Market Position and Consumer Research on Internet Celebrity Fashion

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ABSTRACT

Under the background of Internet celebrity economy and diversified development of clothing market, this paper analyzes the emergence, characteristics and development trends of "Internet celebrity fashion". Meanwhile, it studies the consumers of Internet celebrity fashion. This paper summarizes the operational characteristics of Internet celebrity fashion, the methods of influencing consumers, makes a conclusion on the position of Internet celebrity fashion, and predicts the prospects. According to the research results, people visit the so-called Internet celebrity Fashion shop online and buy products mainly due to the need. Instead of following the celebrity, 62.96% of the respondents attach more importance on the visual effect of the presentation of the products through the celebrity. Besides, the loyalty of 66% of the respondents to the celebrity fashion brand is not stable. Taking all the results into consideration, the design, the price and the quality of the products are the most significant factors that affect the consuming. Also, most respondents regard the comfort when taking the cloths as important and prefer to buy cloths that are suitable for work and daily life. Therefore, the Internet celebrity brand can take it as a reference when designing the products.

Keywords: Internet celebrity, Internet celebrity fashion, Consumer market, Consumer psychology

1. INTRODUCTION

Internet celebrity economy refers to a series of business models that personalize Internet resources, including the development and cultivation of Internet celebrities that lead consumption, such as e-commerce, entertainment companies, live platforms.

Generally speaking, the Internet celebrity economy is the market operation to change fans into cash. Fans are its huge capital and purchasing power. With the continuous optimization of technology, "Internet celebrity fashion", as a specific example of Internet celebrity economy, not only has the characteristics of Internet celebrity economy, but also has its unique features. Specifically, how to position Internet celebrity fashion is a basic problem. The research will focus on some general issues to determine how much the marketing performance of Internet celebrity fashion is related to the design and quality of products, the actual proportion of fans among consumers and how "Internet celebrity fashion" satisfy the needs of consumers.

By studying the market orientation and consumer characteristics of Internet celebrity fashion, this paper summarizes the specific trend of fashion consumption, including marketing mode, product orientation, communication mode, evaluation standard, consumer psychology, etc., thus providing the reference for relevant research and practical work.

2. LITERATURE REVIEW

Because Internet celebrity economy has just risen, Internet celebrity fashion as a new term is still lacking in relevant information about its own position and consumer research.

In terms of fashion communication, Guo Yan(2017), in Internet celebrity fashion marketing mode of e-commerce network[1], focused on the analysis of the ways in which Internet celebrities used micro blog and live broadcast platform to realize fans to cash. Wang Ziyi (2017), in "Qualitative analysis on the micro blog content of online Internet celebrities' shops"[2], analyzed the marketing effect of the fashion industry network through the influence of micro blog communication.

In terms of e-commerce marketing, Liu Yuehui (2016), in "The micro blog marketing mode of online Internet celebrities' shops"[3], pointed out that promoting consumers to buy online Internet celebrities' products depends on high-quality operation through questionnaire survey, and gave suggestions on consumer classification and marketing strategies.

3. METHODOLOGY

According to the research objectives and basic framework, this project adopts mixed methods which include both quantitative study and qualitative study.

From the angle of quantitative analysis study, questionnaire analysis is the main research method of this paper. The questionnaire will be released through social platform for 2 weeks, the sample space will be 100-300 people, and the data will be analyzed through SPSS after the data collection. From the qualitative point of view, the author will interview 100 volunteers by telephone call and e-mail to collect their ideas and attitudes towards online Internet celebrities' shops and make qualitative analysis of the investigation results.

4. THEORETICAL ANALYSIS ON 'INTERNET CELEBRITY FASHION"

4.1. Product and price

From the perspective of positioning, the study of market segmentation should start with the product category. "Internet celebrity fashion" has a wide range of products. Generally, it is same as fast fashion brands, involving women's clothing, men's clothing, children's clothing and accessories. Because the audience group of online fashion business is mostly young women, "Internet celebrity fashion" stores mainly deal with women's wear. Men's clothing and children's clothing can expand the types of fans. For example, Li Xue, a blogger on the Internet, has made great success in the women's clothing brand *Madam Qian*, launched the children's clothing brand *Tozmama* simultaneously. It operates a wide range of children's clothing. The color and fabric of children's clothing are generally same as that of women's clothing, but the style is slightly different, so as to reach the effect of parent-child outfit.

