

Research of Consumption Phenomenon of teenagers on Little Red Book - take My Little Pony card as example

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Abstract:

Little Red Book is a Chinese functional social software created by Wenchao Mao and Fang Qu in Shanghai in 2013, which can accurately and efficiently match massive amounts of information and people through learning. By posting video & picture and living broadcast, users can share life and purchase on platform. Little Red Book has 300 million active users, 50% of whom is under 30 years old. Little pony collection card is a series of collectible cards published by Kayou with official authorization of <My little Pony>. Most of the cards is unique designed and contain characters, items and scenes from cartoon for certain collection value. These cards is divided to different rarities: R, HR and SC. Little pony card is popular in teenagers on Little Red Book, cause of various enjoy method-displaying, collection and exchange.

Keywords: Little Red Book, Teenagers, Consumption, My Little Pony

1. Introduction

Studying teenagers' consumption is good to understanding their buying trends and providing marketing information for business developing products. Besides, it can also help education department and families to well know kids and guide the consumption behavior of teenagers in time. Consumption of teenagers has a great impact on the economy and can provide a basis for the decision-making of governments and enterprises.

2. Literature review

The popularity of My Little Pony cards stems from their positive messaging, collectible appeal, and nostalgia factor, appealing to teenagers' innate desire for

friendship and adventure. Teenagers' consumption psychology is influenced by social media trends, peer influence, and a quest for individuality. Little Red Book, with its user-generated content and data-driven recommendations, has emerged as a key platform influencing teenage consumption decisions, showcasing the evolving dynamics of teenage purchasing behavior.

3. The reason for the popularity of My Little Pony cards.

3.1 Background overview

As a animation broadcast on CCTV in 2013, <My Little Pony> has attracted a large number of young

audiences with its unique character settings and warm storylines. Although the popularity of the cartoon declined for a period after releasing, with the rise of pony themed product and mystery box, My Little Pony card returned to the public as a new collection hotspot.

3.2 Analysis of reasons for popularity.

Precisely target and audience: Kayou, the issuer of My Little Pony cards, accurately captured the psychological needs of audience, combine the animation IP with the collection culture to attract attention of large number of fans successfully.

Filling the market gap: When Ultraman cards almost monopolizing the market, My Little Pony cards become a new “social currency” of students, and meet the collection and sharing needs of female consumers.

The appeal of mystery box: Mystery box of My Little Pony brings many surprise to the consumers, uncertainty enhance their collection desire.

4. Consumer psychology and behavioral characteristics of teenagers;

4.1 Overview of consume behavior

The consumer behavior of teenagers is their psychological response to goods and services under specific conditions, including a series psychological activities like sourcing, purchasing, using, evaluating and handling goods and services. The distinct feature includes convergence and conformity, showing of and symbolic symbolism, and curiosity & personalization.

4.2 Analysis of specific characteristics

Convergence and conformity: Teenagers are often easily influenced by their peers, and tend to buy similar or same products to those around them. In order to fit into a specific social circle.

Show-off psychology and symbolic symbolism: Teenagers want to get social status and identity by consumption, buying products with brand or special design will be a way to show-off.

Curiosity and personalization: Teenagers is stage curious about all new things, pursue personalized and unique ways of expression. They are willing to try different products and services to show their taste.

5. Consumer research on Little Red Book

5.1 Platform Overview

As a platform for knowledge sharing and interaction,

through the sharing of shopping experience and good operating among users, Little Red Book with good quality content to help brand promotion. The development model start from group, gradually builds a full e-commerce platform, to forms a complete sales closed loop from “planting desire“ to purchase.

5.2 Consumer research analysis

Content-driven shopping experience: Little Red Book attract people attention through high quality content and stimulates user’s shopping desire and purchase on platform directly.

Reinforce social attributes: Little Red Book group atmosphere encourages interaction and sharing among users, enhancing belonging and loyalty of users. After purchasing products, users will sharing their experience actively, further to promote the brand and sales of products.

