

A Study on the Enhancement of Product Value by Choosing the Right Characteristic Pop Culture -- Taking 'Hello Kitty x Adidas' Co-branded Chef Shoes as an Example

Han Wu

School of Architecture, Nantong University, Jiangsu, China

Corresponding author:
2132110448@stmail.ntu.edu.cn

Abstract:

In recent years, the distinctive pop culture has been thriving among the younger generation. This has also led to collaborations across other fields with some of the items in the cultural explosion, thereby revitalising the traditional businesses linked to it. This study examines the explosion of Hello Kitty and Adidas Chef shoes by investigating and analysing the relevant consumer groups. The goal is to reveal the unique value of this type of creative design for product marketing in the eyes of consumers, explore the consumer motivation of the target consumer groups to purchase these co-branded products, evaluate the contribution of cross-discipline collaboration to the brands of both sides, and analyse how such co-branding partnerships enhance product value. Simultaneously, it examines the factors contributing to the long-lasting popular culture perception in relation to the promotion of the brand, the symbolic representation of Hello Kitty, and the underlying meaning of the image. Similar successful cultural and creative situations exhibit significant similarities in terms of the selection of co-branded products, alignment with users' requirements, and processes of product creation and design. Thus, if the cultural and creative sector aims to increase the industry's value and foster its long-term and robust growth, it should actively pursue the connection between international cooperative brands and products. It should focus on the unique psychological traits and consumption requirements of the target audience and implement innovative and daring development and design strategies.

Keywords: Special cultural and creative industries; user demand; product added value; consumer psychology.

1. Introduction

This paper specifically examines the rapid growth of popular culture in recent years and analyses the market response to the integration of unique pop culture features with innovative designs in commercial products. This research holds significant practical importance in determining the consuming inclination of youthful demographics, examining the limitations of current cultural productions, and fostering the profound advancement of the cultural sector. The present study aims to conduct a comprehensive analysis of the product, the target consumer segment, and the interplay between industry supply and demand. Primary research methods used in this study included market research, field interviews, data analysis, and other research methodologies. One advantage of integrating these research methodologies is the ability to gain a comprehensive understanding of the research subject - Hello kitty x Adidas 'co-branded chef shoes' - and to acquire more precise and authentic data, so enhancing the sophistication of the research findings and maximising their relevance to reality. The primary objective of this study is to examine the present state of the cultural and creative market, gain insight into the psychology of consumer groups, and contribute to the sustainable growth of China's cultural and creative product industry by analysing pertinent instances of distinctive popular culture that enhance product value. To achieve that objective, the author meticulously carried out a comprehensive market survey and visit. The objective is to acquire authentic product data, comprehend the actual market conditions, and establish a solid foundation and point of reference for the research endeavour.

2. Literature Review

Pop culture, being a widely embraced and fervently followed cultural phenomenon with the defining features of the era, is progressively exerting influence on all facets of mainstream society. Exploring how to seamlessly integrate popular features into the design of cultural and creative products, so leveraging popular hotspots for design development, is a topic worthy of further investigation [1]. In the work titled "The popularity and aesthetics of product design in the context of cultural and creative industries," Jun Cao examines the evolution of design products and highlights that the popularity of products during a certain period is closely linked to the aesthetic preferences of the people at that time [2]. The text proceeds to elucidate the definition and attributes of popularity, and next presents arguments on the essential elements of beauty that a design product should possess in order to satisfy the aesthetic requirements of customers, namely to be popular. This

paper aims to provide a detailed analysis of the interplay between product popularity and aesthetics, considering both mutual limitations and influences. This resource is anticipated to offer valuable reference material for product designers and design instructors within the cultural and creative industries arena [2].

In the article titled "Application of Illustration in Casting Product Design Programme Based on Pop Culture Industry," Dandan Hu examines the use of pop culture elements in illustration, provides specific instances of how these elements are applied in casting product design and explores the underlying concept of using illustration in this field. The evidence indicates that the incorporation of popular culture in the graphical design idea of casting products has promising potential for development. This approach enables the creation of casting products that align more closely with consumer demand and contribute to the brand recognition of casting enterprises [3].

The journal article titled "Research on Cultural and Creative Product Design in the Context of Popular Culture" Xiao Liang proposed a strategy for cultural and creative product design that emphasises popular culture. This strategy involves exploring the elements of popular culture through theme ideas, fusing popular products to facilitate cross-border fusion, and adapting to popular market trends to promote the dissemination of culture. Additionally, based on the theory of cultural experience and supported by three major strategies, specific design methods are outlined. These methods include integrating fashion elements, creative interaction methods, and storytelling into the design of cultural and creative products. These methods aim to enhance the aesthetic experience, interactive experience, and emotional experience, respectively. It is advantageous for optimising the utilisation of cultural resources and facilitating the promotion and transmission of culture. Furthermore, Xiao Liang emphasised the need of cultural and creative product design to consistently integrate with prevailing cultural trends, adapt to the evolving times, prioritise popular market trends, begin by satisfying the demands and aesthetics of the public, and continuously enhance the cultural quality of products to foster the sustainable growth of the industry [4].

