

Research on Marketing Strategy of Animation Derivatives

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Abstract. With the improvement of China's economic level and the increasing diversification of cultural consumption demand, the anime and manga industry has become an important part of the cultural industry. Enterprises generate income through the development of derivatives or collect rights fees as a source of profit through the licensing of cartoon images. Under the background of new media, cartoon characters display various personality characteristics of cartoon images through cross-media platforms such as the Internet, gain the emotional recognition of consumers, and then promote the sales and development of animation derivatives. Based on the theory of customer perceived value, this paper puts forward the research on the marketing strategy of animation derivatives.

Keywords: Animation Derivatives; Customer Perceived Value, New Media Communication.

1. Introduction

Animation originated in Britain in the first half of the 19th century and flourished in the United States. China's animation originated in the 1920s. In 1922, the first animation "Shu Zhendong Chinese Typewriter" was produced in China, which opened a page in the history of Chinese animation. In the 21st century, the state strongly supports the development of the animation industry, and has spawned animation derivatives and animation peripheral products. Animation derivatives belong to the downstream link in the animation industry chain. Animation derivatives refer to the products or services designed and produced on the basis of animation (including comics, animations, games, etc.). Such as toys, stationery, clothing, daily necessities, etc., can be developed or co-branded into animation derivatives, derived to a wider range in the way of image authorization, such as offline pop-up stores, animation exhibitions, theme restaurants, etc., involving tourism and service industries. Nowadays, the continuous development of new media such as the Internet has provided a broad network market for the animation industry and animation derivatives industry. According to data from the Prospective Industry Research Institute, the scale of China's secondary industry increased from 18.9 billion yuan in 2016 to 221.9 billion yuan in 2023, with a compound growth rate of as high as 42%. Among them, the scale of peripheral derivative industry increased from 5.3 billion yuan to 102.3 billion yuan, accounting for the proportion of secondary industry scale increased from 28.0% to 46.1%, and the compound growth rate reached 53%[1]. It can be seen that animation derivatives have high economic value, and animation derivatives represented by Pop Mart, Trendy Toy Kingdom, Mystery Box Planet, etc., are also popular and have become a new way of social interaction and identity for people. Therefore, this paper studies the marketing strategy of animation derivatives from the perspective of consumer perception theory.

2. Customer Perceived Value

In 1954, Drucker proposed that what consumers buy is not the product itself, but the value perception of the product [2]. Maynes (1976) pointed out that people's evaluation of quality is actually a subjective behavior [3]. In other words, perceived value is an indicator used to measure consumers' perceived quality of goods or services and other economic benefits. It reflects the difference between the actual benefits and actual costs that consumers can feel when obtaining goods or services and is consumers' subjective evaluation of the quality and utility of goods or services. It is based on the subjective evaluation made by consumers through their value judgments and preferences. Sheth et al. (1991) divided consumer perceived value into five dimensions: functional, social, emotional, cognitive and situational, laying the basis for the classification of consumer perceived value

dimensions [4]. Sweeney adjusted Sheth's five-dimensional model and proposed a four-dimensional model of consumer perceived value including function, price, emotion and social interaction [5]. Ruan Yarong studied the customer perceived value of cultural and creative products of the Palace Museum from seven dimensions: functional value, emotional value, social value, aesthetic value, service value, brand value and perceived cost. Based on the characteristics of animation derivatives, this paper divides customer perceived value into functional value, emotional value and social value. Perceived functional value refers to consumers' cognition and evaluation of the practicality and utility of animation derivatives, including the practicality, uniqueness, aesthetic value, and collection value of derivatives. Perceived emotional value refers to the emotional pleasure and satisfaction that the purchase of animation derivatives can bring to customers. For example, in the process of buying Mystery Box, customers will have a try or are curious about what kind of Mystery Box they can remove, or expect which Mystery Box they want to remove. In the process of buying, customers will have a psychological expectation of surprise. The customer will become very happy and excited, and harvest the emotion of joy. Customers will post their Mystery Box and mood on the media platform, which forms interaction and communication with other customers. In other words, social value means that through animation derivatives, consumers can establish connections with specific social groups, to obtain cognition of their own characteristics and status symbols, and thus perceive social value. This prerequisite is that animation derivatives have wide recognition so that animation derivatives consumers can spontaneously form a circle of interest. Then animation derivative is a unique identity card, that has become a social tool. Animation derivatives for peers to build a common interest topic. The purchase of animation derivatives by consumers is conducive to integrating into the animation circle, communicating with like-minded peers, and meeting social needs.

