

Research on the Transition Path from Internet Celebrity Economy to Sustained Popularity Economy: A Case Study of Bengbu City, Anhui Province

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Abstract

This study aims to explore the paths and strategies for transitioning from the internet celebrity economy to the sustained popularity economy, with a deep analysis using Bengbu City, Anhui Province, as an example. Firstly, the paper elaborates on the definitions, development histories, and current statuses of both the internet celebrity economy and the sustained popularity economy, and conducts a comparative analysis between them. Subsequently, by detailedly dissecting the development history, current situation, and problems and challenges faced by the internet celebrity economy in Bengbu City, it provides an empirical foundation for the transition research. On this basis, transformation paths such as enhancing content quality and innovation, constructing diversified profit models, and strengthening brand building and word-of-mouth communication are proposed. Finally, through case studies of practices in Bengbu City, the study summarizes the lessons learned from successful and failed transitions and offers specific suggestions for future transformations.

Keywords

Internet celebrity economy; sustained popularity economy; economic transformation; transition path

1. Chapter One: Introduction

1.1. Research Background

The internet celebrity economy and the sustained popularity economy are two major hotspots in today's socio-economic landscape. The internet celebrity economy relies on internet trends for product promotion and brand marketing, rapidly rising with the development of the internet and social media. However, its rapid growth and intense competition have led to a decline in content quality and short life cycles, making it difficult to form a stable business model. Therefore, transforming the internet celebrity economy into a more enduring sustained popularity economy has

become an important issue. The sustained popularity economy focuses on brand accumulation and continuous innovation to achieve long-term commercial success. During the transformation process, internet celebrities need to enhance their attractiveness and service capabilities, expand diversified business models, strengthen interactions with tourists, and increase revisit rates and stickiness. Taking Bengbu City as an example, after the broadcast of the TV series "Long Moon, Jin Ming," local attractions became popular spots for internet celebrities. Bengbu's culture and tourism departments launched a food festival and free bus routes, attracting a large number of tourists, promoting the development of the internet celebrity economy, and laying the foundation for the sustained popularity economy. In summary, the transformation from the internet celebrity economy to the sustained popularity economy requires collaboration from multiple parties. By enhancing attractiveness, expanding business models, and strengthening interactions, the internet celebrity economy is expected to transform into a more enduring sustained popularity economy, driving social prosperity.

1.2. Research Objectives

This study takes Bengbu City, Anhui Province, as an example to explore the paths and strategies for transforming the internet celebrity economy into the sustained popularity economy. Although the internet celebrity economy has developed rapidly, it faces issues such as poor sustainability and intense competition. Achieving a smooth transformation has become an important issue. Bengbu City has made significant achievements in the field of the internet celebrity economy but also faces challenges, necessitating the exploration of sustainable development paths.

1.3. Research Significance

The rapid rise of the internet celebrity economy is accompanied by its brevity and instability. Its transformation into the sustained popularity economy is a current research hotspot. This study, taking Bengbu City as an example, explores transformation paths, which not only has theoretical significance but also positively impacts Bengbu's economic and social development. Economic transformation will attract talent and businesses, enhance urban competitiveness, optimize industrial structure, provide more employment opportunities, and promote urban prosperity. Through in-depth research and practice, Bengbu City is expected to rejuvenate itself in this new round of economic transformation, contributing to regional development.

2. Chapter Two: Current Development Status of the Internet Celebrity Economy in Bengbu City

2.1. Development History of the Internet Celebrity Economy in Bengbu City

Bengbu City, as an important city in Anhui Province, has made significant progress

