

Analyzing Art Collaboration Preferences on Characteristics and Consumer Types

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Abstract

As the convergence phenomenon increases in modern society, it is important to create added value through collaboration in various fields. In particular, art collaborations are recognized as an effective marketing strategy to satisfy consumers' desire for emotional and artistic experiences. However, there is a relative lack of research on the relationship between consumption and collaboration. In this regard, the purpose of this study is to analyze the characteristics of art collaborations and the consumers' preferences towards the collaboration by their consumption type. By doing so, this study aimed to provide basic data on art collaboration that can contribute to the creation of profits between artists and collaborators. The results of this study are expected to help establish a systematic foundation for the art collaboration industry.

Keyword : Art collaboration, Consumption pattern, Preference analysis, Marketing strategy

1. Introduction

In contemporary society, the phenomenon of convergence is increasingly prevalent across various domains. Collaboration as a means of generating added value through cooperative efforts has emerged in diverse forms within numerous sectors. In particular, collaborative endeavors within the artistic realm have gained recognition as an effective marketing strategy capable of satisfying consumers' desire for emotional and aesthetic experiences and as a way of pursuing profit maximization through emotional benefits [1][2].

A considerable body of research explores collaboration in various contexts and consumer co-creation capacity in tourism was also examined [3][4]. For this, various voices in the field were analyzed for the sustainable development of collaborative marketing [5]. However, relatively few studies have specifically examined the relationship between consumption patterns and collaborative ventures. The purpose of this study is to analyze the preferences for characteristics associated with art collaborations according to distinct consumption types on the artists' own artworks.

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Received(February 20, 2023), Review Result(1st: March 17, 2023), Accepted(June 2, 2023), Published(June 30, 2023)



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Drawing on existing studies, this paper undertakes an analysis of the attributes of art collaborations and consumption types established within the field of marketing. For this, the paper first discerns the preferred characteristics corresponding to each consumption type. By doing so, it can identify specific attributes that can be favorably aligned with these consumption patterns, subsequently facilitating more efficient product development and marketing strategies. The findings of this study expects to provide a foundation for fostering art collaborations that contribute to profit generation between artists and collaborators. Also, products imbued with culturally differentiated artistic values can be more produced distinct from the myriad of mass-produced replicas pervasive in current market.

2. Related Studies

2.1 Art Collaboration

The National Institute of Standards and Technology defines collaboration as working together as a team temporarily to achieve a common goal [6]. It means that two or more brands or companies or designers or artists meet to create synergy by organically combining their competitiveness and core competencies [7], and such collaborations sometimes result in more than just a combination of genres [8].

According to Lee's categorization of types of collaborations in his book, collaborations are categorized into art collaborations, low-value and high-value collaborations, spatial collaborations, high-concept collaborations and star collaborations [9]. Among them, art collaboration is characterized by applying the existing form of artwork to advertising or product design so that the positive image of artistry is transferred to the product [10]. Through the vitality and rarity of the artist's creation or unique artistic sense, it gives a new image by linking artistic sensibility to existing products and ultimately brings a sense of wanting to own and consume it to consumers [2]. Ju and Koo have categorized the characteristics of art collaborations as follows: originality, aesthetics, symbolism and scarcity [11].

2.1.1 Originality

Originality refers to the aspect of a work that is created or designed to be new or novel and is the opposite of copying and counterfeiting. Originality serves to increase profits by increasing the value over competing products and is the main factor that attracts consumer attention [11].

2.1.2 Aesthetics

Aesthetics refers to the beauty of an object and is manifested in various sensory experiences as well as cognitive and emotional responses [11]. Aesthetic design based on sensory experience by adding novelty to the design characteristics of the product such as form, texture and material decoration increases the value of the product and triggers positive emotions that are the basis for consumer preference.

2.1.3 Symbolism

Symbolism is a characteristic of artwork that implies the culture of the time and the thoughts of the artist. The art expressed in the product by utilizing or collaborating with such artwork also has the same degree of quality as the artwork so that it is recognized as a high-end product with artistry different from other products in the same category [11]. For example, owning a product that is uniquely designed by a famous designer suggests that the owner is the owner of a unique product is educated enough to know the famous designer and is a special person who can afford to buy an expensive product.

2.1.4 Scarcity

Art is scarce in the sense that it is an individualized expression of the artist's worldview both in content and form. Therefore, the scarcity of an artwork increases its value and consumers tend to judge the value of a product based on its availability to place a high value on the fact that if they miss this opportunity, they will not be able to get it again.

