

Study on the Influence of Internet Celebrity Economy on Consumption among College Students

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Abstract: In recent years, the “internet celebrity economy”, as an emerging business model sprouting from the development of “internet& economy”, is flourishing and showing excellent vitality. As the most popular emerging group, college students have contributed a lot to the “internet celebrity economy”, especially the live broadcasting industry, and even driven the surrounding groups subtly. In this paper, we analyze the development trend of live streaming industry from the perspective of “internet celebrity economy”, and then lead to the analysis of the influence of live streaming industry on consumption behavior of college students, and propose relevant measures to solve the negative influence of live streaming.

1. Introduction

Internet celebrity economy is a new mode of economic development, which has a great impact on college students^[1]. However, due to the lack of supervision of network platforms in our country, there is a phenomenon of non-standard development of the industrial chain behind Internet celebrity, which leads to the non-standard phenomenon of Internet celebrity products and live broadcast behavior^[2]. In recent years, the phenomenon of college students online loan consumption and excessive consumption emerged in an endless stream, and the phenomenon of unqualified or excessive publicity of online celebrities' Livestream sales products also appeared. In this regard, it is necessary to strengthen the supervision of the Internet celebrity economic industrial chain, so as to reduce the negative effects of the Internet celebrity economy and create favorable conditions for creating a good online shopping environment.

2. Impact of internet celebrity economy on Consumer behavior of college students

2.1 Positive impact on consumer behavior of college students

College students are energetic, sensitive to new things, and like to pursue stimulation and individuality. Especially in the context of the increasingly developed network, college students are willing to try the freshness and stimulation brought by the network. College students pursue fashion, and some Internet celebrity products conform to the consumption concept of college students, to meet the personalized pursuit of current college students^[3]; In addition, college students lack of economic foundation, well-known brands of cosmetics, electronic products, daily necessities and other college

students cannot afford, and Internet celebrity economic products are generally recommended by Internet celebrities of small brand products, low price, good quality, can meet the needs of college students, and some products have great discounts, which reduce the cost of college students, It is of great significance to guide college students to consume rationally. In addition, some Internet celebrities have an optimistic attitude toward life and positive fighting spirit, which plays an important role in guiding college students to establish a positive attitude toward life and plan their own life scientifically.

2.2 Negative impact on consumer behavior of college students

2.2.1 Promoting hedonic behavior among college students

College campuses are relatively open, and college students are susceptible to the erosion of diversified ideas and have more knowledge about luxury and famous brands. It is easy for college students to be driven by popular online behaviors and blindly pursue big names. As for college students, they have no financial resources and get their living expenses mainly from their parents. These living expenses are only to protect the students' life and study, cannot afford the extra expenditure of college students, but under the drive of the network red economy, some students through overdraft living expenses to get famous brand products, resulting in college students living in a pinch, cannot guarantee the normal life and study of college students. Some college students although the family are better, but due to the phenomenon of blind pursuit of famous brand, unable to reasonably control and plan money, blind consumption, the pursuit of luxury phenomenon. All these lead college students to fall into a vicious consumption cycle, which brings a huge negative impact on their life and study^[4]. Especially in recent years, college students are increasingly affected by the network economy, and various online loans often appear in today's college students. Some college students are prone to have fun behaviors in the collective environment, and college students become their main customers when Internet celebrities broadcast live, because most college students cannot correctly judge the quality of products, and they have weak self-restraint ability and little social experience. Under the influence of Internet celebrities, college students are prone to excessive consumption, and online lending is just the "freak" that appears in this context. It has seriously affected the life, study, and development of college students.

2.2.2 Lead to blind comparison and pursuit

Under the Internet celebrity economy, the purpose of Internet celebrity recommending products is to obtain sales and maximize benefits. In this case, Internet celebrities do not recommend products from the perspective of consumers, the shortcomings of some products are not truthfully stated, and only the advantages of the goods are amplified. Due to the lack of experience, college students blindly trust Internet celebrities and chase them, without considering their real needs, but blindly buy products^[5]. Many Internet celebrities will be set up to create their aura to induce consumers. Due to the lack of resistance and discrimination of college students, there will be a phenomenon of blind worship, forming a special emotion for a certain Internet celebrity. Once the Internet celebrity recommended products, college students will spare no effort to buy. In addition, some college students see that some classmates have bought a certain product, in order to save face, even if they don't need it, they will insist on buying it, which leads to the prevailing trend of comparison, which is not conducive to the cultivation of correct consumption concept. At the same time, the life and study of college students are carried out in a collective environment. If students cannot be guided to establish correct values, it is easy to lead to comparison within the group, which will also affect the growth and development of students.

2.2.3 Wasting time and pursuing material things

Different from high school, teachers do not carry out detailed and comprehensive supervision of students, which requires students to have a high degree of self-control. However, under the impact of the network wave, the resistance of college students has decreased, and some products are introduced through storylines and reflected in the form of video, which leads students to be trapped in the network. For many college students, their spare time is not hard to learn professional knowledge but wasted on network entertainment, which is very bad for the cultivation of social application talents, and improve students' professional skills [6]. In addition, the development of the Internet celebrity economy has penetrated various network platforms. As long as college students surf the Internet, they can see relevant videos. Some Internet celebrities live broadcast to sell goods, and there will be some vulgar, violent and other sensational behavior, that hurt college students' thoughts. Some students also believe that Internet celebrities can achieve wealth, so they are also obsessed with network broadcasts, resulting in students' academic neglect, only paying attention to practical interests, but ignoring the cultivation of spiritual level. This not only brings a negative impact on college student's study, but also affects the formation of college students' correct ideological and moral values, which is very unfavorable to the growth and development of college students.

