

Research on the Stimulating Points of IP Cross-domain Marketing to Consumers: A Case Study of the Genshin Impact

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Abstract: In recent years, to obtain greater benefits, game companies are keen to make their game IP linkage. However, in reality, many game companies have not achieved ideal results after cross-domain marketing. This paper, from the perspective of consumers, uses the questionnaire survey method and takes the Genshin Impact IP as an example to explore the stimulating points of IP cross-domain marketing to consumers. The purpose is to give some suggestions to the companies affiliated with Genshin Impact and other game companies when they carry out linkage activities in the future. The results show that consumers participate in the linkage because they are attracted by the linkage game itself, linkage prizes, and linkage roles. According to the collected questionnaire samples, this paper also found that although the Genshin Impact has cross-border linkage with brands in many fields, people's participation is not high. In addition, only a few types of linkage, such as catering linkage, can obtain high participation. In this regard, this paper gives relevant suggestions: game companies should reduce the number of linkages and reduce the frequency of linkage; both parties should seriously treat each linkage activity; game companies should seriously consider the linkage objects; linkage brands and prices should be close to the lives of consumers.

Keywords: Cross-domain marketing, Genshin Impact, IP

1. Introduction

When phenomenon-level game IP is linked, it can often obtain huge benefits for game enterprises. Luo Xin pointed out in his article that the Netease game launched "Onmyoji" in 2016, linked with animation, gaining massive exposure and new users [1]. With the common development of the Internet economy and all walks of life, marketing methods are gradually enriched and developed. As a novel and dynamic marketing method, cross-domain marketing has been favored by many game companies. But in reality, the effect of breaking the circle is not obvious, the economic benefits and new audiences are lower than expected, the opportunity for IP to cross the border is small, and the situation that it is unable to support the cycle is more common, and the popular game IP is still very few. As a Chinese game with a public beta in 2020, Genshin Impact has been in operation for three

years. The game has formed the scale of popular IP and is well-known in all regions of the world. It has rich experience in cross-domain marketing and has achieved remarkable results.

At present, Zhang Yan, Li Jinhao, and Zhao Yuxiang have explored the future development direction of the combination of " Genshin Impact " and culture and tourism and found that the integration of culture and tourism contribute to the innovation and promotion of the game industry from the perspective of experience improvement and value growth [2]. Lin Ying studied the cross-border linkage between Nippon and the Genshin Impact and believed that the brand not only gained the topic volume and marketing collision based on the cross-border linkage but also cleverly affected a large number of potential future consumers [3]. Zheng Linling studies the cross-cultural communication of Chinese traditional culture by taking the Genshin Impact plot PV The Divine Damsel of Devastation as an example [4]. In addition, Zhang Dandan studied the IP cross-border marketing strategy of CRYPTON and put forward relevant suggestions for continuous optimization of the IP development system [5]. Pan Meixiu and Yang Min suggested that traditional time-honored brands should be empowered again by IP-based cross-border marketing [6]. Gao Mingzhen proposed that high-quality content is the king, and content, channels, and data jointly build the realization of IP film value [7]. These studies undoubtedly provide theoretical support for this paper. It can be seen that scholars pay more attention to the impact of IP cross-domain marketing through cases, but lack relevant research to explore the stimulating points of IP cross-domain marketing on consumers. With the dividend of the domestic online game market gradually peaking, the number of game users has gradually increased to the bottleneck period, and the user experience will determine the development potential of the future game market. Therefore, the research on user consumption psychology has become a breakthrough [8]. This provides the research direction for this article, and it is necessary to explore this issue to provide relevant suggestions for the company of Genshin Impact and even other game companies.

This paper will investigate consumers' participation in the cross-domain marketing linkage activities of " Genshin Impact " utilizing the questionnaire survey, to reveal the stimulating points of IP cross-domain marketing to consumers. After the questionnaire sample is collected, it is analyzed according to the effective data after statistics and screening, and then discussed the prominent data and given relevant suggestions.

