

# Little Red book KOC on consumers buying niche beauty brands an empirical analysis of influencing factors of willingness

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**Abstract:** This paper is based on the use and satisfaction theory for questionnaire design, mainly with the help of SPSS tool to analyze the questionnaire data, the use of regression linear analysis to verify the hypothesis, it is concluded that the content quality of KOC marketing and consumers to buy niche beauty brand content needs to meet the significant positive impact. The source credibility of KOC has a positive significant impact on the satisfaction of consumers' emotional needs to buy niche beauty brands, the supportive atmosphere of KOC marketing has a positive significant impact on the satisfaction of consumers' value needs to buy niche beauty brands, and KOC has a positive significant impact on consumers' emotional satisfaction to buy niche beauty brands and their purchase intention. Based on this, this paper also provides targeted suggestion for niche brand KOC marketing.

**Key words:** KOC; Niche beauty brands; Consumers' willingness to buy; Use and satisfaction theory

## I. Introduction

In recent years, due to low visibility and sales at the beginning, some niche brands need to attract consumers' attention and pursuit through Xiaohongshu KOC marketing, a low-cost, high-exposure promotion method, so as to gain great exposure. Little red KOC is mostly a vegan blogger, most of them have not been bound by traffic, have more space for self-expression, they use emotional connection of soft advertising and active interaction with fans, to attract users' long-term attention. Little red book has formed a set of mature grass link, the brand side by the power of KOC to connect consumers, manufacturing brand volume, some consumers are successful after planting grass, and then share their real experience, so as to affect more consumers. This paper mainly uses questionnaire survey to empirically understand the influence of KOC on consumers' willingness to buy niche beauty brands in Xiaohongshu from three perspectives of consumers' content satisfaction, emotional satisfaction and value satisfaction. Including whether the content quality, credibility of information sources and supportive atmosphere of KOC will change consumers' purchasing decisions on niche beauty brands and so on.

## 2. Concepts related to KOC, niche brand, consumption intention, use and satisfaction theory

### 2.1 The concept of KOC

KOC, in English, is called "Key Opinion Consumer", that is, key opinion consumer. They tend to be consumers who share personal experiences, are closer to other consumers, and share more authentic content. As a result of their focus on interacting with their fans, KOCs have developed a more trusting relationship with their fans. In conclusion, KOC is a consumer with the characteristics of "authenticity and trust".

### 2.2 The concept of niche beauty brands

Niche beauty brands refer to the newly born beauty brands that are less known, have not fully opened the market, have relatively low popularity and sales, and have little influence in the industry. The research field of niche beauty brands is narrow, but the content is accurate. They are good at using convenient social media to enhance consumer participation, and build consumers' trust in the brand by winning consumers' effective word-of-mouth, thus creating a new stage of competition. Therefore, the marketing of niche beauty brands usually chooses KOC, which is more trusted by consumers. In recent years, there are many niche beauty brands gradually appearing in the public vision, such as INTO YOU, Funnyelves and so on.

### 2.3 The concept of consumption willingness

Consumers' willingness to buy refers to the possibility of consumers' final willingness to buy due to the combined influence of external factors and their own factors. Traditional advertising marketing has been unable to satisfy consumers' cognition of product content. Content marketing has increasingly become an important research direction of consumers' willingness to buy a certain product or service.

### 2.4 The concept of use and satisfaction theory

The theory of "use and satisfaction" was put forward by communication scholar Elihu Katz. In his article "Individual's Use of Mass Communication", he summarized the media contact behavior of the audience as a process linked by cause and effect, which was specifically manifested as "social factors + psychological factors - media expectation - media contact - demand satisfaction". This theory takes audience as the entry point and believes that audience, as people with specific needs, will use media and contact media under the influence of social and psychological factors.

