

# Reasons for MINISO to Stimulate Consumption: Take the Co-Branding with Chiikawa IP for Example

Siqi Lu

College of Film and TV Art, Hebei Institute of Communications, 051430 Hebei, China

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**Abstract:** In the context of Age Z, with the constant proliferation of information on the Internet, various pop-up IPs have become social topics for people in their lives. Chiikawa Japanese animated films and the constant discussion about Chiikawa content and characters on social media, Chiikawa's fan base is gradually increasing. Demand for Chiikawa's derivative products is also expanding. In this article, we will dig into the factors that stimulate the consumption of MINISO from the example of ChiikawaIP and MINISO co-branding. This paper uses case studies and questionnaires. The questionnaire investigated the purchasing factors of consumers of Chiikawa products, the results of the questionnaire show that the consumer group is mostly female, mostly 18-25 years of age, the reason why Chiikawa and MINISO stimulate consumption is not only due to the high popularity of the Chiikawa IP itself, but also due to the emotional value of the IP content, which creates a strong sense of empathy for those who watch it. The reason for stimulating consumption is also related to Miniso's marketing model, the atmosphere of the shops, the KOC platform to attract sales, and the reduction of production costs.

## 1 INTRODUCTION

This study looks at the increasing levels of global consumption, people's shopping needs are gradually growing. MINISO, the world's number one private label general retailer, the brand has co-branded with Japan's current national hit, ChiikawaIP, and opened flash shops in China to reach high popularity sales. This research has far-reaching implications for how well crossover brands should co-brand. This study focuses specifically on the collective action aspect and uses literature analysis to locate and read relevant information and literature. The advantage of this approach is that it provides a good analysis of consumer attitudes and reasons for purchasing MINISO, which facilitates the research. The ultimate research objective of this study is what successful models of brand co-branding collaborations in different fields are worthy of posterity, conducted case studies, and questionnaires.

## 2 LITERATURE REVIEW

An article in the China Business Network examines Japanese IP Chiikawa's network of partnerships and

co-branding with over 40 brands, and Chiikawa's commercialization of a range of retail strategies for licensing Spiralcute Inc (China Business Network, 2024). How to do a good flash mob, Spiralcute Corporation contributed to this study by developing new products with clear thematic stories, creating special programs, and developing local marketing tools. However, not much has been said about analyzing the current sales situation of the MINISO and Chiikawa co-branding. It lacks research on co-branded flash mobs in the Chinese market.

Viviolita Nur Febriani, and Rini Kuswati in 'the influence of recreational shopper identify and servicescape on impulsive buying through hedonic value as a mediation variable' examine MINISO's focus on consumer 'experience value'. Contributed to this study in the areas of shop ambiance, product offers, designing cute products, impulse shopping, etc. (Febriani, 2024). However, there is a lack of research on MINISO's co-branding with various IP brands. The current research gap is the experiences and attitudes that MINISO and its partner IP brands bring to consumers.

Lu Yue and Wang Qishen in the article 'MINISO Co-branding with Chiikawa Draws Controversy' examined the sales figures of the first MINISO and Chiikawa-themed flash mob event, as well as the

online booking mechanism of the flash mob and MINISO's mismanagement of the flash mob's consumer welfare rules, there were problems with arbitrary changes (Lu & Wang, 2024). Contributed to this study in terms of the timeliness of MINISO and Chiikawa's joint product prices, flash market data, and on-site phenomena. However, there was a lack of guidance from MINISO on how to resolve the dilemma of the joint name with Chiikawa in the future.

Based on the current state of research above, in this paper, through the use of art worlds theory, starting with the collective action perspective aspect in conjunction with the results of the questionnaire, looking at Chiikawa as a product of the art world, analyzing the collaborative networks behind them, examining the behavioral factors of consumers in purchasing co-branded products.

### 3 QUESTIONNAIRE

This paper analyses the content of existing information and finds that the consumer psychology of users can directly affect product sales. To explore the user's psychology and to further define an effective marketing and co-branding strategy, a total of 60 questionnaires were distributed in this study and 53 were returned with 52 valid data. The consumers of the questionnaire were all students who purchased MINISO Chiikawa products. Among them, 81.13 percent are female consumers who are the main purchasers of products, they are concentrated in the 18-25 age group.

It is known in the questionnaire that 58.49 percent of consumers learned about Chiikawa through new media platforms such as social media (Weibo, bilibili, Shake). This shows that Chiikawa IP can get good publicity when it is posted and discussed on new media platforms. In terms of Chiikawa's content, 83.02% of consumers were exposed to Chiikawa's content through the use of emojis, and 71.7 percent of consumers watched anime/manga to learn about Chiikawa. This shows that social has a definite advantage in distributing IP content at the moment. The content of Chiikawa itself attracts a portion of users to spontaneously search for Chiikawa through emoticons. 83.02% of consumers were attracted to Chiikawa by its cute design. The simplicity of the art style, the charisma of the characters, the storyline, and the worldview are some of the qualities that attracted them to Chiikawa. 52.83 percent of consumers believe that Chiikawa is useful for stress relief and relaxation. This shows that

Chiikawa IP can not only provide consumers with their social topics but also show their love for the IP as a kind of personality. It also provides a certain emotional value to the consumer, which is one of the reasons why consumers are willing to buy the product. In terms of consumers' main motivation for supporting Chiikawa, 83.02% of consumers love the characters and are willing to pay for their favorite characters. This means that the IP itself must have quality content and character design so that it can better promote its IP derivatives. In terms of Chiikawa's popularity reflects contemporary youth in terms of their cultural consumption attitudes and psychological needs, 77.36 percent of consumers believe that they can find emotional support and psychological comfort. 71.7 percent are looking for a cute, healing culture.

