

Influence of “Online Celebrities” Consumption on Chinese Traditional Consumer Culture

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Abstract—In recent years, with the rise of all kinds of live-broadcasting platforms, “online celebrity” as a new thing springs up and develops rapidly and new consumption stimulated by such online celebrities appears accordingly, such as online-famous milk tea shops, cloth stores and nail salons. Such a new consumption phenomenon is influencing our consumer culture. This paper analyzes the influence of “online celebrities” consumption on Chinese Traditional consumer culture from the perspectives of positive and negative aspects.

Keywords—consumer culture; online celebrities consumption; influence

I. BACKGROUND OF THE PRODUCTION OF “ONLINE CELEBRITIES” CONSUMPTION

With the rise of online + and the improvement of mobile network infrastructures, the live-broadcasting platforms are booming. There are many hosts with good looks and accomplishments, who attract a large number of fans by their own charming and gradually become online celebrities, also known as “web celebrities”. After attracting a large number of fans, some online celebrities run their online shops based on O2O mode. In this case, their fans go to their shops to buy products or services and such kind of consumption is called online celebrities consumption. At present, there are various modes of online-famous shops covering a large range of fields and including online and offline modes, such as online-famous milk tea shops, cloth stores, nail salons and makeup shops.

II. THE CONTENT OF CHINESE TRADITIONAL CONSUMER CULTURE

Deeply influenced by Confucian culture for a long time, Chinese Traditional consumer culture is mainly characterized by diligence and thriftiness, seeking spiritual satisfaction, conforming to nature and contented mind. The four main features are elaborated as follows.

A. Diligence and Thriftiness

In ancient times, diligence and thriftiness is a virtue always abode by artless Chinese people, which is given great attention by Confucius, the teacher of the Chinese. In Spring and Autumn period, based on slavery system, life of royalty is extremely extravagant, and Confucius advocated thrift

consumption at that time. Confucius said in The Analects of Confucius, “extravagance leads to insubordination and parsimony to meanness. It is better to be meaning than to be insubordinate”. According to Confucianists, abstinence and continence of gentlemen may directly influence the survival or extinction of a country.

Mencius, secondary to Confucius, also proposed the idea of frugality and made some innovation based on the idea of Confucius, and in the same time, he put forward the minimum living standard. In Mencius · King Hui of Liang, Mencius gave the minimum consumption standard, which means that the production activities of a nation have to enable its people to obtain sufficient necessary material goods to meet their requirements for living and studying, regardless of people's livelihood. The consumption idea of Mencius was essentially continuous and consistent with that of Confucius, and both of them presented the idea of “people first”, “benevolent government” and “praising austerity”. Influenced by Confucian culture for over 2000 years, the consumer culture of China was also endowed with “diligence and thriftiness and continence”.

B. Advocating Spirit

Ancient Chinese literati advocated spiritual pursuits very much and most of them thought that: Poor, but never sway, taking the spiritual needs above the material needs. In the historical background of the After ten years' hard study noticed by none, his fame fills the land once honors are won, for the Intellectual, the promotion of spiritual state is mainly manifested in the following aspects: study and engaging in scholarship, seeking fame and wealth and completing the ultimate ideal of rectifying the mind, regulating the family, country and the world.

Confucius advocated the spiritual needs very much and he once warned his student Yan Hui that: Yan Hui is virtuous! He ate a small frame of rice, drank one scoop of water, and lived in poor humble little room. No one else could stand the poverty, but he still did not change the pleasure of the Taoism. Yan Hui is really virtuous! The Analects of Confucius · Zi Han mentioned that Gentlemen seek only morality, not seek food and clothing. To field, often going hungry; learning, can get the salary. Gentlemen worry only about morality, not worry about poverty. How it will be humble about the residence of a gentleman. This is

the demand of spiritual aspect and encouraging spiritual consumption to curb material consumption.

As the old saying, "Only when the people's granaries are plentiful and food is full, they can take care of etiquette, honor and shame." This shows that spiritual consumption is a more noble consumption and it can help people achieve a higher realm of thought, pursuing a higher ideal of life. Therefore, China's traditional culture contains the idea of encouraging spiritual consumption.

C. Comply with Nature

Lao Tzu who proposed that Comply with nature, noninterference thought that everything goes with the natural and nothing can change the law of development by exerting external forces. It is nature that is not destructive to its nature. Only in this way can it be harmonious. Consumption as a natural part of human activities also includes the idea of Lao Tzu to conform to nature. The traditional consumption culture in China contains consumption to follow the natural laws and not violate the natural rules.

