



Internet Celebrity Economy in the Era of Big Data

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Abstract. With the wide application of the Internet, mankind has entered the “big data era”. Analyzing data has become a necessity in every industry. This paper will take online celebrity products as an example. By putting forward the problems of Internet celebrity products in the era of big data and their views on the problems. To analyze the penetration of big data technology in the development, production and use of Internet celebrity products and its impact on design, put forward innovative opinions and draw conclusions. In the era of big data, the Internet celebrity economy has developed rapidly. This enables more people to achieve financial freedom. But how to grasp the advantages that data brings to us is a challenge that everyone needs to face.

Keywords: Big data · big data era · Internet celebrity economy · Internet celebrity products · innovation

1 Introduction

1.1 Background

The concept of the “big data” era was first proposed by the world- famous consulting company McKinsey. Mobile networks, social networks, and e-commerce have expanded the scope of Internet applications. While we enjoy the convenience, we also unknowingly reveal our daily activities, and we have to accept the reality that everyone will be transparent in the era of big data. All kinds of data are constantly expanding rapidly, which brings convenience to enterprises but also brings some security risks to enterprises. As time goes by, people also realize the importance of data for enterprises.

The era of big data puts forward new requirements and challenges to human’s ability to control information and also provides unprecedented space and potential for humans to obtain more profound and comprehensive insight. Data is already imperceptibly involved in every industry, and decisions will increasingly depend on data analysis rather than personal intuition and experience. Put simply: Massive data + cloud computing = Big data era.[1].

1.2 Research Purpose and Significance

1.2.1 Research Purpose

Big data technology has been widely used in various fields, especially in the field of Internet celebrity products. This article focuses on the following objectives:

A) Fully understand the concept of big data. Then we can realize the advantages of big data technology.

B) Understand the application of big data onto the field of Internet celebrity products by discussing the application of big data technology in different aspects of Internet celebrity products.

C) Put forward innovative design thinking of Internet celebrity product design in the era of big data, and how to extend the lifeline of Internet celebrity products.

1.2.2 Research Significance

In the theoretical sense, the author hopes that this paper can further to analyze the concept of big data onto the field of Internet celebrity economy, so that more people are more familiar with the Internet celebrity economy of big data amount. This paper provides the business model and future development ideas on the Internet celebrity economy, hoping that the reference of this development idea can make people develop the Internet celebrity economy better through big data technology.

1.3 Development of “Big Data”

The first stage is the operational system stage.

In the 1970s and 1980s, technology wasn't as advanced as it is today, and the only way it could do that was to put the records that customers were using into a database one by one. Which were then generated by these operating systems. The data does not inspire others.

The second stage is the user-generated content.

For example, In 2002, China began to have blogs, which later developed into Weibo, and then WeChat. All of these make every netizen can release relevant information to the network at will. At this time, the speed of data generation is much faster than the data generated by the operating system before.

The third stage is the perceptual system stage.

At this stage, data can recommend products that customers may need through e-commerce platforms. They used data from customers' searches to calculate their preferences using a formula. So that more merchants can sell their products.

1.4 The Development Mode and Problem of Internet

First, we can defines the Internet celebrity economy as the product of Internet + people. Based on the industrial chain and real cases, it analyzes the Internet + people (Internet celebrity economy) from two dimensions: Internet + people's development motivation and Internet + people's development question.

(1) Internet + Human development motivation:

First of all, the web celebrity economy industrial chain is the era of Internet + 3 + 0 (order processing, product design, and manufacturing, terminal sales) version of the industrial chain, is the Internet age 6 + 1 (product design, raw material purchase, storage and transportation, order processing, wholesale and retail, terminal sales + manufacturing) and 4 + 0 (order processing, Product design and manufacturing, raw material procurement, terminal sales) upgrading and transformation of the traditional industrial chain model. [4] Based on the combination of Internet + and e-commerce, once eye-catching public events are produced, the fan effect generated will bring powerful economic effects and form the Internet celebrity economy. And the age of Internet + is analyzed emphatically connecting two opportunities: the big data era and the change of consumption idea, think of big data analysis can guide the industry to the right to develop and research trends, and accurate order quantity, etc., in the end by shortening the industrial chain, increasing profit space to enhance the economic development of relevant industries web celebrity. It holds that the convenient services brought to consumers by Internet finance have rapidly and significantly changed the consumption habits and consumption concepts of Chinese people.

