

An Analysis of College Students' Consumption Idea under the Internet Celebrity Economy

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Abstract

With the rapid development of new Internet media in recent years, the Internet celebrity economy has been booming gradually. Contemporary young college students, as the focus of social media, are at an important stage of forming their consumption ideas, which is easily affected by the Internet cultural environment. This paper analyzes and studies the current consumption ideas of college students under the influence of the Internet celebrity economy. It also discusses the cultivation methods suitable for the current correct consumption idea of college students, and puts forward feasible solutions to the existing problems according to the investigation, so as to guide college students to establish a correct consumption idea.

Keywords: Internet celebrity economy; College student; Consumption idea.

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INTRODUCTION

In the past decade, with the continuous change and the rapid development of the Internet, the "Internet celebrity" phenomenon has become social normality and promoted emerging electronic commerce - Internet celebrity economy. As the focus of social media, college students are at an important stage of forming their consumption idea, so they are easily influenced by the changes in the Internet cultural environment. The negative effects brought by the excessive development of the Internet celebrity economy have begun to manifest from college students, reflecting some problems of value orientation.

Some college students are overly in pursuit of Internet celebrity products and blindly follow the trend, which tends to form a distorted consumption idea.

Driven by the consumption psychology of chasing the trend and liking to keep up with the Joneses, the young college students are easy to cause bad consumption behaviors such as impulse and blindly follow the trend consumption. In addition, as college students have no fixed income, some of them may choose excessive consumption or use illegal means to

obtain funds in pursuit of the Internet celebrity brand, thus increasing the economic burden and developing bad consumption habits, which is not conducive to the formation of scientific and reasonable consumption concept.

Insufficient awareness of relevant education guidance in colleges and universities, and lack of rational consumption education

Most colleges and universities lack the education of college students' consumption ideas, which leads to some college students not having enough rational consumption consciousness and immature consumption idea. That makes them easily fall into the consumption trap, have irrational consumption behavior and even over-consumption [1].

Connection between the Development of Internet Celebrity Economy and College Students

In daily life, college students hold different attitudes towards the phenomenon of "Internet celebrity". The Internet celebrity economy and college students are becoming more and more closely connected, and the Internet celebrity economy and college students are influencing each other, and both bring advantages and disadvantages to each other.

As the main consumer, college students promote the development and innovation of the Internet celebrity economy; and as the Internet celebrity themselves, college students participate in it and bring vitality and creativity to the Internet celebrity economy.

While the Internet celebrity economy brings various economic benefits to society, it also brings certain negative effects, but we should look at it critically and transform it. And this requires the joint efforts of the society, colleges, families and students themselves.

Investigation and Analysis

The main target of this investigation is college students in Baoding, while a small part is for college students in other regions of China, for comparison and analysis. Based on the summary of related researches and the available resources, two versions of the questionnaire are designed. The first version of the questionnaire consisted of four parts and twenty-nine questions for college students in Baoding. The first part is about the basic personal information, covering six questions including gender, college, grade, major, and average monthly living expenses. The second part asks questions about the consumption situation, including the average monthly consumption level, the direction of daily shopping and the direction of concern for purchasing products. The third part of the questions is designed for the consumption of Internet celebrity economy, mainly to investigate the understanding, contact and attitude of college students on Internet celebrity economy, as well as the consumption of the Internet celebrity products. The fourth part asks questions about the consumption ideas on the Internet celebrity economy and values, and contains four questions. The second version of the questionnaire is designed for college students in other regions of China except for Baoding, and the first part of the

questionnaire is modified based on the situation of the respondents, while other parts of the questionnaire are not modified.

Analysis of the differences between male and female

Analysis of the investigation results shows that there are differences between male and female college students' value orientations under the influence of the Internet celebrity economy.

Daily shopping expenses and preferences

There is no significant difference in the daily shopping expenses and preferences between male and female college students. The monthly living expenses of both male and female college students are concentrated in the range of 1000-2000 RMB, and their monthly shopping expenses are mostly below 1000 RMB. More than half of the male and female students have no extra income except for the living expenses provided by their families, and the requirements of both of them for the direction of shopping expenses are most important in terms of quality, followed by price.

Ways to Learn about Internet Celebrities and the Products They Recommend

There are some differences between the two. More than half of the male and female students said they knew something about the Internet celebrity economy, but few knew a lot or not at all. As for the channels and platforms used to learn about Internet celebrity and Internet celebrity products, there are also some differences between the two. The largest number of male students learn about Internet celebrity and Internet celebrity products through QQ, WeChat, Weibo and other social platforms, while 83% of female students said they learn about Internet celebrity and Internet celebrity products through Taobao, Jingdong, Xiaohongshu and other online shopping platforms.

