

# E-commerce Marketing under the Background of Internet Celebrity Economy

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**Abstract**—With the development of the Internet, the Internet celebrity economy has come into being through the conversion of traffic to income. Nowadays, the Internet celebrity economy has become an important economic model in the Internet era. Using the Web of Science database, this study uses a systematic literature review method to review and summarize the literature of e-commerce live streaming under the background of Internet celebrity economy. The existing research can be divided into the following categories: a) the defining characteristics and development course of Internet celebrities and Internet celebrity economy, b) the influence of Internet celebrity economy, and c) the problems in the profit model of Internet celebrity economy. Through analysis and discussion, this study also reveals the future research direction. Future studies can explore the Internet celebrity economy from the perspective of content, and pay more attention to the regulatory role of platforms and the government. Future studies also need to explore the diversified profit model of the Internet celebrity economy and expand the research theory of the Internet celebrity economy. Moreover, this study also provides countermeasures for the development of the Internet celebrity economy from the perspectives of multi-channel integration, consumers, and the government. This study not only provides future research direction for e-commerce live streaming under the background of Internet celebrity economy, but also provides practical enlightenment.

**Keywords**—internet celebrity, E-commerce live broadcast, marketing, systematic literature review method

## I. INTRODUCTION

With the development of the Internet, the network has gradually penetrated into all aspects of life, and people have become more closely connected with the network (Cai, 2023). In this era of information technology, we may become a major way of information generation and dissemination (Zhang, 2021). People began to have the opportunity to express themselves through online platforms, thus creating generation after generation of “Internet celebrities” (Kong, 2021). The emergence of Net Red is usually able to attract huge traffic. When the business needs this traffic to promote their products, the net red has a way to monetize the traffic, and the net red economy will be generated. The evolution of Internet celebrities from individual solo efforts to team cooperation has boosted the development of the Internet celebrities economy (Cai, 2023). Internet celebrity first appeared in 2014, until 2015, in the “Top 10 buzzwords of 2015” appeared the word “Internet celebrity”. In the first half of 2016, the Internet celebrity economy rose rapidly. Net celebrities make full use of various we-media platforms, e-commerce platforms, and social software to help individuals achieve brand building and maintenance, and improve the business value of net celebrities while gaining huge attention. The Internet celebrity economy has become

one of the important economic models in the Internet era (Liu, 2018).

With the development of the economy, people have an increasing demand for shopping and pay attention to the convenience and diversity of shopping, so the e-commerce industry has gradually developed (Yang, 2020). According to the National Bureau of Statistics, the e-commerce transaction volume in 2022 reached 43.83 trillion yuan, ranking first in the global online retail market (see Fig. 1) (Ministry of Commerce of the People’s Republic of China, 2022). It can be seen that e-commerce occupies an increasingly important position in economic development and is also an indispensable part of our daily life. However, while e-commerce brings convenience, it also has many drawbacks (Kong, 2021). Consumers can only make purchases through a single picture and text description, and compared with offline stores, e-commerce can not have a more direct sensory discrimination. In addition, many merchants deliberately exaggerate the practicality of products and give false shopping evaluations to consumers, which makes it difficult for consumers to choose and identify the products they need to buy (Yang, 2020).

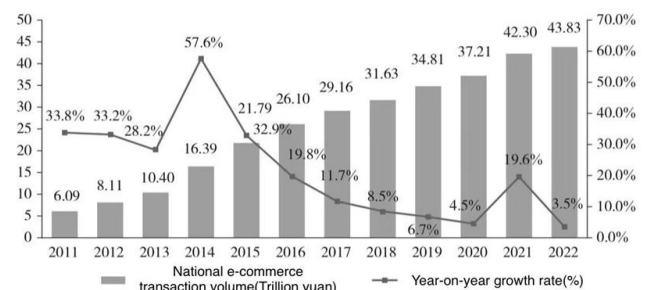


Fig. 1. National e-commerce transaction volume from 2011 to 2022 (Ministry of Commerce of the People’s Republic of China, 2022).

