

Research on KOL marketing strategy optimization in social media platforms: Taking Xiaohongshu as an example

Jingling Zhang

lingnan university, Hong Kong, China

xxxangle16@gmail.com

Abstract. With the rapid development of social media platforms, KOL (key opinion leader) marketing has become an essential tool for brand communication. Xiaohongshu has become a popular platform for enterprises implementing KOL marketing due to its unique community culture and content ecology. However, at this stage, KOL marketing often faces challenges such as content homogeneity, over-commercialization, and a crisis of user trust, which negatively affect both the effectiveness of brand communication and the user experience. This paper focuses on Xiaohongshu as the research subject, integrating platform characteristics and user behavior. It analyzes the traits of content creation and marketing effects of head, middle, and tail KOLs in a hierarchical manner while exploring strategies to optimize KOL marketing. The study reveals that middle and lower KOLs excel in user conversion due to their authenticity and high levels of interaction. At the same time, narrative and emotionally resonant content is more likely to enhance user participation. Based on these findings, this paper presents optimization suggestions such as a hierarchical cooperation model, refined narrative strategies, enhanced community interaction, improved technical support, and stronger regulatory mechanisms. These recommendations provide theoretical support and practical guidance for enterprises engaging in KOL marketing on the Xiaohongshu platform.

Keywords: Xiaohongshu, KOL marketing, content optimization, user interaction.

1. Introduction

With the rapid development of social media technology, digital marketing strategies have increasingly become a crucial method for promoting brands and reaching users. Among these strategies, KOL (key opinion leader) marketing has emerged as an essential tool for corporate marketing, thanks to its significant user influence and effective content dissemination capabilities. KOL marketing differs from traditional forms of advertising. It relies on the KOLs' influence to establish direct contact with users through content creation, conveying brand or product information to target users more naturally (Nurhasanah & Djuniardi, 2024). However, as KOL marketing gains popularity, issues such as content homogeneity and increased user resistance to advertising have surfaced, limiting the effectiveness of this marketing approach. Finding ways to optimize KOL marketing strategies and enhance brand communication efficiency in a highly competitive market has become a vital research topic in the marketing field.

Among social media platforms, Xiaohongshu has emerged as a leading choice for companies to implement KOL marketing in recent years, thanks to its distinctive user attributes and content ecosystem. As a content community centered on "planting grass," Xiaohongshu has attracted many users, primarily young women. These users often seek product recommendations, real-life experiences, and lifestyle sharing through the platform, creating a unique consumption decision-making process. Xiaohongshu's KOL marketing focuses on "real sharing" and "community interaction," which can subtly influence user perception and stimulate purchasing behavior. Compared to other social media platforms, Xiaohongshu prioritizes content authenticity and emotional resonance among users and aims to enhance user engagement through community culture. This approach makes it an increasingly vital channel for companies to promote products and strengthen brand influence.

However, some urgent problems remain to be addressed in the current KOL marketing practices on the Xiaohongshu platform. On one hand, the top KOLs exhibit a strong commercial inclination, and their overly packaged content often fails to resonate with users, sometimes even provoking user

disdain. On the other hand, while the tail KOLs possess a certain degree of authenticity, their audience size and content influence are relatively limited, making it challenging to fulfill the brand's communication requirements. Additionally, the content creation style of many KOLs tends to be homogenized, their narrative methods are singular, and there is a lack of emotional resonance, leading to low user acceptance and participation in the content. Meanwhile, user comments and feedback concentrate on the actual use experience and cost-effectiveness of the product, but this information is often not fully leveraged by the brand, further hindering the optimization of marketing strategies (Obeid, 2023).

In this context, studying how to optimize KOL marketing strategies on the Xiaohongshu platform holds great significance. By deeply analyzing the platform's content ecology and user behavior characteristics, companies can choose suitable KOL partners more accurately. Additionally, optimizing content creation and marketing models can enhance user emotional participation and brand recognition. Particularly in an increasingly competitive market environment, breaking through the limitations of content homogeneity and increasing user trust and favorability in the brand has become key for companies aiming to improve KOL marketing effectiveness.