3. An effective solution to the negative impact of Internet celebrity economy on college students' consumption behavior

3.1 Regulate the live internet platform

The phenomenon of counterfeit and shoddy products for sale under the internet celebrity economy model has emerged, and this phenomenon has seriously disturbed the order of the internet celebrity economy and brought a serious impact on economic development. The live webcast platform should play the supervisory role of the platform and strengthen the supervision of the internet platform to prevent inferior products from mixing into the sales. In 2018, the relevant departments interviewed the persons in charge of the short videos of "Racer" and "Today's headlines" and asked them to control the content. However, supervision is still insufficient to form an effective regulatory system. In addition, the webcast platform should take up the corresponding social responsibility, while reaping the benefits, it should also do a good job of platform supervision, reduce the negative effects of the net popularity economy, and create a good network business environment. In addition, the market supervision and management departments should also inspect what the net celebrities sell, and some unqualified products should be notified, while communicating with the webcast platform, establishing cooperation and communication mechanism, realizing the cooperation between market supervision and the webcast platform, and eliminating some unqualified products from being sold in the webcast. In addition, some webcasters who sell counterfeit and shoddy products should be punished, while manufacturers who produce counterfeit products should be tracked and punished, etc. For the development of the internet economy and create a good market atmosphere, and guide college students to establish a rational consumption concept.

3.2 Utilize the positive effect of internet celebrities

First of all, live webcasting has been widely recognized in the current social conditions, and corresponding professional positions have emerged, such as Internet marketers, live salesmen, etc. Internet salespersons should establish the correct concept of sales. They cannot use the network to mislead consumers. Secondly, Internet celebrities can sell products by creating a personality. However, the personality should obey the public order and morality, and play the advantage of driving the net

celebrity by being positive and bringing positive energy influence to the viewers. Once again, college students should improve their cognitive level, look at the internet celebrity economy and internet celebrity products objectively, and establish a rational consumption concept. When purchasing products, they should be clear about whether they need the products and the quality of the products, so as to avoid impulsive consumption. In addition, schools should also pay more attention to the cultivation and education of the Internet celebrity economy and consumption concept, for example, schools can specially offer courses on the guidance of consumption values, and let students have a comprehensive understanding of the Internet economy and Internet products' sales mode and channels by introducing knowledge related to Internet economy. In this way, college students can be effectively guided to establish a correct consumption concept and make them rationally look at the Internet economy. Finally, it is important for teachers to guide college students on the correct consumption concept to solve the problem of over-consumption of college students, and also to avoid the negative impact of the Internet economy on the ideological and moral values of college students.

3.3 Strengthen the supervision of internet platforms via government intervention

Currently, the phenomenon of internet anchors and internet platforms exploiting regulatory loopholes has emerged to obtain benefits. The government should be deeply involved in the supervision of network broadcast platforms to prevent the spread of bad information in the process of network celebrities' live broadcasting. In addition, online product sales rules should be formulated to eliminate the sale of substandard products. The Internet economy has formed an industrial chain, which is not only the Internet celebrities themselves, but also platforms and product providers. Therefore, we should strengthen the supervision of the related parties of the industrial chain and create a good environment for the development of the network economy. For example, the market supervision department and the network supervision and administration department should supervise the development of the Internet celebrity economy, strengthen the inspection of the Internet celebrity live broadcasting platform, punish and remove some unqualified products or the over-publicity and exaggerated publicity products, so as to prevent the Internet celebrity anchors from selling unqualified products. Online sales platforms and Internet celebrities themselves should take their social responsibilities, check the source of products, certificates, and other qualifications to ensure that the products sold are qualified, and emphasize rational consumption in the process of live broadcasting to avoid excessive consumption caused by some college students' inability to control their consumption behavior. In this way, multi-angle and multi-directional supervision and management of Internet celebrity live streaming and Internet celebrity economy can be realized, so as to avoid the negative impact on college students and guide them to establish the correct consumption concept.

3.4 Establish a social supervision mechanism

College students are easily influenced by the outside world causing blind impulsive behavior. Therefore, it is important to play the role of social supervision and let the public supervise, so as to create a good online shopping environment. It is recommended to set up a monitoring and reporting mechanism to report on the sale of shoddy products and vulgar propaganda, to improve the regulatory mechanism and purify the online environment. How should a good supervision mechanism be formed at the social level? Can be set in the network live platform reporting links, for some false propaganda consumers can report directly through the link. In addition, the live platform and market supervision departments set up a customer service platform to provide more reporting channels for the public. If the report is established, to and on false products in a timely manner to investigate and deal with. At the same time, in society should also create a concentrated atmosphere of supervision. When college students encounter netizens selling fake products or inferior products live, reporting should be

encouraged. If necessary, a certain reward can be given to the people who report.

4. Conclusion

The Internet celebrity economy has brought positive effects on the consumption behavior of college students, such as easily purchasing good and affordable products and meeting their individual needs. However, it also brings negative effects to college students, such as blind comparison, pursuit of big brands, and material supremacy, which leads to students' inability to form a correct consumption concept and seriously restricts the healthy physical and mental development of college students.

Given the above-mentioned effects, attention should be paid to the standardized management of the webcasting platform, and the positive driving effect of the weblebrity should be brought into play. It is very necessary to establish the regulatory mechanism of the government and society, so as to form an effective supervision of the Internet celebrity economy. Only in this way can the negative impact of the internet celebrity economy on consumer behavior of college students be reduced.

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