

Analysis of the Causes of the Rise of Animation IP Card Removal Live Streaming Rooms

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Abstract:

With the spread of the anime industry and the development of live-streaming platforms, anime IP card dismantling live-streaming rooms have begun to rise. This brings new business opportunities to the anime industry and more traffic and users to live-streaming platforms. This article elaborates and analyzes the reasons for the rise of anime IP card removal in live streaming rooms. With this fast-paced lifestyle, the public strongly demands online socializing and interaction, providing them with huge market and consumption power. In the era of the pandemic, the rapid progress of the internet has led to the rise of live-streaming rooms. Flexible purchasing models, rich products, a good atmosphere and community establishment, the psychology of paying for loved ones, and blind box mechanisms that can satisfy emotional values all make the public willing to pay for them. While the revenue of anime IP cards dismantling live streaming rooms continues to improve, there are also problems such as uneven quality, poor order, and blind consumption by young people in the live streaming rooms. It is necessary to use laws and regulations to ensure the quality of the live-streaming rooms, and the hosts need to maintain order spontaneously. Moreover, it is essential for all sectors of society, including young people themselves, to regulate their consumption behavior reasonably.

Keywords: Animation IP card; live streaming; consumption behavior

1. Introduction

For a long time, the country has issued a series of support policies to vigorously support the development of the animation industry. The 13th Five-Year Plan proposes building the cultural and animation industries into a pillar of the national economy. As an indispensable part of cultural consumption upgrading, the animation industry will receive further government support in the future. National policies support the development of the animation industry, and the development around the animation industry will be sustainable [1]. With the rapid development of the economy, society, and technology, public consumption has upgraded, consumer attitudes have changed, collection culture and IP culture are prevalent, entertainment demand has increased, and the live streaming and e-commerce industry is thriving. As a result, anime IP cards have emerged to dismantle live streaming rooms. To analyze the consumer behavior and marketing strategies behind it, explore the online social interaction of the live streaming room model, promote the development of related industry technologies, and better cultivate this cultural and entertainment model and e-commerce model that combines experience and value. To provide suggestions for devel-

oping such live streaming rooms, protecting consumers' interests, and avoiding potential problems, this article elaborates and analyzes in detail the reasons for the rise of anime IP cards dismantling live streaming rooms.

2. Cause Analysis

2.1 Concepts and Characteristics

Card dismantling live-streaming rooms has recently been a popular form of e-commerce, with anime IP card dismantling live-streaming rooms being the main focus. The anchor hangs various yellow cars around anime IPs in the display window of the live broadcast room and, with the permission of the ordering user, randomly selects the surrounding areas and displays them for shipment in the live broadcast room. In addition, users can also place orders for specified products. From customer orders to card packaging, each loop is transparently displayed to the audience in the live broadcast room. During each round of card opening, the anchor will play the role of a narrator to hype up the atmosphere of the entire live broadcast room, attracting fans and attracting them. Other online viewers can also interact and communicate in the comment section by empathizing with the psychology of the card opening

parties. In this way, buyers can enjoy the fun of gambling and the joy of being noticed from the random draw.

The anime IP card removal live broadcast room has the following characteristics: real-time, randomness, interactivity, sociality, collectability, and promotion. These characteristics attract more and more people to participate in it. The number of card removal live broadcast rooms is constantly increasing, and they have gained a huge number of fans, high conversion rates, and commercial value. It meets people's love and collection needs for anime IPs. It utilizes the advantages of live-streaming platforms to achieve interaction and socialization, becoming a unique e-commerce and mass entertainment model and gradually growing into a new economic growth point.

2.2 Cause Analysis

2.2.1 Economic factors

With the rapid development of the economy, people's income levels have generally increased, and more disposable income is used for nonessential consumption. The demand has shifted from basic living security to higher quality and more diversified goods and services.

Consumers are willing to pay higher prices for better quality and service and pay more attention to the experience during the consumption process, hoping to gain emotional value from it. In addition, with the rapid development of Internet technology, e-commerce platforms have rapidly expanded and further improved the convenience of online shopping and user experience. The public is increasingly inclined to choose online shopping, which has promoted the rapid growth of e-commerce. According to statistical data, the transaction volume of e-commerce has continuously increased in the past few years, and the development prospects are very optimistic [2].

Economic development and social progress have driven consumption upgrading and transformation, promoted industrial innovation and upgrading, and provided huge market and consumption power for anime IP card dismantling live streaming rooms.

