

The Influence of Anime Culture on Consumers' Consumption Habits

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Abstract:

With the continuous development of anime culture, many anime enthusiasts have transferred their focus of consumption from video game recharge to animation goods consumption. At the same time, the number of merchants is also increasing day by day. In addition to selling through channels such as Taobao, XianYu, and WeChat stores, many merchants have also chosen to open offline goods stores. These animation goods have penetrated into various fields, not only badges and standing signages with high viewing value, but also many daily necessities such as umbrellas, bottles, and clothes. Therefore, the author tries to study the influence of anime goods culture on fans' consumption habits and their psychology when consuming. Through questionnaire surveys and interviews, it was found that purchasing these goods not only satisfies consumers' collection preferences, but also gives them a strong sense of identity. According to statistics, the majority of consumers are teenagers aged 15 to 18, who have a great passion for this culture in addition to their studies. In the future, anime goods industries have a very considerable development prospect.

Keywords: Anime cultures; Animation goods; Consumption habits; Consumption psychology.

1. Introduction

With the increase of the number of consumers, anime goods gradually emerge in the public's view and affect their lives. In the paper, some authors pointed out four mainstream consumption modes in the current anime culture, namely, video game consumption, virtual idol consumption, anime goods consumption and offline consumption experience. They believe that anime consumption behavior can reflect the consumer's psychological tendency and characteristics, and the more prominent one is escapism, which can be expressed by using consumption shopping and other ways to vent and make themselves out of reality [1]. In addition, there are also projection empathy psychology, self-actualization psychology, and identity recognition psychology. Projection empathy psychology refers to the phenomenon in which people shift their preferences for physical objects to various virtual characters and situations due to some difficulties and disappointments in real life. Self-actualization psychology refers to enthusiasts temporarily getting rid of the anxiety and confusion caused by the real environment through consumption, and obtaining self-satisfaction and self-actualization in the process of communication and interaction with group members. Identity psychology is reflected in the fact that enthusiasts gain public recognition and self-identity from social interactions. This article comprehensively introduces four psychological factors

that prompt consumers to purchase goods, but does not study consumers' consumption habits and preferred types of goods for consumption. The research theme of this paper is the impact of the rise of anime goods culture on the consumption habits of fans and their psychology when consuming. The author tried to analyze the impact of anime goods culture on the daily life of anime fans through the conclusions of this study, combined with consumer habits and consumer psychology.

2. Research Method

This empirical study mainly adopts the questionnaire survey method, and collects some useful information by sending questionnaires to the enthusiasts who purchase more frequently in the anime enthusiast exchange group.

2.1 Questionnaire

The questionnaire was designed by the author and consists of 18 questions, which roughly include the personal information of the enthusiasts, their monthly disposable limit and consumption limit, preferred consumption modes, and preferred IP. Finally, 94 questionnaires were collected, with an effective rate of 100%.

2.2 Interview

Additionally, the author interviewed ten consumers in offline goods stores and asked them some detailed questions, such as the reason why they prefer one of the con-

sumption play modes, and whether they think the goods culture has changed their lives. Ten consumers are all females, aged between 16 and 20, including high school and college students.

3. Result

3.1 Basic Information

According to the questionnaire statistics, the majority of consumers are women, as shown in Figure 1, with a proportion of 78.72%. According to Figure 2, the age range is mostly between 15 and 18 years old, accounting for 69.15% of the total population. At present, the number of Chinese anime culture lovers is up to 490 million, and the novelty of anime goods consumption mode is increasingly recognized by the market. Under such a background, China's anime content industry has entered a comprehensive outbreak period. The scale of goods consumers is growing constantly, and young people account for a larger proportion of the population, representing a huge foundation for future consumer groups. According to these statistics, consumers aged under 24 currently account for 63.1%, which means that the demographic dividend in this field will continue to exist, and the development of this industry is also promising for the future [2].

