

A Study on the Comprehensive Evaluation of the Impact of Consumer Behavior in the Online Red Economy

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Abstract: With the continuous development of Internet information technology, online celebrity economy has emerged as the times require. At the same time, with the changes of the times, consumer behavior and consumption habits have also changed accordingly. In order to clarify the influencing factors of online celebrity economy on consumer behavior, further determine how to effectively promote consumer behavior under the background of online celebrity economy. This paper takes "online celebrity economy" and "consumer behavior" as keywords, summarizes relevant research achievements in recent years, and lists the current situation, shortcomings and future research directions of existing research.

Keywords: Internet celebrity economy; Consumer behavior; Comprehensive evaluation.

1. Introduction

With the continuous development of information technology, digitalization has become the characteristics of this era, and consumers' consumption habits have also changed from offline experience to online comparison and selection; With the emergence of big online celebrities such as Li Jiaqi and Luo Yonghao, the online celebrity market has also risen one after another. People with various characteristics and skills have started to engage in the online celebrity industry. Video sales have become a new wave. More and more online celebrities and consumers have started to consume in live video broadcasts. Consumers learn about various relevant information about products through online celebrities in videos.

In the information age, online celebrity groups sell products live on various platforms. Consumers watch the live broadcast on the platform and learn about the relevant information of products from the introduction of online celebrity, thus generating consumer behavior. This process is the main body of the live video online celebrity economy and its relationship with each other. How can we effectively improve the effective consumption of consumers in this process?

2. Research status and problems at home and abroad

2.1. Related research on domestic online celebrity economy

First, the definition and research scope of online celebrity. As for the meaning of online celebrity, Tian Xiaojie [1], Zhou Xin [2] and Hang Yu [8] will think that online celebrity mainly refers to people, who can shape their own unique personality or staffing, or have their own strong fan groups and influence on various social communication platforms or the Internet because of something; In addition, Xiang Chengjiu [7] extended the definition of online celebrity. He believed that online celebrity should not only refer to people, but also include things that attract great attention on the Internet because of something or behavior. Therefore, he believed that online celebrity should include people and things; Ji Xiaofen [12] divided the characteristics of clothing

anchors into three dimensions: charm, interaction and popularity, and pointed out that popularity refers to the extent to which the anchors are known by the public, as well as the breadth and depth of social influence; Liu Huihui [13] explained charm and interactivity respectively in his research on online celebrity opinion leaders' purchase intention of clothing consumers.

The second is the concept and research scope of online celebrity economy. The concept of online celebrity economy is mostly the same. Hang Yu [8], Wei Jinfu [5] and Chen Ke [10] all believe that online celebrity economy is a social phenomenon, that is, young and fashionable people are the image representatives, and they focus on the taste and vision of influential people to select and promote products, and rely on a large fan group to conduct targeted marketing through social platforms, And finally realize the process of converting fans into purchasing power; Xi Luyang [3] thinks that "online celebrity" refers to the sum of the operation mode and profit mode formed around consumption, content creation and communication through the social media platform by the participants in each link of the communication chain of online celebrity groups, using their public influence and popularity; Furthermore, Tian Xiaojie[1] believes that the online celebrity economy is a new economic model, and points out that the online celebrity economy will have a negative impact on traditional values; Xiang Chengjiu[7] has extended the online popularity economy. He believes that the online popularity economy should be an industrial chain and ecosystem, not only a live broadcast of goods, flow realization, reward and promotion; Wang Xueyan [6] pointed out that online celebrity economy includes three basic types: knowledge-based online celebrity economy, live video online celebrity economy, and e-commerce online celebrity economy, and gave the main components of different types of online celebrity economy, such as the main components of live video online celebrity economy, including online celebrity groups, video audiences, and social platforms.

2.2. Research on consumer behavior at home and abroad

First, the definition of consumer behavior type. Both Liu Yang[17] and Jiang Shen [18] can divide consumers' purchase behavior into planned (purposeful) purchase and impulsive

purchase according to whether consumers' behavior is planned when purchasing goods; Weinberg P [22] and Rook D W [25] both explained the impulse buying behavior, and believed that impulse buying consumers were driven by strong emotions and less rational control, and at the same time, they lacked enough thinking to make an unplanned purchase behavior.

