



Empirical Research of Fans Consumption in Talent Show Economy of China

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Abstract

In recent years, with the continuous development of China's draft industry, Internet drafts have become common throughout China. The talent show industry has not only won the love of the audience, but also the attention of capital. A lot of capital began to invest in the talent show industry to cultivate new popular idols. Through social media platforms, fans can purchase products recommended by idols and vote for idols to increase their ranking. Idols also gain more popularity and sell more endorsed products through interaction with fans. This article starts with the talent economy, through questionnaire surveys and empirical methods, explores the factors that affect fans' consumption on idols. Diversified participation, idol abilities, social influence and empathy have been proved to have positive impacts on fans' intention to consuming. This research provides detailed empirical research conclusions for China's talent show market, which has a strong role in promoting the sustainable development of the talent show economy.

Keywords:

*Talent show economy
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1. Research Background

According to the past international experience, when a country's per capita GDP reaches 10000 US dollars, the idol industry will usher in rapid development, and the development of China's idol industry is at a key node. Owhat, an interactive platform for loyal fans of stars, released the white paper on Idol industry and fan economy in 2019, pointing out that the market scale of China's idol industry will reach 100 billion yuan by 2020. Chinese idol talent show market has great potential and ushered in rapid development in recent years (Dai, 2019). Throughout the popular talent shows in recent years, from "idol trainee" and "creation 101" to the popular series of "Creation Camp" and "youth has you". All of them are in the name of idol cultivation to create a new era of Chinese idol groups, leaving the decision of the fate of the players to the audience. Every promotion of a contestant is decided by voting until the final idol group is elected by voting, which greatly improves the participation of fans and leads to the national balloting. This kind of program mechanism allows fans to see the progress and growth process of the idol step by step in the program and see how their support changes the fate of the contestant, so they may be willing to continue to support (Bai, 2018). It's such a group

talent show that aims to practice and cultivate a variety of talents. Through the joint efforts of star producers, powerful mentors and powerful network platforms, it hits the young audience group that needs the latest consumption in this era. Behind the popularity of the program caused a lot of capital pursuit, what is the reason behind the huge economic value of the talent show market, so this paper takes the idol group nurturing programs as an example to study the main factors affecting the financial value behind the talent show economy.

Due to the good development prospect of idol talent show in China's domestic market, major video platforms have introduced this program mechanism, such as Tencent video's "Creation Camp series", iQiyi's "youth you" series, Youku's "name of youth" series, etc. But at the same time, the popularity of the program also gave birth to internet violence. Because of the fierce competition among the players, fans abuse and insult other players on the Internet in order to fight against injustice for the players they support, which pollutes the Internet environment. Talent shows not only obtain huge economic benefits, but also give consideration to social benefits, correctly lead the young people's consumption view and the value of star chasing group (Liao, 2019). Secondly, there are a wide range of audience groups, most of them are young people and youth groups. Most of them are not economically independent, but there are still many irrational consumption behaviors. What are the reasons for the fans' consumption, how to change from audience to consumers? Therefore, this research takes these popular variety shows as the research object, summarizes the factors influencing fans' consumption by consulting relevant literature and relevant theories, and then designs a questionnaire survey. Finally, according to the experimental results and conclusions, it analyzes the influence of different factors on the financial value of talent shows, what fans get from star chasing consumption, and whether it has its consumption value. In order to create a good consuming background, this paper puts forward some effective suggestions on rational consumption. At the same time, make the relevant platforms understand the consumption psychology and demands of fans, make the video platform show better content to everyone, and make the domestic idol industry get better and faster development (Li, 2020).

In recent years, the popularity of idol group shows has attracted the attention of a large number of scholars in China. However, they focus on the research of program form and program marketing. Few people from the economic level face the reasons for the huge economic value behind them Hao (2019); Hou (2018). Secondly, the audience's understanding of draft shows in China is mostly from "super girl" in 2005. From this time on, the relevant research on fans in China has gradually increased. However, the research at this time mainly focuses on irrational consumption of fans, criticizes blind pursuit of stars, and fanaticism is almost the synonym of this group. But with the development of network technology, the progress of media technology, entertainment programs are becoming more and more diversified, catering to different tastes of the audience, the fans gradually expand, and gradually show good social and economic benefits (Liu, 2019). In the consumer society, we need to change the research ideas, pay special attention to the hottest idol group draft program, explore the consumption psychology of fans, explore the specific performance, causes and social impact of fan culture in the consumer society, and have their specific theoretical value.

