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Research on Factors Affecting KOLs on Students' Buying Behavior for Colorkey Lipstick Products on Tiktok Platform at Universities in Hanoi

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Abstract
The study investigates the factors influencing the impact of Key Opinion Leaders (KOLs) on the buying behavior of university students in Hanoi toward Colorkey lipstick products on the TikTok platform. Using quantitative methods with survey data collected from students across several universities, the research identifies five main KOL-related factors: credibility, attractiveness, content quality, product fit, and interaction. Among these, credibility and content quality are found to have the strongest influence on students' purchasing decisions, while attractiveness and interaction also contribute significantly. The alignment between the KOL's personal brand and the product (product fit) enhances the effectiveness of the other factors. The study highlights the importance of authentic, engaging content and meaningful interaction in building trust and driving consumer behavior. It suggests that brands aiming to reach Gen Z consumers on TikTok should carefully select KOLs who not only resonate with their target audience but also represent the brand image effectively.

Keywords: KOLs, TikTok, Buying Behavior, University Students, Colorkey Lipstick, Content Marketing

1. Introduction

1.1 Problem statement

Nowadays, in the 4.0 era with the explosion of increasingly developed digital technology, the TikTok platform has become a potential communication platform for the young generation and opened up many new opportunities for businesses in brand promotion activities through social networks. Most businesses have known how to utilize the large amount of traffic to social networking sites to promote marketing communication activities to attract customers and sell products in the most effective way.

According to a report conducted by TikTok on the shopping behavior of users in Vietnam during the 2023 holiday season, 69% of users prioritize watching short videos to learn about products and services. Of which, 84% of users are convinced to buy products and services of the brand. TikTok in general or TikTok Shop in particular has been growing extremely strongly and has become a favorite platform for young people, especially students. Besides, online fashion shopping is always considered a trend and hobby of Vietnamese consumers. According to a report from DPD Group, Vietnam is superior in the number of online shopping orders with an average of 104 times/person/year. In 2023, there was also a survey of consumers in four major cities including Hanoi, Ho Chi Minh City, Da Nang, and Hai Phong. The results showed that online shoppers are mostly young people, with an average age of 31, of which 58% are female, 83% have a university degree. This shows that the number of purchases is increasing. One of the biggest benefits of using TikTok in social media is the ability to reach a young and dynamic customer base. TikTok is a popular application among young people, especially artists, celebrities and heavy social media users. Using TikTok for advertising and communication will help businesses reach a large number of potential customers quickly and effectively.

The Chinese domestic cosmetics market in Vietnam is continuously growing strongly, reaching a total revenue of VND 1,005 billion from January 1, 2023 to August 31, 2024, according to a report by Metric. Notably, revenue peaked in January 2024 with nearly VND 100 billion, showing the preference of Vietnamese consumers for Chinese domestic beauty products. Of which, Colorkey is the leading brand with the highest revenue. By the end of August 2024, the brand had sold 1.77 million products, earning VND 220.8 billion. August 2024 was also the time when Colorkey reached its peak revenue with 389,400 products sold and bringing in VND 52.25 billion. Notably, 72% of Colorkey's sales came from TikTok Shop. One of the most

prominent products that has made a name for this Chinese domestic cosmetics brand is definitely the Colorkey lipstick product with many versions, diverse colors and materials that are constantly changed and improved to suit the needs of consumers.

In an era where every minute passes with countless information transmitted on the TikTok platform, helping to connect people, brands, and global trends. The people behind the content that creates the "fever" are TikTok KOLs - characters who not only have a huge number of followers, but also possess the ability to "control" trends and change the decisions of millions of consumers. TikTok KOLs have the ability to greatly influence the shopping decisions and consumer behavior of viewers. Due to the high trust and interaction from fans, they can convey marketing messages. Thereby encouraging viewers to participate in activities or buy products and services, significantly affecting the shopping behavior of consumers, especially students. The Colorkey brand soon recognized the great potential from the influence of KOLs on the TikTok platform, and quickly applied it to its Marketing strategy.

The research team found that studying modern models in the world based on the foundation of research on domestic consumers' online shopping needs over time, to build a model suitable for Hanoi's conditions, especially for the potential GEN Z generation, has become an urgent issue. Based on the above theory and practice, the research team wishes to clearly understand the factors affecting KOLs on students' shopping behavior, specifically university students in Bac Tu Liem District for Colorkey lipstick products. Therefore, the research team chose "Research on factors affecting KOLs on students' shopping behavior for Colorkey lipstick products on the TikTok platform at universities in Bac Tu Liem District" as their research topic.

