

A Comprehensive Analysis of Cute Culture from the Perspective of the Market

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Abstract. This article is mainly from the market's perspective, and comprehensively analyzes how the cute culture in the modern market originates and develops. This article believes that the cute culture in the modern market mainly originated in Japan. This novel market culture combined with the needs of different fields in the market step by step out of Japan, swept East Asia, and went to the world, which had a wide impact on the market. This impact, this article will analyze the advantages and disadvantages of cute culture from the perspective of two critical participants in the market, the market supplier and the market demander. And given the problems existing in the market of cute culture, it puts forward corresponding suggestions based on the actual situation, and draws a conclusion.

Keywords: Cute Culture; Market Impact; Negative Effects.

1. Introduction

With the advancement and development of science and technology, people's living standards have gradually improved, and the market can provide people with various products and services. But at the same time, market suppliers are constantly adjusting their marketing and production strategies according to people's consumption concepts and psychological states. Under the long-term game of supply and demand, the market has gradually formed its unique style, and market culture [1]. Market culture is not unique and is influenced by regional culture and consumer attitudes [2]. Markets in each region have different market cultures. These market cultures play an important role in the development of the market. Because market culture reflects the needs and ideas of consumers in that market, understanding market culture plays an important role in shaping products and designing services.

In recent years, the vigorous development of mass media has made cute culture a novel and effective way of marketing. The so-called cute culture can be defined as cartooning, naïve, or anti-intellectualization of objective things in life, reducing the difficulty of people sifting through and obtaining information on such things[3]. In this way, the time cost people spend identifying information is reduced, and at the same time, it is attractive to people. Some common marketing methods through cute culture, such as cosplay, play characters in certain cartoon animations to sell products; for example, on short video platforms, men or women use cute makeup and dress up, form a contrast with reality to attract attention to the product; some companies even choose to use cute animal images to play a role in brand promotion, such as Alibaba's subsidiary Ant Group, which uses a cute ant as the company logo. It can be seen that cute culture permeates every corner of the modern market. In the past, people tended to regard cuteness as a one-dimensional concept. But a more precise division of cuteness can be divided into two dimensions. One is unconventional cuteness, which is funny, playful and humorous; the other is infantile, childish cuteness, which is fragile, naive and even anti-intellectual[4]. Based on the results of these two divisions, this article will make a distinction between cuteness in marketing models in the market.

2. The origin and development of cute culture

No matter the language, cute was an adjective in the early days, just like praising someone's beauty, it didn't form a culture. Japan after World War II can be regarded as the birthplace of modern cute culture. After 1945, Japan was defeated in World War II. After being hit hard, Japan began to reflect

on its own culture, and thus ushered in a boom in the development of the comics industry[5]. Due to the improvement of women's status, more and more individual female images have appeared in Japanese manga. The image of a cute girl with big eyes often appeared in comics then. This is the first cute element. For Japan, cute culture favors soft and slender things, largely related to ancient Japanese culture. Classical Japanese culture is a "feminine" culture, and lovely culture can be understood as a modern development of classical Japanese culture[6]. Since 1970, cute culture has become an essential part of Japanese culture after publishing many manga or books with cute culture. Cute culture is everywhere, whether it is Japanese popular culture, entertainment, stickers, toys, clothing, etiquette, food, or behavior. This new culture accompanied the rapid development of Japan's economy in the 1980s and gradually affected the world, becoming a crucial part of Japan's foreign cultural exports[7]. For example, many familiar characters in Japanese anime, Pikachu in "Pokémon Series" are decorated on Japanese civil aviation planes, Japan's Resona Bank uses Miffy rabbits to decorate ATMs, and kitty cat pattern prints on clothing. These products or services have achieved new breakthroughs in the market after integrating into the cute culture.

