Brand Marketing Strategy Based on Consumer Behavior--Taking POP MART as an Example

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Abstract. Brand marketing strategy is one of the key topics of research today. Researchers have found that brand marketing strategy influences consumers to engage in consumer behavior, however, there is a lack of a unified explanation on the issue of how brand marketing strategy affects the consumer behavior of specific social classes, social groups, and families. Therefore, the research topic of this paper is the relationship between brand marketing strategies and consumer behavior. The research methodology of this paper is as follows: from the perspective of consumers, the main consumers of POP MART are divided into three groups: urban white-collar workers, sophisticated mothers, and Generation Z. In this paper, buyers who have purchased bubble Mart blind boxes will be selected for interviews, and questionnaires will be issued to buyers of POP MART products. The content of the interview text and the results of the questionnaire will be sorted out and then analyzed. It is found that the diversification of IP categories and derivatives greatly enhances consumers' attachment to the brand. It allows consumers to have more choices, the right to participate, and enhances the interactivity between the company and the customers, and brings unique shopping experience to the customers. POP MART achieves the effect of brand dissemination through online and offline interactions, enhances the brand's popularity, and attracts more consumers. By establishing a connection with customers, POP MART enhances customers' awareness of the brand, creates more added value for customers, and then attracts them to buy goods or services.

Keywords: POP MART; consumer behavior; brand marketing strategy.

1. Introduction

In today's society, enterprises formulate marketing strategies based on consumer behavioral styles, and consumers are guided by the brand's marketing strategies and consumption. With the development of the times, marketing strategies come and go, more and more consumers are gradually difficult to be influenced by the brand's marketing strategy, most of the enterprise's brand marketing strategy has lost its role, but some enterprises summarize the experience of the predecessor, innovate their own business model, so that their marketing strategy becomes more targeted and diverse. Taking POP MART as an example, POP MART has seized the current economic situation and the emotional needs of consumers, launched novel consumer products, and entered the market in the form of unique commodities. Compared with other toy companies, its unique business model has occupied a high position in China in recent years [1]. POP MART focuses on four themes: artist excavation, IP incubation operation, consumer reach and hip play culture promotion. It has established a full system of private domain operation, has 93 IP addresses, including 12 owned, 25 exclusive, and 56 non-exclusive, has 3.6 million registered members [2-4]. And POP MART will continue to promote the hip play culture. The core research question of this paper is how POP MART develops its brand marketing strategy according to consumer behavior and how this brand marketing strategy influences consumer behavior. From the consumer perspective, as POP MART's core user profile focuses on three groups of people: urban white-collar workers, sophisticated mothers and Generation Z, which constitute the main consumer force of POP MART. The proportion of female users is more than 70%, so the author distributed questionnaires to the buyers of POP MART products, 120 questionnaires were issued, and selected 10 buyers who had purchased POP MART blind boxes for interviews to analyze the relationship between consumer behavior and brand marketing strategy. Among them, 2 female and 1 male urban white-collar workers, 4 sophisticated moms, and 2 female and 1 male Gen Zers were selected. The contents of the interviews are roughly as follows: basic personal information, brand cognition and emotion towards POP MART and consumption experience towards POP MART [5]. By studying the relationship between consumer behavior and brand marketing strategies, companies can develop appropriate marketing strategies to gain operational benefits and establish a growth and long-term business model.

This study adopts a single-case exploratory research methodology based on the following points: (1) the study aims to conduct an in-depth research on the question of "how brand marketing strategies influence consumer behavior". The research question belongs to the category of answering "how" questions, so it is suitable for the case study methodology [6]. (2) The question explored in this study is at an exploratory stage, and case studies are suitable for new or under-researched areas, as well as explanatory and exploratory research questions [6]. Thirdly, single-case exploratory research methodology is suitable for the study of longitudinal processes by providing in-depth description and analysis of a particular phenomenon, which helps to distill theories or laws that can explain complex phenomena [7]. Therefore, the single-case exploratory research method was chosen for this study. POP MART is a leading company in China's hipster game industry, and according to the principles of typicality and theoretical sampling, POP MART is selected as the case study in this paper [8].

