

Study of Influence Mechanism of the Rise of the Internet Celebrity Economy on the Brand Identity of Sichuan Rural Consumers

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Abstract: There are three main business models of the Chinese internet celebrity economy - fan rewards, social media advertising, and online retailing. Fan rewards, less often for business, are mainly for online anchors and web writers, who use their talents to create performances or contexts to drive fans to reward them. Social media advertising is a significant channel to earn revenue for celebrities who work as influencers and brand spokespersons. In the online retailing business model, E-commerce based internet celebrities like fashionistas sell self-branded products to potential buyers among followers via Chinese C2C or B2C platforms, such as Taobao and Tmall. The three research objectives are; to analyze the influence mechanism of the rise of the Internet celebrity economy on the brand identity of consumers in rural areas in Sichuan, to investigate the influence mechanism of the rise of the Internet celebrity economy on the brand recognition of rural products of consumers in Sichuan area, and to propose consumers' brand awareness of rural products, and increase consumers' willingness to purchase rural products.

Keywords: Influence Mechanism; Apparel Retail Marketing Management; Purchase Intention

1. Introduction

With the increasing number of netizens and the popularization of the Internet and smartphones, Internet celebrities like mushrooms are gradually filling our lives. The expanding number of Weibo users has put Weibo's attention on the rise, especially among Internet celebrities. The economic benefits of internet celebrities have become a vital new economic force. The rise of the Internet celebrity economy will directly impact consumers. With the advent of the Internet era, more and more new Internet things have begun to appear. As a new social group, Internet celebrities bring economic benefits by earning the attention of netizens. It can be said that they are an emerging profession in contemporary times. The economic benefits of internet celebrities have become a vital new economic force. The rise of the Internet celebrity economy will have a direct impact on consumers, and it will also promote the awareness of rural product brands. To this end, this topic takes Sichuan as an example to discuss and analyze the influence mechanism of the rise of the Internet celebrity economy on the brand identity of consumers in Sichuan's rural products.

2. Theoretical Basis

2.1 Theoretical Significance and Value

This paper combines the theory and methods of quasi-social interaction theory, identity assimilation theory, etc. It focuses on the sampling area of consumers in Sichuan to discuss and analyze the influencing factors of Sichuan consumers' purchase intention of sports products, which further enriches the content of consumer psychology theory and has theoretical significance (Fan; & Meng, 2018)^[1].

2.2 Practical meaning and value

Based on the literature analysis method, this paper summarizes the research scholars based on consumer psychology theory and the influencing factors of consumers' purchase intention of sports products, combined with the related theories of quasi-social communication theory and identity assimilation theory. The research scope, combined with the questionnaire survey method, conducts a questionnaire survey, collects the corresponding data, conducts reliability and validity analysis, demographic analysis, descriptive statistics, correlation analysis, and other research results analysis, and analyzes the influence of Sichuan consumers on the purchase intention of sports products, and then put forward corresponding suggestions, which is of practical significance.

3. Understanding the Influence Mechanism of the Rise of the Internet Celebrity Economy on the Brand Identity of Sichuan Rural Consumers

3.1 Para-social interaction.

Refers to the audience's reaction to the characters in the mass media as real people and to form a quasi-social relationship with them, similar to the interpersonal relationship established in face-to-face interaction. In a narrow sense, there are differences in the understanding of the connotation of social interaction, which can be divided into four categories as a whole:

1. Following Horton and Wall's understanding of social interaction, it is defined as the subjectively imagined and intimate relationship between media audiences and media characters based on the media.

2. Subdivide the media into specific situations and define it as the perceived interpersonal relationship between the audience and a particular media character. For example, from the perspective of Weibo, Chen Yao et al. define it as the relationship between the audience and the Weibo character.

3. Focus on the audience's emotional perception of the media characters and think that the relationship between the audience and the media characters is based on their emotional attachment to the media characters.

4. Focus on its interactivity, thinking that the audience will communicate with the media characters in one way, and the media characters will also adjust their behaviors according to the audience's feedback or empathy

3.2 Identity assimilation theory

Assimilation is an objective process in the development of human society, while identity is a subjective confirmation of the result of assimilation. As a cultural phenomenon included in economic activities, assimilation and identity play an essential role in the development of the economy. Important role. Identity assimilation theory points out that consumer identity is necessary for value assimilation. In the Internet age, the foundation of a brand is the user, but the user's concept has been reversed from the previous mindset of "listen to what the brand has to say." At this stage, they focus on establishing a dialogue with the brand and feel the brand through their cognition to judge whether the brand or product meets its requirements. One of the essential points affecting the user's sense of the brand - brand recognition, is an important factor in testing whether the brand can make users feel close and trust.

4. The Conceptual Framework for the Research Study

4.1 Celebrity attractiveness

Celebrities are frequently used in advertising to promote a product or a brand. Various possible mechanisms have been proposed to explain celebrity influence, and one of the most commonly examined is physical attractiveness.

4.2 Quality content

Content quality is how well your content achieves its goals. It refers to the depth of information and insight in a piece of content. Content quality goes beyond communication to include format, readability, and grammatical correctness. Content quality also affects how your content ranks in search, drive traffic, engage audiences, and converts users.

4.3 Internet trust

Internet trust is the confidence users have in the ability of people, technology, and processes to create a secure digital world. Internet trust is awarded to companies that demonstrate to users that they can provide security, privacy, security, reliability, and data ethics through their online programs or devices.

5. The Influence Mechanism of the Rise of the Internet Celebrity Economy on the Brand Identity of Sichuan Rural Consumers

Jia (2020)^[2] analyzed how to use the foreshadowing and catalytic effect of the Internet celebrity economic environment to create an online brand of agricultural products with regional characteristics and contribute to developing a rural economy. The rapid development of Internet technology has brought about the prosperity and development of the online shopping market. Agricultural product operators should use the Internet celebrity economic environment to create online brands of characteristic agricultural products. Jiang (2018)^[3] reviewed the development and evolution of Internet celebrities, the economic industry chain of Internet celebrities, the influence of Internet e-commerce on the development of characteristic agricultural product brands, and the current status of online brand construction and promotion of specialty agricultural products and guided by the Internet celebrity economic industry chain.

6. Conclusion

The brand of farming products originates from the unique identification and differentiation of agricultural products, is recognized, recognized, and even loyal and believed by various stakeholders, and includes the amazing living world of consumers. Combined with the rise of the Internet celebrity economy and the country's increased supervision of the Internet celebrity economic environment and social influence, the development of the Internet celebrity economy has gradually become more formalized. Using online platforms to promote and spread agricultural product brands can be more convenient and cost-effective. The brand represents a culture, and brand identity is the recognition and affirmation of brand culture by users, which profoundly impacts brand building. When the pursuit of the brand is more unified with the brand cognition of the user, the user's recognition of the brand will undoubtedly be higher, and the brand's value can be maximized. Building agricultural product brands is a recurring task in the Internet celebrity economic environment. The characteristics and quality of products are the basis and guarantee of all promotion work. Whether it is to use the traffic advantages of Internet celebrities to promote and spread or the Internet platform to shape "Internet celebrity agricultural product brands," there is a long way to go for research. Only by constantly exploring and advancing with practical experience can some results be achieved.

References

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