Price is a specific expression of product value based on product attributes combined with brand awareness, fashion trend, consumer groups and other factors. Today, due to the wide spread of popular information, consumers' pursuit of beauty is constantly upgrading, especially the consumption concept brought by fast fashion has changed people's consumption habits. Therefore, high quality and inexpensive clothes have become the best choices for some consumers. Low price clothes greatly reduce the cost caused by impulse shopping and waste behavior, and the prosperity of clothing e-commerce is also due to this reason. As a product with modern consumption characteristics, Internet celebrity fashion has defined the low-cost sales strategy from the beginning.

4.2. The characteristics of "Internet celebrity fashion"

The high sales volume behind Internet celebrity fashion is attributed to the strong marketing efforts of online bloggers such as Dayi Zhang and Anna. Whether it is because of the popularity of fashion styles or the precise marketing methods of Internet celebrities, online bloggers have shown their own special personal charm. Different from other types

of bloggers, fashion bloggers have common features: first, they are young and beautiful, second, they are good at interacting with fans, and third, they have their own views on fashion. The visual impact brought by appearance should not be underestimated. Under this innate advantage, online bloggers can attract a large number of fans. Bloggers interact with fans by means of advertisement, lottery, topic discussion, etc. to increase the their sticky with the fans. Meanwhile, the dressing style and life attitude of bloggers will naturally resonate and yearn for fans, which may make fans' feelings towards bloggers transfer to "Internet celebrity fashion". In this way, online bloggers can achieve self-marketing and expand their influence.

4.3. The fashionable style of "Internet celebrity fashion" product

Stripe sports pants, velvet slip dress, retro suit, wool collar coat, lamb sweater, knitted sweater, these popular styles can be found in the shop as long as you open the Internet celebrity fashion shops. Internet celebrity fashion just likes fast fashion brand clothing, produces whatever is popular. Even those who never pay attention to fashion, and do not understand fashion, can easily wear the most popular fashion as long as long as they buy in the "Internet celebrity fashion" shops according to the recommendations of Internet celebrities.

4.4. Homogenization of "Internet celebrity fashion" product

Since Internet celebrity fashion is the same as fast fashion, homogenization has become a common feature. Fast fashion mode makes fast fashion brands keep up with the fashion to produce the most fashionable clothes with the least money. Because Internet celebrity fashion shops follow the fashion closely, a considerable number of "Internet celebrity fashion" shops have obvious homogenization phenomenon, with similar styles and no personal characteristics. For different shops, the differences may only lie in the price, LOGO and tags.

4.5. The reasons of buying Internet celebrity fashion

What are the main reasons for different consumers to buy Internet celebrity fashion? This question needs to be concluded through a questionnaire survey. However, before the investigation, it is necessary to carry out attribution analysis on the basis of the above analysis in order to lay an essential foundation for the questionnaire.

For fans, there are two possibilities for them to buy Internet celebrity fashion: One is that they have opportunities to get in touch with Internet celebrity fashion, and think that they meet their own needs. In this case, Internet celebrity fashion must be able to meet the actual needs of consumers. The

other is that, fans buy Internet celebrity fashion products as a way to get psychological experience. In this case, the need and sense of experience are stronger than that of acquisition for clothing. The role of Internet celebrity fashion is less important. It can be imagined that for ordinary consumers (non-fans), the reason for buying Internet celebrity fashion is relatively simple: They intuitively think that Internet celebrity fashion meets their own needs, and they will choose clothes according to their usual consumption habits and concepts. It is precisely because they do not have the conditions and ways to learn more about Internet celebrity fashion. Hence, at the time of purchase, it is not very important to know a lot about the Internet celebrity fashion.