Behind the success of the talent show, there must be huge benefits hidden. Under the upsurge of idol talent show, video platforms, program makers, sponsors, idols themselves and economic companies are all making use of fans' love to cash in quickly. Therefore, this paper focuses on fans consumers, to tap the huge potential of this consumer market. As producers, the contestants are not the same products on the assembly line, which can meet the preferences of different audiences. The spiritual needs of consumers have been further satisfied. What kind of logical process is there from production to consumption and then to production? From this point of view, the research of this paper has great practical significance. In essence, we can treat nurturance talent shows as a consumer market, and players are commodities. In the process of watching programs, the audience automatically becomes fans, and fans turn into consumers (Xu, 2019; Zhang, 2019). Because in this program mechanism, fans enjoy the sense of control that they can change the fate of the players, but in the process of obtaining the sense of theme, control and achievement, they must pay a certain amount of emotion, time, money and so on.

2. Hypotheses

Fans can not only consume, but also have their own initiative in the consumption process, hoping that the whole process can develop according to their wishes (Yang, 2016). The traditional star making mode is in the order of market research, product development and manufacturing. However, as long as there are problems in any link, the program will fail. The main advantage of idol cultivation mode is that it is c2m model, that is, the model that customers communicate with manufacturers directly. This model will adjust the style of stars according to the needs of fans, so that fans have a stronger desire to participate. Therefore, fans will have stronger consumption stickiness (Liu, 2021).

In the current upsurge of talent show economy, the enthusiasm of fans is becoming stronger and stronger. According to different fans' economic level, fans' consumption content and consumption intensity are also different. In the voting mode of idol talent show, everyone has a free number of votes, and if you want to get more votes, you must buy the designated products. Fans can also pull their friends to vote, or participate in the crowd funding arranged by the support Committee. Fans with different economic conditions can vote in different ways according to their personal wishes, or buy endorsement products or participate in fan group

activities according to their own situation, so the audience participation mode set by the program group is an important factor affecting fan consumption (Qiu, 2019). Therefore:

H1 : Diversity participation has a positive impact on fans' consumption.

Since the audience of idol talent show variety shows are mainly women, they are more susceptible to emotional influence on consumption. The idols selected in the audition show are generally very prominent, good at singing and dancing, and have a clear attitude and personality. Therefore, the idol's own ability is a prerequisite to attract them to consume. Idols are operated and packaged by brokerage companies to enhance their comprehensive capabilities, so that fans can selectively purchase goods or vote according to their preferences for different types of idols (Liu, 2020). Therefore,

H2: Idol ability has a positive impact on fans' consumption.

In the process of supporting idols, fans have found like-minded groups. They have the same hobby of following stars, influence each other and form alliances. They will all be proud of the dazzling achievements of their idols and get emotional satisfaction together (Li, 2004; Liang, 2020). When packaging an idol, the media will create a fan group, because it is more convenient to mobilize fans to buy idol endorsement products, album works, peripheral products, etc. by bringing together fans with common hobbies (Chen & Zhang, 2020; Xiong, 2019). This will enhance the overall popularity of the idol. Therefore:

H3: Peer influence has a positive impact on fans' consumption.

Affect theory believes that human beings are mainly motivated by emotional states. The emotional state in psychology is the subjective experience of emotion (Jean, 2000; Liu, 2021). The subjective experience of emotions can be classified according to the types of physical reactions that emotions cause on the experiencer. Affect theory believes that there are three main types of emotions (Pang & Wan, 2020). These types include positive, neutral, and negative. Positive emotions are happiness, interest, and excitement. According to theory, mental health can be achieved by maximizing positive effects and minimizing negative effects. A key component of understanding emotion theory is that emotion is an involuntary response to external stimuli. Fans empathize with their favorite stars and form an alliance with other fans around them through empathy (Zhang & Dai, 2019). Fans not only feel the satisfaction of life from this process of empathy, but also become friends in life or online with many fans through empathy. Therefore, fans are more willing to consume because of the pursuit of empathy in the process of enjoying star chasing. Therefore:

H4: Empathy has a positive impact on fans' consumption.