Since 2016, “live delivery” has become a new marketing method on the e-commerce platform. Fig. 2 shows the top 10 provinces in terms of online retail sales, which are Guangdong, Zhejiang, Beijing, Shanghai, Jiangsu, Fujian, Shandong, Hebei, Henan, and Anhui (China Business Industry Research Institute (CBIRI), 2022). Many Internet celebrities and stars also became anchors and began to live on the road. Anchors will introduce the performance and cost performance of each product in detail, which not only helps consumers better understand and buy products, but also helps merchants better promote their products (Tang, Xiao & Jia, 2020). Live e-commerce is not equivalent to network red e-commerce; compared with network red e-commerce, live e-commerce contains more extensive content, and it is more specific. At present, the academic community mainly studies live streaming e-commerce from the following perspectives

(Gong & Chen, 2023). First, from the perspective of a live streaming platform, compared with the traditional e-commerce model, live streaming has a stronger social experience and perception efficiency, and the value compatibility in the e-commerce platform and the delivery of consumption experience are more attractive to consumers. Second, the anchor perspective, the anchor is the key to the live broadcast industry chain. Some scholars believe that anchors are equivalent to Internet celebrities, while others believe that Internet celebrities are just a form of anchors (Kong, 2021). The reaction ability of the anchor and the ability to improvise can bring a sense of intimacy to consumers, thus attracting users' attention and stimulating consumers' desire to buy (Xie, 2019). Third, from the perspective of consumers, the purpose of consumers' participation in live broadcasting can be divided into two categories (Xie, 2019). One is for the product in the live broadcast, and the other is for the anchor to watch. Live broadcasting can bring consumers into a more real shopping scene, so that consumers can be subjected to a strong visual impact, have a better experience, and have a new way to buy high-quality goods (Gong & Chen, 2023). For merchants, the new marketing method of live delivery is a new opportunity to help promote new and high-quality products that have not been discovered by too many people. Direct e-commerce has promoted the development of many industries, such as the transportation industry, production industry, etc., and there are more opportunities for employees (Gong & Chen, 2023).

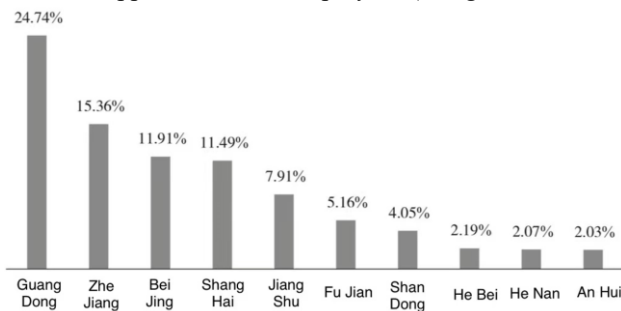


Fig. 2. The top 10 provinces in terms of online retail sales in 2022 (China Business Industry Research Institute (CBIRI), 2022).

The purpose of this paper is to analyze the business model and development prospects of e-commerce marketing by sorting out the mode of live delivery, and summarize the consumer behavior theory, advertising theory, and marketing theory related to live delivery (Zhang, 2021). Through some charts, the development status, profit model, and operation model of the network red economy are obtained. This article will put forward solutions to the problems and look forward to the future development of live delivery. The proposed solution can also be used for reference by merchants and anchors to improve their work in the future. Therefore, it is of great practical significance to study this subject (Yang, 2020).

The method of systematic literature review is to read a large number of literatures on e-commerce live streaming and live streaming in the knowledge network, understand the rise and historical development logic of live streaming, and analyze the difference between e-commerce live streaming and live streaming and the connection between them by summarizing the research direction and research methods of the literatures, to have a deeper understanding of both the

Internet celebrity economy and live streaming. In addition, it analyzes the overall profit model type of the Internet celebrity economy, as well as the characteristics, operation methods, and possible risks of live streaming (Tang *et al.*, 2020).

## II. INTERNET CELEBRITY AND INTERNET CELEBRITY ECONOMY

### A. Definition of Internet Celebrity Economy

E-commerce live with goods is a major means of cash in the networked red economy. With the rapid development of Taobao, Douyin, Kuaishou, and other social media platforms, e-commerce live streaming has become one of the important ways of online marketing. Existing scholars have divided the online celebrity into the following categories: the head online celebrity has high sales and high visibility, and the realization ability is strong, the replicability is weak anchors, such as Li Jiaqi, crazy Xiao Yang brother, etc. Secondly, the Internet celebrities located in the middle segment can be further divided into laity Internet celebrities and popular Internet celebrities. The former has the characteristics of high sales, while the latter has the advantage of high visibility. The last category is network anchors with low sales and popularity (Liu & Luo, 2021).