3. Problem Analysis in the Design and Marketing of Animation Derivatives

This paper first analyzes the problems of animation derivatives from the perspectives of perceived functional value, emotional value and social value. First of all, animation derivatives pay too much attention to appearance design, but ignore its practicality. For example, some anime characters' toys may be beautiful in appearance, or only have some basic functions such as writing, painting, and wearing, but have defects in gameplay, durability, or ease of operation, and do not combine anime elements to provide additional interaction or entertainment experience. Causing consumers to lose interest soon after purchase. In addition, as far as the aesthetic function of appearance is concerned, the appearance design of products in China's animation derivatives market is relatively simple, the design lacks uniqueness and creativity, and there are a lot of imitation phenomena. Many derivatives simply print anime images on other products, lacking uniqueness and innovation. This imitation limits the diversity and innovation of the derivatives market. There is a disconnect between the appearance design of some animation derivatives and the animation image itself. For example, the image of the derivative may be different from the original image in the animation, or it may be mishandled in terms of color, lines, etc., resulting in lower consumer recognition of the product.

Secondly, in terms of emotional perception, consumers desire to experience satisfaction throughout the shopping process, thereby gaining psychological fulfillment, such as by owning their favorite anime IP characters. When customers purchase anime IP derivatives and receive praise and recognition from others, this emotional satisfaction can lead to intentions to continue buying more anime IP derivatives, to recommend them to others, and to pay higher premiums for anime IP derivatives. Mystery Box is a product of emotional experience design. As daily life stabilizes, people begin to pursue spiritual needs, giving rise to and fostering the development of Mystery Box. From a consumer perspective, Mystery Box products cater to consumers' curiosity and have become a leisure activity for individuals to seek relief and relaxation in their spare time. Contemporary young people bear heavy academic and work pressures, and Mystery Box products, due to their moderate prices and convenience, have gained favor among Chinese youth. Mystery Box designs convey happy emotions through characters' expressions, colors, and shapes. Therefore, designing character

expressions that incorporate happy elements can effectively attract consumers' attention and prompt them to resonate emotionally while using Mystery Box. However, once the design of animation peripheral products is divorced from the cute and vivid image design, it will not bring pleasant experience to customers. In addition, comfortable and warm consumption scenes will also make customers feel happy. Therefore, the design of animation derivatives should not only pay attention to the design of the product itself, but also the design of its display and display, as well as the panoramic consumption experience. It can release the pressure of consumers and meet the psychological expectations and different psychology of consumers. Therefore, the success of peripheral product design should not only meet the rational requirements of consumers, but also obtain perceptual elements such as sensory satisfaction and emotional experience. Perceptual design can affect the status of products in the hearts of consumers and win a stronger sense of identity among consumers.

Finally, in terms of social perception, animation derivatives are not only a way to express personality, but also a symbol of group identity. Therefore, the consumption of animation IP derivatives may also imply an internal motivation to identify with one's own ethnic identity. Nowadays, post-modern consumption culture is spreading, people no longer just pursue practicality or use value, but transform consumption behavior into symbolic consumption. This kind of symbol consumption is actually a form of "self-realization". People buy virtual influencer characters around, not only to participate in the current pop culture, but also to identify with their own values, they pay more attention to the consumer experience and the shared values conveyed behind the product[6]. However, at present, most of the animation peripheral products on the market exist in the form of badges, cards, key chains, etc., and the content homogenization is serious. This makes it difficult for consumers to show their personality and uniqueness in social interaction, and reduces the social value of animation peripheral products. Consumers tend to stay on the surface of the display and sharing, lack of deep communication and interactive experience.

4. Optimization Strategy

This paper puts forward the optimization strategy from the perspective of how to enhance the sense of customer participation and the interaction between customers and products. Pierce first put forward the definition of psychological ownership in the study of organizational behavior [7]. It is a complex state, which reflects an individual's understanding, thinking and belief of a specific object, and is not restricted by national legal ownership [8]. Its core is a sense of possession of a specific target object, which can help individuals better understand and control their rights, and thus better achieve their goals [9]. Once individuals develop this strong sense of self-identity, they will attach more importance and value to their objects, and will develop a sense of responsibility for their objects, and strive to protect them to ensure their integrity and safety.

