



Research on the Relationship between Internet Celebrities and Internet Celebrity Economy

Jikun Luo^{1,*}

¹ The Affiliated International School of Shenzhen University, Shenzhen, China

*Corresponding author. Email:
631607040228@mails.cqjtu.edu.cn

Abstract. In the Internet era, technological innovation and smooth information exchange channels have ushered in an unprecedented development of mass media. Compared with traditional marketing strategies, mass media dominates the consumption behaviour of the masses and shapes and influences social consumption culture. This form is more covert, spontaneous, inductive and attractive than traditional marketing strategies. With the rise of new media such as WeChat and Weibo, the phenomenon of internet celebrities has become more frequent. This paper conducts research through the method of literature research, trying to start from the Internet celebrity economy, and through in-depth analysis of this new form of marketing and communication, to study the relationship between internet celebrities and internet celebrity economy. The Internet celebrity economy has many advantages unmatched by other economic models, making it an indispensable part of the modern Internet consumption environment, especially in e-commerce marketing. But at the same time, there are still many structural drawbacks in the internet celebrity economy. The Internet celebrity economy leads to the consumption behaviour of consumers by guiding the consumption culture.

Keywords: Internet celebrity economy, Internet celebrities, Operating mode.

1 Introduction

In recent years, with the introduction of concepts such as the "Internet+" model and ecological blockchain and the continuous development of big data technology, the cost of information dissemination has become unprecedentedly low. The traditional B2C model has gradually changed into today's mainstream C2C mode [1]. This situation has also led to some channels for online cultural consumption officially serving some capital groups from 2016, the first year of the "Internet celebrity economy". The specific manifestation of this phenomenon is the rapid rise of live broadcast platforms such as TikTok, Kuishou, and Xiaohongshu, and other short video platforms. The characteristics of Internet media have created a reference group for consumers to guide consumption, which is commonly known as "Internet celebrities" and "stars" [2]. The age composition of Internet celebrity fans is becoming younger. The proportion of fans born in the 1980s and 1990s is almost the same, and the overall balance is more than 80%. At

the same time, their audiences are evenly distributed in terms of geographical distribution, representing the cross-class of the Internet celebrity economy [3].

There is no unified conclusion in the academic world for the concept of "internet celebrities". With the advancement of technology, the number of individuals and phenomena that can be summarized and referred to by the word Internet celebrity is increasing day by day. In a broad sense, the academic community believes that Internet celebrities refer to Internet celebrities and also refer to individuals or groups with a certain amount of traffic [4]. Internet celebrities can be creators of various content, such as musicians, writers, etc., and have a certain number of followers because of personal behaviours, events, etc., such as stars and opinion leaders (KOLs) etc. Internet celebrities can be mainly divided into the following categories: We-media internet celebrities, Live-streaming internet celebrities, E-commerce internet celebrities, Event-type internet celebrities, Pan-star internet celebrities, and Content-producing internet celebrities. In short, Internet celebrities should have a certain degree of social attention and influence and can guide public opinion to some extent. From a social point of view, internet celebrities are a social phenomenon that represents people's pursuit of personalized and customized content [5]. This situation shows the awakening of people's self-consciousness and the purpose of self-worth. It shows that modern society has entered an era of material abundance, and satisfying people's spiritual pursuits have replaced meeting material needs.

2 Operating modes of Internet celebrity economy

The Internet celebrity economy refers to relying on Internet platforms, especially mobile Internet media platforms and social platforms, to use various methods to gather social attention to form a huge consumption flow and targeted market that can also become a fan economy. Various consumer markets (cultural consumption, spiritual consumption) derived from it [5]. Therefore, its essence is to control the economic behavior of attention extension, and make profits by monetizing traffic in various ways. It includes direct economic interaction behaviors (such as tips, paid questions and answers, platform subsidies, etc.) and indirect economic behaviors.

The Internet celebrity economy is entirely dependent on the Internet. The driving force behind the Internet celebrity economy comes from the fact that the Internet has degraded the basic unit of communication from an institution to an individual, activating the individual's communication energy and information needs, and making it possible to expand the market with personalized customized content [2]. Similarly, the success of the Internet celebrity economy is due to the fact that the Internet has increased the spiritual consumption demand of the people, and it has also enabled the spiritual products produced by individuals to be consumed without obstacles, improving the perception of content rewards. This makes it possible to build psychologically perceptible relationships across spatial constraints and activate relationship resources between individuals, thereby constructing influence and forming value. The Internet builds a unified place that includes anchors, traffic and goods (these individuals separated by geospatial and temporal frequency costs), which shapes the collective sense of

consumers, and this additional identity can further stimulate consumption [1]. This can enable Internet celebrities to establish a friendly relationship with their audiences through the Internet, and this relationship can to a certain extent replace the relationship between the original impersonal and pure consumption and sales activities.