This paper examines the Xiaohongshu platform as its research focus, concentrating on KOL content's language style, narrative methods, and user interaction characteristics. It aims to explore effective strategies for optimizing KOL marketing by aligning content creation with user needs. Through in-depth research on the Xiaohongshu platform, this paper not only provides targeted practical guidance for companies engaging in KOL marketing on Xiaohongshu but also offers theoretical support for further investigation into optimizing marketing strategies on social media platforms. It is hoped that this study can serve as a useful reference for companies striving to enhance marketing effectiveness in an increasingly competitive market while promoting further development of KOL marketing research in both academic and practical fields.

2. Literature review

2.1 Marketing characteristics of e-commerce platforms

As a vital digital economy component, e-commerce platforms have grown rapidly in recent years. They are no longer merely venues for transactions but also crucial channels for brand communication and consumer engagement. Unlike traditional offline marketing, e-commerce platform marketing is highly digital, interactive, and data-driven, which provides significant advantages in understanding user behavior and enabling precise targeting (Shao et al., 2024). Scholars generally agree that these characteristics of e-commerce platforms have allowed them to play an essential role in brand communication and user conversion while also giving rise to many new marketing models.

First, e-commerce platforms' marketing is highly data-driven. Using big data and artificial intelligence technology, these platforms can record and analyze users' browsing behavior, purchase history, and search preferences, achieving precision marketing and personalized recommendations. Studies have shown that this data-driven marketing method can effectively improve advertising efficiency while enhancing users' acceptance and trust in the content. By gaining deep insights into user needs, these platforms can push the right products to target users at the right time, effectively shortening consumers' decision-making process.

Secondly, the marketing model of e-commerce platforms has gradually integrated content and social functions, creating a new approach known as "content e-commerce." Traditional e-commerce relies more on product pricing and functional information, while today's content e-commerce emphasizes stimulating users' interest and emotional connection through high-quality content. For instance, platforms like Xiaohongshu, Taobao, and Douyin incorporate product information into real-life usage scenarios through picture and text sharing, short videos, and live broadcasts, capturing users' attention through "planting grass." This content-driven model enhances users' willingness to purchase and increases their time spent on the platform. Simultaneously, research indicates that social interaction (such as likes, comments, and sharing) significantly complements content e-commerce.

Through the encouragement of social actions, sharing and dissemination among users can further amplify the brand's influence.

In addition, live streaming e-commerce, a marketing model that has emerged recently, has become an important part of e-commerce platforms. Through live streaming, brands or hosts can display product features in real-time, interact with users instantly, and directly encourage purchasing behavior through promotional activities, such as limited-time flash sales and coupon distribution. The advantage of live-streaming e-commerce lies in its high interactivity and immediacy, enabling consumers to access a wealth of information and make purchasing decisions quickly. Studies have shown that live-streaming e-commerce can significantly enhance user participation and conversion rates, particularly in fast-paced and entertaining consumption scenarios (Alam et al., 2025).

However, the marketing practices of e-commerce platforms also encounter several challenges. First, with the rapid growth of platform content, users face the dilemma of information overload (Yan, 2021). An excess of advertising content and similar promotional forms can lead to aesthetic fatigue and decreased interest among users. Second, overly commercialized content may undermine users' trust in the platform. For instance, false reviews or intrusive advertising often provoke consumers' disgust. Finally, although data-driven marketing has enhanced advertising accuracy, it is also accompanied by concerns regarding user privacy protection and data security issues. How to achieve personalized marketing while safeguarding user privacy has become an urgent problem for platforms to address.

2.2 KOL Marketing Theory

In the Web 2.0 era, social media platforms increasingly employ algorithms as their fundamental operating logic. The decentralized algorithm recommendation mechanism lowers the barrier for ordinary users to access traffic, giving each user the chance to become a highly visible KOL (Key Opinion Leader). KOL marketing has emerged as a significant research topic in the digital marketing field in recent years. The concept of KOL originated from the "opinion leader" theory proposed by Lazarsfeld and others within the dual communication model. This theory posits that opinion leaders serve as a bridge between mass communication and group communication, leveraging their influence. They can sway the attitudes and behaviors of others through their expertise, social standing, or personal charisma.

