Vol.6 Iss.4 2025 Economics & Management Review
https://doi.org/10.37420/j.emr.2025.038

The impact of Pop mart's digital marketing and product innovation on interest-based e-commerce——take Pop mart as an example

Yunan Li*
School of Economics and Finance, Huaqiao University
***Corresponding author, Email: xiaoxxiiaaoo_1205@qq.com**

Abstract:
This article, based on the high-quality development of the digital economy, focuses on the business situation of Pop Mart,and explores the influence mechanism of digital marketing and product innovation on interest e-commerce. It conducts an empirical analysis using specific IP cases from Pop Mart and concludes the interest e-commerce model of Pop Mart. The research finds that digital marketing enhances the traffic conversion efficiency of interest e-commerce through launch precisely, scenario-based content, and private domain community management; product innovation meets the content supply of interest e-commerce by establishing an IP system, innovating product forms, and introducing emotional value. The practice of Pop Mart indicates that the synergy of digital marketing and product innovation has constructed an interest e-commerce model of content - interest - e-commerce. Finally, this article proposes strategies such as building a composite marketing model of digital marketing and interest e-commerce, strengthening product innovation and quality control management, and optimizing the integration of online and offline resources, to provide references for enterprises' layout in the interest e-commerce field.

Keywords:
Digital marketing; Product innovation; Interest-based e-commerce; Emotional value

The vigorous evolution of the digital economy has reshaped the economic structure at a macro level, and has also profoundly transformed the operational logic of enterprises and the behavior patterns of consumers at a micro level. In this background, interest-based e-commerce, as an emerging business model driven by content and linked by algorithms, has emerged. The rise of this model marks an important shift in the e-commerce industry from efficiency to enhancing user experience and emotional connection.

1 Research background

In recent years, China's digital economy has entered a stage of high-quality development. The proportion of the digital economy has been continuously increasing. According to the 2024 "Digital China Development Report" released by the National Data Bureau, the core industries of the digital economy have steadily risen, accounting for 10% of the country's GDP. This indicates that China's digital economy has become an indispensable part of the national economic system. At this time when the digital economy is booming, interest-based e-commerce, as a new e-commerce model, has entered people's view. It has restructured the traditional e-commerce model of "people seeking goods", relying on content and precise placement to match

© 2025 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

users' preferences, exploring consumers' potential needs, and achieving the connection between enterprises and users. As shown in the figure, the scale of digital marketing in China and the retail sales of e-commerce have steadily increased. This is a recognition of past economic development and also shows that digital marketing and e-commerce promote each other and grow collaboratively. On this basis, many enterprises have also attempted to transform from traditional marketing models. Through platforms such as TikTok and Rednote, they have built interest-based e-commerce models, using big data algorithms to target specific groups and promote, achieving revenue growth for enterprises.

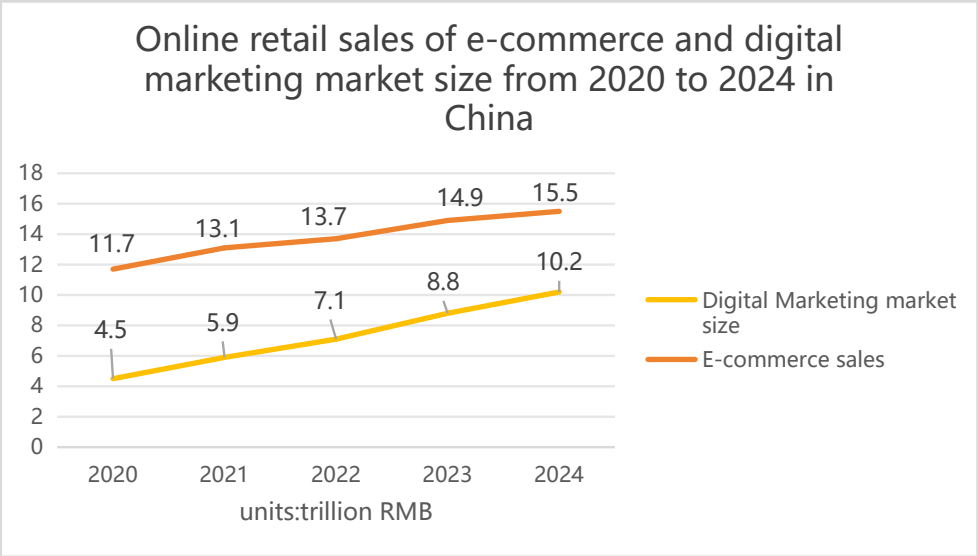


Figure 1: Online retail sales of e-commerce and digital marketing market size from 2020 to 2024 in China

Data source: Annual data from the National Bureau of Statistics

The economic growth rate in our country has slowed down, and the competition among enterprises has also increased. The survival pressure of enterprises has also grown along with market changes. Product innovation, as a core element of enterprise development, has become an effective means to enhance the competitiveness of enterprises and brands. Moreover, with the gradual increase in the number of Chinese internet user and the continuous improvement of internet penetration rate, a complex digital social system has been constructed based on a large number of internet user in China. People share their daily lives on social media and spontaneously engage in self-media creation, breaking through the physical limitations of making friends and promoting the development of digital economy. In conclusion, the huge number of internet user in China has driven the prosperity of digital social interaction, making interpersonal communication more profound. The prosperity of digital social interaction further promotes the development of the digital economy. People spend more time online for activities compared to before, expanding the development space for digital marketing, and providing more opportunities for enterprises to conduct digital marketing. This article will take Pop Mart Company as an example to study the impact mechanism of digital marketing and product innovation on interest-based e-commerce.