in the development of the internet celebrity economy in recent years. To comprehensively and deeply understand the current development status of Bengbu's internet celebrity economy, we first need to review its origin and development process. In 2021, Bengbu issued the "Implementation Opinions of the Bengbu Municipal People's Government Office on Promoting the Integrated Development of Culture and Tourism in Bengbu City," proposing to vigorously develop Bengbu's cultural tourism industry, which coincides with the subsequent development of the internet celebrity economy. The 2022 work plan of the Bengbu Cultural Tourism Bureau mentioned measures such as protecting cultural heritage, developing cultural tourism and rural tourism brands, optimizing market supervision, and improving the business environment. Bengbu is transforming from an "internet celebrity city" to a "sustained popularity city." Since the broadcast of "Long Moon, Jin Ming" in 2022, Bengbu became an overnight sensation, with its North-South Divide and the Pearl Lady Sculpture in Zhanggongshan Park becoming popular spots for internet celebrities. To develop the local internet celebrity economy and welcome the wave of internet celebrities, Bengbu's cultural tourism sector launched the first Cultural Tourism Food Festival and culturally creative T-shirts inspired by the characters. The Bengbu City Museum offered customized badges of "Long Moon, Jin Ming," welcoming tourists to visit. Some scenic spots and countryside inns organized a series of engaging and interactive activities centered around "Long Moon, Jin Ming," which were eye-catching. On May 19, 2023, the Lobster and Beer Festival in Bengbu, Anhui, also officially opened, capitalizing on the economic boom. It seems that the development of Bengbu's internet celebrity economy was entirely "premeditated." Bengbu began emphasizing cultural tourism development in 2021. When "Long Moon, Jin Ming" brought a massive influx of traffic in 2022, Bengbu's cultural tourism sector was already prepared to embrace this "astronomical" prosperity. Utilizing convenient public service facilities and powerful tourist attractions, Bengbu effectively transformed "traffic" into "retention" and turned "internet celebrity status" into "sustained popularity."

2.2. Current Status of the Internet Celebrity Economy in Bengbu City

Institutional Reform: Building a "Great Cultural Tourism" Development Pattern

The cultural tourism management system in Bengbu City has undergone multiple rounds of optimization and integration, gradually forming a "great cultural tourism" development pattern. In 2010, the original Culture Bureau and Radio and Television Bureau merged into the Culture, Radio, Television, News, and Publication Bureau; in 2015, it integrated with the Tourism Bureau and was renamed the City's Culture and Tourism Bureau in 2019; in 2022, it merged with the Sports Bureau to establish the Bengbu City Culture, Sports, and Tourism Bureau, coordinating functions across culture, sports, tourism, radio and television, and other fields. In 2023, the bureau

implemented the "Six Major Actions" to promote the cultural tourism layout of "One Belt, Two Regions, and Three Circles," advancing the construction of a tourism-strong city and a sports-strong city, and achieving coordinated high-quality development in culture, sports, and tourism.

Industry Breakthrough: Digital Creativity and Cultural Tourism Integration Leading the Province

In 2023, Bengbu City's cultural tourism and digital creativity industries shone brightly: 72 key projects in the cultural industry invested 8.238 billion yuan, with a growth rate of 51.07%, ranking first in the province in both investment and growth rate; the tourism sector exceeded its annual planned investment by 129.3%, and sports project investment completion rate was 110.83%. The digital creativity industry ranked seventh in the province in terms of the comprehensive ranking of "dual recruitment and introduction," with a total investment of 650 million yuan in introduced projects. The number of cultural enterprises above a certain size in the city increased to 132, with a production value of 9.46 billion yuan and a growth rate of 25.4%, ranking first in the province for both indicators. Sports lottery sales exceeded 700 million yuan, with a year-on-year increase of over 30%. In terms of resource development, Hequan Farm was awarded as one of the "Top Ten Leading Enterprises" in cultural tourism in the province, receiving a central investment of 24 million yuan; Guoxian Technology applied for the status of a National Cultural Industry Demonstration Base. Nine new rural tourism brands at the provincial level were added, and special streets and night economy projects were selected as the provincial "Top Ten" in their respective categories. Cooperation between Ningbo and Bengbu deepened, mutually promoting cultural tourism resources, and holding 30 promotion activities in the Yangtze River Delta, covering more than 20 million people.

