Research on Consumer Needs of LINE Brand Based on Internet Brand Cultural Code and Touchpoint Design Theory

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Abstract

Brand image design is a personalized image design created based on the recognition of the brand. A complete brand image includes product level, visual level, cultural level, service level, etc. How to help consumers find a sense of brand belonging is an issue that companies should consider. Extending the communication of brand information to various media to achieve comprehensive and in-depth brand communication is the top priority of brand design and communication. With the rapid increase in mobile Internet users, digital marketing of brand image has attracted the attention of more and more enterprises and design companies. The diversification of new media channels has driven the constant growth of mobile brand advertising design. Mobile marketing technology has changed the design model of brand image. The development of mobile Internet has fundamentally changed the traditional way of brand image design. When a brand has a powerful mobile Internet platform, the ways to enhance the recognition of the brand's visual image and the value of the brand become more diverse. Today, mobile devices have become a necessity for young people. Attracted by mobile new media, young people have rediscovered their self-worth, subverted traditional lifestyles, and become a generation that changes mass consumption behavior. Therefore, we should pay attention to changes in the environment of brand image design, grasp the living habits and consumption needs of consumers, especially young consumers, and analyze the underlying consumer behavior. These are required courses for studying the trends of brand image design and brand strategies under the Internet wave.

LINE is an important social software that is popular in Asia, and its unique Internet development model is worthy of study and reference. Especially in Japan and South Korea, where the anime industry is developed, this brand design style based on anime characters is highly sought after by young people. The main focus of this study is LINE's brand touchpoint design and cultural code. The research methods mainly include conceptual analysis, theoretical research, and comparative research. By analyzing LINE's touchpoint design, the origin and derivative functions of LINE's brand design, the roles of LINE's consumer environment and individual influencing factors in the cultural code, and the analysis of LINE's consumer needs based on Maslow's hierarchy of needs to grasp its Internet brand design strategy and marketing model, so as to provide important insight and reference for the development of other Internet brands.

Keywords: internet brand, cultural code, touchpoint design, young consumers, consumer needs

1. Introduction

1.1 Research Background and Necessity

In the face of increasingly fierce market competition, brand building has become an effective means to enhance the core competitiveness of enterprises. Therefore, how to establish a brand and how to improve brand influence have become a common concern of enterprises and sociologists. The brand plays an important role in the development of modern enterprises. The competition among enterprises is largely composed of the competition

among enterprises. Reflected in the competition between brands, high-quality brand building is an effective means to implement characteristic management and improve consumers' brand awareness and loyalty, which has important practical significance for improving the core competitiveness of enterprises.

In brand building, improve product visual level, corporate culture level, brand sales service level; strengthen brand awareness, use a variety of media to achieve comprehensive and in-depth brand publicity; to meet the material needs and spiritual needs of consumers, so that consumers have a sense of belonging and trust in the brand, these are important ways to build high-quality brand design.

With the rapid development of the Internet era, the network economy has also grown rapidly, and network brands have gradually emerged. Broadly speaking, network brand refers to all commercial brands existing on the network. In a narrow sense, it is roughly divided into two types. One is a pure Internet brand, which is completely established in accordance with the Internet model and environment. Their survival and development need to rely on cyberspace, such as Google, NAVER, etc. The other is a brand that is marketed through the network, such as BMW, Hyundai, NIKE, etc.

At present, the Internet has become an important consumption channel in daily life. Globally, the scale of online consumers is increasing, and mobile phones have gradually become the most important medium and way of mass media. Network technology is low-cost, can provide services that traditional media can not provide, and has the characteristics of fast speed and providing personalized services. Ordinary people spend their spare time using mobile phones to search and obtain information, so network traffic has become a battleground for operators. Building excellent network brand is a compulsory course.

Line is an instant messaging software launched by the Japanese subsidiary of the Korean Internet group NHN. It is now developing rapidly in South Korea, Japan and Taiwan. It now has more than 180 million global users. Why is Line so popular? Especially in East Asia, Line's popularity is inseparable from excellent brand development strategy and brand building. Therefore, it is of great practical significance for the development of other Internet companies to analyze Line's cultural code and brand design methods and grasp the law of brand building behind it.

1.2 Purpose and Methods of Research

The research objectives include: First of all, from the font, color, image, layout and other design elements in the Internet brand, analyze the contact design of LINE. Secondly, taking LINE as an example, this paper analyzes the fundamental and derivative functions of Internet brand design in cultural code. Thirdly, it analyzes the environmental impact factors and personal influencing factors of consumers in Internet brand design. Then, the types of consumer demand for LINE are analyzed. Through investigation and analysis, the age characteristics of consumers using LINE products and the psychological and material needs of consumers when purchasing or using products are obtained. Finally, it analyzes the relationship between LINE's brand trend and cultural code, and analyzes and understands the trend expansion types of online brands represented by LINE.

