# Analysis of Internet Celebrity Bookstore Image Perception based on Online Reviews from the Perspective of Communicability

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*Abstract:* This paper selects the top five Internet celebrity bookstores and establishes the image of Internet celebrity bookstores from the perspective of consumers by analyzing the LDA theme of online comment texts in the consumer comment platform and combining the image perception theory, which provides specific dimensions for the improvement direction of Internet celebrity bookstores. Through text analysis, it is found that audiences' perception of Internet celebrity bookstores as urban cultural landmarks is contradictory. Therefore, based on the perspective of communicability, this paper analyzes the value and deficiency of Internet celebrity bookstores in the process of urban communication. It is found that in the context of consumer society, the image of Internet celebrity bookstores has two sides: communication between material space and spiritual space, communication between historical memory and current experience, communication between individual subjectivity and group identity. As it uses web traffic and add-on services to grow, it is at risk of falling into the trap of attracting attention rather than focusing on the main business.

*Keywords:* Communicability, Internet celebrity bookstore, Image perception, LDA theme modeling

## 1. Introduction

Through the literature found that about the word "web celebrity" appeared in 2015, the birth of the vocabulary related to the development of the Internet, then a few years the research on "web celebrity" phenomenon in outbreak state, and the number increased year by year, about the concrete implementation of the "web celebrity" is not clear, but in recent years it has not only refers to the "network's got talent", the traffic dividend brought by network exposure makes more and more individuals and organizations favor the development path of "web celebrity". Internet celebrity attractions, Internet celebrity cities, Internet celebrity restaurants and other "Internet celebrities" have quickly spread on major social media and attracted a large number of people to worship them. The Internet celebrity bookstore is one of them.

Internet celebrity bookstore, refers to the use of exquisite interior decoration, collection of books and cultural sales, reading, life and leisure is equal to one of the physical bookstores. After its emergence, physical bookstores were divided into three eras: the 1.0 era of bookstores, the traditional bookstore focusing on book sales; The bookstore that integrates "bookstore + coffee" and "bookstore

+ cultural creation" is 2.0 era; However, the online red bookstore, which is now popular in social circles, has become the 3.0 era of bookstores with its delicate and elegant decoration style and internal division of different functional areas. Its warm fashion, full of life atmosphere of interior design to attract a number of readers to read, but also attracts many tourists to punch in and has more passenger flow.

With the development of mobile Internet technology, online consumption has become a popular way of shopping for current consumers. In e-commerce platforms, customer groups comment on product functions and performance, resulting in a large amount of unstructured text data. Compared with the limitations of questionnaire survey, such as high cost of time and money, difficulty in ensuring data reliability and validity, and small sample data, online customer review data with low collection cost and large amount of data is the first choice in the era of big data. Online review data can provide good feedback on customer preferences and tendencies towards products.

## 2.　Literature Review

Based on literature review, some scholars have analyzed the characteristics of online red bookstores and pointed out the future[1].Some scholars also put forward transformation strategies of knowledge leisure complex[2].Some scholars put forward an innovative path for the transformation of live streaming in brick-and-mortar bookstores in the post-epidemic era[3].However, they are basically descriptive and critical articles about Internet celebrity bookstores, and many studies remain in the researcher's own scientific analysis of individual cases, which inevitably fall into the trap of subjective cognition, and lack the perception of the image and function of independent bookstores from another perspective -- the consumers of urban cultural space, that is, the audiences of Internet celebrity bookstores.

In recent years, scholars have used various effective data mining methods to extract useful information from online review content for quantitative analysis. The research mainly focuses on the following three aspects: (1) Product feature identification [4-5]. (2) User emotion recognition [6]. Some scholars also used Canopy+K-means model to cluster the evaluation objects of users, identify the emotional changes of users and judge the effect of dealing with public opinions on enterprise crisis[7].(3)Comment topic or topic identification [8-9].

The concept of tourist destination image was first proposed by American scholar Hunt, which refers to the sum of the individual's cognition, emotion and opinion on the destination [10]. Through the perception of the image, tourists can understand the impression of the tourist destination and then evaluate the tourism objective. Tourists' perceived image is usually evaluated by destination image structure model. For example, Baloglu et al. believe that cognitive image and emotional image influence each other, and they work together to form the overall image[11].