Keywords: Customer behavior, KOL, Hanoi

2. Theoretical Basis and Research Model

2.1 Information value

Information quality (Tran Nhu Dai (2021), Pham Hoang Yen Nhi *et al*. (2021) People utilize social media platforms to access various types of information. Information quality is positively associated with standardized information credibility (Cheung *et al*., 2021), (Slater and Rouner, 1996). Trust in an influencer's sponsored post is positively influenced by its informational value, which ultimately shapes consumers' brand perceptions as well as purchase intentions (Arli, 2017), (Lou and Yuan, 2019), (Ott *et al*., 2016), (Taylor *et al*., 2011). Informativeness refers to the ability of an advertisement to inform consumers about products and services. Informativeness is the ability of an advertisement to effectively provide relevant information. It is also said that the effectiveness of providing information will allow consumers to search for information without being limited by time and location.

2.2 Entertainment value

Entertainment is another reason why people use social media platforms (Chen & Lin, 2018; De Vries *et al*., 2012; Leung, 2013). Consumers' evaluation of the value of a social media advertisement depends on the informational value of the message, along with its income value and credibility, which ultimately affects their loyalty, awareness, and purchase intention (Arli, 2017; Dao *et al*., 2014; Gautam & Sharma, 2017; Kim & Ko, 2012; Taylor *et al*., 2011). Social media users have viewed and participated in TikTok for entertainment and relaxation. Lu & Lin (2022) also found that entertainment is essential in activating positive attitudes toward Instagram Stories – an application similar to TikTok with short videos. Other studies by Wang & Jingyi (2018) also found similar results that entertainment is an important factor in satisfying the satisfaction and usage needs of young Chinese people on the Sina Weibo platform. Therefore, it is possible that the perceived entertainment value of content published by influencers may also shape trustworthiness and purchase intention.

2.3 KOL's level of trust

The extent to which consumers trust the influencer. Studies such as Saima and Khan (2020), Rebelo *et al*. (2017) have emphasized the importance of credibility in influencing purchase intention. Credibility indicates that the influencer is viewed as trustworthy, which makes consumers feel secure in relying on their opinions. Source credibility is "a perceiver's judgment regarding the trustworthiness of a communicator" (O'Keefe, 1990). According to Ohanian (1990), positive characteristics of a communicator that influence the recipient's acceptance of a message are also referred to as source credibility. Research results by Yoon *et al*. (1998) demonstrated that when the communicator is perceived as trustworthy, an opinionated message is more effective in changing attitudes than a non-opinionated message. And the credibility of the communicator has a great influence on the consumer's purchase intention, the consumer will rely on the messages that the communicator brings to decide whether to buy or not.

2.4 KOL's popularity

The recipient's tendency to be attracted by the popularity of the communicator. The popularity of KOLs can have some great influence on consumers. According to the study "The Effect of Influencer Popularity on Consumer Trust and Purchase Intention" (Lou & Yuan, 2019), this study shows that KOLs with a large number of followers and high reputation often create greater trust from consumers. How factors such as popularity, prestige, and attractiveness of celebrities affect consumers' purchase decisions (Erdogan, 1999). And in Vietnam, it shows that the popularity of KOLs has a direct impact on the purchase intention of young people (Nguyen, 2021) [5]. If KOLs have a good popularity, they can help increase consumers' trust in the products or services they recommend. They can introduce products or services in a more natural and sincere way, which helps increase the effective advertising rate.

2.5 KOL's expertise

Expertise is defined as the extent to which a promoter is perceived to have "knowledge and experience in a field" (Reichelt *et al*., 2014, p.69), which is assessed by knowledge, experience, or skills to promote a product (van der Waldt *et al*. 2009, p.104). The ability of a communicator to make a genuine claim in a particular knowledge area is called expertise. Expertise includes the familiarity, understanding, and experience that a person gains by repeatedly working in the same knowledge area. The study by Abdullah *et al*. (2020) and the study by Nguyen Quoc Cuong *et al*. (2021) both show that influencer expertise has a positive impact on purchase intention. Expertise helps influencers provide accurate and useful information, thereby

