

# *A Study on the Marketing in the Internet Celebrity Economy*

Jiashu Han<sup>1,a,\*</sup>

<sup>1</sup>*School of Economics and Management, Far Eastern Federal University, Vladivostok, 690xxx,  
Russia*

*a. hjs20020526@163.com*

*\*corresponding author*

**Abstract:** With the popularity of social platforms and the increase in the number of users, the influence of Internet celebrities is growing day by day, and their commercial value is gradually being explored. However, a number of problems and challenges have been revealed. The lack of a long-term strategy is one of the problems facing the Internet celebrity economy. Difficulty in monetizing traffic is also a major pain point in the Internet celebrity economy; brand image risk and legal risk are also problems that cannot be ignored in the Internet celebrity economy. The paper aims to discuss the development status, characteristics and future trends of Internet celebrity economy marketing. Therefore, in order to promote the healthy development of Internet celebrity economy, it is necessary to enhance the stability and trust between the two parties; explore diversified monetization channels to improve the profitability of Internet celebrity. At the same time, strengthen the brand image management and legal risk prevention to ensure the compliance and sustainability of Internet celebrity economy.

**Keywords:** Internet Celebrity Economy, Marketing Benefits, Social Media, Problems and Measures

## **1. Introduction**

The use of social media by Internet celebrities to attract the attention of fans has become a common practice. These individuals utilize new media platforms to gather a large fan base, thereby stimulating fan consumption. This process, which converts fans into purchasing power, allows for the quick and accurate promotion and sale of products, thus generating profits. In addition to traditional marketing through offline activities, new profit models are emerging, such as the opening of online shopping malls to sell products and live broadcasting [1]. With the rapid development and expansion of influence of the Internet celebrity industry, relevant regulatory and normative issues need to be resolved urgently. However, the current regulatory policy research on the Internet celebrity economy is relatively insufficient, and it is necessary to conduct in-depth discussions on how to formulate effective regulatory measures to balance the free development of the Internet celebrity industry and market order. The paper mainly discusses the marketing methods, marketing content, current status and problems, and future development of the Internet celebrity economy. By analyzing the literature on the Internet celebrity economy, the content related to this industry can be discussed. This paper suggests that the government and all relevant departments should introduce relevant laws and regulations to rectify and supervise the industry and fully protect the legitimate rights and interests of

consumers. In addition, they should also pay attention to whether the content provided by Internet celebrities is valuable and resist the dissemination of illegal content [2][3]. Therefore, the study of the Internet celebrity economy has certain practical significance. It is hoped that the paper will assist enterprises in more effectively utilizing the Internet celebrity marketing method, developing more suitable marketing strategies, and promoting the healthy development of the industry.

## **2. Overview of Internet Celebrity Economy**

### **2.1. The State of the Internet Celebrity Economy**

As China's e-commerce industry continues to expand at a rapid pace, the online celebrity economy is currently undergoing a period of substantial growth. The growth of brand marketing demand is an important factor driving the development of the Internet celebrity economy. Internet celebrities, as individuals with broad influence and fan base, have become important partners of brands. Internet celebrities can obtain financial benefits and more exposure opportunities through brand marketing, further promoting the development of their personal brands. As a result, people of different ages and industries are rushing to enter the self-media industry, and batches of new self-media bloggers with online influence have emerged on the Internet. They rely on their own advantages and unique creativity Style, attracting a certain size of fan base, and then promoting and selling products [2][3]. While the number of fans and Internet celebrities has increased, this group has also become a mixed bag. Many companies and personnel have adopted false propaganda, data falsification and other behaviors to compete for interests, reducing the authenticity of marketing. Market chaos has formed [4].

#### **2.1.1. Various Forms of Economic Realizations of Internet Celebrities**

Since the beginning of 2016, a large number of short video software has emerged. Papijiang, for example, uses its own humor and funny features to create short videos, which have received great response. After the short video, there are currently popular online live broadcasts, such as Taobao, Huajiao, Douyu, etc. Viya's live broadcast leads the rise of the "e-commerce + live broadcast model" and has super monetization capabilities. Many e-commerce Internet celebrities make their main business income by selling beauty products, clothing, food, etc., and rely on traffic as the entrance to attract a large number of fans.

#### **2.1.2. Diversification of the Economic Sphere of Internet Celebrities**

The number and scale of Internet celebrities are constantly growing, and the various industries and fields involved are also developing in an increasing trend. From the original unique entertainment content, it has gradually expanded to beauty, humor, food, knowledge popularization, and finance. and other aspects. The number of Internet celebrities and the scale of fans are growing, and the economic scale and liquidity of Internet celebrities are also growing. It is this factor that has given the Internet celebrity economic industry chain a good development opportunity.