Exploration of diversified transformation: In order to meet the diverse needs of users, Little Red Book is transforming towards diversification, besides product-related information, it add lifestyle-related activities such as “ Mark My Life” to enrich the community’s content ecology and user experience.

In summary, My Little Pony card get popular for precise market positioning, unique mystery box and in-depth exploration of the female market. The teenagers are influenced by psychology of convergence, showing-off and curiosity. Little Red Book just create a special shopping method bridge brands & users by content and social interaction.

5.3 Investigation

90 from 167 questionnaires received through Wen Juan Xing is valid. All questionnaires are teenagers who purchase My Little Pony cards on Little Red Book. Females account for 86.83%, and males account for 13.17%.

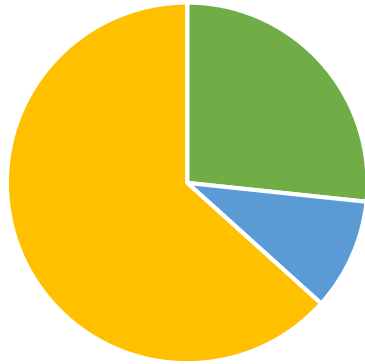
For the question “ Are there many people around you who buy pony card?”, highest proportion - 33.53% people choose “usual”, followed by “many” as 20.96%, around 20.36% choose “very few”, lowest people 14.97% is “none”, and the least was “many” at 10.18%.

The buyers around the teenagers who bought card are evenly distributed. According to the data, 41.11% people think card is beautiful designed. 37.78% think it’s just so so. 18.89% people think it’s very beautiful, only 1.11% people think it’s ugly. Overall, most people have a positive evaluation of the card design and production process.

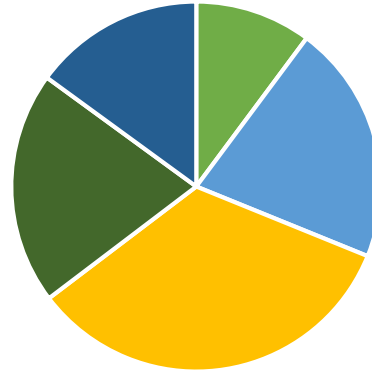
The data shows, the consumption threshold of My Little Pony card with general and high option, accounting for 36.67% and 30% respectively. Relatively, the proportion of very high and very low option is relatively low, at 10% and 8.99%. Option in low is 14.44%. Therefore, it can be considered that the consumption threshold of card is mainly concentrated between general and high level.

For the update speed, 38.89% think it's average, and 34.44% people think it's fast speed, 13.33% think very quick update, and only 5.56% think it's very slow. 7.78% think it's slow. Overall, mst of people with active comments on update speed.

Most people on Little Red Book prefer the high level card (Isr, sgr, cr, sc), take 91.11%, followed by the medium card position (ssr, ur, hr, pr) accounting for 8.89%, while no one choose low card position (r-sr). It can be seen that rarer card, the more popular it is among teenagers.



■ Not sure ■ Yes ■ No

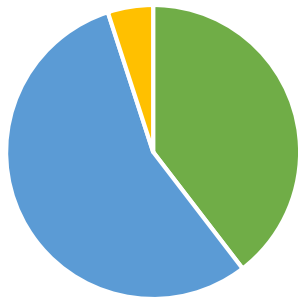


■ A lot ■ Many ■ Average ■ very few ■ None

Figure 1

Regarding the appreciation of My Little Pony card, most people think that has room for appreciation (73.33%) and wil buy more if cards has greater room for appreciation (63.33%). It can be concluded that teenagers on the Little Red Book believe that cards is product with room for appreciation and are more inclined to buy products with room for appreciation.

