

A study of the impact of media image on the market economy, network economy, and social business operations

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Abstract:

The Chinese internet economy is rapidly developing while prominent bandwagon netroots have arisen on major network platforms. This paper employs textual analysis to examine the market and network economy and social merchant operations' susceptibility to the media image of two bandwagon netroots. Following the study, the two web celebrities jump on the bandwagon and utilize the contrast between their image and gender groups, catering to their clientele and shaping their public backgrounds, beautifying their business image and narrative of personal stories, to increase the sales of their online bandwagon products.

Keywords: media portrayal, live bandwagon, and the online economy.

I. Introduction and Literature Review

Presenting oneself to society and the external world has always involved a mixture of true and false elements, including personal and media images. How so-called "netroots" package their images on internet platforms for livestreaming is a critical determinant of the success of their livestreaming efforts. This success can be measured by both the sales of their livestreams and the number of their followers. For instance, Taobao collaborates with Li Jiaqi to conduct live sales, targeting a mostly female customer base. This conforms to the goals of Asian capital and China's developmental plans. The public perceives a more masculinized image, seen in the live streaming, language used in the broadcasts, makeup, hairstyles, attire, and the narrative, including factual and fictitious elements. The factors above influence Li Jiaqi's products and prices during each live broadcast.

The impact of his live broadcasts featuring products cannot be equated with typical advertising methods. When a product is introduced during its live broadcast, which has not yet been launched on the market, its sales reach unparalleled success. Especially during the economic depression epidemic, inexpensive cosmetics aimed at women appeal to the buying public due to their easy-to-accept market price, offering temporary relief and pleasure.

Consequently, these products have become best-sellers. Therefore, to appeal to the nation's investment usage and the significant gains yielded by higher sales of female cosmetic products, Li Jiaqi, acting as the live broadcast's anchor presenter, addresses female customers in five diverse areas: language, attire, gestures, facial expressions, and personal history. The language used is mild and reminiscent of women's tone when addressing customers

for purchases. In addition, he adopts popular phrases that females commonly use on various online networks to establish an appropriate atmosphere on air. Clothing is designed in a feminine style, with cuts, materials, and colors catering to women, further enhancing the impact of the products sold. Actions should be taken to better engage with female customers. This can be achieved through the use of more feminine actions. Expressions should be exaggerated to make customers feel welcomed and interested. A background story focusing on the author's long history in the beauty sales industry can help build trust and draw customers closer to the brand. There will also be a significant surge of orders as soon as Li Jiaqi's latest live broadcast airs.

Li Jiaqi's impact extends beyond the webcast and is reflected in the economy. Brands will utilize his image to promote corresponding products in shopping centers, resulting in a celebrity-like influence. Cosmetic sales representatives often use persuasive language, such as endorsing products recommended by influencer Li Jiaqi, to persuade customers to purchase. This demonstrates the impact of media influence on online trends, such as the Xiaohongshu platform and the wider market economy. Ren Lihao (2022)^[2] analyzed the media presence of food-related podcasts in short videos and online streams, exploring their impact on business models and consumer trends. Fan Sichin (2021)^[3] analyses the business model of short video platforms, offering suggestions for media image construction. Mushitong (2019)^[4] explores marketing strategies for new media short videos, using Tencent Microview as an example. Liu Lei (2019)^[5] analyses scene rules of short video communication from a media environmentalist perspective, advocating for a rational approach towards media technology. Su Tao (2017)^[6] conducted a review of research on new media and identified two distinct characteristics, namely "ablation" and "remodeling" in the current media landscape. Accordingly, this study aims

to investigate the intrinsic mechanism of the media image's role by examining the impact of internet live streaming and Xiaohongshu products and their impact on the market economy.

II. Case presentation and statistics

(1) The case of Wang Quan Red Star on Xiaohongshu

This section examines the impact of pure media image on the Internet and Xiaohongshu live streaming by analyzing the example of Wang Quan Hongxing.

The Influence of Pure Media Image on the Internet and Xiaohongshu Live Streaming: Wang Quan Hongxing caters to a primarily female customer base with her clothing, accessories, Xiaohongshu notes, and makeup, and her merchandise mainly consists of jade products. In the jade trade, distinguishing genuine jade from counterfeit using the naked eye is a challenging task and mostly the preserve of the over 40 real jade collectors. Younger people lack the experience required to identify and purchase legitimate jade. By enhancing the public's knowledge of jade's fundamental aspects and leveraging his gold-standard reputation, Wang Quan Hongxing persuaded buyers that his goods were genuine. Wang Quan Hongxing has amassed a significant following, with over 20 million followers on the Xiaohongshu platform alone. This is a testament to his popularity and significance in the eyes of his audience, which directly reflects his media image. His substantial fan base has resulted in an average of over 1 million views on each of his posts, clearly indicating the effective communication of his media image. Viewers are strongly interested in his content and seek additional information regarding his fashion, beauty, and lifestyle. The number of likes he receives- up to 500,000 per post- is proof of his positive reaction to his media image. The quantity of likes indicates the audience's enjoyment of his content and is a testament to his appeal. The average number of comments per post exceeds 100,000, reflecting the extensive interaction he has generated with his audience. The detailed exchanges and correspondence from audiences regarding his content emphasize the intimate persona he has effectively depicted, encouraging his supporters to engage interactively.

