

Study on the Influence of Tourism Short Video on Young People's Consumption Behavior and Countermeasures

-- Taking Fangqi KIKI as an Example

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Abstract. Under the background of informationization, social media plays a leading role in the application of Internet technology, especially the emergence of various live broadcast platforms, which has accelerated the economic change in online celebrity. With the integration and development of cultural tourism industry, more and more short tourism videos have enriched the content of short videos and promoted the development of tourism culture and industry. Tourism short videos have changed the way of information bearing and information dissemination, and the consumption habits of tourists have gradually changed under the influence of short videos. How to help young people correctly grasp consumption behavior has become a hot issue in society. As a special group, college students pursue fashion trends and are very interested in new things. At the same time, they are in the stage of ideological development. Under the influence of many factors such as keeping up with the trend, this brand-new economic phenomenon will have a great impact on college students' traditional consumption behavior and shopping methods. Taking online celebrity Fangqi kiki as an example, this paper analyzes the influence of short travel video on young people's consumption behavior and discusses its coping strategies.

Keywords: Online Celebrity; Short Video; Young People; Consuming Behavior.

1. Introduction

With the rise of short videos, more and more people have attracted the attention of many users by publishing interesting content and novel video elements around them [1]. Short video new media not only accelerates the development of network digitalization, but also makes great contributions to online celebrity's economy. Online celebrity's economy is a business model of realizing Internet traffic and fan value. After winning the attention of fans, online celebrity introduced the recommended products to them, thus improving the turnover rate [2]. Online celebrity's economy is a new social phenomenon. With the help of self-made video and live broadcast platforms, online celebrity has gained a large number of fans, evaluated the products from the perspective of online celebrity, and recommended them to the audience, thus converting fan traffic into sales [3]. In the new media marketing environment, college students often have to face a variety of rich products. In this process, it is often difficult for them to distinguish whether some online celebrity products are what they really need, and it is easy for them to be encouraged by some online celebrity or to consume because they are in pursuit of online celebrity [4]. Due to the characteristics of short video, which integrates pictures, videos, words and sounds, in the environment of the integration of cultural and tourism industries, tourism short videos have gradually emerged and become an important part of the short video content field [5]. Tourism short videos have changed the way of information bearing and information dissemination, and the consumption habits of tourists have gradually changed under the influence of short videos.

With the rapid development of social economy, the adjustment of economic structure and the transformation of economic production mode in China, people's material life is constantly enriched. At the same time, under the development of network technology, since the development trend of media economy, social values are diversified and social mentality is diversified, people's tolerance for new things and diversity is gradually improving [6]. As the main consumer group of the younger generation, college students' consumption patterns have undergone great changes under the influence of online celebrity's economy. However, college students have not yet formed a mature consumption

concept. Faced with colorful, diverse and indistinguishable online celebrity products, they are easily influenced by incorrect guidance and bad live broadcast atmosphere [7]. This brand-new economic phenomenon has had a great impact on traditional consumption behavior and purchase methods, especially among young people [8]. Therefore, in the current teaching work in colleges and universities, we must strengthen the guidance of college students' consumption concept, correctly face the impact of online celebrity's economy, avoid excessive consumption and irrational consumption, and help college students develop rational consumption habits [9]. Taking online celebrity Fangqi kiki as an example, this paper analyzes the influence of short travel video on young people's consumption behavior and discusses its coping strategies.

2. Online Celebrity's Economy under the Social Media Environment

Online celebrity's economy is easy to join, and many people feel that it is profitable, so they have joined the ranks of online celebrity anchors. However, due to the low economic threshold in online celebrity, the quality and ability of the major anchors are quite different [10]. From a practical point of view, it can attract the attention of the society in a short time, and affect the behavior and ideas of participating individuals. In this context, social media provided an opportunity for the birth of online celebrity, and online celebrity economy came into being. Online celebrity's economy is a product of practice under the background of the Internet age, and its application groups are mainly university students, while online celebrity is usually dominated by young and beautiful fashionistas. Guided by online celebrity's vision, targeted marketing is carried out around university students' pursuit of fashion, which reflects a strong influence from its development and has a serious impact on university students' consumption concept.