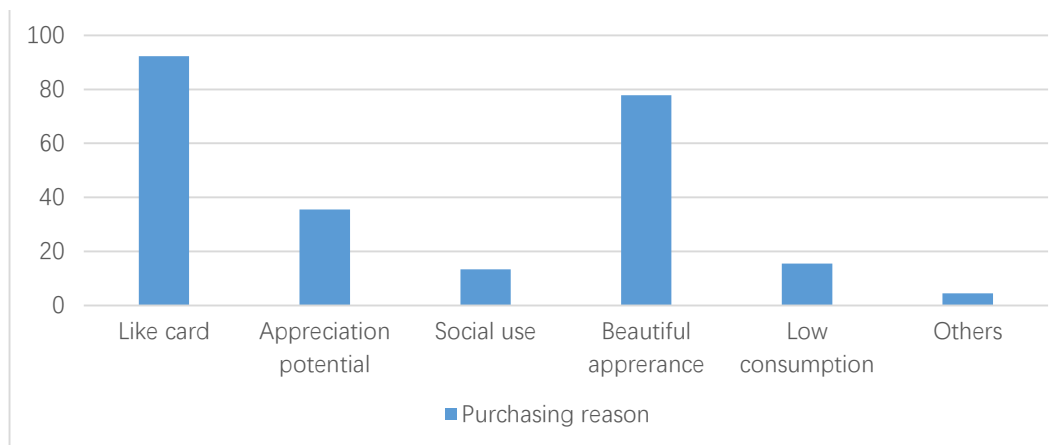
A multiple choices survey on the Pony series of aminations or movies was conducted, among them, 88 people said they had seen it, accounting for 97.78%, and only 2 people said they never watch TV, accounting for 2.22%. So it conclude: most of people in this investigation watched animation or movie. 90 people filled out the multiple choice survey results on pony. Among them, 85 people (94.44%) like Pony IP, 5 people (5.56%) is average like, and no one doesn't like it. Therefore, t can be concluded that most respondents like Pony IP.



■ Don't know ■ No ■ Yes

Figure 2

Table 1



For question “What is the main reason you purchase Pony card”, the most popular choice amount respondents was Pony cards’ IP (92.22%), followed by the beautiful appearance of the card (77.78%), appreciation potential (35.56%), low consumption threshold (15.56%), and social needs (13.33%).

6. Conclusion

When analyzing the consumption preferences of teenagers on Little Red Book, we can indeed observe their preference for rare and beautiful products, and the influence of their love for IP (intellectual property or specific brand image) on their purchasing decisions. At the same, the potential appreciation space of the product is another important factor they consider. While, it may be too one-sided to simplify the factors affecting consumption to only be determined by the popularity and appreciation space of IP, and to believe the consumption threshold and social needs are the least important factors.

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Appendix

Researching method: Questionnaire

What is your gender? (Female or Male)

What’s your age? (0~9, 10~18, 18~26, 26~34, 34 and above)

What is your education level? (Primary school, junior school, high school, technical school, college and above)

Have you ever used Little Red Book? (Yes, No)

Have your ever purchase My Little Pony card on Little Red Book? (Yes, No)

Are there many people around you who buy card (None, very few, average, many, a lot)

How do you think the card design and production process of pony card? (very ugly, ugly, average, beautiful, very beautiful)

What do you think of the consumption threshold of card? (Very low, low, average, high, very high)

How do you think of the update speed of pony card? (Very slow, slow, average, fast, very fast)

Which card position of pony card you like? (Low level (R-SR), Middle level (SSR, UR, HR, PR), High level (LSR, SGR, CR, SC)

Do you think pony card with room for appreciation? (Don’t know, yes, no)

Will you purchase more if the pony card with greater room for appreciation. (Yes, not sure, no)

Have you watch the animation or movie of pony series? (Yes, No)

Do you like pony IP? (Yes, average, no)

What’s the main reason you buy pony card? (multiple choices)
(Low consumption threshold, beautiful cards, social needs, room for appreciation, like pony IP)