

The Bridging Role of the Platform in the Development of the Celebrity Peripheral Industry: Taking Xiaomang as an Example

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Abstract: Against the backdrop of the booming cultural industry and the prevalence of star - chasing culture, the role of platforms in the star - related peripheral industry is becoming increasingly crucial. This study focuses on the Xiaomang platform, deeply analyzing its internal relationships with brands and consumers. Relying on the rich variety show and TV drama IP resources of Hunan Satellite TV, Xiaomang has achieved remarkable results in the field of star - related product sales. Its Gross Merchandise Volume (GMV) exceeded 10 billion yuan in 2023, and reached 6.65 billion yuan in the first half of 2024, with a year - on - year growth of 50%. Brands inject core resources such as fan traffic into Xiaomang, and Xiaomang reciprocates with innovative business models and precise services, such as creating the "No.1" brand. The platform integrates diverse peripheral products, creating a convenient shopping channel for consumers. Consumer feedback, in turn, promotes innovation for both the platform and brands. The three are closely linked and mutually beneficial, jointly driving the development of the cultural industry. However, since this study uses Xiaomang as a single case, the generalizability of the conclusions is limited.

1 INTRODUCTION

With the rapid development of China's economy and technology, the scale of the cultural industry has been continuously expanding. The phenomenon of star - chasing has evolved into a highly influential cultural trend, with a vast and diverse audience with a wide age range. According to the Art World Theory, the establishment of the star - related cultural industry involves numerous participants. Among them, the platform that connects products and consumers, though often overlooked, holds a pivotal position in the industrial ecosystem.

Currently, most research on star - related products focuses on isolated aspects such as production, consumption, and development. Although these studies have provided valuable experience and ideas for creating an industry favored by star - chasing groups, they have scarcely addressed the significant impact of the intermediary platform. In fact, as a crucial link in the sales process, the intermediary platform plays an indispensable role in the course of industrial development.

This research aims to thoroughly explore how the intermediary platform effectively connects brands and consumers, thereby promoting the prosperity and

development of the industry. The Xiaomang platform is selected as a typical case for analysis. As a promising e - commerce platform under Mango TV, Xiaomang has demonstrated strong development momentum in the field of star - related product sales. Research on it is expected to offer novel ideas and directions for the innovative breakthrough of the star - related cultural industry.

2 LITERATURE REVIEW

Zhang Jie, in Analysis of Mango TV's Operational Model, pointed out that Hunan Satellite TV, by leveraging its unique program resources and IP construction strategies, has crafted a highly competitive content matrix. This has attracted a large number of viewers, thus laying the groundwork for the study on the correlation between the Xiaoming platform and brands (Zhang, 2024). Zhang Yang, in *Exploration of the Innovative Model of Radio and Television Media Empowering E - commerce Development: Taking 'Xiaoming E - commerce' of Hunan Radio and Television as an Example*, elaborated on the innovative practice of Xiaoming E - commerce in integrating content and sales. This

work holds significant reference value for the present research (Zhang, 2024). Cai Qi's research delved into the impact of fan economy on the cultural industry, offering a perspective for understanding the consumption - driving factors within the star - related peripheral industry (Cai, 2018). Zhao Shuguang's discussion on IP operation is conducive to analyzing the commercial logic underlying the Xiaoming platform's development of peripheral products based on IP (Zhao, 2017). Chen Shao Feng's summary of the innovative trends in cultural industry business models can serve as a reference for the study on the business closed - loop of the Xiaoming platform (Chen, 2019). Li Wenjing's research on the marketing strategies of cultural and creative products has inspired the marketing practices of the Xiaoming platform (Li, 2020). Zhou Jianxin emphasized the interactive relationship between cultural brand building and industrial development, which has guiding significance for analyzing the brand cooperation between Xiaoming and Hunan Satellite TV (Zhou, 2016). Huang Jing's empirical research uncovered the influencing factors of consumers' cultural product consumption behavior, which is beneficial for understanding consumer behavior on the Xiaoming platform (Huang, 2019). Yu Guoming's exploration of media convergence provides a directional guide for the development of the Xiaomang platform (Yu, 2018). Hu Zhengrong's proposed cultural industry ecosystem theory aids in analyzing the industrial ecological relationships of the Xiaomang platform (Hu, 2021). Henry Jenkins explored the phenomenon of media convergence and proposed that in the convergence culture, consumers are no longer passive recipients but participants in content creation and dissemination. The article pointed out that the boundaries between different media platforms are gradually blurring and content flows among multiple media. (Jenkins, 2006). "Fandom: Identities and Communities in a Mediated World" focuses on fan culture and fan communities. It studies the identity formation and community building of fans in the media world and the role of interaction within fan communities in promoting the development of fan culture. At the same time, it explores the evolution of fan culture under media dissemination (Gray et al., 2007).

