

The Development Prospect of Internet Celebrity Business

Jiahan Zhang*

High School Attached to Northeast Normal University, Changchun China

*Corresponding author: 2021000698@poers.edu.pl

Abstract. Due to the fact that continuous development of the Internet, the Internet celebrity grows rapidly relying on the flow accumulated by fans. In addition, the influence of COVID 19 all over the world makes the Internet celebrity begin to cash out through multiple channels. Many offline sales channels have turned to online, and have a great influence, which has been supported and recognized by customers. Therefore, some enterprises or individuals have obtained huge profits through this occurrence. And expand the rapid development of online celebrity economy. However, it also faces many problems. Therefore, under the background of the Internet era, the business model of the online celebrity economy has become the main problem of social concern. This paper mainly analyzes the online celebrity economy and its business construction mode, and discusses the background of the online celebrity economy to ensure that the online celebrity economy can develop in a good direction.

Keywords: Internet; Internet celebrity economy; Business, media

1. Introduction

Internet celebrity refers to a well-known people who can attract netizens' attention through certain characteristics or behaviors on the Internet platform [1-2]. With the continuous development and progress of the Internet, mobile phones and mobile terminals began to improve. Different web celebrity has become famous in the network through different ways, has a huge change of social influence, and huge fan group, so the web celebrity also became the linkage between fans and personalized products, created a new business model, and economic industry, for the current social economy has a significant impact. In the context of Internet plus, it is of great significance to study the business model construction of Internet celebrities[3].

2. The background of the emergence of Internet celebrity economy

2.1 The Internet develops rapidly

With the rapid development of the Internet, it has become a necessary condition for the economic development of Internet celebrities. Firstly, Internet technology plays a catalytic role in "we media". People can freely express their ideas through social platforms. Meanwhile, short videos platforms such as Kuai and Tiktok can analyze life and exchange information resources. Secondly, Taobao and other shopping platforms also play a role in promoting the Internet celebrity economy.

2.2 Younger consumer groups

As the proportion of young people in the consumer group is increasing, it also provides a market for the development of online celebrity economy. According to relevant reports, in 2018, the age composition of online celebrity distribution, who were born in 1980s and 1990s accounted for more than 80 %, so this group has become an important part of the online celebrity economy. In addition, young people rely more on the Internet, such as social networking, which has been inseparable from life. And because young groups are more recognized for values such as freedom and entertainment, they have also become the main consumer groups of the online celebrity economy.

2.3 More convenient means of payment

At present, because the network payment method is more and more convenient, such as Alipay and other ways are more and more widely used, and docking with each networking platform, can be directly paid. Consumers can trade directly in live broadcast, which promotes the development of online celebrity economy.

3. The problems of the current online celebrity economic business model

3.1 Relatively single form of communication

Because in the process of operation, many public accounts can make full use of a variety of channels and platforms for information dissemination, but because the content of the platform and channels spread in a single form, repeated, so fans for a long time will produce disgust, for the long-term development of the brand more unfavorable.

3.2 Low viscosity of fans

For example, although online celebrities such as Li Bei can have millions of fans on the platform, the interaction is relatively small, and a large number of fans only occasionally read and pay attention to it. In terms of community operation, although fans can interact through WeChat group, microblog and QQ, the group capacity is relatively small. There are still many Internet celebrities fans who cannot reach themselves. Using offline activities, although the number is increasing, but the quality still needs attention, through the form of tea party has been unable to meet the main needs of the current fan growth. Therefore, how to maintain fans' enthusiasm and maintain their loyalty is a problem that should be paid attention to in the current online celebrity economic business model.

3.3 Internet celebrity emerging

It can be imagined that since the appearance of the online celebrity phenomenon, it has experienced more than ten years of prosperity, and it was not until 2016 that it was truly called the first year of online celebrity. Like Rebecca, it has fully demonstrated the personal charm, thus affecting fans and realizing the realization of more and more online celebrity. Everyone has its own uniqueness. Therefore, how to carry out industrial upgrading or transformation to ensure that fans are not lost due to the influence of new online celebrity has become the focus of online celebrity work.

4. Solutions

Through a comprehensive analysis of the online celebrity business model, it can be found that the problems of online celebrity such as Rebecca can be concluded that although the online celebrity economy is the product of the Internet era, it is also a double-edged sword, with advantages and disadvantages. To promote the development and progress of the current online celebrity economic model, the development of online celebrity business model should follow the following suggestions.

First of all, content flow should be used as the main body of publishing, and fans can be refined in the form of multi-platform diversion. Do each public platform should have the main characteristics of its fans group, and from the details, have a certain differentiated impact. The rule of "content is king" requires celebrity to push each text and content enrich, and to enhance the experience of fans. The content is everything about the development of online celebrity economy. To refine the fans group, it is necessary to distinguish according to the age of fans on different platforms and different types, use big data for accurate promotion according to the characteristics of fans, and adopt differentiated marketing to achieve precise marketing.