2. Method

In this study, MRD structure was used as the research method, to study the consumer psychology of the Genshin Impact user group and explore the stimulating point of cross-domain marketing of Genshin Impact IP to the expansion of consumer groups, this study adopts the method of the questionnaire survey, the respondents are users of the Genshin Impact, the questionnaire was designed for the stimulating points of " Genshin Impact " IP linkage to consumers and subsequent suggestions to game companies, single and multiple-choice questionnaires were used, measure consumers' understanding and consumption of " Genshin Impact " linkage.

2.1. Data Collection

This study mainly uses the network survey method to collect data, 150 questionnaires were distributed, 150 questionnaires were recovered, and 120 effective questionnaires were received. The recovery rate was 100%, and the effective rate was 80%.

2.2. Data Filtering

Wechat circle of friends and HoYoLAB were selected as the main platforms for the questionnaire release, HoYoLAB is a game player community under the development company of Genshin Impact,

MIHOYO [9]. Among them, a large number of users of "Genshin Impact" communicate in HoYoLAB. Among the 150 questionnaires collected, the number of valid samples was 120, and 30 were rejected because this paper found that these 30 respondents were not the Genshin Impact user group, not the target group of this questionnaire, and had no survey value.

3. Results

According to the survey data, as shown in Figure 1, 63.33% of the public learned about the linkage of the Genshin Impact from friends and people around them, 49.17% of the public learned from major social media, only 23.33% and 18.33% of the people were informed of and met by chance from street advertisements. From the above, the user group and students of the Genshin Impact learned that the ways of linkage of the Genshin Impact were diversified, and most of them were informed by acquaintances and media publicity, which shows the importance of linkage publicity of the Genshin Impact.

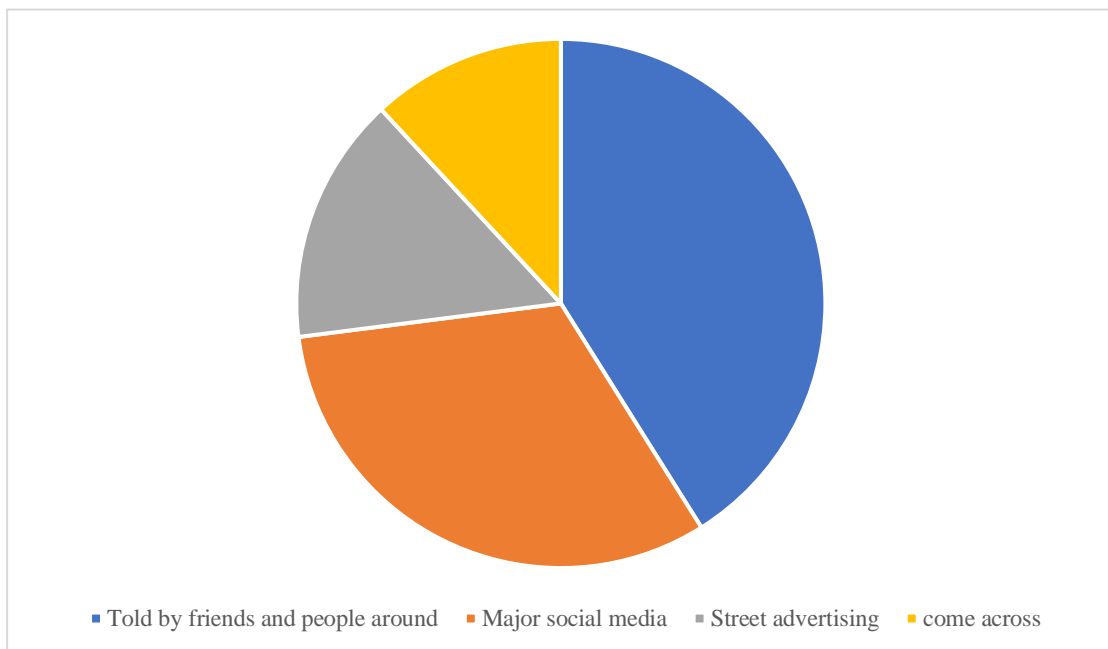


Figure 1: Relevant linkage of the Genshin Impact in the following scenes

As shown in Figure 2, 51.67% of the group have not participated in the linkage of the Genshin Impact, and 28.33%, 10%, and 10% have participated in 1-2, 3-4, 5, or more times respectively. It can be seen that the " Genshin Impact " linkage has not yet caused a large-scale consumption boom, and more than half of the people have not participated in the linkage activities.