Urban communication takes "communicable city" as the core concept and understands city as a relational space. From the perspective of domestic and foreign research status, urban communication shows the relationship between city and communication from three aspects: first, city and communication are juxtaposed in the framework of modernity to form an isomorphic relationship. The modern city is the medium [12]; Secondly, mass media is the "second city". The communication network formed by mass media builds a virtual city, which reproduces the physical city in a unique way, duplicates and reconstructs a virtual urban system [13]. Thirdly, it emphasizes that the experience of modern urban space is integrated. Buildings, material space, media and social practice jointly construct the process of communication, communication and communication of modern social life. Mass media and urban space have been integrated with each other and are difficult to be separated. Together, they constitute the whole of urban communication [14]. Under the new media environment, the communication images of urban cultural landmarks are more diversified, and their communicability is specifically manifested in three ways: to communicate physical space and

spiritual space, to communicate historical memory and current experience, and to communicate individual subjectivity and group identity [15].

## 3. Research Design

The list of Chinese Internet celebrity bookstores is compiled by Maigoo according to the popularity of domestic existing bookstores in the country, online popularity, combined with bookstore size, sales, book categories, business area, etc. The list has reference value. We selected the top five Internet famous bookstores as the research objects to represent the frontier development level of the industry, which are Zhong Shuge (Greenland Colorful City store), Chengdu Fangsuo Bookstore (Chengdu Ocean Taigu Li Store), Nanjing Avant-garde Bookstore (Wutaishan main store), Eslite Bookstore (Eslite Life Suzhou store), and PAGEONE (Beijing Square store).

Dianping is China's leading local life information and trading platform, as well as the world's earliest independent third-party consumer review website. Dianping provides users with business information, consumer reviews, consumer discounts and other information services, with mature and rich online review data.

In this study, Python was used to crawl the open online review data of the five Internet celebrity bookstores in Dianping. The collection time span was one year (from October 1, 2021 to October 1, 2022). After preliminary screening of automatic praise, repeated reviews and text content with less than 5 words, 2899 valid review data were obtained.

Latent Dirichlet Allocation (LDA), is a topic discovery model based on probability. It mainly contains three levels: document, vocabulary and topic. Able to mine hidden topic information in large-scale document sets [16].The calculation process of LDA model is independent of the number of documents, so it is more suitable to deal with large-scale corpora. Based on this, this study uses the LDA model to mine implicit topics in online reviews.

## 4. Research Results

### 4.1. Theme Structure Analysis

Based on the topic division method of LDA model and combined with the topic distribution of this study, the optimal number of topics was manually selected, the number of topics was set as 7, and the topic clustering model was automatically generated using R language, as shown in Figure 1. In the figure, each circle represents a topic, the size of the circle represents the probability of the topic, and the distance between each circle represents the similarity between the topics. In the two-dimensional space vector, except for the partial overlap of topic 3 and topic 7, and the close relationship between topic 2 and topic 4, the distance between each topic is large, so the topic similarity is low, and the model results are good.
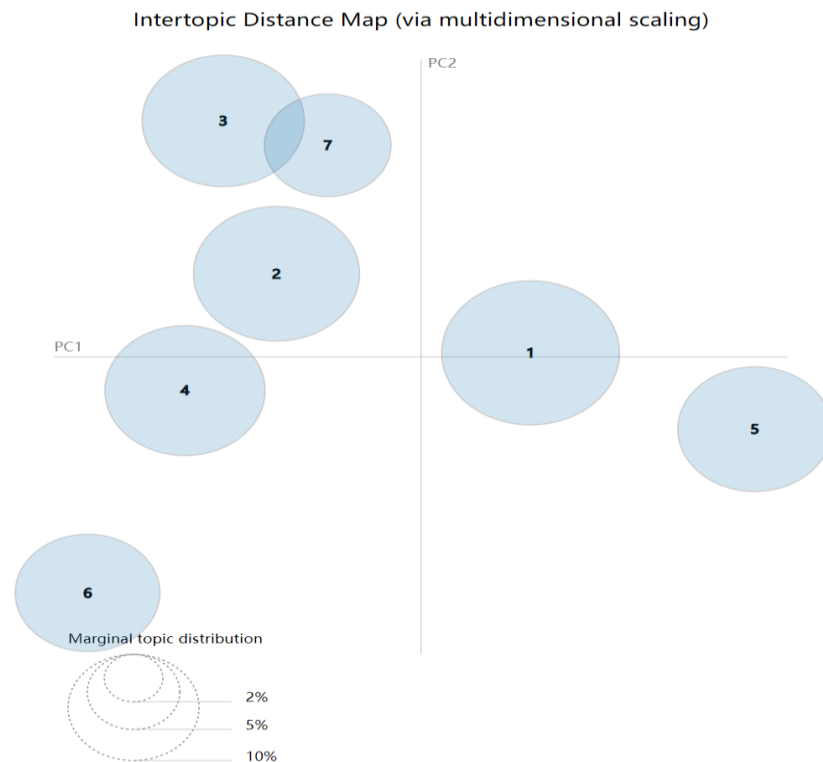
Figure1： Clustering map of online comments of Internet Celebrity Bookstore