2.2 Consumption Type

[Table 1] Consumption Types

Consumption Types	Meaning
Show-offs	Expressing one's social status through the consumption of luxury goods
Trendy	Trying to follow trends and imitate the consumption of the upper class, collectivistic personality
Uniqueness and individuality	Seeking satisfaction derived from the attribute of scarcity
Emotional pleasure	Valuing emotional consumption that reflects entertainment and enjoyment
Rational value	Emphasizing high quality and good and reasonable value

Consumers' consumption psychology is expressed in various forms with various factors rather than a certain type. It can be interpreted as consumers having a complex disposition rather than belonging to a specific type [12]. For this reason, according to the Korean Consumer Resources Policy report of Survey

on National Consumption Behavior and Consciousness Structure, which was conducted seven times from 1987 to 2021, consumption types can be classified into five types [13] including show-off, fashion, uniqueness and individuality, emotional enjoyment and rational value [14] as list in [Table 1].

3. Research Methods

3.1 Methods

The purpose of this study is to identify the characteristics of art collaboration that each type of consumer has a preference for so that the elements that a product should have can be specified and used more efficiently in product development and marketing. Therefore, the paper classified the consumption types of the participants in the survey and identified the characteristics of art collaboration preferred by each consumption type.

3.2 Data Collection

The survey participants of this study are 100 people and the survey data were collected through exchanging phone calls and messages during September to October in 2022. The demographic characteristics are as shown in [Table 2]. They are 86 men and 14 women with no common occupation and the age range is evenly distributed from the 30s to 60s.

[Table 2] Demographic characteristics of the participants

Gender	M	86 people	86 %
	W	14 people	14 %
Age	30~39	29 people	29 %
	40~49	34 people	34 %
	50~59	24 people	24 %
	60~69	13 people	13 %
Professions	Employee	23 people	23 %
	Self-employed	36 people	36 %
	Professional	24 people	24 %
	Government employee	17 people	17 %

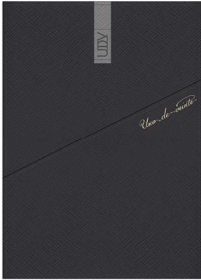

3.3 Questionnaire Design

The questionnaire to categorize the consumption type of the population is to select the personality of five types as shown in [Table 3].

[Table 3] Survey questions for measuring consumer consumption types.

Show-offs	<ul style="list-style-type: none"> -The purpose of buying luxury brands is to maintain dignity. -When purchasing a product, I prioritize the brand over the design. -I desire to inspire others through the clothes or accessories I wear.
Trendy	<ul style="list-style-type: none"> - When I see an outfit or accessory worn by someone else, I feel inclined to imitate it. - I used to believe that by wearing the same clothes or accessories as a celebrity, I would become like them. - I believe it is more important to stay updated with trends and fashions rather than focusing on individuality.
Uniqueness and Individuality	<ul style="list-style-type: none"> - I dislike it when others wear the same clothes or accessories as me. - I prefer going to unique places that are specific to my preferences rather than popular ones. - Whenever a new item is released, I strive to purchase it before anyone else.
Pleasure	<ul style="list-style-type: none"> - I seek pleasure and happiness when I make a purchase. - If it brings me happiness, I will buy it even if it comes with a high price tag. - I believe it is crucial to prioritize uniqueness over following trends or fads.
Rational value	<ul style="list-style-type: none"> - When making a purchase, I take into account both the price and the quality. - I prefer products that offer good value for money. - I assume that higher-priced products are of superior quality.

[Table 4] Survey questions to identify preferred art collaboration.

<p>What factors would influence your decision to purchase the art collaboration bag?</p> <div style="display: flex; align-items: center; justify-content: center;">  +  </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> The Front The Back </div>	
Originality	<ul style="list-style-type: none"> - Fresh. - unique. - new
	<ul style="list-style-type: none"> - The painting on the bag is the work of a talented artist.

Aesthetics	Stylish attractive fashionable
	- The painting was highly acclaimed during the exhibition.
Symbolism	It allows me to express myself. Owning it helps me maintain my individuality. Using it allows others to form an impression of me.
	- The painting sold for a high price during the exhibition.
Scarcity	It is available in limited quantities. Not many people own it. It is rare compared to standard products.
	- This product is limited to 20 pieces and comes with a unique serial number.