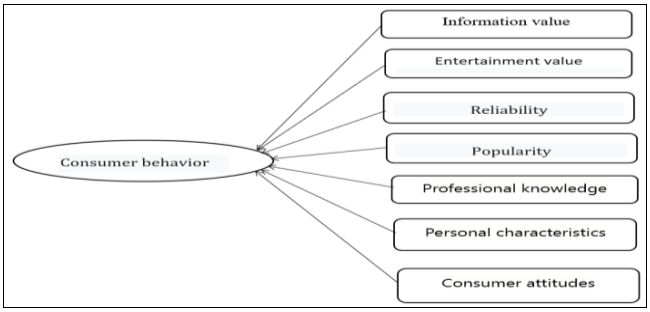
increasing consumer trust. Expertise (Tahirah Abdullah *et al*. (2020), Chen Lou and Shupei Yuan (2019) The communicator's skills and knowledge to make a genuine claim in a particular field of knowledge is called expertise. Experts are people who have extensive knowledge and specialized reasoning about a certain field. And have more knowledge than the general public. Experts are people who have extensive knowledge and specialized reasoning about a certain field. And have more knowledge than the general public.

2.6 Personal characteristics of KOL

Ohanian (1990) and Djafarova and Trofimenko (2018) identified attractiveness as an aspect of visual appeal, along with uniqueness and style. Beautiful advertising appearances create a sense of attractiveness and increase positive attitudes, attracting viewers' purchasing attention (Clow, James *et al*., 2006). KOLs' personal characteristics can have some positive effects on consumers. If KOLs have a sincere, friendly, and approachable personality, they will help increase consumers ' trust in the product or service they recommend. If KOLs are confident and sure in recommending a product or service, they will help increase consumers' trust in that product or service. If KOLs show interest in consumers and respond promptly to their questions, they will help increase consumers' trust in the product or service they recommend.

2.7 Consumer attitudes towards KOLs

If a person has a strong sense of control, agrees with a policy or rule, and believes that they have the ability to perform the action successfully, they are more likely to act on their decision. Through the model of planned behavior, it has been proven that attitude is an important component that affects consumers' behavioral intentions. In the case study of the impact of Influencers/KOLs on students' online purchase intentions, it can be said that when students have a positive attitude towards Influencers/KOLs, products introduced by these Influencers/KOLs will be accepted by students more and have higher purchase intentions than products not advertised by Influencers/KOLs. Consumer attitudes are understood and described as good or bad ratings based on a person's perceptions, emotions, and operating tendencies about an object or idea. Nielsen research shows that 82% of consumers make purchase decisions based on recommendations from people they know. Research by Nguyen N. T (2012) shows that consumer attitudes towards brands are influenced by celebrity endorsements (Nguyen, N. T, 2021). If consumers have a good attitude and sympathy for a KOL, they will tend to trust and choose the products that the KOL recommends.



Source: Synthesis of the author group

Fig 1: Proposed research model

Hypothesis H1: The information value of post content created by KOLs has a positive impact on students' shopping behavior for Colorkey lipstick products on the TikTok platform at universities in Bac Tu Liem district.

Hypothesis H2: The entertainment value of KOL-generated post content has a positive impact on students' shopping behavior for Colorkey lipstick products on the TikTok platform at universities in Bac Tu Liem district.

Hypothesis H3: KOL credibility will positively impact students' shopping behavior for Colorkey lipstick products on the TikTok platform at universities in Bac Tu Liem district.

Hypothesis H4: KOL popularity will have a positive impact on students' shopping behavior for Colorkey lipstick products on the TikTok platform at universities in Bac Tu Liem district.

Hypothesis H5: KOL's expertise will have a positive impact on students' shopping behavior for Colorkey lipstick products on the TikTok platform at universities in Bac Tu Liem district.

Hypothesis H6: KOL's personal characteristics will have a positive impact on students' shopping behavior for Colorkey lipstick products on the TikTok platform at universities in Bac Tu Liem district.

Hypothesis H7: Consumer attitudes towards KOLs will have a positive impact on their shopping behavior towards Colorkey lipstick products on TikTok at universities in Bac Tu Liem district.

3. Research Methods

Based on the above theoretical basis, the group of authors conducted a survey of subjects who have used and are using Colorkey lipstick products purchased on the TikTok platform. The survey form is designed with 4 parts. The first part provides general information about the survey subjects; The second part surveys the factors that influence KOLs on students' purchasing behavior of Colorkey lipstick products purchased on the TikTok platform.

- In this study, there are 07 independent variables and 01 dependent variable with a total of 32 observed variables, so the minimum sample size for EFA exploratory factor analysis is calculated according to the formula of Hair *et al*. is 5* 32 = 160 observations (Hair *et al*., 2006), at the same time, according to Tabachnick and Fidell (2007), the minimum sample size needed to achieve regression analysis is 50 + 8* 7 = 106 observations.