© 2025 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

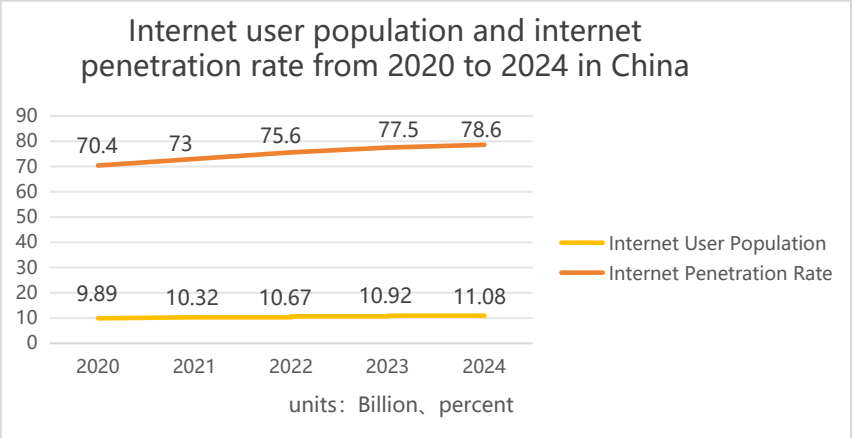


Figure 2: Internet User Population and Internet Penetration Rate from 2020 to 2024 in China

Data Source: "Statistical Report on the Development of China's Internet"

2 Review and prospect of the document

With the development of the digital economy, the significance of digital marketing and product innovation in the development of enterprises is self-evident. The former uses digital channels to market products and services, while the latter injects vitality into the enterprise and enhances the competitiveness of the industry. Interest-based e-commerce relies on big data and content to match consumers' interests with products, thereby releasing consumption potential. This chapter analyzes and summarizes the concepts, contents and research status of the fields such as digital marketing, interest-based e-commerce, emotional value and product innovation by reviewing the literature in these areas.

2.1 Document research on digital marketing

Regarding digital marketing, many scholars have expressed their opinions. Giuseppe La Ragione (2025) emphasizes that a company's digital marketing strategy should adapt to digital channels in order to better understand consumer needs. Shengnan Gao (2025) states that digital marketing effectively enhances productivity, consumer satisfaction, and can attract new users. Quang Linh Huynh (2025) suggests that enterprises can use digital marketing not only as a promotional tool but also as a development strategy. Ling Wang (2025) indicates that the extensive use of brand content, including brand roles, is attractive to young groups and may influence their consumption behavior. Maria Alice Moreira Trindade (2025) argues that digital marketing solutions are an entry point for established companies to implement comprehensive technologies and can also ensure that technology is adopted at a reasonable pace and adapted to business changes. Weina Ma (2025) uses panel data and various empirical methods to analyze the direct impact of digital marketing on sales, concluding that digital marketing significantly improves product sales performance. Xingping Jia (2025) enhances the brand competitiveness of enterprises by strengthening internal capabilities through digital marketing. Xi Yao (2013) explores the essence of digital marketing from its formation background, arguing that digital marketing is an activity based on digital technology that uses digital communication channels to market products and services, integrating marketing and communication. Lan Li (2024) starts from the advantages of dig-

© 2025 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

ital marketing and believes that compared to traditional marketing, digital marketing combines product content with communication channels, precisely identifying and reaching users, breaking through time and space limitations and maintaining high efficiency, and can also be adjusted and regulated through quantifiable data for feedback and adjustment. Huabei Cheng (2024) from the perspective of the value of digital marketing, by comparing traditional marketing and digital marketing, indicates that digital marketing is an indispensable component of an enterprise's marketing strategy. Tongqian Xu (2023) based on the changes in digital marketing research from 1996 to 2022, argues that each update and development of digital technology will promote the research of digital marketing into a new stage. Hong Shen (2013) indicates the three forms of digital marketing communication, studying the communication power of digital marketing under the trinity of research. Jiammei Wang (2022) indicates the transformation dilemma of digital marketing, pointing out the new paths of digital marketing in the new media ecosystem. Yonggui Wang (2023) analyzes digital marketing-related literature using the ADO framework and TCCM framework, revealing the deficiencies in eight aspects such as privacy, algorithms, and blockchain in digital marketing, providing a reference for subsequent theoretical research.

2.2 Document research on interest-based e-commerce

The high interest of consumers has a significant impact on the rapid development of e-commerce. Lala Babayeva (2023). Jinxin Ge (2025) conducted a study on e-commerce companies from 2014 to 2024 and found that effective marketing investment significantly increased their market value, and marketing had a more obvious effect on large companies. Xin-Jean Lim (2025) discovered that consumers' trust in live-streaming e-commerce platforms promotes their purchasing trends. Yongjie Yan (2025) found that if the reasons for consumers' purchases are not distinguished, it may lead to ineffective marketing or even counterproductive results. Sang Dol Kim (2025) studied the influence of psychological and background factors on e-commerce behavior and pointed out that extroverted people, high-income people, young consumers, etc. are more likely to engage in e-commerce consumption behavior. Miaoling Liu (2025) found that consumers' emotions play a mediating role in impulsive shopping behavior. Xiaojing Feng (2025) in e-commerce live-streaming, live-streaming has a higher product return rate than recorded streaming, and its effect increases with the increase of social interaction in the live-streaming. Si Xie (2025) the longer the continuous display time of products in the e-commerce live-streaming room, the higher the product revenue. Shenlun Wu (2024) interest e-commerce uses creators and live-streaming production content through algorithm streaming to users who are suitable for them, enabling merchants to reach users and stimulate their potential consumption demands, achieving the goal of converting traffic into consumption power. Wenjun Gao (2023) interest e-commerce centers around the matching of products with consumers' interests, releasing consumption potential through big data recommendations, and being characterized by entertainment and sociality to attract user interest. Xiaoguang Fan (2025) studies the all-domain interest e-commerce model under the context of the book publishing industry, and explores the innovative marketing and transformation of the industry through the interest e-commerce model. Wenqiao Liu (2025) interest e-commerce faces similar problems to traditional e-commerce, including single content, head effect, etc., and proposes the use of differentiated marketing strategies in interest e-commerce activities. Lin Ji (2022) interest e-commerce improves the pattern of leading merchants and mid-long tail merchants, providing more opportunities for the latter to monetize their content, which is conducive to the sustainable development of the overall e-commerce ecosystem.

© 2025 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

2.3 Document research on emotional value

The term "emotional value" was proposed by Jeffrey J. Bailey from the University of Idaho in the United States (2001), from the perspectives of both customers and enterprises, indicating that emotional value is the difference between the emotional benefits perceived by customers and the emotional costs. As related research has further advanced, scholars have presented the influence and role of emotional value in society from multiple angles and across various interdisciplinary fields. Yujun Jin (2024) explored emotional value from multiple perspectives such as its connotation and characteristics, generation logic, risks, and guiding strategies, calling on consumers to remain rational when obtaining emotional value. Senlin Liu(2025) discussed the supply of emotional value among young people in digital media, affirming the positive value of emotional value for the youth, which is beneficial for their long-term and stable health. Junji Duan (2024) believed that the supply of emotional value is a key factor for young people to form stable and continuous interpersonal relationships. Jiangfeng Hu (2025) proposed that emotional value forms emotional capital in special fields, and internet celebrities convert their own characteristics into shareable or consumable emotional value. Deyuan Xia (2025) believed that the emotional value brought by the product refers to the value of the product satisfying consumers' emotional needs, their own pleasure, and emotional resonance. Ming Zhu (2025) proposed that emotional value is the core output element of micro-dramas, meeting the diverse emotional needs of viewers and enhancing the role of media in strengthening emotional identification and social connection.

