

# *A Study of the Impact of Idols and Celebrities on the Entertainment Industry*

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**Abstract:** Idols infiltrate into daily life, and bring positive effects in all aspects. However, it still has some negative effects on individuals, industries, and society. This research analyzes the positive impact of idols on the entertainment industry and analyzes some of its problems. This research analyzes the fan economy brought by idols has greatly increased the economic income of the entertainment industry, and has stabilized and promoted the long-term development of the entertainment industry. At the same time, idols have become a bridge for exchanging social and cultural and a condition for brand development. But at the same time, the improper behavior of idols has also hurt the development of the entertainment industry. Based on these, this research puts forward the following suggestions. First, the government and the market need to strengthen their supervision to avoid public opinion events. In addition, teachers need to do a good job of educating young fans. Finally, the entertainment industry should do a good job in self-management, improve its sense of responsibility and moral consciousness, and avoid negative events due to the pursuit of idols.

**Keywords:** Idols, Fan Culture, Economics

## 1. Introduction

In contemporary society, due to the prosperity of the Internet, the industry of idols is becoming more and more popular and loved by people from different countries and ages. Nowadays, idols have become an important group leading the development of the entertainment industry. Every movement of idols will lead to changes in the direction of the entire entertainment industry. For example, releasing a digital media album can boost the utilization rate of all music and entertainment platforms, and bring them economic income. A concert held by an idol with greater influence can bring economic income to a city or even a country. This is because of the large group of idols that let society have more possibilities for development. Of course, while bringing advantages, the negative impact of idols on the entertainment industry also follows. Under the influence of the Internet, the behavior and moral shortcomings of idols have also been magnified infinitely. These problems sometimes have a great impact on the public's cognition, and ultimately lead to slow down the development of the entertainment industry or even lead to its decline. The role of idols is closely related to the life of contemporary society. They are everywhere. Therefore, it is necessary to explore the influence of idols. This research explores the impact of idols on the overall development of the entertainment industry, and to figure out how to effectively promote the development of the entertainment industry from different aspects.

## 2. The Role of Idols in Driving the Development of the Entertainment Industry

The role of idols is reflected in all aspects of the entertainment industry. From different perspectives, idols play a great role. The role of idols in the entertainment industry can be divided into the following three aspects.

### 2.1. The Economics

Taking the example of idols shooting product advertisements and endorsing them, idols can improve the brand image and bring huge economic income to the brand [1]. Whether they are from movies, TV plays, talent shows, or in the field of drama, they all have a strong desire to participate in advertising [1]. Firstly, the brand makes use of the characteristics of idols with excellent appearance images to make them representative, which greatly improves the publicity image of brand products. Some idols often participate in social public welfare activities and do some positive movement to society. If major companies invite these idols as brand representatives, it will also enhance the social trust in the company. Feeling divided the brand personality charm into three dimensions: likability, originality, and clarity [2]. Because a brand has a cooperative relationship with idols, under the background of idolatry, the act of making idols become representative has greatly improved the brand personality and the audience's preference for the brand so that the masses are willing to pay for the product [2].

Secondly, because idols have a strong fan base, they will promote the formation of a fan economy. Fan economy refers to the profitable income-generating behavior based on the relationship between fans and idols. It is a way to obtain economic benefits by improving user stickiness in the form of word-of-mouth marketing. Maslow, a famous American psychologist, mentioned the demand level of "love and belonging" in the five levels of his demand theory, which explains why fans follow idols to buy [3]. In contemporary society, when most people can meet material needs, most people begin to pursue spiritual needs [3]. At this time, the emerging groups of idols stand at the center of people's vision. Idols in people's eyes have become a group with bright appearance, self-confidence, and self-improvement, which makes people attracted by idols and eventually become their fans. Fans' group buying behavior will make them form a sense of identity and group belonging, which also corresponds to the demand level of "love and belonging" [3]. Therefore, when fans buy some products, they also meet their spiritual and psychological needs. Fan economy has further promoted the development of the entertainment industry economy.

In addition to the economy brought by advertising shooting and fans, shooting movies and TV plays also promotes the economic development of the entertainment industry. For example, the film industry. The profit of the film industry is mainly through the production and sales of films. By inviting well-known idols to participate in the shooting of films, at the film screening stage, because of the above-mentioned concept of "love and belonging", the box office revenue of these films will be much higher than films without inviting idol stars. In addition, the output of individual works of idols also injects fresh vitality into the entertainment industry. Take one of the most popular singers in today's society as an example. The singer decided to hold a global tour concert, which promoted the country's economic growth of more than five billion dollars. As well as the ownership of music album copyright advocated by many singers, it not only safeguards their interests, but also promotes the digital media music revenue of major music platforms, and promotes the positive development of the music and entertainment industry. In summary, idols play a very strong economic driving role in the entertainment industry.