Thus, to satisfy the above two requirements, the minimum sample size required is 1 6 0 observations. According to the experience of researchers, a sample size of n = 483 observations will ensure representativeness for the whole population. However, during the filtering process, the authors discovered 32 invalid, unreliable ballots, leaving 451 valid ballots. Therefore, the authors plan to choose a sample size of n = 451 observations to run the data.

Table 1: Description of the study sample

Classification criteria		Number	Ratio (%)
What is your gender?	Male	30	6.65
	Female	421	93.35
school do you go to ?	University of Natural Resources and Environment	222	49.22
	University of Mining and Geology	41	9.09
	Hanoi University of Industry	53	11.75
	University of Electricity	39	8.65
	School of Public Health	41	9.09
	University of Finance Main – Hanoi Bank	55	12.20
How much is your income?	Under 3 million	158	35.03
	From 3-5 million	202	44.79
	From 5-10 million	69	15.30
	Over 10 million	22	4.88

Source: Synthesis of the author group

4. Research results

4.1 Cronbach Alpha reliability test of independent variable scale

With Cronbach Alpha scale reliability testing, we are evaluating the relationship between variables in the same group, the same factor, not considering the relationship between all observed variables in other factors. Meanwhile, EFA considers the relationship between variables in all different groups (factors) to detect observed variables that load on multiple factors or observed variables that are initially misclassified into factors. According to Nunnally (1978), a good scale should have a Cronbach's Alpha reliability of 0.7 or higher. Hair *et al*. (2009) also said that a scale that ensures unidimensionality and achieves reliability should have a Cronbach's Alpha threshold of 0.7 or higher. However, with the nature of a preliminary exploratory study, a Cronbach's Alpha threshold of 0.6 is acceptable. The higher the Cronbach's Alpha coefficient, the higher the reliability of the scale.

Table 2: Reliability scale reliability

	Cronbach's Alpha	Note
Information value	0.872	Good
Entertainment value	0.847	Good
Reliability	0.864	Good
Popularity	0.884	Very good
Professional knowledge	0.862	Good
Personal characteristics	0.881	Very good
Consumer attitudes	0.874	Good
Consumer behavior	0.869	Good

Source: Results of survey data analysis by the author group

All groups of variables have Cronbach's Alpha > 0.8, demonstrating that the scales are reliably constructed and can be used for EFA analysis.

4.2 Exploratory factor analysis EFA

a. Exploratory factor analysis EFA for independent variables

Table 3: KMO coefficient and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.969
Bartlett's Test of Sphericity	Approx. Chi-Square	2852.187
	df	378
	Sig.	.000

Source: Synthesis of the author group

According to the results of the KMO Coefficient and Bartlett's Test table, the KMO coefficient = 0.760 > 0.5 indicates that factor analysis is appropriate for the research data. The Bartlett's test result is 2852.187 with a significance level of sig = 0.000 < 0.05, so the hypothesis about the factor model is inappropriate and will be rejected, which proves that the data used for factor analysis is completely appropriate.

Table 4: Total Variance Explained

Total extracted variance									
Component	**Initial Eigenvalues**			**Extraction Sums of Squared Loadings**			**Rotation Sums of Squared Loadings**		
	Total	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**	**Total**	**% of Variance**	**Cumulative %**
1	7,440	30,998	30,998	7,440	30,998	30,998	2,890	12,042	12,042
2	2,257	9,405	40,403	2,257	9,405	40,403	2,883	12,012	24,054
3	1,868	7,784	48,187	1,868	7,784	48,187	2,785	11,604	35,658
4	1.611	6,712	54,898	1.611	6,712	54,898	2,520	10,500	46,158
5	1,459	6,077	60,975	1,459	6,077	60,068	2,474	10,306	60,068
6	1,359	5.664	66,639						
7	.533	2.205	76,295						
8	.502	1.905	78,199						
9	.483	1,724	79,991						
10	.433	1,545	81,715						
11	.433	1,481	83,261						
12	.415	1,456	84,742						
13	.408	1,393	86,197						
14	.390	1,288	87,591						
15	.361	1,217	88,879						
16	.341	1,157	90,096						
17	.324	1,016	91,253						
18	.284	.996	92,269						
19	.279	.910	93,265						
20	.269	.889	94,225						
21	.255	.848	95,135						
22	.249	.828	96,024						
23	.238	.633	96,872						
24	.232	.615	97,700						
25	.177	.552	98,333						
26	.172	.618	98,948						
27	.155	.534	99,500						
28	.140	.546	100,000						