The results of the questionnaire show that in today's fast-paced social life, people are eager to find products that can serve as spiritual support. In addition to the freedom of the product itself, goods with IP content that provide emotional value are more popular. Purchasing such IP-licensed products can satisfy the psychological needs of consumers, and make them feel the pleasure and joy of shopping from the bottom of their hearts.

### 4 DELIBERATIONS

#### 4.1 Chiikawa's Co-Operation Network

Becker's use of the term 'Artworld' builds on Danto's 1964 essay 'Artworld', which was published in 1964. Danto's 1964 essay defines an Artworld as 'to see something as art requires something invisible to the eye - an atmosphere of art theory, a knowledge of art history: an artworld'. Exploring the relevance of this theoretical approach to Becker's 'Art world' from an interactionist perspective. Gilmore Samuel's 1990 article 'Artworlds: Developing the Interactionist Approach to Social Organisation', A survey of Beck's 'Art World' in terms of social organizations, art institutions, artists, and relations of production. Clarification of the applicability of the interactionist approach to all artistic endeavors, relationality of social structures-Social relations at both the micro and macro levels are established through interactive exchanges, the interactionist approach, by focusing on the concept of 'boundaries', establishes a framework that integrates the macro and micro levels to explain social structures. Artists are integrated into the social environment through participation in support networks, and collaborative activities include

them in meaningful networks of relationships (Fu, 2022).

Using this theory, it is intuitively clear that ChiikawaIP is shaped by a complete and tightly knit network of cooperation. It consists of Japanese creator Nagano, Chiikawa's Japanese commercialization licensee Spiralcute, Chiikawa's manga rights Kodansha, Chiikawa's animation production Tokyo-based animation company Anime Kobo, and Chiikawa's commercialization and animation network in China. Jie Wai Animation, the exclusive distributor of Chiikawa in China, MINISO, a grocery chain, and social media platforms such as Twitter, Jittery, and Weibo are forming a cooperation network to jointly build a Chiikawa IP network. Author Wenjie Wan examines the phenomenon that caused the explosion of Chikawa in 'IP Research That Is Currently Exploding in Popularity - Taking Chikawa as an Example', the symbolic properties of Chiikawa are described and analyzed, 'Moe culture is very popular in Japan, with a certain sense of contrast, the story behind the cute characters is an anti-utopian plot. The three main characters help each other, optimistic life also continues to heal the hearts of the audience (Wan, 2024). In June 2022, Chiikawa was awarded the 'Japan Image Award'. The author of Chiikawa has an annual revenue of 5.2 billion yuan, of which 5 billion yuan is generated from Chiikawa peripheral products. On social media platforms, The Nagano author currently has 3,679,000 user followers on Twitter, Official fans of Chiikawa anime on China's Bilibili platform are 1.303 million, and the topic of Chiikawa on Weibo reached 800 million readers. This shows the popularity of Chiikawa with subcultural audiences. Consumers will be willing to pay for the brand if they love and recognise the brand. This is what stimulated consumers to buy after MINISO co-branded with ChiikawaIP (Sander & Japutra, 2021).

## 4.2 Chiikawa Co-Branding

In the past two years, Chiikawa has spread widely on Chinese social media platforms. The IP has accumulated a large number of fans and user base, and its Japanese peripheral products are gradually flowing into the Chinese market. Its peripheral derivatives are very popular. This demonstrates Chiikawa's potential for cultural dissemination and commercial profitability. It is also clear that Chinese consumers lack purchasing channels and are in dire need of local peripheral goods. The reason for MINISO's association with Chiikawa has a great deal to do with the buzz around Chiikawa itself, as well as

