



An Analysis of Internet Celebrity Economy Development Status in the Self-media Era

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ABSTRACT

In recent years, the Internet celebrity industry has developed rapidly. However, there have been various problems that continue to bring it to the forefront. How long can the Internet celebrity economy be "popular"? This paper analyzes the basic model and development problems of the Internet celebrity economy, and puts forward reasonable suggestions for the current development of the Internet celebrity economy, which is of great significance for promoting the reasonable and healthy development of the Internet celebrity economy.

Keywords: Internet celebrity economy, Development status, Development Strategy

1. Introduction

With the continuous development of the e-commerce industry, the capital operation of Internet companies has risen rapidly, and the emerging industry of "Internet celebrity" has also emerged in the era of explosive information. The scale of my country's Internet celebrity industry is expanding, and the economic and industrial chain is gradually stabilizing, rapidly attracting capital inflows. The new crown pneumonia epidemic in 2020 has promoted the explosive development of the Internet celebrity industry. According to the data of the Prospective Industry Research Institute, the total transaction volume of Taobao live broadcast was 100 billion yuan in 2018, 250 billion yuan in 2019, and 500 billion yuan in 2020, reflecting the huge market size of the Internet celebrity live broadcast industry^[1].

During the Double Eleven in 2021, an ampoule mask from L'Oreal Paris was sold in the live broadcast rooms of Wei Ya and Li Jiaqi. As a result, it was later discovered that the price of L'Oreal's own store was higher than the price of the live broadcast rooms of the two major anchors. It was 200 yuan cheaper, so tens of thousands of people demanded compensation. Both Jiaqi Li and Wei Ya announced the suspension of their cooperation with L'Oreal. In December, Ya Wei was charged a total of 1.314 billion yuan in taxes and overdue fines for tax evasion and tax evasion. The amount is astounding. There

are also anchors Sydney Cherie and Lin Shanshan being punished for tax evasion and tax evasion.

2. The basic model and development status of the Internet celebrity economy

2.1 What is the Internet celebrity economy

The Internet celebrity economy is represented by young and beautiful fashionistas, guided by their vision and taste, to carry out selection and visual promotion, to gather popularity on social media, and to rely on a huge fan base for targeted marketing, so as to convert fans into A process of purchasing power. It is an economic phenomenon in the Internet age, with the operational advantages of low cost, strong pertinence and high customer loyalty. At present, Internet celebrities on major platforms such as Douyin, Kuaishou, and Taobao are roughly divided into beauty, skin care, food, clothing, travel bloggers, fitness experts, etc. They have huge fans and traffic, occupying most of the The right to speak on the Internet.

2.2 The main model of the Internet celebrity economy

2.2.1 Advertisement

This is the most direct way to monetize traffic.

Bloggers attract fans by producing and publishing high-quality content, thereby generating traffic, and then inserting advertisements into the content for soft publicity, which can easily impress fans. Their fans also have obvious characteristics, and it is easier to choose advertisements that meet the needs of their fans. Therefore, advertising marketing is also more inclined to Internet celebrities. Whether it is tens of millions, millions of big bloggers or amateurs, they are all targeted for advertising and marketing. For example, Papi Jiang, who has 32 million Weibo fans, can earn 320,000 yuan in advertising fees for one advertising link if calculated at one-tenth of the click-through rate and 0.1 yuan per click. underestimate.

2.2.2 Live delivery with goods

Live-streaming with goods is the live-streaming entertainment industry bringing goods at the same time as the live broadcast. The anchors or anchors gather to recommend and introduce them in the live broadcast room, also known as the good thing recommendation officer. Its form is constantly changing. The reason for the emergence of live streaming is the rise of e-commerce, which has caused some people in the entertainment industry to follow up and evolve. At present, this model has become the mainstream, directing the flow of fans to the e-commerce platform to complete the return of product sales. Especially represented by Li Jiaqi and Wei Ya, the cumulative transaction volume of Wei Ya's live broadcast room during Double Eleven in 2021 will reach 8.533 billion yuan, and Li Jiaqi's live broadcast room has reached 11.5 billion yuan. It can be seen that the monetization method of Internet celebrity e-commerce has basically matured.

