

The Trust Crisis of Internet Celebrity Endorsement in Livestreaming and Emerging Marketing Models: Exploring the Path of Trust Reconstruction on the Dewu Platform

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Abstract: In the context of frequent trust crises within China's Netflix bandwagon and various consignment platforms, this study aims to explore effective solutions to the trust crisis and promote the innovation and development of marketing models. Using the literature analysis method, this study conducts an in-depth review of relevant materials and literature. The advantage of this method is its ability to examine the causes of the trust crisis in the Netflix economy from multiple perspectives, providing comprehensive and systematic theoretical support for addressing the issue. A detailed analysis of Netflix's branding was conducted, identifying that the trust crisis primarily stems from product quality issues, false advertising, and inadequate after-sales service. The underlying causes of these trust issues were then explored, including the conflict of interest between Netflix and brands, shortcomings in the regulatory mechanism, and consumer perception biases. Through in-depth analysis, this study aims to identify solutions to the trust crisis. It explores how to innovate and optimize the marketing model within the Netflix economy to boost consumer trust in Netflix's brand. The research will propose practical strategies to help online influencers and brands improve bandwagon marketing while providing consumers with a safer, more reliable shopping experience.

1 INTRODUCTION

In the tide of digital economy, the rapid rise of social media and grid red economy, especially the phenomenon of grid red with goods, has not only changed the shopping habits of consumers, but also provided new ideas for the marketing of enterprises. However, with the popularity of red net products, the trust crisis behind them is gradually surfacing. The purpose of this paper is to discuss the crisis of trust in grid red products and its impact on consumer behavior through a review of related papers, and on this basis, to explore and evaluate the feasibility and effectiveness of the new marketing model, to provide enterprises with a sustainable marketing strategy.

At present, the trust crisis of Grid Red with goods is mainly manifested in the uncertainty of product quality, false propaganda, lack of after-sales service, and other problems, which not only affect the

consumers' purchasing decision but also bring potential risks to the enterprise's brand image and far-reaching development. Therefore, the need for a new marketing model that can satisfy consumer needs and ensure the long-term development of the company is the centerpiece of this study.

2 LITERATURE REVIEW

2.1 Manifestations and Causes of Trust Mediation

This section explores the trust crisis in the live-streaming sales model and its manifestations, as well as analyzes the causes of these crises. Through a review of multiple academic articles, this study can gain an in-depth understanding of the specific manifestations of the trust crisis, such as false

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advertising, unguaranteed product quality, after-sales service issues, etc., and the deep-seated reasons for these problems, including but not limited to challenges of trust mediation, moral blindness, and the dilemma of accountability among multiple entities. Additionally, it will discuss the impact of the trust crisis on consumers, merchants, and the entire e-commerce ecosystem, as well as various countermeasures proposed to address these issues.

Li Ling and Zhou Yeping constructed a network trust structure model to analyze the dynamic relationship between personal trust, relational trust, and institutional-technical trust in live-streaming sales, and pointed out that trust mediation is both a feature of live-streaming sales and the root cause of the trust crisis. They suggested that the multiple structures of trust need to return from institutional and technical trust to personal trust to overcome ethical risks (Li and Zhou, 2020).

Liu Bingli addressed the issues of after-sales support and false advertising in live-streaming sales by proposing countermeasures such as strengthening after-sales services, formulating legal regulations, and improving the quality of hosts to promote the healthy development of the industry (Liu, 2021).

Yan Dan and Ye Siyu analyzed the current situation and problems of live-streaming sales through survey research, such as uneven quality of hosts and products, and proposed policy recommendations to improve the situation, promoting the coordination of multiple entities to form an effective governance pattern (Yan and Ye, 2021).

Yan Zhouhang focused on the analysis of user behavior in live-streaming sales by celebrities and internet influencers, proposing solutions by comparing user behaviors across different platforms, such as clearer positioning for hosts and standardizing the live-streaming sales mechanism on platforms (Yan, 2023).

Aastha Gupta analyzed the performance of false advertising and Substandard product quality caused by naive consumers. Based on modeling "naive" consumers who deviated from complex behaviors, he analyzed the role of false advertising in information policing. He pointed out that the low penalty will continue to affect the signaling distortion, affecting the market balance. It followed that a low level of punishment is worse than no punishment (Aastha, 2023).

In summary, the trust crisis in live-streaming sales manifests in various aspects, including false advertising, substandard product quality, and inadequate after-sales service. The causes involve deep-seated issues such as moral blindness brought

about by trust mediation and unclear accountability among multiple entities. Countermeasures to address these problems include strengthening legal framework construction, improving the professional quality of hosts and merchants, and optimizing after-sales services. With these efforts, there is hoped to gradually establish a healthier and more sustainable live-streaming sales marketing model.