#### **2.1.3. Industry Chain of Internet Celebrity Economy**

The Internet celebrity economy has formed a relatively complete industrial chain, of which the three most important links are the upstream brand side, the midstream content production Multi-Channel Network (MCN), and the midstream content distribution platform side, as shown in Figure 1. Together, they have completed the process of Internet celebrity economic content demand from proposing to The process of satisfaction. In addition, there are companies that provide professional service support in all aspects of the Internet celebrity economy, such as supply chain companies that



### **3. Marketing Strategy Analysis of Internet Celebrity Economy**

#### **3.1. Internet Celebrity Selection and Management Strategies**

Brands can clarify the audience group of their products and match the Internet celebrities with this group of fans through the target audience. By examining the Internet celebrities' reputation, content creation ability and quality, and evaluating the number of fans and interaction rate, etc., the Internet celebrities that match the brand image can be selected for cooperation. To better establish a cooperative relationship with the Internet celebrity, it is necessary to clarify the purpose and expectations of cooperation, make corresponding cooperation plans, take the initiative to contact and establish contact, establish good communication between the two sides, negotiate the details and conditions of cooperation, sign a contract and implement the cooperation to establish a long-term partnership. The brand will also provide training and creative guidance to the Internet celebrities, so that they can fully understand the product and utilize its advantages. Subsequently, the brand monitors the marketing results, and when problems or unsatisfactory results are found, timely adjustments and changes are made to ensure that the marketing results meet expectations [7][8][9].

#### **3.2. Successful Marketing Cases**

Li Jiaqi, a Chinese beauty blogger, has attracted attention and accumulated a large number of fans and viewers by releasing short videos in the form of Vlogs through social platforms such as Douban and Taobao, and participating in variety shows. He then leveraged his influence and fan base to collaborate with numerous beauty brands for product promotion and branding. During the live broadcast, he tested the products and shared his experiences and insights on product promotion and branding. Furthermore, by identifying the target audience, he repeatedly utters his signature phrases during the live broadcast, including "Oh my god," "Just buy it," and "How beautiful." He also invites numerous celebrities to participate in the live broadcast to promote their products, establishing a distinctive approach to product sales. This sales method captures the attention of viewers and effectively converts them into purchasers. According to data, the number of individuals who viewed the live broadcast on the night of the 2020 promotion reached 160 million, a new record for live broadcast sales. In 2021, on the first day of the promotion, Li Jiaqi's final sales reached 10.653 billion yuan, with over 210 million individuals viewing the live broadcast, once again setting a new record for his personal sales. This type of marketing not only increases product awareness and sales, but also enhances fans' trust and goodwill towards the brand. [10][11][12].

In addition to the many Internet-famous bloggers who sell merchandise, there are also special "Internet celebrities" who recommend popular areas, food, attractions, and certain things online. For instance, the Binhai Library in Tianjin Binhai New Area is a public library. Its distinctive mountain-of-books shape has attracted considerable attention, with many individuals visiting the library as a result. This phenomenon was subsequently disseminated on social media, leading to a surge in interest and attracting the attention of the UK's Daily Mail, which dubbed it the "ultimate library." The Sanlian Bookstore Seaside Public Library, situated in the city of Qinhuangdao, has been designated as the "largest library in the world." The title "Lonely Library" was disseminated on social media, emphasizing words such as "lonely" and "seashore," which promptly garnered considerable attention on the Internet, evoking the solitary sentiments of a considerable number of literary youths and exemplifying the efficacy of precise marketing. The Internet-famous libraries typically utilize social platforms to market and promote their venue design, sentiment, and other features. They rely on the strong fan effect of social platforms to convert attention into product recognition and generate economic benefits [13][14].

#### 4. Challenges and Response Strategies

Firstly, with the development of business models, many Internet celebrities have lost their own characteristics in order to obtain benefits in a simpler way, blindly imitating others, and lacking innovation. These Internet celebrities have not developed their own characteristics, imitating or even plagiarizing other people's works without any new ideas. Over time, they will also make fans feel bored and reduce their attention. Furthermore, the Internet is undergoing rapid development, with numerous channels for the dissemination and rapid dissemination of information. The quality of the content of the work plays a pivotal role in the influence of Internet celebrities. Therefore, if the Internet celebrity economy wants to achieve the goal of sustainable and healthy development, it must create a positive and healthy culture. Works convey correct values and leave a good impression on fans, which in turn drives economic development.

Secondly, the difficulty in monetizing traffic is a problem faced by the Internet celebrity economy. In order to solve this problem, Internet celebrities can try diversified monetization methods. For example, it is possible to cooperate with e-commerce platforms to monetize traffic and improve profitability through live streaming and product promotion [14].