The second is to use the method of high-quality exposure to improve the attention of fans and obtain more eyeballs. Continuously improve personal exposure, to create their fans interested in people, while interacting with fans should continue to increase and optimize, full use of charity

activities to establish a good image. For example, they can establish a public commemorative day, birthday party and other offline activities, through offline activities constantly close to fans, can effectively enhance the personal brand ceremony. It is also conducive to the enhancement of fans' sense of substitution, so as to maintain their enthusiasm and enthusiasm.

Finally, online celebrities need to constantly improve themselves and learn. While ensuring the quality of content, they should make fans feel fresh. The first is to accurately locate them and establish differentiated advantages. Secondly, the content quality should be continuously improved, such as the current mad sisters, through a comprehensive analysis and feedback for the delivery channels, audience information, and then can continue to enhance self, constantly derived from different categories of peripheral products, such as hand-held, notebook and stationery. In this way they can establish a personal brand, thereby enhancing the impact of its labels, can effectively celebrity use the impact of external factors, so as to play the greatest value.

5. A case study: celebrity economy in ByteDance

5.1 ByteDance and Tiktok

ByteDance is mainly a technology company, founded on May 4, 2016. It is one of the first technology companies to apply artificial intelligence to the mobile Internet scene. The representative products under ByteDance include Today's Headlines, Jitterbug, Watermelon Video, Volcano Video, etc. ByteDance has created a new form of media by collecting massive information, deep data mining and analyzing user behavior, and recommending personalized information for users intelligently. The company's culture is to strengthen the fulfillment of social responsibility in three aspects: platform governance, content construction and information services, and is committed to applying artificial intelligence and other technologies to promote social progress.

Tiktok is one of ByteDance's hottest App. It has gained a huge market share in just a few years. Its success depends on its precise targeting of customer groups, the trend of the times, and excellent marketing techniques[4].

One of the strategy of Tiktok is to do adequate market research, to target the product precisely. They understand that teenagers do not like watch TV, listen to the radio like elders, they get news more through social media than newspapers. According to the study, 86.2% of Tiktok users are under 30 years old. Young people are active about new things, and like to have creative and personalized expressions[5].

The second strategy is effective publicity promotion. In order to attract more attention, Tiktok made full use of the celebrity effect and invited various celebrities to join its platform. By using celebrities to attract attention, strengthen things and expand influence, and lock in users through the interaction between celebrities and fans[6].

The third strategy is that Tiktok company has a very powerful algorithm mechanism, through big data, according to the preferences of different users to recommend different content for them, so that users can maintain interest in Tiktok for a long time.

The fourth strategy is that has gradually expanded its business to abroad, covering more than 150 countries around the world.

5.2 Social functions of Tiktok

The first point is because of the development of technology artificial intelligence has become a sign of the times, ten years ago we are still using the traditional button type cell phone, but with the introduction of smart phones, the old cell phone market is gradually disappear. In today's society almost everyone has a phone with screen. These software can help people relax and entertain themselves so it will become more and more popular.

The second point is that it allows people to share their ideas and quickly become a big anchor with millions to tens of millions of fans, such as the exercise anchor Liu genghong, who rose to ten million fans within a week during the COVID. As the government forced people to quarantine themselves at

homes, all industries and services were shut down, Liu genghong took advantage of this opportunity to teach people how to exercise. Many people around me through the daily exercise with him have lost a lot of pounds.

The third point is that due to people's lifestyles have changed greatly, people are increasingly willing to shop online, from the customer's point of view, many things sold online is much cheaper than the offline store, and the anchor will also introduce the product in detail for customers to understand the use of the product, and we can also buy foreign products through the online store. For suppliers online sales help to clear inventory, because they can cooperate with anchors to help them sell goods, and during COVID19 off-line stores cannot open, online sales can effectively help them solve the problem of stagnant sales.

5.3 Compare Tiktok and other competitor Kuai

The reason why Tiktok is more popular than Kuai is mainly for the following:

Kuai customer base is mainly concentrated in the middle-aged and older people over 35 years old, laid out in the third and fourth-tier cities, this age group is weaker than the young people active on the Tiktok platform in terms of communication ability and purchasing power. And Tiktok is a heavy operation product, good at creating marketing events. At the beginning, it invited a large number of stars to stay to get fan traffic, and later supported the cultivation of its own platform citizens but quick do not have this

6. SWOT analysis of Tiktok

6.1 UGC Mode Enhances User Viscosity

UGC refers to the user-generated video, which strengthens the user-centecelebrity idea. Users use their own ideas and ideas to create videos and then share them after finishing on the Tiktok platform. Through imitation and sharing, users form a kind of interpersonal relationship based on the common interest hobbies. This relationship is established through interest hobbies and does not need to be deliberately formed, so that the chattering community is more solid and sticky. Users to find their own concerns to explore the content, led to a number of hot spots, such as Xi ' an Tang Not Night City, Chongqing Huishan City hot pot sister Zhang Huiying, Chongqing through the light rail, Haidilao innovative delicious food.