2.2 The Impact of Trust Crisis on Consumer Behavior and the Complexity of Legal and Ethical Issues

Analyze how the trust crisis affects consumer purchasing behavior and explore the potential impact of the reconstruction of online trust on the live-streaming sales marketing model. In the context of live-streaming sales, the trust crisis not only affects consumers' willingness to purchase but may also lead to fundamental changes in consumer behavior.

Prince Owusu, et al. mentioned that the e-commerce market is unstable due to the risks consumers perceive in online transactions and their lack of complete trust in online retailers (Zhang, 2020). By conducting a survey of consumers who have experienced service failures and returned products to merchants, they concluded that factors such as customer satisfaction and excellent after-sales service significantly affect consumers' buyback decisions.

Li Ling and Zhou Yeping constructed a network trust structural model to analyze the relationships of trust generation, maintenance, and dissolution in live-streaming sales, indicating that trust intermediation is both a characteristic of live-streaming sales and the root cause of the trust crisis (Bi, 2022). This intermediation results in moral blindness and the dilemma of accountability for multi-agent behavior, thereby triggering a trust crisis in live-streaming sales.

Zhang Ying analyzed the current situation and potential risks of the development of live-streaming sales marketing, pointing out that the rapid growth of live-streaming sales is accompanied by the emergence of a trust crisis (Han, 2022). The trust crisis in live-streaming sales not only affects consumers' purchasing decisions but may also impact the fair-trading environment of the entire e-commerce platform.

Bi Guangcui found in her research that the availability and quasi-social relationships in live-streaming sales have a significant impact on consumers' willingness to purchase (Zhang and Chen,

2023). Especially when consumers establish quasi-social relationships with hosts, they are more inclined to trust the products recommended by the hosts, and this trust relationship directly affects consumers' purchasing decisions.

Han Tianwen studied the civil liability of hosts in false advertising during live-streaming sales, indicating that the different positioning of hosts in live-streaming sales and the diversity of false advertising make the determination and assumption of their legal responsibilities complex (Wenshu and Lin, 2020). This shows that the trust crisis not only affects individual consumers' decisions but may also involve broader legal and ethical issues.

Yan Chuhang analyzed the user behavior of celebrities and internet influencers in live-streaming sales and found that consumers pay more attention to the quality of products in live-streaming sales and rely more on internet influencers for sales. This reflects the embodiment of the trust crisis in live-streaming sales, which is that consumers have higher requirements for product quality and hosts' credibility (Wang, 2023).

In summary, the manifestations of the trust crisis in live-streaming sales are diverse, from affecting consumers' willingness to purchase to changing their purchasing behavior, and even causing disputes over legal responsibilities. Trust is the key to the success of live-streaming sales, and solving the trust crisis is the necessary path for the sustainable development of live-streaming sales.

3 EVALUATION OF THE EFFECTIVENESS OF EXISTING MEASURES TO ADDRESS THE TRUST CRISIS

Review the measures to address the trust crisis of internet influencers' sales and their effectiveness evaluation from existing research. In the context of the internet economy, internet influencers' sales, as a new type of e-commerce model, have attracted widespread attention due to their interactive characteristics. However, the problem of the trust crisis has also emerged, affecting consumers' purchasing decisions and the sustainable development of brands.

In 2020, Li Ling and Zhou Yeping published an article in *"News and Writing"* discussing the trust model, trust intermediation, and the reconstruction of technical and personal trust in live-streaming sales (Owusu et al., 2025). They pointed out that the trust

crisis in live-streaming sales stems from trust intermediation, leading to moral blindness and the dilemma of accountability for multi-agent behavior. Therefore, they suggested strengthening the construction of trust character capabilities and establishing strict distributed responsibility mechanisms to overcome these risks.

In 2021, Liu Bingli published an article in *"Management and Administration"* focusing on the problems and governance countermeasures of live-streaming sales. She pointed out that the current main issues include after-sales service problems, false advertising, product quality, and host quality (Qing et al., 2023). The suggested countermeasures include improving after-sales service quality, formulating corresponding legal norms, improving host quality, and strengthening consumer supervision functions.

Zhang Ruigang and Chen Kaiqiu further analyzed the risks in the live-streaming sales process and proposed using insurance as a risk management tool, providing a new perspective for sustainable risk management.

Xu Xiaoxia, et al. Noted that more than half of Chinese consumers habitually rely on online reviews to gauge promised product quality. Therefore, they propose a signaling game model to enhance the efficiency of consumer reviews in influencing penalties. This provided a way to solve the crisis of trust and strengthen the supervision of e-commerce platforms.