Internet celebrities have three main operating modes in the Internet celebrity economy.

Short videos, videos and other content production models. Internet celebrities or their teams produce videos or short videos, publish the created content to the platform to attract fans, and then monetize the fan traffic through advertising and other modes [4].

The platform live broadcast sells personal charm and create an atmosphere to attract traffic patterns. Internet celebrities attract fans through live broadcasts on social platforms with their talents or unique content [4]. The live broadcast content mainly includes singing and dancing, funny jokes, beauty makeup, fitness, eating, shopping, games, current affairs commentary, daily life and other activities.

The mode of bringing goods through live broadcast, making goods and traffic attract each other. Internet celebrities display and guide interests in the form of personal experience and real-time interaction on self-media or direct platforms [4]. In essence, live streaming with goods is a subdivision of the platform live streaming model. However, the significant capital investment has a very high degree of specialization and teamwork, so it is necessary to list and analyze it separately. The monetization capability of the live streaming mode is more straightforward than that of the platform live streaming mode. Influencers can directly lead fans to watch advertisements or through monetization feedback and other means to attract fans to buy in linked stores. Their profit margins do not only exist in whether their products are available or not [6]. Consumption traffic is likely to be attracted by anchors who bring goods for various reasons and eventually transform into high-quality traffic with strong stickiness and purchase intention [7].

3 Six ways to be Internet celebrity

3.1 Platform support

Internet celebrities are most valuable assets of any platform. According to the current polarization of the Internet celebrity economy, although the top Internet celebrities can maintain their lives in real life only by relying on their traffic, the Internet celebrities at the bottom or even the middle level do not have such ability. The top Internet celebrities often grow up from the base, so the platform will also try its best to create an environment that can gradually attract the attention of Internet celebrities, which requires the platform to help the bottom and middle Internet celebrities to maintain the stability of their lives [8]. Therefore, media usually give internet celebrities income in the following ways. First, for Internet celebrities in the content production mode, the platform will provide Internet celebrities income based on several sets of different algorithms for the traffic attracted by the content they produce [6]. Second, for internet celebrities

in the platform live broadcast mode, the platform usually calculates the traffic and duration of their live broadcast rooms to give internet celebrities income [6]. In addition, the platform will also design activities similar to "lists" and "competitions" to provide Internet celebrities additional income. Third, the platform will contract with the individual internet celebrities necessary to attract or cultivate. The contract's content is usually not fixed and will change with the current environment or the needs of both parties.

3.2 Advertising revenue

As the most primitive monetization method of the first generation of Internet celebrities, advertising has evolved today. Its essence has already changed from simply selling physical products to selling the influence of Internet celebrities [8]. There are various ways of advertising. As long as a market needs to exert force, many things can be regarded as advertising. Including the widespread dissemination of a particular concept or culture to the public for the sake of propaganda or injecting preconceived ideas into the public for a specific matter for the sake of practical interests, the so-called "white-washing" is also a part of advertising. In addition to inserting advertising links or slogans on the platform or screen through technical means, for content production Internet celebrities, directly producing the content required by the advertiser is also a standard advertising method. Live broadcast influencers can also express their views on the content requested by the advertiser directly in the conversation. In short, the advertisement itself and the way it is promoted is varied and will change with the current environment or the needs of both parties.

3.3 Fan reward

Fans tipping used to be the primary source of income for the live broadcast model. Compared with advertising monetization, the model of fan reward is usually relatively fixed [9]. This mode generally abides by the rules set by the platform and will be appropriately deducted by the platform. Of course, there is also a way for fans to send money to the personal account of Internet celebrities directly, but this form is not shared.

3.4 Content charges

Content charging can apply to any influencer. The requirements of this model are relatively strict, and the content produced by Internet celebrities needs to be rich enough to attract people to pay, which requires their fans to have a high conversion rate [9]. Therefore, the models applicable to content charging are mainly distributed in knowledge dissemination and pornographic content. The former is not much different from online teaching, especially because its content has a high connotation that generally requires payment. The latter is due to its scarcity, caused by illegal characteristics, so the audience with demand has a higher willingness to pay.

3.5 Cargo split

The revenue model of sharing goods with goods is generally applicable to Internet celebrities who live with interests in the live broadcast mode. In this mode, Internet celebrities can directly share the income they bring to the employer. Internet celebrities are also given the attributes of a part of the capital-side marketing department because Internet celebrities are partly responsible for the results of commodity revenue [10]. In reality, it is common for Internet celebrities to directly invest in companies to become one of their partners or to join the company's marketing department.

