

The Effect of Foster Idol Marketing Strategies on Purchase Intention

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Abstract:

The traditional entertainment industry has become saturated, with declining fan engagement. The rise of the Internet and new media, however, has paved the way for new models, such as idol cultivation. This model, which emphasizes systematic training, gradual exposure, and close interaction with fans, has quickly gained traction. Unlike traditional methods, idol cultivation creates a deep emotional bond between idols and fans, boosting engagement and satisfaction. Under capital's influence, this approach yields significant economic benefits. This article takes to study and analyze idol cultivation marketing model and monetization methods through investment and fundraising, providing insights into its marketing and profit mechanisms.

Keywords: Foster's department, marketing, marketing.

1. Introduction

1.1 Background and Introduction to Foster's Idol

An adult idol is an idol training model that attracts fans by publicly displaying the growth process of its members. The concept of "face-to-face idolization" embodies the core idea of a developmental idol. From the early stages of an idol's development, the entire process of the idol's development from trainee to debut to fame is recorded and shown to fans, who build a deep emotional connection by watching the idol's movie and television resources. This emotional connection is much stronger and more durable. This model has also been developed in China in recent years and has produced many local idols.

1.2 Characteristics of Foster Idol

Foster idols are a type of idol that centers on the con-

cepts of "cultivation" and "growth". Unlike traditional idols, the growth process of an idol is transparent and open, and fans can participate in and witness the idol's growth throughout the entire process. From trainee to debut to fame, every step of an idol's development is accomplished with the attention and support of fans. This model emphasizes the interaction and emotional connection between the idol and the fans, who are not only supporters of the idol, but also partners and witnesses in the process of his growth, so a special emotional mechanism is formed.

1.3 Foster idol marketing tactics

1.3.1 Social media interaction

Regular Updates: Idols regularly post life updates, work progress, behind-the-scenes footage, etc. on social media platforms such as Weibo and ShakeNote to keep fans fresh and interested.

Fan activities: Organize online and offline fan meet-

ings, autograph sessions and other activities to enhance direct interaction and emotional connection with fans.

1.3.2 Personalized content

Exclusive videos and photos: Some common large entertainment companies have launched fan-exclusive paid apps to provide exclusive content that only members or loyal fans can see, increasing fan loyalty.

Behind-the-scenes footage: Sharing the idol's training, filming, and life footage allows fans to understand more about the idol's daily routine and endeavors, and increases the intimacy between fans and the idol.

1.3.3 fan activities

Voting activities: Fans decide the idol's performance repertoire, number of performers, stage costumes, etc. through voting activities, which stimulates fan activity and increases the sense of participation and influence of fans.

Playing and collecting funds: Fans can get special resources (e.g. stage, album, company's external resources) or exclusive benefits (e.g. fan's exclusive pictorial) for idols through playing and collecting funds. As well as deciding the idol's position in the group's performance and the length of the part distribution.

1.4 Purpose and significance

1.4.1 Purpose

The purpose of this study is to analyze the specific impact of the marketing strategies of adult idols on fans' willingness to buy: through quantitative analysis, we explore the impact of different marketing strategies (e.g., customized merchandise, social media publicity, fan interaction, etc.) on fans' willingness to buy. The study identifies the factors that are most effective in increasing fans' willingness to buy in the marketing strategies of adult idols and evaluates their influence, as well as discusses the emotional investment of fans from the perspective of the marketing strategies of adult idols, and analyzes the impact of the marketing strategies of adult idols on fans' willingness to buy from an emotional perspective.

1.4.2 Significance

It is of great theoretical significance to study the influence of the marketing strategy of nurture-based idols on purchase intention. First, it can enrich the theory of consumer behavior. Traditional consumer behavior theories mainly focus on the influence of brands, products and marketing strategies on consumer decision-making. By studying the special marketing phenomenon of nurturing idols, it can expand and deepen our understanding of fan economy and emotional consumption.[1] In addition, studying how

the emotional connection between fans and idols affects purchasing behavior will help us better understand the role and mechanism of emotional factors in consumer decision-making.