Online celebrity's economy is a new marketing model, which is based on the network celebrity, selected by the participants in each link of the group communication chain in online celebrity, developed rapidly on various social platforms and gathered the popularity of many fans, and relied on a strong fan group to conduct targeted marketing, thus turning fans into purchasing power [11]. Online celebrity's economy can improve the activity of traditional economic industrial chain and promote the sustainable growth of e-commerce economy, but at the same time, due to the oversight of online celebrity's live broadcast market, online celebrity's live broadcast is not up to standard, which may induce university students' impulsive consumption. One of the main reasons why online celebrity's economy has developed so rapidly is the low investment cost. Most self-media platforms or live broadcast platforms are free. Only a few devices or even a mobile phone are needed, and the anchor can carry out live broadcast with goods. Online celebrity's economy is different from the real economy. It doesn't need to have physical stores, and it doesn't need to bear rental fees, so the cost is greatly reduced. online celebrity can choose its own venue to carry out live broadcast according to its own situation.

3. The Impact of Short Tourism Videos on Young People's Consumption Behavior

3.1 Positive Impact

Judging from the current economic development in online celebrity, it has had many positive effects on the consumption of university students. With the help of online celebrity's economy, university students can better shorten their shopping time and find products that meet their needs. When shopping, the requirements of university students are relatively high, but the expenses they can bear are relatively limited, which makes it more difficult to choose goods. However, most of the products recommended by online celebrity are economical and applicable, and the prices are relatively low, which is very in line with the needs of university students. Compared with teenagers, students at this stage of college have improved their discrimination ability, but there is still a big gap between them and adults, which mainly comes from age and experience. Because university students

generally pursue fashion, but lack the necessary discrimination, they are more vulnerable to the adverse effects of online celebrity's economy than adults.

"Fangqi kiki" is one of the high-quality creators of tourism short videos, and has become a well-known creator of travel bloggers with a huge and fixed fan base. As a self-media travel blogger, Fangqi posted his travel life on social media platforms in the form of short videos. Fangqi's short video, after being loved by users, did not use it as a springboard to take commercial content as the main direction. On the contrary, she refused many commercial cooperation and continued her original style and creative concept. This enabled her not only not to lose her original fan base, but also to gain the trust and emotional recognition of her fans. If the opinion leaders of tourism short videos want to make great progress and have greater influence, they should guide the fans to deeply participate in the behavior from the aspects of innovating tourism gameplay, improving the quality of short videos, stimulating emotional resonance and creating high-quality content, so as to realize the co-creation of tourism value. Figure 1 shows a short video of Fangqi kiki's travel.



Figure 1. Fangqi kiki's short travel video screen

Some tourism internet celebrities have an optimistic attitude towards life and a positive spirit of hard work, which plays an important guiding role in guiding college students to establish a positive attitude towards life and scientifically plan their own lives. With the continuous optimization of social media environment, the overall image of internet celebrities is also more positive and positive. Many internet celebrities spread some positive energy in tourism live streaming, which will have a direct impact on the college student community. Through the ideas conveyed, it can help college students form correct consumption and values, and ensure their comprehensive development. At present, with the rapid development of China's economy, people have more and more disposable income, and their consumption ability has also been greatly improved, resulting in significant changes in consumption choices. From this point of view, live streaming under the internet celebrity economy can provide consumers with a sense of satisfaction in cultural consumption, and traditional cultural industries will be a slow process to bring satisfaction to consumers.

3.2 Negative Influence

Under the current social media, online celebrity's economy will also have some negative effects on the consumption of university students. First of all, under the influence of some bad online celebrity economy, university students are prone to blindly follow the trend and compare with each other. After entering the university, students' economy is relatively free, and they can control their own money independently. However, due to their relatively poor self-control, they are easily influenced by some online celebrity economies, especially in some online celebrity propaganda, which exaggerates the advantages of products and causes university students to spend impulsively. In the era of reading pictures with fragmented information, the pursuit of efficient sensory stimulation

conforms to the reading habits of contemporary users. In the past, the immersive paper reading habits can no longer meet the needs of contemporary users. The appearance and dissemination of short video content just meets the needs of viewers. It mainly includes fans and rational consumers.

In the consumption behavior of university students, the influence of the surrounding environment is very obvious, especially under the influence of online celebrity economy, university students are easily influenced by money worship and hedonism, which affects the construction of their own scientific consumption concept. Finally, it is easy to produce consumption misunderstandings. The main consumer group of IP in online celebrity is fans, who will support their idols and buy and consume the products promoted by online celebrity without hesitation. Rational consumers are not driven by online celebrity to make reasonable consumption according to their own needs. In online celebrity's economy, the purpose of products recommended by online celebrity is to obtain sales volume and maximize benefits. In online celebrity's economy, we can provide targeted product recommendations for consumers in combination with their preferences. The recommended products involve many aspects, including study, life and entertainment. However, in essence, the ultimate goal of online celebrity's economy is to create economic benefits, which causes consumers to be induced when they conduct publicity, so that they fall into the misunderstanding of online celebrity's economy.