The questionnaire to identify the characteristics of the preferred art collaboration is shown in [Table 4] and the respondents are asked to select their preferences among four types including originality, aesthetics, symbolism, and scarcity respectively. In addition, the picture of the questionnaire used to understand the respondents is a picture of an art collaboration product that Mr. S, and the authors are producing together.

4. Results

The survey results pertaining to different characteristics and consumption types is shown in [Table 5] and [Table 6]. In [Table 5], the respondents were categorized based on specific attributes related to their consumption preferences. The numbers in the table represent the count of people who fall under each category along with the corresponding percentage. Show-offs accounts for 32 percent, the highest portion of the consumption then Rational value (21%), Uniqueness and Individuality (19%), respectively. Trendy and Emotional Pleasure was the least of the two.

[Table 5] Survey results of consumption type

Show-offs	Trendy	Uniqueness and individuality	Emotional pleasure	Rational value
32 people (32%)	13 people (13%)	19 people(19%)	15 people (15%)	21 people (21%)

On the other hand, the survey results in terms of specific characteristics associated with art collaborations show that Symbolism is the one that majority of the respondents (42%) chose to value. In addition, Scarcity was the second highest one with 30 percent compared to other two less ones including Creativity and Aesthetics.

[Table 6] Survey results of artistic preference

Creativity	Aesthetics	Symbolism	Scarcity
16 %	12 %	42 %	30 %
Show-off (4) personality types (3) Hedonistic (4) Quality-oriented (5)	Extroverts (5) Individualizers (2) hedonist (1) Quality-oriented (4)	Exhibitionist (16) Confident (5) Individuality (3) Hedonistic (10) Quality-oriented (8)	Exhibitionists (12) Confident (3) Individuality-seeking (11) Quality-oriented (4)

These survey results show that there is no significant deviation in the classification of consumption types according to the characteristics of art collaborations. The characteristics of art collaborations that people prefer are symbolism and scarcity at 42% and 30% respectively. The fact that symbolism and scarcity account for 72% of the total means that among the characteristics of art collaboration products, the characteristics of symbolism and scarcity which are closer to economic value factors than originality and aesthetics such as product design elements play a greater role in purchasing factors. Unlike general products, art collaboration products containing symbolism and scarcity are perceived as luxurious products and act as a positive factor when purchasing products. Based on this, it can be seen that giving products symbolism and scarcity is one of the most important approaches when developing collaboration products.

Symbolism, as a characteristic valued by respondents in the survey, holds importance in art collaborations due to its ability to evoke deeper meanings and emotional connections. Artworks infused with symbolic elements have the potential to resonate with viewers on a profound level and allows for personal interpretations and establishes a connection between the artwork and the audience. Symbolism adds layers of complexity and depth to collaborative art to enhance its artistic and aesthetic value.

Scarcity contributes to the perceived value and desirability of collaborative art. When artworks are limited in availability, they become more exclusive and rare. Scarcity creates a sense of urgency and uniqueness to motivate collectors and art enthusiasts to acquire the artwork before it becomes inaccessible. This limited availability can drive up demand and increase the perceived value and prestige associated with the collaborative art piece. The perception of scarcity can enhance the allure and marketability of art collaborations to foster a sense of exclusivity and desirability among potential consumers.

5. Conclusion

This paper examined the preferences and characteristics associated with art collaborations within the realm of consumption. By analyzing survey results, valuable insights were gained regarding the different consumption types and their corresponding preferences in collaborative art. The findings of this study underscore the significance of collaboration in the artistic domain as an effective marketing strategy. Art collaborations have been recognized for their ability to fulfill consumers' desires for emotional and aesthetic experiences, thereby contributing to added value and profitability. The increasing interest in such collaborations highlights their potential for fostering innovation and differentiation in a market saturated with mass-produced products. Symbolism has emerged as a key attribute, capable of evoking deeper meanings and establishing profound connections with viewers. Also, the notion of scarcity has been identified as influential in art collaborations.

The gender ratio of the sample skewed towards men and while the study's results may be limited, they suggest that large brands are more likely to succeed in art collaborations due to their ability to embody symbolism and scarcity. These findings are expected to achieve positive results for their own art collaboration products and emphasizes the need for further research to establish a systematic foundation for the diverse art collaboration industry.

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