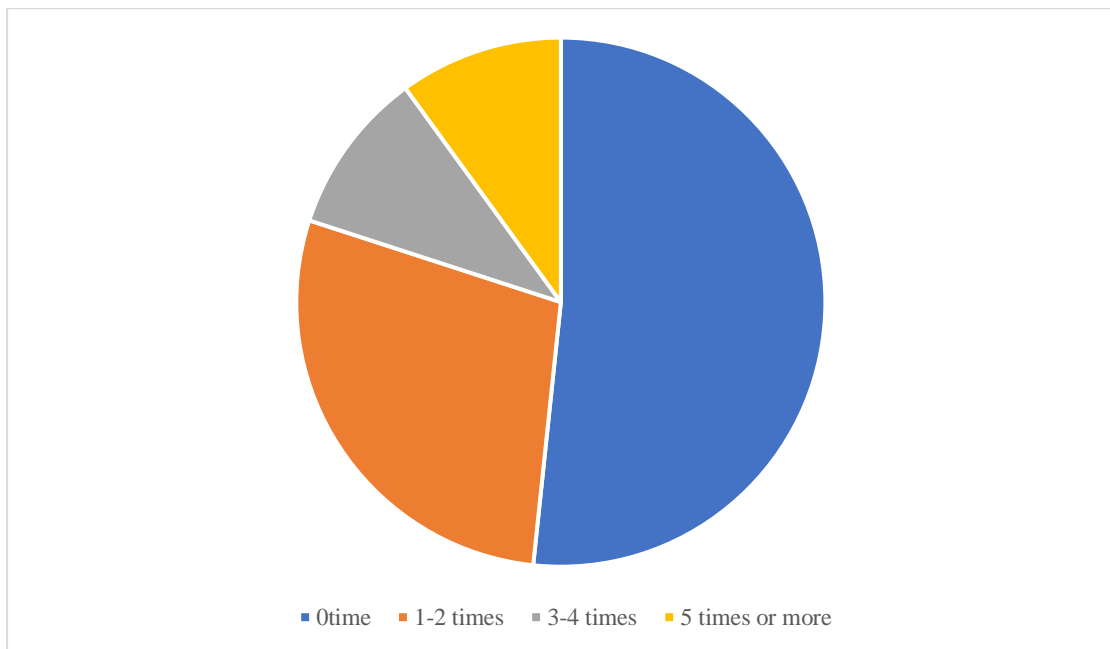


Figure 2: Times of participating in the relevant linkage of Genshin Impact

Facing different types of linkage, as shown in Figure 3, most consumers choose catering (such as "KFC", "Pizza Hut", "HEYTEA", "LAWSON" and "MENGNIU Dairy" series), accounting for 84.48%; of the second largest category is social media (such as "Alipay" and "Wechat game" series), accounting for 36.21%, the linkage of furniture brands (such as "Nippon" series) with the participation of the public accounted for the least (5.17%). By analyzing this data, it can be concluded that the linkage of catering brands has a great attraction to consumer groups, followed by social media.