Existing research has extensively discussed the core concepts of KOL marketing. A KOL is a content creator with high professionalism, influence, and credibility in a certain field. They establish connections with target audiences through social media platforms and serve as "information intermediaries." Compared to traditional advertising, KOL marketing is characterized by its "content-driven" and "opinion-guided" nature; that is, through high-quality content creation and the sharing of genuine experiences, it influences consumers' cognition, emotions, and purchasing behavior. Especially on social media platforms, KOL marketing can achieve rapid dissemination, precise reach, and the establishment of user trust, making it an important method for building brands (Zhang et al., 2024).

Research indicates that the role of KOL marketing is reflected in several aspects: first, it enhances brand exposure and recognition through the personal image and content style of KOLs; second, it influences consumers' purchasing decisions via the "opinion leader effect"; third, it increases user participation and brand loyalty through the interactions between KOLs and users. Moreover, KOL marketing is especially crucial in promoting new consumer brands, enabling them to swiftly enter the target market and achieve "fission growth" through community engagement (Zhang et al., 2024).

Academic circles typically categorize KOLs into three levels: head, middle, and tail. KOLs at each level have distinct focuses within their marketing strategies (Wang et al., 2021). Head KOLs often boast a large fan base and high traffic, resulting in broad advertising coverage; however, their content tends to be highly commercialized, leading to relatively weaker authenticity and interactivity. In contrast, middle and lower KOLs are noted for their ability to drive user conversion due to their moderate fan base, authentic content style, and strong interactivity. Tail KOLs, primarily "grassroots"

creators with fewer followers, deliver content that resonates closely with everyday life, effectively targeting niche markets. The influence of KOLs on user behavior varies by level. Research indicates that head KOLs are more effective for brand exposure and image building, while middle and lower KOLs enhance user trust and stimulate purchase conversions. Tail KOLs are well-suited to penetrate the long-tail market and foster user community engagement. Table 1 summarizes relevant research on KOL marketing theory.

Although KOL marketing has achieved remarkable results in enhancing brand communication, it also encounters numerous challenges. First, with the increase in the number of KOLs, content homogeneity has become a growing concern, especially on platforms like Xiaohongshu. The content produced by many KOLs tends to be templated, lacking innovation and personalization, making it difficult to maintain users' attention. Secondly, the commercialization trend in KOL marketing causes some content to lack authenticity, which can provoke users' resistance. Finally, the relationship between KOLs and brands is complex and volatile, presenting issues such as short cooperation cycles and challenges in measuring cooperation outcomes.

KOL marketing theory provides important theoretical support for optimizing KOL marketing strategies on the Xiaohongshu platform. Combined with the hierarchical division and characteristic analysis of head, middle, and tail KOLs, this paper will further explore the differences in content creation, user conversion, and interactivity among KOLs at different levels and provide practical guidance for optimizing KOL marketing strategies on the Xiaohongshu platform.

Table 1. KOL marketing reserach

Previous studies	Research content	Filed
Schouten et al. (2022)	Authenticity is essential for successful KOL marketing. Users are more inclined to trust genuine content over overt commercial advertisements.	Advertising
Li & Xie (2023)	When the KOL and brand image are closely aligned, users' purchase intention and brand awareness significantly improve; however, inconsistency can negatively impact these factors.	Branding
Wang et al. (2021)	A high frequency of interactions (like comment replies and live broadcast engagements) and various forms of interaction (such as video Q&A) can greatly enhance user engagement and trust.	Social media platform
Chen et al. (2024)	AI algorithms can effectively match KOLs with target audiences, enhance content distribution through data analysis, and boost marketing effectiveness.	Digital marketing
Luo et al. (2025)	Cross-platform promotion on Xiaohongshu, Douyin, and Weibo enhances communication and strengthens brand influence, while considering user characteristics across platforms.	Multinational Brands
Kim & Park (2022)	Mid-level KOLs, who have tens of thousands to hundreds of thousands of followers, offer greater cost-effectiveness for brand conversion, whereas top KOLs are better suited for enhancing brand awareness.	Brand Marketing

3. Analysis of KOL Marketing Strategy of Xiaohongshu

In the content ecology of the Xiaohongshu platform, KOL (key opinion leader) is an essential carrier of brand communication and user conversion. Xiaohongshu divides KOL into three levels: head KOL, middle KOL, and tail KOL, according to their influence and fan scale. KOLs at different levels have their characteristics regarding the number of fans, content creation style, user interaction depth, and marketing effect. Therefore, brands must reasonably combine their promotion goals, budget scale, and user group characteristics to formulate hierarchical cooperation strategies when choosing partners. The hierarchical KOL cooperation strategy can help brands achieve the full-link marketing goals from high exposure to precise conversion while reducing the risk of single cooperation and improving the overall communication effect.