2.4 Document research on product innovation

Hao Xu (2024) studied the optimal decisions of retailers and manufacturers under different circumstances and pointed out that product innovation not only helps enterprises enhance their market competitiveness but also enables social technological progress. Qing He (2025) studied the interaction between product innovation and efficiency in the application of industrial robots, and found that when the level of product innovation is high, the application efficiency will also increase. Xiaolong Wu (2023) regarded AI as the main body of product innovation and studied the mechanism of how humans and AI jointly handle the problem of balancing efficiency and creativity in product innovation, breaking the constraints of product innovation. Chi Zhao (2025) empirically studied the positive effect of product innovation on the improvement of global value chain status, and proposed development strategies to address the "low-end lock-in" dilemma of Chinese manufacturing. Liangru Yu (2024) took the automotive manufacturing industry as the research object, empirically demonstrated that the sharing of strategic knowledge enhances product innovation performance, and pointed out that it helps to improve product innovation efficiency and reduce the cost of enterprises in obtaining external knowledge. Jinfeng Wang (2025) based on the usefulness of online reviews, studied its impact on generating product innovation plans, and through the identification using situational words and other factors, improved the targeting and efficiency of product innovation.

2.5 Research review

The development of economic globalization and the improvement of economic levels have largely met the basic needs of domestic individuals. At the consumption level, emotional needs have become a new goal pursued by many people. When making purchases, people also start to consider the emotional value of products and their non-functional attributes. Taking Pop Mart as an example, it injects emotional value into product

© 2025 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

development, providing consumers with spiritual sustenance and emotional comfort, meeting the emotional needs of the Z Generation in an ever-changing society, and continuously innovating products to inject new vitality into the IP. Finally, it uses digital marketing as the main means for marketing, which acts on the interest e-commerce platform to create the popularity of the Pop Mart brand. Through the above research, it can be concluded that the existing literature has achieved rich research results, but there are still deficiencies in the research. First, the deficiency in research content. This article analyzes and studies from the perspective of definition and influencing factors. The research scope is not comprehensive enough, the research is not in-depth, and no interdisciplinary research analysis has been combined. The research should increase the study of the impact of interest e-commerce on multi-disciplinary fields and the research on how to achieve innovative paths. Second, the deficiency in research methods. This article relies on theoretical analysis of literature, lacks analysis of practical paths and data, and can add experimental design schemes, data analysis, and statistical methods in subsequent research. Third, the existing literature has not fully demonstrated the mechanism path of digital marketing and product innovation in interest e-commerce, nor has it fully studied the mediating role of emotional value in interest e-commerce. Therefore, this study aims to explore the impact of digital marketing and product innovation on interest e-commerce, providing suggestions and new ideas for subsequent research. 3.

3 The impact of Pop mart's digital marketing and product innovation on interest-based e-commerce

As a leading enterprise in the trendy toy industry, Pop Mart's rise is closely related to the deep integration of digital marketing and product innovation. This chapter takes Pop Mart as an example. Firstly, it provides an overview of Pop Mart's development history and marketing achievements. Then, it explores the impact on interest e-commerce from multiple dimensions such as digital marketing and product innovation. Finally, it summarizes Pop Mart's interest e-commerce model, providing empirical evidence for subsequent strategy recommendations.

3.1 Current situation

Pop Mart was established in 2010 and is a trendy toy brand mainly selling trendy toys. In recent years, Pop Mart has developed from domestic to international markets and has become an internationally influential international trendy toy brand.

In terms of stores, the first store of Pop Mart in China opened in Beijing's a Shopping Center. In 2018, after continuous development, its stores basically covered the first and second-tier cities across the country. In 2024, with its commercial expansion, the first store in Xizang opened, marking the coverage of all provincial administrative regions across the country. The first store of Pop Mart abroad opened in South Korea in 2020, and its first store in Canada officially opened in 2021, representing the official opening of its North American market. In 2022,Pop Mart entered 23 overseas countries and regions including South Korea,Japan, the United States, the United Kingdom, and Singapore. As of 2023, Pop Mart has opened over 450 offline stores and over 2300 robot stores in more than 30 countries and regions around the world.

© 2025 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

In terms of products, in 2016, Pop Mart collaborated with designer Wang Xin Ming to launch the first self-owned IP Molly Constellation series of trendy figurines, and in the same year, it launched the "THE MONSTERS" mini box series of the fairy-tale group. In 2018, Pop Mart signed a contract with Disney and launched the first copyright IP trendy toy series, and since then, Pop Mart has continuously carried out IP development. In 2019, it launched the original IP BOBO&COCO series, and in 2020, it launched the second self-owned IP Dimoo Social University series. In 2021, the popular IP LABUBU series had its first national exhibition held in Beijing. As of 2024, Pop Mart has a total of 12 self-owned IP, has collaborated with 25 exclusive IP and 56 non-exclusive IP.

In terms of marketing, in 2018, Pop Mart achieved sales of over 10 million RMB within one hour of the "Double Eleven" event on Tmall, and the sales reached 27.86 million RMB within 24 hours. The sales on the same day of the event in the following year reached 82.12 million RMB. In 2020, Pop Mart's total sales on "Double Eleven" reached 142 million RMB. In 2023, its annual revenue was 6.3 billion RMB, far exceeding other trendy toy brands in China. In 2024, Pop Mart achieved revenue of 13.04 billion RMB, a year-on-year increase of 106.9%. And in the first half of 2025, its revenue reached an astonishing 13.88 billion RMB, with a net profit of approximately 4.7 billion RMB. Pop Mart's market value reached approximately 250 billion Hong Kong dollars in 2025, surpassing Japan's Sanrio. In the same year, a mint-colored first-generation LABUBU was auctioned for 1.08 million RMB.