The research method is to study the brand design and cultural code of LINE through conceptual analysis method, theoretical research method and comparative research method, and finally draw a conclusion. Through these research steps and methods, the development mode and development law of Internet brand are obtained.

1.3 Scope of Research

This paper analyzes and studies LINE and the Internet brands jointly cooperated with LINE. Through the case analysis of these brands, the development strategies and rules of Internet brands in the information age can be finally obtained. As a result, the arrival of the information age will also subvert the brand communication and development model. If we cannot accurately grasp the changes in the environment in the information age, consumer demand and future development trends, the development of Internet brands will inevitably be frustrated. In this context, this article refines the new features of the brand environment in the information age, and looks forward to the future trend of Internet brand design and management.

2. Touch Point Design of LINE

In recent years, South Korea's fashion, music, idol, drama, food culture and other popular in Asia, forming a strong trend, by the world's fashion people love. All along, Korean brand design has become synonymous with personality and trend style. Its main feature is the use of western modern design form, combined with the spirit and cultural concept of Korean traditional art, the proper use of traditional culture concept and style, can feel the characteristics of regional culture, and has a strong sense of modernity. The simple and simple design style of the Korean brand as a whole integrates flexible curves and dynamic elements in the change, showing delicate, exquisite and practical design features.

It is the result of the integration of Asian culture and European and American culture. It has both the charm of Western fashion and the charm of the East. Design serves life, and the main body of service is consumers, based

on providing high-quality products. Therefore, the brand not only needs a gorgeous appearance, but also needs to dig out a brand culture that can impress people, in order to obtain a lasting brand development momentum. Korean designers rely on Korean culture to create a unique Korean brand style.

Figure 1. Interface design of LINE

Source: https://line.me/zh-hant/

Brand designers should bring consumers a coherent and overall visual experience through visual identity and brand contact design, and visual identity and visual elements present the overall characteristics of the brand. (Interbrand, 2014)

LINE is an instant messaging application launched by the Japanese subsidiary of the Korean Internet group NHN. LINE is Japan's largest free social software, which is profitable through e-commerce, paid emoticons, Plus Friends advertising and game platforms.

2.1 Interface Layout Analysis of LINE

Layout is a method of processing and sorting visual elements according to the application of space in a specified space. In visual design, layout is the creation of the relationship between image, layout, color and graphic elements. (Albert, 2018) Consumers can understand the design style of the brand's advertisements, web pages, posters and manuals by looking at the layout of the brand's contact design. The designer conveys the brand image and design concept through the characteristics of the layout. Font and image are important visual elements in layout.

Figure 1 shows the main interface layout and design of LINE. In order to attract user groups and make it more convenient for users to use, LINE adopts a modular and label-based visual layout method in interface design. The purpose is to enable users to quickly search and grasp visual information, and avoid misunderstanding and misunderstanding caused by the confusion of information arrangement. Scientific and effective visual delivery methods can guide user groups' interest and attention to brand information, and greatly improve the efficiency of visual communication.

2.2 Typography Design of LINE

As the smallest unit of language information in visual elements, text plays an important role in the transmission and expression of visual information. People can understand the basic design style of brand through basic text style and text information. LINE expresses the characteristics of popularization, youth and youthful vitality in the design. Therefore, in the text design tends to use rounded, angular fonts.

The dictionary meaning of circle is round, smooth, fat and shiny. When people face the term 'round', they will think of words such as 'gentle' and 'cordial'. Psychologists and aesthetic researchers have found that people prefer circular and curved figures (such as circles and ellipses) than sharp figures (such as triangles, rectangles, and squares). Compared with the straight line, the curve is elegant and soft, avoiding the seriousness brought by some straight lines. Secondly, sharp objects bring a sense of threat, but people don't like it. The reason why people like round shapes may be that they don't like angular shapes. (Li, 2020)

Mackiewicz (2005) pointed out in the study that different fonts have unique personalities and can express different feelings and emotions. Font can arouse different emotions such as strength, elegance, heart, friendship and fear. Through research, it is found that round words can closer people's psychological distance and bring higher warmth. The angular words can not give people the same warm feeling. To sum up, the existing research on shape shows that mellow and sharp graphics can stimulate different cognition of the user group. Softness is related to harmony and friendliness, sharpness is related to personality, tenacity, strength and masculinity.