After that, Japan's lovely culture gradually affected the surrounding countries. Especially in Asia, South Korea and China in East Asia, Singapore, Malaysia and other countries in Southeast Asia. Cute culture has been sought after in these countries and regions. Combined with the local culture, various branches of lovely cultures have been developed. With the advancement of communication technology and the popularization of the Internet, the new media and entertainment industries gradually occupy a place in people's daily lives. The cute culture has rapidly developed and disseminated through the new media and entertainment industries as a carrier. For example, the entertainment industry in Japan was in the 1980s and 1990s. The images of feminine boys and cute and pure girls have been wildly sought after by the public. In many new film and television dramas at that time, many men with fair skin, feminine and beautiful, and innocent and sweet-looking women gradually appeared in major film and television dramas, leaving a deep impression on the audience. This changed the traditional Japanese perception of the image of men and women. These styles were also introduced into other neighboring countries. Especially in East Asia, South Korea and China are the most affected. In many Korean and Chinese TV dramas nowadays, a thin, fair-skinned, feminine male character will be strongly welcomed by women; at the same time, a gentle and considerate, sweet-looking, innocent female character will be strongly welcomed by men. This cute style of female characters is just baby-like, childish cuteness because this cuteness only further emphasizes and magnifies the original feminine characteristics of women. And this cute style of men is a cute unconventional style, because cuteness greatly contrasts with the masculine beauty of traditional men, so when a man dresses more femininely, it will make him and other men different. , there are prominent differences. In addition to being carried forward in the entertainment industry, cute culture also profoundly impacts the new media industry. Many content creators have integrated their blogs or photos into the cute culture on social media, such as TikTok, Instagram, Facebook, etc. Some women use cute-style dresses to take photos, and some male creators use cartoon characters to make videos. Some video software, especially Bilibili, a video website with high popularity in China, the theme of the entire website is full of much cute culture, including Japanese comics, fan dramas, cosplay cartoon characters dancing, cute style video clips, and a variety of content that expresses cute culture.

On the whole, the modern cute culture originated in Japan after World War II, and its essence originated from the feminine culture of classical Japan. After that, cute culture gradually involved various industries and developed in different countries and regions. The above introduction focuses on Asia, especially East Asia. Although Europe and the United States have not been significantly impacted by cute culture, cute culture still touches the lives of Europeans and Americans. Many young men and women in Europe and America will also try to shoot some cute videos and try cosplaying some cute characters from Japanese manga. Therefore, cute culture has now been integrated into the global market culture and has important performance and applications in many areas of the market.

3. The Market Impact of Cute Culture

Cute culture is now ubiquitous in the global market. For example, some product companies will package the cute culture on the products when they produce products, which will make it easier for customers to understand the information of the products, and to accept the promotion of the products; some media companies cleverly integrate the cute culture into the advertisements. In advertising, to attract customers' attention. In addition to the company's willingness to incorporate cute culture into the company's operations. Consumers also showed a willingness to pay for cute culture. For example, many consumers who love culture buy peripheral products with cute elements to reflect their lifestyles. It can be seen that the impact of cute culture on the market can be analyzed from two perspectives. They are from the perspective of market suppliers and market demanders.

3.1 Analysis from the perspective of market suppliers

The supplier of the market is the maker of cute culture and an essential medium of dissemination. The first two concepts mentioned here are brand competence and warmth. These two concepts are the core content that market suppliers pay attention to when they provide products to market demanders. Brand capability refers to a company's production capacity and quality; while brand warmth refers to market demanders' experience and sense of product demand [8].

3.1.1 Accelerate product promotion

The cute culture acts as a catalyst when it helps market suppliers to combine these two cores to provide products. For example, when it comes to the sales of Olympic tickets, if it is only a single promotion of the content of each Olympic Games event, the first reaction of most people is that they are not interested because many times people do not know enough about some events. However, before the Olympic Games, if a mascot is designed and a video animation of the mascot participating in each competition is used as event publicity, it will not only attract people's attention to the Olympic Games through the cute image of the mascot, but also popularize every game at the same time. Knowledge of Olympic sports. In this example, the mascot acts as a catalyst. It accelerates the sales and circulation of products, and reduces the process of identifying and collecting information on demanders[8].

3.1.2 Improve product competitiveness

After market suppliers inject products into the cute culture, they can often make their products stand out from competitors of the same type. For example, many children reject cold medicine when they are young. Because most cold medicines are intended to have a therapeutic effect, they often taste very bitter. Children don't like the smell very much. However, some companies consider the needs of children when producing cold medicines and design the packaging of cold medicines into cute cartoon images[10]. For example, AniMed has designed cute animal illustrations on the packaging of children's medicine bottles, including images of deer, lions, giraffes and other cute animals. This practice often visually reduces children's rejection of medicines, helping children better receive cold treatment and increasing sales of medicines[11].