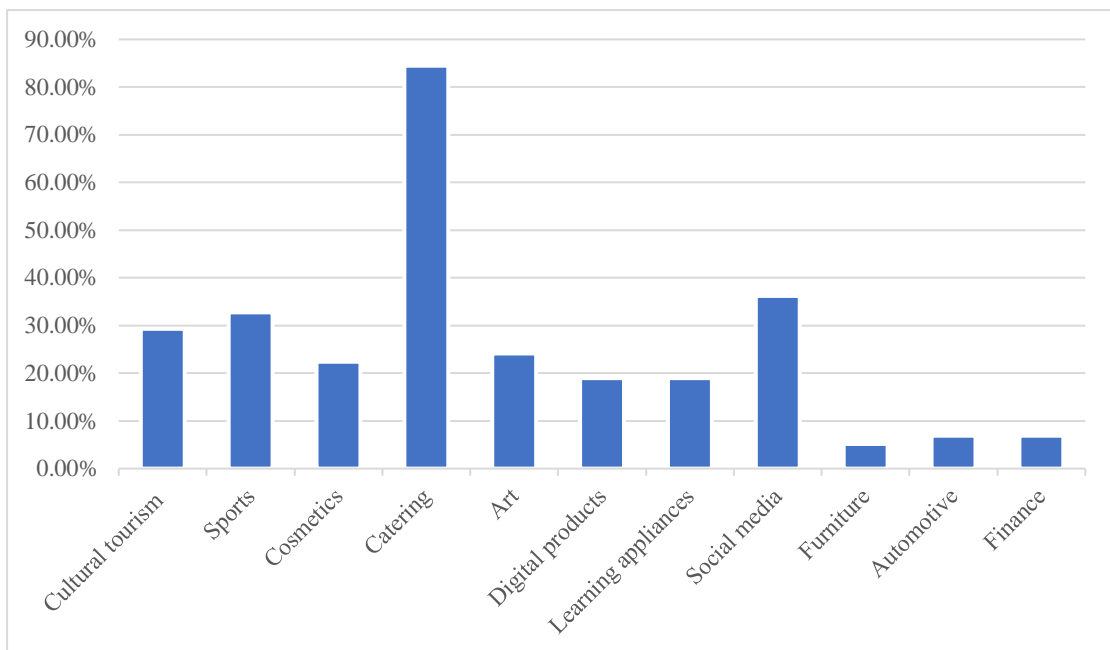


Figure 3: The relevant linkage types of Genshin Impact participated in include

Moreover, Figure 4 shows that 72.41% of the 58 respondents who participated in the relevant linkage of the Genshin Impact spent 0-100 yuan (one time) on the relevant linkage of the Genshin Impact, It can be seen from Figure 5 that 75.86% of the consumer groups participated in the relevant linkage of the Genshin Impact, and the consumption amount (cumulative) was 0-500 yuan, it can be found that consumer groups generally choose low-cost products to participate in the linkage.