Second, research on the connotation of consumer behavior. Nyarko I K [23] believes that consumer behavior refers to the final purchase decision behavior after consumers have a deep understanding of all the information collected in the decision-making process; According to the theory of consumer behavior, Sirakaya E [24] pointed out that consumer behavior should include two parts: consumer decision-making process and consumer action; In addition, Wu Qiuyu [16] divided the purchase decision-making process of consumers into five stages: eliciting needs, collecting information, evaluating plans, deciding to buy, and feeling and behavior after buying.

The third is the research on the influencing factors of consumer behavior. Jin Jiawei [11] pointed out that the influencing factors of consumer behavior in the big data environment mainly include product attributes, website attributes, personal attributes, etc., and gave the emerging consumers the characteristics of personalized demand, diversification, vulnerability to network related information, pursuit of shopping convenience and interest, low brand dependence and loyalty; Li Yu [15], based on the TAM technology acceptance model, from two aspects of internal perception and external environmental stimulus, concluded that risk factors have a negative and significant impact on consumer purchase behavior, and that risk factors and factors have a positive impact on purchase behavior; Han Xiaoyi [14] divided the charm attribute of the anchorman into three dimensions: appearance, voice and personality, and confirmed that the charm of the anchorman can positively affect the internal mood of consumers, thereby affecting their online purchase intention.

2.3. Related Research on Consumer Behavior under the Domestic Online Red Economy

The existing literature directly on consumer behavior under the online celebrity economy is relatively scarce. The following is mainly about the impact of online celebrity economy and college students' consumer behavior. As college students are part of the consumer group, and all consumers will have certain commonalities in the consumption process, this kind of literature reference is meaningful.

First, research on the impact of online celebrity economy on college students' consumption behavior. Wei Yuan [4] and Wei Jinfu [5] concluded that online celebrity economy has positive and negative impacts on college students' consumption behavior through research. The former believes that online celebrity economy will lead to blind comparison, pursuit of big brands and material supremacy for college students, and puts forward improvement suggestions from the perspective of online celebrity and society; The latter believes that it will affect the formation of college students' correct values and consumption outlook from the perspective of school education and students.

The second is the research on the influencing factors of online celebrity economy on college students' consumption behavior. Zuo Jinzhong [9] obtained through empirical analysis that: the actual consumption behavior of college students is mainly affected by material precision marketing

and niche circles, and media factors and interactive communication have no significant impact on college students' actual consumption behavior; Chen Ke [10] pointed out that consumer purchase motivation mainly includes personal factors, environmental factors and enterprise factors; In addition, the authenticity [21] and entertainment [20] of online celebrity live broadcast rooms will have an impact on consumer behavior; Zhou Xin [2] pointed out in the process of research on the impact of online celebrity economy on contemporary college students that there are blind consumption, pursuit of material enjoyment, neglect of spiritual shaping, wasted time, indulgence in enjoyment and other problems caused by the gathering of "fan effect" of college students' online celebrity economic consumption, and accordingly put forward targeted suggestions from the four levels of students, families, governments and platforms.

3. Summary

The existing research results at home and abroad define the concept of online celebrity economy and consumer behavior, divide different types of online celebrity economy, and summarize and explain the stages of consumer behavior and its influencing factors, which provide a more solid theoretical basis for the subsequent research, and also point out the direction and focus of future research. However, the existing research also has shortcomings. For example, there are few articles that directly study the impact of online celebrity economy and consumer behavior, and it is impossible to find out more commonly used behaviors and ways to promote consumer consumption under the online celebrity economy. In conclusion, based on previous research results, I think we can also conduct in-depth thinking and research in the following aspects:

First, distinguish different types of consumers, divide them into consumers with purchase plans and consumers without purchase plans according to their purchase behaviors, explore the differences between the effects of different types of consumers' consumption behaviors under the online red economy, and provide targeted and broader improvement suggestions with certain actual needs.

Second, the online celebrity economy has different types and different types have their corresponding constituents, and different constituents also have certain characteristics. The existing research focuses on the impact of certain characteristics of a certain online celebrity (anchor) on consumer behavior at a certain stage. Therefore, the research on the impact of different characteristics of different constituents of the online celebrity economy on consumer behavior needs to be further deepened.

The existing research on the impact of online celebrity economy on consumer behavior mainly focuses on the impact of college students' consumption behavior under the online celebrity economy, and most of the research on the impact of consumer behavior focuses on the influencing factors in a certain stage of consumer purchase decision-making. The improvement suggestions are also effective for this stage and the research theme, in order to find more effective and applicable improvement countermeasures, the research on the influence of different types of online celebrity economy and their constituent entities' characteristics on the different stages of consumption behavior of different types of consumers needs to be further explored.

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