

# Analysis of the Non-Fungible Token Set-up on 4V Theory Focusing on Global Luxury Brands

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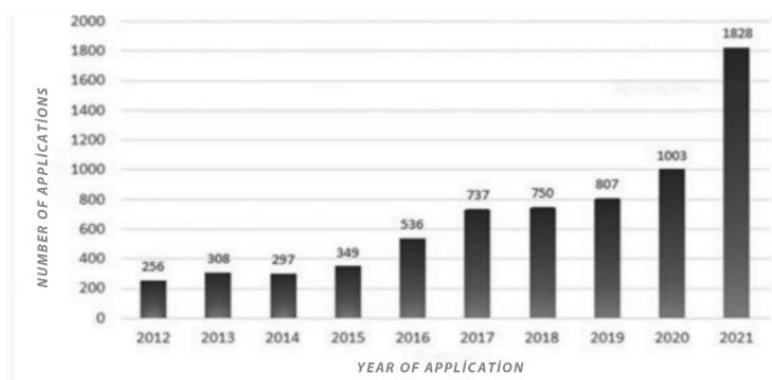
**Abstract:** Non-fungible token (NFT), as the most influential and representative assets in the metaverse and the brand market, have been used by several brands, thus resulting in the prevalence of NFT collection over the past few years, especially in the context of the metaverse. However, relevant research results have been rare. Some researchers merely conducted an objective study to investigate the artistic value of NFTs. Given that studying NFT collection bears significance to the society, the study analyzed the NFT of luxury brands based on the 4V theory collected data via questionnaire survey, and finally analyzed results using SPSS to verify the reliability of the analysis. It is concluded that the brand exhibits the characteristics of 4V theory in the design of the NFT digital collection. Brands designed using the 4V theory are able to communicate and broaden sensory experiences more effectively. Interaction between the brand and IP image adds sales paths and value, thereby enhancing brand interaction

**Keywords:** NFT, Luxury Goods, 4V Theory, Brand Design

## 1. Introduction

### 1.1 Background and Significance of the Study

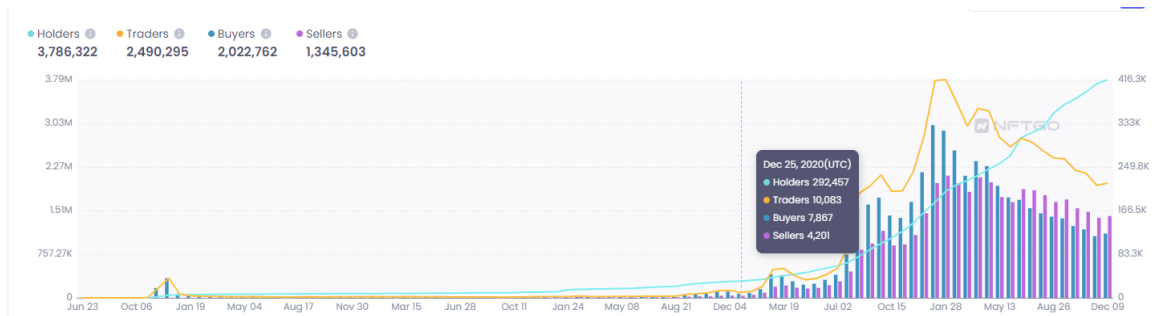
Data released by the Patent Office on April 3, 2022, as reported in the press, suggest that metaverse-associated patents have grown at an annual rate of twenty-four percent on average over the past decade[Fig. 1]. Notably, NFT -associated patents for the management, authentication, and security of digital assets have been formally filed since 2017 and have increased by an average of One hundred and forty-three percent per year over the last five years . Last year witnessed an increase of 5. 3 times over the previous year" Accordingly, there are a considerable number of possibilities to expect from the visual merchandising design aspect of Non-fungible token (NFT) in the global brand market[1].