Source: Synthesis of the author group

Total Variance Explained, there are 6 factors extracted with the eigenvalue criterion greater than 1 with the total cumulative variance of 66.639% ≥ 50%, then it can be said that this 1 factor explains 66.639% of the variation in the data. This shows that the EFA model is appropriate.

b. Exploratory factor analysis EFA for dependent variable

Table 5: KMO coefficient and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.784
Bartlett's Test of Sphericity	Approx. Chi-Square	971,579
	df	6
	Sig.	.000

Source: Synthesis of the author group

KMO coefficient and Bartlett's Test, KMO coefficient = 0.784 > 0.5, factor analysis is suitable for research data. Bartlett's test result is 971.579 with significance level sig = 0.000 < 0.05, so the data used for factor analysis is completely suitable.

Table 6: Total Variance Explained

Total extracted variance						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,876	71,897	71,897	2,876	71,897	71,897
2	.567	13,548	85,444			
3	.557	13,923	93,219			
4	.466	11,653	100,000			

Source: Synthesis of the author group

Only one factor was extracted at eigenvalue of 2.876 > 1. This factor explained 71.897% of the data variation of the 4 observed variables participating in EFA: HV1, HV2, HHV3, HV4.

5. Solution

The authors have some basic recommendations for the Colorkey brand to effectively use KOLs to stimulate product purchasing behavior on the Tiktok platform, as follows:

First, build trust for KOLs and increase understanding for KOL consumers. KOLs need to be transparent when sharing sponsored content. Platforms like YouTube, Instagram, or Facebook all have the function of tagging ads, helping viewers clearly identify commercial content. This not only shows honesty but also shows respect for the audience. Product promotion, especially items directly related to health such as cosmetics and functional foods, needs to be based on real experiences and accurate information. Exaggerating or falsifying experiences can harm not only consumers but also reduce the long-term reputation of the KOL itself. Untrue stories or fake scientific evidence to increase the persuasiveness of the product are condemnable acts. In the era of strong development of "fact-checking", consumers can easily detect false content, and the result is a mass boycott from the online community – something that has happened to many famous KOLs.

Second, build the level of personal recognition and personal brand of KOL. For a personal brand to be truly strong, KOLs must continuously learn, update new knowledge and constantly develop themselves. In an era where trends and technology change every day, maintaining curiosity, learning and improving skills is the key to helping a KOL not fall behind. They can take courses on marketing, communications, psychology, beauty, aesthetics, etc. depending on their field of expertise to increase the value of personal content. Thereby bringing new and useful knowledge to their audience, thereby helping to increase the number of followers for KOLs. To become a true KOL, famous and have their own mark in the eyes of the audience, the public needs a long process, not a short time to become famous and have influence on others immediately. A KOL who knows how to learn, change and improve not only has influence but also inspires thousands of others in their own development journey.

Third, build a team of highly qualified KOLs for Colorkey products.

Building a plan and strategy for cooperation with influencers/KOLs in the cosmetics industry, especially for products like Colorkey lipstick, businesses need to adhere to basic principles to ensure communication effectiveness and increase the ability to convert shopping behavior. First of all, the combination between brands and KOLs needs to be carefully selected, not only based on the number of followers but also on the similarity in brand values, personal style and suitability with the cosmetics industry. A truly influential KOL is someone who not only possesses an attractive image but also knows how to interact authentically and engage with the community of followers - this makes the brand's message easier to receive. Especially with the Colorkey lipstick line - which is a product aimed at dynamic young people who love beauty and regularly update trends on TikTok - cooperating with KOLs with expertise in the beauty field such as beauty bloggers, makeup artists, or skincare experts will help increase persuasiveness and create trust from young consumers, such as university students. Businesses should focus on selecting reputable KOLs in the beauty community, who are able to analyze products, share authentic experiences, and have a follower base that matches Colorkey's target customers. After identifying a suitable list of KOLs, businesses need to negotiate on content, form of cooperation and budget, as well as provide sample products for KOLs to experience in real life. Authenticity and personalization in content – such as review videos, lipstick color testing, or sharing daily makeup tips – will contribute to highlighting Colorkey's quality and style, thereby increasing brand recognition and reputation among young consumers.

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