

# ***The Research on the Application of CAB Model to the Promotion of IP Derivatives from the Perspective of Marketing***

## ***---Taking Local and International IP Derivatives as Examples***

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**Abstract:** In recent years, IP derivatives have gradually emerged. There are more and more animation, comics, novels, and other derivatives of peripheral products such as cultural and creative products, games, film, television dramas, etc., and what marketing strategies to use to attract more target consumers, how to promote local IP products, or even IP derivatives introduced from other countries and cultures, have become issues that the industry operators must think about. Therefore, this paper takes the cultural and creative products of the Palace Museum and the "Barbie" movie as the research objects and uses the case study method, CAB model, and global-local identity theory to analyze the positive impact of this model on the marketing strategy of IP derivatives. Based on the theory of global-local identity, this paper analyzes the new changes in the thinking of global consumers and believes that some consumers identify more with local culture while others are more inclined to recognize themselves as global citizens. This allows people to pay more attention to the meaning behind the product and allows the CAB model to play a greater role in helping consumers accumulate knowledge about a certain product, and CAB model can promote the final purchase behavior by touching people's cognition and emotions, which has a certain universality with the IP product itself.

**Keywords:** CAB model, IP derivatives, promotion

## **1. Introduction**

Globalization refers to the process in which countries around the world influence each other and tend to be the same through trade, immigration, and the exchange of information or ideas [1]. With the development of globalization, not only are international economies, politics, and technologies more interdependent, but they also have a profound psychological impact on people, changing their experiences, behaviors, and even identities [2]. Although globalization continues to develop, examples of anti-globalization have also appeared frequently, such as the British "BREXIT" referendum on leaving the European Union in 2016, the Sino-US trade friction that has continued to

develop dynamically since 2019, and so on. These incidents also demonstrate people's desire to resist globalization and safeguard their own national interests.

Therefore, globalization has changed consumers' thinking and, accordingly, made them pay more attention to imported and local products, thereby promoting the development of cultural and creative industries. Cultural creativity is a cultural phenomenon that uses culture as an element, integrates multiple cultures, organizes related disciplines, and uses different carriers to recreate and innovate. Cultural and creative industries refer to industries that rely on the wisdom, technology, cultural resources, and intellectual property development of creative people to produce high-value products.

To explain why globalization promotes consumers' attention to local products, it is necessary to refer to the "global-local identity theory". The theory holds that globalization develops the global and local identities of consumers [3]. Therefore, when companies try to enter unfamiliar overseas markets, they can segment consumer groups and their induced psychological mechanisms and behavioral consequences based on global identity and local identity, which can help companies implement more precise and effective marketing strategies.

This article finds the ABC model of attitude as an effective marketing strategy for the cultural and creative industries and IP derivatives that have developed rapidly in recent years. This model has three hierarchies, among which the CAB model enables consumers to make product purchase decisions according to the steps of knowledge accumulation-emotional feelings-behavior changes. Compared with some low-involvement hierarchy marketing models, the CAB model is more suitable for the marketing and promotion of cultural and creative products/IP derivatives with cultural connotations. This article analyzes two examples of the Forbidden City Cultural Creation and Barbie Movies to illustrate that the CAB model has a universal and positive effect on the marketing and promotion of such products.

## **2. Overview of Relevant Theories**

### **2.1. Consumer Culture Theory**

Consumer culture refers to "the social relationship between popular culture and social resources, as well as between meaningful lifestyles and the symbols or material resources on which they depend, and this social relationship is conveyed through the market" [4]. On this basis, consumer culture theory explores how consumers actively shape and interpret the symbolic meanings implicit in consumption-related tangible products and intangible services, images, symbols, and lifestyles [5] to create a better future for themselves. A theory that adds meaning to life and demonstrates one's identity, personality, status and even ideals [1]. Therefore, the core of consumer culture theory lies in understanding consumers' identification and recognition of their self-identity.

### **2.2. The ABC Model of Attitudes**

This theory was designed in the fields of consumer behavior and psychology, describes consumer attitudes as consisting of three parts: affect (emotion), behavior and cognition. A behavior refers to an action he or she takes toward an object, or in some cases at least his or her intention to act on it. A cognition is what he or she believes to be true about the attitude object.

There are three different hierarchies of effects for this model:

The first is the High-Involvement Hierarchy: (CAB model)

At this level, consumers regard product purchasing as a problem-solving process. First, consumers accumulate knowledge about related products (cognition), then they evaluate these beliefs and form feelings about the product (affect), and finally consumers perform related behaviors, such as purchasing a product (behavior). Consumers in this model are highly involved in

purchasing decisions [6]. They seek out a large amount of information, weigh the pros and cons before making a considered decision.