Through LDA model clustering, the topic distribution and corresponding keywords of comment data are output. The parameter $\lambda$ is used to adjust the correlation degree between topic and words. $0 \leqslant \lambda \leqslant 1$, the closer $\lambda$ is to 1, the stronger the correlation between topic and words with high probability value, and vice versa. After model calculation, it is found that consumers' evaluation of Internet celebrity bookstores mainly focuses on the following 7 themes. Set$\lambda$=1, extract 10 representative subject words in each theme, and summarize and sum up 7 theme logos, as shown in Table 1.

Table1: Internet celebrity bookstore comments on the topic distribution of LDA

| The topic | Subject identity type | Keywords | The total probability value |
|---|---|---|---|
| Topic 1 | Bookstore Interior Environment | Store book classification style design seat features appearance level environment Web celebrity | 0.1932 |
| Topic 2 | The bookstore service | Suggestion Service attitude Service clerk attitude staff waiter evaluation drink enthusiasm | 0.1135 |
| Topic 3 | Perception of consumers | Cultural stories Cultural tourists life atmosphere world feeling life | 0.1235 |
| Topic 4 | The bookstore function | Cafe children's books area Reading categories toys children's books art shelves | 0.1390 |
| Topic 5 | Bookstore Interior Environment | Area characteristic space store landscape environment design theme Advance copies | 0.1611 |
| Topic 6 | Consumer affective expression | Heaven imagine feeling drink souvenir companion new book net celebrity staff shut down | 0.2773 |
| Topic 7 | Perception of consumers | Wen Chuang price overall dining time decoration friends culture brand coffee | 0.1925 |

After analyzing and summarizing the meaning of feature words and filtering meaningless words, it can be seen that consumers' perception of the internal environment of bookstores is the strongest (0.3543), followed by consumer feeling (0.316), emotion expression (0.2773), and service function (0.2525).

The above seven themes are integrated and summarized into four themes to reflect consumers' image cognition of Internet celebrity bookstores: bookstore space environment, bookstore functional services, consumer perception effect, and consumer emotional expression. According to Baloglu's image perception framework, the former two belong to objective cognitive images, while the latter two belong to subjective emotional images.

According to each theme combined with the original text, the summary and specific analysis are as follows:

### 4.1.1.Bookstore Space Environment

External environment: The design of the bookstore echoes the external local city references, such as "you can have a close view of Zhengyang Gate in the daytime and enjoy the night view of the front gate of Beijing", "the floor-to-ceiling Windows on the second and third floors provide a good view of the front gate", among which "Qianmen" street is a traditional landmark of Beijing.

Regional distribution: The functional divisions within the bookstore provide one-stop services, such as "Translation Club, literature and Art Club", "Stationery area favored by children and teaching and auxiliary books favored by old mothers", "reading area, cultural creation sales area, drinks and coffee sales area", etc.

Spatial contrast: The ordinary narrow and secluded location of the "front door" is in sharp contrast to the spacious interior decoration, and "a new world" has become a common expression of surprise. For example, "The entrance is relatively ordinary, but there is a new world inside."

Environmental design: Bookstore appeal to most consumers starts at the "appearance level", but conflicts with practicality. Consumers focus on light (" warm yellow hue atmosphere "), decorate a style (the "roof of the reflective design, in the oppressive feeling, in addition to the low roof roof mirror release injection instead of books give a person infinite broad sense"), books, layout (" display very fastidious "" display very reasonable use a space aesthetics, aesthetics"), etc., but also has "coffee consumption area is too dark, It's hard to read."