4. Strategies to Address the Negative Impact of Young People's Consumption Behavior

4.1 Strengthen Supervision of Online Platforms

Whether it is the main body of webcasting or the network platform, there is more or less a phenomenon of drilling regulatory loopholes in order to achieve greater economic benefits. In this regard, the government should be deeply involved in the supervision of the webcast platform, so as to prevent the dissemination of bad information during the live broadcast in online celebrity, and formulate rules for the sale of online products, so as to prevent substandard products from being mixed into the live broadcast. Today, with the rapid economic growth, online celebrity economy is one of the attention economies. Only by continuously producing truly valuable content can we be in an invincible position in the new short video economy and attract more users' attention. University students are in the learning stage and receiving the education from the school. The school has a certain restraint on students and plays a very important role in the formation of students' consumption concept. Therefore, universities should fully realize the importance of ideological and political education for the formation of university students' correct values, actively carry out relevant ideological and political education courses, and cultivate students' reasonable consumption concepts. The classification of opinion leaders' influence under online celebrity economy is shown in Figure 2.

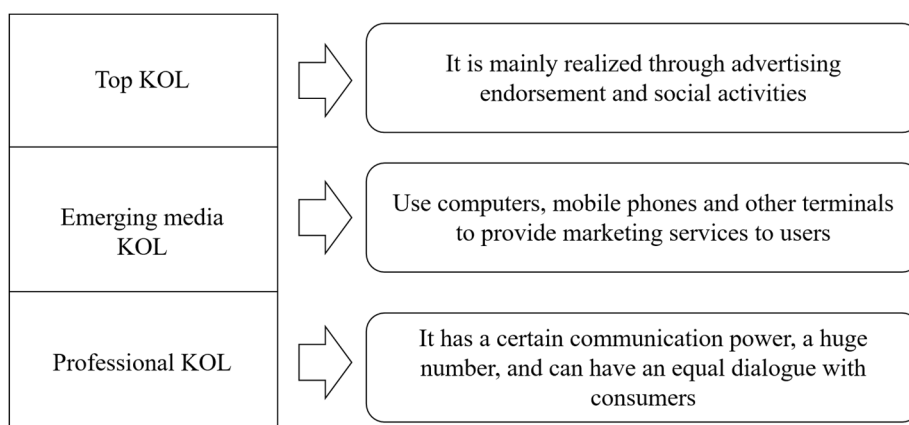


Figure 2. Classification of opinion leaders' influence under online celebrity economy

4.2 Establish an Effective Social Supervision Mechanism

Online celebrity platform is the main platform for online celebrity Talent to promote live broadcast. Whether the internal management is in place and effective will affect the live broadcast atmosphere of the whole platform. Therefore, each online celebrity platform should strengthen its own management and control mechanism. First of all, do a good job in the registration management of online celebrity and platform users. It is clearly stipulated in the contract that there should be no bad behavior and foul language in the live broadcast, and users should watch the live broadcast in a civilized way. online celebrity can't promote the "three noes" products, and there can't be false propaganda. As a new content survival mode in online celebrity's economy, short video will provide IP copyright management for content producers or teams with potential and commercial value, connect with some short video platforms and brands, and find promotion opportunities to realize commercial realization. University students' thoughts and behaviors are easily influenced by the outside world, forming blind and impulsive behaviors.

5. Conclusion

As the main consumer in the new era, university students have become the focus of online celebrity's economy, which has a positive or negative impact on their consumption behavior. However, the performance and quality of online celebrity products under the online celebrity economy are very uncertain, which will lead university students' consumption view to develop in an incorrect direction. Due to the lack of strong supervision and guidance for the growth of "online celebrity economy" for the time being, it is easy for university students to produce impulsive consumption, herd consumption behavior or comparison psychology, and even distort the consumption concept. University students' consumption concept has not yet taken shape, and online celebrity's economy has brought convenience to university students, but also brought negative effects to some extent. Therefore, university students should improve their discriminating ability and consume rationally. Under this influence, schools should strengthen ideological and political education for students, and online celebrity Platform should improve its own management mechanism. If the opinion leaders of tourism short videos want to make great progress and have greater influence, they should guide the fans to deeply participate in the behavior from the aspects of innovating tourism gameplay, improving the quality of short videos, stimulating emotional resonance and creating high-quality content, so as to realize the co-creation of tourism value.

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