2. Methods

The main data sources in this study are as follows: (1) Since three groups of people, namely urban white-collar workers, sophisticated mothers and Generation Z, constitute the core user profile of POP MART, with female users accounting for more than 70% of the users, 10 buyers who have had the experience of purchasing POP MART's blind boxes were selected to be interviewed to analyze the relationship between consumer behaviors and brand marketing strategies. Among them, 2 female and 1 male urban white-collar workers, 4 delicate moms, and 2 female and 1 male Generation Z were selected; (2) data collection through the official website of POP MART enterprise, media reports, and related forums; and (3) publicly available literature, including the company's annual report, journals, dissertations, and other materials [9]. (4) Questionnaires were issued to the buyers of POP MART products; 120 questionnaires were issued, and 103 valid questionnaires were recovered. By integrating and analyzing the above data and information, the data in this paper can be more accurate and reliable.

3. Results

3.1. Rich Variety of IP and Derivative Products

POP MART currently has 12 of its own IP images, such as the Molly series, DIMOO series, Bunny series, etc.; 25 exclusive IP images, such as the PUCKY series, the LABUBU series, the PANSHIN series, etc.: as well as a wide variety of IP derivatives. In addition, based on the existing IP, POP MART continues to develop new products, which include blind box figurines, hand puppet models, ball jointed figures, art derivatives, etc. The diversification of IP categories and derivatives greatly improves consumers' stickiness to the brand. As shown in Figure 1, all 99 buyers of POP MART products have a high level of satisfaction with POP MART's product assortment. Among them, 24 were relatively satisfied, 14 were very satisfied, and no one was dissatisfied with POP MART's merchandise assortment. "I actually was not too interested in the blind box, but I chose to get into it mainly because POP MART has a lot of very nice IP series." (Interviewee Female 19 years old)

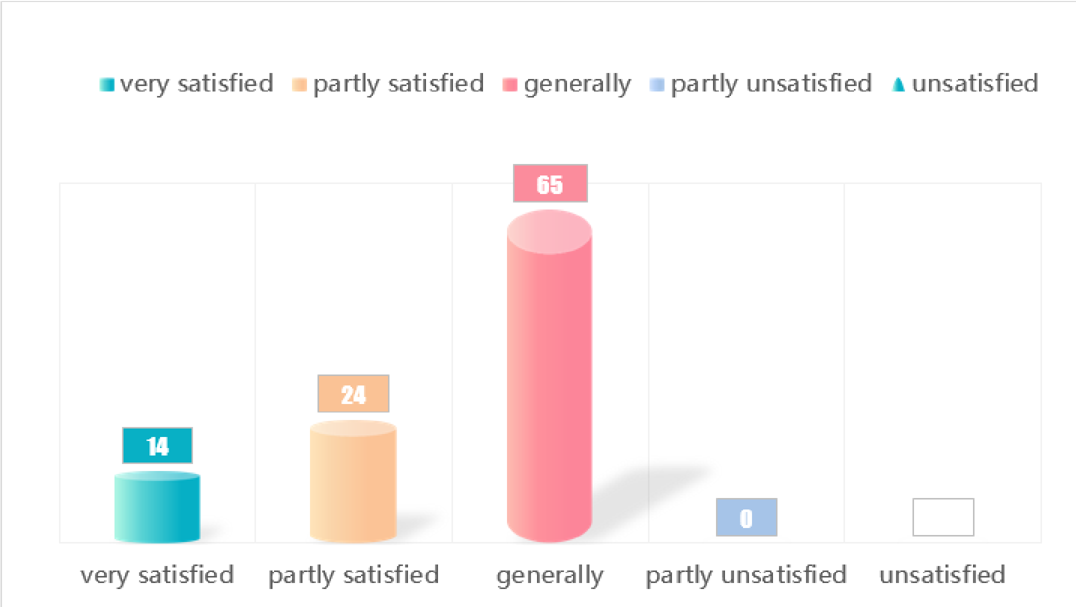

Fig 1. Consumer satisfaction with POP MART's product range.