### B. Characteristics of Internet Celebrity Economy

Network anchors accurately match their personality charm with the content they spread, and continuously share content with their characteristics to attract the attention of netizens. Network anchors gain a large fan base, which can be transformed into a huge purchasing power (Zheng, 2017).

The high interaction of social media platforms, the powerful information communication channels in the Internet era, and the characteristics of Internet celebrities themselves make the precision marketing mode of e-commerce live streaming goods more efficient than traditional marketing (Zheng, 2017). Secondly, social media platforms can continuously stimulate the interactive engagement of fans. This two-way, timely communication makes the relationship between fans and influencers more equal and closer (Zhang, 2021). In addition, live streaming displays products from all aspects to intuitive evaluation results, and then to various promotional activities such as the Double 11 shopping Festival. Such massive information dissemination makes consumers subconsciously accept products introduced by Internet celebrities quickly (Liu, 2018). Therefore, the recommendation of network anchors is more easily recognized by consumers, and thus affects consumers' purchase intention and actual purchase behavior (Zhang, 2021).

### C. Development History of the Internet Celebrity Economy

The term "net celebrity" is generated in the progress of Internet technology and people's attention to new and hot things. And with the development of The Times, the meaning of the term "Internet red" is also constantly expanding and becoming known to people. Fig. 1 shows the Baidu search index of the word "Internet celebrity". It can be seen from the figure that people's search for the word "Internet celebrity" has shown explosive growth since 2015 (Jiang, 2019). In recent decades, the development of Internet celebrities has

roughly gone through several stages, including Internet celebrities referred to by text, Internet celebrities in the era of graphics and images, and Internet celebrities in the broadband era (Zhu *et al.*, 2018). The writing era can be said to be the “seed period” of the formation of a net celebrity. At this time, the concept of Internet celebrity had not yet been born. People use words to “guide the country” on the platform provided by the Internet, and most Internet celebrities rely on their talents and writing (Gong *et al.*, 2023). The era of graphics can be said to be an upgraded version of the era of text. With the progress of network technology, text can no longer satisfy the pursuit of new things; we must cooperate with certain picture content to attract people’s attention. At this time, the development of Internet celebrities has also become more rapid and diversified (Gong *et al.*, 2023). The development of Internet celebrities in the broadband era, although the emergence of live video and other forms has become more comprehensive. In addition, with the support of 5G network, WIFI, smart mobile devices, and other technologies, the mode of full-name live broadcasting was opened (Gong *et al.*, 2023). Live broadcasting platforms and short video software also continue to emerge in the vision of young people, and win the favor of the majority of young people. This type of software gives young people a new opportunity to show themselves and shape a whole new entertainment experience. Fig. 3 also shows the Baidu search index of the term e-commerce live streaming (Jiang, 2019). People’s search for the term “live e-commerce” began to appear in 2020, which may be due to the containment policy of the epidemic, so that people are willing to start shopping through live e-commerce.

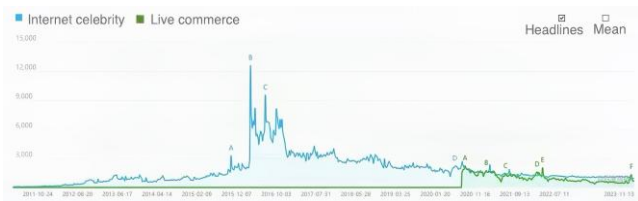


Fig. 3. Baidu search index of the words “Internet celebrity” and “Live commerce” (Jiang, 2019).

The progress of Internet technology is the bottom pillar to promote the development of the Internet celebrity economy. The emergence of mobile Internet makes people enter the era of Internet of Everything, and network celebrities are the network stars in the new era based on the Internet. These new era network celebrities use the Internet to find business opportunities and form a new economic exchange business; the network red economy has come into being. Internet celebrities become famous quickly by relying on the characteristics of the Internet with short-term traffic, which has advantages over the traditional model of lengthy star-making (Jiang, 2019). At the same time, the progress of Internet technology also makes the identity construction of net celebrities more closely related to the interests of enterprises and individuals, and promotes their rapid development under the guidance of market value and the pursuit of mass cultural consumption (Cai, 2023).

Marketing is a series of activities planned and carried out by enterprises for the promotion and sales of products. The emergence of network marketing has not only brought new

vitality to the development of enterprise marketing strategy, but also promoted the development of the network celebrity economy to a certain extent. The network should be able to timely discover the shortcomings of products or services through customer feedback, and diversified channels and information dissemination enable the realization of precision marketing (Liu, 2018).

