

Hello kitty case study

Business



Hello kitty is a cartoon character of a small white cat that looks kind, sweet and cute, with a button nose, two black dot-eyes, six whiskers and a ribbon in her hair. Hello kitty has no mouth and this represents a major source of emotional association for buyers and buyers can put many different feelings to the little cat. Owners and their cat can be happy, sad and cheerful or any other feelings that user wishes to feel. Hello Kitty was firstly introduced in Japan in 1974 and is a segment of Japanese popular culture and hello kitty is a Japanese bobtail cat also known as kitty white.

Currently hello kitty is 40 years of age; hello kitty trademark is worth over 5 billion annually worldwide.

2. 0 What is the appeal of Hello Kitty? What needs does it fulfill? Hello Kitty's appeal is success in Japan due to the prevalence of the Seawall culture in the country. The Japanese, regardless of their age, were known to have a passion for 'cute' objects. 'Kiwis' itself mean cute. Hello Kitty not only popular among kids but for adults too.

They describe as 'kidded', the combination of 'kid' and 'adult'. It attracts users who love pink cats.

For instance, it was considered normal for grown women in Japan to be seen with mobile phone cases that were adorned with cartoon characters, or for banks to print check books with pictures of cartoons. The postal department issued stamps featuring popular cartoon characters. Even the Japanese government used Hello Kitty as a tourism campaign in Hong Kong and China. Hello Kitty is fulfilling the need of belonging and love.

She has become a friend and has its own social fans. People will feel happy when they buy it for their self or receive it as a gift. The appearance and cuteness make people happy when they see it.

It becomes collectible items and fans become happy when they can collect all the various looks of Hello Kitty. 3.

0 What make Hello Kitty distinctive in its early years from other dolls, and what made non-delectate in later years as its sales declined? In its early years, Hello Kitty is the most attractive because that time there no other animate that is cute and represent a girl. Hello Kitty then become viral that attract people from any ages. It not only the symbol of cuteness but also as a friend. Hello Kitty for a little girl she become a friend, for teenager special friend and trend and women also is attracted as ten symbol AT Timeline.

Hello K TTY enters all age groups ND market.

The 'kiwis' thing that make it very attractive compare to other dolls. Even though Hello Kitty was still among the top-selling brands in Japan, the avenues for future growth seemed limited. The increased popularity of other animate like Poke among female consumers make the attraction of Hello Kitty's was at risk in Japan. Sangria may have succeeded in reviving the brand in the asses by repositioning Hello Kitty to make her appealing to a larger number of people. However, the company could not pull off the same trick a second time.

There were several reasons for this. Hello Kitty had already been placed on a wide range of items and there were few new items left. Furthermore,

Technology changes factor may lead to it declined. Abundance electronic and gadget that is more attractive to children and teenager. All the gadget come with sound and voice that is more attractive to be watch. Hello Kitty is created without mouth, so it a bit difficult to create a television animation likes others.

It seems weird if Hello Kitty has a voice because she doesn't have mouth. 4. How have the needs of children change over the years in term of what they look for in a doll? Today technology change rapidly with many gadget and advanced technology in market. As a user it affects us when we can't catch up with the changes. We may left behind from other. This changes not only effect adult but children too.

When toys are now using advanced technology to express the animator creativity and to enter the market. The impact of this, children more attract to figure that are look more real. Children today not only looking for toys that are attractive but come with voice and have their own trademark.

Example like Upon ' pin, the television series with in their orphic technology, latest is Frozen animation, Else is the popular one from the movie. It becomes viral among children. The movies itself very interesting come with good graphic, storyline, song and products.

It's a complete package that attract children today, they memories the song. It's completely different with Hello Kitty that has no mouth and can't talk. Hello Kitty has the sentimental value that not everyone can understand it. Children now want something that more related to real life, real expression. The technologies today have impact on children choice.

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Conclusion

There many competitor that come with more advanced technology that are more attractive not only for children but for adult too. Hello Kitty is now left behind even there so many promotion and contract with big company. Hello Kitty has lost it shine but not for the fans. The loyal fans are from kids from past year that are adult today. Kitty fails to attract younger kids in this 21st century. Kids may like the kitty but still can't be the loyal fans of kitty.

Hello Kitty should be able to cope with technology changes to attract young kid today. Hello Kitty must change to something that is catchier suitable with kids this 21st century.