Secondly, the profit model of Internet celebrity economy in the short industry chain, namely the 3.0 model of Internet celebrity economy. The specific path is as follows: Predict the sales of products through the clicks of Internet celebrities' commercial links or promotion products -- predict the effective order volume through big data analysis -- Internet celebrities rely on their celebrity effect to drive the fan effect so that the design and manufacturing of products into one -- no storage wholesale products, instant production, and instant sales. Finally, we can find out that the industrial chain of the Internet celebrity economy is gradually reduced, the cost is continuously reduced, and the demand for fans with personal guidance is the most significant characteristic of the Internet celebrity economy. We can clearly understand the operation mode of the Internet celebrity economy in Fig. 1.

(2) The Internet + People development question:

The development of Internet celebrities is limited, while the platform creation ability of Internet celebrities + capital is unlimited. Capital pays attention to the hidden cash ability of Internet celebrities, and the operation of capital is to maximize the benefits of this cash ability. By citing Facebook's losses but popularity with capital because of its potential profitability, it reveals. The economic characteristics of the Internet + people continue the winner-takes-all characteristics of Internet economy, and ultimately make the use of capital worse, so that people have doubts about the development of Internet celebrity economy.

1.5 The Spontaneous and Emotional Characteristics of Internet Group Communication

The spontaneous and emotional characteristics of Internet group communication are the catalyst for the rapid rise of Internet celebrities, and are an important form of communication to promote the development of the "Internet celebrity economy". [9].

First, the advantages of a universal transmission platform. For example, thinking out a hot topic has the basic attributes of capital, by making out and hot topic can attract

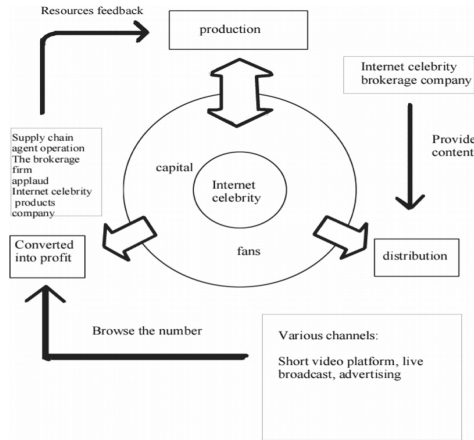


Fig. 1. The division of labor in the economic market of Internet celebrities

more media and fan’s attention to attract capital financing, web celebrity economy has become a new economic development under the new media environment. The new media environment provides more chances, making it become the development opportunity of Internet celebrities, and puts forward that making full use of the network platform with large traffic, gathering and exerting the influence of Internet users is an important factor to enhance the influence of Internet celebrities. (8)Second article Papi sauce, for example, from the UGC is user-produced the influence of the content on the influence and development of web celebrities, think to adapt themselves to social work personalized content will be in the Internet community transmission of power and influence, and personalized content formed the UGC web celebrity own IP produced, become the key factors for web celebrities to obtain financing. As we believe that we should seize the pulse of The Times, not only see the huge potential space of “Internet celebrity economy”, but also do a good job in the innovation of resource integration, and promote the sustainable development of Internet celebrity economy.

Second, the spread of the Internet emotional way to promote the development of the “web celebrity economy”, the Internet community transmission of emotional characteristics makes it easier for web celebrity in-network emotion to promote the accumulation of popularity, which has more marketing value, adding “web celebrity economy” capital accumulation, which makes it more return on investment and the value of industrial development, but at the same time we also should see, In the special environment of the Internet, emotional communication is easy to make the content of the communication in a state of control, resulting in a negative impact that is not conducive to the economic development of Internet celebrities.

2 Internet Celebrity Products

2.1 What are Internet Celebrity Products?

Internet celebrity products are the product of the continuous development of Internet technology and the upgrading of public consumption. The Internet celebrity economy

is in the era of rapid development of the Internet, especially the concept of the Internet celebrity economy is gradually put forward and has been widely concerned and recognized, becoming the next important development trend of the new economy. [6].

First, the scale of the Internet celebrity economy continues to expand.

In 2022, the market size of the Internet celebrity economy exceeded 500 billion yuan. In the future, the Internet celebrity economy will gradually become rational, and the final foothold and the key to promoting the transaction will return to the commodity itself.

Second, the economic increment of net red is getting bigger and bigger.

In the current consumer society, social resources can not only meet people's various needs but also meet people's personalized needs. Utilize limited resources to maximize benefits and create more value by satisfying individual needs.

Third, the value of the Internet celebrity economy continues to rise.

The decline of the traditional economy, and Internet technology as the support of the Internet celebrity economy in this aspect is handier. This is an important approach to innovation and service orientation.

The development of the Internet celebrity economy has changed the values and economic model of traditional enterprises. It helps enterprises to upgrade and reconstruct the system. At the same time, the continuous optimization of Internet technology has provided a boost to the development of the Internet celebrity economy.