Figure 1 indicates the overall research model.

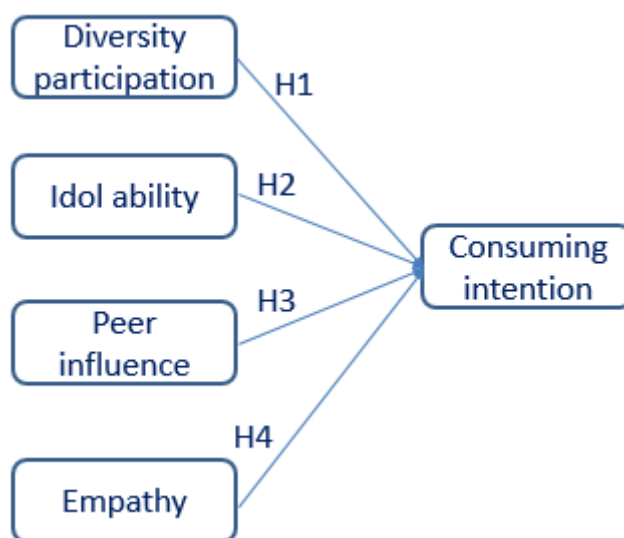


Figure-1. Research model.

3. Research Design and Analysis

This questionnaire is distributed mainly among star-chasing groups. A total of 222 questionnaires were collected in different cities in China through the Internet. 73% of fans are women who are keen to watch talent shows and like to chase stars. Nearly half of them will consume products endorsed by celebrities or pay for celebrities to improve their draft rankings. Because most of them are young people under 25 years old, 68.4% of them spend less than 20 dollars for their idols per month. Table 1 gives the demographic analysis of the survey. 73% of them are female and more than half of them are under 25 years old. Monthly expenditure for their idol is not so high, because 68.4% of them spend less than 20 dollars for their idol. The reason could be that most of them are young students and they tend to support idols through free means.

The reliability test values are listed in Table 2, where values of cronbachs-alpha and composite reliability are greater than 0.7 (Sun, Dedahanov, Shin, & Kim, 2019) and value of AVE is greater than 0.5 (Sun, Dedahanov, Shin, & Kim, 2019) therefore it proves the reliability of the model.

Table-1. Demographic analysis.

Category	Subject	N	%
Gender	Male	60	27.0%
	Female	162	73.0%
Consuming frequency (per month)	≤2 times	105	47.2%
	>2, ≤5	77	34.6%
	>5 times	40	18.2%
Age	≤ 20	95	42.7%
	>20, ≤25	78	35.1%
	>25, ≤30	35	15.7%
	>30	14	6.5%
Monthly expenditure \$	≤20\$	152	68.4%
	20-50\$	45	20.2%
	50-100\$	21	9.4%
	>100\$	4	2.0%

Table-2. Convergent validity, composite reliabilities testing results.

Construct	Cronbachs Alpha	Composite Reliability (CR)	AVE
Diversity participation	0.878	0.774	0.670
Idol ability	0.793	0.789	0.658
Peer influence	0.974	0.801	0.621
Empathy	0.881	0.743	0.654
Consuming Intention	0.886	0.772	0.672

Table 3 shows that the load of these projects is higher than that of other projects. All underlined values are greater than the values on their left. The step proves the validity of the model (Sun, Dedahanov, Shin, & Kim, 2020). Therefore, all relevant tests have proved the reliability and effectiveness of the model for structural model evaluation (Sun, Dedahanov, Shin, & Li, 2021).

Table-3. Correlation matrix and square roots of AVE.

Construct	1	2	3	4	5
DP	0.818				
IA	0.257	0.811			
PI	0.359	0.297	0.788		
EM	0.412	0.346	0.401	0.809	
CI	0.398	0.199	0.235	0.501	0.819

Table 4 indicates that all of the four hypotheses are supported. The relationships between diversity participation and CI, idol ability and PI, peer influence and CI, empathy and PI are all highly significant. This proves that diversity participation, idol ability, peer influence and empathy are key factors that positively affect consuming intention of fans.

Table-4. Hypotheses testing results.