Based on this theory, this paper will take consumers as the entry point, from the psychological factors that affect consumers' purchase intention and the demand satisfaction brought by media contact to determine the research indicators of this paper. Based on the psychological factors that KOC meets consumers' purchase intention, the author will choose content satisfaction, emotional satisfaction and value satisfaction as the independent variables to measure consumers' willingness. Based on consumers' media contact behavior, the author will

choose content quality, information source credibility and supporting atmosphere of KOC as the indicators to measure content satisfaction, emotional satisfaction and value satisfaction.

### 3. Theoretical Basis and research hypothesis

“Use and satisfaction” theory holds that audiences, as people with specific needs, will use and access media under the influence of social and psychological factors. Based on this theory, we will take consumers as the entry point to study what needs KOC, a new medium, satisfies the audience in the current prevalence of we-media online celebrity media, which makes it stand out in the competition with other online celebrity Kols. This paper will study whether Xiaohongshu platform KOC will have an impact on consumers’ purchase intention of niche beauty brands, and how much impact it will have. Based on this paper, four hypotheses are proposed.

H1: In terms of content quality, KOC marketing has a significant impact on consumers’ content requirements for niche beauty brands, and it is positively correlated;

H2: In terms of source credibility, KOC marketing has a significant impact on consumers’ emotional needs for niche beauty brands and is positively correlated;

H3: In terms of supporting atmosphere, KOC marketing has a significant impact on the satisfaction of consumers’ demand for the value of niche beauty brands, and is positively correlated;

H4: The simultaneous effect of content satisfaction, emotional satisfaction and value satisfaction of KOC marketing can significantly affect consumers’ purchase intention, and it is positively correlated.

### 4. Empirical analysis

The data collected in this survey is mainly through online survey. College classmates, high school classmates and friends circle of classmates are taken as samples to fill in. After a week’s collection of questionnaire samples, a total of 379 questionnaires were sent out, 379 were recovered, 125 invalid questionnaires were excluded, and finally 254 valid questionnaires were collected, with a recovery rate of 67%.

#### 4.1 Descriptive analysis

The survey shows that 101 men, accounting for 39.8%, and 153 women, accounting for 60.2%. It can be seen that the minority beauty brands recommended by KOC are mainly bought by women among Xiaohongshu users. However, it can be shown from 39.8% men that there are more and more male users of Xiaohongshu, which is a noteworthy data. At the same time, in the age of the basic sample, the number of 18-25 years old accounted for 33.5%, this part of users will more often use the small red book such as mobile social platforms for information acquisition, so it will be more susceptible to the influence of KOC to cause a series of purchase decisions.

#### 4.2 Empirical research

(1) The content quality of KOC marketing has a significant impact on the satisfaction of consumers’ content needs and is positively correlated.

Through SPSS tool analysis, we can see the linear regression analysis results of content quality on consumers’ content needs for niche beauty brands. The regression coefficient of content quality and content demand satisfaction of consumers is 0.277, significance < 0.001, VIF of content quality is close to 1, less than the threshold value of 5, all within the normal range, indicating that there is no mutual interference correlation between the model, R<sup>2</sup> value indicates that there is a reasonable explanation of more than 6% for this process. Therefore, it can be concluded that content quality has a significant impact on consumers’ content demand satisfaction, and is positively correlated.

(2) The source credibility of KOC marketing has a significant impact on the satisfaction of consumers’ emotional needs and is positively correlated.

Through SPSS tool analysis, we can see the linear regression analysis results of source credibility on consumers’ satisfaction of emotional needs for niche beauty brands. The regression coefficient of source credibility and consumers’ emotional needs satisfaction is 0.153, the significance is close to 0.001, the VIF of source credibility is close to 1, less than the threshold value of 5, all within the normal range, indicating that there is no mutual interference correlation between the model, R<sup>2</sup> value indicates that there is more than 2% reasonable explanation for this process. Therefore, it can be judged that the more obvious the corresponding characteristics of the information source credibility are, the more it can promote the satisfaction of consumers’ emotional needs. Therefore, it can be judged that the information source credibility has a significant impact on the satisfaction of consumers’ emotional needs, and is positively correlated.

