The Influence of Disney's Classic Image and Internet Celebrity Image on Consumers' Consumption Intention

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Abstract. With the popularity of the new Disney image, Lina Bell, people are curious about whether these Internet celebrity images will have different impact on consumer behavior. Given the fact that Micky Mouse, the classic image of Disney, has unique significance for generations, this paper aims to compare these two kinds of images and study the impact of them on consumption intention. Based on our research, we hope to give suggestions on the choice of corporate image and product design. In this paper, we obtained data by distributing a questionnaire on the Internet, which measures five variables named informative, entertainment, conviction, attention and intention. Then, we not only used descriptive statistical analysis, but also applied quantitative methods such as correlation analysis, regression analysis and analysis of variance to interpret the data. Finally, we reached some conclusions: 1) young females show higher consumption intention when it comes to Disney's products; 2) consumption intention has a stronger relationship with the entertainment and conviction; 3) most of the people still prefer traditional images despite the increasing popularity of Internet celebrity images.

Keywords: Disney; consumer behavior; business management.

1. Introduction

1.1. Research Background

1.1.1 Disney

The Walt Disney Company was founded in 1923, and its subsidiaries include film and animated cartoon industry, Disneyland Resort, Walt Disney World, etc. In July 2020, Walt Disney ranked 7th among Global Top 100 Brands in Forbes 2020. At present, six Disney-lands have been opened in the world, including California, Florida, Tokyo, Paris, Hong Kong and Shanghai Disneyland.

1.1.2 Disney's classic image

Among Disney cartoon characters, Mickey Mouse is undoubtedly the oldest and most popular character. Born in 1928, Mickey Mouse has long been the symbol and soul of Walt Disney Group. Walt Disney, the founder, once said, "I only hope that we don't lose sight of one thing that it was all started by a mouse."

1.1.3 Disney's Internet celebrity image

Lina Bell is the image released by Shanghai Disneyland on September 29, 2021. She is a pink fox with big blue eyes and a big, fluffy tail. Since December 2021, she has become very popular. The price of related dolls has reached sky high.

1.2. Objective of the Research

We hope to understand the impact of different images on consumers through comparative analysis. This helps to guide the investment direction of enterprises and corporate brand orientation. Therefore, they can decide whether to maintain the classic image or further develop a new one. On the one hand, we can provide market segmentation suggestions for Disney's product design. On the other hand, many companies need to carry out product packaging design and corporate image design, so this paper provides suggestions on how to choose between new and classic images through research data.

2. Literature Review

2.1. Previous Literature

Why did Disney design a series of different animal figures? The answer is to clarify the corporate orientation and customer orientation. "A corporate brand orientation refers to a category of institution in which the corporate brand specifically acts as the cornerstone and, moreover, the centripetal force that informs and guides the organization, especially in relation to its core philosophy and culture." [1] The design of corporate image can help decide how the products will be promoted and to whom it will be sold, so that the company's resources can be used wisely. According to Zhang [2], in the new media environment, the design of Lina Bell applies user generated content. This action increase the stickiness of the fans through creating and spreading of the audience. Ouyang and Wang [3] supposed that Mickey symbolizes the honesty and freedom of small animals, which is rarely controversial and has universal value. According to Song [4], Disney has a complete industry chain about intelligence property (IP). In the cultivation of IP, Disney takes film and television production to create a mode of originality, adaptation, merger and acquisition. Disney also realizes its IP by designing physical products and publicizing them. Geng and Lu [5] think this approach has a strong visual impact since giving the doll life can enhance the brand's affinity, vividness and pleasure, as well as deepening people's impression.

2.2. Research Gap

The studies mentioned above specifically analyze the advantages of the Internet celebrity image and the classic image respectively, as well as the creation and realization of Disney IP. However, they lack comparative analysis of these two kinds of images together, and there is no further investigation on which image could drive more consumers' intention.