It also proves that the development of information technology and the transformation of the Internet have led to the rapid rise of the Internet celebrity economy.

The emergence of cloud computing provides relatively accurate network access to data for merchants or content producers. The rapid provision of these resources reduces the workload of merchants and content producers and improves the quality and speed of services.

Fourth, the Internet celebrity economy is based on the rapid development of Internet technology and the rise of the popularity of Internet marketing and other means, for the development of Internet celebrities and the Internet celebrity economy has brought great convenience, but also changed the development trend of Internet celebrity economy. With the development of the Internet, the Internet celebrity economy will also find its development advantages and continue to expand its influence.

2.2 The Business Model of Internet Celebrity Economy in the Era of Mobile Internet and Future Development Strategy

Internet celebrities are people who have some influence on the Internet. The Internet celebrity economy is targeted marketing based on the fans of Internet celebrities. So that both businesses and Internet celebrities can make profits.[2].

The essence of the business model of the Internet celebrity economy is "content + community + e-commerce". Internet celebrities use their influence to cooperate with businesses and packages and produce more "hot" content products according to their positioning and understanding of fans.

Then, there came up a question: How to do a good job of customer long-term retention and stickiness?

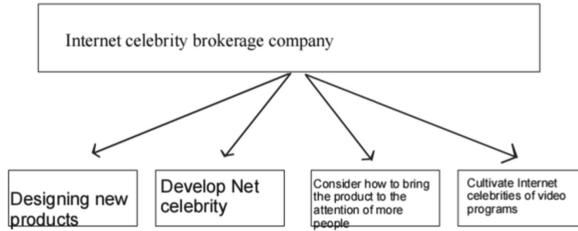


Fig. 2. The division of labor in the Internet celebrity brokerage company

- (1) In the development stage, we should concentrate our efforts and focus enough, instead of rapidly diversifying.
- (2) Pay attention to the interaction of fans, listen to the voice of fans, achieve growth in line with everyone's expectations, and make an IP community; if the content or product has a certain age, can we consider introducing new elements to maintain vitality?
- (3) According to its size, seize the opportunity to transform into an independent brand and platform.
- (4) Pay attention to the optimization of the appropriate platform, implement multi-platform planning.

2.3 How Should Companies Think About Their Business Model?

First, social needs.

Many people think "if many people have a product, they have not experienced it. It makes him feel like there's a generation gap. "Then they will think they should try something these people have tried. So they have something in common to talk about when they communicate.

Second, the fan effect.

Celebrities, and stars, all have a lot of loyal fans. When they recommend a product on the Internet, customers will be more than willing to buy it. They will think that if there is a celebrity who endorses the brand, then the product is not only quality assured, but also has the pride of using the same items as the idol.

Third, cost effect.

There are all kinds of products for Internet celebrities. Merchants have many options in terms of time, space, price, or marketing methods. They can get what they want for a fraction of the cost. Net red products are famous for accumulation. The quality of these products, appearance level, and popularity are far more than similar products. Internet celebrity products are a quick way for businessmen to make profits. Figure 2 illustrates the categories that companies need to categorize when considering their business models.

For some traditional enterprises, products are an important source of income. So they put a lot of money into product development. However, if we take Coke company as an example, all their development strategies, business strategies and marketing methods should be in line with the actual local situation in terms of business operation and commodity sales, because management and marketing are scientific and practical. Only in

the local understanding of the specific implementation situation, make specific analysis, targeted decisions, and let the local people familiar with the local situation to implement, to achieve the desired goal. In addition, they also pay many times the effort and money on the packaging and advertising of the products.

It is difficult for people to understand that even if the main ingredients in Coke are reduced, people are willing to buy these high-quality packaged Cokes that are less cost-effective than ordinary Cokes, and even they have no will to resist. I think this is where traditional companies need to analyze.[4].

2.4 Why Innovation?

Innovation represents both the process and the results of the process. A new thing does not necessarily mean an innovation. Innovation means ideas for improvement, change, and progress. Innovation, is the development and concrete implementation, of the product. Innovation doesn't happen by accident. It comes from inventions, research, and development activities, or the work of designers. To stimulate the innovation capability of enterprises, it is imperative to develop the relevance and complementarity of all levels of innovation, as well as the various functions that enterprises can innovate.

Using innovation:

The role of using innovation is critical, but its impact on the economy is not appreciated. A usage scenario analysis can be a fundamental factor in disrupting the design.[7].

Using innovation can simplify the way products are used, improve services and operational functions. Using innovation also makes it easier to understand, manipulate, and deliver other services. In times of severe economic crisis, using innovation can provide leverage and avoid driving price competition.