2.2.3 Rewards from fans

It is essentially a fan economy, a non-mandatory payment model. By continuously publishing high-quality content on the online platform to attract fans and win their trust, so as to establish a long-term trust relationship and make money. Fans send virtual gifts to Internet celebrities through the platform, or direct cash rewards. The anchors of online live broadcasts mainly rely on fans to send virtual gifts to realize cash, such as sports cars, flowers, etc. Different gifts correspond to different values and are very easy to realize. Daily vlog short videos and picture content can also attract fans to give rewards. Although it is not as exaggerated as live broadcasts, it is still a long stream and a steady stream.

2.2.4 image endorsement

It conveys the unique and distinctive personality proposition of the brand in the form of image endorsement, so that the product can establish a certain connection with the target consumer group, smoothly

enter the life and vision of consumers, and achieve deep communication with their souls. It can make the brand establish a certain impression and status in the minds of consumers, and make the brand become a meaningful code with added value. Choosing who to endorse is very important. Consider the type of fans and the style and characteristics of the influencer, and combine these two points to find a matching endorsement target. After becoming the target of endorsements, Internet celebrities have to find ways to maintain their brand image. For an excellent internet celebrity, the endorsement fee should be at least 1 million.

2.2.5 online video

The threshold for online film and television is low, and it has strong grass-roots entertainment for the public, and young people like it more and more. Now, young people do not watch TV, but are willing to choose some online TV series and online movies. Therefore, some internet celebrities with certain performance foundation are also appearing more and more in online film and television works, thus greatly increasing the click-through rate. In particular, some net celebrities with talent for acting have also entered the traditional film and television circle and become box office amplifiers with their own fans and traffic.

3. Problems existing in the current development of the Internet celebrity economy

In recent years, we have witnessed the continuous and explosive development of the Internet celebrity economy, and we have also felt the vitality and vitality it has injected into my country's economic development. For example, it has further promoted the improvement of logistics, e-commerce and other service industries. At the same time, various problems have also arisen, making people question the Internet celebrity economy.

3.1 The works lack innovation

Internet celebrities mainly rely on creating works to attract fans. Excellent works are the key for Internet celebrities to maintain their popularity and continuous traffic. This is also the most difficult problem for them to deal with. When a creative point appears, it will attract various bloggers to follow suit. For example, immersive skin care. Although relevant professionals have also stated that doing so is harmful to the skin, a large number of bloggers can't help but use this topic to rub the heat, regardless of the skin health of fans. As long as they can attract eyeballs, they can just make money. Problems such as this make the content of Internet celebrity works similar and lack innovation.

3.2 There is a phenomenon of rotten rice

Although the Internet celebrity is an important factor for the vigorous development of the Internet celebrity economy in my country, the Internet celebrity also has its own specific personality and life cycle [2]. The personalities and qualities of Internet celebrities are also uneven. Some of them deceive fans and create fake characters in order to promote products and earn advertising fees. They especially take advantage of women's beauty-loving psychology to recommend a variety of recommendations, and even those who have not tried it themselves are of poor quality. products, induce over-consumption for their own personal gain.

3.3 Create and spread anxiety

As the pace of our country's socialist process continues to accelerate, the main social contradiction has also transformed into the contradiction between the people's ever-growing needs for a better life between unbalanced and inadequate development. The overall living standards of the people have been greatly improved and improved, but some impetuous phenomena have also occurred. For example, on a certain platform, "graduate from college in 1997, monthly income of 30,000 yuan", marketing articles that bind house and marriage happiness, and Appearance anxiety, body anxiety, etc., it is extremely easy to mislead some college students and minors to use online loans to satisfy their vanity, and even irrationally go for plastic surgery, which has immeasurable consequences for their body, mind and family.

3.4 Relevant laws and regulations have not been perfected

The threshold for the profession of Internet celebrity is relatively low. From minors to sixty-year-olds, from rural areas to cities, and even overseas, it is all-encompassing, making it difficult to incorporate all laws and regulations into the system. Moreover, online shopping does not have a perfect fixed-point after-sales service system, and it is difficult to supervise the loopholes of commodities. The above problems are attributed to the short history of the Internet celebrity economy, and the relevant laws and regulations are not perfect. Therefore, it is an inevitable trend to improve the relevant laws and regulations in the field of Internet celebrity live broadcast marketing [3].