In our research, we adopt the comparative analysis between the Internet celebrity image and the classic image. Moreover, we try to measure consumption intention through several psychological variables. In this way, people can have a more intuitive understanding of the corporate image.

3. Methodology

3.1. Measurement

In this study, we investigate the five variables: informative, entertainment, conviction, attention and intention. Informative refers to whether the video is closely related to Disney and whether the information presented is complete. Entertainment refers to whether the content of the video makes you feel interesting and pleasant. Conviction refers to whether you think the video is true and reliable. Attention refers to whether the video is attractive enough and can makes you recall the previous fun experience. Intention refers to the willingness of going to Disney for consumption.

3.2. Questionnaire Design

The research method we use is to distribute questionnaires on the Internet, through *Credamo* platform. First we collect basic information about gender, age, occupation, city, monthly income, and whether you have been to Disney. Next, a video is played randomly. One video focuses on the interaction with Disney's classic images, and the other focuses on the performance of Internet celebrity image. Only one of them is randomly shown to the respondents. Then people were asked to rate the five variables mentioned above in each related question from one to seven. Lastly, people should compare the attractiveness of Disney classic image products with Internet celebrity image products, that is, the respondents need to choose one picture from the other in several questions.

The reason why we choose questionnaire analysis is not only because it is efficient, objective, unified and universal, but also the results of the questionnaire are easy to be statistically processed and analyzed. There is no limited identity information in this study. There is a wide range of research

objects, including existing consumers and potential consumers of Disney. The respondents included all genders, all ages, and people from all regions and occupations. At the same time, the questionnaire provides us with the primary data. Compared with secondary data, it is more relevant, accurate, up-to-date and unconstrained, and the analysis results of primary data is more valuable and meaningful. All data of this questionnaire were collected through the *Credamo* data mart, which is more effective than sharing on some social media.

In the selection of sampling method, we choose simple random sampling, non repeated sampling, and each sample unit is completely independent. Those who have answered once cannot answer again.

3.3. Quantitative Approach

In terms of analysis methods, we mainly used three methods: correlation analysis, regression analysis and analysis of variance. In the correlation analysis, we judge the strength of the relationship among attractiveness, information, conviction, entertainment and consumption intention by observing the correlation coefficient; In the regression analysis, we judge whether attractiveness, conviction, entertainment and information have a significant impact on consumption intention by observing the P-value and the adjusted R-Square; In analysis of variance, we use one-way or multi-ways analysis to determine the influence of gender, age, occupation, region, income and personality on consumption intention. We get more comprehensive analysis by combining and supplementing the three types analytical methods.

4. Data Analysis

4.1. Descriptive Statistics

Up to December 2022, we have received 150 questionnaires, covering 14 provinces and 65 cities in China, which are relatively extensive and sufficient. Among them, Jiangsu, Zhejiang, Guangdong Province and Shanghai are the majority.

The largest number of respondents were aged between 18 and 30, accounting for 46% of the total. The second is the age between 31 and 40, accounting for 34%. In terms of gender distribution, women are the majority, accounting for 63.33% of the total. In terms of income distribution, the number of respondents whose income is less than ¥5000 is the largest, accounting for 30.67%. This may be because many of the respondents are students and have no income now.

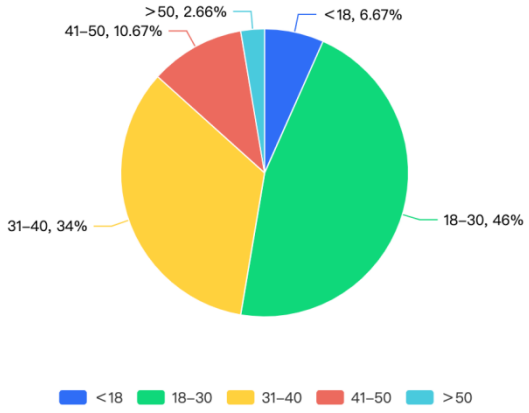


Fig. 1 Age distribution

Among the 150 returned questionnaires, 115 respondents said they had once been to Disneyland. Among them, more than half have been to Shanghai Disneyland, since it is closer to most cities in China. Next are Hong Kong and Japan Disneyland, because distance is one of the most important factors that affect which Disneyland to go.