Promotion Upgrade: Omnimedia Matrix Ignites City Traffic

Bengbu City leveraged omnimedia to expand its influence: In 2023, the Bengbu Reporter Station of Anhui Radio and Television Station was established, and the number of reports published by CCTV increased by 73% throughout the year. Bengbu Radio and Television Station created the "Bengbu New Vision" new media platform, with a total of 7 million fans and over 100 live events. The opening ceremony of the Lobster and Beer Festival was live-streamed by 17 media outlets, covering hundreds of millions of users and driving a surge in Bengbu's popularity.

Internet Celebrity Effect: Film and Television IP Activates Cultural Tourism Economy

Capitalizing on the popularity of the web series "Long Moon, Jin Ming," Bengbu was the first to launch related short videos, with topic playback exceeding 120 million

views and Weibo reads surpassing 100 million, topping trending searches multiple times. During the May Day holiday, it welcomed 4.17 million tourists and earned 1.5 billion yuan in tourism revenue, an increase of 319.66% compared to 2019, ranking among the "internet celebrity cities" and becoming a new cultural tourism hotspot after Zibo.

Conclusion

Through institutional integration, industrial innovation, omnimedia marketing, and film and television IP empowerment, Bengbu City has built a new model for high-quality development in cultural tourism. Various indicators led the province in 2023, confirming the success of the strategy of "shaping tourism with culture and highlighting culture through tourism." In the future, Bengbu is expected to further unleash its cultural tourism potential, becoming a unique cultural tourism destination in the Yangtze River Delta region.

2.3.Problems and Challenges Facing the Internet Celebrity Economy in Bengbu City

In recent years, Bengbu City has achieved remarkable results in the development of the internet celebrity economy. However, as the internet celebrity economy continues to deepen, Bengbu City also faces numerous problems and challenges. These issues and challenges not only affect the healthy development of the internet celebrity economy but also impose certain constraints on the overall economic development of Bengbu City.

Firstly, the internet celebrity economy in Bengbu City faces a shortage of talent. Sudden rapid economic development often leads to an imbalance between demand and supply, with talent demand being a crucial issue. The cultural tourism industry requires a large number of talents with innovative thinking, market sensitivity, and professional skills. It also needs managerial talents who can satisfy tourists while benefiting the local area. Secondly, the internet celebrity economy in Bengbu City faces challenges in content and form innovation. As time passes, the popularity brought by the TV series "Long Moon, Jin Ming" will only decrease. To retain and attract more tourists, Bengbu's cultural tourism needs to innovate more high-quality content and create more tourist attractions to avoid content homogenization. Finally, the internet celebrity economy in Bengbu City also faces issues with market regulation. With the rapid rise of the internet celebrity economy, some criminals have taken the opportunity to engage in illegal activities such as false advertising and fraud. This not only damages the legitimate rights and interests of consumers but also negatively impacts the reputation of Bengbu's internet celebrity economy. Therefore, strengthening market regulation and normalizing order have become urgent issues for Bengbu City to address.

In response to the above problems and challenges, Bengbu City needs to take a se-

ries of measures to address them. Firstly, it should increase efforts to cultivate and introduce talent, improving the quality and quantity of talent in the cultural tourism sector. Secondly, it should focus on content innovation, creating cultural tourism content with local characteristics and creativity, enhancing audience stickiness and market competitiveness. At the same time, it is necessary to strengthen market regulation, severely crack down on illegal activities, and protect consumer rights and the healthy development of the tourism economy. Finally, it should promote industrial chain integration, optimize resource allocation, and improve the overall efficiency and benefit of the internet celebrity economy. In summary, Bengbu City faces numerous problems and challenges in the development process of the internet celebrity economy. Only by deeply analyzing the root causes of these problems and challenges and adopting practical and effective measures to address them can Bengbu City successfully transform its internet celebrity economy into a sustained popularity economy, injecting new vitality and momentum into the city's overall economic development.