The head KOL is the opinion leader with the most fans on the Xiaohongshu platform. They usually have a fan base of more than one million. Their content dissemination range is vast, and their influence is strong. They are an essential choice for brands with high exposure and image building. The content production of the head KOL is highly professional, and the team operation model enables them to have strong execution capabilities in content production and dissemination. By cooperating with top KOLs, brands can quickly increase their visibility and attract widespread public attention (Schouten et al., 2022).

Top KOLs are suitable for scenarios where brands need to spread on a large scale, such as new product launches, significant events, or brand image upgrades. For example, in the beauty field, some internationally renowned brands cooperate with top KOLs to pass product information to millions of fans through their high-quality seeding notes or short videos. At the same time, the high traffic attribute of top KOLs can also help brands enter the mainstream vision and further consolidate their market position. However, there are certain limitations to the cooperation with top KOLs. Due to their high degree of commercialization, the content of some top KOLs may lack authenticity and life and can be easily identified as advertisements by users, causing resistance. In addition, the cost of cooperating with top KOLs is high and often requires significant budget support, which may put certain economic pressure on small and medium-sized brands.

Mid-waist KOLs are the core content creators of the Xiaohongshu platform, and their fans are usually between tens of thousands and hundreds of thousands. Compared with top KOLs, the content created by mid-waist KOLs is closer to users' lives, has strong authenticity and personalization, and can establish a deeper emotional connection with users (Ren et al., 2024). This type of KOL is particularly outstanding in promoting users' consumption decisions and actual conversions due to their strong sense of trust and high interactivity.

The mid-waist KOL cooperation strategy mainly applies to scenarios where brands need to balance exposure and conversion effects during the promotion stage. Since the fan group covered by mid-waist KOLs is moderate, brands can achieve extensive reach and precise coverage of target users by cooperating with multiple mid-waist KOLs. For example, in promoting skin care products, brands can select multiple mid-waist KOLs who focus on different skin types and meet the diverse needs of fan groups by sharing highly targeted usage experiences, thereby increasing users' willingness to buy.

Cooperation with mid-waist KOLs has the following advantages. First, the authenticity and life-likeness of the content are the core competitiveness of mid-waist KOLs. Their content creation is often based on personalized narratives and scene-based displays, which can enhance users' sense of substitution and emotional resonance. Secondly, mid-waist KOLs have a high degree of interactive activity. They can communicate deeply with users through comment areas and private messages, answer users' questions, and further strengthen brand trust. In addition, the cooperation cost of mid-level KOLs is relatively low, which is suitable for brands with limited budgets to carry out diversified promotions.

Tail KOLs are creators with the fewest fans on the Xiaohongshu platform, usually fewer than a few thousand. Although this type of KOL has limited influence, its content is often more vertical and segmented and can accurately reach specific niche user groups. In the long-tail market, tail KOLs are highly trusted by specific users for their affinity and authenticity and are particularly suitable for brand promotion in particular fields or circles.

The cooperation strategy of tail KOLs is suitable for brands with limited budgets or who want to explore new markets. For example, when some start-up brands promote new products, they can form a wide range of grass-planting effects in the community by cooperating with multiple tail KOLs, thereby achieving initial exposure and word-of-mouth accumulation of the brand. In addition, the content creation of tail KOLs is more flexible and authentic and can bring stable user traffic to the brand at a low cost.