From *Table 1*, we can see that the respondents pay the most attention to facility, followed by atmosphere, shows and service attitude, while the last one is products, which indicates that Disney's entertainment facilities are the most attractive to people, while Disney's products are the least.

Table 1. Rank of the most attractive parts of Disneyland

Option	Rank	Rank 1st	Rank 2nd	Rank 3rd	Rank 4th	Rank 5th
Amusement facilities	1	45(30%)	26(17.3%)	29(19.3%)	8(5.3%)	7(4.7%)
Environment and atmosphere	2	31(20.7%)	31(20.7%)	22(14.7%)	28(18.7%)	3(2%)
Performance and shows	3	17(11.3%)	31(20.7%)	26(17.3%)	22(14.7%)	19(12.7%)
Staff service attitude	4	16(10.7%)	12(8%)	17(11.3%)	33(22%)	37(24.7%)
Products/Food/Gifts/Souvenir	5	6(4%)	15(10%)	21(14%)	21(14%)	49(32.7%)

4.2. Correlation Analysis

Table 2. Correlation coefficient matrix

Variables	Entertainment coefficient	Informative coefficient	Attention coefficient	Intention coefficient	Conviction coefficient
Entertainment	1	-	-	-	-
Informative	0.5462**	1	-	-	-
Attention	0.685**	0.6267**	1	-	-
Intention	0.6284**	0.5317**	0.6358**	1	-
Conviction	0.648**	0.6366**	0.666**	0.6324**	1

Note: ** P-value <0.01

From *Table 2*, it can be seen that the correlation coefficient between entertainment and attention is the largest, about 0.685; the correlation coefficient between informative and intention is the smallest, about 0.5317. This indicates that people are more likely to pay attention to the video that can bring them pleasure. Meanwhile, the values of all correlation coefficients in the figure are distributed between 0.5317 and 0.685, and the P-values are less than 0.01. It can be said that these five variables are moderately correlated with each other, and the significance level is less than 0.01.

4.3. Regression Analysis

Regression analysis studies the relationship between dependent and independent variables, and we set intention as the dependent variable and the other fours as independent variables for regression analysis modeling.

As can be seen from *Table 3*, the R-squared is 0.5172, indicating that in the change of intention, around 51% are determined by informative, entertainment, attention and conviction. The values of R-squared and adjusted R-Square are very close to each other, indicating that the regression model is an excellent fit.

Table 3. Regression analysis of Intention

Sample size	R-square	Adjusted R-square	F-value	AIC	BIC
Entertainment	0.5172	0.5039	38.8403	243.0574	258.1106

Table 4. Parameters of regression analysis of Intention

Variables	Coefficient	Standard error	t-value	P-value
Intercept	0.2792	0.3124	0.8940	0.3728
Informative	0.0602	0.0622	0.9683	0.3345
Entertainment	0.2092	0.0702	2.9806	0.0034
Conviction	0.2114	0.0719	2.9403	0.0038
Attention	0.1727	0.0644	2.6810	0.0082

Table 4 shows that the influence of informative on intention is not significant according to the P-value, and the corresponding significance level is 0.3345, which is much greater than 0.05. It is also normal that informative plays only a small role. As entertainment, Disneyland provides more sensory

services, so information is less crucial. While the three variables entertainment, conviction, and attention have significant influence on intention, and the significance level is less than 0.01.

4.4. Analysis of Variance

We first constructed multi-ways analysis of variance with random elements (video shown to respondents) and gender as the independent variables and intention as dependent variable. According to *Table 5*, for both men and women, classic images can draw more consumption intention. At the same time, women are generally more willing to consume than men.