6.2 Strong personalized recommendation engine

Buffet is based on ByteDance Group ' s powerful AI engine, according to users in video Different labels are posted on the attention, forwarding, comment, praise and broadcast in the message flow. Each time, they are recommended according to the label. If judged by the AI engine as the content of interest to the user, the video of the relevant subject matter will be weighted, and the amount of recommendation will gradually increase, so as to make superimposed recommendation. This personalized recommendation allows users to move their fingers to see videos they are interested in, allowing users not to spend time filtering, allowing users to indulge in the comfort zone provided by quivering to generate dependency. Sometimes when the users' digging behavior (browsing the video of his tag' s subject matter) occurs, the engine recommends the video people have seen before.

6.3 Disadvantages

6.3.1 Unclear profit point

The current profit mainly depends on advertising revenue. However, users naturally have a natural resistance to advertising. After pushing advertising, users can drop directly or click without interest. At present, there are also video, anchors on the same section of the purchase links, but these links without exception to jump to the third-party shopping platform, in terms of jitter did not get too much profit, their hundcelebritys of millions of investment is drainage to others. If tremble unlinks jump

itself without professional after-sales team support, hosts will also face their own tens of thousands of fans resources cannot be realized and affect the creative enthusiasm.

6.3.2 “Information Cocoon” Forming User Information Access Narrowing

Users are habitually guided by their own interests in the field of information to form an "information cocoon". Users trigger the trembling push mechanism by clicking on uninterested, liked, forwarded and other operations. The trembling will accurately put the content that users are interested in[7]. In this way, the types of information received by users are becoming more and more single, and the scope of receiving information will be narrowing, which restricts the scope of users' vision and makes users' information contact gradually limits.

6.3.3 Lack of depth and excessive entertainment

The duration of chattering is limited to 15 ~ 60 seconds. The content of deep plowing can only be tasted and the entertainment information is overflowed, so that people can follow others ' thinking imperceptibly, and can not think deeply, forming the anesthesia of thinking. As a result, the entrance of tremble into the market of highly educated and high consumer groups is behind celebrity, and the lack of depth has become a bottleneck in the comprehensive development of tremble.

6.4 Opportunities

6.4.1 The presence of official and mainstream media to promote development

On 31 August 2018, under the guidance of the National Network Communications Office Mobile Bureau and the Beijing Network Communications Office, the launch ceremony of the government media number growth plan was launched in Beijing, and dozens of government and media institutions, such as the Strategic Support Force, the Ministry of Foreign Affairs, the Ministry of Ecological Environment and the National Health Commission, issued official accounts of the company. The plan provides a docking platform for the government, media institutions and institutions with video processing capabilities. The government media, through professional training provided by training institutions, production upgrading, millions of powder, recruitment of positive energy partners and other measures, has enhanced the video production capacity and video communication capacity on quivering, beneficial to promote socialist core values, disseminate positive energy, and create a positive and positive video space for Internet users, especially the young generation. The presence of official and mainstream media has also shown from the side that the voice has been actively responding to national policies and promoting the theme.

6.4.2 ByteDance Group with a strong user base

ByteDance Group was one of the first companies to use artificial intelligence in mobile Internet scenarios. Its program uses deep data mining and user behavior analysis to intelligently recommend material to users. Byte Jump Group's products had a global DAU (daily active users) of over 700 million, a global MAU (monthly active users) of over 1.5 billion, and a buffeting DAU (daily active users) of over 320 million as of July 2019.

6.4.3 High domestic and foreign market share

According to Sensor Tower, a data company, Tik Tok was in the top three of the world's most downloaded App list in all three quarters except the second quarter of 2019, with more than 400 million DAUs (active users per day) and more than 500 million international versions of Tik Tok MAUs (active users per month). Apple's download data shows that the first, third, and fourth quarters placed #1 in the world's most downloaded App list, with over 738 million cumulative downloads. It has overtaken Facebook and Messenger to become the second most downloaded app behind WhatsApp. With the notion of local operation of global products, Tik Tok develops its international market, becoming China's first global popular short video platform.