D. Happiness Consists in Contentment

Happiness consists in contentment in consumption culture is the concrete embodiment of golden mean in consumption culture of Confucianism. Confucianism believes in maintaining moderation, neither aggressive nor conservative. Consumption culture is to live within one's income, moderately consumption and consume according to your actual economic ability. Happiness consists in contentment is a kind of survival wisdom that Chinese people have formed since ancient times. It is also said that the happy philosophy which the ancient philosophers taught people to enjoy life's happy philosophy with limited conditions. Contentment makes Chinese people still have a lot of fun in the age when full of poverty and find many ways and means of a happy life. They lingered over mountains and rivers, or indulged in poetry and poetry, or traveled through the folk customs of the city or satisfied with the fine food of fine wine. In short, they live contentedly. This kind of happy survival wisdom is always accompanied with the life of Chinese people and becomes an unbreakable cultural character of the Chinese as long as the suffering is not too serious.

III. THE CHARACTERISTICS OF "ONLINE CELEBRITIES" CONSUMPTION

Compared with other consumption models, the "online celebrities" consumption has positioned their target consumer group in advance. At the beginning, the consumer groups are relatively fixed and most of them are fans of online celebrities. As a result, the adhesiveness of customers will be very good, and the loyalty of "online celebrities" consumption is higher.

At present, the consumption of online celebrities mostly concentrates on the material consumption, however, it pays less attention to the spiritual consumption. Moreover, it encourages consumers to enjoy themselves in material consumption.

The "online celebrities" consumption has the characteristics of excessive consumption. With the popularization and development of mobile payment platform, the online celebrities consumption has generated a model of payable by installments, which is conducive to stimulating young people's consumption potentiality however, this consumption characteristic will cause that some people rely on consumption by installments so that they have the no ability to repay, especially harming to the student groups who have no fixed income source.

The "online celebrities" consumption also has the characteristics of blind consumption. The online celebrities usually use their own popularity on the network platform, advertise their own products, or use the products in person to attract consumers to buy. It will cause blind consumption to buy some something that they don't need actually, and lead to unnecessary waste. Compared with the traditional consumption model, "online celebrities" consumption is prone to cause blind consumption.

IV. THE INFLUENCE OF "ONLINE CELEBRITIES" CONSUMPTION ON CONSUMER CULTURE

Dialectical materialism believes that there are two aspects in the influence of things, including both favorable and unfavorable sides. The following contents analyze the influence of "online celebrities" consumption on consumption culture from these aspects.

- The material culture consumption advocated by online celebrities' impacts on the spiritual and cultural consumption in traditional consumer culture. Excessive advocacy for material consumption is not conducive to promoting the ideological and moral realm, and makes us indulge in materialistic material world so that we are unable to extricate them. The "online celebrities" consumption will induce young people to pursue material enjoyment too much and reduce the sublimation of the realm of life.
- The installment payment mode in "online celebrities" consumption allows customer to consume in advance and overdraft their future income to meet current consumption demands, which directly impacts the idea of frugality and thrift in the traditional consumer culture. For these young people with insufficient willpower, this kind of consumption model and the advocacy from "online celebrities" consumption will certainly lead them to consume in advance, which is not good for young people to develop good habits of diligent and thrifty.
- In "online celebrities" consumption, the online celebrities uses their influence to attract consumers to buy, and take their popularity and fame as a guarantee to provide follow-up after-sales service after selling goods or providing services. This is the inheritance and development of honesty in the traditional consumer culture of our country. When online celebrities have their popularity, the quality of released products and services has been guaranteed.

Poor quality services and goods will directly destroy their popularity, therefore, the quality of the products and services provided by the online celebrities should be trustworthy.

V. CONCLUSION

The influence of the “online celebrities” consumption on traditional consumer culture in China has two aspects, both favorable and unfavorable. Too much encouragement of material consumption but neglect of spiritual consumption can easily lead to excessive consumption and blind consumption, which is its adverse influence, however, using their own popularity and reputation to sell goods and provide service, is the inheritance and development of the spirit of honesty and integrity in traditional consumer culture. “Online celebrity” is a new thing, and its development process is tortuous, but the result is clear, we need to dialectically analyze the influence of this new thing on China’s traditional consumer culture.

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