Wang Wenshu and Lin Xiaohua analyzed the performance in live-streaming sales through the dramaturgical theory, pointing out the "performance collapse" of performers in the process, reflecting some chaos in the industry. They suggested strengthening regulatory standards, increasing regulatory efforts, and establishing a blacklist system to promote the healthy development of the live-streaming sales industry.

In addition, Wang Yi published a study in *"Science and Technology Communication"* that explored the self-presentation of new farmers in cyberspace through content analysis, proposing that new farmers should be vigilant against content homogenization and digital labor issues in short video creation, which is also part of solving the trust crisis.

In summary, existing research has proposed various measures to address the trust crisis of internet influencers' sales, including strengthening legal norms, improving service quality, enhancing host quality, and encouraging rational consumption. These measures aim to establish a healthier market environment and promote the sustainable development of the internet influencers' sales model.

However, the effectiveness evaluation of these measures still requires more empirical research support, especially in the constantly changing market environment, how to effectively implement and update these countermeasures to adapt to new challenges.

4 QUALITY CONTROL AND TRUST RECONSTRUCTION STRATEGIES FOR THE DEWU APP

4.1 Quality Control Strategies for Deliverables

Dewu was named by CCTV in 2022 for quality control issues and after-sales problems, but Dewu APP has rebuilt trust with consumers in just a few years. As a platform specializing in trendy goods, Dewu APP understands the importance of quality control for consumer trust. As a result, Scope has established a professional appraisal center and trained a team of highly qualified professional appraisers. These appraisers are equipped with the ability to identify the authenticity and quality of goods through rigorous training and assessment. Through this mechanism, Dewu ensures the authenticity and quality of the goods sold on the platform. For example, using advanced appraisal equipment and methods, as well as experience in merchandise appraisal, Dewu's appraisers will meticulously inspect each item to ensure that it meets the brand's standards before it is shipped to consumers. In addition, Dewu has also introduced the "Fake One, Punish Three" promise, that is, if consumers find that a product is fake after purchasing it, Dewu will compensate them three times the price of the product. This commitment not only highlights the confidence of Dewu in quality control but also greatly enhances the trust of consumers.

4.2 Brand Cooperation and Personal IP Creation

Dewu understands the importance of a brand's influence on consumer trust. As a result, Got Thing actively cooperates with well-known brands, radiating to individual Netflix IPs through the brand's high trustworthiness. This model of cooperation makes the products recommended by netroots

bandwagon bloggers more reliable, thus enhancing consumers' willingness to buy. For example, Dewu has established partnerships with international brands such as Nike and Adidas, and through the official authorization of these brands, Dewu can provide a guarantee of authenticity, which provides strong support for Netflix to bring goods.

At the same time, Dewu also helps netroots bloggers enhance their credibility through brand cooperation. By cooperating with well-known brands, netroots bloggers can access more quality resources, which in turn enhances their professionalism and influence. Under this model, the personal IP of the netroots blogger is also established, and an image of "not collapsible" is gradually formed. The degree of popularity has also been greatly enhanced.

4.3 Changes in Consumer Reaction and Trust

These trust rebuilding strategies have generated a positive response from consumers. Consumers' trust in the Dewu platform has increased significantly, as has their willingness to buy. Feedback from some users indicated that they would check the appraisal results and user reviews before purchasing goods to ensure the authenticity and quality of their purchases. Market data also shows that the number of users and sales on Dewu's platform continues to grow. This is due to the efforts made by Dewu in quality control and brand cooperation, and the resulting increase in consumer trust. Through the implementation of these strategies, Dewu has not only successfully solved the trust issue in banding, but also further consolidated its leading position in the trendy goods market. For example, through exclusive cooperation with several well-known brands, Dewu has successfully created several explosive products, which not only sold out quickly in a short period but also enhanced the overall image and market competitiveness of Dewu's platform.

To summarize, Dewu APP has successfully rebuilt trust through various efforts such as quality control strategies, brand cooperation, and personal IP creation, as well as changes in consumer response and trust. These strategies not only enhance consumer trust but also promote the platform's continuous development and growth.

5 DISCUSSION

5.1 Paths to Rebuild Trust Under the Flow Economy

Firstly, this research takes the Dewu platform as an example to explore the specific classification of trust crisis types and marketing schemes. The foremost issues are quality problems, service problems, corporate reputation problems, and false advertising problems. It should be noted that different types of trust crises may require the comprehensive application of various marketing intervention measures to be rectified. Moreover, restoring trust demands time and effort. Enterprises should take consumers' trust seriously and actively take measures to solve problems to rebuild consumers' trust and loyalty.

Not only the factors that give rise to the trust crisis but also the interaction between the trust crisis of online influencers and the psychology of consumers is one of the elements that require exploration.