Second, this study will advance the study of fan economics. Nurturing idols are part of the fan economy, and by analyzing their marketing strategies, it can provide a new theoretical framework and practical support for fan economics.[1] Further exploring how fans are involved in idol growth and interaction, and the impact of these involvements on purchase intentions, will help to understand the mechanisms of engagement and loyalty formation in the fan economy.

2. Literature Review

2.1 Review of national literature

Domestic research scholars mostly focus on the traffic economy and competitive advantage of idols under capital manipulation

With the development of the economy and the rapid development of the Internet, the rise of idols in the cultivation system. The power of capital gradually penetrates into it, and idols gradually become "commodities" under the control of capital. In the process of fans chasing stars, the company utilizes the consumption ability of fans to realize huge economic benefits through playing investment, fund-raising, and sales of peripheral products. Relevant research shows that fan economy plays a crucial role in the business model of nurturing idols. Fans gradually accept the capital operation system and fall into a unique and intimate emotional relationship with the nurturing system idols, resulting in self-alienation, becoming products under the regulation of capital, and giving their labor for free, or even paying out of their own pockets to pay for the capital to be exploited by the capital, which leads to an unprecedentedly large flow economy in the nurturing system entertainment system.[1] Although competition in the idol industry has become increasingly fierce, the development-based idol companies have created a unique system of "chasing stars": studies have pointed out that development-based idols maintain high-frequency interactions with their fans through social media, live broadcasts, and other platforms, establishing a highly participatory fan culture. This intimate relationship enhances fan loyalty and engagement. This deepens the intimacy of fan participation in the idol's life, allowing fans to unconsciously fall into the trap of the capital-extraction economy, and ultimately forming a long-term, stable, and loyal relationship with the company, allowing the company to gain a firm foothold.[2]

2.2 Review of Foreign Literature

Foreign scholars have analyzed the characteristics of idol commercialization, the transaction path of “idol products” and its hidden risks by studying the impact of idol marketing and idol commodity design features on the response and purchase intention of fan culture consumers.

In today’s society, the trend of idol commercialization has become more prominent, and idol worship has become a commercial cultural phenomenon, penetrating into all aspects of daily life, constantly conveying emotional value to people, and continuously expanding and strengthening idol capital through secondary sales, forming a complete capital closed loop.[3]

Foreign research scholars analyze idol fans interested in idol commodities through questionnaire surveys, and find that the influence of fans’ purchase response is greater when designing commodities about idol characteristics. [4] In addition, compared with ordinary advertising and marketing, the relevance of product content features and design features both affect the purchase response of fans. Secondly, when the same product is compared with two different brands, fans will be more inclined to buy the former if the former has an idol’s endorsement or design, which shows the huge economic effect driven by idols in the economic market.

2.3 Summarize

Research by foreign scholars Smith shows that the developmental idol is a new type of idol model that emphasizes interaction and common growth with fans, and its growth process is more transparent than that of traditional idols, characterized by a high degree of fan participation and emotional resonance. [3] While traditional consumer behavior theories focus on the influence of brands, products and marketing strategies on consumer decision-making, the study of the special marketing phenomenon of adult idols can expand and deepen our understanding of fan economy and emotional consumption. By analyzing how the emotional connection between fans and idols affects purchasing behavior, it helps to better understand the role and mechanism of emotional factors in consumer decision-making. In addition, this study will advance the study

of fan economics by revealing how marketing strategies for nurturing idols can enhance fans’ brand loyalty and promote purchasing behavior. Scholars Junjung Park et al. point out that the release of personalized content and exclusive merchandise can effectively enhance fans’ brand loyalty and thus promote purchasing behavior. In today’s society, the trend of idol commercialization has become more prominent, and idol worship has become a commercial cultural phenomenon that permeates all aspects of daily life, continuously expanding and strengthening idol capital through secondary sales, forming a complete capital cycle.[4]

3. Questionnaire on the influence of the marketing strategy of the cultivation system of idols on the willingness to buy

3.1 Questionnaire Survey Subjects

This study divides age into six segments, with teenagers and young people between 20 and 30 years old as the main target. The questionnaire was distributed to the circle of friends and microblogging fans through the online electronic version of the questionnaire form to answer. It is planned to distribute 100 copies, 54 copies of questionnaires were recovered, the recovery rate is 54%, and the validity rate of the questionnaire is 100%.