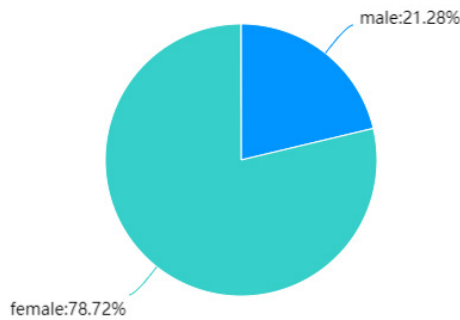


Fig. 1 Gender ratio of enthusiasts

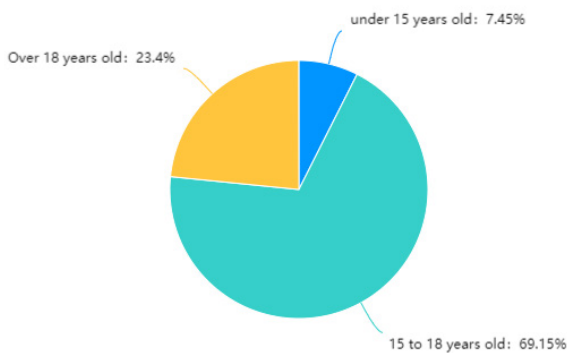


Fig. 2 Age distribution of enthusiasts

For the frequency of shopping in offline goods stores, the two most frequently selected statements are multiple times a month and once a month, accounting for 69.89% of the total number of people. As Figure 3 shows, more than half of the fans spend more than 500 yuan every month, but the amount they spend each time is slightly different. As Figure 4 shows, 26.88% of consumers spending less than 100 yuan, 37.63% spending from 100 yuan to 200 yuan, and 35.485% spending more than 200 yuan. Thus, it can be seen that the anime fans spend a lot of money on the shopping goods every month, which will change the monthly consumption structure of the fans to some extent.

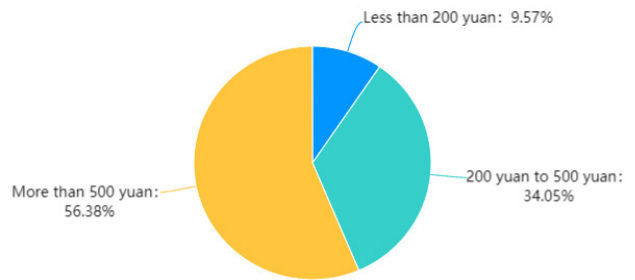


Fig. 3 Proportion of monthly disposable quota for anime lovers

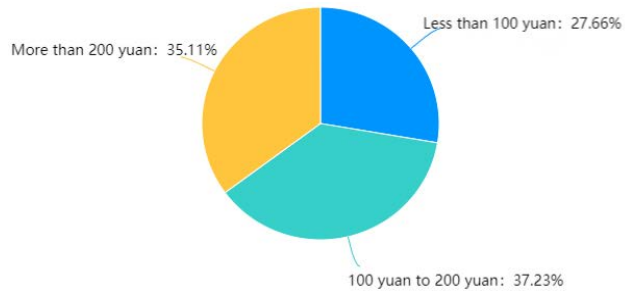


Fig. 4 Proportion of each consumption quota for anime lovers.

3.2 Reasons for Consumption

In the interview, six consumers gave the reason for consuming anime goods products to satisfy their collection habits. They thought that the process of slowly collecting various products was very interesting. The products were constantly updated, so their collection could continue. This habit has been integrated into life, becoming a kind of expectation. The other four respondents' reasons are related to the dissatisfaction in real life. One senior high school student said that she was always alone in school at the beginning. After purchasing the anime goods, she had a topic with people around her, and began to try to make friends, so that purchasing these anime goods changed her life and part of her character. A college student expressed that she is not satisfied with her real life and often feels anxious. When her emotions are instability, these goods

become her spiritual support.