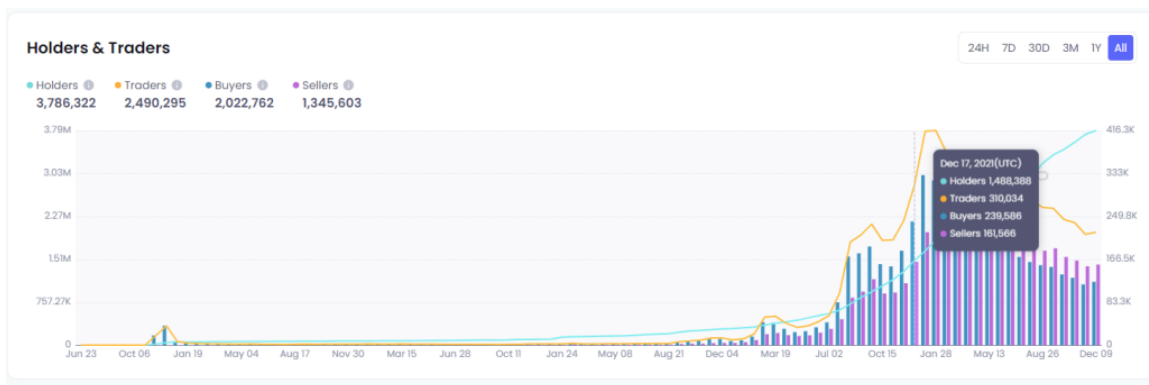
[Fig. 1] Chart of Annual Average Growth of Reverse Related Patents over the Past 10 Years (2012-2021)

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In the third quarter of 2021, there were approximately 230,000 buyers for NFT, compared with only 7,000 in the same period in 2020[Fig. 2].

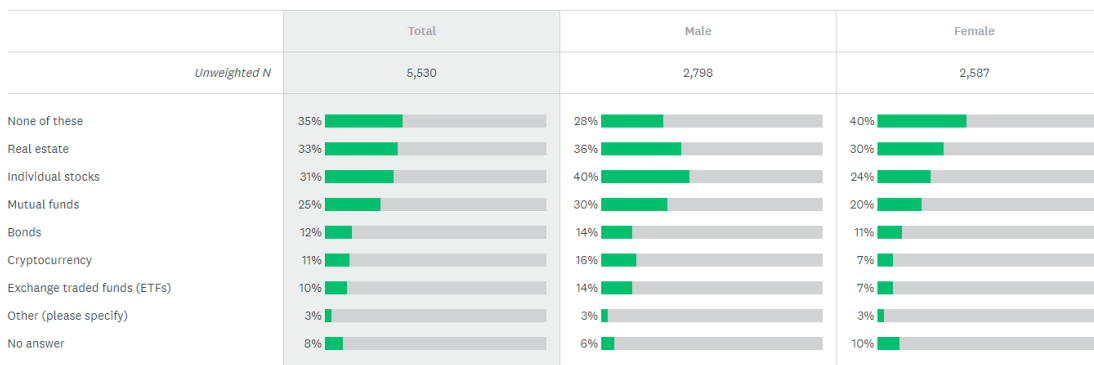


[Fig. 2] Buyers of NFT in the Third Quarter of 2020



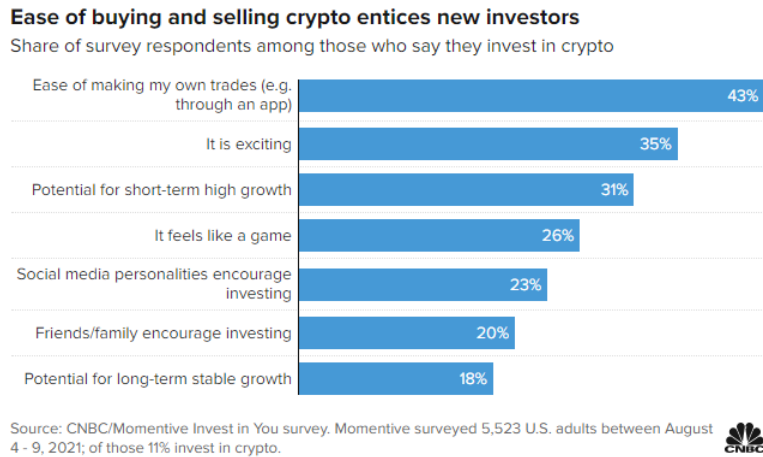
[Fig. 3] Buyers of NFT in the Third Quarter of 2021