Chapter 3. Analysis of the Driving Factors for the Transition from Influencer Economy to Sustainable Economy

3.1. Changes in Market Demand as a Driving Factor

In the process of transitioning from the influencer economy to the sustainable economy, changes in market demand are a significant driving force. As the times evolve and technology rapidly advances, consumer demand is undergoing profound transformations. These changes are not only reflected in the demand for products or services themselves but also in the pursuit of consumer experiences, emotional connections, and value resonance. This transformation poses challenges to the influencer economy model, which was originally dominated by short-term traffic and rapid cash conversion, while also providing opportunities for the rise of the sustainable economy.

Firstly, from the perspective of consumer demand, modern consumers pay more attention to personalized and customized products or services. Under the influencer economy model, although "influencer hotspots" can attract a large number of tourists with their influence, they often fail to meet the diversified needs within the tourist group. In contrast, the sustainable economy focuses more on in-depth interaction with consumers and personalized services. Through precise market positioning and data analysis, it provides consumers with products or services that meet their preferences and needs. This consumer-centric business philosophy not only enhances consumer satisfaction and loyalty but also creates greater commercial value for enterprises.

Furthermore, as the market becomes increasingly mature and consumer attitudes change, they begin to pay more attention to the experience during the consumption process. The sustainable economy has seized this market change by creating unique

consumption scenarios, providing high-quality after-sales service, and building emotional bonds with consumers, creating a new consumption experience for them. This experience not only makes consumers feel pleasure and satisfaction during the purchase process but also stimulates their willingness to purchase again, thereby achieving sustainable development for enterprises.

In summary, changes in market demand are one of the important driving factors for the transition from the influencer economy to the sustainable economy. In the face of these changes in consumer demand, enterprises need to continuously adjust their business strategies and development models to adapt to market changes and meet consumer needs. By deeply understanding consumers' psychological and behavioral characteristics and grasping market trends and competitive landscapes, enterprises can occupy a favorable position in the fierce market competition and achieve sustained and steady development.

3.2.The Role of Technological Innovation

Technological innovation plays a crucial role in the transition from the influencer economy to the sustainable economy. Firstly, the application of new technologies can enhance the quality of cultural and tourism products and user experience. Taking Bengbu City as an example, some local brands have introduced advanced production technology and management concepts, not only improving product quality but also bringing more personalized shopping experiences to consumers. This technology-driven product upgrade enables brands to stand out in the fierce market competition and achieve long-term and stable development.

Secondly, technological innovation helps expand the market space of the influencer economy. With the popularity of technologies such as 5G, big data, and cloud computing, the influencer economy can break through geographical restrictions and reach a broader audience. In Bengbu City, some locally characteristic influencer products have successfully entered the national and even international markets through online sales platforms. This has not only brought considerable revenue to the local influencer economy but also laid a solid foundation for its transformation into a sustainable economy.

Furthermore, technological innovation can promote the upgrading and improvement of the influencer economy's industrial chain. In Bengbu City, the government and enterprises have jointly invested heavily in research and development of new technologies to support the innovative development of the influencer economy. These technological achievements are not only applied to product development, manufacturing, and other links but also extended to marketing, supply chain management, and other fields. By integrating upstream and downstream resources in the industrial chain, the influencer economy in Bengbu City has formed a complete industrial ecosystem, thus possessing stronger resistance to market risks.

In summary, technological innovation is a key force driving the transition from the

influencer economy to the sustainable economy. By improving product quality, expanding market space, and promoting industrial chain upgrading and improvement, technological innovation provides strong support for the long-term development of the influencer economy. However, during the transition process, it is also necessary to be vigilant about the risks and challenges brought by technological innovation to ensure that influencer brands can remain invincible in the fierce market competition. Taking Bengbu City, Anhui Province, as an example, we can clearly see the important role of technological innovation in driving the transition from the influencer economy to the sustainable economy and the far-reaching impact of this transition on local economic development.

