**Research on the path and strategy of Internet café gods to get rich from the perspective of Internet celebrity economy**

**Case link ：**

**1.Introduction :**

With the rapid development of Internet technology, especially the rise of short video and live streaming platforms, traditional occupations and lifestyles have undergone profound changes. The influencer economy has become an important part of this change, especially for some people who were once marginalized and lacked resources and support, (Liu X.2024)becoming an influencer not only changes their career trajectory, but also provides them with the opportunity to accumulate wealth and improve their social status. In this context, the group of "Internet café gods" has gradually come to the fore and become part of the Internet celebrity economy.(Huang Z.2024)This study focuses on the case of Ah Mao, a typical "Internet café god", and explores how he achieved economic turnaround through live streaming and short video platforms, from an ordinary migrant worker who relied on Internet cafes to survive as a teenager to a high-profile Internet celebrity. (Qiu Y .2024)This process not only reveals how the influencer economy works, but also reflects how modern internet culture offers low-income, underrepresented groups the opportunity to change their fates. The core question of the research is how the Internet celebrity economy can help the group of Internet café gods to achieve prosperity, and explore the internal mechanism and external influencing factors behind this phenomenon.

This article will be divided into three parts: the first part will review Mao's personal growth process and its relationship with the influencer economy; The second part analyzes how platforms, anchors, fans and mobile devices work together to promote the rise of Internet café gods in the Internet celebrity economy. (Yuan Y .2024)The third part will delve into an in-depth analysis of the key factors behind the success of the “Internet café god” by examining several detailed case studies. Through these case studies, we will identify the crucial strategies, decisions, and market conditions that contributed to the Internet café’s rise to prominence and sustained success.(Lyu K ,여가 ,Huang M.2024) These factors may include elements such as innovative business models, effective customer service practices, technological advancements, and strategic location choices, among others.(Binbin K ,Che A C W .2023)Each case study will offer insight into specific actions or principles that led to the establishment of a strong customer base, rapid growth, and long-term sustainability in the competitive Internet café market. Furthermore, we will explore how these cafes adapted to evolving trends, such as the rise of online gaming, the increasing importance of high-speed internet access, and the changing preferences of users.The section will draw lessons from the successes and mistakes of these Internet café businesses, offering valuable guidance for similar groups or individuals seeking to enter or thrive in the industry in the future. By analyzing both the business decisions and external market factors at play, this section will highlight practical strategies that can be emulated, as well as pitfalls to avoid. The ultimate goal is to provide a comprehensive roadmap for future entrepreneurs, emphasizing the importance of innovation, customer-centric approaches, and adaptability in a rapidly changing digital landscape.This analysis aims not only to explain the success of individual cafes but also to offer broader insights for the industry as a whole, encouraging future business owners to learn from these examples and apply these principles to ensure their own success in the ever-evolving tech and entertainment sectors.

**2.main body**

Chapter 1: Mao's personal growth and the initial contact with the influencer economy

Ah Mao (real name: Wang) is a typical case of "Internet café god". His family was not well-off, and from the age of 16, he left his hometown to work in the city. In the early days, his life was full of hardships and unease. Without the support of his family, he can only rely on himself to live in an Internet café, (Jianxiong T ,Liping X ,Qiao S 2023)living a busy but goalless life every day. Although possessing excellent gaming skills, his talent was not recognized as it should have been until the rise of internet live streaming and short video platforms.(Haihong L ,Hongwu X.2023)Mao's turning point came with the rise of Kuaishou and Douyin, especially the launch of the live streaming feature, which opened his eyes to new opportunities. By live-streaming his game and sharing his daily life, Ah Mao gradually attracted a large number of viewers. In the early days of the platform, when the competition was not fierce, he quickly accumulated a certain fan base by virtue of the advantage of being the first to enter this field. In particular, he showed a "hard" life and a highly entertaining game performance, which made him resonate strongly with fans.

 Fans are drawn to Ah Mao’s “miserable” life story, not simply as a source of entertainment, but as a powerful narrative that resonates on a deep emotional level. His struggles, marked by financial hardship, personal setbacks, and the constant challenges of running an Internet café, mirror the experiences of many people, particularly those in similar socio-economic conditions. What makes Ah Mao’s story compelling is not just the adversity he faces, but his resilience and tenacity in overcoming obstacles. Viewers find themselves rooting for him, as they watch his journey unfold—a narrative of survival, grit, and perseverance in the face of adversity.This emotional connection between Ah Mao and his audience enhances the “stickiness” of his fanbase. In the context of digital entertainment and online communities, “stickiness” refers to the ability to retain the attention and loyalty of viewers or users over time. Fans who empathize with Ah Mao’s struggles are more likely to engage with his content regularly, visit his Internet café, and support him in various ways, (Zeng W ,Qin F ,Li L.2023)whether through donations, word-of-mouth promotion, or active participation in his online communities. Ah Mao’s authenticity and openness about his hardships foster a sense of trust and intimacy, making his fans feel as though they are part of his journey, not just passive observers. This emotional bond is what transforms casual viewers into dedicated followers who actively advocate for Ah Mao, creating a feedback loop that strengthens his online presence.