(3) The supportive atmosphere of KOC marketing has a significant impact on the satisfaction of consumers’ value needs, and is positively correlated.

Through SPSS tool analysis, we can see the linear regression analysis results on the satisfaction of consumers’ value demands for niche beauty brands in terms of supporting atmosphere. The regression coefficient between the supportive atmosphere and the satisfaction of consumers’ value needs is 0.299, the significance is < 0.001, the VIF of the supportive atmosphere is close to 1, less than the threshold value of 5, all within the normal range, indicating that there is no mutual interference correlation between the model, the value of R<sup>2</sup> indicates that there is more than 9% reasonable explanation for this process. Therefore, it can be judged that the supportive atmosphere has a significant impact on the satisfaction of consumers’ value demands, and is positively correlated.

(4) The emotional satisfaction of KOC marketing has a significant impact on consumers’ purchase intention and presents a positive correlation.

Through SPSS tool analysis, it can be seen that content satisfaction, emotional satisfaction and value satisfaction simultaneously affect

the linear regression analysis results of consumers' purchase intention. From the analysis of the results of F test, it can be seen that the significance p value of B2 to C1 is 0.000, and that of B3 to C1 is 0.019, showing significance at the level, rejecting the null hypothesis that the regression coefficient is 0. Therefore, the model basically meets the requirements for the collinearity of variables, VIF is all less than 10, so there is no multicollinearity problem in the model. The model is well constructed. At the same time, it can be seen that the regression coefficients of content satisfaction, emotional satisfaction, value satisfaction and user usage and satisfaction are 0.095, 0.218 and 0.138, respectively, and VIF are all less than the threshold value 5, which is within the normal range, indicating that there is no mutual interference correlation between the models, and the value of R2 indicates that there is more than 11% reasonable explanation for this process. Therefore, it can be judged that the emotional satisfaction of KOC marketing has a significant impact on consumers' purchase intention, and shows a positive correlation.

## 5 Conclusions and Suggestions

5.1 KOC needs to improve the content quality of marketing notes of niche beauty brands and release more professional and high-quality content

In terms of content quality, KOC has a significant positive impact on the content of niche beauty brands to meet the demand. The quality content released when KOC recommends products will enable consumers to obtain more valuable product information and knowledge, and believe that the products or services of niche beauty brands recommended by KOC have better quality, so as to strengthen their purchase. Therefore, KOC should improve the content quality to enhance the satisfaction of consumers' content demands for niche beauty brands.

5.2 KOC should improve the credibility of the marketing notes of niche beauty brands and consciously avoid "false planting grass".

The source credibility of KOC has a significant impact on the satisfaction of consumers' emotional needs when buying niche beauty brands, and the emotional satisfaction required by consumers to buy niche beauty brands also has a significant impact on their purchase intention. Nowadays, the problem of KOC's fake "planting grass" behavior is becoming more and more serious in Xiaohongshu, which reduces the trust degree of Xiaohongshu users in KOC's published notes. Therefore, KOC needs to improve its source credibility to improve consumers' emotional needs for buying niche beauty brands.

5.3 KOC needs to enhance the supportive atmosphere of marketing notes of niche beauty brands and build mutual support groups in the comment section

The supportive atmosphere of KOC has a significant impact on the value satisfaction demand of consumers buying niche beauty brands, and the value satisfaction required by consumers buying niche beauty brands has a significant impact on their purchase intention. When consumers browse Xiaohongshu, KOC and other users will offer encouragement and support to consumers and are willing to put forward valuable recommendations and suggestions to help consumers solve the problems when buying niche beauty brands. Therefore, KOC should enhance the supportive atmosphere in order to improve the satisfaction of consumers' value demand for niche beauty brands.

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