3.5 Create a consumerism trap

It refers to the fact that merchants lure consumers to buy expensive and useless things through various propaganda and brainwashing methods. For example, words such as "ceremonial sense" and "exquisite poverty" have become very popular in recent years. It is

to falsify various cultures that did not exist before, and endow them with a certain meaning to induce people to over-consume. It seems that buying a product can be called exquisite and ceremonial. In addition, the threshold for online lending is getting lower and lower, and lending platforms such as "Ant Credit Pay" and "Jingdong Baitiao" are also rapidly emerging. With just an ID card and a mobile phone, you can get a high loan, buy luxury goods, and make yourself look noble.

4. Countermeasures and suggestions for the future development of the Internet celebrity economy

4.1 Establish an authoritative work review and gatekeeping agency

The authority of review and gatekeeping should not be limited to the platform itself. The state has established relevant institutions to conduct random inspections of platform works, reward bloggers who output high-quality content, punish bloggers who maliciously plagiarize content, kill one example, and constantly revise Guide the sustainable and healthy development of the Internet celebrity economy, and export content with deep meaning to the society. In addition, ordinary Internet celebrities can be properly packaged and promoted and marketed to improve their ability to attract traffic [4].

4.2 Strengthen the guidance of national education and resist anxiety

Relevant departments should provide more guidance and popular science, so that people can face the Internet from the root of their thinking. Internet information is true and false, false and true, don't let yourself become a trash can carrying "Internet anxiety posts". First, clarify the priority of information processing. Second, filter out the high-quality and useful news for yourself first, and delete the rest decisively. Third, try to construct your own knowledge framework to digest and absorb information. Fourth, extend the practice, and carry out the practice of concentration in a planned way. Fifth, cultivate hobbies. In spare time, put down your mobile phone and walk out of the room. The real life is the most exciting, running, playing sports and other sports can bring you happiness.

4.3 Improve laws and regulations

The multi-subject nature of Internet celebrity anchors leads to unclear positioning of responsibilities and inability to pursue accountability. At the same time, the imperfection of relevant rules leads to false propaganda and intensified vicious competition. Therefore, a reasonable accountability system is established to enhance consumers' awareness of the Internet celebrity live broadcast mode. Institutional trust and technical trust are urgently in need of action to reduce the probability of

chaos in the online celebrity live broadcast industry.

4.4 The state strictly controls the capital of Internet celebrities

Influencers cannot directly create productivity, and the influx of large amounts of capital is not of much benefit to the short-cycle influencer economy^[6]. It will cause speculation and local economic risks, have a great impact on the development of the entire financial industry, and even cause social unrest. The state must strictly control the operation of net red capital and make net red capital transparent, which will be more conducive to economic development.

4.5 Recognize the "consumerism trap".

First, measure your spending power. You need to know what kind of consumption your salary level can afford, and plan and match it reasonably. Second, understand your core needs. You have to figure out the original purpose of your consumption, and don't be induced by the routines of merchants. Lastly, learn more and improve your knowledge level. In this way, you can improve your thinking ability and insight, and you can also help yourself avoid the "consumerism" trap.

5. Conclusion

In the context of the Internet, Internet celebrities have been appreciated by a large number of netizens for their knowledge, talents, and appearance. After being built and packaged by a special operation team, they have achieved effective drainage and realization, thus effectively driving the development of the Internet celebrity economy^[5]. In essence, the Internet celebrity economy is an economic format that uses the influence and poor information of Internet celebrities to obtain returns. It is an economic format with great development potential at present, and it is also an outstanding representative of the Internet economy in the information age. It may become

the standard of the industry in the future. To a certain extent, it has reshaped the structure of my country's consumption industry and contributed to the development of my country's economy. From the ban of Zheng Shuang to the fine of Wei Ya, we can all see that the state is constantly improving the supervision of the Internet celebrity industry. If we guide and supervise the Internet celebrity industry later, to make the Internet celebrity industry more mature and perfect, it can still play a positive role in my country's economic development.

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