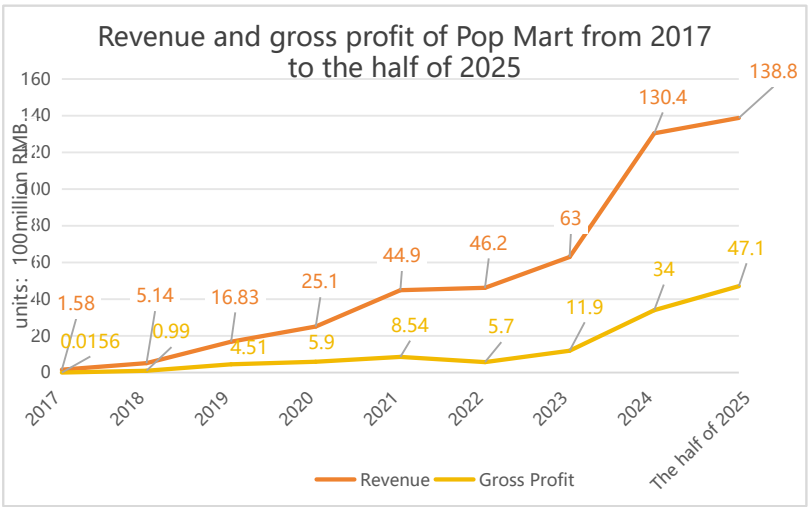


Figure 3 Revenue and Gross Profit of Pop Mart from 2017 to the First Half of 2024

Data Source: Eastmoney.com

In terms of joint participation in activities, in 2021, a donation agreement was signed with China Media University. Together, the two sides established a pop culture design research center to cultivate outstanding industry-oriented talents. In 2022, Pop Mart invested in the Green Grass Mutual Aid Platform to assist college students in mutual assistance. In 2024, Pop Mart participated in the Fourth China International Consumer Goods Expo and became its official IP partner. In 2025, Pop Mart participated in the Third International Art Collaborative Exhibition and opened an independent exhibition hall at the Louvre. In 2025, the Macao Tourism Bureau and Pop Mart jointly launched the cultural tourism project "Wander Through Macao with POP MART". In the same year, Pop Mart held a signing ceremony with China Eastern Airlines and established re-

© 2025 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

gional headquarters globally. In addition, the Beijing Tourism Bureau, the Singapore Tourism Board, and Pop Mart jointly held a series of themed activities in multiple locations in Beijing and Singapore.

3.2 The impact of Pop mart's digital marketing and product innovation on interest-based e-commerce

The previous section outlined the commercial achievements and development of Pop Mart, presenting readers with the process of Pop Mart from its establishment to its current status as an industry leader. This chapter will conduct an analysis from two dimensions: digital marketing and product innovation, to explore the mechanism of its influence on interest e-commerce. First, regarding digital marketing, the author will elaborate on Pop Mart's operations, content marketing, and precise placement, to investigate how Pop Mart addresses common industry problems such as traffic retention and homogeneity in interest e-commerce. Then, in the product innovation aspect, the author focuses on the IP incubation system, IP value system, and product form innovation, to ascertain how Pop Mart continuously supplies content carriers for interest e-commerce through product innovation, and also showcases Pop Mart's strategies of breaking free from IP dependence and insufficient interactivity, and promoting long-term purchases through the IP value system.

3.2.1 The impact of Pop mart's digital marketing on interest-based e-commerce

In terms of operations, KOL (Key Opinion Leader) operation and private domain operation enable Pop Mart to solve the problem of user traffic retention in interest-based e-commerce. Pop Mart uses KOL operation to promote new IPs, and collaborates with authoritative figures in different fields to increase the exposure and user trust of new IP. For example, Pop Mart collaborates with brands in the pop culture field, technology sector, fashion industry, and KOL to promote new IP, achieving "cross-boundary penetration" and attracting the traffic of users from different circles, meeting the demand for traffic in interest-based e-commerce. Secondly, Pop Mart solves the problem of user churn in interest-based e-commerce by using private domain traffic. Its offline stores guide consumers to follow the enterprise WeChat account, and through interest-based e-commerce live streaming rooms, it pushes private domain-exclusive coupons, converting the store's traffic into private domain fans. Moreover, it uses private domain as a medium to conduct user research, promote new IPs, and announce new e-commerce products from time to time, providing feedback to interest-based e-commerce and creating a closed loop of public domain promotion - private domain conversion - e-commerce purchase.

In terms of content marketing, Pop Mart conducts content marketing in interest-based e-commerce, focusing on IP narrative and content scenarios to solve the problem of declining retention rates caused by the homogeneity of content in interest-based e-commerce. Firstly, Pop Mart gives each IP a unique personality and background through IP narrative, such as the "rebellious cuteness" character of LABUBU and the "emotional freedom" concept of CRYBABY. Then, it interprets the background story of the IP through videos, converting the product into high-quality content that can be disseminated, improving the content quality in interest-based e-commerce. Next, Pop Mart breaks through the traditional unpacking model with Scenario-based content, creating high-quality content that combines the IP with life scenarios, such as the combination of DIMOO's space capsule and furniture display, allowing users to feel the use value of the product during purchase, enhancing the attractiveness of the product to users, and thereby increasing the content retention rate in inter-

© 2025 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

est-based e-commerce.

Pop Mart uses precise targeting as a marketing tool, adjusting content based on user data to improve the efficiency of converting content into sales in interest-based e-commerce. Firstly, it adjusts the form of displayed content on different interest-based e-commerce platforms, such as presenting product appearance and content through short videos on TikTok and using images with scene elements through text and images on Rednote. Then, relying on the existing data of the platform, Pop Mart uses precise targeting to lock in high consumption potential or interested users, improving the efficiency of interest-based e-commerce. Moreover, it pushes content based on precise targeting for different situations to promote user consumption and improve the efficiency of converting traffic into sales in interest-based e-commerce.

3.2.2 The impact of Pop mart's product innovation on interest-based e-commerce

Pop mart has established an IP incubation system through IP development, breaking the early reliance on a single IP and addressing the pain point of the discontinuity in content supply for interest-based e-commerce. This effectively alleviates the previous operational risks caused by the concentration of its IP. The core logic lies in basing an industrialized IP incubation process, conducting small-scale trial production and release for new IP first, and then using interest-based e-commerce platforms as feedback channels. Through platform data, it determines the market situation of the IP and dynamically allocates marketing resources to ensure the continuous supply of content for interest-based e-commerce. In response to the different needs of users in interest-based e-commerce, Pop mart gives clear differentiated positioning to the IP, building an IP matrix covering diverse needs. For example, SKULLPANDA positions itself as a designer brand with a style that caters to users aged 26-35, and LABUBU positions itself with a cute and quirky style for the Z Generation. This stratified positioning strategy enables Pop mart's IP matrix to cover different user groups in interest-based e-commerce, expanding the brand's user reach on the platform and enhancing the appeal of the content through user matching, thereby addressing the pain point of insufficient content continuity in interest-based e-commerce.

