

The Influence of Traditional Celebrity's Behaviors on Consumers in Webcasting

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Abstract. Network rapid development, the rise of the network to live to lay the good foundation, traditional celebrity, which is also called as star, in a live webcast plays an important role, with the goods against the above background, the research will explore the star live with cargo behavior for the influence factors of consumer purchase intention, calculated the Suggestions to the construction of a brand of brand thinking and rational thinking to consumer consumption. The topic of the study is the star live broadcast with goods. Based on the theory of the celebrity effect, the study is carried out through swot analysis. The research results show that under the 5G network, the huge fan group, the detailed explanation of anchors, and the rendering ability of traditional stars have a positive impact on consumers' purchase intention. The research conclusion shows that under the celebrity effect, consumers will have impulse consumption, and consumers may have a gap. It is suggested that brands should constantly improve themselves, meet the needs of consumers and improve the quality of the brand itself.

Keywords: Celebrity Endorsement; Webcast; Traditional celebrity.

1. Introduction

1.1 Research Background

With the development of Internet technology, the network is becoming more and more developed. From the 2G era to the 5G era, everyone who utilizes electronic products on the earth is closely linked together and has become a close friend in the network world. Such as on Twitter or tubing, published a short video or a set of photos, is likely to push for people near you, your family, and friends in real life, more or published on the other side with the earth has a different time of a stranger, when see the content have the feel of the powerful Internet, could send that how so small world. Just so, the network media gave birth to a new way of communication - network broadcast. Webcast is a hot topic in recent years in China, with millions of talents, relying on network broadcast popular ones, from the beginning of live fung mo, the ancestors of the lipstick a brother Jia-qi Li, now made a selection in the east, they utilize the network broadcast transmission is fast, people-oriented, the advantages of wide ones rapidly, fire up half the sky. At the same time, the power of stars is also increasing day by day. They are known to the public by acting in TV dramas and movies, singing songs, participating in variety shows, and gaining a large number of fans. The dining culture is derived from this, and new stars are rising, and the fan economy behind them is also driving the prosperity and development of the entertainment industry.

As for network broadcast, some predecessors have made research for this, laying the foundation for this scientific research, that is, standing on the shoulders of giants. First, the scale of the industry is still expanding. In 2021, the number of online live-streaming users in China exceeded the 600 million mark and is expected to reach 660 million in 2022 [1]. Traffic attraction and capital investment attract the platform to continue to make strength, and the cake of e-commerce live streaming is becoming bigger and bigger. Secondly, the development of the industry is gradually

standardized and industrialized. The publication of norms such as the Code of Conduct for network broadcast Marketing and Basic Norms for the Operation and Service of video Live shopping means that the network broadcast industry tends to be standardized and industrialized [2]. In addition, at the end of 2021, the Ministry of Human Resources and Social Security, the Cyberspace Administration of the CPC Central Committee, and the National Joint Administration of Radio and Television jointly issued the National vocational skills training standard for Internet marketing professionals, and lead cargo master broadcasting became a new career [3]. Third, the formation and effect of star live broadcast and lead cargo mode. Stars can produce content and turn fans into purchasing power by catering to their interests. In the communication between stars and fans, they have a sense of intimacy. On the other hand, hosts negotiate with merchants to offer fans the maximum welfare benefits, which are mutually beneficial and win-win [4]. Finally, the problems brought by the live streaming of stars are also obvious, among which the greater risks are false publicity and credibility crisis. Many institutions start from the data, through the star-high "pit fee", brush single, brush flow, and other channels for live streaming water, the pursuit of data beauty [3].

1.2 Research Gap

Most of the previous studies analyzed and studied the logic of industry development, celebrity delivery, and problems, while few studied the influencing factors of consumers' purchase intention from the influence of celebrity behavior on consumption. Consumers face a variety of stars in live broadcasts, some are the main handsome men and beautiful women type, which attract consumer attention, some play price concessions, more welfare, attract consumers to buy, some are to utilize their affinity and personal feelings to recommend products... Consumers go up and down in the studio, and too many factors affect their consumption. The significance of this study is to study the influencing factors of consumers' purchase intention in the context of stars' live streaming with goods, to give suggestions to brand owners on how to improve their brand construction, and to find out how consumers deem rationally in the context of stars' live streaming with goods.

