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RESEARCH ON THE ANALYSIS AND IMPACT OF INTERNET CELEBRITY ECONOMY ON CONSUMERS' IRRATIONAL BUYING BEHAVIOR IN THE BIG DATA ENVIRONMENT

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ABSTRACT

In the context of big data, the internet celebrity economic marketing model has gradually become one of the mainstream online marketing models. Internet celebrities use their special influence and characteristics of the times to bring revolutionary changes to product promotion. This phenomenon carries more economic value and has significant social impact. At the same time, the development of the Internet celebrity economy has triggered concerns that irrational consumer behaviour may disrupt the e-commerce market. This paper investigates the influence of the Internet celebrity economy on consumers' irrational purchase behaviour in this environment. To do so, the K-means clustering method is utilized to collect data on both internet celebrity economies and consumers' irrational buying behaviour. The study develops a research model with the independent variables of internet celebrities' professional degree, credibility, and fan attraction, and the dependent variable of consumers' buying behaviour, with consumers' buying sentiment serving as an intermediary variable. The empirical analysis demonstrates that the Internet celebrity economy significantly impacts consumers' irrational purchase behaviour, with higher levels of professionalism, credibility, and fan attraction among internet celebrities associated with greater likelihoods of irrational consumer purchasing. Based on these findings, two strategies are proposed to mitigate irrational purchasing behaviour: improving the professional quality of internet celebrities and promoting rational consumer buying practices.

Keywords: *Big data environment, Internet celebrity economy, consumer, Irrational, purchase behaviour, Dependent variable*

1. INTRODUCTION

In the environment of big data, online information is filled with all aspects of people's life, which is characterized by large amount of data and high dimension (Seger-Guttmann, 2019; Siyal et al., 2021; Wu, 2021; Moraliyska, 2023) . Rapid innovation in the online field has led to more development. Since social software is ubiquitous in people's lives, self-media platforms have developed rapidly. (Hedid and Abdessamad, 2020), and has become an important channel for e-commerce capital. With the increase in capital, people's shopping methods have also shifted from traditional offline shopping to online shopping. This shopping method can better meet consumers' personalized shopping needs and has the characteristics of diversity and portability (Abdelsalam et al., 2020; Parfenova and Romashova, 2020; Sloot, 2021; Matviienko-Biliaieva

et al., 2023). Online delivery on self-media platforms has also become a new way for people to purchase products through the Internet (He et al., 2021; Tsao et al., 2019; Shevchenko, 2023). Rohanaraj, (2023) found that cultural and social factors have a useful influence on consumer purchasing behavior towards consumer products. With the rapid rise of the Internet celebrity live broadcast industry, the concept of "Internet celebrity economy" came into being. This is a process dominated by Internet celebrity vision, gathering popularity on social networks, and conducting precise marketing to fan groups. , and convert fans into purchasing power (An, 2021; Chowdhury, 2019; Sama, 2019). However, when consumers purchase products, they are easily affected by the Internet celebrity economy and cannot judge the quality of the product through mature and rational consumption concepts. In addition, due to the strong subjectivity of the Internet celebrity economy, consumers are easily affected by bad customs, resulting in irrational purchasing behavior (Brzozowska-Woś and Schivinski, 2019).

At present, many scholars have carried out researches in this field and obtained certain achievements. Zuo and Pan, (2021) studied the impact of the marketing model of "Internet celebrity economy" on college students' consumption behavior. Starting from the four variables of media image, precision marketing, interactive communication and niche circle, the structural equation model is used to study. It is found that precision marketing and the promotion of minority circles will promote the actual consumption behavior of college students, while the influence of media image and interactive communication is not significant, indicating that college students are more likely to generate consumption desire from personalized recommendation marketing, but have little correlation with the specific image of Internet celebrities. However, this method has some limitations on the research group, and it is difficult to reflect the overall behaviour characteristics of consumers. From an empirical perspective, Jiang, (2019) studied and analyzed the influencing factors of live streaming on consumers' purchasing decisions under the Internet celebrity economy. SPSS 24.0 was used for descriptive statistics, reliability analysis, validity analysis, correlation analysis and regression analysis. AMOS 25.0 was used to draw the structural equation model, and the degree of fit of the model was tested. It is found that the personal charm, credibility and interaction intensity of Internet celebrities can have a positive impact on consumers' cognitive attitude and emotional attitude, and consumers' cognitive attitude and emotional attitude will positively affect consumers' purchasing decisions. This method focuses on the role of live streaming in the economy of Internet celebrities, and the conclusion obtained has certain limitations.

