

Study on the Influence of Internet Celebrity Endorsements on Brand Marketing Strategies and Consumer Purchase Intention

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Abstract. Live streaming has become a new way of communication and exchange between businesses and consumers, and internet celebrities have emerged in the context of live streaming. With their own traffic and amazing live streaming sales capabilities, internet celebrities have created new sales records one after another. Grassroots idols who have become popular through online platforms have considerable influence in their respective fields of expertise. Among them, microblog celebrities who have opened personal stores on Taobao have performed well in the economic model of flow realization. Due to the popularity of social media such as WeChat and Weibo on mobile devices, enterprise marketing emphasizes the importance of interacting with consumers, and content marketing has become the mainstream method of modern enterprise marketing. The research on the impact of internet celebrity marketing on clothing consumers' purchase intention has certain theoretical significance and practical value. Once a product is given the nickname of "internet celebrity", although its functional attributes remain the same but its presentation is different, it can still be highly praised and sales surge. Online celebrities frequently output distinctive content on social media to attract a large number of fans' attention and interact with them, ultimately achieving the goal of attracting traffic for their Taobao stores. This article takes internet celebrity brands as the research object and analyzes the influencing factors of internet celebrity endorsements on brand marketing and consumer purchase intention.

Keywords: Internet Celebrity Endorsements; Brand Marketing Strategy; Consumer Purchasing Intention.

1. Introduction

With the rapid development of the internet, especially the development of mobile internet, the forms of online marketing are becoming increasingly diverse. In this context, internet celebrity products have emerged. In recent years, internet celebrity brands have emerged like mushrooms after a rain, relying on users' spontaneous word-of-mouth promotion to quickly open up markets on major social media platforms. Since 2018, the internet celebrity economy has flourished, with various types of internet celebrities represented by Li Jiaqi, Weiya, Simba, and Li Ziqi emerging one after another, utilizing their huge traffic to bring astonishing sales [1]. The live streaming e-commerce industry, which began in 2016, has grown rapidly thanks to the rise of the internet celebrity economy. The combination of internet celebrities and live streaming can be said to have created one sales miracle after another.

The range of popular products on the internet is very wide, not limited to a specific type or category of products, but applicable to many fields, whether it is scenic spots, stations, amusement parks, bookstores, or specific small products. One common feature of these products is that they are highly praised by customers or fans after becoming popular on the internet, generating purchasing demand and truly making purchases [2]. With the development of live streaming e-commerce, online shopping consumers are increasingly accustomed to the shopping model of watching while buying. Live streaming e-commerce is a platform for real-time video display and strong social interaction. From watching live streaming to placing an order, consumers are likely to be affected and change their final decisions. In the live streaming process, in addition to displaying product information to change the audience's understanding of the product, it also needs to meet consumers' psychological needs, such as herd mentality, and the good mood brought by watching live streaming, which is beneficial for consumers to make purchasing decisions [3]. Consumers may not initially have a purchasing desire

when watching live streaming, but after establishing emotional connections through anchor clothing displays, fabric explanations, and real-time interaction, their purchasing intention may be affected. However, the serious homogenization of products, excessive brand hype, and lack of innovation in brands have made it difficult for internet celebrity brands to continuously stimulate consumers' enthusiasm and meet their emotional needs [4]. As a result, the cost of consumer information screening is extremely high, leading to aesthetic fatigue and even product presentation information screening. Online celebrity products often start by capturing the preferences of specific groups, focusing on consumer experience through fan effect, accumulating a large amount of popularity, and thus promoting the sales of online celebrity products. With the popularity of online celebrity live streaming, companies have started investing in live streaming to promote and sell products. Many consumers regard internet celebrities as their reference objects, imitate their behavior or use their recommended products, understand their daily lives, learn their aesthetic and other abilities, and form their unique style. As a result, internet celebrity stores have extremely high explosive power [5].

The role played by the internet is only a medium, and trust is the essence of the internet celebrity economy and even all forms of economic exchange. Compared to large platforms, companies, and brands, the internet celebrity economy is a trust inspired by the personal charm of internet celebrities, which is established and consolidated through daily interaction and communication. Internet celebrities have brought consumers closer to their psychological distance through long-term influence, and this new marketing model is still the oldest trust economy [6].

2. Psychological Analysis of Consumers Purchasing Internet Celebrity Products

2.1 Consumers have a Stronger Herd Mentality than General Products

Most of the popular products on the internet are specially packaged and planned, and promoted through fans and online communication. In a short period of time, they will generate great traffic and attention, thus having a strong demonstration effect and having a stronger psychological impact on consumers' conformity than general products. Some researchers believe that entertainment content can make consumers feel happy or attract them to develop curiosity, which can lead to an interest in continuing to watch live streaming. This can also help consumers reduce stress, gain attention, and have a positive impact on their final behavior. In the specific consumption process, it is easy to form phenomena such as long queues for rush purchases and online reservations for rush purchases. For example, purchasing "HEYTEA" always takes a long time to queue up (as shown in Figure 1); When making an appointment to purchase a "Xiaomi" phone, it always sells out within a few seconds.