3.2 Questionnaire hypothesis and content

This study aims to find out the factors that are most effective in increasing fans’ purchase intention in the marketing strategy of nurturing idols, and hypothesizes that the higher the degree of emotional resonance between fans and nurturing idols, the higher the degree of fans’ loyalty to idols. The Likert scale is used to set the marketing strategy of adult idols as the independent variable and purchase intention as the dependent variable.

3.3 Questionnaire Analysis

3.3.1 Background Variables

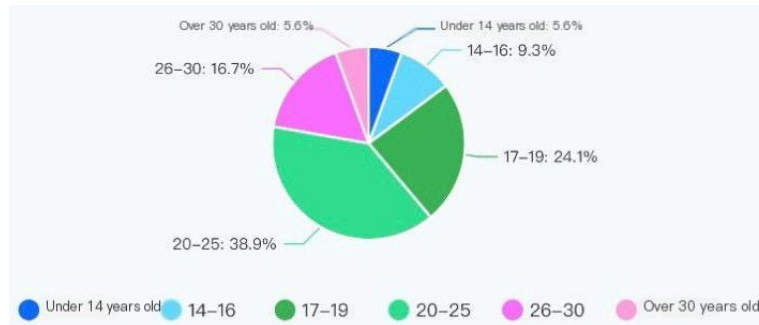


Figure 1. Age

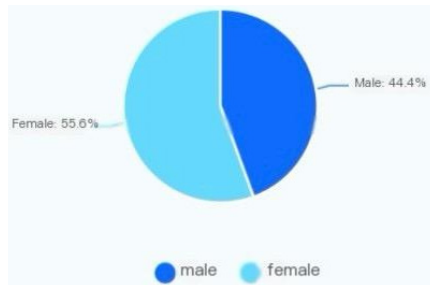


Figure 2. Gender

The total number of participants in this research study was 54, of which 55.6% were female and 44.4% were male. The age group below 14 years old accounted for

5.6%, 14-16 years old accounted for 9.3%, 17-19 years old accounted for 24.1%, which is the largest proportion except for the age group of 20-25 years old, 20-25 years old accounted for 38.9%, which is the largest proportion in this survey, 26-30 years old and 30 years old and above accounted for only 16.7%, 5.6% respectively. This shows that women in the age group of 20-25 years old are more sensitive to the nurturing system marketing strategy.

3.3.2 Analysis of the most effective factors that can increase fans' purchase intention in the marketing strategy of idol raising system

(1) Emotionally intimate interaction between idols and fans

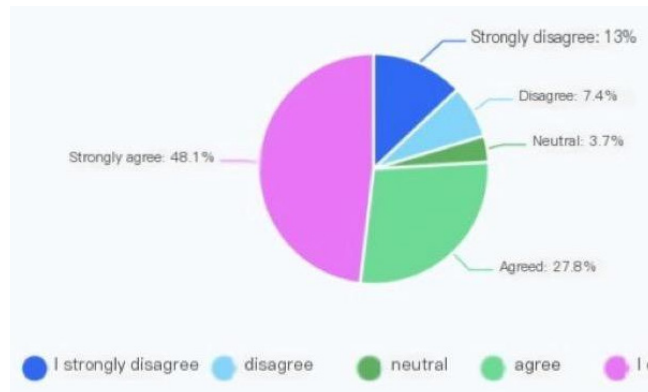


Figure 3. Whether respondents agree that brand image influences purchase intention

According to the survey, 48.1% of the participants chose "strongly agree" and 27.8% chose "agree" to the question "Do you agree that close interactions between idols and fans have increased your willingness to buy related products?" in Question 7. From the data, it can be seen that nearly three-quarters (48.1%+27.8%=75.9%) of the par-

participants agreed that close interaction between idols and fans increased their intention to buy, which indicates that close interaction has a significant positive effect on intention to buy.