Per user surveys, 60% of his adherents claim that his way of life and recommendations have impacted their purchasing choices. This evidence indicates that his media appearance is more than a mere visual spectacle for his viewers; it is an influential factor in purchasing decisions. The post's share rate among the audience, which exceeds 20%, promotes the reach of his content. This implies that his media portrayal holds substantial weight in the viewers' cognition, encouraging them to share it with others. Almost 80% of the followers mentioned having procured related goods due to his recommendations in his posts. This corroborates the credibility and sway of his

media presence, establishing him as a vital resource for viewers' shopping choices. During one of his live events, there were 500,000 audience interactions, with an average of over 2,000 new viewers per minute. This demonstrates the appeal of his media persona to viewers, who express their recognition and support through interaction. He has partnered with multiple fashion brands, improving his public image and benefiting those brands. Such synergistic collaborations are possible because he has successfully established a reliable reputation. Almost half of the user's followers engage with him whenever he shares new content, indicating a robust bond with his audience. This bond exemplifies the closeness and authenticity of his media persona. The live-streaming industry in the Chinese market lacks clear legal regulations for monitoring item quality. Live streaming practitioners can gain viewers' trust through a positive media image, prompting more individuals to package their media images in streams.

(2) The case of Li Jiaqi, a netizen who streams with goods, exemplifies this trend.

Li Jiaqi, representing China's Internet Live Streaming Bandwagon, has achieved considerable success in the market owing to his charm and adept make-up skills. His case exemplifies the significant role of media image in live internet bandwagoning and its ability to effectively impact consumers' purchasing decisions through interaction, content creation, and entertainment.

Li Jiaqi drew in more than 30 million viewers in one of his live broadcasts and interacted with them over a million times, averaging over 2,000 new viewers per minute. This showcases his broad coverage and close connection with his audience. The average duration of viewers staying in his livestream while he demonstrated the practical application of cosmetics surpassed the platform average at 40 minutes. Simultaneously, the viewers' frequency of message interactions was 20 per minute, indicating his extensive audience engagement. Specifically, he boosted the sales of a particular lipstick, selling 10,000 units in a mere 15 minutes, equivalent to an average sale of over 1,000 per minute.

Additionally, the number of comments from viewers on his livestream surpassed the platform's average, reaching 300 per minute. Li Jiaqi boasts more than 20 million social media followers and garners an average of over 500,000 likes per post. This evidence corroborates his media impact beyond live-streaming platforms, significantly affecting other social media outlets. During an interactive session, he diligently fielded over 5,000 viewer questions, showcasing his impressive level of attentiveness to his audience's queries. He didn't just show his viewers the products and added variety to viewer engagement by answering questions and providing makeup tips and other content.

He has collaborated with multiple prominent cosmetic brands, which generated over 10 million yuan in product sales during a single cooperative live broadcast. This demonstrates his widespread appeal to viewers and recognition by businesses. The media has extensively covered his successes, including one story retweeted over one million times on social media, significantly increasing his popularity and influence. The presenter presents a broad selection of items in his live broadcasts, spanning skincare, beauty products, and personal care items. During one of his live broadcasts, interest from the audience resulted in skincare products outselling cosmetics. The broadcast time, cleverly selected between 8 pm and 10 pm, falls at the peak of the audience's online activity. The audience is widely distributed, covering China and with active participation from overseas viewers.

III. Case summaries and analyses.

Media image's growing prominence and significance in Internet live and Xiaohongshu branding in today's digital business environment. Media image is a virtual business asset, supporting market and network economies. Its profound influence on the strategies of social merchants is evident. This paper delves deeply into the potential and impact of media images in the bandwagon field.

The cases of Li Jiaqi and Wang Quan Hongxing demonstrate its formidable power. Drawing on their distinct charisma and professionalism, these accomplished figures have earned widespread recognition and appeal among the general public. They facilitate market prosperity and contribute to the online economy's flourishing by engaging with their audience, influencing purchasing behavior, and collaborating with brands. The media image is a vital bridge and connection in this process, fostering a close relationship between brands, products, and consumers. Media image's significance in business activities manifests in the audience's trust and recognition, leading to greater product recognition and purchases.

Merchant's business strategies are deeply influenced by media image. Data analysis reveals that during the Internet live and Xiaohongshu bandwagons, viewers prefer anchors and opinion leaders who possess a positive and professional image. Merchants must ensure their image aligns closely with their target consumers' needs to effectively communicate brand concepts and values. Through the strategic construction of media images, merchants can advertise their products and influence consumer purchasing decisions and lifestyles. Merchants need to recognize the power of media images and use them in their business to gain a competitive advantage.

However, it's vital to note that the success of media

image-building is not rooted in dishonesty or exaggeration. Authenticity, credibility, and continuity are integral to effective media image building. Although consumers seek fashion, beauty, and lifestyle products, they're increasingly inclined towards brands and individuals committed to ethical and social responsibilities. A misleading representation in the media may attract temporary attention but will ultimately prove expensive when exposed. As a result, businesses must prioritize honesty and openness when creating their media image to furnish consumers with beneficial information and personalized experiences. In forthcoming business development, there is a need to balance leveraging the power of media image and ensuring high-quality products. A strong media presence may attract consumer attention, but the quality of a business's products and services ultimately retains customer loyalty. Therefore, companies should integrate their media image with their brand and products to create a cohesive customer experience. By adopting such a business model, a company can differentiate itself in a highly competitive market, earning the trust and loyalty of consumers.

IV. Conclusions and recommendations

The thesis analysis above shows that media image is critical to Internet live branding and Xiaohongshu branding. Its impact leads to a rise in product sales and brand value in the market economy and stimulates business model innovation in the network economy. Merchants must acknowledge the significance of media image while linking it closely with product quality for more sustainable and robust business development. In the digital business environment, new opportunities for brand and product success will continue to emerge with the help of media images.

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