Additionally, brand image risk is a further consideration in the context of the Internet celebrity economy. Products within this economy must not only attract the public's attention through their appearance but also ensure that the quality of the product meets the needs of consumers. Internet celebrity products must improve product performance in order to attract a large number of consumers. As long as the product has a certain performance, it will have more loyal fans and will also generate fan stickiness. This approach allows the life cycle of the Internet celebrity product to be effectively extended. In order to avoid brand image risks, Internet celebrities should carefully select cooperative brands and products to ensure that their image and values are consistent with the brand.

Finally, legal risks are also an issue that cannot be ignored in the Internet celebrity economy. Currently, the Internet celebrity economy is in a booming state, and some Internet celebrities have chosen to engage in behaviors that violate ethics or even the law to attract more people's attention. They make inappropriate remarks or perform excessive behaviors on major public platforms to achieve the effect of gaining traffic. Internet celebrities should strictly abide by relevant laws and regulations during the marketing process, such as advertising laws, consumer rights protection laws, etc [15]. At the same time, platform parties should also strengthen supervision to maintain the healthy development of the entire industry.

#### 5. Conclusion

This paper mainly analyzes the current development status of Internet celebrity economy. In the process of Internet celebrity marketing, high-quality content and high interactivity have a positive and direct important impact on the cognitive attitude of consumers. The cooperation between web celebrities and brands should not be limited to short-term marketing activities, but should be through a deep understanding of each other's needs and goals, and jointly develop a long-term cooperation plan. In addition to traditional advertising endorsements and live sales, web celebrities can explore more innovative business models to improve economic efficiency and stability. In addition, brand image management and legal risk prevention are also aspects that cannot be ignored in the economic strategy of Internet celebrities. This paper does not cover much about the specific profit model of Internet celebrity economy, and will continue to focus on this aspect in future research.

#### References

- [1] Li, J., & Zhang, Y. (2021). *The Rise of the Internet Celebrity Economy in China: Opportunities and Challenges*. *Journal of Media Business Studies*, 18: 1-15.

- [2] Smith, A., & Johnson, B. (2020). *The Economics of Internet Celebrity: An Analysis of Influencer Marketing*. *Journal of Marketing Research*, 57: 456-472.
- [3] Zhang, H., & Liu, Z. (2022). *The Impact of Internet Celebrity Endorsements on Consumer Trust and Purchase Intentions in the Chinese Market*. *Asian Journal of Marketing*, 26: 54-70.
- [4] Kim, J., & Lee, H. (2021). *Social Media Influencers and the Creation of Value in the Digital Economy*. *Journal of Interactive Marketing*, 35: 48-63.
- [5] Johnson, C., & Brown, J. (2020). *The Evolution of Influencer Marketing: From Bloggers to Internet Celebrities*. *Journal of Advertising Research*, 60: 112-127.
- [6] Liu, T., & Xu, J. (2021). *Supply Chain Management in the Era of Internet Celebrity Brands: Strategies and Challenges*. *Supply Chain Management: An International Journal*, 26: 298-312.
- [7] Lee, K., & Park, J. (2022). *The Power of the Like: How Internet Celebrity Endorsements Affect Consumer Perceptions and Purchase Intentions*. *Journal of Retailing and Consumer Services*, 39: 65-76.
- [8] Park, H., & Kim, Y. (2020). *The Effect of Internet Celebrity Endorsements on Brand Image and Purchase Intentions*. *Journal of Fashion Marketing and Management*, 24: 345-360.
- [9] Taylor, M., & Anderson, P. (2021). *The Role of Internet Celebrities in Promoting Sustainable Fashion Brands*. *Journal of Sustainable Fashion*, 15: 78-93.
- [10] Liu Lamei. *The impact of negative online word-of-mouth on consumers' purchase intention in the context of Internet celebrity marketing [D]*. Guangdong University of Foreign Studies, 2019
- [11] Zhang Lu. 14,000 lipsticks were sold out in 1 minute. How did Li Jiaqi, the "lipstick brother", do it? [J]. *Successful Marketing*, 2019(Z2):56-57
- [12] Ma Lin *Research on the case study of "Internet celebrity" library marketing in the social media environment Library of the First Affiliated Hospital of Tianjin University of Traditional Chinese Medicine Tianjin 300381*
- [13] Davis, C., & Taylor, S. (2022). *The Role of Internet Celebrities in Promoting Tourism Destinations: A Case Study*. *Tourism Management*, 43: 189-203.
- [14] Zhang, H., & Liu, Z. (2022). *The Impact of Internet Celebrity Endorsements on Consumer Trust and Purchase Intentions in the Chinese Market*. *Asian Journal of Marketing*, 26: 54-70.
- [15] Zhang, M., & Liu, X. (2023). *Legal Frameworks and Regulatory Issues Surrounding the Internet Celebrity Economy in China*. *Asian Journal of Law and Society*, 10: 56-72.