With IP as the core, POP MART is significantly different from other popular play IP in terms of design capabilities and supply chain, and Bubble Mart can also provide more resources to allow the brand to have more direct contact with the fans of popular play, which traditional IP companies cannot do [10].

3.2. Online Multi-channel Interaction to Realize Brand Communication

By investigating the purchasing channels of buyers, it can be seen that, as shown in Figure 2, the purchasing channels of POP MART players are mainly social media platforms, accounting for more than 50%, and there are also nearly 30% of POP MART players purchasing on online shopping platforms. By investigating the reasons for consumers to buy POP MART products can be found, most consumers are from the social media to see, interested in and buy POP MART products, as Figure 3. "At the beginning of the first time to recognize the POP MART brand is in the network of social media to see people share a variety of IP and "wa", then began to have attention to the blind box of this thing ". (Interviewee Female 23 years old)

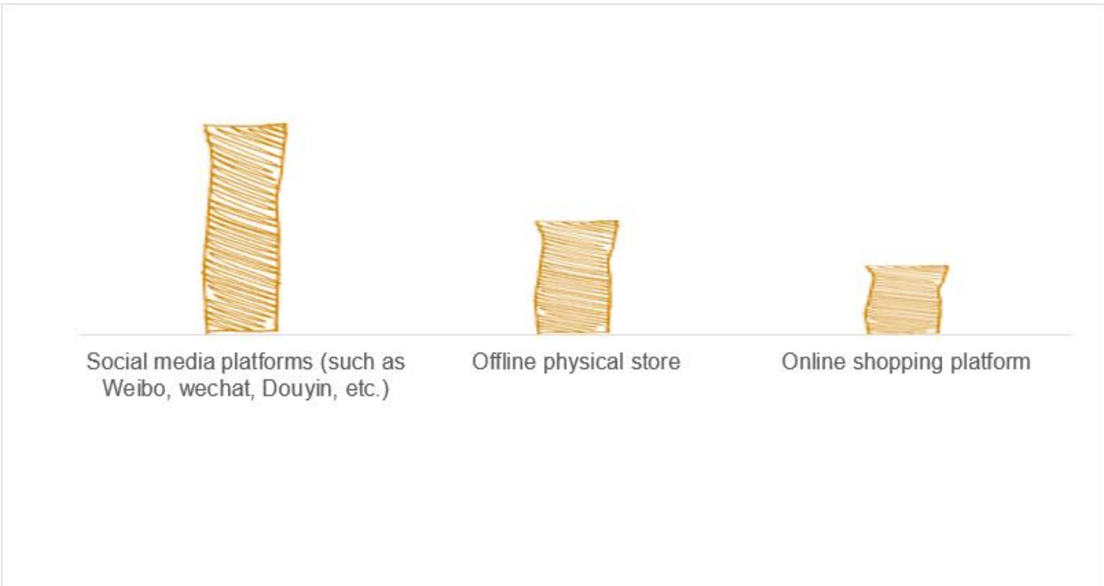

Fig 2. Channels to buy POP MART products.

