

Exploring the Influence of Cosplay on Men's Fashion: A Design-based Marketing Perspective

Dr. Rodania Mohamed Rashad

Lecturer at Readymade garments dep- Faculty of applied arts- Damietta Univ.
Rodaniamhmd@gmail.com

Abstract:

This research aims to explore the influence of cosplay on men's fashion from a design-based marketing perspective. The study seeks to analyze how cosplay, as a vibrant and expressive subculture, shapes the design elements, aesthetics, and consumer preferences in men's fashion. By examining the interplay between cosplay and fashion design, this research provides valuable insights into the potential opportunities and challenges for brands and marketers in leveraging the influence of cosplay to engage with the male consumer market.

Keywords:

Cosplay, Men's Fashion Design, Marketing.

References:

- 1- Bainbridge, J. - The meaning of cosplay and the impact of virtuality - Symbolic Interaction - 37(4) - 2014.
- 2- Chaffey, D., & Ellis-Chadwick, F. - Digital Marketing: Strategy, Implementation and Practice - Pearson – Seventh edition – 2019.
- 3- Chaffey, D., & Smith, P. R. - Email Marketing Excellence: Planning and Optimizing Your Email Marketing. Taylor & Francis – 2017.
- 4- Davis, L. - The psychology of cosplay: Costume, identity, and performance. Routledge – 2017.
- 5- Ducrot, O., & Edelman, S. - Cosplay in everyday life: Performance, fandom, and social interaction. In The Oxford Handbook of Virtuality - Oxford University Press– 2018.
- 6- Enge, E., Spencer, S., & Stricchiola, J. - The Art of SEO: Mastering Search Engine Optimization. O'Reilly Media – 2016.
- 7- Gupta, S., & Pirsch, J. - The Rise of Influencer Marketing and Its Impact on Consumer Behavior. Journal of Advertising Research, 60(1) – 2020.
- 8- Hildebrandt, K. A., & Bachmann, I. (2015). Dressing up and acting out: Exploring the therapeutic benefits of cosplay. Fashion, Style & Popular Culture, 2(2) – 2015.
- 9- <https://omgmalecos.tumblr.com/post/18356850894/crossplay-men-can-do-it-too>
- 10- <https://www.belloflostsouls.net/2021/06/epic-cosplays-inspired-by-e3-2021s-best-game-announcements.html>
- 11- <https://www.facebook.com/photo/?fbid=715168063299294&set=pb.100044183211905.-2207520000>.
- 12- <https://www.pinterest.com/FeistyFireball/steampunk-pippi-longstocking-costumecosplay-ideas/>
- 13- <https://www.pinterest.com/pin/328903579017720086/>
- 14- Hughes, A. M., & Ginnett, R. C. - Direct Mail in the Digital Age. Routledge - 2019.
- 15- Levinson, J. C., & Gibson, S. - Guerrilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business - Houghton Mifflin Harcourt – 2016.
- 16- Lo, K. - Cosplay and performance. In The Routledge Companion to Media Fandom – Routledge -2018.
- 17- Matsui, N. - Cosplay in Japan: A comparative study of cosplaying behavior between Japanese cosplayers and non-Japanese cosplayers. International Journal of Contents Tourism, 1(1) – 2015.
- 18- McCosker, A., Wilken, R., & Wilken, R. - From subculture to mainstream: Aestheticizing cosplay and the negotiating of capital and distinction. International Journal of Cultural Studies, 21(6)- 2018.
- 19- Pulizzi, J., & Barrett, N. - Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses. McGraw-Hill Education – 2017.
- 20- Richards, L. Product Management: The Art and Science of Managing Digital Products. O'Reilly Media – 2020.
- 21- Tuten, T. L., & Solomon, M. R. - Social Media Marketing. SAGE Publications – 2017.

Paper History:

Paper received June 22, 2023, Accepted September 15, 2023, Published of November 1, 2023