Table 1. Description of Font Shape Features

Font shape	Description of relevant features
Smooth fonts	Curved, deflected, volumetric, smooth, borderless
Sharp fonts	Straight, powerful, angular, hard, sharp

Table 1 is a description of the characteristics of different font shapes. LINE uses round fonts in font design, which makes the target user's experience more cordial. Specifically, smooth fonts can make consumers feel more cordial and intimate. Therefore, it attracts more users' attention and attention.

2.3 Color Analysis of LINE

Brand color is an effective means to help consumers generate demand and emotion for the use of the brand. Brands can also convey important visual information through color to attract the attention of consumers or target users and affect consumer behavior. Brand color is mainly manifested as: main brand color, sub-brand color, emphasis color. Generally, the main brand color is a color, accounting for most of the brand area. The sub-brand color is generally one or more colors. The brand's emphasis color is a specific visual information color that can attract people's attention, accounting for only a part.

Figure 2. Peripheral product design of LINE

Source: https://www.xiaohongshu.com

The main brand color of LINE is green, which occupies most of the visual surface of the brand. The green color

on the color plate is close to 120 degrees, which is a symbol of youth, sunshine, vitality and happiness. The use of green as the main color of the brand helps to attract the attention of target users and establish a brand image. Audiences tend to be more concerned and sensitive to colors, so using bright colors can attract the attention of target users, so that the image is closely related to products or services. The auxiliary colors also use bright green, red, purple and other colors. These colors are bright and bright, and also attract people 's attention, giving people a visual feeling of youth and vitality.

Figure 2 is the peripheral product design of LINE, which is more inclined to warm colors in terms of color expression. Warm colors give people a warm and warm feeling. Whether the brand color emphasizes the characteristics and connotation of the product depends largely on the aesthetic judgment and aesthetic choice of consumers or target users. That is to say, the main color is the visual object that can attract people's attention in brand design activities. (Lin & Zhou, 2021) Obviously, from the color design of LINE, it can be seen that it is targeted at young people.

2.4 LINE Brand Visual Image Analysis

To shape the brand image, the style and strategy of brand image design are very important, which directly affects the subjective impression and view of consumers or target users on the brand. In the process of shaping the brand image, if consumers or potential target users can have a positive impression and view on the brand image, it may stimulate the purchase or use desire of consumers or potential target users. Therefore, the shaping of brand visual image is an indispensable part of brand strategy.

At present, IP images in the market mostly appear in animation and comics, but there are few cases of converting from social application expression packs to brand IP images, and LINE adopts this method. In order to create a personalized brand visual image, LINE launched the LINE FRIENDS cartoon image. In general, the positioning of brand visual image is mainly based on sensibility, and brand positioning is mainly based on rationality. When creating IP image in brand design, it is very important to achieve the balance between sensibility and rationality.

Japan's most popular social instant mobile communication application and self-adhesive emoji Line Friends series have gradually developed into an IP cartoon image with thousands of derivatives by virtue of their lovely image and value-oriented role positioning. For example, serious Brown Bear, fickle Steamed Bread Man MOON, narcissistic JAMES, unsociable LEONARD, wayward rabbit CONY, vulnerable Sally and so on.

Brand IP visual image design needs to start from the logic and business logic of brand design, follow the background of the Internet era, and derive unique innovation points. The visual image design positioning of IP includes: story prototype; symbol prototype; role positioning. First of all, it is the prototype of the story. Excellent IP visual image design can resonate with people and cultural content. Resonance can arouse people's thinking and reflection, which includes people's psychological feelings, understanding and acceptance of products. Therefore, the prototype of the story should be positioned on the basic human nature, showing the growth of human nature, sense of security, mutual assistance, happiness and other parts.

For example, in Line Friends, Brown Bear and Connie Rabbit are lovers. Brown bear although face expressionless, but gentle character. Connie Rabbit is a bold and challenging cartoon image. They love each other deeply. The clue setting of this story derives from the ideal love pursued by people in real life. Such a plot stems from the pursuit of freedom, beauty and friendship in reality. Such a story set more humane, more close to life. Only based on the basic human nature, the pursuit of the truth, goodness and beauty of life, in order to cross the national, national and cultural barriers.

The second is the symbol prototype of brand IP. Brand IP image has unique symbolic cognition and emotional value, which requires unique recognition and concise visual image. Finally, the role positioning, specifically, should make the role positioning of the visual image reflect the emotional level. Visual image itself has the advantage of spreading symbols, and the expression of image narrative is its inherent aesthetic characteristics. The establishment of personalized visual image can establish a good emotional communication channel with users, so as to strengthen the emotional transmission and expression between people. In the Line Friends series, designers have gradually formed IP vision with thousands of derivatives by virtue of their lovely visual image and value-oriented role positioning.

