

The Impact and Significance of Peripheral Industries on the Fan Base of the Japanese and Korean Wave

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Abstract: The peripheral culture derived from the Japanese and Korean Wave has also received widespread attention. Although the peripheral products have developed a relatively mature industrial chain, their product quality and sales methods still have shortcomings. This article analyzes the dissatisfaction of fans towards surrounding industries, such as poor product quality. Based on this, this article proposes the following suggestions: entertainment companies should pay more attention to the feelings of their fan base and use it as a benchmark to modify the shortcomings in their existing peripheral industries, including solving the inconvenience and after-sales problems of fans in the shopping process, to improve their brand reputation, attract new fan groups to join, and stabilize their original fan base.

1 INTRODUCTION

After South Korea's idol culture and Japan's anime culture went abroad and were introduced to China, they immediately attracted a large number of fans, making the Japanese and Korean wave cultures the mainstream culture of small trends. With a certain fan base, entertainment companies in Japan and South Korea have successively launched different peripheral products. Such peripheral products quickly gained popularity in the fan circle, and many fans purchased them one after another. With the increase of peripheral products, this gradually developed into an industry. However, with the continuous growth of peripheral industries, there have also been different evaluations among fan groups, which has made people start to think about whether peripheral industries have meaning and influence on Japanese and Korean Wave culture. For example, Wu Yue scholars pointed out that peripheral products constantly intervene in the fan circle, making fans unable to let go of peripheral products (Wu, 2023). Therefore, this study explores the significance and impact of peripheral industries on Japanese and Korean Wave culture from the perspective of fans.

2 THE IMPACT OF SURROUNDING INDUSTRIES

2.1 The Impact of Surrounding Industries on Japanese and Korean Wave Culture

Peripherals refer to related products derived from a certain brand, IP, or idol. The emergence of these peripherals quickly boosted fans' purchasing power, and peripherals also became a connection between fans and idols or "paper people". As a result, surrounding industries were also born. Therefore, it can be said that the emergence of surrounding objects has greatly promoted the development of Japanese and Korean wave culture.

Based on this, the impact of surrounding industries on its original Japanese and Korean entertainment and cultural industries has attracted widespread attention. When the peripheral products first appear, they undoubtedly attract the attention of fans, one of the reasons being that the peripheral products meet the needs and aesthetics of the public. So, after the emergence of peripheral industries, its consumer group is very large, and there have always been fans joining in. Nowadays, peripherals have become an essential item in daily communication among Japanese and Korean Wave fans. On social media platforms such as Weibo in China, in addition

to related IP entries, there are also IP-exclusive entries for exchanging peripherals. Therefore, the influence of peripheral industries on the fan base cannot be underestimated.

Since its inception, peripheral products have been closely related to the essence of Japanese and Korean wave culture. This industry has had varying degrees of positive impact on the development of Japanese and Korean entertainment companies, product companies, and fans.

Scholars who have studied the culture surrounding the Korean Wave have pointed out that the significance of peripheral objects to fans is that they serve as a medium for idols to express their level of love and emotions. Many fans express their love for idols or anime characters by purchasing merchandise. For most fans, the probability of meeting their idols in daily life is extremely low, and the anime characters they create cannot be seen. Surrounding objects bring fans closer to their idols or anime characters, enhancing their intimacy and satisfying their love for idols. Peripheral products are an extremely important part of fans' expression of their love for idols. They are material resources that fans have invested a certain amount of emotion into. Studying the significance they bring can help better understand fan culture and interpret fans' inner selves (Woo, 2014). At the same time, studies have also pointed out that the dissemination of Japanese and Korean Wave culture in China has changed the aesthetic of men among fans. Writing about previously unacceptable styles has gradually become accepted by people. While in the past it was unacceptable for men to wear makeup or wear long hair, and now Korean pop culture has started to make it popular all over the world, more men on the street have long hair (Liu, 2023). and peripheral products can help them integrate these changes into their lives, thus promoting the promotion of Japanese and Korean Wave culture in China.

For Japanese and Korean entertainment companies, its positive impact is even greater. According to Circle Chart's South Korean album sales statistics, since 2019, the top-ranked album has sold over one million copies every year (Circle Chart, 2020; Circle Chart, 2022). Since 2020, the top six albums on the chart have sold over one million copies (Circle Chart, 2023). The normal selling price of a single album is not low, and the calculated sales revenue is an astonishing amount, and the benefits are self-evident.

For peripheral product companies, similarly, huge album sales can also bring them huge profits.