Decorative image: Combine other images with the book skillfully. For example, "The bookshelf consists of a variety of curved wood veneer materials, some resembling the round arch of the" book door ", and some resembling the "tree of the book" that radiates "branches and leaves".

Environmental atmosphere: consumers pay much attention to the atmosphere created by the environment. "sense of atmosphere" has become a high-frequency word. Positive comments include "cozy and warm" and "order a cup of coffee, and the atmosphere is really much better than the library".

### 4.1.2.Bookstore Function and Service

Book purchase function: compared with traditional bookstores, book purchase function is still one of the basic functions of Internet celebrity bookstores, but it has been greatly weakened. "Now many times, going to bookstores is not to buy books, feelings may account for a large proportion".

Entertainment: create Internet celebrity bookstore "entertainment dragon", realize the multi-sensory fully meet, "to make your theme in the books of intermittent switch, passing and vision, taste, touch switch" - visual: "on the mirror on the vision has words, a shadow in the mirror, mirror the present in the mirror, as if really on the space into the infinite grand failed to reach the"; Hearing: "The extreme audio-visual enjoyment in the listening room, meeting with the master in music"; Taste: "The cake was delicious"; "The tangible touch of the paper and the fragrance of the book is still full of memories of childhood".

Reading and communication: the Internet celebrity bookstore holds "communication meetings" to provide consumers with space and activities to "exchange their reading experience".

Social interaction: The Internet celebrity bookstore provides a spatial medium for interpersonal communication, which promotes interpersonal communication and in turn increases users' dependence on spatial media. Such as "my little sister candid, maybe she don't know, she, have lifted the bookstore" pupils "sitting opposite me homework (both of girlfriends), they are also is the reason I like it here,"" memory is profound wish wall, each to his own wish to stick on it, you don't know, looking for is predestined friends the human!"

Public sharing: Consumers pay much attention to the public attributes of the Internet celebrity bookstore, positioning it as a "public place", "leading a public cultural space in the city" and "building a public platform for openness, discussion and sharing".

### 4.1.3. Consumer Perception Effect

Emotional resonance: Consumers of different ages have different emotional attitudes towards Internet celebrity bookstores. Young people think it is "very fresh" and "very much in line with the taste of contemporary young people"; Older people think that "used book shops and libraries are suitable" for them, and Internet celebrity bookstores have too much "idol burden". "This kind of bright and objectified bookstore is not easy to resonate with".

Recommend others: The recognition of online red bookstores also divides into two obvious poles. For consumers with simple visual enjoyment, "it is really suitable for taking photos" and "many people are posing for photos"; However, it is not recommended for those who "want to sit down and read quietly" and "buy Chinese character books to read at home", because "I think it is not such a pure bookstore".

### 4.1.4. Consumer Emotional Expression

Love: If the self-positioning of consumers is consistent with the concept of building online bookstores, it will generate recognition, such as "young people who love literature and art will fall in love with this place", and the positive attitude of recognition will lead to the follow-up behavior of visiting the old place, such as "I have been here countless times because of love".

Disappointment: Many consumers have a big psychological gap due to their high expectations after seeing pictures on social media and review platforms. They think that "I may have high expectations, so I feel mediocre" and "I may have high expectations, but I feel OK after coming here".