3. The Original Function (PF) and Derivative Function (DF) of LINE

According to Albert (2018), "The functions in brand design are divided into 'Principle Function of Brand Design' (PF) and 'Derivative Function of Brand Design' (DF)." (p. 64). The original function of brand design is the basic function of brand design. It is through the origin of the brand, type, quality, price, practicality, brand association, consumer demographic information, consumption trends, lifestyle, etc., to the general understanding of consumer personality and other information, so as to establish the communication between consumers and brands. The brand design centered on the original function needs to establish influential and persuasive visual information; strengthening consumers' understanding of brand cultural symbols can resonate with consumers,

create unique brands, and promote people's secondary consumption.

The original function of brand design is embodied in: the font used in the brand; visually including color or dynamic image style. In order to establish a good brand image in the process of product brand building, we must first give people a different feeling visually, so that consumers can quickly identify their own products and brands in the product. In general, people's first impression of the brand when shopping comes from the image and color of the brand. Through the information seen at first sight, the first impression of the brand is generated. It can be seen that brand image is particularly important in the process of brand building. A good brand image can deepen consumers' understanding of the brand, and can exist firmly in consumers' memory. Through visual image to convey brand design, their products are presented to consumers in a more visualized and specific form, so that consumers can choose the brand products at a glance in the complex market, so that the enterprise can obtain more profits. (Xing, 2021)

Figure 3 is the packaging design with a series of cartoon characters launched by LINE. This is a packaging design with young people as the target group, mainly attracting the target consumer group with a lively and humorous style that emphasizes youth and vitality. The original function of these brand designs is a free font, a soft color combination, and a dynamic role style. This dynamic visual image style can make consumers think of words such as youth, vitality, freedom and happiness. In the process of business promotion of enterprise brand, the visual image with a cute symbolic role can often eliminate the resistance of target consumer groups or users, and open the door for people to actively accept brand information. (Feng, Li & Wang, 2021)

Figure 3. LINE FRIENDS Packaging Design

Source: https://www.xiaohongshu.com

LINE uses cute animal elements as the visual image of the brand, which can guide consumers to release intimacy and curiosity, experience a relaxed and pleasant feeling, and stimulate the association of pleasant and relaxed experience. It embodies the original function of brand design, and the lovely visual symbol image can arouse people's positive emotions. This can not only stimulate the internal emotions of the audience, but also make them more patient and focused when receiving business information.

The derivative function of brand design is reflected in the brand differentiation, symbolism, loyalty, awareness and so on. By strengthening the differentiated characteristics of the brand and conveying brand information with different characteristics, it is easier for consumers to grasp the personality and characteristics of the brand, so that consumers can identify and remember the brand.

On the occasion of Earth Environment Month in April 2016, Innisfree, a naturalist brand from South Korea, cooperated with Line Friends for the first time. With the theme of 'SAVE THE EARTH', it integrated the four cartoon images of LINE FRIENDS, Brown Bear, Connie Rabbit, Sally and Frog Leonard, which are popular all over the world, into the cosmetic packaging design of joint cooperation. It is worth mentioning that the product uses the South Korean Jeju Island citrus peel and recycled pulp packaging, so that consumers buy and use products at the same time, but also do not forget to participate in environmental protection, become a member of the protection of the earth.

Table 2 is the analysis of cosmetics brand elements and cultural codes jointly launched by Innisfree & Line Friends. It can be seen that Line has swept the world with 'cute' as the key word of the brand. In order to remember this brand, designers have directly launched a unique cartoon image from the beginning. For a long

time, consumers who are not particularly fond of these cartoon characters will also unwittingly know them and like them. Line does better than other competitive communication software (such as MSN launched by Microsoft in 1997) in establishing a unique role brand image. Line is different from other communication software brands. Through the sense of trend and unique visual image and role, it has successfully realized the differentiation from other brands, which reflects the derivative function of brand design. It can be seen that the cartoon visual image can help enterprises to achieve brand differentiation and improve brand awareness and loyalty. Through role shaping, Line helps enterprises to remove the sense of indifference and distance between consumers and strengthen the humanized attributes.

