



**STUDY ON THE MARKETING STRATEGY OF INTERNET  
CELEBRITY CATERING -- TAKING ZANJIA  
EIGHT- TREASURE PORRIDGE AS AN EXAMPLE**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF  
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This Independent Study has been Approved as a Partial Fulfillment of the Requirement  
of International Master of Business Administration in International  
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**Title:** Study on the Marketing Strategy of Internet Celebrity Catering -- Taking Zanjia Eight-treasure Porridge as an example

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### ABSTRACT

Internet celebrity catering, as a combination of the Internet celebrity economy and the catering industry, has developed rapidly in recent years. But at the same time, Internet celebrity catering is facing an important problem, a lack of correct marketing strategy, and a short life cycle. The main objectives of this study were (1) To explore the SWOT analysis of Internet celebrity catering Zanjia Eight-treasure Porridge, which can play a certain reference role for similar Internet celebrity catering to identify their contradictions and determine the development direction. (2) To choose the most suitable marketing strategy for Internet celebrity catering Zanjia Eight-treasure Porridge.

This paper adopted document research method, took the Internet celebrity catering Zanjia Eight-treasure Porridge as the object and studied its marketing strategy. Through the SWOT study on the marketing environment of Zanjia Eight-treasure Porridge restaurant, it is found that although Zanjia Eight-treasure Porridge has advantages of cost-effective products, store location and decoration environment, information platform and Internet celebrity marketing channels, etc., However, there are also disadvantages such as low brand awareness, lack of strong marketing resources, high operating costs, imperfect personnel management and incentive mechanism, and the social environment and the high development of the catering industry bring opportunities, but also face threats from competitors. Through analysis, this paper finally chose the WO strategy, combined with the disadvantages of Zanjia Eight-treasure Porridge in brand construction, high operating costs, and marketing channels, and combined with the opportunities of the external environment, through learning advanced experience and management mode to strengthen the management level of Zanjia Eight-treasure Porridge. It provides ideas and experience references for the marketing strategy analysis and formulation of the same type of Internet celebrity catering.

**Keywords:** internet celebrity economy, internet celebrity catering, marketing strategy, swot analysis

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Yang Fenglei  
May 25, 2023

## DECLARATION

*I, Yang Fenglei, hereby certify that the work embodied in this independent study entitled “Study on the Marketing Strategy of Internet Celebrity Catering -- Taking Zanjia Eight-treasure Porridge as an example” is result of original research and has not been submitted for a higher degree to any other university or institution.*

*Yang Fenglei*

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May 25, 2023



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# 1 Introduction

## 1.1 Research Background

The catering industry is a traditional service industry, and its growth has never stopped. The restaurant industry's revenue grew nearly 10.7 percent year on year in 2016. Its turnover in the shopping center can be compared with the retail industry and entertainment industry (Pan, 2016). Therefore, the catering industry has quietly embarked on the road of transformation. Under the constant changes of today's market economy, the traditional catering marketing model is no longer able to adapt to the new market environment. Traditional marketing means such as discounts and promotions and the marketing methods such as experiential marketing have gained new vitality due to the high development of Internet technology. More Internet marketing techniques are known. The main media of the marketing model is the Internet. The main method is to attract customers by displaying products online and providing consumption channels for customers through physical stores offline. This is the latest development trend of traditional catering enterprises embracing the Internet model. It has also become a new hot spot for entrepreneurship and employment in the domestic catering industry. At the same time, it has brought tremendous changes to Chinese dining straws. In this Internet era, We-Media and short video technologies have penetrated people's lives in an all-around way, giving birth to many groups that grow by taking advantage of We-Media and short videos. Gradually, the Internet Celebrity phenomenon has become an economic, social, and cultural phenomenon. Internet Celebrity catering is one of the phenomena of Internet Celebrity. It is a new catering product and service that traditional catering has developed through the Internet way of thinking, and it becomes a new and popular catering brand with the help of new media platforms and social media. It is a product of the Internet era (Fan, 2017). The enthusiastic discussion and dissemination of consumers on Internet Celebrity catering make it into the horizons of the wider public. Relying on the "popularity + fans" gimmick, Internet Celebrity catering has quickly occupied a place in the catering industry. Now, this kind of catering has become a tempting cake that everyone in the field of catering wants to taste and many "eaters" and "fans" compete to consume. However, the common feature of Internet Celebrities also appears short duration.

In the early days of its establishment, Zanjia Eight-treasure Porridge took the online celebrity image of the store's products as its brand, attracting fans with the content it shared and establishing a gathering place for fans offline. Establish offline value conversion through the Internet popularity of net celebrities, and continuously amplify the net celebrity attributes of products through humanized, multi-channel and differentiated entity operations to achieve commercial operations with great commercial value. The turnover of Zanjia Eight-treasure Porridge did not achieve the expected effect, and the negative inflow level of cash flow is becoming more and more serious. Due to the unstable reputation of the store on the Internet and the gradual disappearance of the popularity of the store network, although the owner tried his best to carry out marketing recommendations on the live broadcast platform, the effect is still not obvious. Zanjia Eight-treasure Porridge restaurant has set up a special

fan gift for fans, and recorded the number of fans entering Zanjia Eight-treasure Porridge restaurant every day. It can be found that the number of fans is decreasing every month. Secondly, the number of fans on the "We media" is positively correlated with the number of fans entering the store every month, indicating that the number of fans and the number of fans entering the store will decrease simultaneously due to poor management of the restaurant. Through the communication with the fans, it was found that some loyal fans of the owner and some strangers said that the Zanjia Eight-treasure Porridge restaurant was cheap, the staff service attitude was good, the sanitary conditions, the decoration and other conditions were also good, while some customers said that the service quality of the store was poor, and the taste of the dishes did not meet the customer's expectations. This fully shows that the store's operation is not stable.