Pop mart innovates in product form and release mechanisms to meet the requirements of interest-based e-commerce for product dissemination characteristics, providing a transmissible content carrier for interest-based e-commerce and solving the problem of insufficient interactivity of its toy products on the platform. In terms of product form innovation, it takes the limitation of static viewing as the starting point, strengthening the product's scene and functional attributes. For example, DIMOO's space capsule has dual functions of storage and illumination. Its design enables the product to naturally integrate into the user's living environment, stimulating users to actively share their usage experiences on interest-based e-commerce, strengthening the interactive attributes between the product and the user. In terms of release mechanism innovation, Pop mart matches the social attributes of interest-based e-commerce and migrates the traditional blind box opening experience to online live streaming rooms, launching a live-streaming opening - comment interaction model. Users can witness the surprise of the opening process in real time during the live streaming and participate in the interactive lottery activities through the comment section, completing the consumption behavior in social interaction. This enhances users' participation in interest-based e-commerce and provides a transmissible content carrier for interest-based e-commerce through the live streaming process.

© 2025 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

Pop mart builds a complete IP value system in interest-based e-commerce through product innovation, fundamentally promoting users to form long-term purchasing habits. On one hand, Pop mart concrete the emotional value of the IP, reconstruction users' purchasing motivations by targeting users' emotional needs. For example, the "Star man" IP focuses on the core emotion of "healing", using IP products as carriers to provide emotional value to consumers. After the initial purchase, users are satisfied with the emotional needs of the IP; at the same time, based on the user feedback data from interest-based e-commerce, it continuously launches derivative products in different scenarios, further strengthening the emotional connection between the IP and users, promoting consumers to repurchase IP-related products. On the other hand, Pop mart continuously enhances the asset value of the IP through content construction and dissemination, establishing an IP value system, shifting from "consumption" to "collection". In interest-based e-commerce, Pop mart launches IP collection guide series content to analyze the premium rules of secondary market IP products and convey value cognition to users. This not only attracts users who aim for collection but also makes ordinary consumers realize the long-term value of the product, thereby driving users to form stable and long-term consumption behaviors.

3.3 The interest e-commerce model of Pop Mart

The interest e-commerce model of Pop Mart is an operation system based on user interests, driven by digital technology, and linked by content and emotions. It is also a closed loop of content - interest - e-commerce. In simple terms, Pop Mart stimulates user interest through content, triggers consumption based on interest, and then nourishes content and interest by cultivating communities, forming a closed loop and building the IP and content ecosystem of Pop Mart in the interest e-commerce field. The specific model is as follows.

Firstly, Pop Mart builds an interest-triggering mechanism in the interest e-commerce platform through content. It initially attracts users on the interest e-commerce platform by means of content, and establishes an IP system based on the IP own attributes and content scenarios, triggering users' desire to explore. Specifically, each IP has its own attribute personality, background story, and emotional core. For example, LABUBU is portrayed as a "rebellious but kind spirit", and DIMOO has a "exploring unknown planets" sci-fi setting. It conducts content marketing in various forms on the interest e-commerce platform to attract users who are not yet in contact with the product but are attracted by the story, achieving the effect of triggering consumer interest. Secondly, it creates high-quality content that combines IP with life scenarios through content scenarios, such as "DIMOO space capsule night light" and "Molly bedside decoration". It also showcases the usage scenarios of the content. During the browsing process, users not only see the product appearance but can also imagine the scene of it entering their own lives, thereby stimulating their purchase interest. Pop Mart converts the product into high-quality content that can be disseminated through IP attributes and content scenarios, establishing the interest-triggering mechanism. Then, it adopts a continuous high-quality content supply model for the interest e-commerce model, through the industrialized incubation of the IP matrix and the continuous innovation of product forms, avoiding user fatigue.

Secondly, this is the second step in building Pop Mart's interest e-commerce model, using digital means to convert interest into consumption. After being attracted by the content in the interest e-commerce platform, users search for related terms and can directly jump to Pop Mart's live streaming room or related product content, allowing users to experience the tension and anticipation of opening the box from the first-person per-

© 2025 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

spective, stimulating their sensory nerves, and thereby driving them to purchase in the live streaming room or other e-commerce channels. In addition, through big data and precise placement, Pop Mart precisely targets users who are interested but have not purchased, matching them with IP that may evoke emotional resonance, and repeatedly promoting IP content and e-commerce coupons to achieve the key step of interest-to-consumption conversion.

Furthermore, the goal of interest e-commerce is not a single transaction, but to establish a connection with users. Pop Mart builds a community network based on emotions, converting abstract emotional needs into concrete IP images, promoting the consumer group to transform into an emotional community. For example, the "Star People" series advocates "companionship", resonating with the lonely urban youth's emotions, enabling users to obtain not only the product but also emotional resonance and spiritual comfort during the purchase process. After they resonate emotionally, they unconsciously gather with users who share the same feelings, thus forming an emotional community. Pop Mart continuously operates the user and product connection through private domain communities, such as users sharing collection experiences in WeChat fan groups and participating in IP co-creation discussions in Red Card topics. The formation of such communities prompts a strong sense of belonging and identity among consumers, and also encourages them to spontaneously become the brand's communication nodes, producing UGC content on the interest e-commerce platform and attracting new users into the interest loop.

Finally, Pop Mart's interest e-commerce model is the product of the deep integration of digital marketing and product innovation. Firstly, it triggers interest through the IP system and scenario-based content. Then, it precisely delivers and matches digital-driven content with users, promoting the conversion of traffic into consumption. Moreover, through product innovation, it ensures the continuous supply of content for interest-based e-commerce. Finally, it drives users to produce UGC content through private domain communities, achieving an interest cycle and forming the interest-based e-commerce model of Pop Mart.

4 Strategies and Countermeasures

Based on the in-depth analysis of the Pop mart case in the previous section, this chapter will propose feasible strategies for optimizing the application of digital marketing and product innovation in interest-based e-commerce. Currently, although interest-based e-commerce can trigger user interest, it faces challenges such as content homogeneity, difficulty in user retention, and the sustainability of IP value. This chapter presents strategies and countermeasures from three dimensions. First, it proposes a combined model of digital marketing and interest-based e-commerce to enhance the efficiency of traffic conversion and reduce the marketing costs of the brand. Second, it empowers interest-based e-commerce with product innovation to strengthen content supply and user trust. Third, it integrates online and offline resources. These strategies not only address the existing problems of Pop mart but also provide reference for similar enterprises.