3.3 Consumption Patterns

In recent years, blind box is a very popular consumer game. Blind box, as its name implies, refers to the toy box that consumers can't know the specific product style in advance, and it has random properties. The main reason why consumers are obsessed with blind boxes is the "gambling-style" income feedback mechanism, and they are eager to get surprises from the huge uncertainty. In the psychological game of "I really want to see what style is inside", the distance between the seller and the customer is greatly shortened, and the user's loyalty and stickiness are improved [3]. Through the seller's induced consumption, customers will repeatedly pay for their favorite styles in the process of gambling consumption in order to satisfy their own desires. This uncertainty strengthens their repeated decision-making to buy blind boxes, which is irrational in consumption. Paying for emotions is the main consumption psychology of blind boxes. In today's prevailing IP and anime culture, consumers will experience a strong sense of happiness if they can draw their favorite characters or hidden money. It is worth noting that even if most consumers give them a 3-point (full mark is 5) attraction for blind boxes, there are still 62.37% consumers who prefer the shopping method of open boxes. According to the interview, the two consumers think that the blind box-drawing game has the nature of gambling. Once they can't draw their favorite one, they will be stimulated to keep trying, which will easily lead to excessive consumption. Therefore, 64.52% of consumers will not spend too much when buying blind boxes or stop until they get their favorite styles. The other three consumers explained that the advantage of the open box is that you can see the situation of the real thing, and you don't have to worry about finding a psychological gap after buying. The remaining two consumers said that they are more keen on the consumption pattern of buying blind boxes, because drawing their favorite styles quickly can bring them great emotional value.

3.4 Marketing Means

For some businesses, the linkage with popular anime IP is a very effective way of promotion. Linkage refers to add some anime IP elements in their own products or the giving of anime goods to consumers who buy products. Take the milk tea shop and anime IP linkage as an example. As a food consumer product, milk tea has a greater competitive advantage. As a basic consumer product, its price is approachable. Compared with other linkage products with high prices, the low price greatly reduces the threshold for starting milk tea linkage, and consumers of any economic

class can afford it. Secondly, this kind of linkage is very close to consumers' lives. Whether it is street milk tea shops or food delivery apps, you can see the presence of these linked milk tea. In addition to IP fans, ordinary consumers also have the opportunity to contact them, and the promotion has high effectiveness [4]. Merchants usually print anime character patterns on cups and cup covers. In addition to this appearance design, they will also try to make some derivatives that meet the theme, such as postcards, standing cards and badges. Consumers who purchase a single cup can only receive linked cups and cup covers, while consumers who purchase a multi cup package can receive better benefits, such as a set of paper bags, cup covers, cups, and various of derive goods.

The questionnaire shows that the well-received joint activities include *Reverse: 1999* and Pizza Hut, *Arknights* and Nayuki's tea, *Mr Love: Queen's Choice* and CoCo. Although these three games do not belong to a same type, fans are very keen to buy these linked foods for the goods. In recent years, more and more businesses have adopted the method of linkage.

4. Discussion

The results of the questionnaire show that in recent years, most anime lovers have some deep or shallow understanding of the goods culture. This culture has influenced their daily life and consumption habits to a certain extent, and the consumers who have escaped from reality get psychological comfort by buying the surrounding. Not only that, the goods culture has also established a unique social identity for fans. They can share their shopping experiences and show their gains with others on the social platform. This identity has strengthened their connection with society. This kind of social interaction carried out anonymously is called curiosity. The communication of the anime lovers is based on the common interests and hobbies, and like-minded goods consumers call each other "fellow hobbyist". The curiosity of communicating with strangers is the driving force to promote the communication with the same hobby [5]. On the Internet, lovers can communicate this hobby with people they have never met, so as to temporarily escape the pressure from real life.

The change of consumption habits is also reflected. First of all, although many consumers prefer the consumption pattern of open boxes, the novel gameplay of blind boxes promotes consumption to some extent through stimulation. Secondly, many fans expressed their willingness to consume clothes and food that they would not normally consume in their lives. In addition, some fans cut their spending on food and clothing and use the money to buy the goods. In any case, the culture around the second ele-

ment really affects people.

5. Conclusion

There are still several shortcomings in the results of this study, such as limitations. In today's society, the fanatical anime lovers have already included two genders and different ages, and both men and women, old and young, may be influenced by the goods culture of anime. However, most of the enthusiasts in the questionnaire collected this time are females, with a significant gender gap and an age range of 15 to 18 years old. What's, all ten consumers interviewed by the author in the offline store interview survey were also females. So the research area is too small, and the conclusions obtained are not comprehensive, and do not include the consumption habits and psychology of most men and middle-aged and elderly enthusiasts. In the future, the author hopes to expand the scope of interviews and surveys, focusing more on middle-aged and elderly enthusiasts, which may bring different benefits

to the research.

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