### III. THE IMPACT OF THE INTERNET CELEBRITY ECONOMY

#### A. Factors Affecting Consumer Purchase in the Internet Celebrity Economy

As a new marketing model, network celebrities live with goods bring consumers great benefits and a good consumption experience. At present, scholars mainly study the purchasing intention and behavior of consumers in online celebrity belt products (Cai, 2023). The research results show that the trust and identity formed between consumers and Internet celebrities is the key factor for the role of Internet celebrities, and significantly affects the purchase intention and behavior of consumers (Jia & Yong, 2021).

Trust is the key to improving consumer loyalty and satisfaction, identification is the key factor for consumers to establish an emotional connection with Internet celebrities, and also the premise for consumers to form purchase intentions. Research shows that anchors’ unique characteristics, such as credibility, professionalism, popularity, attractiveness, and innovation, can significantly improve consumers’ trust in anchors (Zheng, 2017). As for the sense of identity, existing studies believe that when consumers find that they have similar or common interests and values with Internet celebrities, they are more receptive to the attitudes and behaviors of Internet celebrities, thus generating a sense of identity (Yang, 2020). And this increasing sense of identity can emotionally resonate with consumers, thus generating purchase intention. In addition, under the role of social presence, consumers will also meet their needs and desires from the perspective of conformity psychology and compensation psychology (Jiang, 2019).

With the deepening of research, many scholars also try to introduce theories such as quasi-social interaction and quasi-social relationship to explain the relationship between Internet celebrities and consumers in Internet celebrities’ belt goods, and further interpret the influence mechanism of Internet celebrities’ belt goods. Moreover, the formation of purchase intention is a long process, which may be affected by other emotional variables besides trust and identification, which need further research.

#### B. Influence of Internet Celebrity Economy on Merchants

The ability to quickly realize cash is the core of the competitiveness of net red, and it is also a key factor favored by capital. Some studies have shown that high interaction and all-round immersive experience on social platforms, as an important feature of influencers, have continuously strengthened the emotional bond between influencers and users. Therefore, online celebrity belt goods have become one of the main sales means to increase prices (Liu, 2018). How businesses choose to take goods network red is the key link of the designated marketing strategy. In addition, Internet celebrities have also made certain industries glow

with new luster, creating huge economic and social benefits (Huang, 2023). For example, a series of short videos about tourism on the Douyin short video software has made “net celebrities punch cards” a new consumer fashion. Businesses rely on the powerful influence of Internet celebrities to broaden the consumer market, promote brand communication, and enhance brand awareness, thereby creating economic benefits (Comerio, 2018). At the same time, the Internet red belt goods also opened a new situation for some high-quality products with low prices and poor publicity, and the physical retail industry was deeply affected by the epidemic (Jia & Yong, 2021).

#### IV. PROBLEMS IN THE ECONOMIC PROFIT MODEL OF INTERNET CELEBRITIES

##### A. Product Types in the Broadcast Room Are Mixed

It can not be ignored that the net red belt goods bring huge economic benefits and social benefits at the same time, but are also accompanied by many problems. Lack of innovation, traffic fraud, exaggerated publicity, and uneven product quality are the main problems existing in the network red belt goods (Huang, 2023). Most of the well-known network red broadcast room marketing product types are too complicated, which is not conducive to consumers buying. Many anchors introduce dozens or even hundreds of products in a live broadcast, and the live broadcast time may last for several hours. Before the corresponding product link is posted, fans need to wait in the broadcast room at all times in case they miss the time. Such a long wait increases the time cost of shopping for consumers (Cai, 2023).

##### B. Product Quality and False Publicity

In the rapid realization of the broadcast room, many anchors will ignore the strict control of the selection process. As a result, the product quality of the broadcast room is not guaranteed, and the after-sales service for fans is difficult to obtain. Some anchors will also falsely advertise and over-market goods to increase sales, and this behavior will affect a consumer's purchase behavior. Like Li Jiaqi, crazy little Yang brother, and other anchors at the head of TikTok and Taobao, or even the whole network, there have been different rollover events, not to mention many other anchors in the middle and tail, who may also have product problems, false publicity, and other problems. All these problems are the result of anchors not being strict enough in choosing products (Yang, 2020).