Table-1: Ways to Learn about Internet Celebrities and the Products They Recommend

X/Y	Live streaming applications	Short video applications	Online shopping applications	Social media platforms	Recommended by a friend	Others
male	44.78%	37.31%	41.79%	49.25%	19.40%	4.48%
female	37.14%	48.57%	79.05%	56.19%	30.48%	2.86%

Following Internet celebrities

There is a difference between the two in terms of following Internet celebrities. More than half of the male students have not followed Internet celebrities, while the opposite is true for female students. Among those who have followed Internet celebrities, 80% of male students follow game anchors, while 73% of female students said they have followed beauty and fashion experts. Most of the male and female students said that the Internet celebrities they follow have

promoted products and the personal quality of an Internet celebrity affects their opinion of the products they recommend.

Table-2: Following Internet Celebrities

X/Y	Yes	No
male	44.78%	55.22%
female	60%	40%

Table-3: Focus on the Types of Internet Celebrities

X/Y	Beauty guru	Humorist	Body builder	Streamer	Video game player	Life Record	Knowledge sharer	Others
male	16.67%	56.67%	33.33%	36.67%	80%	33.33%	33.33%	3.33%
female	73.02%	47.62%	22.22%	22.22%	26.96%	65.08%	25.40%	1.59%

Purchase of Internet celebrity products

Regarding the purchase of Internet celebrity products, there is not much difference between male and female students. In terms of whether they had bought Internet celebrity products, more than 80% of male students said they had not bought them; while more than half of female students said they had bought them. For those who had not bought Internet celebrity products, most of them did not choose to buy them because they were not interested in Internet celebrity products. In terms of reasons for buying Internet celebrity products, 91.67% of male students said they bought them independently because they met their own needs; while female students had more reasons,

including meeting expectations, being recommended by friends and being influenced by their favorite Internet celebrities. The vast majority of male and female students said the Internet celebrity products they bought were really what they needed, basically all of them were for male students, and a few female students said they were not. The majority of male and female students said that the Internet celebrity products they had purchased met their expectations, and there was no significant difference in the proportion of the two. Most of the male and female students said they would not regret not getting the Internet celebrity products in time or buying Internet celebrity products that did not meet their expectations.

Table-4: Reasons for not Buying Internet Celebrities Products

X/Y	Price	Quality	Ways to purchase	Interest	Other
male	16.36%	16.36%	7.27%	90.91%	1.82%
female	11.76%	27.45%	0.00%	86.27%	3.92%

Purchase and repurchase of Internet celebrity products

In terms of purchase and repurchase of Internet celebrity products, there are some differences between the two. There is no significant difference between the two in terms of whether they would repurchase the products they had bought, and the majority of them said they would. They also said they would not continue to

buy their favorite Internet celebrity products when they are strapped for cash this month. However, among those who continue to choose to buy, the way they use differs, some male students will advance through third-party platforms; while female students tend to turn to their parents or do some part-time jobs, few of them choose the third-party platforms.

Table-5: Sources of Funds for Purchasing Internet Celebrities Products

X/Y	Asking for help from parents and friends	Part-time work	Loans	Others
male	0.00%	0.00%	1.49%	0.00%
female	4.76%	1.90%	1.90%	0.00%

Live Commerce

There are differences between male and female college students in their views on live commerce. The majority of male students don't care about it, and the number of male students who support it is similar to those who haven't paid attention to it. While the number of female students who said they were

indifferent and those who supported it was similar, both of them were over 40%, and only few of them said they did not support it. On the question of whether live commerce will affect their willingness to consume a certain product, a larger proportion of male students think no, while female students mostly think yes.

Table -6: How to View the Current Mode of Live Commerce

X/Y	Support	Objection	Neutrality	No idea
male	23.88%	10.45%	40.30%	25.37%
female	42.86%	0.95%	43.81%	12.38%

Table-7: Whether Live Commerce of Internet Celebrities will affect the Willingness to Consume

X/Y	Yes	No	No idea
male	38.81%	40.30%	20.90%
female	60.95%	22.86%	16.19%

Table-8: Whether the Internet Celebrity Economy will Affect University Students' Career Planning

X/Y	Yes	No
male	82.09%	17.91%
female	87.62%	12.38%

Analysis of Differences among Different Colleges and Universities

Analysis of the investigation results shows that there are differences in the influence of the Internet celebrity economy on the values orientation of students in different colleges and universities.