4.1 Build a combined marketing model that integrates digital marketing and interest-based e-commerce

By leveraging technologies such as precise digital marketing placement and the big data recommendation mechanism of interest-based e-commerce, a marketing model is formed where interest-based e-commerce

© 2025 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

stimulates interest and digital marketing promotes and generates profits. Digital marketing involves using digital technologies and platforms to promote products or services to customers, while interest-based e-commerce, as an innovative model of e-commerce, uses big data and artificial intelligence technologies to stimulate consumers' latent shopping interests. Although their definitions and purposes are different, they are complementary to each other. Interest-based e-commerce is more in line with the current popular situation of short videos and social media, while digital marketing supplements interest-based e-commerce with stronger profitability, enabling consumers to be stimulated by interest-based e-commerce to complete consumption behaviors.

Specifically, enterprises can, based on the portrait depiction function of interest-based e-commerce platforms, select the target group, and through digital marketing tools (TikTok advertisements, Rednote promotion), push customized content to the target group. Through the interaction between content and interests, a combined effect of stimulating users' interest and precisely reaching users is formed, improving the marketing efficiency for users. This model not only expands brand awareness and influence, but also reduces marketing costs for the brand, avoiding excessive marketing costs, and enabling revenue growth for the enterprise.

In addition, enterprises can also build a marketing closed loop based on interest-based e-commerce content as the trigger, and with digital marketing for repeat purchases: attract users through interest-based e-commerce, guide purchases through digital marketing tools, and promote brand traffic monetization. They can also repeatedly make precise placements and video recommendations to consumers to ensure the reach of the marketing model, and build a meticulous marketing model. For example, after browsing on an interest-based e-commerce platform, information about brand products can be repeatedly pushed through digital marketing tools to strengthen users' memory of the products.

4.2 Strengthen quality control management and empower interest-based e-commerce through product innovation

For product innovation itself, it is the core competitiveness of the brand and the hallmark that distinguishes it from other brands. The stronger the intensity of product innovation, the greater the assistance it receives in the interest-based e-commerce. Users often first experience the innovation of the product and its novelty through the recommendation mechanism of interest-based e-commerce. The more creative the product is, the more it can attract users' attention and the time spent on the page, making the product be further recommended to more users, forming a positive recommendation mechanism that empowers interest-based e-commerce through product innovation.

In terms of the direction of innovation, brands can develop from two angles: IP cross-border innovation and product form innovation. The former can be linked with popular IP, leveraging the traffic foundation of popular IP for cross-border innovation to increase the exposure of the IP. The latter can innovate the product by combining it with other scenarios, such as integrating blind boxes with stationery and daily necessities, expanding the application scenarios of the product and enhancing the recommendation effect and coverage of interest-based e-commerce.

Strengthening product quality control requires brands to optimize processes and implement effective supervision and inspection of contract manufacturers to ensure stable production and help the brand build consumer trust. First, establish a good management system for production factories, using the qualified rate and pro-

© 2025 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

duction efficiency of the factories as the measurement criteria. Core IP products of the brand can be selected from excellent factories with high qualified rates and production efficiency to ensure supply of raw materials. At the same time, irregular surprise inspections are conducted every quarter to check product quality and the standardization of production processes. Second, build a product traceability system, generate serial numbers for each product, so that consumers can clearly understand the production time, factory, quality inspectors, etc. If there is a quality issue, it can be quickly traced.

On the basis of ensuring product quality, the process and results of product innovation should be promoted through social platforms to shorten the distance between product innovation and users, allowing consumers to intuitively feel the innovation of the product and the background behind it, and then feel the cultural connotation of the brand, which is conducive to consumers' identification with the brand. For example, weekly publicity on official media can include IP inspiration, the story behind product innovation, and collaboration with users, highlighting the cultural connotation of the brand, and also allowing users to feel a sense of participation.

4.3 Integrate online and offline resources, strengthen the operation and cooperation promotion of the brand and social platforms

To address the issue of mismatch between online and offline resources of Pop Mart, it is necessary to integrate the supply sources, ensure unified supply for both online and offline, and rectify the situation of scalpers' bulk purchases to prevent market disruption and price hikes. In terms of resource integration, establish regional distribution centers in specific areas to supply sales in economically prosperous areas; establish a central warehouse nationwide to transfer goods when the supply from regional distribution centers is insufficient, ensuring adequate supply. Additionally, build an online inventory management system to manage inventory in stores and warehouses. At the same time, implement uniform pricing and activities for both online and offline to prevent the loss of customer traffic in offline stores during online promotions. In terms of rectifying scalpers' activities, implement real-name purchase system, limit purchase quantities, and ban scalper accounts through big data.

Furthermore, utilize the foot traffic from offline areas to drive traffic to the e-commerce platform. Integrate digital resources through group buying, mini-program buying, and connect the offline stores with the online platform to integrate brand marketing and purchasing. For example, set up dedicated areas for attracting customers in offline stores, allowing customers to enter the mini-program through QR code scanning for online purchases, or provide pick-up services at the offline stores for online purchases, enabling the circulation of online and offline traffic resources. At the same time, promote brand operations and cooperation promotion on social media, and the regular updates of official media help consumers understand and deeply appreciate the brand. The cooperation promotion between the brand and social platforms constitutes the recommendation and stimulation mechanism for interest-based e-commerce, and utilizes social platforms to convey product information. For instance, increase the frequency and quality of the brand's posts on social media and improve the quality of interest-based e-commerce content. The brand should adapt to the online trend and promptly change strategies to enhance its ability to respond to market and public opinion changes. While ensuring profits, adjust the brand's development strategy, avoid relying excessively on past successful cases, and integrate existing resources to layout digital platforms.

© 2025 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

5 Conclusion and Outlook

Through an in-depth analysis of the Pop mart case, this study has expounded the influence mechanism of digital marketing and product innovation on interest e-commerce. From the precise reach of digital marketing and the contextualization of content, to the IP value construction and incubation system of product innovation, it demonstrates the impact on interest e-commerce. Based on the analysis and discussion of the entire text, the author will summarize five main conclusions, including the relationships among digital marketing, product innovation, and interest e-commerce. Secondly, it will explore the implications for enterprises related to interest e-commerce. Finally, the author will objectively point out the limitations of this study and look forward to possible future research directions, expecting the further development of the research.