3.3. Policy Support and Guidance

Policy support and guidance play a vital role in the transition from the influencer economy to the sustainable economy. As the main body of macroeconomic regulation and control, the government's policy orientation has a profound impact on the development of emerging economic forms. Taking Bengbu City, Anhui Province, as an example, this section aims to deeply explore the specific role and implementation effects of government policies in promoting the transition from the influencer economy to the sustainable economy.

Firstly, the government has provided strong institutional support for the transition from the influencer economy to the sustainable economy by formulating a series of supportive policies. These policies cover not only direct economic means such as tax incentives and financial support but also indirect support measures such as talent training and technological innovation. In terms of tax incentives, the government has granted certain reductions and exemptions to enterprises related to the influencer economy, reducing their operating costs and enhancing their market competitiveness. In terms of financial support, the government has established special funds to support the research and promotion of innovative projects in the influencer economy, injecting momentum into the sustainable development of enterprises. Additionally, the government attaches importance to talent training and technological innovation, providing talent and technical support for the transition from the influencer economy to the sustainable economy by establishing training institutions and building technology exchange platforms.

Secondly, the government has created a favorable market environment for the transition from the influencer economy to the sustainable economy by strengthening supervision and guidance. In terms of supervision, the government has intensified the rectification of the influencer economy market, severely cracking down on illegal and violative behaviors, and protecting the legitimate rights and interests of consumers. At the same time, the government has strengthened credit supervision of enterprises related to the influencer economy, improving their credibility and laying the foundation for the healthy development of the market. In terms of guidance, the

government has pointed out the direction for the transition from the influencer economy to the sustainable economy by publishing industry reports and holding industry summits, guiding enterprises to keep up with market trends and achieve sustainable development.

Furthermore, the government has actively built platforms to promote the deep integration of the influencer economy and related industries. By holding online and offline exchange activities and promoting industry-academia-research cooperation, the government has built a bridge of communication between influencer economy enterprises and other industries, enabling resource sharing and complementary advantages. This cross-border integration not only expands the development space of the influencer economy but also provides more possibilities for its transition to the sustainable economy.

In summary, policy support and guidance play a pivotal role in the transition from the influencer economy to the sustainable economy. By formulating supportive policies, strengthening supervision and guidance, and building platforms, the government has provided comprehensive support for the healthy development of the influencer economy. However, the transition path is not smooth sailing, and the government still needs to continuously adjust and improve relevant policies according to market changes and enterprise needs to ensure that the influencer economy can smoothly transition to the sustainable economy stage and contribute to the continued prosperity of the regional economy.

Chapter 4. Research on the Path of Transition from Internet Celebrity Economy to Sustainable Long-term Prosperity Economy

4.1. Strategies for Extending the Economic Lifecycle through Enhanced Content Quality and Innovation

The internet celebrity economy, as an emerging economic form in recent years, has rapidly secured a place in the market with its unique charm. However, with intensifying market competition and increasingly diversified consumer demands, the lifecycle of the internet celebrity economy is gradually shortening. How to achieve a transition from the internet celebrity economy to a sustainable long-term prosperity economy has become an urgent issue to address. This chapter will focus on strategies to extend the economic lifecycle by enhancing content quality and innovation.

Firstly, improving content quality is crucial for the transition from the internet celebrity economy to a sustainable long-term prosperity economy. In the internet celebrity economy, content is the core element that attracts visitors. Therefore, enhancing content quality is vital. Specifically, we can start with the following aspects: Firstly, strengthen the originality of content to avoid plagiarism and imitation, forming a unique style and characteristics. Secondly, focus on the depth of content, providing valuable and insightful information to meet users' demands for

high-quality content. Thirdly, enhance content interactivity, encouraging users to participate in discussions and share experiences, fostering a good community atmosphere. Through these measures, we can continuously improve content quality, attract more user attention and affection, thus laying a solid foundation for the transition from the internet celebrity economy to a sustainable long-term prosperity economy.