Daily shopping expenses and preferences

There are some differences among different colleges and universities in terms of the daily shopping expenses and preferences of college students. The monthly living expenses of college students in different types of universities are all concentrated in the range of 1000-2000 RMB. Apart from the monthly living expenses provided by families, the situation of whether or not they have other extra income varies slightly. In

addition to the basic public universities, students in other types of colleges have a large percentage of no extra income. Students in different colleges all spend mostly less than 2,000 yuan per month on shopping, while in key universities and community colleges, few spend more than 3,000 and they have different requirements for the direction of shopping spending. Except for the community colleges and the profit colleges, other colleges and universities have the largest proportion in the study.

Ways to Learn about Internet Celebrities and the Products They Recommend

There are some differences among different colleges and universities in terms of the ways to learn about Internet celebrities and the products they recommend. Most of the students from basic public universities and above said they knew a little about the Internet celebrity economy, and few of them knew nothing or knew a lot. The proportion of those who know a little and those who do not know is equal among those from community colleges.

Table-9: Ways to Learn about Internet Celebrities and the Products They Recommend

X/Y	Live streaming applications	Short video applications	Online shopping applications	Social media platforms	Recommended by a friend	Others
Key universities	52.38%	19.05%	66.67%	61.90%	33.33%	4.76%
Top public universities	21.05%	31.58%	63.16%	63.16%	15.79%	5.26%
Basic public universities	41.67%	58.33%	66.67%	58.33%	33.33%	0.00%
Profit colleges & community colleges	10.53%	42.11%	21.05%	26.33%	0.00%	0.00%

Following Internet Celebrities

There are differences among different types of colleges in terms of following Internet celebrities. More students from basic public universities do not follow Internet celebrities, while the opposite is true for other colleges. Among those who have followed Internet celebrities, the results of their responses differed for

different types of Internet celebrities. And almost all of the students from colleges of different categories indicated that the Internet celebrities they followed had promoted their products. The majority of people in different colleges indicated that an Internet celebrity's personal quality affects their opinion of the products they recommend.

Table-10: Focus on the Types of Internet Celebrities

X/Y	Beauty guru	Humorist	Body builder	Streamer	Video game player	Life Record	Knowledge sharer	Others
Key universities	88.38%	50.00%	25.00%	16.67%	16.67%	83.33%	8.33%	8.33%
Top public universities	71.43%	0.00%	0.00%	28.57%	14.29%	28.57%	42.86%	0.00%
Basic public universities	83.33%	83.33%	0.00%	50.00%	83.33%	66.67%	33.33%	0.00%
Profit colleges & community colleges	27.28%	18.18%	4.55%	9.10%	13.64%	22.73%	100%	4.55%

Purchase of Internet celebrity products

In terms of Internet celebrity products and purchases, there is almost no difference between different colleges. In terms of whether or not they have

purchased Internet celebrity products, key universities and profit colleges are the ones with more people who have purchased them, while others have a larger percentage of people who have not purchased them. For

those who have not purchased Internet celebrity products, most of them do not choose to do so because they are not interested in Internet celebrity products. In terms of the reasons for buying Internet celebrity products, 91.67% of male students in key universities and profit colleges said they bought them independently because they met their own needs, while 91.67% of female students in top public universities and basic public universities were recommended by their friends or influenced by their favorite Internet celebrities. The reasons for purchase in the profit colleges are not obvious. When it comes to the question of whether the

Internet celebrity products purchased are really what they need, there is no difference between colleges, most of them think they are what they really need. Most students in all types of colleges said the Internet celebrity products they had purchased met their expectations, with no particularly significant differences. And most of them said they would not regret not having snapped up the Internet celebrity products in time or having bought Internet celebrity products that did not meet their expectations, with no difference between colleges.

Table -11: Types of Internet Celebrity Products Purchased

X/Y	Learning-related products	Apparel	Food	Cosmetic	Sporting goods	Electronic product	Others
Key universities	85.71%	66.67%	57.14%	61.90%	4.76%	23.81%	14.29%
Top public universities	63.16%	57.89%	57.89%	63.16%	5.26%	26.32%	5.26%
Basic public universities	75%	75%	58.33%	66.67%	25%	25%	8.33%
Profit colleges & community colleges	10.71%	28.57%	28.57%	21.43%	0.00%	10.71%	0.00%

Purchase and Repurchase of Internet Celebrity Products

In terms of purchase and repurchase of Internet celebrity products, there is almost no difference among different types of colleges. There was no significant difference in whether or not to repurchase those Internet celebrity products that had been purchased, with a high percentage of those who said they would. They all also said they would not continue to buy new fashionable items recommended by their favorite Internet celebrities when they were strapped for cash this month.