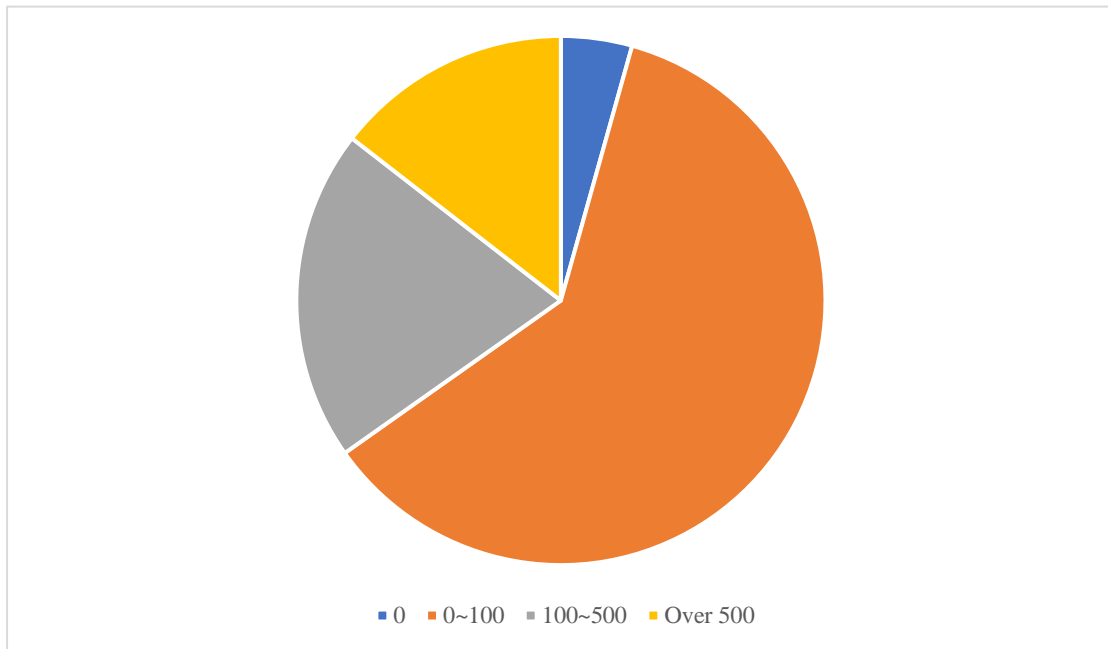


Figure 4: Consumption amount of relevant linkage of " Genshin Impact " participated in (single time)

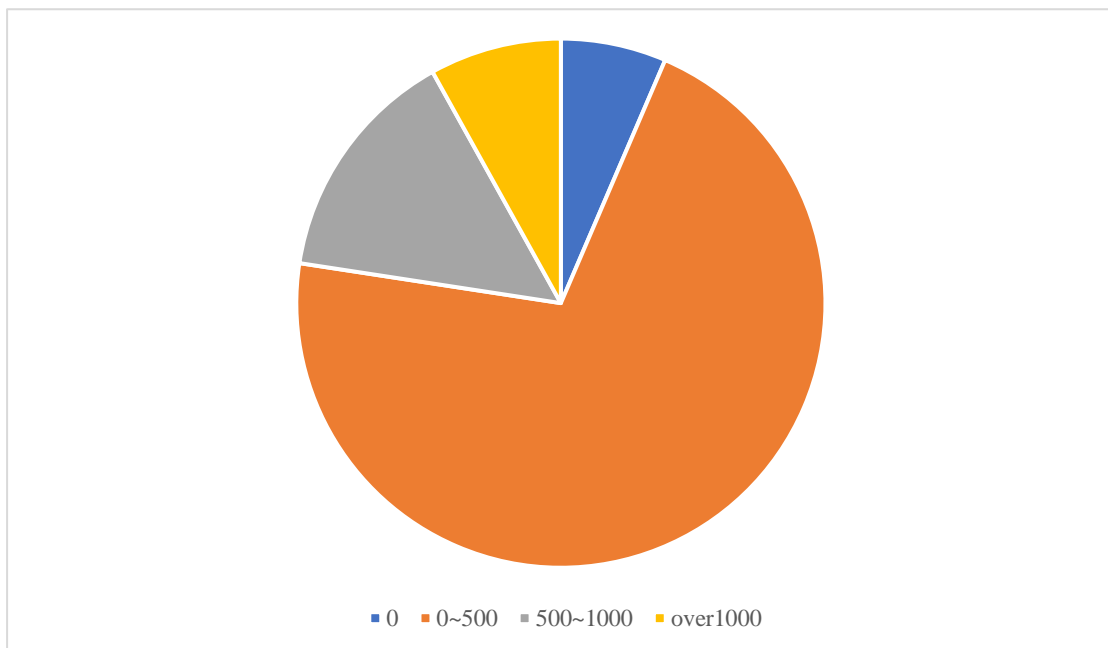


Figure 5: Consumption amount of relevant linkage of the Genshin Impact (cumulative)

For those who have participated in the analysis, it can be found (Figure 6), 60.34% of the group participated in the linkage because of the Genshin Impact game, and 53.45% and 50% of the group were attracted by the linkage prizes (including the physical surroundings and game gift packs) and linkage characters.