3.6 Traffic sales

The traffic sales model and the advertising model have similarities in the process. The difference is that traffic selling uses its influence to direct the attention of fans to another subject. It is another Internet celebrity rather than the object usually required by advertising models [11]. And its income is generally determined by the actual effect, the increase in the number of receptor fans. Judging the substantial impact of its behaviour cannot be completely accurate due to objective technical reasons. At the same time, because such transactions are generally not recognized by the public morality, there is no existence with credibility willing to guarantee the results of the transaction, so conflicts and disputes often occur. But it is undeniable that even if such trades are generally not known to the world, the scope of coverage may be more comprehensive than anyone imagines.

4 The audience of the Internet celebrity economy

4.1 Fill the fragmented time gap

For many people, Internet celebrities are highly entertaining star-like entertainment groups. The base number of Internet celebrities determines that almost all people can find more suitable content, so consumers are receptive to relevant content. The dissemination content of Internet celebrities undoubtedly provides a proper channel for people to pass the long and tedious time and becomes the filler of time [12]. At the same time, in the fragmented media era, the audience's time is cut. This situation leads to fragmented content created to fill fragmented time, which is undoubtedly more competitive than traditional entertainment methods, such as movies, games and other activities with higher requirements on time and environment.

4.2 Seek recognition

For the public, internet celebrities are stars in cyberspace, but they are different from celebrities. Internet celebrities are more friendly [13]. This affinity comes from the common origin attributes of most Internet celebrities. Their standard identities in real life have invisibly narrowed the psychological distance between internet celebrities and the audiences. This situation is different from the worship of traditional stars, which

gives the audience a different feeling when "chasing stars" [8]. Because of the daily content of their presentations, limited by their own experience, most Internet celebrities cannot output too much high-quality and professional content for a long time. Therefore, most of the content displayed by most Internet celebrities is their daily life, including their life and their feelings and opinions on everyday life topics. It is straightforward for the audience to obtain identification and attribution in this daily content. The audience will form a projection of themselves on the Internet celebrity. This projection is the expectation of their ideals. After the audience's self-expectation is realized on the Internet celebrity, it will also give the audience a sense of comfort in realizing themselves [8].

4.3 Chasing hot herd mentality

Conformity refers to the tendency of people to adopt the behaviours and opinions of other group members. There are usually two reasons: first, people are in an uncertain situation, unable to judge and filter information, and then choose to refer to other people's behaviours; Second, when individuals want to be accepted, supported and recognized by the group, they will choose behaviours consistent with group members [14]. These aspects are reflected in the environment created by the Internet today. First, Internet communication is characterized by rapidity. The rapid emergence and demise of hot news have led to a lack of security for modern people who are inseparable from Internet information dissemination. This situation can be understood as anxiety about being abandoned by the times. Society is directly based on information interaction [8].

The characteristics of Internet celebrities determine that they are in great need of fresh content to fill the vacancy of their output needs, which leads them to spend most of their time looking for hot spots. This situation also makes people more inclined to pay attention to Internet celebrities, to expect faster access to hot social information. At the same time, in an era of more information, too much information on direct hedging makes people more willing to imitate others in terms of social instinct. Driven by this herd mentality, it has led to a collective unconsciousness of hot topics and events [5]. On the other hand, people's behaviour of chasing hot information also seeks social identity to a certain extent, trying to improve the acceptance of the society or the group they live in [8].

5 Conclusion

As a thriving cultural phenomenon, the Internet celebrity economy will continue to exist for a long time in the future because it meets the needs of all audiences. It is undeniable that the rise of the Internet celebrity economy has created a whole other business model, stimulating more thinking and the production of quality content. However, its negative influence to be reckoned with, web celebrity economy usually presents in a network with a lot of evil spirits, and build it in front of the audience to its admiration and famous fantasy world, under the wave of popular web celebrity economy, the audience can easily get lost in the web celebrity of the false as a delicate way of life,

contribute to the ethos of vanity. When the cost of attracting attention becomes higher and higher, they will not spare any effort to spread vulgar content to attract attention and pass on many negative and unhealthy values. In addition, behind the web celebrity, can excavate the enormous benefits of capital and packaging of propaganda network Red become a popular culture at the same time, increase the breadth of fickleness in the society and guide the audience to focus too much on the content of the surface and ignore the spiritual construction, finally caused consumers in the value choice, consumption concept and the crisis of cultural identity.

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