4. Analysis of KOL Marketing Problems and Dilemmas

The rise of KOL marketing on Xiaohongshu has achieved remarkable results in brand communication and user conversion. Still, it has also gradually exposed some problems and dilemmas, limited the effectiveness of KOL marketing, and threatened the platform's content ecology and user trust. One of the most prominent problems is the grave phenomenon of content homogeneity. With the rapid growth of KOLs on the platform, many contents have shown a template trend, especially in popular fields such as beauty and fashion. Many grass-planting notes are only simple product recommendations or function lists, lacking personalization and in-depth analysis (Wang et al., 2021). This phenomenon is mainly due to the convergence of KOL creation modes and the singleness of brand promotion methods. Some brands tend to cooperate with many KOLs simultaneously to publish structured and similar content to increase exposure. However, this repetitive content reduces user interest and weakens the effect of promotion, making it difficult for users to obtain real value from the content.

At the same time, Xiaohongshu's KOL marketing is also facing the problem of over-commercialization. With the acceleration of the platform's commercialization process, the content of many KOLs has gradually become more advertising-oriented, and the actual user experience and life sharing have been weakened. In pursuit of commercial gains, some KOLs frequently accept orders to publish advertising content and exaggerate product effects or conceal shortcomings. This tendency of over-commercialization can easily cause disgust, especially when users find that some content lacks authenticity; they will lose trust in KOL recommendations. Some KOLs overemphasize commercial cooperation and ignore the emotional connection with fans, causing the grass-growing content on the platform to gradually lose its original honest sharing attributes, further triggering a crisis of trust in the entire community.

In addition, the intensification of the user trust crisis is also a significant dilemma faced by Xiaohongshu KOL marketing. In pursuit of traffic and revenue, some KOLs publish false content or hidden advertisements, fail to indicate their commercial attributes truthfully, and easily mislead users. This situation not only damages users' trust in KOLs but also affects the reputation of the brand. Once users doubt the authenticity of the content recommended by KOLs, they may lose confidence in the content ecology of the entire Xiaohongshu platform, thereby affecting the user stickiness and activity of the platform.

Xiaohongshu's KOL marketing is highly dependent on data-driven, and accurate content distribution is achieved through algorithm recommendation, but this model also brings potential data privacy issues. The platform collects user behavior and preference information to tailor user content recommendations. Although this improves content matching and user experience, it also raises concerns about collecting and using privacy data. Users may not be fully aware that their behavior data is being used commercially, and there is even a risk of data abuse. As users' awareness of privacy protection increases, this issue may threaten the platform's reputation and compliance.

Finally, the platform's regulatory mechanism's inadequacy has exacerbated the complexity of the above issues. Although Xiaohongshu has clear restrictions on false marketing and illegal advertising, the regulatory effect is still insufficient due to the large amount of platform content and the hidden nature of illicit behaviors (He & Luo, 2023). Some KOLs evade review through soft implantation and implicit promotion, allowing false content to spread on the platform. The imperfection of this regulatory mechanism not only affects the user experience but may hurt the platform's credibility. Table 2 summarizes the KOL marketing strategy on the Xiaohongshu platform.

Table 2. KOL marketing strategy on the Xiaohongshu platform.

Level	Features	Applicable	Advantages	Disadvantages
Top KOL	The fan base exceeds one million, boasting significant influence, communication power, professional content production, and team operations.	New product launch, brand image building, major event promotion	Extensive reach: significant visibility in a brief timeframe; impactful communication: swiftly capture public interest.	High degree of commercialization: inadequate content authenticity; High cost: substantial cooperation budget requirements; Low interactivity: weak engagement with users
Mid-level KOL	The number of fans ranges from tens of thousands to hundreds of thousands, and the content closely reflects real life, showcasing strong authenticity and personalization.	Stages of product promotion, user education, and brand conversion	High trust boosts user engagement: high conversion rates lead to purchases; strong interactivity enhances activity levels.	Limited coverage: narrow scope of dissemination; inconsistent content quality: creativity varies among individuals.
Tail KOL	The number of fans is fewer than a few thousand, the content is highly specialized and segmented, and the affinity is high.	Developing long-tail markets, promoting niches, and marketing brands on a limited budget.	Affordable for small brands to explore; Targets niche markets effectively; Content resonates authentically with daily life.	Limited impact: Challenging to reach a broad target user group; Promotional effects vary significantly.

5. KOL Marketing Optimization Strategy

To solve the problems of content homogeneity, over-commercialization, user trust crisis, data privacy risks, and insufficient supervision in Xiaohongshu KOL marketing, the platform needs to optimize from multiple aspects, improve the health of the content ecology, and enhance users' trust in brands and platforms, to achieve more efficient marketing results. The following optimization strategies are proposed from five aspects: content creation, cooperation model, user interaction, technical support, and supervision mechanism.