## **1.2 Research Problems**

A short life span is the common shortcoming of all network celebrity series products. Improving the development status of network celebrity catering and formulating suitable marketing strategies are the main issues studied in this paper. Hu (2020) put forward the connection between the Internet celebrity effect and consumers' purchase intention in the Study on the Influence of the Internet Celebrity Effect on Consumers' purchase intention. Improving the Internet celebrity effect is a key issue to extend the life cycle of a brand. Liao (2017) mentioned poisoning incidents caused by food quality problems in Internet celebrity catering in Shanghai in Supervision of Internet Celebrity caterings Can't Let Go. Li (2018) focused on the study of the current situation of Internet celebrity catering, arguing that the "queuing economy is a feature of the entire Internet celebrity economy or a phenomenon". For the fast-paced life, the waiting time for consumption is an urgent problem that needs to be solved. In the Internet era, information exchange becomes very convenient, resulting in the quality of its products, prices, and service quality becoming transparent. Thus, these factors have become the main problem affecting the net celebrity catering to attract consumers to consume again.

At present, there are 8 categories and 130 items of various kinds of products, but the product types belong to the conventional food and beverage items, and there is no outstanding product type advantage from the current market competitiveness. At the same time, the product production process is not perfect, resulting in insufficient product quality, product cost performance, safety and other aspects do not have obvious advantages. In terms of price, the current pricing level of Zanjia eight-treasure porridge is relatively low, one is to cause the surrounding competition situation is tense, on the other hand, it has caused a bad impression of product quality to customers, product portfolio pricing has not achieved the expected effect, and the sales of related package products do not have an advantage. In terms of marketing channels, Zanjia Babaogrui currently has only one store, and mainly relies on the placement of some billboards and the distribution of leaflets for marketing, while the lack of distribution channels, no increase in e-commerce takeout platforms and other



marketing channels lead to marketing restrictions. In terms of promotion, the store promotion activities are not perfect, many activities are not effectively carried out, and the promotion method generally adopts the average discount, the product grade is not prominent, and the investment cost in the promotion is not enough, the promotion effect is general.

### **1.3 Objective of the study**

By studying various existing literature on the Internet celebrity economy, Internet celebrity catering and so on, this paper applies the relevant tools and knowledge system learned to analyze the marketing environment of Internet celebrity catering Zanjia Eight-treasure Porridge, clarify its current marketing status and existing problems, and find feasible and appropriate marketing strategies by analyzing the problems. In this way, it can help them get out of the business dilemma and win out in the competition by improving the brand influence of the network celebrity restaurant. The main objectives are as follows:

(1) To explore the SWOT analysis of Internet celebrity catering Zanjia Eight-treasure Porridge.

(2) To choose the most suitable marketing strategy for Internet celebrity catering Zanjia Eight-treasure Porridge.

### **1.4 Scope of the study**

At present, the concept of "Internet celebrity restaurant" only appears in some journals and newspapers, without a unified definition, and its related research is not in-depth. There is not much relevant literature about "Internet celebrity restaurants" on Zhicho.com, only 13 of which are repeated, and 12 of the other literature are newspaper reviews. Most of this literature is focused on the analysis and evaluation of specific events generated by a specific Internet celebrity restaurant, and there are no in-depth studies on the operation rules, marketing methods, marketing strategies, and other aspects of Internet celebrity restaurants. Meanwhile, from the perspective of time distribution, research on Internet celebrity restaurants is concentrated after 2017. Only one was in 2016. In foreign literature, there is no clear definition of Internet celebrity restaurants, and there is no relevant literature for searching related terms in SPE. There is no relevant literature in the search for "online sensation restaurant" and "online celebrity restaurant" in the foreign literature database of CNKI. In terms of "online sensation" and "online celebrity" search, there is not much-related literature, and there is 0 literature on the "online sensation" search. There are only 13 literature related to "online celebrity". In today's market economy, the traditional food and beverage marketing model is hard to adapt to the new market environment. Traditional discounts, promotions, and experiential marketing methods integrate with Internet technology and present new vigor. With the emergence of Internet Celebrity, the food industry is quietly on the path of transformation into the current Internet Celebrity catering, whose duration is closely related to the development of the catering industry. In the form of a literature review, this paper studies how influencer catering can integrate influencer

resources, Internet resources, and store entities in today's rapidly transforming environment to help influencer catering last and last longer, to make better marketing plans.

## **1.5 Research Significance**

This paper studies how the Internet celebrity catering Zhanjia Eight-treasure gruel in today's rapidly changing environment, By fully combining network celebrity resources and Internet resources with store entities to form a marketing strategy suitable for the innovative model of the existing network celebrity restaurant, this research is not only of vital significance for the operation and development of the network celebrity restaurant Zhanjia Eight-treasure Porridge restaurant but also of great significance for the improvement of the operation of other network celebrity restaurants that rely on the platform content for marketing. Starting from the theory of supply and demand, net celebrity catering meets the consumption needs of young consumer groups. Internet celebrity economy and Internet celebrity catering fit the consumption psychology of young consumer groups to a certain extent, thus revealing the significance and necessity of the existence of the Internet celebrity economy and Internet celebrity catering. From the perspective of practical value, the current network celebrity economy is developing rapidly and has huge development potential, so the study of the network celebrity economy has a greater market value. At the same time, this study, can also provide a certain basis for a more objective self-cognition of Internet celebrity catering, provide a certain reference for investors to invest in Internet celebrity catering, and provide a certain reference for consumers to rationally treat Internet celebrity catering.