The second type is the Low-Involvement Hierarchy: (CBA model)

This level assumes that consumers do not have a strong preference for a certain brand. They form an impression (cognition) based on limited knowledge. After owning the product (behavior), this attitude changes with product quality and consumption experience. Wait for the experience to form a new feeling (affect). The purchasing decision made by consumers in this model is a learning process, and their good or bad experiences strengthen the initial choice [6].

The third type is the Experiential Hierarchy: (ABC model)

Consumers in this mode make decisions based on emotional reactions. They may be affected by the product's packaging design, advertising, brand name, background music, or even the salesperson's emotions and expressions. In this process of emotional contagion, , people will make the behavior of buying a certain product [6].

### 2.3. Basic Concepts

Intellectual property (IP): a set of laws that protect creative and innovative products through legal rights called patents, copyrights, and trademarks. IP derivatives refer to the development of new research project intellectual property based on specified, authorized background intellectual property. Stand for a work based upon one or more preexisting works, such as a translation, musical arrangement, dramatization, fictionalization, motion picture version, or any other form in which a work may be recast, transformed, or adapted.

Buddhist subculture: The generally accepted outlook on life in society requires people to continuously pursue higher goals, such as money and status, through unremitting hard work. Today, when this kind of thinking has become mainstream, some young people are inspired by Buddhism and pursue a lifestyle of letting nature take its course without desires. The core of this Buddhist subculture is to accept life as it is and not to deliberately pursue success as defined by the world [7].

Feminism is a range of socio-political movements and ideologies that aim to define and establish the political, economic, personal, and social equality of the sexes [8]. Feminism encompasses a diverse spectrum of socio-political movements and ideologies with the shared objective of defining and establishing equality between genders in political, economic, personal, and social domains. It advocates for the recognition of women's rights and challenges societal norms and systemic discrimination to create a more equitable and just society. Feminism has evolved over time, reflecting the changing dynamics of gender relations and continues to play a pivotal role in addressing gender-based inequalities, empowering individuals, and fostering inclusivity on a global scale. This multifaceted movement has significantly influenced policy changes, legislation, and cultural attitudes, shaping the ongoing pursuit of gender equality and social justice.

## 3. Local and International IP Derivatives Cases

### 3.1. Case Study 1

#### 3.1.1. Local IP Derivatives (The Palace Museum's Cultural and Creative Products)

The first case is one of the best-selling items among the cultural and creative products of the Forbidden City. The reason why the author chose this example is because the Forbidden City is a very famous scenic spot in China. This example is used to claim that the high involvement hierarchy has a big effect on the sales and promotion of IP derivatives. The Forbidden City Cultural and Creative Industries is a local IP derivative product in China, which has developed very rapidly

in recent years. In the "Museum Online Rich List" released by CBNDData in 2019, the Palace Museum ranked first with sales of 242 million yuan [9].

Palace Museum is a palace with over 600 years of history that served as the residence of the royal family during the Ming and Qing dynasties. Hence, the Palace Museum is a symbol of Chinese history".

### 3.1.2. The Palace Museum Cultural Creation

Hence, the Palace Museum is a symbol of Chinese history. The Palace Museum Cultural Creation" first appeared in 2013 and gained more popularity in 2016, especially with the launch of the widely acclaimed product series called "The Palace Museum Hotan Jade Bracelets" .

The color of these Bracelets draws inspiration from the cultural relics collection within the Palace Museum, incorporating elements such as "Yu lv diao gu wen chang le bi," which takes cues from the traditional Han Dynasty Hotan jade cultural relic, which is represent traditional Chinese etiquette and peace, longevity, smoothness. Also, the outer packaging of the lipstick was also inspired by the colors and patterns found in these cultural relics.

The Palace Museum Bracelets became the most popular cultural creation by the end of 2018. On the first day of its release, the bracelets sold more than 600 units. Among all the Chinese Cultural and Creative Products. The lipstick's outstanding sales performance can be attributed to its promotion strategy, which includes the CAB model.

### 3.1.3. CAB Model Analyze

During the product introduction and promotion, the brand emphasized the traditional Chinese culture infused in these bracelets, resonating with the target consumers.

People suppose that using this product allows them to express their appreciation to Chinese culture and catch social trends. As a result, it instills the belief that the bracelets are a meaningful product with cultural and historical meaning to their targeted consumers (Cognitive).

Once the target customers develop this understanding, they evaluate the product and into the next stage. Consumers feel that this lipstick not only possesses practical value but also provides a deep sense of belonging, aligning with the cultural significance identity theory we've mentioned before (Affect). This feeling then prompts consumers to take actions (Behavior), leading them to purchase the lipstick.

Now, to further emphasize the crucial role of the "C" in the promotion of IP derivatives, illustrate it with another example.

## 3.2. Case Study 2

### 3.2.1. International IP Derivatives (Barbie)

Under the CBA model, word-of-mouth marketing has provided a breakthrough opportunity for the tremendous success of the movie "Barbie." The search frequency of "Feminism" in China.

