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Research and Analysis of the Booming Market of Korea's IP Image LOOPY

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Abstract

International IP industry practice is an essential component of international communication and cross-cultural exchange. (Rong & Ji, 2020) Recently, the Korean IP LOOPY has exploded and there are many valuable experiences worth learning from. This article delves into the reasons for the success of the renowned IP LOOPY and proposes a method for inspiring the creation of successful IP. This study collected young people's opinions on the popularity of LOOPY in the form of a questionnaire, and collected a total of 108 valid feedback survey data. Through a detailed analysis of the data, it is found that the reasons for LOOPY's success include unique character designs, emotional resonance that is highly attuned to audience needs, and excellent IP management strategies. Based on this, this paper proposes a method for creating new IP. Firstly, creativity should be at the core to create a unique story background and attractive characters and world view. Secondly, attention should be paid to the needs of the audience, creating emotional resonance points, and enhancing fan stickiness. Then, continuous content creation of the IP. Finally, diversified marketing methods should be used to expand the influence of the IP. The conclusions drawn from this research have certain reference significance for the development of China's IP industry and aim to provide useful guidance for practitioners.

Keywords

IP, LOOPY, Character designs, IP management

1. Introduction

With the rapid development of the Internet, IP (intellectual property) plays an increasingly important role in the cultural industry. Loopy, a well-known IP, has swept the world with its unique charm and attracted countless fans. The reasons for its success are worth exploring. (Wang, 2021)

Loopy, whose full name is ZANMANG LOOPY, is a small pink beaver from South Korea. Loopy is based on a supporting character in the South Korean cartoon Pororo, which premiered in 2001. Loopy has shiny eyes, cute dull fur and signature rabbit teeth. She wears a pink long dress and is an innocent, cute and considerate beaver. (Wang, H., & Wang, Z. Y., 2021)

Loopy has been continuously launching various forms of works since its inception, including memes, dolls, co-branded products, toys, and more. Its success lies not only in its commercial value, but also in its cultural influence on society. Loopy has achieved global popularity due to its unique charm and has attracted countless fans. Its various forms of works have not only achieved commercial success, but have also had a profound cultural impact on society. The influence of Loopy's cultural value is reflected in its ability to meet the emotional needs of users and cultural barriers. (Kim & Cribbie, 2018) Moreover, Loopy's ability to constantly innovate and adapt to the changing market trends has helped it maintain its popularity. The brand's diversified products and cross-industry collaborations have enabled it to connect with a wide range of audiences and provide them with a variety of entertainment experiences. (Zhu, 2022)

2. Materials And Methods

2.1 Questionnaire Method

A total of 108 valid questionnaires were collected, of which 8 people chose not to know our respondents and therefore were not counted in our next analysis process. As our research is young, we focused on selecting age-conforming people when distributing the questionnaire. Here are the questions from our questionnaire:

Single question: Q1. Please select your gender. Q2. Please select your age group. Q3. Do you know loopy? Q5. What year did you first encounter loopy?

Scale questions (Measurement of respondents' attitudes and perceptions on a five-point scale from "Strongly disagree" to "completely compliant", thus assigning a value from 1 to 5.): Q4. How willing are you to learn about loopy? Q6. Do you like loopy? Q7. Do you like the characterisation of loopy? Q8. Did you learn about loopy through the cartoon? Q9. Did you learn about loopy through your Shakeology account? Q10. Did you learn about loopy from internet bloggers? Q11. Did you learn about loopy from a friend? Q12. Do you like to use loopy emoticons? Q13. Do you think loopy emoticons are cute and unique? Q14. Do you think loopy emoticons are weird? Q15. Do you think loopy emoticons are full of humour? Q16. How willing would you be to buy loopy related products or peripherals? Q17. Would you like to buy loopy-related figures? Q18. How likely would you be to buy loopy-related clothing and accessories? Q19. Would you buy loopy-related catering accessories? Q20. Do you think loopy can continue to attract young people's attention?

2.2 Descriptive Statistical Analysis

Descriptive statistical analysis should statistically describe the relevant data of all variables in the survey, and use tabulation and classification, graphics and computational general data to describe data

characteristics. In this analysis, we analyze the general situation of the collected data and speculate the image and popularity of loopy in people's eyes. (Aaker, 2024)

2.3 Regression Analysis

For regression analysis, we used the principle of data statistics to mathematically process a large number of statistical data, determined the correlation between dependent variables and some independent variables, and established a regression equation with good correlation. From this analysis, we speculate the influence of loopy's character setting, emojis, products and peripherals on loopy's liking degree.

2.4 Analysis of Variance

Analysis of variance can analyze the impact of different factors on data variation and determine which factors have a significant impact on data variation. In our study, this method is used to test whether gender has a significant impact on the degree of fondness for Loopy.

3. Results And Discussion

3.1 Descriptive Statistical Analysis

The data we collected show that loopy is very popular in our country nowadays. Many people know it and like it. Its popularity is closely related to its marketing strategy. Before 2023, although loopy was also known by many people, it did not receive enough official publicity in China. After a series of operations, such as making expression packs and setting up official numbers for social software, loopy's development in China has obviously become very optimistic and has been recognized by most people. Obviously, as a successful IP, loopy has proper operation and a large audience. (Cao & Xu, 2021)

3.2 Regression Analysis

The linear regression model is used to analyze the relationship between the dependent variable Loopy's fondness degree and the independent variable character setting, emojis and products and peripherals. The *Table 1* shows that the linear regression model has a good degree of fit and there is a linear relationship between the independent variable and the dependent variable. (Wang, 2015)

The *Table 2* displays the specific parameter summary. The coefficient of intercept term is -0.107, and the p value is 0.6963, indicating that the coefficient of the intercept term is not significant, that is, when other independent variables remain unchanged, the impact of the intercept on the dependent variable is not significant.