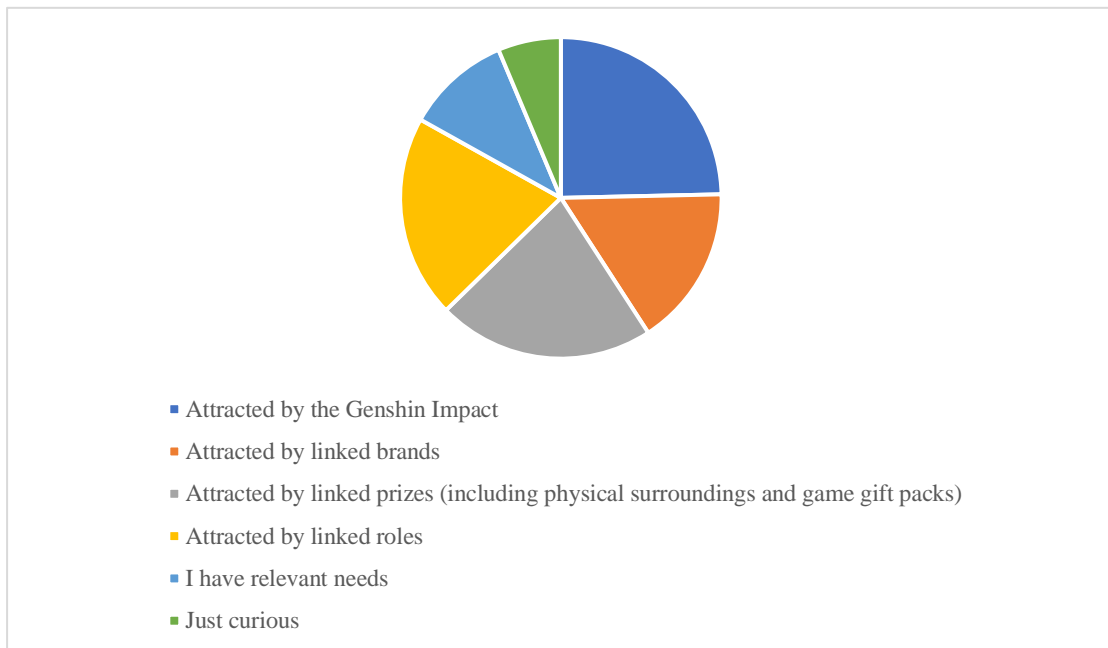


Figure 6: Reasons for participating in the relevant linkage of the Genshin Impact

It can be seen from the analysis of groups that have not participated in the linkage activities of the Genshin Impact (Figure 7), the main reason for not participating is that they are not interested in the linkage brand (56.45%), 45.16% of the people are not interested in the linkage role because they have no time, while 38.71% of the people are not interested in the linkage role, 22.58% of the people think it is too expensive, and the least people are not satisfied with the linkage reward, accounting for 20.97%.

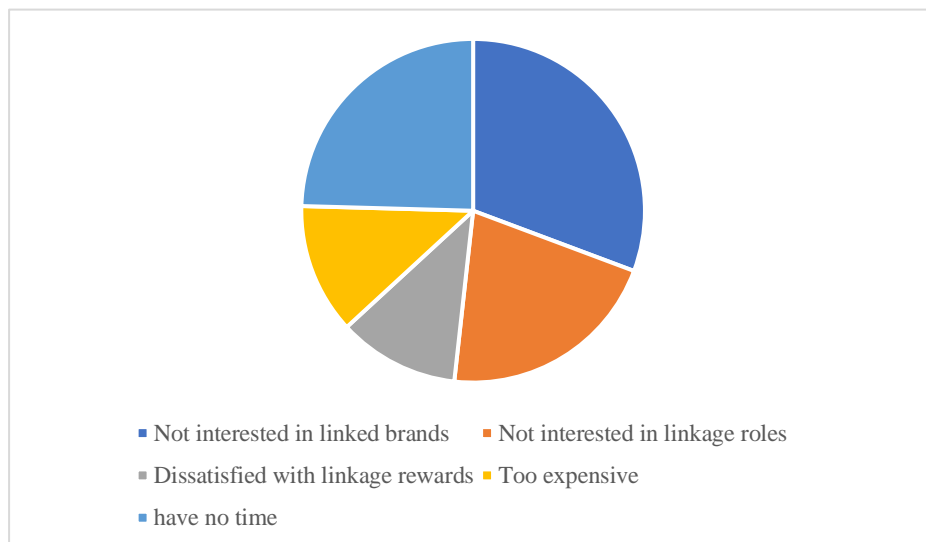


Figure 7: Reasons for not participating in the relevant linkage of the Genshin Impact