Xiaohongshu should encourage KOLs to enhance the originality and diversity of their content to counteract homogeneity. The platform can offer more traffic support and promotion for high-quality original content through creator incentive plans, motivating KOLs to innovate in their content forms. For instance, KOLs could blend personal experiences or storytelling to showcase product effectiveness, increasing authenticity (Liu & Shi, 2024). Additionally, brands should grant KOLs more creative freedom to tailor content to their style and audience needs rather than sticking strictly to promotional templates. Utilizing a mix of short videos, live broadcasts, and graphics can also cater to diverse user preferences.

Xiaohongshu should optimize its KOL cooperation system to enhance resource allocation at all levels. For top KOLs, the platform should promote authenticity and user interaction in their content, avoiding overly promotional messaging. Brands can strengthen their communication by working with a mix of mid-level and tail KOLs to boost content reach and user engagement. By refining KOL categorization, the platform can help brands find KOLs that fit their target audiences and tone, reducing wasted marketing resources. Additionally, providing more collaboration opportunities for tail KOLs will allow small and medium-sized brands to access the long-tail market through cost-efficient strategies effectively.

Xiaohongshu can enhance user interaction by fostering two-way communication between KOLs and users. This can be achieved by encouraging KOLs to actively respond to comments and questions,

perhaps through features like pinning valuable questions and offering interactive task rewards. Launching user co-creation activities where users collaborate with KOLs can boost engagement and a sense of belonging. This approach can improve content authenticity and diversity while expanding brand influence through user sharing.

Xiaohongshu should optimize its recommendation algorithm to enhance content distribution's accuracy and fairness. By integrating user preferences, interactive behavior, and content quality, it can better recommend high-quality content and reduce low-quality ad exposure. Additionally, the platform should improve data privacy protection, inform users about data usage, offer privacy settings, and build user trust. Furthermore, it can provide brands and KOLs with detailed promotional analyses, including user behavior and conversion rates, to enhance marketing effectiveness strategies. Xiaohongshu should enhance its content review and governance to foster a healthy content ecology. Implementing stricter authenticity checks for KOL content using manual reviews and AI can help combat false advertising. The platform should require KOLs to label promotional content as "advertising cooperation" or "grass planting cooperation" to prevent user deception. Punitive measures against violators, such as reduced traffic exposure and suspended cooperation, will create necessary deterrents. Additionally, establishing a user reporting channel will improve user engagement and trust in the platform's oversight.

A focused strategy should address content creation, collaboration models, user interaction, technical support, and regulatory measures to optimize KOL marketing on Xiaohongshu. The platform should enhance content authenticity and diversity by promoting originality and refining collaboration. Additionally, strict oversight and technical advancements are crucial for ensuring compliance and protecting user privacy. These improvements will help Xiaohongshu strengthen its identity as a "real sharing community" and provide more excellent value for brands and users, supporting the platform's sustainable development.

6. Conclusion

As a leading content community and social e-commerce platform in China, Xiaohongshu has established a unique business ecology through the "grass planting" model and KOL marketing. Under the operating model that highly relies on user-generated content (UGC) and key opinion leaders (KOL), Xiaohongshu has successfully built an interactive bridge between brands and consumers and has become an important position for many brand promotions. However, with the platform's development, its KOL marketing model has gradually exposed problems such as content homogeneity, over-commercialization, user trust crisis, privacy data risks, and insufficient supervision. These problems not only affect the actual effect of brand marketing but also potentially threaten the platform's content ecology and user experience.

To address these challenges, Xiaohongshu must optimize its KOL (Key Opinion Leader) marketing system from several perspectives. This includes encouraging content innovation and originality to avoid content homogeneity, thereby enhancing users' reading interest (Chen et al., 2024). The platform should implement hierarchical KOL cooperation strategies to improve resource allocation efficiency and accurately target users.

Additionally, Xiaohongshu should strengthen interactions between KOLs and users to foster community engagement and enhance users' sense of participation and belonging. Through technical empowerment, the platform can optimize recommendation algorithms to improve content distribution accuracy while reinforcing privacy protection, which will help create a transparent and fair marketing ecosystem.