##### C. The Educational Background of Anchors is Uneven and Professional

According to BOSS's direct employment data, in 2022, 49.9% of the live streamers with goods are from rural areas, and 75.4% of the live streamers have a bachelor's degree. Anchors generally have low academic qualifications, which leads to a likely lack of commodity expertise. Even if they receive training before becoming anchors, their learning ability and acceptance ability are limited, and they may break the law due to their lack of legal knowledge (Liu & Luo, 2021). Not only damages the interests of fans, but it also disturbs social order. In this case, the sustainable and healthy development of live broadcasting has become a worrying issue. Of course, in the future, live streaming will develop in

the direction of specialization, and these practitioners with low education and poor professionalism will also be slowly eliminated by the market (Liao *et al.*, 2021).

#### V. FUTURE RESEARCH DIRECTION OF INTERNET CELEBRITY ECONOMY

##### A. Explore the Internet Celebrity Economy from the Perspective of Content

Although there are many in-depth studies on the Internet celebrity economy in the literature, it can also be explored from the perspective of content in the future (Zhu *et al.*, 2018). Internet celebrities are regarded as the shaping carriers of people with strong communication power and influence. It represents a new business model that relies on the network We-media platform for content production, dissemination, and consumption. Therefore, the Internet celebrity economy is still essentially a content industry (Zheng, 2017).

From the perspective of net celebrities, the optimization and delivery of content production is an important form of personal image building and brand promotion for net celebrities. The knowledge and thoughts carried by the content information, through the logical framework and organization of the net celebrity, can accurately reflect the individual's behavioral quality and values, social ethics, and responsibility. It should be disseminated through the media to accurately convey the personality intention of Internet celebrities to the audience, and carry out ideological penetration and emotional guidance (Jia & Yong, 2021).

From the perspective of the audience, quality content is an important basis for people to generate a sense of social trust and network with celebrities. In the era of information explosion, the overwhelming push and transmission of massive information have blurred the sense of existence of important information (Yang, 2020). In the case of spending a lot of time but finding it difficult to obtain effective information, it is extremely easy to cause people's information anxiety. If the network celebrity anchors can spread high-quality content, on the one hand, they can provide accurate and high-quality knowledge and information to meet the audience's cognitive needs for social things; on the other hand, they can solve people's anxiety in the use of content products (Gong *et al.*, 2023).

In the case of serious homogenization of competition in the Internet celebrity market and shrinking interest space, Internet celebrities focusing on vertical content began to become popular. Relying on rich personal professional experience and professional knowledge background, they combine the knowledge of a certain professional field with the analysis and expression of profound and simple, so as to provide the audience with information with both cultural connotation and practical value, thus attracting high-stickiness users (Gong & Chen, 2023).

It can be seen that future research needs to pay attention to the content produced and transmitted by Internet celebrities, and explore how content affects consumers' purchase intention and the shaping of Internet celebrities' brands from the perspectives of content type, content quality, and content emotion.

### B. Pay Attention to Other Participants in the Internet Celebrity Economy

At present, it mainly focuses on the factors that affect consumers' purchases in the Internet celebrity economy and the influence of the Internet celebrity economy on merchants. There are relatively few studies on the role of anchors, platforms, and government in the Internet celebrity economy (Xiao *et al.*, 2023).

From the anchor point of view, live e-commerce includes talent broadcast and store broadcast. Compared with the store broadcast, Dafa broadcast occupies a dominant position in the market, which has a larger commodity turnover and traffic base. Dendai broadcast is the main body of live broadcast, usually used by well-known brands and large suppliers for brand promotion, product promotion, or inventory liquidation. Shop broadcast is a common live broadcast mode for small businesses. However, the effect of DGOT broadcasting relies heavily on the influence of anchors, so DGOT anchors usually have strong bargaining power, resulting in limited profit margins for brand owners. The effect of Danda broadcasting is also unstable. If the target audience of the product is highly compatible with the fans of Danda, the effect of delivery will be very good; otherwise, it may be difficult to achieve the ideal effect of delivery (Tang *et al.*, 2020). The store is more dependent on brand effect, product quality, advertising, preferential activities, and so on to attract users. Fans or consumers have higher loyalty to products, and anchors are more fungible (Liu, 2018). Therefore, future research could consider how the type of anchor affects merchants' sales and consumers' purchase intentions.