2.2.2 Social factors

From 2019 to 2022, the global economy was devastated by the pandemic, with people staying at home for most of the time. The leisure and entertainment mode was single, and the use of electronic products increased. E-commerce developed rapidly, and online live-streaming sales reached another peak. Live-streaming sales and e-commerce shopping have become the best means to reach consumers and drive consumption growth in a sluggish market with everyone staying at home. Brands, celebrities, and even mainstream media have entered live-streaming sales marketing [3]. Live streaming effectively attracts the attention

of consumers by displaying products in dynamic images, with good content creativity and interactivity, good product display, high consumption participation experience, and value consistency between consumers and live streamers, which has a positive impact on increasing the intention to purchase from consumers [4]. Card dismantling live streaming rooms have also emerged at this time. As the epidemic continues to spread and economic and social development continues to accelerate, the public has returned to a fast-paced life of normal learning and work. However, the demand for social interaction and establishing connections with others has not been relieved for a moment. The emergence of card-breaking live-streaming rooms perfectly addresses this pain point. The strong interactive performance it creates effectively utilizes people's common interests, natural language, and topics to create fun. It quickly connects people, shares common interests and experiences, discusses topics and hotspots in the circle, and makes them feel like they belong to a group or community, gaining a sense of belonging. In addition, people can better showcase their true selves on the internet, make like-minded friends in live streaming rooms, share the joys and sorrows of life, provide emotional support to each other, alleviate loneliness, and release stress. It also meets the audience's need to showcase their personality, talent, and interests, allowing them to dare to express and disseminate their ideas, viewpoints, and creativity.

2.2.3 Cultural factors

As a cultural phenomenon and way of life, collection culture has become popular against rapid economic development and rising demand for public entertainment. Many collectibles have cultural, historical, or artistic value and significance, and some can also be used for investment and preservation. The rise of collection culture has driven the popularity of peripheral products, laying the foundation for the emergence of anime IP cards dismantling live streaming rooms.

The dissemination and development of the anime industry is also one of the cultural reasons for the rise of anime IP cards that are dismantling live streaming rooms. Anime can cross cultures and borders, and many works are popular worldwide, allowing audiences from different countries and regions to appreciate and love anime together. Moreover, it is extremely inclusive in audience ages, from old to young, and suitable anime can be found at every age stage. The long-term development momentum of the animation industry has given rise to a huge fan base. With the increasing popularity of comics and animated works, the animation industry chain is constantly growing, from animation production and distribution to peripheral prod-

uct sales. Fans with a strong emotional investment in anime works will participate in related activities, purchase peripheral products, share, and discuss, forming a unique fan culture. This trend has driven the development of peripheral industries. Anime peripheral products mainly refer to innovative production based on various character images in anime and games, combining their products with character images to ultimately form handicrafts that match the style of characters in anime and games. Anime peripherals are an extension of anime culture, covering many areas, including toy series, audio-visual products, electronic games, magazines, CDs, clothing, etc. Various types of designs include food toys, dolls, twisted eggs, and hand models. The scope of anime peripheral products is expanding daily and occupying more market share in China [1]. The development of surrounding industries is linked to the animation industry, creative industry, manufacturing industry, retail industry, and other related industries, creating more employment opportunities and economic benefits and becoming an opportunity for the formation and development of animation IP card dismantling live streaming rooms.

2.2.4 Live broadcast room factors

The anime IP card removal live broadcast room usually sells anime IP peripherals with a large fan base, built-in traffic, numerous characters, and strong character attributes. The products listed are often complete, with different styles and textures, and there are many series. Like many other collectibles, these peripherals can also preserve, depreciate, and appreciate value, becoming wealth management products from which consumers can enjoy continuous pleasure, just like investing. In addition, the purchasing modes and gameplay provided by the live broadcast room are diverse and flexible. The main products for sale are blind boxes; some peripherals can be directly specified for ordering. Supports single or specified quantity purchases and can also be taken away as a whole box. Blind boxes can be publicly extracted in the live broadcast room or fully mailed to consumers to personally open. Not only that but there is also a common mechanism in the industry: if consumers have not selected their desired peripherals, they can communicate with the anchor to “revive” them. The anchor will temporarily keep them until others select the peripherals the person is interested in, and the anchor or the person will negotiate with that person to exchange peripherals. Different live streaming rooms will also develop personalized gameplay, such as mixed IP card draws, constantly innovating mechanisms, and gameplay. In this way, there are naturally many consumers who pay for it. After opening a blind box that satisfies consumers, the