From the perspective of flow experience, Xin, (2021) studied the impact of internet celebrities' live marketing on consumers' impulse buying intention. Determine the three typical dimensions of the characteristics of Internet celebrities, namely credibility, professionalism and interactivity, and the two typical dimensions of live broadcasting situation, namely incentive mechanism and atmosphere clues. Based on the "stimulus-organism - response (S-O-R) theory", a three-stage model of "Internet celebrity characteristics and live streaming situational characteristics -- flow experience -- impulsive purchase intention" was constructed, and empirical analysis was conducted with SPSS 24.0 and AMOS 25.0. It is found that both the characteristics of Internet celebrities and the situation of live broadcasting are positively correlated with consumers' impulsive purchase intention. This method starts from the characteristics of Internet celebrities and the situation of live broadcasting to analyze, which has certain subjectivity, resulting in certain one-sidedness of the results.

Based on this, this paper takes the big data environment as the research background to analyze the impact of Internet celebrity economy on consumers' irrational purchasing behaviour. This paper analyzes consumers' browsing and search records of commodities under the influence of

Internet celebrity economy, and obtains consumers' irrational purchasing behaviours, so as to provide an effective basis for promoting the further development of Internet celebrity economy.

2. ESTABLISHMENT OF THEORY AND MODEL

2. 1. INTERNET CELEBRITY ECONOMY

With the enhancement of data informatization, there are more and more network celebrities with certain popularity and certain scale of fan groups on the network. They transform fan groups into consumer groups through brand promotion or marketing, so as to drive the network consumption. Network economy is a social and economic phenomenon in which network celebrities convert their traffic into fans' purchasing behaviour (Geng et al., 2020; Sevillano et al., 2019; Zhao et al., 2020), transforming online celebrities' traffic into fans' purchase behaviour. At present, there are many new-generation Internet celebrities in the Internet, and Internet celebrities make full use of self-media platforms to drive consumers' purchase behaviour through their own advantages. In recent years, internet celebrity's economy has been driven by the power of capital (Hendra and Kaihatu, 2019; Hwang and Nam, 2021; Li et al., 2021), and many internet celebrity use big data environment to carry out various promotion and marketing activities to enhance their commercial value.

Internet celebrity economy, webcast and advertising promotion are important operation modes of Internet celebrity economy at present. The above three operation modes may drive consumers' consumption behaviour and make consumers form purchase intention (Calvo-Porral et al., 2021; Haryanto et al., 2019; Liang et al., 2020).When internet celebrity live broadcast is adopted to recommend products to consumers in internet celebrity economy, live scenes can be set up according to the products to be recommended (Almuraqab, 2021; John and Dani, 2021; Ma and Bardai, 2021) to attract more consumers to form their desire to buy products.

2. 2. DATA COLLECTION

In order to further study the impact of Internet celebrity economy on consumers' irrational purchase behaviour under the big data environment, the big data collection of consumers' irrational purchase behaviour is the data basis of the research (Lewin et al., 2020; Lv et al., 2020; Nosi et al., 2020). The empirical analysis to study groups for consumers, but consumers still can be subdivided into various categories, in order to guarantee the objectivity of the results of the study, in the process of data collection, the entire consumer groups can be divided into adolescent consumers, college students and adult consumers, this article selects have independent life ability and fixed economic sources of adult consumers as the research object. The behaviour data of consumer groups are randomly selected from the network database from December 2022 to May 2023 to form the sample data of this empirical analysis. In the process of data collection, K-means clustering method is mainly used, and the specific process is as follows.