Chapter 2:The operating mechanism of the Internet celebrity economy and the success of Ah Mao

Mao's success doesn't just come from his game skills, he also knows how to work in the influencer economy. Starting from the needs of fans, he accurately chose the direction of content creation and constantly adjusted his expression. Live streaming and short video platforms have given him unprecedented opportunities, (Jisiyu C.2023)and the support of fans has become one of the key factors in his success. Fans are not just viewers, their interactions, rewards, and sharing behaviors provide a financial source for Mao. During the live broadcast,(Wu X.2022) Ah Mao not only obtained the platform's rewards and advertising revenue, but also enhanced the loyalty of fans through interaction with fans.At the same time, Ah Mao also attaches great importance to brand building and promotion. In terms of personal image, (Wu X.2022)he quickly formed his own characteristic brand through a real and people-friendly live broadcast style. As his fan base grew, Mao began to be exposed to brand endorsements and advertising collaborations, and advertisers realized that his fan base had high commercial value. In addition, Ah Mao also began to expand the opportunities for offline investment and business cooperation through cooperation with Bang Yi Big Brother, and he took a stake in a restaurant, which marked Ah Mao's transformation from a simple Internet celebrity to a diversified operator, further enhancing his social status and wealth accumulation.(Yonghui X ,Weiwei W.2022)

Chapter 3;Analysis of the commonalities and personalities of Mao's success

Mao's success is not accidental, but is closely related to a variety of factors in the influencer economy. His rise is closely linked to the early development dividends of the live broadcast platform, seizing the opportunity that the platform users are still in the early growth stage during this period, and becoming one of the pioneers in the field of content creation. At that stage, the live broadcast platform was still in the stage of exploration and standardization, and the platform gave creators more exposure opportunities and profit possibilities, and Ah Mao quickly accumulated a large number of fans with his innovative spirit and unique charm.In addition to taking advantage of the dividends of the platform, Ah Mao's personality characteristics and display methods deeply meet the psychological needs of fans, especially the perfect combination of his "miserable" life and game technology, which deeply touched the emotions of the audience. His live content often has a strong sense of life and authenticity, and this authenticity and grassroots temperament make him particularly down-to-earth in the virtual world. In many homogeneous contents, Ah Mao showed his perseverance and fearless attitude, which not only made him establish a unique personal image among fans, but also made him the object of emotional resonance for many people.

The persistence and growth behind this "miserable" life have become an important part of Ah Mao's personal brand. Fans saw all kinds of difficulties, troughs and setbacks that Ah Mao went through, but he was still working hard and not giving up, and he drew positive strength from it. Mao skillfully integrates his own story into the live broadcast content and daily interactions, showing the trajectory of personal growth in a very powerful way. This kind of "counterattack" plot not only accumulated loyal fans for him, but also made his image more plump and three-dimensional, with stronger attraction and communication.The commonalities between Ah Mao and other influencers are obvious: they are able to establish deep connections with fans through social platforms, strengthen interaction and communication with fans, and further enhance the stickiness and loyalty of fans; They are good at using platform rules to tap potential monetization channels and obtain benefits through diversified revenue models such as advertising, tipping, and product sales. They are all aware of the importance of the fan economy and have commercialized it through content creation, interactive communication, advertising cooperation, and other ways. (Wanyu C ,Miao Y ,Junling L.2022)But unlike other influencers, Mao's personal experience and uniqueness allow him to stand out from the crowd.

For example, Mao's live broadcast content is not just pure entertainment and games, his life story and growth process have become one of the core content of the live broadcast. Many viewers were not just there to watch him play games, but were moved by his persistence, struggle, and sincerity, and even saw him as a role model in life. The establishment of this personal brand is not only based on entertainment, but also deeply rooted in Mao's personal charm and fighting spirit.In addition, Ah Mao pays great attention to the interaction and relationship maintenance with fans. He not only keeps in touch with his fans through live broadcasts, but also regularly shares his personal life, upbringing, mental journey and other content on social media platforms, further narrowing the distance with fans. He knows how to share his vulnerability and difficulties at the right time, so that fans can see his sincerity and authenticity, thus enhancing the fans' sense of identity and belonging..

**Conclusion**

Mao's success shows how the influencer economy has changed the fortunes of traditional professional groups. Through this case, we can not only see how the influencer economy works, but also understand how individuals can improve their self-worth through content creation, (Lejie Y.2021)fan economy, and social media platforms. The successful transformation of Ah Mao into an Internet celebrity as an "Internet café god" reflects that the modern Internet has provided new opportunities for low-income and marginalized groups to get rid of poverty and become rich.In summary, the influencer economy provides opportunities for those who would otherwise be disadvantaged to stand out through content creation and online platforms. In particular, through the interaction between platforms, anchors and fans, disadvantaged groups can gain more exposure and resources, thereby improving their economic and social status. Mao's story proves that the influencer economy is not just about show-off and vanity, but also about real economic momentum and the power of social change.In the future, with the continuous development of online platforms, the influence of the Internet celebrity economy will be further expanded, and more individuals like Ah Mao will find their own opportunities in this emerging field.

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