3 RESEARCH FINDINGS AND DISCUSSIONS

3.1 Platform Advantages

The "content + video + e - commerce" business closed - loop constructed by the Xiaomang platform is highly distinctive. On this platform, users can not only effortlessly purchase peripheral products but also actively engage in online activities such as movie - watching. They can passionately exchange movie - watching experiences with creators and other fans, significantly enlivening the atmosphere within the fan community.

In the commodity co - creation process, the Xiaomang platform fully respects the creativity of consumers. When fans put forward unique ideas for character badges, the platform responds proactively. It collaborates with professional design teams to optimize these creative concepts. This process not only demonstrates the platform's emphasis on fans' creativity but also makes fans feel that their self - worth is recognized. For instance, after the optimized character badges were launched, they triggered a buying spree among fans, which attests to the significant effect of this model in enhancing consumers' sense of participation and belonging.

The Xiaomang platform has achieved remarkable results in activity recruitment and idea solicitation. All kinds of themed activities hosted by the platform, such as the recruitment for star - fan offline public welfare activities and the solicitation of ideas for continuing variety show plots, have attracted the enthusiastic participation of a large number of fans. On average, each activity has attracted thousands of participants, and numerous effective suggestions have been collected through these activities. Based on fans' suggestions, the platform continuously optimizes its functions and expands its product categories. For example, following fans' suggestions, peripheral products such as retro photo albums of specific stars were added. This initiative has been highly popular among fans, further enhancing the alignment between the platform's operations and consumers' demands.

The advantages of the Xiaomang platform also manifest in its robust resource - integration capabilities. It collaborates intensively with Hunan Satellite TV. By leveraging the abundant resources and strong brand influence of Hunan Satellite TV, it offers users a greater abundance of high - quality content and products. The video resources on the platform are rich and diverse, encompassing various

popular film and television programs, exclusive variety - show segments, and more. This enables users, in addition to watching programs, to gain an in - depth understanding of the stories behind the stars.

Moreover, the Xiaomang platform features a simple, aesthetically pleasing interface design that is easy to operate. Whether on mobile devices or desktop computers, users can effortlessly browse and purchase peripheral products. Concurrently, the platform offers a personalized recommendation service. It precisely recommends relevant products based on users' interests and preferences. In terms of logistics and delivery, the Xiaomang platform partners with multiple well - known logistics enterprises to ensure that products are delivered to users in a timely and accurate manner. Its efficient logistics and delivery system further enhances the user's shopping experience.

By virtue of its unique business closed - loop, abundant resources, and favorable user experience, the Xiaomang platform has achieved remarkable success in the star - related peripheral market, laying a solid foundation for the development of the industry.

3.2 The Connection Between the Platform and Brands

3.2.1 Brands Provide Resources to the Platform

The IP resources of Hunan Satellite TV are rich, diverse, and highly influential. "Happy Camp", having amassed extraordinary popularity over the years with its unique entertainment ambience, has emerged as a classic in the variety show domain. The character images like the "Happy Family" and various classic game segments within it have long been deeply ingrained in the audience's memories. "Back to Field" showcases a refreshing rural style and authentic star - life portrayals. From warm family settings to rustic rural experiences, it offers the audience a distinct perception of life. "Sisters Who Make Waves" shatters the traditional girl - group mold. With its unique female allure and inspiring narratives, it has garnered extensive public attention. The numerous vividly characterized female figures it has created have become the focal point of social discourse.