The expression of the K-means clustering objective function for collecting the irrational purchasing behaviour data of internet celebrity economy and consumers by K-means clustering method is as follows:

$$J = x_{i\min} + \alpha x_i \left(x_{i\max} - x_{i\min} \right) \tag{1}$$

In formula (1), and respectively represent the classification weight index and the collected vector in the big data set of internet celebrity economy and consumers' irrational buying behaviour; $x_{i\max}$ and $x_{i\min}$,the maximum and the minimum search radius for collecting big data of internet celebrity's economy and consumers' irrational buying behaviour are respectively

indicated.

In the big data collection process of Internet celebrity economy and consumer irrational buying behaviour, the attenuation of the big data collection channel has second-order homogeneity. The spatial beamforming method is used to obtain the clustering global kernel function expression of big data collection of internet celebrity economy and consumers' irrational buying behaviour as follows:

$$H = a_0 + \sum_{i=1}^{M} a_i x_{n-i} \tag{2}$$

In formula (2), x_{n-i} and a_0 represent the number of samples with the same variance and mean value and the sampling amplitude of the mixed kernel function of big data of initial internet celebrity economy and consumers' irrational buying behaviour respectively.

The final objective function expression for acquiring big data of Internet celebrity economy and consumers' irrational purchase behaviour is as follows:

$$J = \min \frac{1}{2}\|c\|^2 + H\sum_{i=1}^{n}\left(\xi_i + \xi_i^*\right) \tag{3}$$

In formula (3), ξ_i、ξ_i^* represent a non-negative relaxation variable. Convergence rate of beam directivity weighted big data acquisition (Baghestani and Viriyavipart, 2019; Xhema, 2019) Map the collected big data of internet celebrity economy and consumers' irrational buying behaviour to $[W_{\min}, W_{\max}]$ section, the update expression for collecting big data of internet celebrity economy and consumers' irrational buying behaviour is as follows:

$$W(t) = W_{\min} + (W_{\max} - W_{\min})W(t) \tag{4}$$

In formula (4), $[W_{\min}, W_{\max}]$ indicates the threshold value range of collecting big data of Internet celebrity economy and consumers' irrational purchase behavior in the big data environment. In order to improve the convergence speed of big data collection related to the Internet celebrity economy and consumer irrational buying behavior under the big data environment (Lei et al., 2020; Xie and Karan, 2019),The fitness function is added to the process of collecting big data, and the punishment learning in the process of collecting big data related to internet celebrity economy and consumers' irrational buying behaviour is realized through the fitness function.

2. 3. CONSTRUCTING THE RESEARCH MODEL

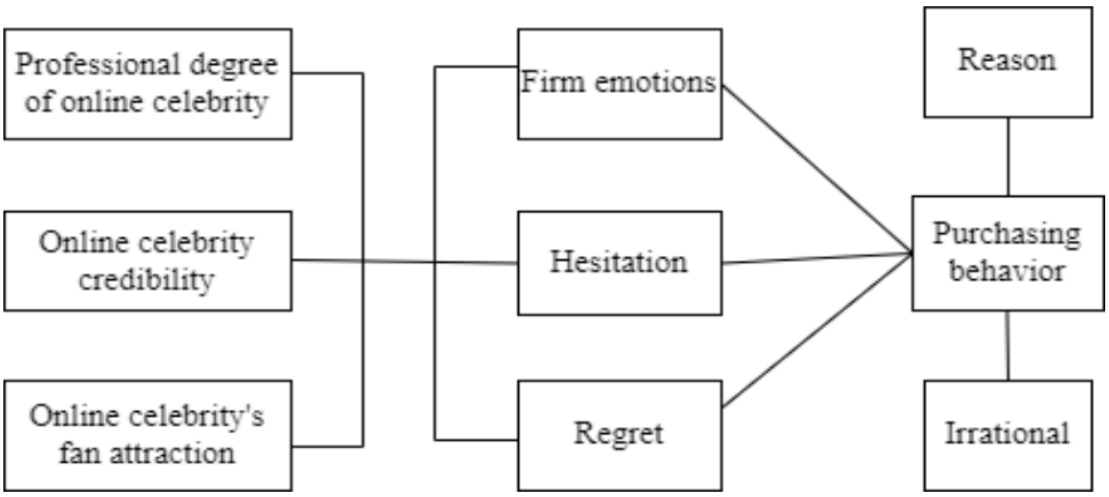
Consumers' purchasing mood can reflect the rational degree of consumers' consumption behaviour. When consumers shop rationally, their buying mood is usually firm; When consumers shop for irrationality, their buying mood is usually accompanied by regret and hesitation. Consumers' purchase emotion is controlled by personal will. As an emerging economic model, Internet celebrity economy can transmit information in a low-cost way across space and time. The Internet celebrity economy has developed rapidly in a short period of time (Kang and Amornstira, 2020; Li et al., 2020; Wang et al., 2020), and it has become an important economic mode in my country. There are many advantages in the economic development of Internet celebrities.