For the relevant linkage of the Genshin Impact that people want to participate in in the future (Figure 8), 58.06% of the group said they were willing to carry out joint consumption of catering brands (such as "KFC", "Pizza Hut", "HEYTEA", "LAWSON" and "MENGNIU Dairy" series), the second largest type of linkage is art (such as "Symphony Concert" series), accounting for 27.42%, while digital products (such as "Xiaomi headset" and "Yijia mobile phone" series) and furniture (such as "Nippon" series) have the least attraction to consumer groups, both of which are 11.29%.

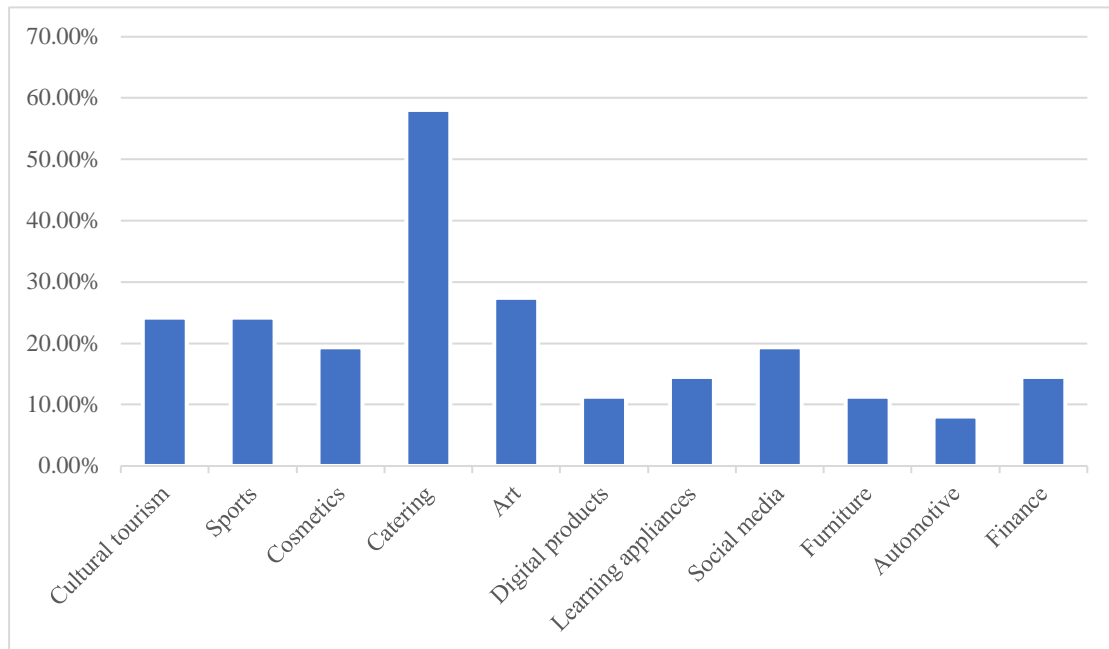


Figure 8: Relevant links of the Genshin Impact that people want to participate in in the future include

4. Discussion

According to the data survey in this paper, it can be found that IP cross-domain marketing stimulates consumers in a variety of ways, and it changes with the attributes of consumers. For the consumers who have participated in "Genshin Impact" IP linkage activities, they will pay attention to the type, price, and rewards of the linked brands. For the group who have not participated in "Genshin Impact" IP linkage activities, the main reason is because of the unattractiveness of the linkage brand as well as the time constraints, and the secondary factor is the price of the goods. In contrast to the results expected in this paper, people's participation in linkage activities is not very enthusiastic, and the type of linkage they participate in is relatively homogeneous. In the following, this paper will analyze the reasons.