Consumers' consumption psychology is usually influenced by online influencers. Online influencers usually have relatively high popularity and influence. Their recommendations and evaluations can often affect consumers' purchasing decisions. At the same time, consumers' consumption psychology may also be affected by product quality. When the quality of the products recommended by online influencers is poor, consumers will have doubts about the influencers' recommendations, thereby affecting their purchasing decisions. For example, when online influencers have a "product promotion failure", consumers will have doubts about their recommendations. Just like the "Three Sheep" IP getting into a public opinion maelstrom and facing issues with false product promotion, which led to various live-streaming rooms of Three Sheep being bombarded with inappropriate remarks such as "job-hopping" flooding the screen and a sharp decline in their live-streaming sales.

Another aspect that this research needs to explore is the long-term maintenance mechanism of consumer trust. The trust reconstruction strategy of the Dewu platform has a certain long-term effect to some extent, but it requires continuous efforts and maintenance.

Firstly, continuous quality control is the key to maintaining consumers' trust. The Dewu platform needs to establish strict quality control standards and procedures to ensure the quality and authenticity of the goods sold. This includes strict control over the origin, production process, quality inspection, and other aspects of the goods. At the same time, strengthen the management and supervision of merchants to prevent the inflow of counterfeit and shoddy goods.

Secondly, cooperation with high-quality brands is also an important way to enhance consumers' trust. The Dewu platform can establish long-term cooperative relationships with well-known brands and jointly launch limited-edition and co-branded products to enhance the brand image and popularity of the platform. Meanwhile, the Dewu platform can also obtain more brand resources and support through cooperation with brands, thus enhancing the competitiveness of the platform.

Apart from continuous quality control and cooperation with high-quality brands, the Dewu platform also needs to strengthen its service and communication with consumers. The platform can establish a sound after-sales service system to promptly address consumers' problems and complaints, thereby enhancing consumers' satisfaction and loyalty.

In addition, the Dewu platform also needs to strengthen the monitoring and analysis of the market, promptly understand the market dynamics and the situation of competitors, formulate corresponding marketing strategies and competition strategies, and enhance the market competitiveness of the platform.

In conclusion, the trust reconstruction strategy of the Dewu platform requires continuous efforts and maintenance. Through continuous quality control, cooperation with high-quality brands, strengthening service and communication with consumers, as well as enhancing the monitoring and analysis of the market, etc., it can help the platform and online influencers maintain long-term consumer trust and enhance their competitiveness in the market.

5.2 Sustainable Marketing Driven by Trust Reconstruction

Firstly, based on the feedback of consumers' trust psychology and by comprehensively considering the specific manifestations of the trust crisis and segmenting the specific types of the trust crisis, corresponding marketing methods are matched for the platform to correct different types of trust crises and restore consumers' trust in the platform or enterprise.

Moreover, it is necessary to strengthen the supervision of quality control and ensure the quality of products with the power of the state or the platform. This kind of third-party guarantee ensures the quality of products and at the same time enhances consumers' trust. Create a brand effect, establish high brand recognition, and develop marketing based on product quality, so that consumers can associate the

internal relationship between the brand and quality control, reducing the difficulty for consumers in choosing products. Through quality control and brand cooperation, enterprises can effectively rebuild consumers' trust and restore their confidence in consumption. This mechanism is achieved by improving product quality and enhancing brand reputation.

Against the backdrop of a highly recognized brand enterprise, through cooperation with high-traffic online influencers, the trust psychology of consumers can be further stimulated. Under the psychological suggestion of double guarantees, a better marketing environment for products is created. In the consumer market, the authority of big brands combined with the trusted groups of high-traffic online influencers effectively drives trust reconstruction. Cooperation between brands and online influencers can achieve a win-win effect. Brands can get more exposure through online influencers, while online influencers can enhance their credibility and the effectiveness of promoting products through brand endorsement.

In terms of the later trust maintenance mechanism, an after-sales guarantee is the key to building a brand reputation. Put an end to the behavior of popular online influencers not providing refunds or compensations, so that consumers can get good feedback on their consumption psychology and also have a better experience in subsequent quality assurance. Through continuous quality assurance and brand reputation, and by clearly defining the division of responsibilities after product problems occur, enterprises and online influencers can maintain a long-term trust relationship and achieve sustainable economic growth.

6 CONCLUSION

The research results of this study are to reconstruct the trust path and create a new marketing model under the background of consumers' trust crisis. Thus, the further research conclusion drawn is the theory of sustainable marketing driven by trust reconstruction. This study provides a great deal of valuable reference significance for future research in this direction. It mainly influences the expansion of marketing means for reconstruction in terms of consumer trust. Future research should focus more on in-depth studies to improve the theory of sustainable marketing driven

by trust reconstruction, to achieve good responses to various types of trust crises.

AUTHORS CONTRIBUTION

All the authors contributed equally and their names were listed in alphabetical order.

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