as the theoretical basis to explore the influence mechanism of KOL marketing on the purchase intention of Guizhou consumers beauty brands. The brand experience, perceived value, and brand identity have a significant positive impact on purchase intention, and sensory experience and behavioral experience significantly impact brand experience. Significant positive Impact, functional value, and emotional value have a significant positive effect on perceived value. Personal brand identity and social brand identity have a significant positive impact on brand identity. Through the research of past scholars and the perspective of the TAM model and SOR model, we quantify the indicators that affect consumers' purchase intention. We systematically divide the factors that influence consumers' purchase intention.

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