Finally, enhancing the supervision mechanism is essential for cracking down on false content and violations and ensuring the platform's trustworthiness. By implementing these optimization strategies, Xiaohongshu can effectively tackle its current challenges in KOL marketing and work towards building a healthier and more sustainable ecosystem for users, brands, and content creators.

In the future, we can further explore the long-term cooperation mechanism between KOLs and brands and analyze the impact of the cooperation cycle on user trust and brand loyalty. In addition, with the widespread application of AI technology, how the platform can achieve a balance between privacy protection and precision marketing will also be an important research topic.

References

- [1] Alam, S. S., Ahsan, M. N., Kokash, H. A., & Ahmed, S. (2025). Live streaming characteristics, motivational factors, trust and impulsive hotel booking intention: mediating role of customer engagement and moderating role of time pressure. *Journal of Hospitality Marketing & Management*, 1-30.
- [2] Chen, D., Liu, P., & Gao, S. (2024). Artificial intelligence in influencer marketing: A framework for AI-driven content personalization. *Journal of Business Research*, 146, 112-125.
- [3] He, C., & Luo, X. (2023). Life sharing or crimes sharing: an investigation on crime learning from China short-form video platforms. *Information & Communications Technology Law*, 32(2), 240-258.
- [4] Kim, Y., & Park, J. (2022). Beyond the number of followers: Exploring the nonlinear relationship between influencer size and marketing effectiveness. *Journal of Interactive Advertising*, 22(2), 102-119.
- [5] Li, Y., & Xie, K. (2023). The impact of influencer-brand congruence on consumer purchase intention: Mediating role of perceived authenticity. *Journal of Consumer Behaviour*, 22(5), 845-861.
- [6] Liu, C., & Shi, W. (2024). Reclaiming authenticity through image construction: wanghong as actors of China's digital public diplomacy. *Place Branding and Public Diplomacy*, 1-13.
- [7] Luo, X., Wang, H., & Zhou, L. (2025). Cross-platform influencer marketing: Strategies for maximizing brand exposure and engagement. *Digital Marketing Insights*, 10(1), 45-62.
- [8] Nurhasanah, A., & Djuniardi, D. (2024). Impactful Kol Marketing For B2C In Social Commerce: Create Powerful, Viral And Long-Lasting Campaign In Various Medium And Industries. *Journal of Social Research*, 3(8).
- [9] Obeid, C. (2023). Exploring digital marketing optimization: Enhancing company performance with a focus on the FMCG industry in Lebanon. *Dutch Journal of Finance and Management*, 6.
- [10] Ren, S., Fong, P. S., & Zhang, Y. (2024). Enriching Value of Big Data Cooperative Assets from a Time-Horizon Perspective. *Sustainability*, 16(24), 10961.
- [11] Schouten, A. P., Janssen, L., & Verspaget, M. (2022). Celebrity vs. Influencer endorsements in advertising: The role of identification, credibility, and Product-Endorser fit. *Journal of Interactive Marketing*, 57, 9-23.
- [12] Shao, J., Feng, Y., & Liu, Z. (2024). The Impact of Big Data-Driven Strategies on Sustainable Consumer Behaviour in E-Commerce: A Green Economy Perspective. *Sustainability*, 16(24), 10960.
- [13] Wang, J., Zhang, Y., & Chen, L. (2021). Engagement matters: Analyzing the role of influencer interaction on social media marketing effectiveness. *Social Media + Society*, 7(4), 1-13.
- [14] Wang, X., Yu, G., & Yu, Y. (2021). Exploring the marketing strategy for the promotion of a new mobile game: love and producer on sina weibo. *Social Network Analysis and Mining*, 11, 1-17.
- [15] Yan, P. (2021). 'Fed with the Wrong Stuff': Information overload (?) and the everyday use of the Internet in rural and urban China. *International Communication Gazette*, 83(5), 404-427.
- [16] Zhang, K., Ni, Z., & Lu, Z. (2024). Does traffic means sales: evidence from Chinese live streaming commerce market. *Asia Pacific Journal of Marketing and Logistics*, 36(4), 899-916.