Popular culture exerts a significant impact on the contemporary world. Brands and their particular spiritual implications often establish a direct connection between the deliberate integration of culture and branding, with the aim of enhancing the value and competitiveness of the product. The moulding of popular culture must cater to the emotional requirements of customers, therefore eliciting emotional resonance and fostering a robust feeling of brand identity among consumers.

3. Research Methodology

The author employed a wide range of research methods, including field interviews, data collecting, market research, and data analysis, to thoroughly gather, compile, and analyse consumer data and brand profiles required for the study in a comprehensive, comprehensive, and multi-faceted manner. Given the inherently social character of the research, the most commonly employed approach should be the 'field interview method'. Author's primary focus is to investigate the consumer habits of the target group of consumers for the Adidas and Hello Kitty brands. This will enable the author to gain insight into the role of creative design in product marketing and value, as well as explore consumer behaviour and purchase motivation of these co-branded products during interviews and surveys. Utilising the gathered data, the analysis evaluates the impact of this cross-disciplinary partnership on both brands and the extent to which it has enhanced the value of the product [5].

The majority of the products produced by cultural and creative industries are sold in the market. Therefore, the most effective approach to assessing the progress of the sector is not only evaluating the quality of the products but also considering their level of popularity. Determining their ability to manufacture superior products and get market acceptance are the challenges that must be addressed in the industry's growth [6]. Hence, the author employed the 'market research method' to gather sales data of Adidas and Hello kitty co-branded chef shoes across several purchasing channels. The objective was to assess the market reception of these shoes and identify the specific demographics that are more inclined to embrace them. Additionally, the study of the market data aimed to investigate the growth of the cultural and creative industry.

Furthermore, the overall industry needs to be divided into several industry participants, namely the daily mentioned brand or company. To study an industry, it is advisable to analyse each brand individually, focussing on specific points. Therefore, the author has used the 'data collecting method' to compare the Hello kitty cartoon image with the same company's cartoon IP image belonging to the same category. This study primarily examines the brand marketing strategy, symbolism, and image connotation of Hello Kitty to assess the factors that contribute to its ability to persist, entice customers to purchase, and achieve value-added brand products.

Field interviews or information gathering require a substantial volume of data, which must be subjected to analysis and processing to some degree in order to derive reasonable conclusions. Therefore, the author conducted a thorough analysis and compilation of all the collect-

ed data. Several findings have been derived from this, including the observation that consumers who opt for co-branded chef shoes are typically casual individuals who prioritise their own emotions and are less inclined to social interactions. The success of the co-branded product can be attributed mostly to its ability to effectively appeal to the psychological mindset of this specific group of consumers. Through replacing the general with the special, it becomes evident that in order for special cultural and creative products to proceed with their development, it is more imperative to clearly define their target client groups and create and manufacture appealing new items tailored to their distinct requirements [7].

4. Research Findings

Hello kitty's co-branded chef shoes with Adidas have undoubtedly been a success, both financially and in terms of brand image. On the economics, before the co-branding, the same regular Adidas chef shoes typically sold for around four hundred yuan, with limited profit margins. There is a significant increase in the selling price after it comes with a Hello kitty co-branded graphic. It can be seen that a small co-branding pattern can significantly increase the value of the product, which is a concrete manifestation of the economic benefits brought by pop culture [8].

Secondly, the linkage between the two parties is not just a simple 'label sale', but a bold and fruitful attempt based on fully exploring popular IPs. With the help of Hello kitty, Adidas realises the diversified appearance, image and connotation of its products, fully demonstrating its young and fashionable sports brand undertone. Hello kitty, on the other hand, has wasted no time in coming back into vogue after this co-branding experience, expanding its already resounding reputation and disguising a wave of publicity for young trendy culture, both sides' respective brand images are also more fleshed out by this co-branding.

5. Discussion

It is also worthwhile to investigate the reasons behind the remarkable success of the restaurant sneakers co-branded by Hello Kitty and Adidas. The primary objective of manufacturing is to achieve consumption. Irrespective of the nature of the product, the one that gain acceptance from consumers is seen as exceptional and successful. The popularity of this co-branded chef's sneaker can be attributed to its ability to resonate with the specific psychological responses of consumers [9]. Kazuo Tohmatsu, the public relations manager at Sanrio, asserts that "Hello Kitty does not pass judgement. She enables you to experience your