## **2 Literature Review**

### **2.1 Introduction**

Wang (2019) pointed out that the economy of Internet celebrities is an economic form in which Internet celebrities release their original works with distinct personalities to gain the attention of a certain scale of fans and then carry out marketing activities through online publicity, thus forming a complete profit chain. Internet celebrity catering is an emerging economic model that combines the catering industry with the Internet celebrity economy. Therefore, Internet celebrity catering is a prominent performance of the Internet celebrity economy in the catering industry. For the emerging Internet celebrity economy, domestic and foreign scholars have done research and analysis from different perspectives, mainly including Internet celebrity economic driving model research, Internet celebrity marketing model research, Internet celebrity industry chain research, and Internet celebrity development status and trend research (Ao, 2016). For Internet celebrity catering, the main research contents include the upgrade and maintenance of Internet celebrity catering brand under the Internet thinking, the operation mode of Internet celebrity catering from the perspective of design, the brand operation strategy of Internet celebrity catering, the supervision of Internet celebrity catering, why the capital favors Internet celebrity catering and so on. From the objective reasons for the rapid rise of Internet celebrity catering to the "short life theory" that is difficult to sustain, the problem analysis at the regulatory level and

the future development direction, and other aspects of the relevant research.

## **2.2 Internet celebrity and Internet celebrity economy**

### **2.2.1 Internet celebrity**

In recent years, Internet celebrity has become a hot word and was once listed as one of the top 10 hot words of 2015 (Ao, 2016). In addition, the ability to cash out after becoming an Internet Celebrity and its gradual infiltration into the daily life of ordinary people attract the academic circle to pay more attention to its origin, background, and influence. Wang (2016) points out: the trend of We-Media in the Internet era is the prerequisite for the rise of the Internet Celebrity economy; the diversification of personal value and social mentality is the foundation; the strategic adjustment of economic structure and policy orientation of innovation and entrepreneurship are the realistic background. Shen (2016) thinks that Internet Celebrity is not spontaneously generated, but the result of the comprehensive function of Internet celebrities, Internet promoters, traditional media, and the psychological needs of audiences in the network media environment. Xue (2017) believes that information technology upgrading is the basic condition for the generation of Internet Celebrity phenomenon, benefit expectation is the internal motivation, mass cultural consumption is the realistic soil, and the weakening of media control is an important reason for the disorder of Internet Celebrity phenomenon.

According to Jong (2020), External factors for the formation of the Internet Celebrity phenomenon include the surge of Internet users, the expansion of smartphones, the rapid development of Internet services related to Internet Celebrity activities, and the establishment of professional operation teams on MCN and other platforms. The intrinsic factor is that the approachable temperament of Internet celebrities can help viewers gain a sense of intimacy, meet their needs for entertainment and social communication and create profits. Xiao (2021) points out from the perspective of humanities and communication that usage and satisfaction are the humanistic basis for the generation of Internet Celebrities, the innovation of communication technology platforms creates an opportunity for Internet Celebrity to spread, and the Internet Celebrity economy boosts the spread of Internet Celebrity. Fan, Cao, and Ji (2019) point out that the three backgrounds of Internet Celebrity catering brands are: the growth and application of We-Media under the Internet trend, the transformation and upgrading of consumer demand levels, and the upsurge of new marketing under the Internet thinking. Fu (2018) points out from the perspective of consumer society theory that a strict consumption logic including personalized labels is hidden behind the phenomenon of Internet Celebrities.

As the phenomenon of Internet Celebrity heats up, its influence on the economy and society also attracts rising attention. Cai (2020) warns that excessive consumption of Internet Celebrity should be guarded against distortion of values. Liu (2016) thinks that positive and negative functions of Internet Celebrity phenomenon coexist. The positive functions provide self-employed business channels, enforce the network information culture more rich and varied, extend social relations, and promote network technology development; the negative ones spread negative information, violate

personal privacy, reputation and works copyright, and mislead more people to pursue blindly to be Internet Celebrity. Fan (2017) analyzes its influence on society from the perspective of anemia of Internet Celebrity phenomenon, including "pan-entertainment", value orientation, bad examples and social imitation. Huang (2018) does researches on its positive and negative impacts on university students' values, and its significance to the cultivation of their socialist core values. Huang (2019) believes that the phenomenon of Internet Celebrity promotes economic development and provides sales channels and employment opportunities through Internet Celebrity economy; however, the deviant behavior and idol worship of Internet Celebrity cause distortion of social values. Xu (2021) points out that the Internet Celebrity economy is affecting the values of rural teenagers from aspects of content guidance and community operation.

### **2.2.2 Internet celebrity economy**

The network red economy began in 2016, there are an appearance level class, an emotion class, a field of human beings, and an industry leader class, as well as a virtual IP class and other network celebrities. Most network celebrities complete a large number of fans through their attraction, and there are corresponding fan groups, these fans follow the network celebrities and complete the consumption behavior for them. The Internet celebrity economy is a new business model that converts fan resources into cash and turns traffic into value and income. In China, many experts and scholars have analyzed and summarized the development and current status of China's Internet-red economy. Huang (2016) made an in-depth study of the development status and profit model of the Internet celebrity economy. He believed that the Internet celebrity economy was mainly the common product of many factors, such as the progress and development of mobile Internet information technology, the emergence of new consumer groups, the improvement of the ecosystem of mobile live broadcasting, and the completion of infrastructure. He also pointed out the impact of the Internet celebrity economy, future development prospects, and possible challenges. Bai (2016) classifies Internet celebrities, believes that the core of the Internet celebrity economy is an economy, and discusses its essence and future development. Ao (2016) sorted out the complex process of the development of Internet celebrity culture from the individual Internet celebrity to the gradual generalization and replacement of Internet celebrity culture and analyzed the psychological demands behind the audience of Internet celebrity culture. He believes that these people pursue network red culture, in addition to killing time, more to seek their own under the identity of a projection psychology, or because of its herd psychology and chase hot things.