Table 5. Mean value of Intention

Sample size	Male	Female
Video 1: Internet celebrity image	3.9032	4.2174
Video 2: Classic image	3.7639	4.0816

Then we constructed one-way analysis of variance with random elements as independent variable and informative, entertainment, conviction, and attention as dependent variables respectively. According to *Table 6*, it reveals that their P-values are greater than 0.05, so it can be considered with 95% confidence that the overall variance corresponding to the two groups of samples is equal and not significantly different. This shows that the information, entertainment, conviction, and attention presented by the two videos are not too different, but Internet celebrity image do bring more entertainment.

Table 6. One-way analysis of variance of random elements

Dependent variables	P-value	F-value	Square sum	Mean square sum	Mean of classic image	Mean of Internet celebrity image
Informative	0.8194	0.0523	0.0506	0.0506	5.4545	5.4178
Entertainment	0.5771	0.3124	0.2653	0.2653	5.7857	5.8699
Conviction	0.1232	2.4031	2.0431	2.0431	5.8636	5.6301
Attention	0.8502	0.0358	0.0408	0.0408	5.7727	5.7397

5. Research Findings

First, female consumers' intention is generally higher than that of males. Because of the influence of social culture and business environment, the design, concept and packaging of many products are more targeted at women. Also, the main images of Disney are usually cute animals, so they can be easily loved by women.

Second, consumption intention has a stronger relationship with entertainment and conviction. This is a very reasonable discovery. Since people are considered as self-interested, it is precisely because they feel comfortable and pleasant that consumers are more willing to buy certain items to make themselves satisfied. It is also because people believe that the advertisement of a product is true and persuasive that they will buy it without any doubt.

Third, the popularity of classic images is still growing, but the Internet celebrity images bring more entertainment. As we know, Mickey Mouse has a long history, supported by cartoons and sufficient background stories. In addition, the image of Mickey Mouse is not unchanging since Disney has been constantly adjusting its image to keep it in line with the aesthetic of times. Therefore, Mickey Mouse is loved by generations. But in terms of entertainment, Internet celebrities images are better. Because of its freshness, Lina Bell is more in line with the mainstream aesthetic of young people and popular among girls.

6. Discussion

6.1. Summary

In this study, we investigated consumers' preferences for Disney images through questionnaires, and compared their consumption intentions through inferential analysis. Among the four variables informative, entertainment, conviction, and attention, none of them has a particularly prominent impact on intention since they work together to produce an effect, but entertainment and attention are more closely related. Compared with the newly emerged Internet celebrity image, most people still prefer classic images such as Mickey Mouse, which may be due to childhood memory.

6.2. Suggestions and Implications

Through the above analysis, we can see that even though Lina Bell has become popular rapidly in recent years and occupied a certain market share, the position of the classic image in people's minds is still unchanged. If Lina Bell wants to increase its popularity, it also needs the support of background stories to make its characters more complete. Of course, we have to admit that Lina Bell did bring a lot of profits and attract female consumers to Disney. However, the core of Disneyland is the facilities and atmosphere, so the products are just a icing on the cake. It is clear that humans care a lot about sentimentality and nostalgia, which is why companies should preserve the classic, initial image. For all the companies, they should keep up with the aesthetic needs of consumers, pay attention to the emotional needs of them and bring forth the new.

6.3. Limitations and Future Studies

We have to admit that the sample of this study is limited, so the results may not be convincing enough. In addition, the questionnaire was distributed online, so people who seldom surf the Internet may fail to fill in it, which resulted in a loss of sample scope. In future research, more data should be collected and questionnaires should be distributed to global consumers on multiple platforms to reduce bias. Researchers should also pay attention to the trend of Internet celebrity image, to see whether it can become a representative image of Disney like Mickey Mouse or be forgotten by people quickly. It is still worth thinking about what kind of corporate image can attract more customers, and why most companies use animals as their images.

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