## 2.2. The Fan Culture

Fan culture has brought conditions for the development of the idols themselves, the businessmen behind them, and the entire entertainment industry. With the emergence of idols, fan culture has gradually formed and become a hot topic in today's society. Fan culture in this research refers to a cultural group phenomenon formed around idols. Fans gather by loving idols to form a specific community, which is highly participatory and organized. It plays an indispensable role in the development of the entertainment industry. To arouse fans' recognition and resonance of idol identity, idols need to integrate music, technology, aesthetics, psychology, and culture [4]. Emotional connection is very important in creating the fan culture of the idols themselves [4]. Idols need the support of fans to develop for a long time [4]. Therefore, idols need to find ways to attract fans and maintain the stability of fans, such as setting up personnel, publishing personal works that meet the expectations of fans, and participating in social welfare activities. Over time, the fan groups have been consolidated, and the idols who have obtained a stable fan group will continue to develop.

The entertainment industry has launched a series of measures, such as opening a series of social networking platforms such as YouTube [4]. These platforms can establish more direct and stable links between fans and idols, fans and fans, so as to promote the continued development of the entertainment industry.

From the perspective of businessmen behind idols, fans are an important group for them to survive in the highly competitive entertainment industry. The loss of fans of idols not only hinders the development of idols but also has devastating consequences for the companies and capitalists behind them: for example, the loss of fans' support will hinder the spread of online advertising and TV programs relying on idols.

## 2.3. The Dissemination of Idol Cultivation Mode and Culture

The spread of idols has played a positive role in cultivating idols. Nowadays, when it comes to idols, the first thing that appears in people's minds should be Japanese nurturance idols. The cultivation mode of Japanese idols is mainly the "Nurturance Department" [5]. "Nurturance idols" refers to the professional idols launched by companies to show the multidimensional growth process of individuals as the selling point. Fans may always grow up with an idol from scratch. The process of spreading the idols of the nurturance department in Japan has promoted the establishment and improvement of the idol industry in other countries. For example, the cultivation mode of the "Nurturance Department" of Japanese idols provides a model for the cultivation mode of Chinese idols. China's online social media adopts a packaging mode similar to Japanese idols. The "face-to-face idols" and "cultivation system" have attracted a large number of fans to begin to support and pursue Chinese idols, which has promoted the prosperity of the once barren Chinese idol enterprises and created a situation in which China's adult idols industry is so popular now [5].

In addition, the idols of different countries are immersed in their own culture, so the output of personal works will inevitably integrate into their national cultural factors, and promote the cultural transmission of various countries. For example, rappers in China have become popular to integrate the "new Chinese style" culture into rap songs. They spread Chinese culture around the world with the help of the characteristics of widespread social networks and novel rap songs. Therefore, the effective dissemination of the national culture has been achieved. Idols with positive influence and wide influence will enhance the cohesion of fans, no matter what country they come from. For example, an influential global superstar singer held a world tour. During the performance, fans from different countries and speaking different languages gathered at the same concert. They reached a consensus because they liked the same idol. In this process, fans from different cultures communicate with each other and express their love for their idol. The result is that in this process, the cultures of

different countries are also influencing and transmitting each other. And idols are the most important factor to promote these things.

### **3. Problems**

Although idols have brought development advantages to the society and entertainment industry, they have provided development impetus. But idols also have a certain negative impact on the entertainment industry. The problem can be divided into the following three aspects.

#### **3.1. The Impact of Bad Idols and the Influence of Their Behavior**

With the development of the idol market, more and more people have begun to enter this industry. So inevitably, some bad idols begin to hurt society and the entertainment industry. The audience of idols are partly teenagers and younger adults. Then this will bring some problems. In today's society, due to various reasons in family, campus, and society, teenagers are extremely vulnerable to external influence. The wide spread of social media and the Internet in today's era. This way of entertainment is exposed in front of teenagers, and idols easily enter teenagers' lives. Teenagers' judgment ability is not complete. They can't judge whether their favorite idols are worth following. Therefore, some of the bad idols have a subtle and serious impact on the behavior of teenagers.

#### **3.2. Homogenization**

In previous researchers' research, from the weekly music charts data of ten countries from 1990 to 2015, digitization has seriously led to the homogenization of music [6]. Due to the wide use of media, more and more idols publish their works on media, and more and more works are exposed to the public. Over time, fewer and fewer creative works are produced, and the works show the trend of homogenization. Long-time immersion in homogeneous things will inevitably lead to boredom. Finally, people's confidence in the music industry and entertainment industry will gradually fade.