3.1.3 Establish a good image for product and market suppliers

In the early stage of the brand, using the cute culture can help the brand establish a good image in the early stage and play a positive role in the promotion of the product in the future. The classic example is the trajectory of the Disney Company. In the early days, Disney was well-known as a design and distribution company for cartoons such as Donald Duck and Teacher Mi. These two classic characters and a series of cartoons around them were household names in the United States in the 1970s and 1980s, and they are still essential publicity images of Disney Company. However, in the later period, Disney was no longer limited to drawing comics but began to try to develop a new business model of film production through cooperation with Hollywood. In recent years, "Star Wars" has been a sequel to Disney based on previous George Lucas novels and films. Although the newly filmed "Star Wars" trilogy has received negative reviews from many audiences, the failure of the

filming has not affected Disney's brand image and company operations. Because Disney's early cartoons and cartoons drawn through cute cartoon characters have been deeply rooted in people's hearts. This allows people not to obliterate Disney's brand status in their hearts because of the failure of a few movies.

3.1.4 Contribute to the development of various areas of the market economy

Take Japan as an example. The great success of the cute culture in Japan fully demonstrates its economic effectiveness. Many cartoon characters in Japanese animation have already become popular all over the world with the development of the Internet, attracting countless gold. In the process, a new form of economy was born: the cute economy. Especially in the era of social media, opinion leaders with many fans have become an essential part of spreading cute culture and promoting the sales of cute elements[12]. For example, many creators of well-known social software or video platforms have collaborated with merchants, relying on their influence to sell products by evaluating products and selling live broadcasts. This maximizes the economic effectiveness of the cute culture while bringing changes to traditional sales models. Nowadays, on online shopping platforms, from mobile phone cases, to toy dolls, to T-shirts, all kinds of derivative products of cute culture appear on the market. Merchants use the public's love and desire for cute culture to produce a wide variety of products, directly or indirectly driving the development of many industries. It can be seen from this that the new consumption mode characterized by cuteness is exerting a strong economic effect on the market.

3.2 Analysis from the perspective of market demanders

3.2.1 The psychological level of market demanders

(1) Reduce the stress of life for consumers. A typical example is the combination of social media and cute culture. The development of social media has given people the convenience of sharing information in real time and interacting with others through social platforms. The fission-type communication characteristics of social media allow more people to access relevant information about cute culture. The rapid spread of social media in information dissemination can help cute culture gradually expand its influence. This has brought cute culture into the spotlight quickly. At the same time, it can also promote those who do not understand the cute culture to obtain information on social media repeatedly, and carry out secondary production and dissemination of information, such as uploading videos, photos, and expressing opinions on social platforms. Therefore, in the online community built by social media and cute culture, people can escape from the boring and complicated fast-paced society, and feel the relaxed, interesting, entertainment and leisure space provided by the Internet without restraint. They turn their attention to the lovable, placing their real-life restlessness in the visual sense of beauty and wonder, adding a touch of fun to the dull life [13]. And these cute things rely on new media to appease people's emotions in a richer, three-dimensional and more direct form, and even become a way of life for people who have a busy day to decompress after a break.

(2) Improve the intimacy of the relationship between people. Communicating through social media has become a part of people's daily lives. However, social media is different from traditional face-to-face communication or telephone communication. Sometimes online communication cannot fully and vividly express each other's true feelings and thoughts. This situation can easily lead to communication gaps and lead interpersonal communication. Misunderstanding occurs. In this case, a new way of socializing combined with cute culture becomes a good way to communicate effectively and avoid misunderstandings. By sending cute textual language or cute images and emoticons, this communication method can promote understanding between two strangers in the fastest time, thereby shortening the distance and enhancing mutual affection[14]. It can be seen that the new social way of fusion of cute culture plays an important role in the emotional communication of modern social media. These new expressions of cute culture can allow people at both ends of the network to show their affinity in the strange online world, creating a relaxed and casual atmosphere. This makes

communicating and reducing conflicts easier for people participating in social media. At the psychological level, it provides a spiritual home for those who need to participate in the market.