Aesthetic innovation:

Companies often only ask designers to innovate aesthetically. But for the customer, the visual effect is the most important. According to market research, products designed to meet the public aesthetic are more likely to be accepted by people and sell better.

Innovation in marketing means:

Innovation in marketing means often requires unique and new functions, especially in China. Current innovative methods and resources are outdated. For example, the idea of marketing innovation can be the development of social network sharing while winning the trust of consumers. The main areas of marketing innovation are information exchange, new sales network, packaging, green industry and so on. Packaging design is not only used to protect products, but also an important design work in the market.

Technological innovation:

Technological innovation is the core element of product success. Product design innovation includes technology, function, appearance and other aspects of innovation, among which technology and function innovation is difficult, investment is also large. For example, most mobile phones, tablets, GPS, game consoles, computers, and so on have been driven by technological innovations, including touch screens.

In general, to be competitive, we need more than technological, aesthetic, or sales innovation, but more reliable innovation. Therefore, designers need to adhere to the principle of innovative design, and a rigorous attitude in the face of problems in the design,

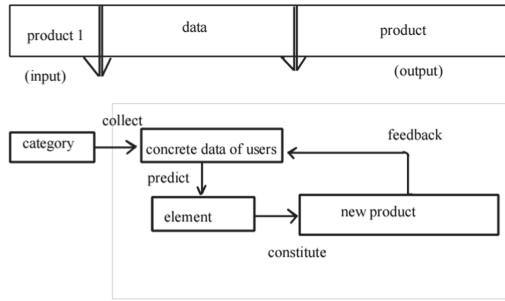


Fig. 3. The process of product

find customer’s pain points in the product design, meet the demand of contact between the consumer and enterprise, and design novel and practical products, help enterprises to shape distinctive brand image, improve the added value of products and market competitiveness, and help enterprises to success in business. Creativity and inspiration come from the rich accumulation and human life experience. (Fig. 3).

3 Research Design

As a business, exploring consumer demand, reducing product cost, improve product quality is the most basic criteria. But to be successful, these are not enough to support a successful brand, so businesses need to do more.

Next, I will take trendy toys Bubble Matt and Kumamoto as examples to analyze the reasons for their success and what kind of thinking they bring to the market from the perspective of economics.

3.1 What is a Fashion Toy?

Fashion Toy, also known as Art Toy or Designer Toy, was pioneered by Hong Kong Designer Michael Lau in 1999, integrating the concept of Art, design, trend, painting, sculpture, and other elements into the Toy carrier.[10].

Trendy toys culture was introduced into mainland China in 2005 when the first trendy toy design studios appeared in the market. With the establishment of trendy toy companies such as Paomat around 2010, the audience of fashion toy consumers gradually increased, and the trendy toys market gradually matured and standardized.

Trendy toy categories include action figures, glue toys, resin toys, platform toys, blind box figures, etc. Fashion toys are the most popular cultural trend among young people, following clothes and sneakers.

3.2 The Values Behind Trendy Toys

3.2.1 People have a Need to Collect

There is never a need to collect, not just for children, but also for adults.

In China, when people were young, they were fond of buying instant noodles, not because it was delicious, but because there were all kinds of exquisite cards in them. Adults like to buy commemorative coins from the post, not because they are more valuable, but because there is a need to collect coins...Cards, stamps, coins... When adults talk about the collection, they talk about a memory of youth.

3.2.2 Adults have a Need for Companionship

Toys, like animals, can communicate with people.

3.2.3 Why Did the Designer Design Molly as an Expressionless Toy?

Because the designer hopes that people and Molly can communicate with each other. Molly looks happy when you're happy; Molly looks angry when you're angry. No matter what mood you are in, Molly always accompanies you and plays the role of a friend. This is the emotion and trend culture that the designer wants to convey to all the friends who like Molly.

3.3 Why is Bubble Mart Popular?

3.3.1 IP

Different from other toys, Bubble Mart is an IP-based core business and is committed to building itself into a global leading trend culture and entertainment company. In 2015, Bubble mart began to do subtraction, transforming into fashionable toys. In 2017, it focused on IP to build its own strong IP product library. Bubble mart used 85 IP, which has its IP12, exclusive product IP22, and non-exclusive products IP51. [11].

The product positioning of Bobble mart is IP, and the product matrix is divided into four parts: blind box, handwork, BJD, and derivatives. Four product matrices are distributed in four price ranges, attracting users with different price preferences and harvesting all kinds of long-tail effect groups.