emotions without compelling you to explore the underlying reasons". Hello Kitty is mute and devoid of expression. In contrast to the other cartoon characters produced by the parent business, Hello Kitty stands out due to her lack of a mouth, therefore eliminating any superfluous display of emotions on her face. Thus, she appears to possess innate listening skills, which are often a characteristic of introverted individuals. She can be considered a conversational partner. Conversely, adidas chef shoes, being soft-soled slippers that can be worn outdoors, are not appropriate for formal events. Therefore, their primary emphasis is on providing comfort. The patrons that opt for it are predominantly individuals with a more informal lifestyle, prioritising their emotions and having minimal need for social interaction. The successful performance of this co-branded product may be attributed mostly to its ability to accurately reflect the psychological characteristics of this specific group of consumers. Indeed, it is crucial to acknowledge that Hello Kitty is a globally recognised intellectual property (IP) picture. Therefore, any further promotion for her would merely serve to re-popularize her, rather than initiate a new trend. An existing immensely identifiable image can be quite impactful in advertising the product it is co-branded with [10]. Hello kitty, being a classic cartoon character, has a large following. Adidas, being a globally recognised sports brand, has routinely emphasised the integration of fashion and functionality in its product design. The two co-branded products aim to enhance the value characteristics of pop culture by combining them with brand features, so achieving new market competitiveness [11].

6. Conclusion

In conclusion, the result of this study is that the main reason why the new products launched by Adidas and Hello Kitty have gained so much success is that Adidas firstly captured the connection between the cross-border co-operation brand and the products, and anchored on the distinctive psychological characteristics and consumption needs of the target group, and made bold and novel development and design, the 1+1>2 creative fusion of two products that have already achieved market recognition in their respective fields (the Adidas brand itself and the Hello kitty character) resulted in the desired performance feedback and market recognition. This also provides the underlying theoretical support guidance for today's booming cultural and creative industries. Pushing the corner to know the whole, therefore, the findings of this study are the know-how of its vertical development for emerging industries such as speciality pop culture: One is to study the psychology of users, fit the needs and thoughts of consumers, and

choose the IP image that is in line with the connotation of the product. Let the industry serve the needs of consumers, the only way to understand consumers, fit consumers, service consumers, the consumer market is willing to pay for it. The development of the brand or the industry itself can only be realised if it is recognised by consumers. The second is to create one or two explosive products based on consumer demand. For example, Hello kitty is a globally recognised IP image, which can be used to build a brand image and enhance economic benefits by leading the way and eventually blossoming into a multi-faceted business.

Overall, for future research focusing on the characteristic cultural and creative industries, the reference significance of this study lies in the fact that, on the basis of a large number of adequate market research and user interviews, the information collected was carefully analysed and summarised, which not only analysed the consumer psychology of the audience groups, but also deduced the uniqueness of the product design, points to more novel research ideas and targets for similar studies, the focus of future research can be more on the interaction between consumer demand and production arrangements of this pair of market information rather than simply analysing the product itself, the cultural industry is, in the final analysis, a very social attribute of the industry, is a combination of human aesthetics, popular culture, social needs and other aspects of the characteristics of the industry, the cultural industry is a very social attribute of the industry, all links require human participation, and all links serve the needs of people. Therefore, regardless of the angle of consideration, taking into account the social needs of people, including consumption needs and matching production, should be the magic weapon and ultimate destination for the vertical development of the cultural and creative industries.

References

- [1] Rong Rong. Characteristics of popular culture and its generation mechanism. *Journal of Tianjin Normal University (Social Science Edition)*, 2009, (03): 57-61.
- [2] Jun Cao. Popularity and aesthetics of product design in the context of cultural and creative industries. *Western leather*, 2023, 45(09): 82-84.
- [3] Dandan Hu. Illustration application of casting product design scheme based on pop culture industry//Hong Kong Kangjian Pharmaceutical Company Limited.Proceedings of Boao Pharmaceutical Forum 2017. Zhongyuan Institute of Technology, 2017: 1.
- [4] Xiao Liang. Research on Cultural and Creative Product Design under the Background of Popular Culture. North University of Technology, 2022.
- [5] Yingying Sun. Research on the influence of popular culture

on the consumption behaviour of contemporary college students. Chengdu University of Technology, 2012.

[6] Baoling Wang. The application of popular elements in cultural and creative products. *Popular Literature and Art*, 2019, (02): 148.

[7] Li-Bin Chen. Integration of popular culture in products. *Enterprise Management*, 2010, (06): 80-82.

[8] Liangying Tang. Analysing the role of pop culture on

branding. *Brand (Theory Monthly)*, 2010, (Z1): 76-77.

[9] Bingyu Zhang. Research on the Influence of Contemporary Pop Culture on Platform Toy Design. Suzhou University, 2010.

[10] Heping Li, Liu Kaiyuan. Implications of teenage pop culture for business operations. *Modernisation of Shopping Malls*, 2006, (28): 41-42.

[11] Xiaowen Dong. Research on Fashion Culture and Clothing Product Design. Qingdao University, 2008.