1.3 Fill The Gap

Through SWOT analysis, this research obtains the internal and external advantages, disadvantages, opportunities, and threats of stars' live-streaming goods, and then explores the factors affecting consumers' purchase intention.

2. Literature Review

2.1 Celebrity Endorsement Theory

Celebrity endorsement is an effective strategy applied by marketers. It addresses consumer needs from the psychological side. Therefore, it affects his behavior and decisions about the product or brand he promotes. Marketers conclude that the presence of celebrities in advertising is a magnet that draws consumers to brands through charm. It takes a significant share of the marketing budget [5]. "Celebrity" refers to an individual who has had high visibility and public influence in a certain field for some time [6]. In many societies, celebrities are regarded as a proxy for success, and many consumers are eager to learn about the lifestyle of celebrities and imitate the products applied by celebrities [7]. In daily life, the celebrity effect has a wide range of applications and various forms. It is commonly seen in product promotion or some media platforms, such as Sina Weibo [8].

2.2 Important Results

The high effectiveness of celebrity endorsement is often because, as consumers of the aspirational reference group, the owner can represent the ideal group of several important qualities: Attractiveness, Trustworthiness, and expertise [6].

Celebrity attractiveness often plays a decisive factor in the spread of advertising effect, it has been found that celebrity's attractiveness usually comes from the degree of similarity between consumers' perception of the stars, the familiarity of the stars reported repeatedly, and consumers through the celebrity's appearance, qualification, make the behavior of affinity degree evaluation [9]. As early as Kahle and Homer's experiment showed that consumers are always more interested in products endorsed by attractive stars [6]. In the network broadcast, a star with a beautiful face always receives more attention from the audience and arouses their curiosity about the products. For example, consumers may be curious about the secret of middle-aged female celebrities to maintain excellent skin conditions. When the attraction of the stars is higher, consumers will have corresponding emotional value because of their love for the stars when watching the live broadcast [10]. In some movies and TV dramas, famous actors are often praised for the "designer", and "elegant" clothes they wear because of the outstanding characters in the plays. At this time, the brand will take advantage of the opportunity to launch "the same clothes as the stars" on the major shopping platforms to promote the generation of trends [11].

At the same time, since celebrities are usually regarded as groups with public influence, the products they endorse will also be labeled as "guaranteed". Especially when stars are consistent with the products they endorse, for example, when an athlete endorses a sports product, the audience concludes that the spokesperson has professional knowledge or experience related to the product and will objectively confirm the quality of the product for consumers before endorsing it. At this point, the audience's positive attitude toward the celebrity will be transferred to the products they endorse, which is exactly what the brand wants to see [6, 12]. Goldsmith's experimental data show that the reliability of celebrities directly or indirectly affects consumers' attitudes toward brands [6]. A survey on "The influence of celebrity effect on college students' clothing consumption" shows that college students will instinctively feel favorable toward the popularity and good image of stars in rational consumption. Therefore, even if they do not follow stars, the products endorsed by celebrities will become their priority when shopping for "security" [13]. In the "Premier League Reading Stars" program, the organizers make full use of the celebrity effect to encourage teenagers and adults who are interested in football but not in Reading. Take advantage of their love of soccer stars and increase their reading time by rewarding them with autographs. The "celebrity endorsement mechanism" designed around football endows reading activities with the attributes of soccer stars, making reading activities more acceptable to teenagers [14].

In addition to attractiveness and credibility, professionalism is also an important part of celebrity power. Celebrity professionalism is often understood as the perception of the spokesperson's ability to make valid claims. When a product or service has high financial or physical risks, expert spokespersons are often the best candidates. As with the expertise mentioned above, celebrity expertise is often highly correlated with trustworthiness. Product endorsers tend to be more popular when they are seen as experts [15]. For example, if an entertainer is considered a cosmetic expert, her expertise and explanation will sound more trustworthy when she recommends cosmetics [8].

