

Attitudes towards KOLs - China - August 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



“By the accessibility and instance of social media, the number of KOLs, especially internet celebrities, has shown a geometric growth. It is a brand new touchpoint to reach consumers with humanized features and understanding consumers’ attitudes towards them are crucial for commercial world to play along.”

- Jaslien Chen, Senior Analyst

This report looks at the following areas:

- **Nicheness is an important key for online success**
- **Content and platform matters yet not enough**
- **Commercial values should be planned and pushed carefully**

Social media and social networking sites are becoming an inevitable part of people’s daily life. Mass consumers are generating huge amounts of data and receiving vast quantities of information at the same time on daily basis. In the meantime, KOLs (Key Opinion Leaders) are given whole new meanings and purposes in this area of digitalisation. With the uprising of new format KOLs and internet celebrities, consumers are being reshaped and their personal desires are also being challenged. It is crucial to take a look at what consumers are thinking about KOLs nowadays and how the business world could act accordingly.

**BUY THIS
REPORT NOW**

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Attitudes towards KOLs - China - August 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Covered in this Report

Executive Summary

The consumer

Everyone knows what a KOL is

Figure 1: Consumers awareness of KOL-related, April 2018

Sources have different important attributes

Figure 2: Association of attributes with different information sources, April 2018

Consumer follows internet celebrities for fun and relaxation

Figure 3: Reasons to follow internet celebrity, April 2018

Consumers have diverse tastes towards internet celebrities

Figure 4: Consumer's favourite internet celebrity, April 2018

Consumers stay rational for "Wang Hong" fever

Figure 5: Consumer's attitudes towards internet celebrity, April 2018

KOL's opinions are leveraged for consumers purchase decisions

Figure 6: Importance of KOL's opinions to purchase decisions

Consumers expect more from KOLs

Figure 7: What consumers would like to see more from KOLs, April 2018

What we think

Issues and Insights

Everyone knows internet celebrity, nicheness could be a key for success

The facts

The implication

Content and platforms are important but not everything for online success

The facts

The implications

Commercial values shall be expected, but planned and pushed carefully

The facts

The implications

The Landscape

Social media is rising in China

Is the economic value of KOLs justified?

Outstanding Personnel

Feng Timo

Figure 8: Feng Timo attending an event in Wuhan

**BUY THIS
REPORT NOW**

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Attitudes towards KOLs - China - August 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Ziqin (紫襟)

Figure 9: Xiaoxu's Ximalaya page

Zhang Dayi (张大奕)

Figure 10: Zhang Dayi's Taobao shop

Innovation

AI getting involved

Figure 11: Miquela Sousa's Instagram page

Uniqlo VS KOLs

Figure 12: KAWS's designs for Uniqlo products image design

The Consumer –What You Need to Know

An "everyone" concept

Internet celebrities need to be fun to appeal consumers

Consumers are cautious with purchase led by internet celebrities

Consumers value opinions of KOLs

Consumer Awareness Regarding KOLs

Consumers are well-aware what a KOL is

Figure 13: Consumers awareness of KOL-related, April 2018

Figure 14: The proportion of consumers who do not follow internet celebrity, by generation, April 2018

Lower-tier city consumers are more aware of KOL culture

Figure 15: Consumer awareness towards KOL, by city tier, April 2018

Figure 16: Consumer online activity frequency, April 2018

Opinions on Different Information Sources

Consumers consider information sources differently

Figure 17: Association of attributes with different information sources, April 2018

Close ones are trusted most

Figure 18: Association of "trustworthy" with different information sources, by source type, April 2018

Figure 19: Consumers attitudes on family/friends as information sources, April 2018

Consumers associate different attributes with KOLs as information source

Figure 20: Consumers attitudes on different information sources, by KOL types, April 2018

Figure 21: Association of "Unique" with different information sources, April 2018

Why Consumer Follows Internet Celebrities

Consumers are seeking leisure and resonance, instead of education

Figure 22: Reasons to follow internet celebrity, April 2018

Male consumers are more attracted to physical appearance

Figure 23: Proportion of consumers follow internet celebrity because of good-looking/attractive body shape, by gender, April 2018

Consumers are cautious to spend on internet celebrities

Figure 24: Reasons to spend on internet celebrity, April 2018

Who's Favoured by Consumers?

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Attitudes towards KOLs - China - August 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Internet celebrities don't obtain high consumer viscosity of users yet

Figure 25: Consumers' preference for internet celebrities, APRIL 2018

Young people show more preference towards internet celebrities

Figure 26: Consumers' preference towards internet celebrity, by age, April 2018

Figure 27: Consumers' preference towards internet celebrity, by age by gender, April 2018

Pan-entertainment content attracts attention

Figure 28: Consumers' favourite internet celebrities, April 2018

Figure 29: Consumer's favourite type of internet celebrities, April 2018

Top content and long tail effects both happening

Figure 30: Consumer's favourite internet celebrity, April 2018

Weibo is the platform to act, and livestreams and short videos are catching up

Figure 31: Consumer's favourite platforms to follow internet celebrity, April 2018

Consumer's Attitudes towards Internet Celebrities

Consumers show mutuality and rationality

Figure 32: Consumer's attitudes towards internet celebrity, April 2018

Figure 33: Attitudes towards imitation of internet celebrities, by age, April 2018

Age influences consumer's cautiousness towards internet celebrity endorsement

Figure 34: Proportion of consumers who agree that "I think internet celebrities recommend products just for money", by age, April 2018

Figure 35: Attitudes towards internet celebrity endorsement, April 2018

Internet celebrities have limited influence on purchase decisions

Figure 36: Association of "trigger me to purchase" with different information sources, April 2018

Figure 37: Role of internet celebrity in purchase, April 2018

Figure 38: Visiting internet-famous stores and buying internet-famous products is the most important part of my shopping, April 2018

Figure 39: Consumers who agree on statements, by household income April 2018

Purchasing and KOLs

Consumers consider KOLs' opinions important

Figure 40: Importance of KOL's opinions to purchase decisions by category, April 2018

Female consumers values KOL's opinions for purchasing more

Figure 41: Consumer purchase decisions led by KOL's opinions, importance index by category, April 2018

Figure 42: Importance of KOL's opinions to purchase decisions by category among women, April 2018

Figure 43: Importance of KOL's opinions to purchase decisions by category among men, April 2018

Attractive Content Sought from KOLs

Enjoyment and preciseness for future content delivered by KOLs

Figure 44: Content that consumers would like to see more from KOLs, April 2018

How to guide more purchase possibilities with content

Figure 45: What consumers would like to see more from KOLs, purchase intention classification, April 2018

Meet the Mintropolitans

Mintropolitans are willing to know KOL's opinions on luxury and auto products

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Attitudes towards KOLs - China - August 2018

Report Price: £3302.97 | \$4460.00 | €3717.16

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 46: The level of importance of KOL's opinions in purchase decision, by consumer classification, April 2018

Mintropolitans are keener to be more brand-informative

Figure 47: "Which of the following kinds of content provided by online KOLs do you like to see more?"

Appendix – Methodology and Abbreviations

Methodology

Abbreviations

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com