anchor will ring the bell to express surprise and celebration. This small ceremony, to some extent, satisfies the emotional value of the cardholder. In addition to the anchor team, audience interaction in the live broadcast room is a major feature. Consumers not only experience the anticipation and excitement of opening blind boxes themselves but also interact with the anchor and other online viewers through bullet comments, sharing their thoughts and speculations with a strong sense of participation and entertainment. Not only that, the live-streaming party will also open a fan group, establish a fixed connection, predict the next round of new arrivals in the group, and ask fans for targeted purchases of peripheral types they like. Fans can also chat with each other, make friends, exchange merchandise, or engage in private transactions. The connection between emotions, relationships, and consumption is becoming increasingly close, forming a more direct business model [5]. Establishing communities has also become an important factor in the rise of anime IP cards that are dismantling live streaming rooms.

2.2.5 Audience factors

Public consumption has risen, and the consumption concept has changed. Generation Z, the main group who loves animation culture, is happy to pay for and consume for hobbies. They are keen on various subcultural consumption, including anime, virtual idols, blind boxes, model games, online games, etc., showing a strong market consumption power [6]. They also enjoy everything with feelings, like choosing products to comfort and nourish the soul and striving to achieve their defined exquisite life. They like to play and try new things. They live in the anime world very self. They are willing to pay for things that meet their values and pay more attention to the stories behind the products [7]. They express their personality, interests, and values by consuming their hobbies, which brings them emotional satisfaction and happiness and enhances their confidence and self-esteem by investing in and achieving success in their hobbies. They can also find a sense of identity and belonging in specific areas of their hobbies.

In addition, the uncertainty of blind boxes stimulates people’s curiosity, causing anxiety, eagerness, tension, excitement, concentration, and excitement. According to the uncertainty principle of game marketing, the design of blind boxes can induce gamified experiences, thereby improving the fit and purchase intention between customers and products [8]. The pleasure of blind boxes is also related to reward mechanisms and gambling psychology in psychology, where people may enjoy uncertain stimuli and the expectation of potential rewards. When the desired surroundings are removed, a sense of surprise

arises; it can bring a sense of surprise, while conversely, it can lead to disappointment or dissatisfaction. Anchors and other online viewers may also comment and interact based on consumer performance and feedback, engaging in another round of emotional output and reception. For some people, once the purchase is completed, it can bring a sense of satisfaction in spending money or collecting. In summary, the anime IP card removal live broadcast room can provide audiences with a rich emotional experience. Under the pressure and anxiety of modern life, it provides brief relaxation and entertainment, allowing people to temporarily forget their troubles.

3. The Problems and Suggestions of the Rise of Anime IP Card Dismantling Live Streaming Rooms

3.1 Problems

Although the anime IP card's dismantling live broadcast room has maintained a superior development trend in revenue since its inception, there are still many potential problems in various aspects.

Firstly, there is an urgent need to improve the legality of broadcast content and form, as well as the source, quality, and copyright protection of products, after-sales service, and restrictions on the purchasing rights of minors. Some online live-streaming sales hosts excessively pursue practical value and lack strict control over the quality of products in the live-streaming room. They blindly choose products with high profits, ignoring the interests of consumers, resulting in the inability to ensure product quality, low efficiency of after-sales service, and inability to meet consumer after-sales needs. After quality problems occur, consumers cannot exercise reasonable rights protection [9].

Secondly, there are some common issues between the unboxing live broadcast room and most live broadcast rooms: the uneven quality of the host and audience, frequent conflicts, and the lack of good regulation of the order in the live broadcast room.

Finally, the audience of the unboxing live broadcast room is mainly young people, who often exhibit impulsive consumption and comparison behavior due to insufficient cognition and incomplete values, leading to a serious spread of incorrect culture.

3.2 Suggestions

3.2.1 Ensuring the quality of live streaming rooms through laws and regulations

The methods to solve these problems include establishing a sound management system, strengthening the audit of suppliers and products, clarifying return and exchange

policies, and strengthening the protection of minors. At the same time, it is important to handle consumer complaints and suggestions promptly, continuously improve and perfect services, and increase consumer satisfaction and trust.