2.3 Summary

The celebrity effect plays its role on various occasions. For the brand side, different celebrity spokespersons mean different labels. Spokespersons increase the value of the brand and drive the action or consumption of fans as role models [12]. The quality of a spokesperson will even affect consumers' attitudes toward the product [6]. With the development of the social economy, the celebrity endorsement effect will play a more important role in the promotion of products among miscellaneous commodity choices. Especially on social media and other platforms, celebrity endorsement will continue to become a hot trend in advertising design [5].

3. Method

3.1 Research Design

The research method utilized in this paper is the SWOT analysis. SWOT Analysis is conducted by renowned competitive strategy expert Michael E. Porter presented. It is a kind of enterprise strategy analysis method, that is, according to the established internal conditions of the enterprise itself for analysis, to find out the advantages, disadvantages, and core competitiveness of the enterprise. SWOT is short for Strengths, Weaknesses, Opportunities, and Threats, namely, advantage, disadvantage, opportunity, and threat, respectively. SWOT symbolizes a variety of environmental factors (advantages, disadvantages) and external environmental factors (opportunities, threats) of an enterprise itself.

SWOT is a framework based on matrix thinking. It analyzes the enterprise itself and the external environment from four perspectives: advantages, disadvantages, opportunities, and threats. It can also be used in this topic. The purpose of this paper is to study the impact of traditional celebrity behavior on the spread of the live video, and how it ultimately affects consumers. SWOT analysis method can help investigate very clearly. With the rapid development of the Internet, traditional celebrity webcast has become a very popular business, and their behavior of harvesting on the Internet will have a very important impact on consumers. For example, some Internet celebrities who misbehave will induce teenagers or the elderly to buy low-quality goods. They said that some bad comments will affect consumers' consumption prospects and three prospects. On the contrary, some online Red Cross Societies help unsalable agricultural products in remote areas through live broadcasts. This paper will analyze the advantages and improve the disadvantages through SWOT analysis.

3.2 SWOT Analysis

3.2.1. Strength

This section will explain from three aspects how the advantages of traditional stars have a positive impact on the on-site delivery of goods, and how they ultimately affect consumers. First of all, the traditional celebrity live broadcast has a considerable consumer group system, because the traditional stars themselves have accumulated a strong fan base, so it has high commercial value. While attracting fans to buy goods, traditional stars will also get cooperation and promotion from the live broadcast platform, which is more conducive to the promotion of goods. Due to the rise of online live broadcasts and the We Media era, the acceleration of information dissemination, and the universality of the audience, the traditional celebrity live broadcast also ushered in prosperity. Secondly, the celebrity effect will attract impulsive consumption. The reason why traditional stars are popular is often because of their personality charm, appearance level, and superb ability. They have more and more fans, and they hope to take this opportunity to get in close contact with their favorite online celebrities. Online live broadcast products enable traditional stars to transmit more information to fans, while fans have relatively narrow channels to express their feelings towards traditional stars. This virtual online interaction mode enhances fans' curiosity and mystery about online stars and encourages fans to express their support and pursuit of traditional stars by purchasing products recommended by traditional stars. Emotional consumption and spiritual consumption dilute the material function of goods and are more likely to induce irrational consumption behavior.

3.2.2. Weakness

This section will explain from three aspects how the shortcomings of traditional stars harm the on-site delivery of goods, and how they ultimately affect consumers. First of all, the overall quality and professionalism of traditional stars are uneven, which will affect consumers' consumption outlook and three perspectives. When consumers watch traditional stars live, they may encounter low-quality online celebrities. They will try their best to sell goods, such as exaggerated or vulgar words, which will affect consumers' consumption view and three perspectives. Second, the image and behavior of traditional stars will affect people's perceptions. If the number of online users is high and active, it is

often difficult for stars to take into account the needs of everyone, which will lead to a poor purchase experience for consumers. Finally, the third point is that the celebrity effect can easily lead to irrational consumption. Although some traditional stars are highly infectious, have a large fan base, and the group effect of the live broadcast room is very strong, consumers are easy to impulse consumption, buy back many of their inappropriate products, resulting in high returns, or direct complaints and negative comments, leading to the image and reputation of online celebrities greatly reduced.