The Internet celebrity economy is an important economic model that relies on the relationship between the Internet celebrities themselves and their fans. The entry threshold of internet celebrity's economy is low, and the network economy has high development potential and growth space. Because internet celebrity's economy is in the early stage of development, the government has formulated many improvement measures to improve internet celebrity's economy (Lee et al., 2021), improve internet celebrity's economy and ensure the sustained and healthy development of internet celebrity's economy. The Internet celebrity economy is an important

economic way to promote consumer purchase behaviour. Fans are more willing to buy products recommended by the Internet celebrity through trust in the Internet celebrity. Internet celebrity economic marketing methods are more efficient in disseminating advertisements. Fans are more willing to watch ads recommended by them based on their trust in internet celebrities. Fans' trust in internet celebrities is an important basis for internet celebrity economy to drive consumer purchase behaviour. Fully considering the big data environment, this paper explores the influence of internet celebrity's economy on consumers' irrational purchasing behaviour, and clarifies the important mechanism that individuals are influenced by internet celebrity's economy on purchasing behaviour (Zhao et al., 2019). Through the research results, it provides relevant strategies for improving internet celebrity's economic development and avoiding consumers' irrational purchasing behaviour.

Based on the above analysis and the reference of existing research results, in the empirical analysis, this paper focuses on the research of Internet celebrities' professionalism, trustworthiness and fan attraction, and takes consumers' firm emotion, hesitation emotion and regret emotion as the main variables of consumers' irrational purchase behavior. The research model of Internet celebrity economy and consumers' irrational purchasing behavior under the environment of big data is shown in Figure 1.

Figure 1. Research model



Source: Author's scheme

As can be seen from Figure 1, the three factors of the professionalism, trustworthiness and the attraction of Internet celebrities and their fans will all have an impact on consumers' buying emotions. If the professional degree of Internet celebrities is insufficient, it will lead to problems in the process of selling products; If its credibility is not high, it will affect the impression of consumers on it, and then make consumers suspicious of the goods sold by it; If it is difficult for internet celebrities to attract the attention of fans, consumers may think that the goods they sell are not worth buying. All these situations will affect consumers' emotions in the process of purchasing commodities, making them difficult to firmly choose the commodities recommended by Internet celebrities, hesitant to buy commodities, and regretful after buying commodities on impulse. These emotions determine consumers' rational purchase. Internet celebrity's professionalism, credibility and appeal to fans are important variables of internet celebrity's economy driving consumers' buying behaviour under the big data environment. The above three internet celebrity characteristics are set as independent variables of the research model

of internet celebrity's economy and consumers' irrational buying behaviour under the big data environment. Set consumer purchase as the dependent variable of the model, and set consumer purchase sentiment as the intermediary variable.