Table 2. Analysis of Innisfree & LINE FRIENDS Cosmetic Brand Elements and Cultural Codes

Brand Association	Active Culture Code	Active Visual Culture Code
Cosmetics, youthful, energetic, cute, role oriented	Logo, cute, surpassing age and gender	Cute and environmentally friendly

4. The Environmental and Personal Influence Factors of LINE Consumers

With the intensification of market competition, the improvement of consumers' social living standards and the awakening of consumers' brand awareness, how to shape their own image to establish and maintain the relationship with consumers has become an important practical problem. Consumer purchase behavior is a dynamic evolution process under the influence of the comprehensive effect of cognitive and environmental factors. Specifically, the factors that affect consumer purchase intention and behavior mainly include environmental factors and personal factors. The most extensive environmental factor affecting consumer behavior is culture. Because culture is reflected in the social values and norms such as individualism, self-reliance, self-achievement and self-realization that consumers learn from society, it affects purchasing activities. When looking for the values of individualism, self-reliance, self-achievement and self-realization that consumers learn from society, we must first understand the environmental impact factors-demographic characteristics, social class, reference group; secondly, it is necessary to understand the personal influencing factors-consumer lifestyle and consumer personality. In the process of consumer purchase decision-making, environmental factors and personal factors are important, and their role cannot be ignored.

Therefore, the analysis of consumers' environmental factors and personal factors is an important process to study consumers' purchase behavior and willingness. Environmental factors and personal factors together constitute the cultural environment. Cultural environment is an important factor affecting the basic value of society, cognition, consumer preferences and behavior.

Because the cute and interesting image role is the main feature and style of LINE brand, LINE positions the brand target population in the young group with Y generation and Z generation as the core. They have the characteristics of individuality, independence, curiosity, sensibility and idealism. They lead the trend of fashion, have a high level of knowledge, have less cultural resistance to other countries, and have the spirit of rebellion and challenge.

Table 3. Consumer Environmental Impact Factors of LINE

Population age group	Social stratum	Education level	Jurisdictional group	Target	Source perception characteristics	Action
Generation Y, Generation Z.	Civilian	High school/ Junior college	Comparison criteria	Self maintenance Self inspiration	Similarity	Consistency

Line friends & Innisfree's co-brand cosmetics are characterized by cuteness, which is a common aesthetic style, including sweet, gentle, fashionable and other visual senses. (Feng, Xu, Huang, & Wang, 2022) The brand cosmetics of Line friends & Innisfree are mainly aimed at the consumer groups of high school graduates, college students, and the younger generation of social class, such as new professionals or young teachers. Because this consumer group belongs to the middle and low income groups in the consumer group, the first consideration in the choice of products is the price. They must first consider the economy and cost performance of the brand products, and because of the limited income, there is no economic burden of the product, the market product with reasonable price and strong practicability is their first choice goal. For young consumer groups, life is full

of vitality, the heart to have the desire for future life. Therefore, the brand LOGO, which represents vitality, youth and other positive emotional elements, the approachable price and the eye-catching visual image can resonate more and will be more popular.

Table 4. Consumers' Personal Factors in LINE

Activity	Focus of concern	Opinion	Personality	Consumer type
holidays, hobbies	fashion industry entertainment industry	individual relationship	the ideal self	cheap-chic

The influencing factors of consumers in the cultural environment are based on the personal preferences and trends of consumers, including the lifestyle of consumers. This lifestyle presents the unique lifestyle and value of social class and demographic characteristics. A particular way of life not only meets the requirements of utilitarianism, but also provides a material form for the specific narrative of self-identity, so it can be defined as a series of slightly integrated practices accepted by individuals. (Ma, 2021)

Lifestyle reflects the degree of consistency of people's behavior. Although the behavior pattern taken in one case may be reasonably different from the behavior taken in another case, it is very important to maintain unity and connection. Brand is based on the lifestyle and personality of consumers. Lifestyle is reflected in consumers' daily activities, focus and opinions. Daily activities refer to how consumers spend their time. Including work, hobbies, social events, leisure and entertainment. Consumers' interests are reflected in their daily life environment, including family, work, entertainment and fashion. Consumers' opinions represent consumers' views on the surrounding world and themselves, including personal relations, social relations, politics, economy, education and so on.

The brand's market positioning and marketing mix elements can only meet the needs of consumers and form an advantage in the competition only from the lifestyle of the target consumers. (Wang & Li, 2018) The consumer group of Innisfree & Line friends brand cosmetics is mainly young people. They advocate a fashionable and healthy lifestyle, like a variety of entertainment culture, like star chasing and other activities. They have high requirements for personalization and self-expression, and pursue a unique aesthetic style and lifestyle. In addition, they pay attention to social life, make new friends, and like to participate in social activities such as parties. This type of consumers pursue the most personalized and trendy products at present, and are very interested in new things. Their thoughts are very active and free, so they are more likely to accept new trends and market concepts, show their unique personality, and they are leisure and happy. Work, study and life can be arranged very reasonably, pay attention to their personal space, use their spare time to travel and vacation, enjoy a good life, they pursue a free, comfortable and healthy lifestyle.