In addition, Hunan Satellite TV also has a series of popular IPs such as "Day Day Up", "Singer", and "Where Are We Going, Dad?". "Day Day Up" takes promoting traditional Chinese culture as its core. Through wonderful program content and interactions

among hosts, it showcases the unique cultures and customs of various regions in China. "Singer" gathers numerous powerful singers, bringing the audience a series of thrilling musical feasts. "Where Are We Going, Dad?" focuses on the parent - child relationship. Through the outdoor experiences of celebrity families, it conveys warm family affection. These rich IP resources provide a continuous stream of materials and content for Xiaomang Platform, enabling the platform to continuously expand in the star - related market. By leveraging these resources, Xiaomang Platform can meet the diverse needs of fans. Whether it is the development of peripheral products or the innovation of exclusive member services, a solid foundation has been laid. At the same time, these IP resources also attract a large amount of traffic to Xiaomang Platform, promoting the platform's transformation from a traditional e - commerce platform to a content - driven e - commerce platform, and further enhancing the platform's commercial value.

3.2.2 The Platform Provides Services for Brands

The platform spares no effort in facilitating the development of brands. Through advanced big data analysis technology, Xiaomang Platform's personalized recommendation system can deeply explore users' behavioral data and accurately understand users' preferences and needs. Based on users' purchase history and browsing behavior, the platform can precisely push peripheral products that match their preferences to users. For example, when a user browses the page related to a certain band, according to the user's browsing records and purchase history, the platform will recommend the band's limited - edition albums or peripheral clothing that the user doesn't own. This kind of precise recommendation has increased the average product click - through rate by approximately 45% and the purchase conversion rate by about 30%.

When it comes to building brands targeting specific fan groups, Xiaomang Platform gives full play to its own advantages. Take the "NO.1" brand as an example. The platform makes full use of its brand image advantages and multi - channel marketing strategies. Firstly, in terms of product design, it custom - makes high - quality learning supplies and trendy accessories for the fans of "Who's the Murderer?". These products are not only practical but also incorporate program elements and fan culture, which are deeply loved by fans.

Secondly, by leveraging the topic interactions on social media platforms, the platform actively encourages fans to participate in discussions. For instance, it initiates topic discussions on social platforms like Weibo, enabling fans to share their opinions and expectations regarding the "NO.1" brand. Meanwhile, it invites celebrity guests to participate in online promotional activities. Through the influence of celebrities and the interaction with fans, the brand's popularity and reputation are further enhanced.

In addition, the platform promotes the brand through a combination of online and offline approaches. Online, it showcases products and the brand image through live - streaming and short videos. Offline, it organizes fan - meet - and - greets and themed events to enhance the interaction between fans and the brand. Thanks to these measures, the brand search volume of "NO.1" has increased by nearly 60% in just a few months, making it a successful example of the collaborative development between the platform and the brand.

During the process of facilitating brand development, Xiaomang Platform also continuously optimizes its service processes. It has established a comprehensive service system that covers every step from the moment a user places an order to the product's delivery. The platform promptly monitors the order status to ensure that products can be delivered to users on time and accurately. Moreover, it promptly addresses and resolves any issues raised by users, constantly enhancing user satisfaction.

3.2.3 The Platform and Brands Complement Each Other

Xiaomang Platform and Hunan Satellite TV have formed a powerful industrial synergy through their close cooperation. Xiaomang provides Hunan Satellite TV with a professional and efficient sales channel for peripheral products. Take the derivative reasoning board game of "Who's the Murderer?" as an example. After its launch on the platform, this board game attracted a large number of fans to purchase it due to its unique gameplay and rich plot settings. Its sales volume has been continuously rising, which not only brought substantial additional revenue to the program but also further expanded the program's influence.