#### **3.3. Social Resources**

Idols can also hurt social resources at some moments. Because idols bring a sense of community and belonging to the fan group, the fan group will have a huge organization in some cases of supporting idols. In some cases, this kind of organization will promote the progress of idol causes and the development of the entertainment industry. However, if fans' support behavior is beyond the controllable range, that will cause irreversible consequences. Capital noted that fans are willing to pay money for their idols, and they can bring benefits [7]. Therefore, capital has created a set of activities to stimulate fans' consumption or accept fans' economy [7]. To expand the influence and exposure of their idols, more and more fans began to enter these activities. However, with the participation of a large number of fans and the continuous development of the activities, these activities have deviated from their practical significance. For example, the food that some activities attract fans to buy is likely to be wasted. It has caused bad consequences and impacts.

In addition, idols will also hurt social news and information resources. Because idols have become the focus of today's entertainment and have a large number of fans, their every movement is extremely easy to report and judge. The original intention of some social platforms is to let the public get the latest important news information. However, with the expansion of idols and the rise of the entertainment industry, information related to them has become a hot topic on the media platforms, and the media platforms have also become a gathering place for fans. These changes have changed the attributes of the media platforms, from the original transmission of news information to the focus on the dissemination of idols and entertainment hot topics, and even led to some adverse public

opinion. It has caused a waste of social resources on another level. Society should not only have two groups of idols and fans but should distinguish the priorities and make the social country more diversified and harmonious.

## 4. Suggestions

Idols can bring both positive and negative effects. To carry forward the advantages of idols and avoid the negative effects as much as possible, this study puts forward the following three suggestions.

### 4.1. Government and Market Supervision

The market and the government need to pay attention to and strengthen market supervision. At present, a variety of entertainment platforms need to be supervised by the government to try to eliminate the negative effects of bad idols on society and the negative effects of excessive fan behavior. If strict control can be done, the entertainment industry and even the whole society can develop healthily.

First, the market can take advantage of the current effective tools to promote the progress of the entertainment industry. For example, use big data to effectively control and push information to the entertainment industry. One of the main advantages of big data is that it is possible to provide valuable information and strengthen the decision-making process [8]. The market should actively and effectively improve the big data algorithm used in the entertainment industry, shield some negative information as much as possible, and widely spread the beneficial information for development [8]. Since the entertainment industry covers a wide range of areas, including music, film, television, and other fields, it is necessary to use big data to create a better experience for people who enjoy the happiness and convenience brought by the entertainment industry [8].

Secondly, the government needs to be aware that some excessive fan activities are related to extreme idolatry, as well as excessive consumerism and commercialization [9]. This may lead to the distortion of social norms and values, especially damaging the physical and mental health of the younger generation [9]. If the government can carry out effective special actions to combat the chaos in the idol circle as much as possible, it can provide a model for the follow-up management of fans and illuminate the way for the follow-up entertainment industry.

Finally, as a development tool of the entertainment industry, social media also needs to be effectively controlled. The opacity of social media may lead to a large deviation between online entertainment information and the actual situation, resulting in unpredictable risks for the entertainment industry and society [10]. If there are effective official intervention controls and the openness and transparency of information as much as possible, the risk will be reduced. Thus, the supervision of the market and the government is particularly important.

### 4.2. Education for Teenagers

The youth group is the widest audience of the idol group. Many young people's consciousness is not perfect, it needs to guide and educate young fans. The value of idols is determined by fans. Therefore, fans' value judgment on idols is very important. The phenomenon that idols are integrated into life is inevitable. The way to avoid negative effects as much as possible falls on educating young fans. It needs to do a good job in the positive guidance of teenagers' pursuit of idols and the education of correct values. As mentioned above, fans need to consume to support the idol's cause, it should also make correct guidance in the consumption of young fans. For example, it is necessary to guide young fans not to consume impulsively and blindly.

### 4.3. The Entertainment Industry

The advantages of fan economy are high viscosity and conducive to the construction of industrial chains for entertainment enterprises [10]. Fan economy can maximize the efficiency of information dissemination, which is a very favorable condition for capital [10]. Fan economy also determines the future development direction and width of the entertainment industry [10]. Entertainment enterprises can make full use of fans' economies to sell goods, provide services, and realize profits. Therefore, the leaders of the entertainment industry need to correctly and fully utilize the advantages of fan economy, to promote the efficient development of the entertainment industry.

### 5. Conclusion

In general, this research analyzes the impact of idols on the entertainment industry. From the analysis of this research, idols are not only an indispensable part that affects the development of the entertainment industry, but also a group that may cause relatively slow development of the entertainment industry at some time. They may have different impacts on individuals, industries, and the whole society. This study further fills the gap in the role of idol identity and its position in the entertainment industry and puts forward some suggestions that can make the idols and the entertainment industry develop more smoothly. In future research, analyzing the deeper impact of idol groups on the entertainment industry and society and providing conditions for the better development of the entertainment industry are important.

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