Wang (2019) mainly analyzed the development trend of Internet celebrity economy, including the following aspects: First, from the perspective of development status, the fields and contents of Internet celebrity tend to be diversified; Second, from the perspective of professional form, Internet celebrities tend to be professional; Third, the form of net red cash, net red cash form diversification; Fourth, from the perspective of industrial chain composition, the industrial chain of Internet celebrities continues to extend; Fifth, from the point of view of the operation mode, the network celebrity economic operation is professional. And pointed out that the essence of the

Internet celebrity economy is the individual influence flow realization, into a commercial value of the economic model. As for the suggestions on the development of the Internet celebrity economy, it is suggested to improve the relevant laws and regulations and strengthen the supervision of the Internet celebrity market.

Based on the innovative combination of the Internet celebrity economy and the Little Red Book marketing model, Li (2019) analyzed the problems and causes of the imbalance between supply and demand of the industrial chain of the Internet celebrity economy and pointed out that three main factors were causing the imbalance. The first was the platform explosion effect, which excessively induced consumers. Second, the additional cost of products disturbs the balance of the economic industrial chain of Internet celebrities, such as exchange rate, tariff, etc. Put forward the follow-up development strategy, including: optimizing the way, to carry out targeted marketing "network celebrity"; Optimize the content, improve the marketing quality of "net celebrity"; Optimize the source, independently create high-quality "net celebrity".

Li (2020) took the novel coronavirus outbreak at the end of 2019 as the background and pointed out that in the era of the epidemic, live streaming of goods as a form of Internet celebrity economy played a surprising role in boosting the domestic economy. However, the net red belt goods still show traces of barbaric growth, the net red economic sustainable development put forward countermeasures and suggestions mainly have the following aspects: first, adhere to the quality of the king concept, to ensure the quality of marketing products; Second, insist on strengthening comprehensive supervision and standardize the behavior of Internet celebrities with goods; Third, improve the platform access standards, improve the integrity mechanism.

### **2.3 Internet celebrity Catering**

With the rise of social media, the Internet celebrity economy has developed rapidly, as Master Bao, Xicha, Haidilao, and other Internet celebrity brands have entered the public eye. With their novel and unique products and dining environment, and innovative and interactive marketing strategies, they have triggered a high level of Internet popularity. Internet celebrity catering is a new type of food and beverage. At present, academic research on it is still in its infancy and lacks a clear definition. Therefore, this paper attempts to define it. Internet celebrity caterings are restaurants that gain high popularity through Internet publicity, gain unique brand impressions and high customer sickness through differentiated services, and enjoy high attention and good reputation in various online channels. According to Fang (2019) Internet celebrity catering have the following significant characteristics: (1) high popularity, because of the high popularity, they often need to queue for dinner; (2) The attraction and attention of Internet celebrity catering are mainly achieved through online publicity, and the influence of electronic word-of-mouth on the Internet is more significant; (3) Consumers have a certain understanding of its network popularity before eating, knowing that the restaurant is very popular on the network; (4) The product and environment are unique. Zhou (2018) surveyed online celebrity catering

brands and found that consumers who are willing to pay for online celebrity brands mostly because of their high appearance level. These consumers pay more attention to the quality of sensory experience and the richness of social experience.

Internet celebrity originally refers to the popular people sought after by Internet users, but since the "net red" phenomenon began, it is a connotation and extension of the concept of expanding, now "net red" scenic spots, "net red" library, "net red" restaurants, "net red" scenic spots, etc., have become attracted local and foreign tourists to punch a card or consumption "net red" punch a card (Wang, 2016). According to the concept of Internet celebrity, the Internet celebrity catering derivative in this article can be understood as a popular catering brand that is sought after by netizens or consumers. This kind of network celebrity catering brand usually has high popularity in the early stage, strong liquidity, and potential consumers tend to rush, and even queue up to wait for consumption. Such as the hot national catering brand Tea Yan color. If the network celebrity mainly produces new spiritual products, then the "network celebrity" catering mainly produces a combination of material products and spiritual products (services), the continued popularity of the two is not normal, but continuous novel products (services), social responsibility actions, in line with social ethics, and the influence of multiple factors such as the persistence of fans' preferences.

Compared with traditional restaurants, taking the affordable restaurants "Old Village" and "simple village" as an example, they rely on the brand effect to create the reputation of a "ten years old shop". Quality, price, and quality are their main strategy. Sustainable development is their main strategy. What attracts customers is the quality food or cost-effective consumption experience they enjoy in these restaurants. On the other hand, Internet celebrity caterings have a fixed development and marketing model. They gain fans through the Internet and social media, appear on major platforms with a high appearance level, and then use hunger marketing to enhance the popularity of the store. People are driven by the curiosity to go to these trend-filled Internet-red restaurants, at the expense of spending a lot of time queueing up, and even the emergence of scalpers, and purchasing forms. Liu director of the sociology Department of Shanghai Finance and Economics, once told reporters that the significance of modern people's consumption has long been not in the product itself, but a "symbol consumption", so that they can share on social platforms the most important. Internet celebrity caterings rely on people's need for novelty and self-presentation to attract people to punch in.

## **2.4 Influencer marketing strategy**

In the network celebrity marketing model, network celebrities are branding themselves, through the shaping of personal image and personality, to establish their own identity, to become the image spokesman of fans. Just as product brands need to carry out well-planned marketing activities, Internet celebrities also need to apply the theory of brand marketing and combine a variety of marketing methods to run their Internet celebrity brands. At present, there is no exact definition of influencer

marketing in marketing. Therefore, from the perspective of analogy and relevance, the ultimate goal of influencer marketing is to form brand effect, mainly through rapid and explosive communication, and enhance customer experience through frequent interaction. Therefore, influencer marketing can be combined with brand marketing, viral marketing, and mutual marketing to define its concept, but the complex and changeable mode of influencer marketing is not limited to this.