Regarding the legality of live streaming rooms, the live streaming party needs to obtain live streaming qualifications and licenses to ensure that the operators of e-commerce live streaming rooms have relevant legal qualifications such as business licenses and tax registration certificates. Strictly abide by intellectual property laws and regulations, do not sell infringing products, and ensure the legality of live-streaming content and products. Comply with the provisions of the Advertising Law and refrain from engaging in inappropriate behaviors such as false advertising or misleading consumers.

Regarding product assurance, the first step is to choose reliable suppliers and cooperate with suppliers with good reputations and quality assurance to ensure that the products sold meet relevant standards and quality requirements. Establishing a quality inspection mechanism and conducting spot checks or audits on the products sold are necessary to ensure product quality. Moreover, it is necessary to clarify the rules for returns and exchanges in the live broadcast room and product page, including the deadline, conditions, and process of returns and exchanges. A simple and clear return and exchange process should be established to facilitate consumers' carrying out return and exchange operations, timely processing of consumer return and exchange requests, and the protection of consumer rights.

3.2.2 Maintain order in the live broadcast room

To ensure the quality of the live broadcast host and audience and maintain the civilization and order of the live broadcast room, it is first necessary to choose a host with quality and professional ability and provide training to the host to improve their live broadcast skills and moral literacy. Secondly, clear live-streaming rules should be established, including prohibition of inappropriate behavior, speech, and content and punishment measures for violations. It is also necessary to educate and guide the audience on civilized etiquette and behavioral norms through live broadcast announcements, bullet screen prompts, and other means. Utilize the technical means of live streaming platforms, such as keyword filtering and manual review, to regulate and review live content. Establish reporting and complaint channels, promptly handle audience reports and complaints, and punish violations.

In addition to the live streaming room, social supervision and public opinion guidance can be strengthened through media, social networks, and other channels to enhance the

live streaming industry's supervision and public opinion guidance and promote its healthy development.

The comprehensive application of the above measures can effectively ensure the quality of the live broadcast host and audience and maintain the civilization and order of the live broadcast room. At the same time, it also requires the conscious compliance and joint efforts of most broadcasters and viewers to jointly create a positive and healthy live streaming environment.

3.2.3 Standardize the consumption behavior of adolescents

From an educational perspective, parents should strengthen their education on consumption concepts among teenagers, enabling them to understand the importance of rational consumption, and cultivate their financial management ability and self-discipline in consumption. Schools can strengthen consumer education for young people and cultivate their correct values and consumption concepts through curriculum design, themed class meetings, and other forms.

The proliferation of social media platforms allows influencers to influence consumer impulsive purchasing behavior. The effectiveness of social media influencers depends on their ability to establish social relationships with their followers [10]. Live streaming platforms and hosts should also take on social responsibility, strengthen the review and management of live content, and avoid excessive marketing and induced consumption. At the same time, guiding the audience to consume rationally and not encourage comparison and flaunting.

Teenagers should also learn self-restraint, approach live streaming consumption rationally, and not blindly follow the trend and compare. Before making a purchase, you can create a budget and consumption plan or proactively invite someone to supervise, and that can help avoid impulsive consumption.

Finally, government departments can strengthen the supervision of the live-streaming industry, improve relevant laws and regulations, regulate the behavior of live-streaming platforms and anchors, and protect consumers' legitimate rights and interests.

In short, addressing the phenomenon of impulsive consumption and comparison among young people in live streaming rooms requires joint efforts from families, schools, society, and governments to guide them to establish correct consumption and values.

4. Conclusion

Above, through the analysis of the causes of the rise of anime IP card removal live streaming rooms, the answer

that anime IP card removal live streaming rooms are expected to continue to develop and grow can be inferred, which can be approached from multiple perspectives, continuously innovated and upgraded, and improve the audience experience. In addition, the anime IP card dismantling live broadcast room can also engage in cross-industry cooperation, linking with the gaming, film, and music fields, launching more personalized products, and expanding market share. In addition, this article can also provide some practical insights into the existing problems that urgently need improvement.

The rise of anime IP cards dismantling live streaming rooms results from the combined effects of various factors such as society, economy, culture, and technology. Under criticism and correction from various parties, it can create considerable profits, bring more surprises and fun to the public, and become one of the emerging cultural and entertainment models that are healthy, orderly, experience-oriented, and value-oriented.

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