Live Commerce

There are some differences in the views on live commerce among students from different types of colleges. On the question of how to view the current mode of live commerce, the largest percentage of students who support it is from basic public universities. The majority of students from other categories of colleges said it does not matter and some of them support it. Only few students from key universities would choose not to support it. On the question of whether or not live commerce will affect one's willingness to consume a certain product, the largest percentage of students from the top public universities think it will not, and the largest percentage of students from other colleges say it will.

Table-12: How to View the Current Mode of Live Commerce

X/Y	Support	Objection	Neutrality	No idea
Key universities	38.10%	4.76%	42.86%	14.29%
Top public universities	26.32%	0.00%	57.89%	15.79%
Basic public universities	41.67%	0.00%	25.00%	33.33%
Profit colleges & community colleges	50.00%	0.00%	40.00%	10.00%

Influence on College Students' Consumption Idea

At present, there are many online platforms for we-media in China, such as Weibo, Tik Tok, Bilibili, and so on. College students are more active on these platforms and can receive a lot of information, and gradually change their consumption ideas by following some Internet celebrities. Most of the high consumption products recommended by Internet celebrities are regarded as normal consumption level by their fans, and some college students start to overspend under such misguidance, even if they do not have sufficient living expenses, they still want to follow the trend to buy some so-called essential products. There are also some college students who tend to ignore the practical value

of the products and form distorted consumption ideas due to their excessive trust and even obsession with their favorite Internet celebrities. [2] In order to satisfy their impulse and vanity, they may fall into the trap of dangerous "campus loans", leading to huge debts.

The Internet celebrity economy also has a positive impact on college students' consumption ideas. As the number of Internet celebrities has gradually increased, the channels through which consumers can obtain information about products have become more diversified. Even products of the same type and function may have different characteristics recommended by different celebrities, which allows

consumers to make reasonable comparisons to think twice or more before buying. During the COVID-19 epidemic, many anchors have conducted a series of live commerce on the Internet to help farmers. College students can also learn that buying Internet celebrity products does not necessarily mean buying products that are at the upper limit of their spending ability, but goods that they can afford within their capacity. Internet celebrity products do not necessarily have to be only expensive products, but can also be items that are meaningful and valuable.

Cultivation Methods Suitable for the Correct Consumption Idea of College Students

The Colleges

Colleges should strengthen the education of college students' consumption concept through various ways. Colleges and universities can carry out corresponding professional training courses and organize practical activities to cultivate students' correct consumption concepts and ensure that they can correctly understand the deeper meaning of the Internet celebrity economy [3]. In addition, management skills need to be improved to enhance students' awareness of rational consumption. Finally, the colleges can also give full play to the leadership role of student associations and actively and effectively use various new media platforms, such as the college's official website, the college's microblog and the college's official WeChat public number, to actively guide college students to form correct consumption idea [4].

The Families

The first position of family education should not be ignored. College students are very easy to be influenced by Internet celebrities and produce impulsive consumption behavior, and their perception of consumption is not relatively stable. Therefore, parents should pay attention to their children's consumption psychology and behavior, and work closely with colleges to provide reasonable guidance and advice to improve their discernment ability. So that college students can better resist the negative effects brought by the Internet celebrity economy and consciously arm themselves with the concept of rational consumption.

The Individuals

Individuals should establish the idea of rational consumption. In the process of growing up, college students must learn to use social media tools, continuously improve their knowledge and media literacy, and become followers of the rational Internet celebrity economy. College students must clearly understand the advantages and disadvantages of the Internet celebrity economy, avoid the behavior of irrational consumption caused by Internet celebrity marketing, strengthen their consumption cognitive

training and management, and establish the principle of moderate consumption.

CONCLUSION

The rise of the Internet celebrity economy is a product of the Internet era and a new mode of diversified economic development of college students in the new media era. Driven by the technological innovation of networks and the demand for college students' entrepreneurship, the Internet celebrity economy will be further developed in the future, and will become a brand-new mode for college students to make them realize their self-worth [5]. The Internet celebrity economy captures the consumption psychology of college students and influences their consumption behavior. We cannot accurately predict whether the future development of the Internet celebrity economy will be good or bad, but we can control its influence on college students' consumption ideas. [6].

Nevertheless, we should also see that this new economic model has the same potential risks as all new industries, and there is an urgent need to improve the guarantee mechanism with the joint efforts of society, colleges, families and college students to fully release its economic vitality and effectively avoid industrial risks, so as to ensure the healthy and orderly development of this economic model.

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