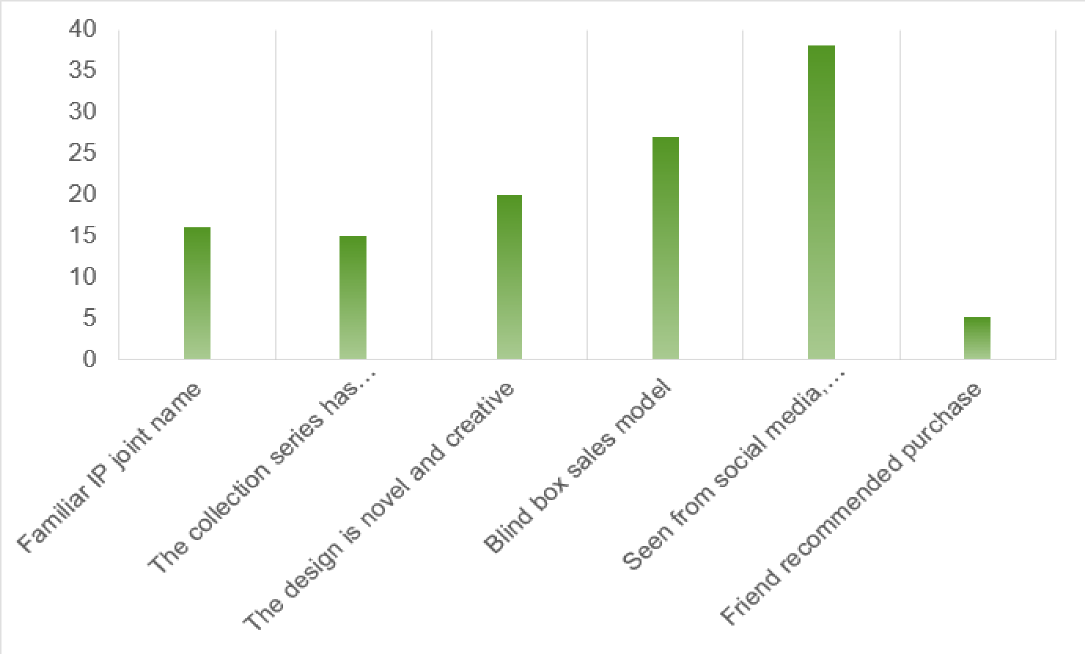

Fig 3. Reasons to buy POP MART blind box.

4. Discussion

POP MART interacts with consumers online through its official Weibo account, xiaohongshu, WeChat public number, WeChat small program, and brand live broadcast. Bubble Mart allows users to travel unhindered through a variety of private spaces, forming a more complete route of user behavior, guiding users to actively join the brand's communication process, and sharing culture in the private space. While consumers spontaneously share and exchange information, the POP MART brand also provides consumers with a platform to promote the exchange of information and emotions at the appropriate time. For example, POP MART's official website, "Paqu" APP, allows users to communicate with friends with similar interests in the application, and enhances their shopping interest and interaction through small games and programs, thus building a highly viscous consumption "circle". In addition, POP MART also posts some hot topics on its official website to attract fans to join the discussion, and then conducts lucky draws and interactions in the comment area to attract fans to participate and spread the word to improve brand awareness [5].

In summary, the diversification of IP categories and derivatives greatly increases the stickiness of consumers to the brand. Online multi-channel interaction realizes brand dissemination and improves brand awareness, thus making consumers come to consume.

In terms of brand marketing strategy, POP MART still has deficiencies, and 6 out of the 10 consumers interviewed believe that POP MART's quality control has great problems. "The quality control still needs to be better I guess, the defects seem to be getting more and more." (Interviewee Male 20 years old)

It should be noted that since the data on which this study is based comes from a comprehensive survey, some of the variables have some limitations in their operationalization. First of all, the variables used in POP MART's brand marketing strategy only involve IP types and online interaction channels; in fact, POP MART has many other brand marketing strategies not analyzed in this study.

5. Conclusion

Through the case study of POP MART, this paper analyzes and summarizes the process of consumers' consumption behavior driven by brand marketing strategies, and finally draws the following conclusions.

The diversification of IP types and derivative products has greatly increased consumers' stickiness to the brand. It gives consumers more choice and participation, strengthens the interaction between enterprises and consumers, and provides consumers with a unique experience. Online multi-channel interaction realizes brand communication and improves brand awareness, thus making consumers come to consume. By establishing a relationship with consumers, the brand deepens consumers' knowledge of the brand and brings added value to consumers, thus attracting them to buy products and services.

Based on market research, this paper analyzes the current situation of consumers' consumption under the influence of brand marketing strategy, which is conducive to promoting the development of brand marketing strategy, taking POP MART consumer group as an example. Whether the conclusions drawn from this study based on POP MART as a case study can be generalized to different industries and regions requires more empirical tests. The findings of this study can be further tested by applying the multiple case study method, and can also be verified by utilizing quantitative studies with large samples.

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