#### **2.4.1 Influencer marketing and brand marketing**

In 1960, the American Marketing Association defined a brand as "a name, term, logo, symbol, or design, or a combination thereof, that identifies the products or services of a vendor or group of vendors and distinguishes them from those of their competitors." Brand marketing refers to the marketing strategy and process in which an enterprise creates brand value and finally forms brand benefits by taking advantage of consumers' brand demands. It is a process in which target customers form cognition of the enterprise's brand, products, and services through various marketing strategies (He, 2018).

The content of influencer marketing itself has a brand effect. The object of the influencer itself may be a name, a term, a sign, or a symbol, and on top of that, it may be a community of multi-factors such as an influencer or an influencer restaurant. Compared with other brands, the influencer brand itself has certain differences. Therefore, it can be distinguished in the competition. Influencer marketing is to use the influencer brand needs of fans or netizens with related content needs to create corresponding value realization, and finally form a marketing strategy and marketing process and business process. Slightly different from brand marketing, influencer marketing enables customers to recognize the marketing subject faster and form a topic faster. Accordingly, once competitiveness is lost, the loss of customers will be faster.

#### **2.4.2 Influencer marketing and viral marketing**

Viral marketing does not rely on Internet hacking technology for marketing but forms publicity through users' word-of-mouth. At this time, word-of-mouth spreads rapidly through the viral-like network and reaches thousands or even tens of millions of audiences. Viral marketing can be viewed as a network marketing method on a micro level, but from the perspective of practical application, it is more regarded as a network marketing idea, its core is to use active communication between users to form a reputation of valuable information and services, the most way to achieve the purpose of network information marketing. Key features of viral marketing. Viral marketing is the use of public social networks to fully develop the enthusiasm of the public so that the information that needs to be marketed can be spread and disseminated, and this information can be quickly copied and spread to large-scale audiences. First, the pathogen subject of viral marketing has considerable attraction; Second, the spread speed of viral marketing has a geometric multiple; Third, viral marketing has high-efficiency acceptance ability; Fourth, viral marketing updates are fast (Liu, 2017). General rules of viral marketing. Successful viral marketing cannot be separated into six main elements (Xiao, 2017). Ralph F. Wilson summarized it into six aspects. They are providing a valuable service or product, providing a way for

information to be easily transmitted to others, information being very easy to spread on a large scale, the public being motivated, using other people's resources to spread information, and using existing communication networks. Influencer marketing is the closest to viral marketing, by definition, influencer marketing itself is also an online marketing method, but also by providing content with a high degree of infection, to the user's word of mouth to form word-of-mouth, and finally achieve the purpose of online marketing.

However, for Internet celebrity catering, the high pertinence of Internet celebrity marketing and the high scalability of viral marketing can be organically combined, which can achieve twice the effect with half the effort.

### **2.4.3 Influencer marketing and interactive marketing**

Ally J.McMillan and Jang-Sun Hwang in Measurement of Perceptual Interactivity: In the paper on the Exploration of the formation degree of perceptive interactivity from the three dimensions of Communication Direction, User Control, and Time, functional researchers believe that interactivity is inseparable from new media, and they pay special attention to the new communication behaviors brought by the technical characteristics of the media itself (Yang, 2018). LalarfeA.Zeithain believes that new media technology has led to great changes in traditional marketing. In the era of mobile Internet, virtual salespeople on the Internet will replace marketers in physical stores. Interactive marketing is defined as "the use of new media in communication" (Wang, 2018). American scholar Burke et al. divided the interaction on Facebook into three categories: directed communication, passive consumption, and broadcasting (Burke, 2011).

In 2018, Wei Bin mentioned, E-commerce is a kind of business activity through the acquisition of network information, and network exchange, it is a new form of network commerce, it can break through the limitations of time and space, improve the efficiency of transactions, under its conditions, allow business marketers and consumers to carry out zero-distance contact, has a great role in promoting business marketing activities of enterprises. Among them, WeChat, Weibo, Tiktok, and other we-media platforms provide a good platform for interactive marketing.

To sum up, influencer marketing is a marketing process that aims to promote the brand through efficient communication methods similar to viral marketing and high communication methods similar to mutual marketing through Internet channels, and finally obtains the attention of hot fans, to realize this attention through various online and offline methods.

## **2.5 SWOT analysis of Internet celebrity catering**

SWOT analysis is an important concept in management, which is based on the situation analysis under the conditions of internal and external environment and competition. S (strengths) is a strength, W (weaknesses), O (opportunities) is a chance, and T (threats) is a threat. Through the SWOT analysis of "Zanjia Eight-treasure Porridge", we can understand that catering brands, including Zanjia Eight-treasure Porridge, can be improved from the following aspects to avoid being eliminated by The Times. First, continuously optimize product quality and improve product



categories; Second, develop more seasonal products according to different seasons; Third, continue efforts to innovate and enhance product competitiveness.

### **2.5.1 The strengths of Internet celebrity catering (s)**

#### (1) Product innovation

The reason why net celebrity catering can quickly attract consumers is closely related to its daring to subvert tradition. In terms of product innovation, Hicha integrated milk tea with cheese for the first time, and made a series of milk lid products that were hot in the market. Fish non-fish from an unknown and no brand ability to become a household name Shanghai baked fish brand, mainly rely on product innovation.

#### (2) Network marketing, diverse channels

Network marketing is the most obvious feature of network celebrity catering, network marketing can be divided into short video marketing and community marketing. Short video marketing is very convenient and low cost for catering enterprises, and modern people have a special preference for mobile browsing, short video is more popular with consumers than long video or Twitter publicity. Social marketing, in short, establishes a "circle of friends". This model is relatively more accurate. Through intra-group interaction, consumers are involved, so that consumers can change from passive to active, thus enhancing consumer participation and effectively enhancing customer loyalty to their brands (Huang, 2016).