3. EMPIRICAL ANALYSIS

Using the data collection method of consumers' irrational buying behaviour in big data environment, this paper collects the related data of internet celebrity economy and consumers' irrational buying behaviour in big data environment, analyzes the consumption records of consumers under the influence of internet celebrity economy in big data environment, and obtains consumers' irrational buying behaviour. After the stage of data collection, in this paper, the total to 600 consumers irrational purchase behavior data, the data collected, the consumers are already work independently, have a fixed source of income of adults, aged 23 years of age or older, level of education for the university undergraduate course graduation, engaged in all walks of life, the average monthly salary is RMB 5462. SPSS 24.0 data processing software was used to process and analyze the sample data, so as to know the influence of Internet celebrity economy on irrational purchasing behavior of consumers under the environment of big data. The specific statistical analysis process is shown as follows.

3. 1. DESCRIPTIVE STATISTICAL ANALYSIS

Based on the research model of Internet celebrity economy and consumers' irrational purchasing behaviour constructed above, descriptive statistical analysis is carried out on each variable in the model, and the results are shown in Table 1.

Table 1. Results of descriptive statistical analysis

Variable	Average value	Standard deviation
Internet celebrity professional degree	3.284	0.754
Internet celebrity credibility	3.485	0.581
Fan attraction of influencers	3.648	0.645
Firm emotions	3.875	0.584
Hesitation	3.645	0.496
Regret	4.155	0.597
Rational buying behaviour	4.256	0.863
Irrational buying behaviour	3.894	0.841

Source: Author's data

From the results of the descriptive statistical analysis in Table 1, it can be seen that the average value of the research variables of the established internet celebrity economy and consumer irrational buying behaviour research model is between 3.5-4.5, and the standard deviations of the variables are all less than 1.The results of descriptive statistical analysis show that the constructed Internet celebrity economy and consumer irrational buying behaviour research model has a good overall distribution and centralization trend, which can realize an effective analysis of consumer irrational buying behaviours in the Internet celebrity economy under the big data environment .

3. 2. TRUST LEVEL ANALYSIS

Confirmatory factors were used to verify the reliability of variables in the research model of Internet celebrity economy and consumer irrational purchasing behaviour, so as to verify the validity and scientificity of the model variables. The reliability test results of the research model of Internet celebrity economy and consumers' irrational purchasing behaviour are shown in Table 2.

Table 2. Reliability test results

Measurement variables	Cronbach's coefficient α	Significance test results
Internet celebrity professional degree	0.854	0.000
Internet celebrity credibility	0.815	0.000
Fan attraction of influencers	0.915	0.000
Firm emotions	0.856	0.000
Hesitation	0.943	0.000
Regret	0.982	0.000
Rational buying behavior	0.852	0.000
Irrational buying behavior	0.908	0.000

Source: Author's results

The reliability test results in Table 2 show that the SPSS 24.0 software is used to implement exploratory factor analysis on the research model of Internet celebrity economy and consumer irrational buying behavior under the big data environment. The results of Cronbach's α coefficient of each variable are all higher than 0.8.When Cronbach's o value is higher than 0.7, it means that the model has high internal reliability. The significant results of reliability test of the research model of irrational purchasing behaviour of economy and consumers in internet celebrity are 0.000. The reliability test results verify that all variables can meet the reliability requirements. Under the big data environment, all the variables of the research model of internet celebrity economy and consumers' irrational buying behaviour have high reliability, which proves that the reliability of the variables in this empirical analysis is good.

3. 3. VALIDITY ANALYSIS

The accuracy of empirical measurement data can be tested by validity. In order to ensure the data consistency between the Internet celebrity economy and the research model of consumers' irrational purchase behavior, the validity of data collected by big data technology is counted, and AMOS 25.0 software is used to conduct confirmatory analysis on the data of consumers' irrational purchase behavior collected by big data technology, The results of validity analysis are shown in Table 3.

Table 3. Results of validity analysis

Index		Inspection results
KMO value		0.952
Bartlett Spherical test	Approximate chi square	2845.64
	Chi square degree of freedom ratio/df	532
	Significance test results	0.000

Source: Author's results

From the results of the validity test in Table 3, it can be seen that the overall KMO value of the research model of the Internet celebrity economy on consumers' irrational buying behavior in the big data environment is 0.952, and the significance analysis result is 0.000. When the KMO value is higher than 0.6, the designed model is considered to have high validity. The validity test results show that the research model of internet celebrity's economy and consumers' irrational buying behavior under the big data environment can meet the validity test, and can be applied to analyze the influence of internet celebrity's economy on consumers' irrational buying behavior.