Moreover, research has shown that the Japanese and Korean Wave cultures have broken down cultural barriers after entering China, making each other's cultures more diverse (Yin et al., 2023). Nowadays,

after the introduction of Japanese and Korean Wave peripheral cultures into China, many entertainment industries in China have also begun to imitate the marketing methods of Japanese and Korean Wave peripheral industries, releasing items such as physical albums, photo cards, and badges, which have helped the cultural development and dissemination of the three countries better.

It seems that the peripheral industries have extremely important significance and influence on fan groups, entertainment companies, product companies, and cultural dissemination in every country, but many negative impacts exist within them.

2.2 Negative Impacts on Surrounding Industries

Although the surrounding industries have many positive impacts on fans and entertainment companies, their negative effects are also worth exploring.

Scholars have pointed out that Korean entertainment companies have a problem of guiding fans to overconsume in their marketing strategies towards their surrounding areas. In its research, it was mentioned that at first, fans buy the peripheral products only according to their needs, but now they buy these items because these items can show their social status, financial abilities, and support their idols (Ardhiyansyah et al., 2021). At the same time, entertainment companies will also induce fans to compare their peripheral sales to increase their peripheral sales. This marketing approach seriously disrupts the ecological balance of the surrounding industrial circle.

For fan groups, blind consumption and purchasing behavior can also affect their lives. According to the previous survey, some fans will buy at a price several times or more than ten times higher than the original surrounding sales price to obtain the surrounding area. What's more, they have gradually ignored their original love for their idols and are obsessed with a certain peripheral product. The crazy buying behavior of fans towards peripheral products is affecting their daily lives, and some fans' families have started to argue over the purchase of peripheral products. For some fans' families, peripheral products are not practical appliances, tools, etc., but just a card, and the required price is enough to be comparable to the price of some appliances. This behavior is really difficult for them to understand, so disputes are inevitable. However, for fans, these peripherals are emotional carriers that they cannot let go of. Fans and families are unable to understand each other and view

peripheral products from each other's perspectives, leading to conflicts and arguments.

The negative impact of surrounding industries cannot be underestimated and must be taken seriously by people.

3 THE CURRENT SITUATION AND PROBLEMS OF THE DEVELOPMENT OF SURROUNDING INDUSTRIES

3.1 Development

The industries surrounding the Japanese and Korean Wave have already flowed into China, and a relatively mature industrial chain and fan purchasing process have been developed.

The development of surrounding industries emphasizes the fan base. The peripheral industry did not appear in the early stages of the development of Japanese and Korean wave culture, and only began to emerge after having a certain fan base. The existing peripheral types mainly include bars, small cards, albums, and standing labels. On these peripherals, there are usually patterns of designated idols or anime characters printed, and the company will release multiple different patterns or peripherals with the same pattern but different types.

In the early days, both the Japanese and Korean Wave developed domestically and only began to expand overseas after gaining a certain fan base domestically. And now domestic fans have a complete process and steps for purchasing Japanese and Korean Wave merchandise. In the purchase of daily streams, many online purchasing shops have been opened in China. Fans can submit a partial deposit to reserve goods in the purchasing shop. The purchasing agent will purchase the goods on the official website according to the order quantity of the deposit, and then send them back to China. Fans can then pay the additional payment amount to receive the goods. In China, a large number of offline stores for Japanese anime have also been opened, introducing peripheral products, and fans can also shop online. The purchasing methods around South Korea are also worth mentioning. Many South Korean idols have exclusive fan stations in China, which are support groups composed of fans. Before the return of South Korean idols, fan stations will negotiate with South Korean album agents in advance for purchasing, and open dedicated purchasing links for fans to purchase. Meanwhile, due to the large fan base in China, it is agreed that fan stations of different idols in the group will collaborate with album agents to negotiate and

lower the prices of some albums. In addition, the fan station will also introduce a "nonreturn" purchasing method, which means only sending the small cards in the album back to China, while keeping the album itself in South Korea for display to help the idol's return and development.

From this, it can be seen that the peripheral industries of the Japanese and Korean Wave have already established a mature industrial chain in China, which can greatly help the development of peripheral industries in China, but there are still shortcomings.

3.2 Problem Analysis

Although the surrounding industrial chains of the Japanese and Korean Wave have become relatively mature, there are still many shortcomings in their operation methods and the handling of people in the surrounding areas. The specific shortcomings should be analyzed and identified from the perspective of fans in this study. Fans are the biggest buyers of Japanese and Korean Wave merchandise, and the merchandise industry is essentially serving them. Therefore, analyzing the inner thoughts of fans and understanding the shortcomings they see in the current peripheral industry is extremely important for the future development of the peripheral industry. This study suggests that there are three main reasons why the current peripheral industries can cause dissatisfaction among fan groups.