3.2.3. Opportunity

This section will explain how the opportunities of traditional stars have a positive impact on on-site delivery and ultimately on consumers from three aspects. First of all, due to the rapid development of the network and the gradual popularity of 5G, it is very useful for information dissemination. When watching the 4G live broadcast, people often encounter "stuck" and "paused" phenomena, which will undoubtedly affect consumers' patience. After using the 5G network, consumers can watch HD online red live broadcast products smoothly, making the purchase and ordering process smooth. Secondly, the webcast is becoming more standardized and professional, which helps traditional stars avoid the risk of on-site sales. At the same time, it also gives consumers more confidence, because it means that consumers have basic security and trust. Finally, due to the continuous development of network technology, traditional stars can understand the real needs of consumers through technical support, rather than not knowing which products to recommend. For example, today's consumers first pay attention to their own needs, followed by the rationality of the price. After understanding consumers' preferences through technology, traditional stars can make more targeted choices for products in webcasts, thus improving consumers' purchase preferences.

3.2.4. Threaten

This section will explain how the external threats of traditional stars harm on-site delivery and ultimately on consumers from three aspects. First of all, although traditional celebrity live broadcast products have a celebrity effect, it is difficult to guarantee quality. Many enterprises, regardless of their size, will choose to invite stars to bring them goods at a high price, and stars often cooperate because of their generous remuneration. However, due to the lack of serious attention and understanding of product quality, there are often news reports that a series of problems have occurred in the sales of a star, such as the quality of goods and the authenticity of products, leading to the loss of his reputation, fans, and consumers have doubts about the products sold later. Second, the competition is too fierce and the chances of success are too small. Due to the impact of the epidemic, some traditional stars began to live online, and their sales also attracted more stars to live online. The industry is already overcrowded and the competition is too fierce. Third point: The traditional stars lack sales knowledge because the performance ability of the stars does not mean that they are rich in cargo knowledge. Although there is a celebrity effect, the live broadcast ability will also have a great impact on consumers' purchase intentions.

4. Results & Discussion

Through SWOT analysis, it can be concluded that the overall advantage of traditional stars' live broadcasts with goods is that they have a fairly large consumer group system, the fans' impulsive consumption caused by the celebrity effect, and the creation of new employment opportunities. The overall disadvantage of online celebrity live broadcasts is that the overall quality and professional level of online celebrities are not neat, which easily affects consumers' correct consumption outlook. The traditional celebrity network live broadcast cannot consider the overall situation in time, and the celebrity effect leads to irrational consumption. Although impulse consumption is the live sales of traditional stars. However, due to irrational consumption, consumers may regret the style of the goods or find quality problems, to return or complain. Secondly, online live broadcast has created employment opportunities, because live broadcast requires technicians, data analysts, etc, which can

help unemployed-related personnel to re-obtain employment at the moment of the epidemic. Finally, it is suggested to improve the brand. The brand side should pay attention to the improvement of quality, avoid problems, and affect the reputation of traditional stars and brands.

5. Conclusion

Through this paper, it can conclude that the behavior of traditional stars in network broadcasts has a great impact on consumers. Through internal advantages: large consumer groups, celebrity effect, and internal disadvantages: the quality of traditional stars affects consumers, the image and behavior of traditional stars affect people's cognition, and the celebrity effect leads to irrational consumption of consumers. The second is external opportunities: the development of network technology, the standardization of network broadcasting, and targeted needs. External threat: The industry competition is fierce, the quality of merchants' goods cannot be guaranteed, and the knowledge reserve of stars is insufficient. This paper suggests strictly controlling the cooperation between traditional stars and merchants to ensure the quality of goods and improve the live broadcast system. Stars are strictly required to have a correct understanding of the consumption of live broadcast content, and re-employment opportunities are provided for professional and technical talents. Traditional live streaming of stars provides consumers with a convenient life and the ability to buy more cost-effective goods. The popularity of traditional celebrity live broadcasts points out that network delivery will develop more perfect and perfect in the future, which will facilitate the life of the majority of consumers. In the future, consumers will be more and more inseparable from the traditional celebrity network broadcast, but the quality of goods is still a matter that needs to be focused on.

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