In addition to the lifestyle of consumers, the influencing factors of consumers' personality also include the personality of consumers. The characteristics of brands are consistent with the goal of self-realization. Consumers buy things similar to self-consciousness to achieve consistency. Therefore, the brand reflects the realization of consumer self-worth. There are two types of consumer self-image, one is the real self. This is an image based on true self. Another is the ideal self. This is a self-image based on self and self-esteem needs. The greater the gap between the real self and the ideal self, the lower the self-esteem of consumers, and the dissatisfaction with themselves will encourage consumers to buy commodity brands that can enhance self-esteem. Self-consistency has a positive impact on consumers' brand emotional attachment. The more consistent the consumer's ideal or realistic self-concept with the brand's personality or image, the higher the consumer's attachment to the brand. In modern society, the consumption of goods is actually the consumption of brand symbols behind the goods. These brand symbols will enhance the spiritual level of consumers. People's pursuit of this spiritual level is lasting and endless.

In summary, the consumer environmental factors and personal factors of LINE and co-branded products are analyzed. LINE and co-branded products are mainly aimed at young people. The main feature is to attract young people's attention with low price and high quality and lovely visual image. The brand is targeted at the civilian population. In order to enhance the brand's influence, it has been continuously concerned by young groups through cooperation with artists' groups. This young consumer's lifestyle mainly reflects the characteristics of pursuing fashion and trend. By using cute visual style, it improves consumers' attention to the ideal self and enhances young consumers' preference for the brand.

5. Consumer Demand Analysis for LINE

Consumer demand is a kind of psychological activity. This kind of psychological activity urges consumers to achieve their own purposes, so as to meet their own psychological needs. However, in the actual market

behavior, consumer demand is not only affected by their own factors, but also by some external factors. (Wang, 2015) Therefore, in order to comprehensively control consumer demand, it is necessary to analyze and understand consumer demand. Consumer demand varies due to differences in income level, cultural background, personality characteristics, professional characteristics, age level, nationality, living habits, interests and hobbies. Therefore, consumers' demand for goods and services is also diverse.

According to Albert (2018), the demand of consumers is dynamic, especially with the development of economy and society and the improvement of people's living standards, people's consumption level and consumer demand also change with the change of the times. American psychologist Abraham Maslo found that people are often willing to meet other needs after the 'source needs are met'. In Maslow's demand theory, human needs are composed of specific needs and basic needs. Fundamental needs include social needs, security needs, physiological needs, etc. Physiological needs refer to the primary needs of each member of society, which are composed of food, water, house, castle and other elements. Security needs include stability, health, religion and other factors, and social needs include friendship, love, human feelings and other factors; the specific needs are composed of self-needs and self-realization, which are located in the fourth and fifth layers of the demand layer. They are the satisfaction of people's prestige, self-esteem, identity, and the realization of self-achievement. Consumers first meet low-level needs, and then pursue high-level needs. When the specific basic needs of consumers are met, high-level needs will appear. For example, with the increasingly serious global environmental problems and the improvement of consumption consciousness, people are more inclined to buy clean energy cars.

Figure 4. Line friends & Co-branded Products

Source: http://xhslink.com/n4yOyp

On February 25, 2023, LINE FRIENDS, a South Korean international creative studio under the LINE brand, and COLLER, a South Korean new interactive brand, officially landed in the Chinese market on the L2 floor of the ZX fun field in Bailian, East Nanjing Road, Shanghai, and launched Line Friends. The popular cartoon IP created for young Chinese consumer groups has both 'interactive' and 'creative' COLLER trending items. The final form allows consumers to create their own. At the same time, COLLER's product design inherits the environmental protection concept of the Line Friends brand and integrates into a sustainable lifestyle. The launch of the COLLER brand will bring Line Friends to explore the new paradigm of 'interactive' product business development. The offline 'experience marketing' will allow consumers to participate more directly in the creation of 'my COLLER products' and strengthen the transmission of consumer experience and brand concepts.