The coefficient of character setting is 0.8463, and the p value is 0.000, indicating that character setting is positively correlated with Loopy's fondness degree, and the relationship is statistically significant.

The coefficient of the emojis is -0.0249, and the p value is 0.6901, indicating that the emojis are negatively correlated with the Loopy's fondness degree, but the relationship is not statistically significant, that is, the effect of the emojis on the Loopy's fondness degree is not significant.

The coefficient of products and peripherals is 0.1953, and the p value is 0.0014, indicating that

products and peripherals are positively correlated with the Loopy's fondness degree, and the relationship is statistically significant.

By comparing the three independent variables, we find that character setting has the most significant influence on the Loopy's fondness degree because its coefficient value is the largest and p value is the smallest. This means that character setting is the most important independent variable for the change of Loopy's fondness degree. (Alblooshi, Alavi, & Dol , 2021)

Table 1. Data Description

| Sample size | R square | The adjusted R square | F value | AIC value | BIC value |
|-------------|----------|-----------------------|---------|-----------|-----------|
| 100 | 0.7498 | 0.742 | 95.8957 | 165.4616 | 175.8823 |

Table 2. Parameter Summary

| Parameter name | Coefficient | Standard error | t value | P value | [0.025 | 0.975] |
|--------------------------|-------------|----------------|---------|---------|---------|--------|
| Intercept term | -0.1071 | 0.2736 | -0.3916 | 0.6963 | -0.6502 | 0.4360 |
| Character setting | 0.8463 | 0.0910 | 9.2964 | 0.0000 | 0.6656 | 1.0270 |
| Emojis | -0.0249 | 0.0625 | -0.3987 | 0.6910 | -0.1490 | 0.0991 |
| Products and peripheries | 0.1953 | 0.0593 | 3.2946 | 0.0014 | 0.0776 | 0.3130 |

3.3 Analysis of Variance

Analysis of variance model is used to test whether gender has a significant impact on the degree of fondness for Loopy. First, let's focus on the homogeneity of variance test. The homogeneity of variance test is a statistical method used to examine whether the variances of multiple samples or groups are equal. HOV tests have been suggested as gatekeepers for deciding when to use a robust procedure or the traditional ANOVA. If the HOV test is satisfied, the traditional ANOVA F test procedure can be used. (Kim & Cribbie, 2018)

Table 3. Homogeneity of Variance Test

| Levene Test Value | p-value |
|-------------------|---------|
| 0.36 | 0.55 |

Table 3 shows a p-value of 0.55, which is greater than 0.05. This indicates that the variances among the groups are relatively uniform, satisfying the prerequisite conditions for conducting analysis of variance.

Table 4. Analysis of Variance Results

| Source of Differences | SS | df | MS | F | P-value | F crit |
|-----------------------|----------|----|----------|----------|----------|----------|
| Inter Group | 3.84127 | 1 | 3.84127 | 3.448597 | 0.066309 | 3.938111 |
| Within Group | 109.1587 | 98 | 1.113865 | | | |
| Summary | 113 | 99 | | | | |

Moving on to the results of the analysis of variance, Table 4 indicates an F-value of 3.938111 and a p-value of 0.066309 for the influence of gender on the fondness for Loopy. From a statistical perspective, since the p-value is greater than 0.05, we lack sufficient evidence to reject the null hypothesis, suggesting that gender does not significantly affect the preference for Loopy. This implies that different genders exhibit similar preferences for Loopy, and the statistical differences are not significant.

However, according to Table 5, it is noteworthy that when examining the mean values of fondness for Loopy between males and females, we observe that the average fondness for females is 4.2222, while for males, it is 3.7857.

Table 5. Gender Preference for Loopy

| Group | Number | Sum | Average | Variance | SD |
|--------|--------|-----|---------|----------|----------|
| Female | 72 | 304 | 4.2222 | 1.13302 | 1.064434 |
| Male | 28 | 106 | 3.7857 | 1.063492 | 1.031257 |

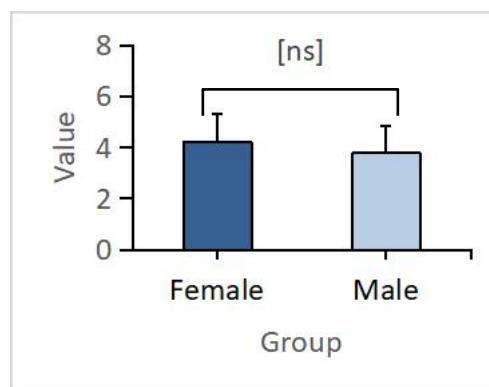


Figure 1. One-Way ANOVA

Although the difference between these two mean values does not reach statistical significance, Figure 1

provides a more intuitive understanding that females tend to have a slightly higher fondness for Loopy than males. This also highlights the limitations of analysis of variance itself: when the test rejects the null hypothesis, indicating that the population means are not all equal, ANOVA cannot draw conclusions about the magnitude of the means. (Li, 2017)

4. Conclusions

The key to managing IP image lies in: firstly, constructing a unique story background to attract young audiences and establish an emotional connection; secondly, shaping personalised features to enhance memorability and likability; thirdly, adopting a minimalist design to highlight the characteristics and enhance adaptability; fourthly, as the new media era has made the dissemination of information more diversified and convenient, the IP image strengthens the connection with the fans through multi-channel dissemination.

5. Conflicts Of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

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