

# The Impact of Internet Celebrity Economy on College Students' Consumption Behavior in Cosmetics Market in Sichuan

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**Abstract:** In recent years, with the advancement of Internet technology and the improvement of material living standards, Internet celebrities, as a unique social and cultural phenomenon, has become various influences on the consumption behavior of teenagers, especially college students. This topic focused on college students in Sichuan and discussed the influence of the Internet celebrity economy on college students' consumption behavior in cosmetics. The research objectives consisted of exploring influencing factors for college student consumption intention, investigating the functionality of internet celebrities in promoting cosmetic products, and comparing the development of the internet celebrity economy in the cosmetics market.

**Keywords:** Internet Celebrity Economy; Consumption Behaviour; Cosmetics Market

## 1. Introduction

College students are not only one of the primary consumers of the current society, but to a certain extent, they are also the main force of future consumption and the guide of consumption trends. Their consumption patterns may profoundly affect the consumption patterns of the entire society. With the development of the economy and society, their consumption concepts and training have become more prominent and directly affect the formation and development of their world outlook, affecting social morals and thoughts. Therefore, selecting a particular group of college students as the research object and analyzing their consumption behaviors and methods will help understand the future consumption trends of the younger generation and society. The research on the consumption behavior of contemporary college students also provides a basic grasp of the future social consumption trends. It plays a positive role in the development of the economy and society.

## 2. Theoretical Basis

### 2.1 Concepts on media image on consumption behavior

Online activities provide a unique experience in interaction for Internet users (Mollen; & Wilson. 2010)<sup>[1]</sup>. This experience can help consumers easily perceive product information, build consumer trust and engagement toward sellers, and influence purchase intention. In live broadcasting, internet celebrities introduce product information and promptly respond to online consumers' inquiries, which effectively urges consumers' participation through effective interaction.

### 2.2 Concepts of precision marketing on consumer behavior

User-generated content (UGC) generated through precision marketing technology has an important impact on reducing customer perceived risk and determining online store sales (Yin; & Pan. 2020)<sup>[2]</sup>. E-sellers spend huge costs and effort to improve UGC because it can be a convenient and persuasive alternative for marketing and advertising purposes.

### 2.3 Concepts of interactive communication on consumer behavior

Studying consumer behavior helps to understand customers' needs and map capabilities and trends that support efforts to understand individual markets better and subsequently develop marketing strategies (Lampropoulos: et al. 2019)<sup>[3]</sup>. At present, in an era when the development of new technologies is very active, with the emergence of new tools and forms of marketing communication, individual conditions have become interdisciplinary.

### 2.4 Concepts on niche circle on consumer behavior

Peer relationships and product advertisements, as predictors of the purchase behavior of smartphone users, are relatively new areas of knowledge that require attention from social sciences and management. Some scholars in the past tended to focus on these variables alone or in conjunction with other variables that investigators focused on in their studies

## 3. Understanding the Impact of Internet Celebrity Economy on College Students' Consumption Behavior in the Cosmetics Market

### 3.1 Internet celebrity economy

The main characteristics of the development of the Internet celebrity economy include capturing the wallets of female college students and the trend of attracting male college students. Dai (2019)<sup>[4]</sup> pointed out that the current Internet celebrity economy has not yet formed an independent industry. It is a consumer economy based on content + social interaction, and Internet celebrities gather fans by producing content.

### **3.2 Influence of Internet celebrity economy on college students' consumption behavior in cosmetics**

Obtain the influence factors of the Internet celebrity economy on college students' online shopping behaviors. Li: et al. (2017)<sup>[5]</sup> studied the influence of the Internet celebrity economy on college students who are concerned about Internet celebrities from five consumption items related to clothing, cosmetics, friend communication, game consumption, and live broadcast. The influence of clothing and cosmetics consumption is even more significant. The impact of the Internet celebrity economy on college students' consumption cannot be underestimated.

### **4. The Conceptual Framework for the Research Study**

First The conceptual framework of this research is based on two essential theories: Abraham Maslow's Hierarchy of Needs and the Engel-Kollat-Blackwell (EKB) Model. China's Internet celebrity economy has three primary business models-fan rewards, social media advertising, and online retail (Wang; & Chen. 2016)<sup>[6]</sup>. Fan rewards, which are less used in business, are mainly aimed at network anchors and network writers, and they use their talents to create online performances or contexts to drive fans to reward them. Social media advertising is the primary channel for celebrities to earn income as brand influencers and spokespersons. In the online retail business model, e-commerce influencers such as fashionistas sell their own-brand products to potential buyers in their followers through Chinese C2C or B2C platforms such as Taobao.

Second In the cosmetic market, young consumers prefer to use media to search for what is best for their needs. Marketing could be important if price and quality are suitable to their expectations. Most of them will combine the concept of student consumption behavior into four essential elements: media image, marketing information, interactive communication, and niche circle for what they look for in cosmetic products.

### **5. The Countermeasures for the Impact of Internet Celebrity Economy on College Students' Consumption Behavior in Cosmetics Market Loyalty**

#### **5.1 Internet celebrity economy**

Internet celebrity economy" refers to a marketing model whereby famous online celebrities are engaged to promote brands or products on social media, targeting their vast fan base and converting followers' clicks into sales.

#### **5.2 Student consumption behavior**

Student consumption behavior is how an audience reacts to product marketing. Consumption or buying behavior is people's buying attitudes and intentions. The knowledge of specific products or services is often used in interpersonal communication.

#### **5.3 Media image**

Media image refers to an image that people hold in their minds about what they are, their products, and their services. The media image of a company or product/service is the performance, media coverage, and its activities.

#### **5.4 Precision marketing**

Precision marketing is a marketing technique that suggests successful marketing is to retain, cross-sell and upsell existing customers.

#### **5.5 Interactive communication**

Interactive communication is an exchange of ideas where participants interact and affect, whether human, machine or art. It is a dynamic, two-way flow of information.

### **6. Conclusion**

With the continuous improvement of material living standards, college students have insufficient self-control, immature mentality, and strong vanity in a relatively free environment. They are easy to compare and show off, gradually forming a trend of comparison and consumption, and the concept of reasonable consumption is weak. The consumer psychology of college students is still immature, easily disturbed by the external environment, and emotional ups and downs are relatively large. According to the survey, college students are susceptible to emotional fluctuations to produce impulsive consumption behavior, which stimulates college students to spend on Internet celebrities. College students are overly pursuing fashion consumption when making Internet celebrity economic consumption. College students have weak willpower and cannot withstand temptation. They are easily attracted by the advertisements and publicity of Internet celebrities. They buy products they do not need or have not touched and explore some dangerous but fresh "tourist attractions" recommended by Internet celebrities.

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