3.3.2 Blind Box + IP” Operation Mode

Bubble Mart is different from ordinary blind boxes in the introduction of IP play, and there is a steady stream of NEW IP products. The victory of Paomat lies in that the “hidden model” of unknown shape in each series of products is the most expected by blind box consumers. Blind boxes launched by merchants often use the mode of “fixed model + hidden model”, and the probability of hidden model is not the same. For example, a set of Molly series blind boxes usually has 12 conventional models, which will be printed on the package, but there is no introduction picture for the hidden model. The probability of winning is about 1/144. The hidden model under the gambling experience can bring more surprises to people.

3.3.3 Blind Box's Social Function Pushes Back Blind Box Market Growth

In the atmosphere of blind box popularity, one blind box community has also emerged, blind box has become a new social currency for young people, and the circle of changing babies is constantly rising.

Take Paomat's official self-owned platform "Pal Fun" for example, many players share their blind box handwork in the community, and many players participate in the blind box handwork trade and modify creation. To some extent, the blind box has formed a community similar to NBA fans or sneaker collectors, and the social function of the blind box has greatly promoted the development of the blind box market.

3.3.4 Membership Program & Popular Play Community & Cultural Activities to Build a High Viscosity Fan Community

(1)Bubble Mart focuses on building a highly sticky fan community. Match with the trendy play community through a membership system. This allows IP to give young people the cultural value of trendy toys.

(2)Offline retail stores + robot stores + online channels + wholesale to create the strongest sales network circle.

(3)The popularity of Bubble mart is related to its strong sales channels. In many fashion toys, their appearance scene and exposure rate are extremely high. Wholesalers can purchase goods through various e-commerce channels such as offline retail stores, robot stores, and online.

3.3.5 Age Factor

Bubble mart thrived because it was the best of times. With the upgrading of consumption, people's disposable income and spending power have increased, and consumption patterns have changed drastically. Chinese consumers are seeking sophisticated lifestyles and emotional satisfaction, leading to increased purchases of trendy toys. Consumer lifestyle changes are the most effective enablers.

3.4 Thoughts on Bubble Mart

Bubble mart can not help but let a person reflect, that the product has a higher competition threshold and can occupy market share. The threshold of competitive products comes from the trend to the long-term structure upgrade -- long life cycle IP + commercialization ability = the threshold of competition.

4 Conclusion

The emergence of big data is a revolutionary change, which makes products based on big data more perfect.

Review this article, starting from discussing the concept of big data, divided into the following several questions:

1. Introduce the concept of big data and explain the problems of Internet celebrities in the era of big data.
2. Because of the problems existing in the Internet celebrity products in the era of big data, through data analysis, this paper proposes problem-solving directions and innovative thinking to supplement the company's dependence on big data.
3. Analyze the penetration of big data technology in the development, production and use of Internet celebrity products through computer knowledge, and economics knowledge. How can companies use big data to understand customer preferences?
4. Adopt the method of combining literature research and data research. This paper will put forward the design problems of current Internet celebrity products, analyze the penetration of big data technology in the development, production, and use of Internet celebrity products and their influence on a design put forward innovative opinions, and draw conclusions.

The future is an information society with an explosion of data and information. Big data technology will continue to improve in various fields and form unique systems in different industries. Especially in the field of Internet celebrity economy, the application of big data in the field of Internet celebrity economy will become more and more perfect, and promote the better development of products.

5 Prospect

The research on this topic draws on the methods of social sciences to discuss the status quo and development ideas of the Internet celebrity economy in the era of big data. However, due to my limited knowledge reserve and experience, plus the Internet celebrity economy involves a wide range of fields. As a result, my further discussion was not detailed and in-depth, which required further observation and research.

At present, the Internet celebrity economy is still on the rise. On the one hand, the net red production threshold red content cost is relatively low. On the other hand, many Internet celebrities have emerged and achieved great success in the realization model. I can see that the Internet celebrity economy is still on the rise for some time and has great commercial value.

However, the rapid development of the Internet celebrity economy has led to continued turbulence in the industry. In addition, laws and regulations related to the Internet celebrity economy are not perfect. To point out the above is not to deny the industry. Internet celebrities have been better cultivated and developed, providing better marketing channels for businesses and higher-quality works for netizens.

However, it is undeniable that the rapid development of the Internet celebrity economy has also attracted some companies that blindly follow the trend. They just want to make profits from Internet celebrities quickly, but forget their responsibilities, and even do dishonest and immoral things to hurt enterprises and consumers.

Finally, big data technology is undoubtedly one of the factors that make the Internet celebrity economy develop rapidly, but the good use of data by merchants in the market is the key to success. How to reduce costs and utilize large-scale data through big data is a challenge that every company needs to face.

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