Secondly, innovation is another important driving force for the transition from the internet celebrity economy to a sustainable long-term prosperity economy. In the rapidly developing internet era, innovation is the key to maintaining competitiveness. For the internet celebrity economy, innovation is not only reflected in content form but also in thinking patterns and business models. On the one hand, we can enrich content forms by introducing new technologies and gameplay, such as creating immersive experiences through virtual reality technology or expanding influence through new communication methods like short videos and live streaming. On the other hand, we can actively explore new profit models, such as cross-industry collaboration and brand ambassadorships, to maximize commercial value. These innovative initiatives help the internet celebrity economy stand out in the fierce market competition and achieve a successful transition to a sustainable long-term prosperity economy.

In the practice of transitioning the internet celebrity economy in Bengbu City, Anhui Province, enhancing content quality and innovation is also of great significance. As a city with a long history, Bengbu is rich in cultural heritage and tourism resources. To achieve sustainable development of the internet celebrity economy, it is essential to focus on enhancing content quality and innovation. For example, combining Bengbu's historical and cultural characteristics to create unique original content can attract more user attention. At the same time, actively exploring new communication methods and profit models can push Bengbu's internet celebrity economy to new heights.

In summary, enhancing content quality and innovation is an important path for the transition from the internet celebrity economy to a sustainable long-term prosperity economy. By continuously strengthening content originality, depth, and interactivity, as well as actively exploring new thinking patterns and business models, the internet celebrity economy is expected to maintain a leading position in the fierce market competition and achieve a successful transition to a sustainable long-term prosperity economy. This will inject new vitality into the sustainable development of the internet celebrity economy and bring a positive driving force to the development of related industries.

4.2. Building Diversified Profit Models

In exploring the transition from the internet celebrity economy to a sustainable long-term prosperity economy, building diversified profit models has become a key

aspect of achieving sustained economic growth. Taking Bengbu City, Anhui Province, as an example, the city has achieved remarkable achievements in the field of the internet celebrity economy in recent years. However, with intensifying market competition and diversified consumer demands, a single profit model has become insufficient to meet the needs of long-term development. Therefore, Bengbu City should actively explore diversified profit models to ensure stable economic growth.

To build diversified profit models, product and service innovation is the first step. Bengbu City can rely on its rich local cultural resources and characteristic industries to develop internet celebrity products and services with local characteristics, such as special cuisines, handicrafts, and tourist routes. By deeply exploring and integrating these resources, unique internet celebrity brands can be created to attract more consumer attention and purchases. At the same time, Bengbu City can utilize internet technology to carry out online and offline marketing activities to increase brand awareness and reputation.

Secondly, Bengbu City should focus on extending the industrial chain. Based on the internet celebrity economy, it can gradually expand to upstream and downstream industries to form a complete industrial chain. For example, it can expand upstream to raw material procurement, product research and development, etc., to ensure product quality and innovation. It can also extend downstream to logistics and distribution, after-sales service, etc., to enhance customer experience. Through the integration and optimization of the industrial chain, resource sharing and collaborative development can be achieved, thereby improving overall profitability.

In addition, Bengbu City can try cross-industry collaboration and alliances. It can conduct in-depth cooperation with other industries, enterprises, or regions to jointly develop new markets and expand new businesses. For example, it can collaborate with tourism, education, culture, and other industries to launch innovative models such as "internet celebrity + tourism" and "internet celebrity + education," providing consumers with more diverse products and services. Through cross-industry collaboration, it not only helps broaden profit channels but also enhances the overall competitiveness of Bengbu City's internet celebrity economy.

In the process of building diversified profit models, Bengbu City also needs to focus on risk management and prevention. In the face of a complex and volatile market environment, it should remain vigilant and promptly identify and respond to potential risks. For example, a sound market monitoring mechanism can be established to closely monitor industry trends and competitor movements. Strengthening internal management and team building can improve the ability to resist risks. At the same time, Bengbu City should fully utilize policy support and resource integration advantages to provide a strong guarantee for the construction of diversified profit models.