Figure 1. "HEYTEA" Queue

The emotions felt by the audience from the live streaming information content of internet celebrities are close to life, touching people's hearts, gaining the love and trust of consumers, and forming an emotional resonance. Taking clothing as an example, in the online live sales environment of clothing, consumers cannot touch and feel physical clothing, so online purchases are not as realistic as offline purchases. But consumers can communicate with the online live streaming environment through visual language, with visual accessibility and greater appeal to live streaming users. Various consumer groups, regardless of age, profession, education, etc., may be target customers for popular online products, and some popular online products may have a high frequency of purchase. According to a survey, the majority of consumers of popular women's clothing on the internet are young women born after 1990, as shown in Table 1.

Table 1. Survey of consumer groups for popular women's clothing on the internet

Demographics	Category	Proportion/%
Age	Under 18 years old	13.6
	19-33 years old	57.9
	Over 34 years old	28.5

2.2 Fast Update Speed and Mixed Quality of Popular Products on the Internet

Due to the short lifespan of most popular online products, they are easily replaced by new and popular ones. This also leads to low brand loyalty among consumers, making them susceptible to external interference and forming new interests and purchasing intentions. When consumers purchase products, functional value is the most intuitive and fundamental measure. But in addition, consumers also crave for aesthetic value and pleasure in the consumption process. Especially with the development of the economy and the serious homogenization of products, in order to stand out among similar products, aesthetic value will inevitably become a powerful booster. Merchants often attach greater importance to how to achieve maximum value for popular products within a shorter lifecycle, leading to a greater emphasis on product packaging and promotion, which to some extent reduces their continuous attention to the quality of popular products. Once a quality problem occurs with popular products, they usually announce that the product will immediately withdraw from the market [7].

In real life, it is not difficult to find that many products with the same usage value and material have completely different sales results simply due to their different styles and color combinations. The same product, presented in different ways and turned into an internet celebrity, is highly praised and its sales are now unparalleled. To achieve its value, a product needs to have aesthetic value in addition to its usage value [8].

3. Reflections on Marketing Strategies for Online Popular Products

3.1 Create a Good Image of Internet Celebrities

The shaping of the image of internet celebrities requires changes in both their external and internal image. Firstly, enhance personal charm, and then transform the charm of celebrities into brand charm. The branding of celebrities will become the primary trend for the future development of e-commerce celebrities [9]. Taobao celebrities need to constantly enrich themselves and have a certain degree of influence in certain social and life circles, changing the current situation where entertainment celebrities cannot influence their audiences from a cultural perspective. Enterprises can cultivate internet celebrities' approachable, lively and outgoing personality traits, as well as sincere and friendly expressions, allowing consumers to gain a sense of closeness and favor. The expression of internet celebrities' expressions is also important, and habitual smiles can bring consumers a happy and joyful psychological feeling, which greatly helps to increase consumers' attention. Most internet celebrities originate from the internet. For internet celebrity products that are promoted or sold through the

internet, they are subject to supervision by relevant government departments based on product classification. Not only are they for terminal sales, but also for sales platforms, sales networks, and manufacturers, a traceability and accountability system are adopted to ensure the quality of internet celebrity products is guaranteed [10].

3.2 Sellers Should do a Good Job in Building Online and Offline Channels and Service Systems

Most of the popular products on the internet have been rapidly promoted and are closely related to the internet. However, some popular products cannot be sold solely through online channels. Therefore, the construction of online and offline channels for popular products is urgent, and offline channels should consider customer preferences and convenience. Unlike ordinary online clothing stores, internet celebrities need to provide consumers with a different personalized service experience. Consumers value the brand of their products primarily because of their understanding of the brand knowledge system, and secondly because they can convey their own values, social status, cultural background, etc. to others through the brand. Build healthy and orderly brand relationships through professional operations. A good brand relationship requires enhancing consumers' trust and satisfaction with the brand.

In online communication services, provide consumers with timely responses and a sincere and enthusiastic service attitude. Fully display product information to consumers, enabling them to make independent choices based on their understanding of the product and their own needs. Send content that interests the target consumer group, while also having a certain level of interest and stimulating their curiosity. What marketing entities need to do is not to induce consumers, but to do their best to provide high-quality products and reliable after-sales support. We must take product quality and brand reputation as the core, improve the fit between the personality, image, and brand of internet celebrities, in order to convey our purchasing attitude to the audience.

4. Conclusion

The Internet era has given birth to various social media and e-commerce platforms. As the core of fans, internet celebrities use various social media to promote their personal online stores, attracting a large number of fans' attention by outputting different forms and unique content. With the support of fans, they have formed an undeniable internet celebrity economy. The presentation strategy of internet celebrity products has a significant positive impact on consumer aesthetic value arousal, whether it is the content presentation strategy of internet celebrity products or the form presentation strategy of internet celebrity products. Consumers tend to be younger in age, and their pursuit of products is more focused on product personality and fashion. The functional needs of the product will no longer be the primary factor, but will be more inclined towards emotional needs, and more concerned about whether the value attached to the purchased product aligns with their values. Online celebrity live streaming should focus on products or services. The more authentic and comprehensive the content presented by internet celebrity products, the easier it is for them to reach their hearts and be accepted, stimulating their purchasing intention. Products are fundamental. On the basis of ensuring product quality, we carefully design various types of marketing content, deeply explore user demands, achieve perfect integration of different content, and promote positive social energy, guide consumers to make better consumption behavior, achieve marketing goals, and also promote the healthy development of online celebrity live streaming marketing. Only when the presentation cleverly caters to consumers' inner needs and emotional changes, generating emotions such as surprise and happiness, can it better evoke resonance and thus awaken consumers' aesthetic value perception.

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