To sum up, this paper tries to build a model of consumers' image perception of Internet celebrity bookstores (as shown in Figure 2), which provides an overview of the overall image of Internet celebrity bookstores and a more detailed dimension for its future improvement. At the same time, through the analysis of the LDA theme and text, it is found that there are contradictions in many dimensions. For example, the space environment of the Internet celebrity bookstore has both good and counterproductive effects in the process of influencing consumers' perception effect. Based on these interesting findings, the following sections will further analyze and summarize these clues.
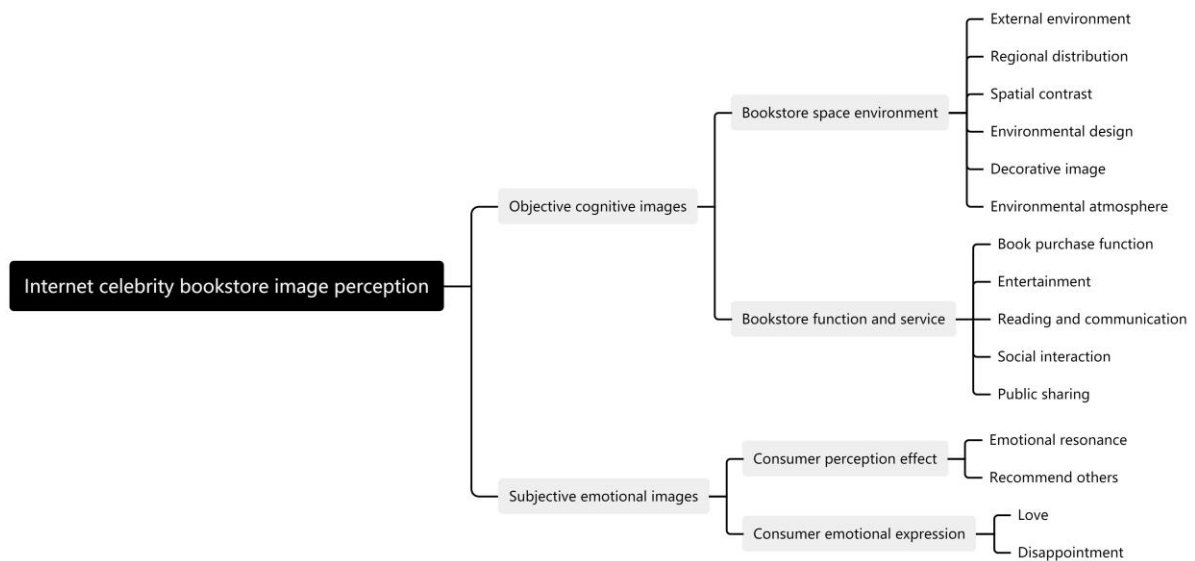


Figure2： Model of consumers' image perception of Internet celebrity bookstores

### 4.2. Analysis of the Communicability of Internet Celebrity Bookstores in Urban Communication

The following will analyze the value and deficiency of Internet celebrity bookstores in the process of urban dissemination according to the three dimensions of the specific performance of communicability, namely, the communication between material space and spiritual space, the communication between historical memory and current experience, the communication between individual subjectivity and group identity, combined with consumers' image perception of Internet celebrity bookstores.

#### 4.2.1. Communicate Material Space and Spiritual Space

The identifiability or readability of physical space is an important indicator for "making a place a place to be appreciated" [17]. People symbolize and imagine physical space through visual, tactile and other sensory abilities, so as to complete human interpretation and interpretation of space, which is the basis for the communication between space and people.

"In PAGE ONE Coffee Shop, which is very bookish, you can not only taste the original Western food, such as pizza, steak, pasta, including classic coffee series and so on. You can also feel the rich and profound collection of books, leisure can also wander in the sea of spiritual culture, which is undoubtedly the most perfect blend of material civilization and spiritual civilization." It embodies the "third space" contemplated by Edward Sawyer, that is, it not only contains the material dimension (the first space) and the spiritual dimension (the second dimension) of space, but also transcends the two kinds of space. It is a new space produced by the deconstruction and reconstruction of the two Spaces [18]. It gathers subjectivity and object, abstraction and concreteness, reality and imagination, knowable and unknowable, spirit and body, consciousness and unconsciousness, etc. It is superdisciplinary in scope, crossing all perspectives of exposition and all perspectives and modes of thought, with strong openness [19].

Material space has a positive impact on spiritual space. A good environment will promote book buying and reading. For example, "After all, I still came to the bookstore and bought a book because of the environment and atmosphere. It's a win-win situation." But at the same time, material space and spiritual space will also appear communication contradictions. Excessive attention to the construction of environmental "sense of atmosphere", to attract photography and punch in as the main task will reduce the function of urban public cultural space, such as "too many people, affect the sense of experience", "light is a little bit not good, worried about the impact of children's vision".

#### 4.2.2. Communicate Historical Memory and Current Experience

Raymond Williams once said, "Nostalgia is only possible in certain situations and at certain times. It is a mystical response to the urban experience [20].