3. 4. CORRELATION ANALYSIS

The correlation between variables in the research model of consumer irrational purchase behavior is analyzed, and the analysis results are shown in Table 4.

Table 4. Correlation analysis results

	ICP	ICC	FAI	FE	Hesitation	Regret	RBB	IBB
Internet celebrity professional degree（ICP）	1							
Internet celebrity credibility (ICC)	0.584***	1						
Fan attraction of influencers (FAI)	0.651***	0.578***	1					
Firm emotions (FE)	0.862***	0.645***	0.484***	1				
Hesitation	0.645***	0.854***	0.615***	0.851***	1			
Regret	0.518***	0.546***	0.648***	0.846***	0.915	1		
Rational buying behaviour (RBB)	0.688***	0.865***	0.945***	0.645***	0.567***	0.587***	1	
Irrational buying behaviour (IBB)	0.865***	0.758***	0.856***	0.647***	0.845***	0.567***	0.648***	1

Source: Author's results

It can be seen from the correlation test results in Table 4 that when the significance level is lower than 0.01, there is a significant positive correlation between the variables of the Internet celebrity economy research model on consumers' irrational buying behavior in the big data environment, verifying the big data environment The Internet celebrity economy has a very high relevance to consumers' irrational buying behavior.

As can be seen from the correlation analysis results in Table 4, in the big data environment, there is a significant correlation between Internet celebrity economy and consumers' irrational purchasing behavior, indicating that Internet celebrity economy can influence consumers' irra-

tional purchasing behavior. From the perspective of the characteristics of Internet celebrities, if the Internet celebrities have a high degree of professionalism and credibility, they are more likely to attract consumers. After being attracted, consumers will buy products in a happy mood. With the increase of consumption times, irrational purchasing behavior will inevitably occur. From the perspective of consumer emotion cognition, if the consumer hesitates and regrets, it means that the consumer has irrational purchase behavior. On the contrary, if the purchase emotion is relatively firm, it means that the consumer's purchase behavior belongs to the rational purchase behavior.

4. CONCLUSIONS

In the context of big data, we media platform develops rapidly, providing a broader development space for Internet celebrity economy. However, Internet celebrity economy, as a new way of Internet marketing, not only brings new opportunities for product sales, but also increases the irrational purchasing behavior of consumers. In order to help consumers to avoid irrational purchasing behaviour and achieve a win-win situation between consumers and sales enterprises, the influence of Internet celebrity economy on irrational purchasing behavior of consumers was studied. The empirical results show that in the environment of big data, when the degree of professionalism, trustworthiness and attraction of Internet celebrities to fans are high, the irrational purchasing behavior of consumers increases significantly. If the consumer hesitates and regrets, it means that the consumer has irrational purchase behavior. In order to avoid the occurrence of consumers' irrational purchasing behavior, the following strategies are proposed:

(1) Enhance the moral quality and professional ability of Internet celebrities. Make the net red establish the correct values and consumption concept, promote the brand and products within a reasonable range, have a certain understanding of the products sold, avoid excessive publicity, and actively safeguard the legitimate rights and interests of consumers;

(2) We media platform guides consumers to make rational purchases. Strictly supervise the process of internet celebrities selling products live, timely remind consumers when internet celebrities are over marketing, so that consumers are passive and calm, and avoid impulse consumption.

Through the above process and conclusion of the empirical analysis, to the big data environment conduct the thorough research to the red net economic development, to avoid the buying behavior of consumers irrational put forward the corresponding strategy, looking forward to relevant government departments to raise concerns about the field, and put forward the policy of more targeted, make consumers in the future, with the further development of the web celebrity economy, Able to stay sober and calm, rational consumption.

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