Firstly, the perfunctory attitude of entertainment companies towards peripheral products can cause extreme dissatisfaction among fan groups. Many fans have reported that after receiving the purchased merchandise, there are defects and pattern errors in many of the merchandise, and the company is not responsible for such issues. Alternatively, entertainment companies may print the same pattern multiple times on different merchandise for sale, causing aesthetic fatigue among fans. Such behavior can lead to a decrease in fan satisfaction with the purchase. According to previous research, consumer purchase satisfaction can directly affect their subsequent purchasing behavior. The decrease in fan satisfaction with purchases will lead to a decrease in the frequency of subsequent purchases of peripheral products, which will also result in unstable development of peripheral industries.

Secondly, both the peripheral sales prices of Japanese and Korean waves are not low, and their prices are much higher than the production costs required. Such pricing will undoubtedly lower consumer satisfaction. From the perspective of the customer, their mental feeling of products and services is their satisfaction with the products (Zhang, 2017). The decrease in customer satisfaction of

customers' buying behaviour will lead to a decrease in the frequency of subsequent purchases of peripheral products, and it will also lead to the instability of the development of the peripheral industry.

Fans do not have sufficient financial ability to afford the prices of the surrounding products, or fans are overloaded to make purchases, resulting in negative emotions towards the surrounding products. On social media, there are often complaints about peripheral products being "too expensive".

Thirdly, the entertainment company's unreasonable planning of surrounding products. Unlike the first reason, the unreasonable planning in this reason is not for the surrounding products themselves, but for the future development and planning of the surrounding products. Many entertainment companies are quite unreasonable in planning the release time of peripherals, with very short intervals between the release times of different peripherals, resulting in fans needing to purchase different types of peripherals at the same time in a short period, which is difficult to afford economically. Not only that, many peripheral products also have time-limited purchase settings, which force fans to buy within a certain period. This has also led to some peripheral products being resold at high prices, seriously disrupting the ecological balance of the peripheral industry. In addition, entertainment companies take a considerable amount of time to produce peripheral products after releasing them. Many peripheral products can only be received within two to three months after fans place orders, and some even take six months to receive their purchased peripheral products. Such a slow pace leads to fans being unable to provide immediate after-sales service if they discover defects in the peripheral products after receiving them, and the subsequent guarantee for purchasing the peripheral products is not perfect, which can also lead to a decrease in fan satisfaction with the purchase.

According to previous research, popular culture in Japan and South Korea has long broken down the barriers of traditional culture, combining many different elements (Yang, 2023). But now these existing problems seriously hinder the development of surrounding industries and need to be addressed and dealt with immediately.

4 SUGGESTION

For these issues, the company should approach them from different perspectives and make appropriate adjustments and solutions accordingly. For the issue of entertainment companies not taking their

peripheral products seriously and responsibly, entertainment companies should take the design of peripheral products seriously, collect fans' opinions on peripheral products, strengthen supervision of the product company's production quality, provide after-sales service, and improve fan satisfaction. For the issue of excessively high pricing, the company should consult with fans and adjust prices appropriately to achieve a price that is acceptable to fans and profitable for the company itself. For reason three, entertainment companies should plan their future peripheral product design and development, adjust the release time of different peripherals appropriately, and also exert pressure on product companies to improve their production speed.

As consumers in the surrounding industries, fans' opinions and views can greatly affect the development of the surrounding industries and also the development of entertainment companies. Therefore, entertainment companies should strengthen the improvement of the problem and provide fans with a better consumer market.

5 CONCLUSION

This study discusses the existing impacts and issues of surrounding industries from the perspective of fans. The surrounding culture is not only a supplement to the Japanese and Korean Wave cultures, but also an important component of their development. Fans' views on the surrounding culture of the Japanese Korean Wave also encompass their views on the Japanese Korean Wave culture. This research can help future scholars gain a deeper understanding of the relationship between the surrounding culture and the Japanese Korean Wave culture, and influence the dissemination and development of the Japanese Korean Wave culture through changes to the surrounding culture. Nowadays, fans have polarized opinions about the surrounding industries. This contradictory mentality reminds us that while promoting the development of the surrounding culture, it needs to pay attention to its potential negative impacts and seek cultural diversity and innovation. The emergence of surrounding cultures and industries has combined the term "empty culture" with physical goods, achieving innovation. Therefore, the exploration of surrounding industries in the future still requires scholars' unremitting efforts to make their original cultural development more outstanding.

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