First, it is the "Genshin Impact" game company's linkage frequency is too high when linking with other brands, resulting in overexposure. Traditional advertising research has found that there is a non-linear relationship between brand exposure and communication effect, when brand exposure is low, the communication effect of information grows with the increase of brand exposure, but when brand exposure is high, the communication effect of information decreases with the increase of brand exposure [10]. Such behavior of the game company has caused aesthetic fatigue among consumers, making them less sensitive to the linkage activities with the brand and no longer so keen to follow it, which in turn affects the effect of "Genshin Impact" when it is linked with other brands. Secondly, "Genshin Impact" game company's over-commercialization, Genshin Impact's certain linkage activities are detached from the game itself, the activities are carried out without any creativity and

novelty, and it is just purely co-branding, which is more like selling trademarks to gain profits. For example, "Genshin Impact" and China Merchants Bank's bank card linkage activities, just the game's character image printed on the bank card, such an unoriginal linkage behavior obviously cannot attract the interest of consumers. In addition, the threshold for participation in the linkage activities was too high. The threshold for participation in the few linkage programs of "Genshin Impact" was too high, making it impossible for consumers to participate in the activities. For example, in the case of the co-branding activity with Cadillac cars, this paper argues that almost no consumers are willing to spend hundreds of thousands of dollars to buy a car to participate in a game's co-branding activity.

For this situation, this paper has the following suggestions here. First, game companies should cut down the number of co-branding campaigns and reduce the frequency of co-branding campaigns to minimize their exposure to consumers. Perhaps a lower frequency of co-branding activities can play a better role in attracting consumers and increase user stickiness. Secondly, "Genshin Impact" and the linking parties should take each linking activity more seriously, and make the form and content of the activity more innovative, rather than simply using the game's image to make profits. Thirdly, "Genshin Impact" should seriously consider the target of the linkage, not just for the sake of gimmicks, but also to think about whether consumers will buy the linkage, and whether consumers will be able to participate in the linkage. To make the linkage object more personal, more close to the lives of consumers. Fourthly, the linkage products should be reasonably priced, even though the linkage products often have the attribute of "premium", but the thin profit and more sales are more popular among consumers.

Of course, in this paper, the authors have not been able to comprehensively survey consumers in more regions, and most of the survey respondents in this paper are limited to China, and the authors have not been able to investigate the views of consumers in other countries, which may lead to data bias due to the differences in the number and scale of linkage activities in different regions. However, this paper provides a novel perspective on cross-domain marketing research, and other scholars can try to collect data and conduct surveys in more countries or regions to address the issues in this paper.

5. Conclusions

In summary, this paper finds that IP cross-domain marketing stimulates consumers in a variety of ways, and that these stimuli vary with the attributes of consumers. Consumers who have participated in "Genshin Impact" IP campaigns pay attention to the type, price and rewards of the brands involved. Consumers who have not participated in the "Genshin Impact" IP campaign are mainly concerned with the lack of attractiveness of the brand and time constraints, followed by the price of the product. In response to the problems identified in the analysis, this paper gives the following suggestions to the company of "Genshin Impact": firstly, it should reduce the number and frequency of co-branding activities, which will help to attract consumers and increase the stickiness of users. Secondly, "Genshin Impact" and its co-branding partners should treat each co-branding activity more carefully and make the activities more interesting in terms of form and content, rather than relying on the game's image alone to earn profits. Thirdly, "Genshin Impact" should carefully consider the marketing activities and make them more personal and close to their lives. Fourth, the linked products should be priced reasonably, even though they are sometimes characterized by "premium" prices, low prices are more attractive to consumers.

This paper fills the gap that no scholars have studied the IP cross-domain linkage related to consumer stimulation points, and provides some reference and help for other scholars' future research in this perspective, as well as providing some inspiration for "Genshin Impact" and other game companies to carry out IP linkage activities in the future. However, it is undeniable that the sample size of the questionnaire in this paper is not rich enough, and the target of the survey is not wide enough, and the significance represented behind it needs to be further supported and explored. In the

future, researchers will continue to expand the scope of the questionnaire survey and collect as much data as possible.

Authors Contribution

All the authors contributed equally and their names were listed alphabetical order.

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