

A Review of Research on the Impact of the Netflix Economy on Consumer Behaviour

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Abstract: With the thriving self-publishing industry, the development of live-streaming with Netflix has become a new industry that has greatly influenced people's habits. Academics have begun to pay attention to the industry chain and profit model of the net popularity economy. In this context, this paper focuses on the current situation of its development, the causes of its formation, the impact of the net popularity economy on consumers, and the analysis of the rapid growth and long-term development of the industry. Therefore, this paper is innovative in its research and analysis of the factors influencing consumer behaviour in the netflix economy.

Keywords: Internet Celebrities; Consumer behaviour; The Netflix Economy.

1. Introduction

The continuous development of the Internet, the continuous expansion of the scale of China's Internet users, as of June 2020, the scale of China's Internet users 940 million, Internet penetration rate reached 67%. Internet users use major social networking platforms as carriers, using smartphones to forward and focus on content anytime and anywhere, so that a certain event online and the protagonist of the event spreads rapidly. Short videos such as Racer and ShakeYin have entered people's daily lives in a flat and fast way, meeting people's need for fragmented reading and access to information.

In the context of this thriving self-media industry, weblibrity has become a newborn identity and gradually developed into a new industry, webcasting to a new form of network to spread all kinds of information, from the emergence to the rapid development of today's time span is very short, effectively promoting the growth of online consumption. Weibo, Jitterbug and other social software platforms have been vigorously developing live e-commerce functions one after another. With the rapid development of the Internet and e-commerce, the scale of online shopping in China is growing year by year, and by 2020 the scale of Chinese online shopping users will reach 749 million, with more than one million new merchants added to the Taobao platform. The majority of young consumers are currently shopping online, and people are accustomed to searching for items on online platforms, checking out online celebrity reviews, live webcasts and celebrity recommendations, which are more intuitive than traditional online shopping, where consumers can only access the appearance and attributes of goods through static images and descriptions. The live video explanation has the advantages of being more visual, more targeted, more interactive, and more effective in satisfying consumers' need for detailed information about the product and their emotional inclination during the shopping process, so that users can obtain more clues to support their purchasing decisions.

Nowadays it is the wind of the era of traffic dividend, and the rapid development of the net popularity economy cannot be achieved without the help of capital and the pursuit of users. However, if we rely solely on the brutal growth of capital,

some problems are prone to arise, such as the timeliness of net popularity is too short, and how to promote the healthy development of net popularity enterprises when net popularity is no longer red. Therefore, it is of great practical significance to study the factors affecting consumer behavioural preferences for the healthy and sustainable development of the netflix economy.

2. Review of Related Research

2.1. Existing Research on the Internet Celebrities

Net celebrities, also known as internet celebrities, refer to individuals who use the internet medium to present themselves, enter the netizens' view and become popular by generating social buzz[1]. Netfame is a product of the media and entertainment industries, and its emergence has both enriched theories of celebrity and gradually become an instrumental commodity, and netfame has become an important way of assigning personalised labels.

There are three main reasons why net celebrities become famous: firstly, individual net celebrities attract the attention of netizens through a particular skill; secondly, professional net celebrity teams gain traffic and increase net celebrity attention by creating attention-grabbing events. Third is passive popularity, where some netizens find someone with personal strengths and put them on the Internet to spread the word, becoming a net celebrity. In the Internet era, the number of net celebrities is getting bigger and bigger, and there are more and more types of net celebrities. Experts in a certain field, beauty bloggers, celebrities, microbloggers and web anchors can all be called net celebrities. In the online shopping context, the bandwagon of a net celebrity with a larger fan base is more likely to gain the trust of consumers, such as live-streaming bandwagon Li Jiaqi, and many consumers buy goods from his live-streaming room based on their trust in Li Jiaqi.

2.2. Existing Research on the Netflix Economy

In recent years, the Netflix economy has become a new e-commerce model, mainly due to the rapid development of social networking platforms and the flourishing of the self-publishing industry, where content is disseminated through

the Internet, and the scale of accurate marketing is obtained at a lower cost.

The emergence and development of Netflix has directly given rise to the Netflix economy, which is based on the image of a Netflix celebrity as the representative of a wide fan base guided by the celebrity's taste and vision, and the brand converts fans into purchasing power through targeted and precise marketing, selective visual advertising and a huge social media following [2]. At the same time, the "Netflix economy" is also a product of the era of live webcasting and self-media, relying on the Internet platform, with Netflix as the core, using the Netflix's online influence into profitability, to achieve economic benefits of a business model [3]. The best-selling "Netflix products" are based on celebrity benefits, which are the result of Netflix's ability to accurately match their attention with the content they disseminate, attracting the attention of netizens who resonate with them, and consumers, out of their trust in Netflix, choose the products recommended by Netflix in the consumption process.