In summary, building diversified profit models is a key measure for the transition of Bengbu City's internet celebrity economy to a sustainable long-term prosperity

economy. Through product and service innovation, industrial chain extension, cross-industry collaboration and alliances, as well as risk management and prevention, Bengbu City is expected to achieve sustainable development of the internet celebrity economy and make a greater contribution to the prosperity of the local economy.

4.3.Strengthening Brand Building and Word-of-Mouth Propagation

In the research on the path of transitioning from the internet celebrity economy to a sustainable long-term prosperity economy, the importance of brand building and word-of-mouth propagation cannot be overlooked. Both are not only critical links in the transition process but also core elements ensuring sustained and stable economic development. Bengbu City, Anhui Province, as a representative case, provides valuable insights into brand building and word-of-mouth propagation strategies during its transition.

Firstly, brand building is the cornerstone of the transition from the internet celebrity economy to a sustainable long-term prosperity economy. A strong brand can give products or services unique value, allowing them to stand out in fierce market competition. During Bengbu City's transition, various internet celebrity brands have gradually established a good brand image through precise positioning, innovative products, and high-quality services. These brands have not only attracted the attention of a large number of fans but also left a deep impression on consumers. The accumulation of this brand power provides strong support for Bengbu City's transition from a short-lived internet celebrity effect to long-term market influence.

Secondly, word-of-mouth propagation plays a vital role in the transition process. In the digital and networked era, consumers' purchasing decisions are increasingly influenced by word-of-mouth information from friends, family, and online reviews. During Bengbu City's transition, it fully leveraged this point by providing high-quality products and services to win consumers' trust and praise. These positive word-of-mouth messages quickly spread on social media, consumer forums, and other channels, further expanding Bengbu City's market influence and attracting the attention of more potential consumers.

To strengthen brand building and word-of-mouth propagation, Bengbu City has also taken a series of specific measures. For example, it has held various brand promotion activities, inviting famous film and television stars and opinion leaders to experience and evaluate products to increase brand awareness and reputation. At the same time, Bengbu City focuses on interacting with consumers, collecting consumer feedback through social media and other channels, and promptly improving products and services to continuously enhance consumer satisfaction and loyalty.

In summary, brand building and word-of-mouth propagation play pivotal roles in the transition from the internet celebrity economy to a sustainable long-term prosperity economy. By strengthening these two aspects, Bengbu City has not only suc-

successfully achieved the transition from internet celebrity to sustainable long-term prosperity but also provided valuable experience and references for other similar regions. In the future, as market competition intensifies, brand and word-of-mouth will become key factors determining sustained economic development.

Chapter 5. Conclusion

5.1. Research Findings

This study takes Bengbu City as an example to explore the path for the transition from the internet celebrity economy to the sustainable celebrity economy and draws the following conclusions:

1. **Necessity of Transition:** Although the internet celebrity economy demonstrates strong short-term explosive growth, it lacks sustainability. The sustainable celebrity economy focuses on long-term value creation and is more competitive. Bengbu City needs to clarify its transition goals, shifting from short-term traffic to long-term value accumulation.
2. **Key Elements:** Brand building, innovation capability, talent pool, market positioning, and policy support are crucial for the success of this transition. Brand and innovation capability are the cores, talent and market positioning are the foundations, and policy support is an important driving force.
3. **Challenges and Opportunities:** Bengbu City faces external challenges such as market competition, changing demands, and technological updates, as well as internal issues related to management and resource allocation. These challenges also present opportunities for transformation. By optimizing management and resource allocation, Bengbu City has the potential to successfully complete the transition.
4. **Strategic Suggestions:** Strengthen brand building, enhance innovation capability, optimize the talent structure, clarify market positioning, and strive for policy support. Implementing these strategies will facilitate a smooth transition for Bengbu City and enhance the competitiveness of its sustainable celebrity economy.

In summary, this study provides theoretical and practical guidance for the economic transition of Bengbu City and broader regions. In the future, as research deepens, the integrated development of the internet celebrity economy and sustainable celebrity economy will contribute more significantly to economic and social prosperity.

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