5. ANALYSIS ON THE QUESTIONNAIRE

5.1. Basic information

5.1.1. Age

Table 1. Age				
Question	Option	Frequency	Percentage (%)	Cumulative percentage (%)
What is your current age?	18-22 years old	42	26	26
	22-25 years old	12	6	32
	25-28 years old	24	12	44
	28-30 years old	32	16	60
	30-35 years old	20	10	70
	35-40 years old	28	14	84
	over 40 years old	32	16	100
Total		200	100	100

From the above table, the proportion of "18-22 years old" is the highest, which is 26.00%. It can be seen that most of the respondents are college students, which is related to the author's social circle.

5.1.2. Occupation

Table 2. Occupation				
Question	Option	Frequency	Percentage (%)	Cumulative percentage (%)
What is your profession?	Students	52	26	26
	Government agency; enterprises; institutions	24	12	38
	Professional and technical personnel	32	16	54
	Staff and related personnel	16	8	62
	Business and service personnel	16	8	70
	Production personnel of agriculture, forestry, animal husbandry, fishery and water conservancy	12	6	76
	Production and transportation equipment operators and relevant personnel	8	4	80
	Other employees	28	14	94
	Unemployed	12	6	100
Total		200	100	100

From the above table, the proportion of "Students" is 26.00%, accounting for the most, which is related to the author's social circle. It can be seen that the results of this questionnaire can best reflect the ideas of young people.

5.1.3. Disposable income

Table 3. Disposable income				
Question	Option	Frequency	Percentage (%)	Cumulative percentage (%)
How much is your disposable income per month?	Under 1000 yuan	16	8	8
	1000-4000 yuan	52	26	34
	4000-7000 yuan	64	32	66
	7000-10000 yuan	48	24	90
	10000-50000 yuan	20	10	100
Total		200	100	100

It can be seen from the above table that the monthly disposable income of the respondents is mainly about 4000-7000 yuan, far exceeding the national average, close to the average monthly disposable income of the first-tier cities. Stratification of respondents based on life style.

5.2. A basic survey of "Internet celebrity fashion"

5.2.1. Attention to Internet celebrities

Table 4. Attention to Internet celebrities				
Question	Option	Frequency	Percentage (%)	Cumulative percentage (%)
Have you ever followed Internet celebrities (such as Charlie, Dayi Zhang, Shanshan Lin, etc.)?	Yes	89	44.50	44.50
	No	111	55.50	100.0
Total		200	100.0	100.0

From the results, the proportion of people who pay attention to Internet celebrities is not as large as those who do not, but the number of former is also considerable.

5.2.2. The ways to get in touch with Internet celebrity fashion

Table 5. The ways to get in touch with Internet celebrity fashion			
How did you get to know about Internet celebrity fashion? (multiple selection)	Response		Popularity rate（n=200）
	N	Response rate	
Not familiar with	60	26.32%	30.00%
Follow Internet celebrities on blog	16	7.02%	8.00%
Inadvertently noticed	124	54.39%	62.00%
Recommended by others	28	12.28%	14.00%
Goodness of fit test: $\chi 2 = 30.789$			

It can be seen from the table that the goodness of fit test shows significant ($\chi 2 = 30.789$, $p < 0.05$), which means that the selection proportion of each item has obvious difference, which can be specifically compared by response rate or penetration rate. The response rate and popularity rate of "Inadvertently noticed" are significantly higher.

5.2.3. Reasons for purchase

Table 6. Reasons for purchase			
What is the main reasons for you to shop in Internet celebrity fashion shops? (multiple selection)	Response		Popularity rate（n=200）
	N	Response rate	
Never bought	24	11.11%	12.00%
Like the dressing effects of Internet celebrities	126	62.96%	68.00%
Fans of the stores	0	0.00%	0.00%
Follow suit	8	3.70%	4.00%
Like its style	36	16.67%	18.00%
Comparatively cheap price	12	5.56%	6.00%
Goodness of fit test: $\chi 2 = 88.889$			

It can be seen from the table that the goodness of fit test shows significant ($\chi 2 = 88.889$, $p < 0.05$), which means that the selection proportion of each item has obvious difference, which can be specifically compared by response rate or penetration rate. The response rate and popularity rate of "Like the dressing effects of Internet celebrities" are significantly higher. This shows that "Internet celebrities" have certain influences and can promote consumption.