the fact that it is the most popular brand in the world. As early as 2023, MINISO has co-branded with many big IPs, such as Sanrio, Barbie, Marvel, and Pokémon, which have collaborated with MINISO, MINISO has achieved good sales results and IP influence and has been highly praised by users around the world. MINISO's IP co-branding also enhances consumer awareness of the brand and gives more people an impression of MINISO. MINISO's strategy is to "insist on price/performance ratio, globalization, and product innovation" (Xu, 2021). With the vision of "becoming the world's No. 1 IP design retail group," (Lu & Wang, 2024). MINISO has officially opened a flash mob with Chiikawa, a company that lacks the opportunity to sell peripheral products in mainland China. In 2024, MINISO officially opened a flash mob in association with Chiikawa, which lacks the opportunity to sell peripheral products in mainland China. Simultaneously landed in many cities across the country, and united with the United States Mission, the official small program, Jitterbug Hour to open the whole network of trafficking, support a variety of stores a variety of delivery methods, and the fastest 30-minute delivery (Febriani, 2024). This offline e-commerce marketing model quickly covers the whole network, greatly expanding the consumer's purchase channels and methods. MINISO and Chiikawa theme flash store in Shanghai Jing'an Joy City, the day 10 hours wild sales of 2.68 million yuan. Opening three days performance of more than 8 million yuan, customer unit price of more than 1,000 yuan (Lu & Wang, 2024). In addition to the strong fan base of Chiikawa's IPs, MINISO has attracted many Chiikawa fans and anime enthusiasts by increasing the appeal of purchasing through various marketing methods.

The reasons for MINISO and Chiikawa's stimulation of consumption are related to MINISO's reduction of production costs and discounts on derivatives, thus increasing purchasing power. Even before MINISO joined hands with ChiikawaIP, MINISO implemented a unique franchise model for its franchise shops. Franchisees only need to provide the franchise fee, the rest of the links are by the Group responsible. This greatly reduces the complexity of the intermediate links in the supply chain. This enables MINISO to reduce production costs and lower the price of its products more effectively. Literature from China's first financial magazine shows that Spiralcute Japan took Chiikawa from idea to product by first using a flash mob to test the market. China MINISO and Chiikawa co-branded a three-bomb flash mob, from the standing doll to the flower fairy doll to the pajama doll. Each bullet is packaged

to promote a new product for a limited period. Brand image has a significant impact on consumer repurchase (Kumalasari et al., 2021). Low-priced goods tend to lead consumers to make impulse purchases, MINISO promotes its products under the slogan of 'Ultimate Cost-Effective', implanting the brand image of high quality and low price into the minds of consumers (Nafsi & Prabowo, 2024). MINISO and Chiikawa's co-branded products range in price from Yuan 599 for a seated pajama figure to Yuan 15.90 for a blind-boxed doll, with most of the items priced between Yuan 19.90 and 69.90. It can be seen that, when consumers compare the prices of Japanese Chiikawa peripheral products and MINISO co-branded products, they can find that MINISO's peripheral products are good value for money. This shows that MINISO keeps digging deeper into the supply chain to make co-branded items cheaper, promoting the purchase of Chiikawa products by more consumers. It fought the price war of Chiikawa IP peripheral products. Furthermore, MINISO has a wide range of co-branded products. Examples include blind boxes, desktop storage, dolls, make-up mirrors, house slippers, handbags and much more. This is a great way to satisfy the needs of consumers in multiple categories. MINISO's association with Chiikawa extends the IP image into the realm of physical merchandise, catering to the collecting hobby of many Chiikawa fans and the demand for IP merchandising.

MINISO has trained 50,000 KOC users offline. KOC, the full name is 'Key Opinion Consumer', Key Opinion Consumers (KOCs), corresponds to KOLs (Key Opinion Leaders). Generally refers to consumers who can influence their friends and followers to generate consumer behaviour. These KOC users have been virally marketing MINISO and Chiikawa co-branded products by posting content on social media platforms. According to Prisnawati (2019), viral marketing is an understanding of communication and distribution that is customer-oriented and aims to send information about a product that is marketed using digital media to potential customers in their social circles through electronic or internet messages and to influence potential customers to send similar information about the product (Febriani, 2024). This shows that MINISO is constantly stimulating impulse purchases through lower production costs, brand licensing cooperation, and viral marketing (Kasim et al., 2024).

## 5 CONCLUSION

The findings of this study are that the reasons why MINISO and Chiikawa co-branding stimulate consumer purchases are the product of a combination of factors. In terms of product design, MINISO first researched Chiikawa's popularity and purchasing power beforehand. Secondly, from the creative design of the IP itself to the conversion of the merchandise. MINISO then reduces the price of its products by lowering production costs and reducing the number of intermediaries. Then it launched a flash mob for a limited period with a constant stream of new co-branded peripherals. Finalise commercial operations. MINISO promotes its products to KOC users through Jittery Voice, Weibo, Bilibili, and other platforms, as well as live streaming its products online. Multi-platform support for home delivery expands consumer purchasing channels. The present study provides many valuable references for future research in this direction. It primarily affects how IP intellectual property should be shaped and how retailers can work better with IP co-branding. How to stimulate consumers to buy products, what can other companies learn from MINISO's marketing model? The number of respondents in this study was relatively small in terms of questionnaire distribution. The occupations of survey respondents are relatively homogeneous, and the regions of survey consumers are relatively homogeneous. Thus leading to imprecise data findings. Subsequent scholars conducting similar surveys could increase the number of respondents and broaden the breadth of occupations and regional restrictions. Future research should focus more on what new marketing strategies MINISO can use to stimulate consumption, in addition to IP co-branding, lowering prices, and expanding publicity to increase consumer purchasing power.

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