3.2.2 Behavioural level of market demanders

Cute culture can improve the quality of communication between consumers and brands, making consumers more willing to give positive feedback to companies[15]. That is to say, and cute culture can increase the enthusiasm of consumers to participate in the market. When a company promotes its brand in the market, a cute product image can make the product's individual appear more honest, which is more likely to convince consumers of the quality of the product or service. Because most of the time, people, regardless of their personality and age, are more likely to let their guard down on cute products or brands[16]. Here we use the two concepts mentioned earlier from consumers' perspectives: brand power and brand warmth. Cute things tend to make people feel warm, which makes them more tolerant of product and brand failures and more likely to provide products and brands with opportunities to explain the process of using the product. When a product contains cute elements, consumers become more active and patient. They have a lower tendency to resist psychologically, which helps consumers improve the efficiency of learning to use the product[17]. In addition, cuteness can increase the level of care people handle when dealing with things. That is to say, and when consumers use products with cute elements, they tend to be more careful and cherish[18]. Finally, the cuteness factor can increase the likelihood that consumers will engage in altruistic behavior[19]. In conducting market research, it is sometimes necessary to interview random experimenters to answer questions (such as opinions about certain products or compare the performance of different products). If some cute elements are added during the interview, the subjects can be more actively involved in the research and more willing to answer questions carefully and accurately. For example, when doing street interviews, if the interviewer can wear cartoon clothes to interview, the questions he asks will be more easily answered by others.

4. The Negative Effects of Cute Culture

4.1 From the consumer's point of view

To analyze the negative impact of cute culture, we first start from the perspective of market demanders, that is, consumers. For men, some overly cute cultural packaging of products or services is consuming dopamine in men's brains[20]. In particular, some products use baby-like cuteness. For example, in the promotion process of some movies, to attract more male audiences, the female characters in the works are designed to be very pure and cute, and the promotional posters are deliberately soft. Erotic edge ball. For example, let the characters wear revealing clothes or design some sexually suggestive content for publicity. After collecting this information, the male brain often stimulates dopamine secretion in the brain, thereby losing rational consumption judgment. This kind of marketing using baby-like cuteness culture is common in the entertainment industry in East Asia. Because of East Asia, cute style is very popular. Many young people often try to imitate cute characters in comics. This makes the masculine culture gradually replaced by the feminine cute culture. For women, the marketing methods in some markets are just a cute coat, essentially vicious consumerism that binds women's consumption choices[21]. For example, in today's East Asian entertainment industry, women no longer prefer men with strong physiques and tall statures but men who are thin, fair-skinned, with delicate facial features, feminine and even feminine styles. Men with these styles have a lovely appearance and a feminine way of speaking whether they are in the filming of movies, TV dramas, or participating in entertainment variety shows. This form of cuteness belongs to the contrasting cuteness introduced earlier. Because men with this style are in the minority in life after all, when women are used to seeing a style of men in their lives, they will have a certain amount of aesthetic fatigue. But when a guy with a cute style suddenly appears, women are easily attracted to the new style. At this point, the smart market suppliers have seized this psychology of women, by designing a variety of contrasting and lovely products and asking these lovely boys to endorse. These

products and services have been wildly sought after by women. Because they have also lost the ability of rational judgment, to chase the stars they like in their hearts, they do not think about the practicality of consumer products.

4.2 From the perspective of market suppliers

If the suppliers of goods and services in the market put too much energy into the packaging and promoting products through cute culture. So cute would mean risk. For example, sometimes, companies add many cute elements when promoting products, making the company's brand feel incompetent to consumers[22]. That is to say, although cute culture can be widely used in marketing activities, it is necessary to grasp the degree of use of cute culture for different products. For example, when selling tickets for Super Bowl football in the market, if people use cute culture for publicity, whether people choose contrasting cuteness or baby cuteness, this is an inappropriate way of publicity. Because cute culture has nothing to do with rugby, a sport full of masculinity and a sense of power. Furthermore, cuteness can reduce consumers' trust perceptions [23]. That is to say, and cute culture sometimes reduces consumers' expectations for products or services. Consumers sometimes think cute individuals are more prone to succumbing to pressure, less assertive, and have less self-control, thus perceiving the product as unreliable. For example, when the Rolex advertisement was looking for celebrity endorsements, it chose the famous tennis Grand Slam player Roger Federer to endorse the watch. Roger Federer is a world-renowned tennis superstar, and his style of play also gives people a sense of maturity and stability. This athlete's image will play a positive role in the promotion of high-end watches such as Rolex. But if Rolex is looking for a very young, feminine and cute-looking young man to speak for, even if the young man is a star. But his cute appearance and temperament do not highlight the dignity of the Rolex watch. That's why many luxury companies find cute-looking ad spokespersons less reliable than mature-faced ones.