5.1 Conclusion

First, there is a mutually reinforcing and promoting synergy between digital marketing and interest-based e-commerce. Digital marketing, through precise targeting and content contextualization, addresses the pain points of traffic conversion and user retention in interest-based e-commerce. Digital marketing, with its purposefulness and profitability in precise targeting and multi-channel reach, supplements the deficiencies of interest-based e-commerce in the consumption conversion path. Interest-based e-commerce also provides a carrier for digital marketing, avoiding the rigid advertising push of digital marketing. The two, digital marketing and interest-based e-commerce, support each other in a two-way manner, forming a superposition effect that triggers user interest and precisely reaches users, achieving an interest-activation-purchase marketing loop.

Second, product innovation is the content foundation of interest-based e-commerce□ forming the content supply source and content carrier for user interaction in interest-based e-commerce, and also determining the enabling effect of the recommendation mechanism in interest-based e-commerce. Interest-based e-commerce platforms will prioritize recommending product content with strong user interaction and high retention, and the more creative the product, the more it can attract users' attention and page stay time, enabling the product to be further recommended to more users, forming a positive recommendation mechanism that empowers interest-based e-commerce.

Third, digital marketing and interest-based e-commerce have a collaborative path for value assignment and sales conversion. This path can be fully demonstrated in the incubation of Pop Mart IP. Specifically, first, through digital marketing, the IP products gain popularity, driving related topics to trigger consumer discussions and thereby endowing social attributes, and then through the content-driven approach of interest-based e-commerce, the popularity of the products is transformed into consumer interest, inspiring consumers' shopping needs, achieving a cycle of popularity-interest-sales.

Fourth, emotional value serves as a bond connecting users and the brand. The brand forms emotional resonance with users through the personality attribute and emotional embodiment of the IP, converting functional needs in consumption behavior into emotional needs and resonance, enhancing the brand's competitiveness and promoting consumers to make multiple purchases.

Fifth, the interest-based e-commerce model is supported by the joint efforts of digital marketing and product innovation. Product innovation guarantees the continuous supply of content for interest-based e-commerce,

© 2025 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

while digital marketing optimizes the reach efficiency of the content. The deep integration of the two builds the interest-based e-commerce model.

5.2 Inspiration for other firm

Matt's case demonstrates that the synergy between digital marketing and product innovation is the key to the success of the interest e-commerce model. For other enterprises, they need to restructure their operational logic at the strategic level, not relying on the traditional shelf thinking, but shifting to content narrative. They should transform the products into communicable emotional carriers and utilize big data to analyze user behaviors, then dynamically adjust the content format.

Enterprises should adjust their strategies in response to market changes. Firstly, enterprises should regularly monitor online media and promptly adjust their IP strategies or marketing priorities to ensure that their development strategies do not conflict with the online trend, and reduce the occurrence of public opinion issues. Secondly, enterprises should plan periodic development plans and not be constrained by short-term profits.

Enterprises should develop online and offline in a coordinated manner, through online network activities and offline physical activities, to promote the development of the entire domain. Enterprises can enhance user experience through offline stores, guiding users to consume on the platform during the experience process. The online platform can also attract offline customers through activities, forming a traffic circulation.

5.3 Outlook

Although this article discusses the influence of digital marketing and product innovation on interest-based e-commerce, provides relevant insights, and offers three valuable countermeasures for related issues, it also has certain limitations. Firstly, the literature review and theoretical research in this article are based on existing research results, which cannot fully reflect the relationships between digital marketing and interest-based e-commerce, as well as between product innovation and interest-based e-commerce. As the research progresses, further discussion and research are needed. Secondly, the research object of this article is Pop Mart, which cannot fully represent all brands and enterprises, nor does it analyze the influence of factors such as consumption upgrading and consumption behavior. Moreover, this study is mainly based on the data and literature sources and cannot represent the complex system in interest-based e-commerce in reality.

For the future, several aspects need to be considered: Firstly, brands need to establish a marketing model that combines digital marketing and interest-based e-commerce. Based on the user profiling function of interest-based e-commerce platforms, target users can be marked, and customized content can be pushed to users through digital marketing tools to generate a cumulative effect of stimulating users' interest and precisely reaching users. Secondly, brands should strengthen product quality control, integrate existing brand resources, implement effective supervision and inspection of contract manufacturers, and enhance product innovation to form a positive recommendation mechanism that empowers interest-based e-commerce with product innovation. Finally, subsequent research can be conducted on the specific mechanisms and paths of the influence of digital marketing and product innovation on interest-based e-commerce, or study the mediating role of emotional value in interest-based e-commerce, providing rich theoretical foundations for the development of interest-based e-commerce.

© 2025 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

Reference

[1]Lala Babayeva.(2023).Taxation of E-commerce:Global and National Trends.Belt and Road Initiative Tax Journal,4(02),113-119.

[2]Si Xie,Siddhartha Sharma & Amit Mehra.(2025).Designing E-commerce Livestreams: How Product Presentation Duration Affects Sales?.Production and Operations Management,34(12),4079-4096.

[3]Xiaojing Feng,Ying Rong,Xin Tian,Mengmeng Wang & Yuliang Yao.(2025).When Persuasion Is Too Persuasive: An Empirical Analysis of Product Returns in Livestream e-Commerce.Production and Operations Management,34(12),3978-3997.

[4]Miaoling Liu,Xiao Chen,Bingcheng Yang & Yuan Gao.(2025).The role of social presence in impulsive buying during live streaming E-commerce: exploring the mechanisms of customer inspiration and positive emotion..BMC psychology,

[5]Sang Dol Kim.(2025).Associations Between Extraversion–Introversion Characteristics and E-Commerce Behavior: Implications for Sustainable Consumer Practices.Sustainability,17(21),9818-9818.

[6]Yongjie Yan & Hui Xie.(2025).From clicks to context: A heterogeneous graph framework for diagnosing consumer shopping goals and personalizing retail strategy.Electronic Commerce Research and Applications,74,101557-101557.

[7]Xin-Jean Lim,Jun-Hwa Cheah & Nisreen Ameen.(2025).Exploring the Mechanisms of Live Streaming Technology and Impulse Buying Tendencies: Do Zero Moments of Truth Value, Trust, and Emotional Engagement Matter?.Journal of the Association for Information Systems,26(6),1737-1766.

[8]Jinxin Ge,Mingsheng Wu & Wei Fan.(2025).Marketing investment, financing constraints, and e-commerce firm value.Finance Research Letters,85(PC),108062-108062.

[9]Giuseppe La Ragione & Marcello Risitano.(2026).Rethinking consumer behaviour in a green digital marketing landscape.Journal of Business Research,202,115755-115755.

[10]Shengnan Gao.(2025).Digital marketing tools and digital transformation capability as a factor in enhancing business performance in China and Kazakhstan.Scientific Reports,15(1),36929-36929.