### **2.5.2 The weaknesses of Internet celebrity catering (w)**

#### (1) Product quality stability is low

As far as product quality is concerned, when Internet celebrity catering is starting up, most businesses will invest more energy, whether it is food safety or product taste, there is a good performance, but with the rise of fame, passenger flow increases, often only marketing publicity, ignoring the most essential requirements of catering (Liao, 2017).

#### (2) Lack of quality personnel

Due to the limitation of the overall salary level of the catering industry, it is unable to attract high-quality professionals, and the lack of talents directly leads to the lack of internal management. At present, the market for the network celebrity catering requirements are also getting higher and higher, the need for a large number of professional talents to supplement, as most of the current capital investment, the first thing to look at is the network celebrity restaurant founder and management team's educational level and past experience.

### **2.5.3 The opportunities of Internet celebrity catering (o)**

#### (1) The continuous development of Internet technology

With the continuous development of science and technology, mobile communication has entered the 5G era from the stage of 4G network (Zhou, 2019). The rapid development of Internet technology is bound to drive the development of more we-media platforms. The rise of net celebrity catering is based on the development of the network and the publicity of we-media. With the development and popularization of network technology, the publicity platform will be more diversified, the transmission speed will be faster, more efficient, and the source power will be

more sufficient.

(2) Young consumer base

Internet celebrity catering consumer groups are relatively young, mainly 20-35 years old, this age group of consumers mainly include college students and white-collar workers, they can quickly accept the trend, and generally have a relatively high level of education and monthly income, have certain requirements for life and consumption, and have the desire to pursue a better life, and willing to pay for it (Han, 2020).

#### **2.5.4 The threats of Internet celebrity catering (t)**

Internet celebrity catering homogenization competition is fierce, replicability is strong, and many businesses believe that the cost of copying explosive products is low, and the effect is fast. The result of homogenization competition is often vicious competition between businesses, can only use the price to attract consumers, and eventually fall into the price war, with the profit space getting smaller and smaller, can not achieve benign operation, and finally hurt themselves, sinking or even disappearing in the tide of the market (Li, 2017).

### **3 Research Methodology**

This paper uses a document research method, collects, collates, and analyzes the research literature and practice reports of similar topics, and understands the research results and research status related to the Internet celebrity economy and Internet celebrity catering. At the same time, the relevant philosophical works are consulted as the theoretical support basis, and the causes are deeply studied through the surface. The second chapter's literature review, mainly from the generation logic and formation mechanism of the network celebrity economy elaborated on the existence and development of the network celebrity economy. This paper discusses the current development status of the net celebrity economy, including the industrialization chain, operation mode, and current problems, and puts forward development suggestions. The recommendations mainly include strengthening legal supervision at the external level, and improving quality internally, including the quality of Internet celebrities, platforms, and products themselves, to achieve long-term development. Various scholars focused on the study of the causes and development status of Internet celebrity catering and put forward a variety of different viewpoints and opinions from different angles, and put forward suggestions and guidance for the follow-up research on the sustainable development of Internet celebrity catering. The author will do further research on this basis.

Through SWOT analysis, it reveals the current development status of Internet celebrity catering, the characteristics of consumer groups, the internal advantages and disadvantages, and the external opportunities and challenges. This paper mainly points out the main reasons for the short life cycle of Internet celebrity catering from three aspects: from the level of consumer groups, the consumer group of Internet celebrity catering is fickle and the brand sensitivity is low; From the point of view of the enterprise's management, the lack of high-quality talents confuses management

and insufficient internal control; From the external environment, the homogenization competition between catering stores is becoming increasingly fierce. Through the above-detailed analysis of the external environment and internal environment at the current stage of the development of network celebrity catering, it is not difficult to find that with the continuous development of Internet technology, the new consumption enthusiasm of young consumer groups is rising, network celebrity catering is still in the stage of rapid development, the current external macro environment is still favorable to the development of network celebrity catering, but it needs network celebrity catering to improve product quality. Improve internal management and establish an internal system suitable for development. Therefore, this paper chooses the WO strategy for the network celebrity catering, that is, the twist strategy. The transformational strategy is to make effective use of the external market dividends by changing the internal unfavorable factors and strengthening the internal strength to achieve sustainable development and prosperity of the industry.

## **4 Finding and Conclusion**

### **4.1 Finding**

Internet celebrity is a popular social, economic and cultural phenomenon in recent years. Yan (2019) believes that with the change of times, its connotation and extension gradually expands, and especially its cash ability drives the Internet Celebrity economy to prosper and promotes millions of grassroots, shops, and scenic spots to become Internet celebrity for profits. Every individual or event becomes an Internet celebrity for a specific reason, not to mention chance. Food, beverage and catering services as the main content of the catering brands become Internet celebrity of course is no exception (Wang, 2018). As the influence of Internet celebrities continues to expand, some people take advantage of their advantages to continue to profit and develop a new economic model. Network celebrity catering, as a branch of the Internet Celebrity economy, also continues the shortcomings of the short life of the Internet Celebrity economy. Therefore, the tendency of consumers to re-consume "net celebrity" catering brands plays an important role in the continued popularity of "net celebrity" brands.

Through the SWOT analysis of Zanjia Eight-treasure Porridge, it is found that the main advantages of Zanjia Eight-treasure Porridge include, cost-effective product advantages, store location and decoration environment advantages, information platform advantages, and network celebrity marketing channel advantages. The main disadvantages include low brand awareness, lack of strong marketing resources, high operating costs, personnel management and incentive mechanism is not perfect, and the imperfect personnel management incentive mechanism is also one of the main disadvantages of Zanjia Eight-treasure Porridge. The main opportunities include the continuous improvement of the policy environment, the improvement of the catering macro environment, the improvement of the national policy environment, and the reduction of the tax cost of Zanjia Eight-treasure Porridge by tax policies. The technical environment is favorable, and the dividend effect is continuously prominent. Rich management means, reduce management costs. The main threats include the

increasing aging of the population, which is not conducive to the development of fast food industry, and the increase in the number of young and middle-aged people, which is conducive to the development of fast food. However, the aging level in the past two years will not rise quickly, so it will not affect the current operation of Zanjia Eight-treasure Porridge too quickly. The pressure of competition in the industry has intensified. For internationally renowned brands, KFC, McDonald's and other enterprises have gained the absolute advantage of competition in the industry with their absolute catering environment, high-quality products, high-quality services and efficient work processes. The potential entrants have certain threats, the product technology content is relatively low, the entry conditions are low, and the competitors have strong entry ability.