5.2.4. Relevant considerations

Table 7. Relevant considerations	
Factor	Average comprehensive score
Design	5.39
Comfort level	5.2
Workmanship	5.06
Price	3.25
Model renderings and descriptions	2.45
Buyers show	2.18
Originality	1.99
Pre-sales and after-sales service	1.98

According to the comprehensive score of each index, the top three are "Design", "Comfort level" and "Workmanship". It means that consumers pursue both quality and beauty.

5.2.5. Acceptable price

Table 8. Acceptable price				
Question	Option	Frequency	Percentage (%)	Cumulative percentage (%)
Take a sweater as an example, what is the acceptable price range when you buy it in Internet celebrity fashion shops?	Less than 100 yuan.	8	4.00	4.00
	Less than 300 yuan	104	52.00	56.00
	Less than 500 yuan	40	20.00	76.00
	Less than 700 yuan	20	10.00	86.00
	Less than 1000 yuan	16	8.00	96.00
	Uncapped	12	6.00	100.00
Total		200	100.0	100.0

Take a sweater as an example, 52.00% of respondents can accept a price of less than 300 yuan. And it's just close to the price of "Internet celebrity fashion" shops.

5.2.6. Customer loyalty

Table 9. Loyalty to the brands

Question	Option	Frequency	Percentage (%)	Cumulative percentage (%)
To what extent do you express the loyalty to a store?	Never bought	24	12.00	12.00
	Will not follow it specially, but do not refuse to buy	132	66.00	78.00
	Follow it regularly and purchase	36	18.00	96.00
	Purchase something as long as the store launches new products	8	4.00	100.00
Total		200	100.0	100.0

From the distribution, most of the samples choose "will not follow it specially, but do not refuse to buy ", and 38.00% of the samples have never bought.

6. FINDINGS

For most fans, their purchase of Internet celebrity fashion is due to their recognition to the taste of "Internet celebrities. It is a rational purchase behavior, and the purchase is based on the recognition (demand) of fashion. But most of fans will not buy Internet celebrity fashion blindly.

Most of the non-fans have not contacted the microblog or public platform of Internet celebrities. So how do they get know about Internet celebrities and choose to buy their products? Their choices are always based on the sales ranking of fashion when they buy clothes on line. Internet celebrity fashion, as a garment that has created a huge sales volume, has a high exposure in the e-commerce platform. When the Internet celebrity fashion meets the aesthetic or needs of consumers, consumers will choose to buy. It can be said that Internet celebrity fashion for them is equivalent to other general fashion brands.

7. CONCLUSION

With the continuous development of Internet celebrity fashion economy, technology, capital, products and marketing strategies are all aimed at attracting fans. At the same time, the problems of poor product quality, unprofessional management team and low supply chain management and control ability are increasingly emerging, which makes the Internet celebrity fashion economy questioned. To sum up the relevant problems and questions, the most concentrated points are as follows.

First of all, although Internet celebrities have their own style and fans, their product positioning is based on the same foundation and conditions. There are serious homogenization problems in products. Market experience shows that homogenization will seriously affect consumer experience and quickly cause aesthetic fatigue.

In fact, the growing sense of group loneliness in today's society is the root of fans' psychology, which is the social psychological basis of the Internet celebrity fashion economy. However, the growing boredom brought by product homogenization will inevitably lead to the stagnation of the development of Internet celebrity fashion, which is commonly referred to as the development bottleneck.

Finally, any brand, product and marketing model that enters the market will inevitably face challenges from competitors. From the current situation, the competitors of Internet celebrity fashion are fast fashion brands, general clothing e-commerce, the new generation of Internet celebrities, and the new mode of clothing industry. In the future, the new marketing mode will inevitably constitute a new impact. In short, the competition of "Internet celebrity fashion" is very fierce. However, as long as there are "Internet celebrities" and their fans, there will be endless patterns of targeted marketing relying on a large number of fans, and "Internet celebrities" will inevitably seek development, upgrading and evolution in various ways.

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