Hypotheses	Paths	Estimate	t-value
H1	DP→CI	0.081	1.854*
H2	IA→CI	0.143	2.726**
H3	PI→CI	0.093	1.842*
H4	EM→CI	0.291	5.887**

Figure 2 implies the path coefficients of the four hypotheses. Empathy is proved to be the most important factor that influences fan's consuming intention. Idol ability plays the second key role in the consuming intention. Diversity participation and peer influence are also drivers for fans to consume. The degree of R square of the overall model is 0.281.

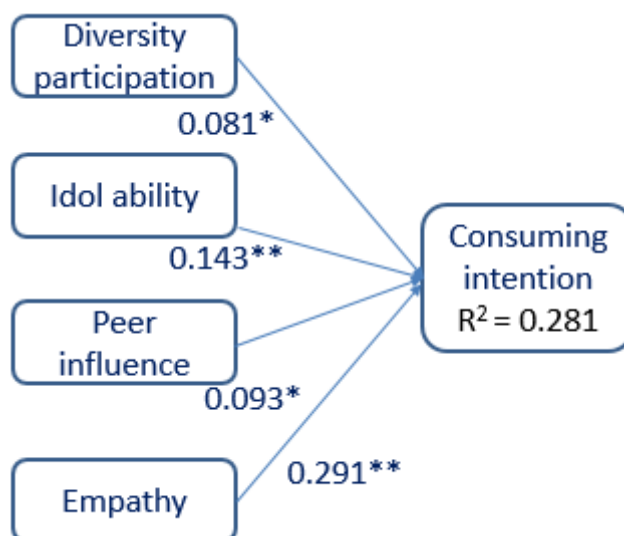


Figure-2. Structural model.

Note: * $p < 0.05$; ** $p < 0.01$.

4. Discussion

Every purchase made by fans hopes to get a substantial return, but voting for idols, participating in fundraising activities for fan support, participating in public welfare activities advocated by idols, etc., is more of a psychological satisfaction or sense of accomplishment without any substantial return. Fans show their support for idols by purchasing idol film and television works, peripheral products, and endorsement products. Fans have constructed an imaginative empathy with celebrities, and celebrities serve as imaginative resources to provide fans with comfort, wisdom and happiness (Li, 2004). Diversity participation of fans is also an important factor affecting consuming intention. This is mainly manifested in two aspects. On the one hand, through a series of activities to support idols on their own social platforms, to win a good image in the fan circle; on the other hand, through their own consumption, expand their idol's social influence, thus, make idols receive market recognition and better social opportunity (Lin, 2018). Peers use voting mechanisms and various marketing methods to update fan rankings every week, so that there is also a certain degree of competition among fans. Therefore, fans can always maintain a sense of crisis, and spend a lot of time, money and emotion to get higher position and better reputation in the fan groups.

Future talent shows should improve the content and innovate mechanisms. It is not enough to only imitate other variety shows, but develop more content to cater to the local market, attach importance to the value of fans, give fans greater power, increase fan interaction links, and enhance empathy (Yang, 2018). In the current fierce competition in the idol market, if idols want to stand out and attract fans, they must have strong strength or outstanding talents in order to be liked and sought after by fans. Additionally, idols themselves should play a role in leading demonstrations, so they must have both virtues and maintain a good public image. Although the Chinese idol market has achieved rapid development with the support of fans, the analysis of fan consumption behavior shows that irrational consumption behaviors still exist. The main consumer in the idol market is young people with low income. The fanatical pursuit may lead to impulsive consumption. In addition, in the process of fund-raising and crowd-funding, the fan community lacks official supervision, and the person in charge may run away with the fund-raising funds. Therefore, fans must protect themselves from committing crimes, and be cautious of activities involving fundraising and crowdfunding (Liu, 2019). With the popularity of idol talent shows and the development of social platforms, communication between different fan groups has become more convenient, but online violence has also appeared. Some artists, fans and idols have been slandered and insulted on the Internet. Therefore, fans should voice for love rationally. Everyone should be responsible for his words and deeds (Ye, 2020).

5. Limitations

This research focuses on Chinese talent show only. Future research may compare talent show characteristics across the world. This research is also lack of talent show idols' perceptions. Maybe the idols have more convincing suggestions to improve the quality of talent economy. Hence, the future research may take a survey among talent show idols to find more useful ideas for talent show economy.

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