## **4.2 Conclusion**

Through the domestic and foreign literature research, as well as the SWOT analysis of the Internet celebrity restaurant Zanjia Eight-treasure Porridge, the following conclusions are drawn, and the purpose of the research is verified.

### **4.2.1 SWOT analysis of Zanjia Eight-treasure Porridge**

#### **(1) Strengths analysis of Zanjia Eight-treasure Porridge (S)**

The main advantages of Zanjia Eight-treasure Porridge include store location, Zanjia Eight-treasure Porridge has the advantages of store location with a large flow of people, strong consumption power, and a superior decoration environment compared with the same category of stores. High-cost performance product advantage, At present, it has developed 120 varieties of eight categories, including staple food, fried chicken, potato fried products, fruit juice drinks, carbonated drinks, stir-fry, barbecue, etc., which can meet the needs of customers with different taste experiences and different consumption levels. The R & D team has conducted relevant studies and investigations in the fields of fast food, beverages, etc., and launched products with different flavors, which are very competitive in the market. Network celebrity marketing channel advantage, As a regional network celebrity, the owner of Zanjia Eight-treasure Porridge has a lot of network fans, just the consumption of fans can meet the daily profit needs, and Zanjia Eight-treasure Porridge network marketing channels have more advantages, in the platform such as Douyin can carry out targeted marketing for fixed customer groups, which is an advantage that other stores do not have.

#### **(2) Weaknesses analysis of Zanjia Eight-treasure Porridge (W)**

The main weaknesses of Zanjia Eight-treasure Porridge are Low brand awareness, compared with KFC, McDonald's, Burger King, and Decos such international well-known brands, as well as regional well-known brands such as Ecker Burger, Zanjia Eight-treasure Porridge, as a chain brand born in the region without any background, is too low compared with international brands, can not pose a threat. High operating costs, high operating costs are mainly reflected in two aspects, one is that the corporate culture has not been established, network red shop owners have not engaged in catering operations, and management is not in place, resulting in high management costs; Second, the selection of raw materials is of good quality and the

price is slightly higher, so the cost is high.

### (3) Opportunities analysis of Zanjia Eight-treasure Porridge (O)

The policy environment continues to improve, the catering macro environment is getting better, the national policy environment is getting better and better, and the tax policy is reducing the tax cost of Zanjia Eight-treasure Porridge. The technical environment is favorable, and the dividend effect is continuously prominent. Rich management means, reducing management costs. At present, Internet marketing technologies are more and more abundant, from group buying to mini-programs, from takeout platforms to review platforms, coupled with the popularity of live streaming platforms such as Tiktok, both targeted marketing and discount marketing have sufficient technical support. Through docking with a series of products such as Dianping and takeout, Zanjia Eight-treasure Porridge has a good technical basis for Internet marketing means.

### (4) Threats analysis of Zanjia Eight-treasure Porridge (T)

The aging of the population is not conducive to the development of the fast food industry, and the number of young and middle-aged people is increasing, which is conducive to the development of fast food. However, the aging level in the past two years will not rise quickly, so it will not affect the current operation of Zanjia Eight-treasure Porridge too quickly. The pressure of competition in the industry has intensified. For internationally renowned brands, KFC, McDonald's, and other enterprises have gained the absolute advantage of competition in the industry with their absolute catering environment, high-quality products, high-quality services, and efficient work processes. The potential entrants have certain threats, the product technology content is relatively low, the entry conditions are low, and the competitors have strong entry abilities.

Based on the above SWOT analysis, this paper believes that the Zanjia Eight-treasure Porridge project can adopt four different strategic combinations as follows:

#### (1) SO uses strategic combinations

Using its own advantages and environmental opportunities, Zanjia Eight-treasure Gruel can implement the strategy of increasing market share and product innovation, and comprehensively expand the regional market.

#### (2) WO Improve the strategic mix

In combination with the disadvantages of Zanjia Eight-treasure Porridge project and environmental opportunities, there are external opportunities for Zanjia Eight-treasure Porridge, but due to the disadvantages of management, we can learn advanced experience and management mode to overcome these, and use external opportunities to establish brands, expand channels and develop chain stores to strengthen the management of Zanjia Eight-treasure Porridge.

#### (3) ST Surveillance strategy portfolio

Due to the fierce competition in the fast food market that Zanjia Eight-treasure Porridge is facing, consumers can have more choices when consuming. Combining the advantages of Zanjia Eight-treasure Porridge and the threat of the environment, Zanjia Eight-treasure Porridge can implement differentiated strategies in terms of

services and products, develop exclusive products and services for a certain consumer group, and implement the strategy of flexible price system. Increase profitability in the marketplace.

#### (4) WT Eliminate strategic combinations

In combination with the disadvantages of Zanjia Eight-treasure Porridge and the threat of the environment, Zanjia Eight-treasure Porridge can adopt a differentiated strategy, starting from the establishment of brand, standardized process, personnel training and management, people-oriented, to avoid the threat brought by the disadvantages.