6.5 Threat

6.5.1 Short video industry is increasingly competitive

The huge market development potential of short video industry has attracted many companies to enter, which poses a threat to the development of Tiktok. Such as fast-handed and rising show of small coffee show, seconds, etc., Although they have distinct traits, their primary function is nearly identical. The number of registertecelebrity users and the number of active users per day indicate a geometric growth trend, which has threatened Tiktok's market position, in order to consolidate their market position by strategic adjustment and enhancing the publicity of their products. Although they have distinct traits, their primary function is nearly identical. The number of registered celebrity users and the number of active users per day indicate a geometric growth trend, which has threatened Tiktok's market position, in order to consolidate their market position by strategic adjustment and enhancing the publicity of their products.

6.5.2 Video audit is difficult and costly

The trembling audit process is primarily algorithm-based, with manual audit as a supplement. The leaked video starts with the algorithm audit, which fails, and then moves on to the manual audit. If the manual audit fails, it can only be rewritten and reissued. Although it can solve some difficulties, Tiktok has a daily activity of 400 million users, and the number of videos submitted is at least one million, making it a difficult work. Even if the algorithm audits the majority of the videos, there are still some that require manual review. This is a tremendous expenditure for any online corporation, with an automated audit team of over 3,000 employees.

7. Advantages of the Internet celebrity economy in the context of COVID

7.1 Trust in online celebrity marketing

During the epidemic, people pay more attention to social media than usual, especially to content creators with ability. Therefore, whether for the purpose of daily updates, or to publish morale-boosting content, creators can convey what people need in this period of public vulnerability. This will strengthen KOL 's ties with its fans and promote mutual trust. Since creators often have important influence on society, online celebrity marketing is based on the trust of creators and fans. Fans will buy products and services recommended by online celebrity because they trust their favorite personality of online celebrity[8]. Brands can cooperate with creators to strengthen this trust construction and obtain the support of creators who are increasingly supported by target audiences[9].

By using this growing trust in celebrity people, the brand can connect itself with what people want to see. So in the public mind, brand can show its valuable, inspiring, consistent brand image.

7.2 Authenticity of online celebrity marketing

There is no doubt that no one can escape the widespread influence of the epidemic. The new corona-virus enables online celebrity marketing to help brands meet the emotional needs of the public. Since they can only stay at home, creators have to produce extremely primitive and unprocessed real content. This makes online marketing return to the true nature[10].

In addition, social media content creators have to stay at home and create content in a comfortable area within a few square meters.

8. Conclusion

Due to the development of the Internet era, the online celebrity economy has emerged, and the rapid development has spawned a variety of business models, such as advertising, live broadcast appreciation, e-commerce operations, content payment and so on. Professionalization, virtualization,

and development of multi-platform online celebrity has become the only way of economic development.

References

- [1] Zheng Ziyun, Chen Qiangshen. A Brief Analysis of the Development Status and Problems of ' Online celebrity Economy ' in the New Media Business Model. *News Communication*, 2022 (04) : 23-24.
- [2] Wei Ning, Pei Xiao. The business model of online celebrity economy based on business model canvas analysis [J]. *Modern business*, 2021 (21): 3-5.
- [3] Abidin, Crystal. "Mapping Internet Celebrity on TikTok: Exploring Attention Economies and Visibility Labours" *Cultural Science Journal*, vol.12, no.1, 2020, pp.77-103. <https://doi.org/10.5334/csci.140>
- [4] TikTok. 2020. The TikTok Creator Fund is now LIVE in the UK, Germany, Italy, France and Spain, and here is how to apply! TikTok.com, 1 September [online access at <https://newsroom.tiktok.com/en-gb/the-tiktok-creator-fund-is-now-live-across-europe-and-here-is-how-to-apply> last accessed 23 September 2020].
- [5] TikTok. n.d. a. Support Center. TikTok.com, n.d. [online access at <https://support.tiktok.com/en/my-account-settings/change-language> last accessed 23 September 2020].
- [6] App Annie. 2019. A look back at the top apps and games of the decade. App Annie, 16 December [online access at <https://www.appannie.com/en/insights/market-data/a-look-back-at-the-top-apps-games-of-the-decade> last accessed 23 September 2020].
- [7] Basch, CH, Hillyer, GC and Jaime, C. 2020. COVID-19 on TikTok: harnessing an emerging social media platform to convey important public health messages. *The International Journal of Adolescent Medicine & Health*, Online first. DOI: <https://doi.org/10.1515/ijamh-2020-0111>
- [8] Goldhaber, M. 1997. The attention economy and the net. *First Monday*, 2(4). DOI: <https://doi.org/10.5210/fm.v2i4.519>
- [9] Goldhaber, M. 2006. The value of openness in an attention economy. *First Monday*, 11(6). DOI: <https://doi.org/10.5210/fm.v11i6.1334>
- [10] Haasch, P. 2020. TikTokers have been mysteriously counting down to August 27 for months, posting cryptic messages about the date. *Insider*, 27 August [online access at <https://www.insider.com/tiktok-august-27-explained-manifesting-countdown-2020-8> last accessed 23 September 2020].