5. Suggestions

After analyzing the negative and positive effects of cute culture on the market from different angles, it can be seen that cute culture is a double-edged sword. While retaining its advantages, the negative effects of cute culture also need to be addressed. Therefore, suggestions are still given from the perspectives of the main market suppliers and market demanders participating in the two markets:

5.1 For market suppliers

First, for the groups in the market that provide products and services, especially companies. At any time, the most important thing is the quality of the product itself. Cute culture is often more of a way to promote products. But this culture cannot determine the company's core competitiveness in the market. If companies in the market only focus on how to promote products and services through all kinds of fancy publicity methods, without paying attention to the quality of the products themselves, this method may bring short-term profits, but it cannot achieve long-term success in the market. Based on this, the final loss of the company will be the inevitable result. Enterprises should start from their core competitiveness, carefully design and develop products, clarify their customer positioning, market segmentation, and product usage scenarios, and then consider whether it is suitable to integrate Cute Wenhui into their products. Don't be short-sighted to make quick money, delaying the company's future and affecting the market's ecological environment.

Second, cute culture may be an effective marketing tool. However, the products or IPs designed by the company must have their own stories behind them. At the same time, they must choose an accurate publicity method based on the actual characteristics of the products. It is more important to be able to connect with consumers on a deeper level. It is necessary to empathize with consumers within the products and services to enhance consumer loyalty, rather than focusing only on the surface of products. In addition, enterprises also need to think about how to enrich the diversity of products to support their IP, instead of using multiple means to promote a single product, the market is complex

and sensitive. Even if there is a good product and an excellent way of publicity, if you don't make progress, you will be eliminated by the market sooner or later. For example, Motorola mobile phones have excellent product quality, but after smartphones appeared on the market, there was no timely transformation, and they were still producing single-button mobile phones. Although the workmanship and quality of the mobile phone are excellent, the button mobile phone has fallen behind the market, so it can only be eliminated in the end. This example is the same for cute culture. The public's aesthetics will always change after a period of time, even if some of the previous products that incorporate cute culture are very popular, when they need to cater to new markets and new aesthetics, the changes will change to avoid being isolated by the market.

5.2 For market demanders

Market demanders are consumers. For consumers, a shift in perception is crucial. Consumers paying for goods and services with cute culture is not necessarily bad. From a macro perspective, this kind of behavior can stimulate the economy and reflect social sentiment to a certain extent. In the face of complex markets and developed networks, if immature people blindly follow the trend, it will lead to bad consequences. Therefore, as a consumer, you should pay more attention to the news in the market, and collect and filter valuable information to cultivate your ability to think independently, establish a correct consumption concept and avoid being brainwashed by the trap of consumerism. When buying goods, don't be deceived by the coat of cute culture or other marketing methods, and reduce the impact of brain dopamine on judgment. Clearly recognize your own needs, instead of rushing to grab what most people want; choose commodities you can afford, instead of irrational consumption for vanity, jealousy, and other bad emotions. The coat of cute culture is only the surface of the product and a means of the market. If everyone can choose the products they like according to their true thoughts, without looking at other people's eyes, without being coerced by capital, firm and confident in their own choices, and showing understanding and respect for others' choices, then not only we If their consumption concept can be correctly established, the whole lovely culture will also show a positive and positive outlook.

6. Conclusion

The appearance of cute culture itself is innocent, and with the improvement of people's living standards, people's lifestyles are generally more comfortable, so the emergence of cute culture is inevitable. Modern cute culture has gradually expanded from its origins in Japan to East Asia through two forms of infantile and contrasting expressions until it has expanded its influence to the whole world. This process is enough to show that most people still welcome cute culture. However, when integrating cute culture into the market as a marketing method, market suppliers who provide products and services need to pay more attention to the quality of products rather than the means of publicity; for product demanders, it is necessary to establish a correct consumption concept and reduce irrationality. Consumption. Only when these two participants in the market form a good market cognition together, the development of cute culture will not go in the wrong direction, thereby reducing the negative impact on the market. People should not be confused by the new concept of cute culture, but should recognize its essence, return to the original intention, and rationally pay for the things they like and are cute. After all, people buy the cuteness itself, not the series of amounts and tags attached to it.

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