[11]Quang Linh Huynh & Van Kha Nguyen.(2025).Stakeholder Engagement in Digital Marketing and Environmental Management.Sustainability,17(20),9157-9157.

[12]Lin Wang,Navoda Nirmani Liyana Pathirana,Florentine Martino,Jia Ying Wu,Mengshan Ren & Kathryn Backholer.(2025).The digital marketing by big bubble tea brand in China in 2023: A content analysis..Public health nutrition,28(1),1-20.

[13]Maria Alice Moreira Trindade & Pietro De Giovanni.(2025).Craftsmen and digital transformation: Business strategies and contracts in a post-Covid world.Journal of Engineering and Technology Management,78,101917-101917.

[14]Weina Ma & See Chen Yong.(2025).Impact of digital marketing stimuli on product sales in platform enterprises: Moderating and heterogeneity effects of consumer attention.Finance Research Letters,86(PB),108473-108473.

[15]Xingping Jia.(2025).Digital marketing and brand competitiveness: The mediating role of marketing capability and operational capability.Journal of Retailing and Consumer Services,87,104429-104429.

[16] Liu Wenqiao & Hu Shurong. (2025). The Influence of Consumption Privilege on Consumer Participation Behavior in Interest E-commerce Live Streaming—Analysis Based on Scenario Simulation Method. Journal

© 2025 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

of Commercial Economics, (17), 81-84.
[17] Zhu Ming. (2025). Spatiotemporal Turn, Emotional Translation, and New-Quality Transformation: Observations on the Practical Logic of Online Micro-Dramas. Shanghai Culture, (08), 65-74.
[18] Hu Jiangfeng. (2025). Technological Iteration, Emotional Capital, and Algorithmic Myth: A Multidimensional Perspective on China's Internet Celebrity Culture. China Literature and Art Criticism, (07), 21-33+119-120.
[19] Liu Senlin & Jiang Yilu. (2025). Analysis of New Practices in Youth Emotional Value Provision under Digital Media. Youth Studies, (04), 91-101.
[20] Xia Deyuan. (2025). Symbolic Capital and the Cultural Penetration of Emotional Value—New Opportunities for the International Communication of Chinese Trendy Toy Culture from the Global Sales of Labubu. Journalism Lover, (10), 28-33.
[21] He Qing, Chen Dongyao, & Liu Erzhuo. (2025). Industrial Robots and New Quality Productivity: Efficiency Improvement or Product Innovation. Study and Practice, (05), 54-66.
[22] Wang Jinfeng, Chen Ning, Feng Yicheng, Zhang Ke, & Wu Xuan. (2025). Research on Product Innovation Solution Generation Based on Online Review Helpfulness from the Perspective of Scenario Analysis. Digital Library Forum, 21(02), 23-34.
[23] Fan Xiaoguang & Jiang Shuai. (2025). Scenario Flow and Consumption Reconstruction: Marketing Empowerment and Breakthrough Paths for the Book Publishing Industry under the Background of Omni-Channel Interest E-commerce. Publishing Research, (02), 62-69.
[24] Zhao Chi, Tao Jiayi, Yang Jianqiang, & Ji Nannan. (2025). Innovation-Driven Upgrading of China's Manufacturing Industry in the Global Value Chain under the New Development Paradigm. Science Research Management, 46(06), 44-53.
[25] Chen Huabei. (2024). Strategy and Practice of Digital Marketing Management. Journal of Shanxi University of Finance and Economics, 46(S2), 167-169.
[26] Yu Liangru & Yu Bo. (2024). Research on the Impact of Strategic Knowledge Disclosure on Product Innovation Performance. Science Research Management, 45(10), 121-131.
[27] Jin Yujun & He Panwen. (2024). Emotional Value: A New Dimension of Contemporary Youth's Value Orientation. Ideological & Theoretical Education, (10), 106-111.
[28] Xu Hao, Chen Liuxin, Yang Jianchao, & Ma Lijun. (2024). Research on Supply Chain Product Innovation Cost-Sharing Mechanism and Government Subsidy Mechanism Based on Dynamic Differential Game. Operations Research and Management Science, 33(09), 42-48.
[29] Duan Junji. (2024). Emotional Value and Social Connection: The Relational Landscape of Youth Interaction. China Youth Study, (09), 31-38.
[30] Li Lan & Sun Jinming. (2024). Digital Marketing Communication: A New Breakthrough in the Integrated Transformation of Mainstream Media. China Radio & TV Academic Journal, (03), 42-46.
[31] Wu Shenlun. (2024). From Content-Driven Demand to Ecosystem Reconstruction: A Study on the Logic of Interest E-commerce Model Empowering Online Book Retailing. Publishing Research, (02), 45-53.
[32] Gao Wenjun & Zhu Di. (2023). Research on the Mechanism of Interest E-commerce New Business Format Promoting Consumption: A Case Study of Domestic Product Consumption. New Horizons, (05), 83-90.
[33] Xu Tongqian & Jia Mengke. (2023). Technology and Evolution: The Research Landscape of Digital Marketing—A Longitudinal Analysis of Digital Marketing Research from 1996 to 2022. Journalism & Com-

© 2025 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)

munication Review, 76(05), 115-128.
[34] Wang Yonggui, Zhang Erwei, & Zhang Siqi. (2023). An Integrative Framework and Future Prospects for Digital Marketing Research—Research Based on TCCM and ADO Frameworks. Journal of Business Economics, (07), 5-27.
[35] Wu Xiaolong, Xiao Jinghua, & Wu Ji. (2023). When Creativity Meets Intelligence: A Case Study of Human-AI Collaborative Product Innovation. Management World, 39(05), 112-126+144+127.
[36] Wang Jiamei & Wu Xiaoyu. (2022). Value Chain Reconstruction and Resource Strategic Reorganization: The Innovation Path of Digital Marketing in the New Media Ecology. Editing Studies, (03), 36-42.
[37] Ji Lin. (2022). The Development Logic, Implementation Paths, and Future Challenges of Interest E-commerce. Journal of Commercial Economics, (04), 100-102.
[38] Yao Xi & Qin Xuebing. (2013). Technology and Survival: The Essence of Digital Marketing. Journalism University, (06), 58-63+33.
[39] Shen Hong. (2013). On the Three Media Communication Forms of Digital Marketing. Modern Communication (Journal of Communication University of China), 35(09), 167-168.

© 2025 by the author(s); licensee Mason Publish Group, this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (http://creativecommons.org/licenses/by/4.0/)