Modern cities are heterogeneous, complex and diverse, with the characteristics of time and space compression described by David Harvey. On the one hand, it can make people experience the pleasure of shuttling past, present and future, place and world in the bookstore. For example, "When I passed by the audio and video area, I saw the CD I had not seen for a long time, and I was hit by the memory of time.""No matter how The Times and society progress, the feeling of paper books in hand, the fragrance of ink to come more real.""I especially like the reading environment in the store. I feel like I am back in my school days and I think of the scene when I sat in the classroom and had a self-study class." Nostalgia is a reaction to the cultural conflict of modernity. It is a characteristic of modernity and an important connotation of modern imagination.

However, at the same time, due to the negative illusion of the consumer society, the current experience is excessively captured by capital, and the innocence of historical memory will be lost. At

this time, the economic and social benefits will be greatly reduced, for example, because "38 pieces of cake is put on a lame disposable plate, and the drink is difficult to drink; The paper bag for the book costs three dollars. President Kim, who had an educator's ideal in mind, has already turned into a shrewd businessman." Therefore, "When I was a student, I used to go to Zhong Shu Bookstore on Zhongshan Middle Road and sit on the floor reading books for half a day." But now, "I was disappointed."

### 4.2.3. Communicate Individual Subjectivity and Group Identity

As an individual in the natural sense, man can exist alone. The realization of leisure implies three premises: disposable free time; As opposed to work and other routine life affairs; Choose your own preferences and get satisfaction from them. Aristotle believed that meditation in leisure was man's best place and a sacred activity. He believed that different thinking and reasoning abilities could set people apart [21]. However, with the change of social and economic structure, leisure has long become a marketing means and a customary way of entertainment in the era of prevailing consumer culture. At this time of leisure stripped thinking, more become city people leisure to relax a way of life. The combination of "drinking coffee", "afternoon tea" and books, etc. in the name of leisure for recreation, consumption practice, and then gain taste improvement, aesthetic imagination, at this time, the concept of leisure and the former philosophical leisure has undergone essential changes. It is no longer a "place for the development of human personality" , but a captive of the age of consumption [22]. In all its symbols, in all its gestures, in all its practices and in all its expressions, it exists by continuous flaunts, the display or excessive display of labels and signs [23].

In order to realize some common interests or values, individual people form groups and exist in the society, so as to expand the influence of individual people to form a human group community [24]. Internet celebrity bookstores have a positive impact on stimulating group identity consciousness of individuals, which is specifically reflected in urban culture and group memory. For example, "There are many cultural creations, and my favorite is indeed" No duck can fly out of Nanjing ". There are also many people in the message, for Nanjing memory and so on. Go to Nanjing partner must go to see!""In Nanjing, besides the Nanjing Massacre Museum, another place that makes me feel deeply. It's a very unique location, don't ride your bike, it's uphill, there are two areas, lots of people taking pictures, you can buy some souvenirs of the city, there's a wall covered with postcards, you can write down memories of the city." It reflects the role of Internet celebrity bookstores as urban landmarks and cultural symbols.

### 5.    Conclusion and Discussion

Through text analysis, it is found that audiences' perception of Internet celebrity bookstores as urban cultural landmarks is contradictory. Therefore, based on the perspective of communicability, it is demonstrated in this study that in the modern urbanization process, the emergence of the Internet celebrity bookstores have overall positive influence to urban spread, as a cultural landmarks and urban public space, Internet celebrity bookstore to promote the communication between people, people and city, retained the heterogeneity of different time and space element, shows the city image and cultural atmosphere. Internet celebrity bookstore's image in the context of a consumer society exists communication material space and spiritual space, communication, historical memory and the present experience, communication and group identity of individual subjectivity two sides - as it uses web traffic and add-on services to grow, it is at risk of falling into the trap of attracting attention rather than focusing on the main business. In fact, in the process of urban communication, the image of Internet celebrity bookstores is not one-way, one-sided and partial. In the process of perception, the audience can synthesize the atmosphere and image presented by independent bookstores to form an

overall perception. Therefore, independent bookstores need not be too persistent in deliberately correcting their images, but should maintain a relatively neutral attitude towards network traffic and additional consumption utilization in the consumer society, uphold the concept of openness and diversity, and shape their own cultural symbols.

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