The formation of psychological ownership can be achieved through three channels: control, understanding and energy input [8]. These three channels depend on each other and complement each other, and jointly promote the formation and development of psychological ownership. When people's inner motivations and needs are satisfied, they will have psychological ownership [8]. When consumers gain a sense of self-efficacy and self-recognition in their interactions with the company and are able to take certain actions for them, they will form a sense of spiritual ownership, which will arouse their sense of responsibility and ownership, thus directly affecting their mentality and behavior [10]. The emotional, social and functional attributes of animation IP derivatives will become the key factors affecting people's purchase decisions, thus affecting people's purchase decisions. Therefore, when developing and designing animation IP derivatives, animation IP derivatives enterprises and other animation IP derivatives enterprises should fully consider the different dimensions of consumer value perception and optimize the design and operation of animation IP derivatives. Specifically:

(1) Attach importance to the emotional attributes carried by the product itself, and regard it as an important part of the design and marketing of animation IP derivatives. Customers buy animation IP derivatives more out of their love for animation IP, therefore, the design and marketing process of

derivatives should make animation IP derivatives fully reflect the characteristics of IP, to meet customers' psychological expectations of derivatives. In addition, animation IP derivatives enterprises can further tap the deep emotions of customers, such as increasing interaction and other ways to further stimulate customers' love for IP.

(2) Enrich the social value of animation IP derivatives, promote consumers' personal emotional expression and cultural communication among audience circles. Animation IP derivatives enterprises should cherish and make good use of customers' attention to perceived social value, can fully tap the social attributes of animation IP derivatives, and encourage customers to share and spread in product design. Animation IP derivatives enterprises can also provide a place for communication for "animation IP friends" by establishing a virtual community to better strengthen the social value of the product.

(3) Protect the basic product functional attributes of animation IP derivatives, and coexist with beauty and practicality. In the process of product design and operation, attention should be paid to increasing the functionality and aesthetic appreciation of animation IP derivatives, ensuring product quality, and streamlining production as far as possible under the condition that the cost can be met.

(4) Animation IP derivatives enterprises can introduce the experience economy model in the process of product development, design, operation and marketing. Experiential marketing mode is carried out through customer participation and personal experience of product production and operation process. In the experience, consumers can more deeply understand the functional, emotional and social meaning of the product. In this way, animation IP derivatives companies can also have a closer connection with consumers. Product designers should actively refer to the feedback and suggestions of consumers, follow the consumer-centered approach, let customers participate in the design and development, experience, sales and other aspects of animation derivatives, and improve the participation of consumers. So as to deepen the customer's impression of animation IP and animation enterprise's own brand. Strengthen customer control. By strengthening customers' control over the production process, price, quality and other aspects of animation IP derivatives, they have the opportunity to feel that they have a piece of animation IP derivatives that belongs to them.

(5) Encourage customers to "self-invest" to help customers establish their own sense of familiarity with animation IP. Animation IP derivatives enterprises can encourage customers to establish their own sense of familiarity with animation IP by rewarding customers' purchase and use of derivative products and giving them more options, so as to enhance users' willingness to consume derivative products. For example, to increase the sense of ceremony of animation derivatives, some blind box consumers will record the blind box opening video to record the state and mood when opening the Mystery Box, the video content usually includes the introduction of the purchased Mystery Box series, unpacking the box, showing and introducing the doll, expressing the mood, lucky draw, and so on. The unboxing video promotes the communication between consumers, and the interaction between the two strengthens the emotional sharing experience, making the audience on the network feel the pleasure and satisfaction brought by blind box consumption. These groups gathered by the Mystery Box belong to the audience of the ceremony. They have the dual identity of both the performance role and the audience: on the one hand, as the performance role, they express their inner concepts and ideas, meet their psychological needs, and output their emotional value. On the other hand, I also participate in the consumption ceremony in the same community as the audience, and confirm the value and significance of the Mystery Box in the ceremony, enhance the recognition of the ceremony, achieve emotional communication with the performance of the role and finally obtain sensory pleasure and satisfaction. The opening of the Mystery Box has a sense of ceremony, demonstration and interaction, promotes the emotional connection between the Mystery Box and consumers, and makes the Mystery Box become a carrier with symbolic images, cultural implications and spiritual functions, thus promoting the sustainable development of the Mystery Box. Animation IP derivatives companies can also expand their product concepts through the concept of "animation +", such as integrating customers' characters and storylines into the derivative products, so that they can form a symbiotic relationship with the image of animation characters. In this way, consumers can better

experience the charm of the character itself when purchasing and using derivative products, and strengthen the link between product concept and customer self-concept.

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