Figure 4 is a product of South Korean fashion brand COLLER and Line Friends. Mainly with avant-garde innovative color matching on the shell to create a distinctive design, consumers can create their own style of the shell according to their personal preferences, which is a unique experience design, American scholars Joseph Pine, James H. Gilmore in the 'experience economy' book reveals the arrival of the era of human experience economy, they believe that 'experience means that people spend time in a personalized way, to obtain a series of memorable events in the process'. Therefore, experience is the individual, active participation, and the

interaction with the external environment. (Ling, 2014)

In the context of the economic era, consumers' purchase is an active participation experience. Network technology and network media can provide services that traditional media cannot do, with low cost, fast speed and personalized service. LINE FRIENDS & COLLER provides consumers with customized experience services to meet the spiritual needs of consumers. In the information society, the pace of life is getting faster and faster. The purpose of people's purchase of products is not only to meet the functional needs. In order to pursue spiritual satisfaction, consumers pay more attention to spiritual pleasure and personality realization. LINE FRIENDS & COLLER products use bright red, black and white in product poster design. The purpose is to attract the attention of young consumers. Cartoon image is used as the visual image of the brand. With the development of the online era, it meets the spiritual needs of consumers to pursue youth, fashion and beauty. Experiential design meets the spiritual needs of consumers to pursue personalization and customization.

Table 5. Consumer decision-making process of purchasing LINE FRIENDS & COLLER

Procedure	Process	Standard	Mobile phone shell purchase	Design elements
1	Identification problem	Fundamental needs Specific needs	Need a mobile phone shell	Font: eye-catching font
2	Browsing information	Understand motivation	Characteristics, durability	Color: red, white, yellow, green
3	Options and Evaluation	Evaluation criteria: Attributes and importance	Competitive Brand Survey	Typesetting: Modern
4	Purchase decision	Brand evaluation Design evaluation	Choose LINE FRIENDS & COLLER	Image: Role expression
5	Post-purchase evaluation	Positive experience Negative experience Determine the evaluation criteria	Personality design, cute and simple style	Layout: fun and young feeling Style: Cute

Table 5 is an analysis of the purchase needs and purchase decisions of consumers purchasing Line Friends & Coller cooperative products. It can be seen that the main feature of the joint product is to use a unique and personalized cartoon image to attract consumers. In the design style, it is more inclined to the young and lovely style. In the presentation of the visual image, it is guided by the simple and lovely shape and unique character, forming a pleasant and relaxed design element to meet the emotional and spiritual needs of consumers.

Under the background of the popularization of visual culture, the brand role of LINE has left a deep impression on the public with its unique shape and interesting visual characteristics. The brand development of the role has become inevitable, and it has also become an excellent product model. The simple and lovely role can not only express the visual image of the brand, improve the public's attention to the brand, but also bring people a beautiful experience and emotional pursuit, which has a high application value.

6. The Relationship Between LINE Brand Trends and Cultural Codes

The 21st century is an era of rapid development of digitalization and information technology. With the advent of the information age, it has even profoundly affected the development of the brand communication field. If we cannot accurately grasp the changes in the environment and the future development trend, brand development will inevitably be frustrated. Brand is the booster of consumption, and trend is the vane of consumption. Only by grasping the consumption trend of the brand can we understand the actual needs of consumers. In addition, understanding consumer trends can also improve the brand's competitiveness and the possibility of future development. Brand trend is to know the attention factors recognized by the public consumers and apply them to the brand.

Today, with the continuous development of innovative society, the needs of consumers have become personalized and diversified. The changes of the times, the changes of trends and the upgrading of consumer demand have continuously stimulated the transformation of various new and old brands. Today, the market is increasingly saturated. The competition of new consumer brands has entered a new stage. How to grasp the trend of consumers and the trend of the times has become an important stage of brand rise.

'Trend' refers to the dynamic development of things or situations, from something familiar to something completely different. Trends change with the times, and different times will have different trends and trends. The

classification of trends can be divided into the first type of Metatrend, which is characterized by the slowest rate of change and is the evolution of things from simple to complex. The second type of Megatrend is characterized by slow change, social, economic, and political influence. It may be a global trend. Once it takes root, it affects consumers' lives for about 10 years. For example, the future society is facing an aging, feminized society, which is not only a highly educated society but also may be a fragmented, fluid and complex society. With the extension of people's life expectancy, it is generally believed that lifelong learning is needed. The third type of Consumer Trend is characterized by frequent changes in social phenomena that determine brand or well-known trends. The variation period is 1 ~ 10 years. Grasping consumer trends can understand the psychology of consumers, and understanding consumer trends can save time and improve brand competitiveness. Consumer trends have an inseparable relationship with consumers' lifestyles and values.

The popularity of brand design is a key factor in people's relationship and attractiveness. In brand design, people will follow the trend of fashion to choose the corresponding products. People who are sensitive to trends; especially for young people, they have strong willingness to change, pursue independent, personalized and innovative brand products, prefer diversification, have open style and preference, and have a strong curiosity. Moreover, they actively feel the change of style, are keen on innovative style, and are more likely to accept new style. They will be recognized as the decider of the trend.