The Netflix economy is essentially a purpose-driven business model, with precise marketing to an audience, mainly involving the Netflix themselves or the controllers behind them using their public influence and popularity to gain economic benefits by adopting certain realisation channels, which can extend to the entire industry chain with the Netflix as the core [4]. The business development model of the internet celebrity economy is generally based on a platform, where the blogger gains attention and certification based on the content displayed, continues to accumulate a large number of followers, and opens a relevant online shop based on the content they spread. The blogger has opened a pet shop. In summary, the net popularity economy in a narrow sense is the precise marketing model of net popularity to audience groups in the Internet environment, while the net popularity economy in a broad sense includes the entire industry chain and related factors involved in the generation of net popularity, service content, platform promotion, traffic realisation and realisation mode.

2.3. The impact of Netflix with goods on consumers

Live-streaming and short-form video are important aspects of the Netflix economy, which not only capitalize on the Netflix flow, but also win rich traffic and revenue for merchants' products, while consumers can enjoy the preferential benefits and good consumption experience recommended by Netflix. At present, scholars' research is mainly focused on exploring the impact of Netflix bandwagoning on consumers and merchants, using use and satisfaction theory, psychological arousal theory and expectation confirmation model to study consumers' purchase intention and behaviour in Netflix bandwagoning [5].

For the weblebrity bandwagon, from the time consumers start following the weblebrity to the process of watching the weblebrity's output and interacting online, if the weblebrity is known to meet their expectations, then their trust and identification with the weblebrity will increase. Meng Lu et al. summarised the characteristics of information sources for consumers to follow weblebrities, divided into five dimensions: credibility, professionalism, skill, interactivity and attractiveness [6]. Consumers' increasing identification with the weblebrity and their emotional empathy with the weblebrity influences their willingness to buy. tong's study also concluded that the interaction between the anchor and the

viewer in the live broadcast can increase consumers' trust and identification [7].

The quality of the product, the personal appeal of the web celebrity, the consumer's trust in the web celebrity and the interactivity between the two parties all have a positive impact on the consumer's purchase intention during the web celebrity live marketing of the product; the attractiveness and interactivity of the entertainment-based web celebrity greatly stimulates the consumer's purchase behaviour, promotes identification with the web celebrity's product and increases search and purchase intention.

However, at the same time, we have also noticed the problems in the development of the net-celebrity economy and the existence of the net-celebrity with goods, where product quality is difficult to guarantee, product efficacy is overblown, and net-celebrities choose to promote certain products of substandard quality for the sake of profit, allowing consumers to turn their trust into purchasing power, resulting in products that differ too much from expectations, bringing a lot of negative effects to the net-celebrity reputation and even the development of the net-celebrity economy. If everyone can become a net-celebrity by virtue of certain packaging methods, then the effect of net-celebrities in bringing goods will be significantly reduced, and when "net-celebrities" are no longer red, it will be detrimental to businesses, net-celebrities and consumers. When "Netflix" is no longer popular, it will be detrimental to businesses, Netflix and consumers.

3. Review of the current situation

Consumer behaviour was established as a separate discipline in the 1960s. Many scholars have joined the study of consumers, including economists, sociologists and psychologists. With the rapid development of the economy, the increase in personal income led to an increase in purchasing power and the gradual emergence of diverse and individualised social consumption needs. Competition in the commodity market has become more intense and consumers' needs are ever-changing, capturing the characteristics of popular trends for sales. In this context, consumer behaviour research is gradually flourishing. Consumer behaviour consists of: needs identification, information acquisition, comparative evaluation of goods, purchase decision phase, experience and evaluation phase. According to the model of the Netflix economy, it can be said that the Netflix economy runs through all stages of the consumer's buying behaviour.

As the trend of consumer buying behaviour evolves with the times and the industry, research on the factors influencing consumer behaviour is constantly being updated. Existing research defines consumer behaviour in two categories; firstly, the consumption of goods according to their material needs; secondly, the purchase intention according to their psychological demands. With the development of the Netflix economy, consumer buying behaviour has become more complex and diverse. There is a relative lack of literature on the study of factors influencing consumer behaviour in the Netflix economy, and the number of articles combining this sub-sector with consumer online consumption buying behaviour is not large. Therefore, in today's era of high Internet penetration and a thriving self-media industry, a comprehensive evaluation study of the degree of influence on consumer behaviour in the netflix economy is beneficial to the rapid growth and long-term development of this industry, and therefore this paper is innovative in its research and

analysis of the factors influencing consumer behaviour in the netflix economy.

4. Summary

As online shopping becomes more common and e-commerce flourishes, it is relevant to explore the comprehensive evaluation of consumer behavioural influence in the online economy. The increasing consumption power, coupled with the fact that people's consumption awareness has changed a lot from what it used to be, and that people are no longer obsessed with the goods themselves in the process of making purchases, but also the associated shopping emotions, requires a discussion of the changes in consumer perceptions in a broader context, in order to adapt to the new online shopping model in the age of the online economy. In this study, a questionnaire survey is used to obtain the determinants of consumer purchasing decisions in the process of Netflix bringing goods to the market, to provide a clearer picture of the basis of consumer purchasing for e-commerce platforms, live streaming, and merchants when using the Netflix effect to promote goods, and to improve marketing strategies, improve the quality of goods, provide some reference value for e-commerce platforms to build content ecological strategies, and provide suggestions for the healthy development of the Netflix economy.

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