During the early stage of its release, due to relatively insufficient promotion and a decline in Chinese audience trust towards Hollywood films in recent years, "Barbie" only had a screening rate of 1.9% and garnered only 120,000 followers on the Maoyan platform [10], with a pre-sale box office of merely 3.2 million RMB on its first day in the Chinese market [11].

Additionally, numerous key opinion leaders (KOLs) interpreted the film and its underlying ideology, cementing the association between "Barbie" and "feminism." The film's marketing and promotion also capitalized on relevant discussions among netizens, further making.

In the current trend of feminism in Chinese society, the word-of-mouth spread of "Barbie" was centered around themes like "Feminism," "Patriarchy," and "Gender Equality." A thought-provoking line in the movie resonated strongly with the audience.

Many male and female users actively shared their related experiences and feelings, keeping the movie's popularity high on Weibo. The release of "Barbie" sparked extensive participation from Weibo users interested in women-centric topics. Hashtags such as #BarbieFeminism# and #BarbieQuotesRefreshing# trended on Weibo, with the movie title #Barbie# claiming the top spot on the main trending list.

"Barbie's" high acclaim was, to a large extent, due to its mild exposure of the patriarchy system through intensive humor, which has generated a widespread discussions and evaluations on the Internet. Over the weekend, as positive word-of-mouth for "Barbie" spread, its rating on Douban reached an impressive 8.8, and at one point even rose to 8.9. Consequently, both its screening rate and box office performance steadily climbed.

According to Maoyan's data, in China, female users accounted for an impressive 79.2% of those interested in seeing the film, and according to Lighthouse's professional version, the percentage reached an even higher 86.3% [12]. Furthermore, according to reports from foreign media, "Barbie" also attracted a significant 65% female audience in North America.

### 3.2.2. CAB Model Analyze

As a result, consumers strongly associated "Barbie" with feminism, causing the movie to become a representative of the feminist movement. Young women, the core of the feminist movement in China, became the primary audience for the film. Because the movie elaborates on the cognitive dissonance of women under patriarchy in many places, watching the movie becomes a good opportunity for the audience to recognize and analyze the problems they encounter in their lives but are usually difficult to talk about. This has made the movie attract more attention from female audiences. Women are proud to watch Barbie movies, discuss Barbie movies, and even pay attention to the IP derivatives of Barbie movies. (Cognitive)

The film's marketing campaign skillfully employed relevant feminist themes, further enhancing consumers' specific perception of the movie. For example, the extensive use of the iconic color pink in promotional posters and the slogan "Barbie can do anything, while he is just Ken" were specifically crafted to ingratiate with the mindset of modern professional women. Such visual techniques further deepened potential consumers' perception of the product. (Affection)

Thus, based on online evaluations and word-of-mouth, audiences formed specific perceptions of the movie (e.g., a brilliant feminist film), which ultimately influenced their decision to watch it. (Behavior) This will make more target audiences and potential viewers decide to watch the movie and even continue to purchase movie-related IP derivatives. While there might be some elements of blind following, this approach remained an effective marketing strategy.

## 4. Conclusions

### 4.1. Study Result

By analyzing the cultural and creative products of the Palace Museum in China and the "Barbie" IP movie imported from the United States, we can know that the marketing planning of these two products adopts the CAB model, which uses certain social issues such as Chinese cultural confidence and feminist topics. Hotspots serve as selling points for marketing promotions, allowing target consumers to better understand the product and become interested in the cultural significance behind it, ultimately prompting consumers to make purchasing decisions.

Combined with the global-local identity theory mentioned earlier, we can analyze why the CAB model can have a positive impact on the marketing of IP derivatives. In the context of globalization, some consumers are more willing to stick to and trust local culture. Therefore, Chinese consumers will be attracted by local cultural and creative products that represent Chinese culture and will be more likely to establish a positive perception of the products, thereby promoting subsequent emotions and related behaviors. Another group of consumers tend to see themselves as global citizens and are willing to accept more international cultures. Therefore, they are willing to participate in discussions on common hot topics in the international community such as feminism, and with their emotional support, they are willing to participate more deeply in the spread of these subcultures.

## 4.2. Future Applications

Whether they are local or international IP derivatives, they are recreations of certain intellectual property works. Therefore, in addition to practical value, these products also have emotional value and cultural significance. Marketers should seize this product feature and use it as the focus of promotion to attract more target consumers, let more potential consumers know the product, and improve the quality of product packaging, sales personnel, service methods, etc., and improve Consumer experience, strengthen consumers' positive attitude towards brands and products to improve the effectiveness of marketing strategies, increase sales, promote products, and establish brand image.

## 4.3. Limitations of This Article's Research

Regarding the product sales data of Forbidden City Cultural and Creative Industries, the data is slightly missing because the specific profit amount during the Chinese New Year period, which is the month with the best sales, was not found. Moreover, the global-local theory is still developing, so it cannot describe more accurate trends in the psychological changes of global consumers.

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