From the perspective of live broadcasting platforms, the relationship between anchors and platforms belongs to the commercial cooperation relationship between service providers and network users (Zheng, 2017). Anchors rely on the traffic of the platform to grow, and live broadcast platforms rely on the traffic of anchors to attract brand owners and users to enter the platform. Then, the brand provides a supply guarantee for the live sales scenario. Brand owners use live streaming platforms to increase sales, carry out brand marketing, and develop new customers. Live broadcasting platforms attract more brand owners and anchors to join the platform by virtue of brand awareness. Future studies may consider using game theory models to describe the game and cooperative relationship between anchors and platforms.

From the perspective of the role of the government, with the continuous development of the live streaming economy, the government has begun to participate in live streaming e-commerce activities through different channels. Including the implementation of supervision of the live streaming e-commerce industry, cooperation with the platform to provide quality guarantees for products, and the use of e-commerce live broadcasting to carry out targeted poverty alleviation. The cooperation and game between the government and the platform will affect all aspects of the supply chain, and more attention can be paid to this research in the future (Jia & Yong, 2021).

### C. Explore the Economic Profit Model of Internet Celebrities

The net celebrity economy is a collection of eyeball effect, fan economy, scale economy, and other characteristics, but also has its own characteristics (Mo, 2018). From the initial sharing mode of talent show using its own fragmented time, to the current capital intervention, the development and creation of the whole industrial chain with net red as the core, reflects the upgrading of the profit model of the net red economy (Mo, 2018).

From the formation process of the net red economic profit model, it has experienced a transformation process from "spontaneous" profit to "conscious" profit. The former is spontaneous and lacks flexibility and strategic planning. The latter explores and designs a profit model with market operation capability based on time and experience, which has the characteristics of target, stability, and guidance (Cai, 2023).

The self-generated profit model mainly exists in the initial stage of Internet celebrities. This part of the Internet celebrity specialization is usually very low, which means that it is difficult to achieve sustainable profit. In the era of crazy growth of the net red industry, this part of the net red may receive initial dividends, but as the net red economy returns to sanity after the boom, it is difficult to make a foothold in the market (Mo, 2018). The conscious profit model is the product of the mature development of the network red economy. In this model (Liao *et al.*, 2021). Network red groups to advance the strategic vision to establish their profit model, and by this model for future development planning (Mo, 2018).

The super liquidity reflected by the network red group is followed by capital, and it is also one of the important entrances to the Internet economy. Under the pursuit of the interests of capital, the network red economy is developing in the direction of industrialization. In addition, the initial sharing mode was gradually replaced by professional services with a high degree of specialization, which promoted the formation of the industrialization chain of the Internet celebrity economy.

With the continuous development of the Internet celebrity economy, the profit model of Internet celebrities is also constantly changing, showing a diversified trend. Future research can further explore the profit models of these different types of influencers to guide practice.

### D. Expand the Internet Celebrity Economic Research Theory

From the theoretical basis, most of the existing studies are based on SOR theory, trust theory, perceived value theory, flow experience theory, etc., to study the influencing factors of consumers' purchase intention in live streaming e-commerce. A large number of studies have used SOR theory, flow experience theory, and perceived value theory to study consumers' purchase intention and behavior (Gong *et al.*, 2023).

SOR theory is also known as Stimulus Organism Response. SOR theory is used to study the psychological and cognitive changes of individuals in the face of external environmental stimuli and the resulting changes in individuals (Yang, 2020). In the context of live streaming e-commerce, consumers will

be stimulated by a series of external marketing stimuli such as anchors, co-viewers, and live streaming atmosphere when watching live streaming, which will bring about changes in consumers' psychological states such as trust, pleasure and arousal, thus affecting their purchasing behaviors and hospitals (Cai, 2023).

Flow experience theory has been used to explain a particular state of mind that occurs when people are fully engaged in something, and is currently being used to study online consumer behavior. The flow experience theory refers to a state in which people are so absorbed in the present moment that they ignore the presence of other foods and lose self-awareness, but enjoy them. Consumers will be influenced by flow experience, develop trust and recognition for celebrity anchors, and be willing to buy products recommended by them (Jia & Yong, 2021).

The theory of perceived value is an important theory in the study of consumer behavior science. Perceived value refers to the balance or comparison between the utility obtained and the cost paid by the customer in the whole process of purchasing and using the product. The perceived value of consumers is a key factor influencing whether to buy a product (Zheng, 2017).