(2) Fans' Emotional Commitment to Idols

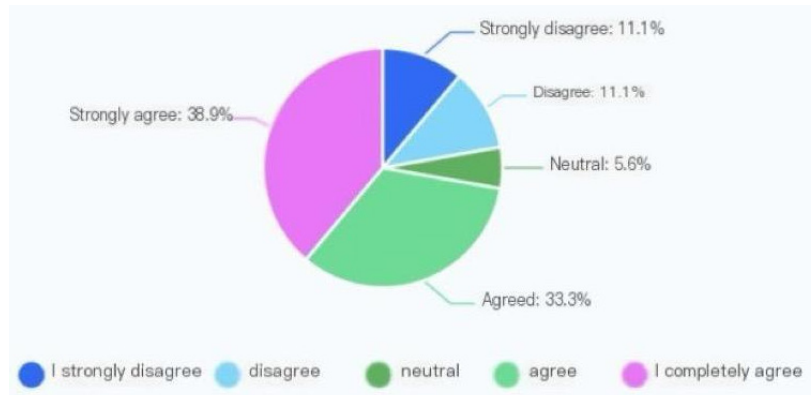


Figure 4. Whether respondents agree that deep emotional engagement influences purchase intention

In the eighth question, "Do you agree that your emotional investment in idols makes you more willing to buy their peripheral products?", 38.9% and 33.3% of the participants chose Strongly Agree and Agree respectively, and according to the statistics, more than half of the participants (72.2%) believe that the emotional investment of fans in idols has a great influence on their willingness to

buy related products. According to the data, more than half of the participants (72.2%) believe that fans' emotional investment in idols has a great influence on their willingness to buy related products.

(3) The intimate relationship established between idols and fans

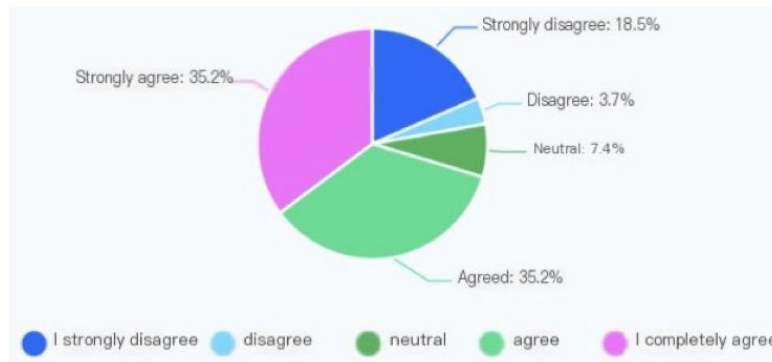


Figure 5. Whether respondents agree that the close relationship established influences purchase intention

As can be seen from the chart, on the question "Do you agree that the close relationship between adult idols and their fans makes you more willing to buy their peripheral products", the number of people who chose Strongly Agree and Agree were the same, both accounting for 35.2% of the total, so the proportion of participants who chose the positive option was as high as 70.4%, which indicates that most of the fans are more willing to buy peripheral products because of the close relationship. fans are more willing to buy peripheral products due to their close relationship.

3.4 Summary

Through the special entertainment mechanism of nurturing idols, fans can deeply understand and feel the emotions and experiences of idols and produce emotional resonance, and this resonance enhances the emotional depen-

dence of fans on idols, thus increasing loyalty, fan activity, and effectively promoting economic benefits. Through this survey, the marketing strategy of nurturing idols has a significant impact on the purchase intention of female users aged 20-25 years old, and intimate interaction and emotional investment are the key factors to enhance the purchase intention. Therefore, when entertainment companies market the peripheral products or endorsed goods formulated by adult idols, they should focus on the female user group aged 20-25, and enhance the intimate interaction between idols and fans as well as deepen the emotional commitment to enhance the purchase intention and stimulate the consumers' desire to buy.

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