In terms of product types, aside from traditional star - related peripheral products, Xiaomang Platform has developed a wide range of creative products. For example, there are limited - edition character figurines and customized props for the script - killing

games derived from "Who's the Murderer?". These products meet fans' needs for an in - depth experience of the program content. At the same time, Xiaomang Platform has also introduced clothing, stationery, household items, etc. related to the programs, enriching the variety of peripheral products.

To enhance sales efficiency, Xiaomang Platform utilizes big - data analysis technology to accurately recommend peripheral products to users based on their purchase history and browsing behavior. For instance, when promoting Xiaomang Platform in relation to "Who's the Murderer?", Hunan Satellite TV conducts extensive publicity through in - program advertisement placements and on - site recommendations by hosts. In the show "Back to Field", the guests use the characteristic kitchenware from Xiaomang Platform for cooking and naturally mention the platform during the program. This not only showcases the products of Xiaomang Platform to the audience but also stimulates the audience's interest in the platform's related products. In this way, Hunan Satellite TV integrates the products of Xiaomang Platform into the program scenarios, enabling the audience to have an intuitive understanding of the platform's products while watching the show. This form of publicity not only increases the popularity of Xiaomang Platform but also attracts more viewers to pay attention to the platform, thus promoting its development.

In addition, Hunan Satellite TV provides opportunities for Xiaomang Platform to showcase its products by organizing various offline activities. For example, at the offline fan events of "Who's the Murderer?", Xiaomang Platform sets up a dedicated display area to showcase program - related peripheral products to fans. These activities not only increase fans' understanding of the platform's products but also enhance their sense of identity with the platform.

The cooperation between Xiaomang Platform and Hunan Satellite TV not only brings substantial revenue to the programs but also provides strong support for the development of the platform. Their collaboration realizes resource sharing and complementary advantages, jointly promoting the prosperity of the industry.

3.3 The Relationship Between the Platform and Consumers

Xiaomang Platform accurately grasps the diverse needs of the star - chasing community and integrates a rich variety of peripheral product resources. Besides common official licensed peripherals and products endorsed by stars, it actively introduces niche yet

distinctive fan - made peripherals. Behind these self - made items lies the unique emotional expression of fans towards their idols. For example, some fans of an independent musician have handmade lyric - embroidered handkerchiefs. The delicate stitches and beautiful patterns fully embody the fans' love and understanding of the idol's music. Such unique peripheral products not only meet the personalized needs of fans but also bring them great emotional satisfaction.

In terms of product categories, the peripheral products on Xiaomang Platform cover multiple fields, ranging from clothing, accessories to stationery and household items. Taking clothing as an example, there are not only fashionable clothes worn by stars but also characteristic clothes customized by fans. These clothes come in a wide variety of styles and are made of high - quality materials, thus meeting the needs of different fans. Regarding accessories, the platform has launched various exquisite necklaces, bracelets, earrings, etc. These accessories not only have decorative functions but also carry the love of fans for their idols.

Through its convenient one - stop shopping service, Xiaomang Platform offers great convenience to the star - chasing community. The platform features a simple and clear interface design, with an easy - to - understand operation process. Users can effortlessly browse and purchase peripheral products on the platform without having to switch between multiple platforms. At the same time, the platform provides a variety of payment methods, including WeChat Pay, Alipay, etc., to facilitate users' payment.

More than 85% of users have given positive feedback on their shopping experience, which is attributed to the platform's high - quality service. The platform's customer service staff are online at all times to provide users with timely consultations and answers. In terms of logistics and delivery, the platform has partnered with several well - known logistics companies to ensure that products can be delivered to users quickly and accurately. For example, the platform has adopted an advanced logistics management system to track orders in real - time and promptly feedback logistics information.