In addition to the above theories, future research may also consider using theories from other fields, such as psychology and sociology, to study the factors that affect the purchasing behavior of consumers in the Internet celebrity economy and the factors that affect the creation of personal quality brands by Internet celebrities (Ye, 2019).

## VI. DEVELOPMENT COUNTERMEASURES OF INTERNET CELEBRITY ECONOMY

### A. Multi-channel Integration Promotion

Whether it is a large supplier or a small seller, under the operation model of live delivery, the most important thing is to attract enough fans to watch live. Large businesses may directly rely on popularity and loyal customers to attract fans, while small and medium-sized businesses do not have these advantages, and it is more difficult to operate in this process. Therefore, small and medium-sized businesses should not only attract fans through the direct broadcast rooms provided by online platforms, but also seize the current "short video" outlet (Mo, 2018). For example, small and medium-sized businesses can use tips to attract consumers' attention by combining product features on short video platforms such as Douyin and Kuaishou, and finally attract fans on these platforms to buy products (Gong *et al.*, 2023).

### B. Consumers

With the differentiated development of consumer needs, personalized marketing is also crucial for small and medium-sized sellers. Many big brands have also launched holiday-exclusive gift boxes, customized gifts, etc., which is worth learning from small and medium-sized sellers. Of course, it is difficult for small sellers to achieve customized sales of products, which are generally low-cost assembly line products. So small sellers can use personalized marketing. In the process of live broadcasting, through communication and interaction with fans, the preferences and needs of fans are constantly explored, and more personalized choices are

provided to consumers (Liu, 2018).

### C. Government

At this stage, most e-commerce platforms have gradually introduced live streaming with goods, but there are widespread problems with lax product quality supervision. As a new business model, live streaming of goods should stabilize consumer confidence from the very beginning (Xiao *et al.*, 2023). The government needs to make normative requirements on supply channels, the quality of anchors, and product sales. Only by establishing a strict punishment mechanism can we ensure the healthy development of livestream carry-on (Zhu *et al.*, 2018).

## VII. CONCLUSION

The purpose of this study is to review the emerging marketing model of e-commerce live broadcasting under the background of Internet celebrity economy. By searching the Web of Science database, this study uses the systematic literature review method to review the existing literature.

Regarding the subject of existing research, the findings of this study are as follows. The existing research on e-commerce live streaming under the background of Internet celebrity economy can be divided into three categories: First, the existing researches focus on the definition, characteristics, and development process of Internet celebrity and Internet celebrity economy. Internet celebrity economy is defined as a new economic model based on the Internet, especially mobile Internet communication and the promotion of social platforms, and is formed by a large amount of social attention. The Internet celebrity economy has three characteristics: promotion based on Internet communication, the formation of a large fan base by gathering a large amount of social attention, and the creation of a variety of consumer markets around specific Internet celebrities. The development of the Internet celebrity economy has gone through three stages, from the text era to the graphic era, and then into the broadband era. Second, existing research has focused on the impact of the influencer economy on consumers and businesses. Research shows that consumers' trust in anchors seriously affects consumers' purchase intention. The ability to quickly realize cash is the core of the competitiveness of network red, and is also an important factor affecting businesses. Third, existing studies have also paid attention to some problems in the economic profit model of Internet celebrities, which mainly include mixed product types, false publicity of product quality, and uneven ability of anchors.

About the research direction of e-commerce live broadcasting under the background of the future network red economy. First, from the perspective of net celebrities, the optimization and delivery of content production is an important form of personal image building and brand promotion for net celebrities. From the audience's point of view, quality content is an important basis for people to generate a sense of social trust. Therefore, future research on the economy of Internet celebrities needs to pay attention to the content of Internet celebrities' production and dissemination, and explore how content affects consumers' purchase intention and the shaping of Internet celebrities' brands from the perspectives of content type, content quality, and content emotion. Second, future research needs to focus



on the regulatory role of other actors in the Internet celebrity economy, such as platforms and the government. Third, future research needs to explore the diversified profit model of the Internet celebrity economy. Fourth, future research also needs to expand the Internet celebrity economic research theory.

There are also some limitations. First of all, when using the Web of Science database to search for literature, only a limited number of keywords are used, so the literature searched is not comprehensive. Secondly, this study only focuses on the Internet celebrity economy in the field of economic management, and we can also consider using research methods in other fields to explore this topic in the future.

#### CONFLICT OF INTEREST

The author declares no conflict of interest.

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