Young people refer to the group dominated by the Z generation. Most of the groups born from 1995 to 2009 are the main force of new consumption. These young people's consumption ideas have a profound impact on the consumer market. The 'Z generation' consumer subject has avant-garde thinking, open concept, trendy trend and novelty-seeking taste. They have more desire to consume than their predecessors. They are willing to try both internally and externally. For them, consumption is not only to meet the needs of daily life, but also to pursue personalization and extra experience. The consumption influence brought by the 'Z generation' is reflected in the consumption mode. Not satisfied with one-way purchase and use of goods, willing to implement interactive consumption. Red economy, fan economy and two-dimensional economy are all promoted by 'Z generation'. The performance reflected in the consumption pattern is the further expansion of the online consumption field, the upgrading of physical consumption and service consumption. (Lu, 2022)

LINE's brand designers use vivid characters and attractive stories as the general cultural code of the brand. This young brand design style is deeply loved by the majority of young people. LINE expands the scope of application of characters to expression packs, games, animated short films and other fields. Expand to a variety of APPs such as in-game applications and Line Play, including games that can be globally networked. Each player can play a role in the game, you can buy your favorite house and clothing to decorate your role and environment. At the same time, it can also chat with global players, as well as Line cameras, Line tools, Line brushes, Line cards and other tool apps. These products not only provide viewers with a richer experience, but also extend the life cycle of different brands of Line series products, bringing huge economic benefits and influence.

The concept of Line is to extend the service along the user's behavior pattern, ensure that the user's life revolves around Line, and form a series of product systems that can meet the different needs of users. Further on the road of developing Line brand value is the opening of Line Friends Pop-Up Stores, Line Friends Cafe & Store and Line Friends Park in the city center. In these offline stores, Line has laid out different roles around and developed three product lines. The first is the retail line. Line customizes different edges for representative roles and sells them in theme stores, theme stores and theme parks. The second is the authorization line. Line has signed contracts with well-known enterprises such as AirAsia to produce a variety of joint products with Line roles, and use joint products to expand the exposure and influence of the roles. The third is the theme line, which will use Line friends as a representative role to produce and sell theme books and music albums.

The popularity of Line and Line friends is not surprising in Japan and South Korea, where animation culture and Moe culture have far-reaching influence. As a nation accustomed to expressing emotions with symbols, the role is a network language that Japanese and Korean people like to use. This 'meng' has an adult tendency, and there are enough application scenarios to carry more emotional expressions than characters such as Hello Kitty. Line's brand designers firmly grasp that the younger generation of consumers have an open mind in the life stage of exploring their own identity and personality. The graphic era has well grasped the trend of the rapid spread of single roles on the Internet. At the same time, in line with the trend of the times, Line has been able to gain the support of 180 million users around the world.

Line friends can make consumers realize that this brand 'knows itself'. In the era of pursuing 'childhood memories' and 'retro', cartoon characters can not only take into account the current upsurge, but also recall childhood memories, so as to meet the psychology of young consumers in both directions, which not only grasps the psychology of consumers, but also conforms to the trend and trend of rapid popularization of cartoon vision in the Internet era.

7. Conclusion

Line is one of the representatives of Internet brands. Line is the first social media in the world to successfully create brand assets. Line is popular in Asia and the world, with more than 180 million users worldwide at present. Its success stems first from the popularity of cute and fashionable popular culture, which deeply meets the cultural preferences and social needs of young consumers and Internet users. It is unique in terms of business model and brand marketing. Social media needs to create a value integrated business model to achieve multiple coordinated development of core businesses.

Creating a vibrant global brand requires innovative brand marketing, and LINE's representative role is to spread and promote through online space as LINE friends. Especially in Japan and South Korea, where the anime industry is developed, this role-based brand design style is highly sought after by young people and can create nearly $10 billion in market value worldwide. The development model of these Internet brands is an important reference. Having significance and value, other social media can also improve marketing strategies and enhance marketing capabilities in role generation, and promote unique culture to the world through the globalization of user behavior, achieving synchronization of brand commercial and social value.

Maintaining user loyalty requires situational marketing and emotional interaction. Marketing is not equal to advertising. In the era of the internet, marketing requires situational interaction and emotional interaction. At the same time, based on the characteristics of different stages of the product lifecycle, various marketing tools such as anime, cultural and creative, peripheral products, offline themed activities, and experiential venues should be used for online games, in order to enrich and diversify online marketing forms and continuously leverage the cumulative effects of marketing communication tools.

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