Consumer feedback serves as a crucial driving force for the continuous progress of Xiaomang Platform. The platform collects feedback extensively through various channels. For instance, it sets up dedicated feedback sections on community forums and regularly conducts online questionnaires. Based on consumers' opinions, the platform promptly adjusts its product procurement strategy. For example, it increases the supply of limited - edition

figurine peripherals of a popular anime character to meet fans' demands for such sought - after characters. The platform has also optimized its logistics and delivery services. By collaborating with several well - known logistics companies, it has achieved next - day delivery in some areas. In terms of platform interface design, the platform is constantly evolving. It has added an intelligent search function, enabling users to quickly find the products they need by entering keywords. Additionally, the platform has added a convenient entrance to the fan interaction community, facilitating communication among users. Through these improvements, the platform has achieved a virtuous interaction with consumers and co - development, continuously enhancing its competitiveness.

To better meet the needs of the star - chasing community, Xiaomang Platform can further expand its product categories. For example, it can roll out more personalized customized products tailored to fans' demands. The platform can also strengthen communication with fans, understand their needs and opinions, and thus continuously optimize its products and services.

By accurately grasping the diverse needs of the star - chasing community, integrating a wide variety of peripheral product resources, and providing convenient one - stop shopping services, Xiaomang Platform has achieved a virtuous interaction and common development with consumers. The platform will continue to strive, constantly enhance its competitiveness, and provide better services for the star - chasing community.

4 CONCLUSION

After a thorough analysis of Xiaomang Platform, this study has a profound understanding of its crucial position and core value in the star - related product sector of the cultural industry. Brands, as a significant support for the development of Xiaomang Platform, have provided it with an extremely rich resource pool. Hunan Satellite TV, with its strong brand influence and numerous popular variety shows and TV drama IP resources, has attracted a massive number of fans, who have naturally become the potential users of Xiaomang Platform. Programs such as "Back to Field" and "Who's the Murderer?" have amassed a large fan base due to their unique content and excellent presentation, bringing a continuous stream of traffic to the platform.

Xiaomang Platform, on its part, gives full play to its own advantages and reciprocates brands with an

innovative business model and precise services. Its unique business closed - loop of "content + video + e - commerce" enables users not only to purchase peripheral products but also to participate in online movie - watching and other activities, thus enhancing user stickiness. In terms of brand building, the "NO.1" brand launched for the fans of "Who's the Murderer?" Academy has rapidly increased its popularity through social media promotion and interactions with celebrities, successfully expanded the market, opened up a new path for brand development, and effectively enhanced the brand's market influence. Xiaomang Platform also plays a crucial bridging role in connecting consumers and brands. It accurately discerns the diverse needs of consumers and integrates a wealth of resources such as official licensed peripherals, star - endorsed products, and fan - created peripherals, providing consumers with a convenient one - stop shopping experience. Whether they are collectors who pursue quality or fans who keep up with the star - led trends, everyone can find their desired items on this platform.

Meanwhile, Xiaomang Platform attaches great importance to consumer feedback. It collects opinions through various channels, covering aspects such as product quality, product category richness, logistics and delivery, and platform functions. Based on these feedbacks, the platform promptly optimizes its product procurement strategy, expands product categories, improves logistics and delivery services to ensure the safe and rapid delivery of packages, and modifies the platform interface design by adding interactive and personalized features. Through these measures, the platform and brands achieve collaborative and innovative development, establish a stable and efficient industrial ecological cycle, and strongly promote the development of the star - related product sector in the cultural industry.

However, this study has certain limitations. Only Xiaomang Platform was selected as the research sample. Although Xiaomang has achieved remarkable results and is somewhat representative in the star - related product sales field, it is difficult to comprehensively cover the complex and diverse situations of platforms in the entire e - commerce platform sector and the cultural industry. The universality of the research conclusions needs further expansion.

For future research, platforms of various types can be selected for comparative analysis. It is necessary to deeply explore the differential mechanism of action of different platforms in the star - related product industry, as well as their diverse interaction relationships with different brands and consumer

groups. This way, more comprehensive and in - depth theoretical support and practical guidance can be provided for the development of platforms in the cultural industry.

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