To sum up, first of all, we should seize external opportunities, give full play to our own advantages, take advantage of the rapid rise of China's economic development level and the continuous expansion and regularization of the fast food market, and implement the market expansion strategy. In addition, we should pay attention to our own weaknesses and threats, and adopt a differentiated strategy. To provide consumers with higher quality and taste of products and services, and ultimately make Zanjia Eight-treasure Porridge become the premier brand in people's minds. Although Internet celebrity catering faces the main problem of short life cycle, this paper focuses on the consumption demand of young consumer groups, and through the surface and deep reasons for the development of Internet celebrity catering elaborated the objective necessity of the existence of Internet celebrity catering, in line with the market supply and demand theory. From the perspective of consumption demand of young consumer groups, young consumer groups have a good economic foundation, high Internet popularity, obvious differences in individuality and other significant characteristics, so they also have higher requirements for catering consumption, fun, interesting, novel is their demand points. To a certain extent, Internet celebrity catering meets the consumption needs of young consumers. By providing products and services with high appearance level and characteristics, Internet celebrity catering has won the recognition and love of consumers. Therefore, net celebrity catering has its existence and development basis.

#### **4.2.2 Zanjia Eight-treasure Porridge marketing strategy**

Through the SWOT study on the marketing environment of Zanjia Eight-treasure Porridge restaurant, it is found that although Zanjia Eight-treasure Porridge has advantages of cost-effective products, store location and decoration environment, information platform and Internet celebrity marketing channels, etc., However, there are also disadvantages such as low brand awareness, lack of strong marketing resources, high operating costs, imperfect personnel management and incentive mechanism, and the social environment and the high development of the catering industry bring opportunities, but also face threats from competitors. Through analysis, this paper finally chooses the WO strategy, combining the weaknesses of Zanjia Eight-treasure Porridge in brand building, high operating costs, inadequate standardization, personnel incentives, and marketing channels, and combining the opportunities of the external environment. Zanjia Eight-treasure Porridge can learn advanced experience and management mode, and use external opportunities to strengthen the overall management level of Zanjia Eight-treasure Porridge.

Through the analysis of the marketing status quo and problems of Zanjia Eight-treasure Porridge, combined with SWOT analysis, and finally through the research of the current product strategy, pricing strategy, channel strategy, and promotion strategy of Zanjia Eight-treasure Porridge restaurant, the existing problems in marketing are found. Product (service) quality is always an important factor for consumers, whether it is Internet Celebrity catering brands or traditional well-known catering brands. Under the guidance of contemporary mainstream cultural values, cultural background highlights Internet Celebrity popularity. Consumers' knowledge of Internet Celebrities, in other words, the effectiveness of Internet Celebrity to target consumers is important and cannot be ignored. Contemporary people have broken the shackles of the traditional idea that "fame must have enough capital and strength", and start to accept and get used to the concept that grassroots and vagabonds can also become Internet celebrities (Ding, 2018). We need to be vigilant that the Internet Celebrity effect may be a double-edged sword. Under the positive Internet Celebrity effect, "non-internet celebrities" can become Internet Celebrities overnight, and in turn, it can turn Internet Celebrities into "notorious" and "ruined" overnight (Lin, 2018). Therefore, Internet Celebrities or potential ones should train skills, operate honestly and assume social responsibilities. Today is no longer an age of material scarcity, but still an age of scarcity of leisure time. So, production speed needs to be considered. The phenomenon that consumers wait in long lines to be served is not only a reflection of Internet Celebrity, but also a reflection of the production speed to be improved.

## **5 Recommendation**

This paper analyzes the project from two aspects of the external environment and the internal environment. The external environment analysis includes policy and legal environment analysis, macroeconomic environment analysis, social and cultural environment analysis, and technical environment analysis. In terms of its environmental analysis, SWOT analysis is also used to analyze the strength, weaknesses, opportunities, and threats of the project, and a SWOT combination analysis model is established according to the analysis results. It can be found that in the macro environment, the market space of catering projects is still large, and on the whole, catering projects are still feasible projects in the field of entrepreneurship. However, in the specific implementation process, it is necessary to do a good job in relevant analysis, choose a good site, do a good job in products, management, service, and after-sales, and strengthen the application skills of new technologies and Internet platforms. Finally do a good job in brand building and cultural construction.

In the early stages of the Internet Celebrity, consumers follow them mostly because of novelty seeking, which can not last long. Once their curiosity disappears, the novelty will die down. Through the spread of media, consumers will soon turn to other substitutes and forget the former Internet Celebrity quickly. This means the early strong cash ability may not sustain longer (Xue, 2017). To solve this problem, Influencer catering needs to develop the right marketing strategy, Internet Celebrities must rely on

the increasing viscosity with fans, stand in the position of the fans to design, produce and improve product delivery speed, and shorten the customer waiting time. The final aim is to realize that Internet Celebrity is not only popular on the network, but more in the minds of consumers. Whether it is an Internet Celebrity catering brand or a traditionally famous catering brand, product (service) quality is always a significant factor of consumers' concern. Guided by contemporary mainstream cultural values, the cultural background elements highlight the importance of Internet Celebrity products' lasting popularity. Consumers' understanding of the image of Internet Celebrity or the effectiveness of Internet Celebrity's marketing to target consumers cannot be ignored in the era of the Internet Celebrity economy and We-media. The production speed and consumers' tolerance of waiting time strongly affect consumers' consumption tendency to Internet Celebrity catering brands.

Although this paper empirically examines the current situation of consumers' development of "Internet celebrity" catering brands from multiple perspectives, this paper only chooses Zanjia Eight-treasure Porridge as the research object. Strictly speaking, Zanjia Eight Treasures Porridge is only a "fast food" Internet celebrity brand. Whether the conclusions of this paper can be applied externally to non-fast food "Internet celebrity" brands remains to be further tested. Future relevant studies can test whether there is heterogeneity in consumers' preference for "fast food" and "non-fast food" Internet celebrity brands from the perspective of comparative analysis.

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