Momentive surveyed 5,523 U.S. adults between August 4 and 9, 2021. The survey was initiated by noting that twenty percent of investors have considered that inflation will most significantly affect their personal finances over the next 12 months, and eleven percent of these investors have invested in cryptocurrencies[Fig.3]. Moreover, this number tends to increase. sixty five percent of local cryptocurrency investors have invested in the cryptocurrency asset class over the last year. As depicted in another figure, cryptocurrencies ranked 4th among investor holdings, only behind U.S. stocks mutual funds , and bonds . The percentage of Americans invested in cryptocurrencies even exceeds index equity funds ETFs[2][Fig. 4].



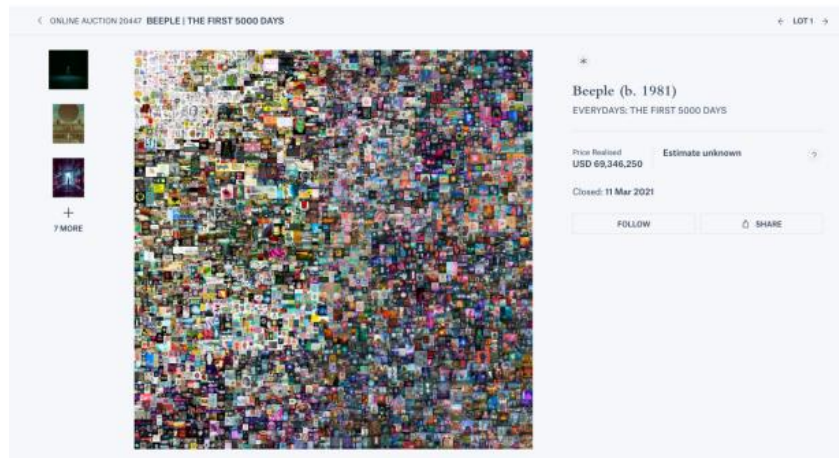
[Fig. 4] US Adult Cryptocurrency Investments in Cryptocurrency Asset Classes

CNBC also surveyed the eleven percent of cryptocurrency investment users in the eleven percent from August 4 to 9, respectively. As a result, 5.523 users were collected, and several conclusions were drawn. It is similar to playing a game[Fig. 5].



[Fig. 5] CNBC Investment User Survey Results

NFT has long been a hot mess and has made a stir in the marketplace. In March 2021, artist Beeple's crypto artwork "Everydays: The First 5000 Days" sold for \$69.35 million at Christie's, a traditional auction house[Fig. 6].



[Fig. 6] BEEPLE|THE FIRST 5000 DAYS[3]

As revealed by the above data, the emergence of metaverse has made the brand younger. The youngest generation of users has progressively become familiar with the concept of metaverse. Moreover, metaverse provides a novel brand perspective and avoids the homogeneity of marketing methods, such that it is a trend to seize metaverse. Metaverse is capable of evoking positive emotions of consumers to sales advertising messages. Besides, for young consumers in the age of social media, they yearn for self-expression, and they are keen to show their personality. As a result, they are easier to release rich emotions to the outside world. Furthermore, the meta-universe is conducive to shaping a distinct brand personality since it can be adopted to rejuvenate the brand by issuing NFT digital products, either as an incidental function to the purchase of physical products or sold as a digital collection of the brand alone[4]. In addition, the meta-universe is adopted to launch its own virtual IP characters to increase brand awareness. The NFT digital products can be employed to increase brand awareness, make the

brand more personal, and bring humanized value to consumers. Although the metaverse covers the most influential and representative NFT digital collections, there are more mature research works. Among the few existing research results, some researchers have only conducted objective research on the artistic value of NFT[5], In Guo Chunning's artistic generation of the metaverse: tracing the origins of non-tariff art Part of the analysis of non-tariff art as a metaverse pointing to the future essay. The partial analysis of NFT art as a kind of meta-universe pointing to the future and exploring the generation and flow of NFT as a digital mechanism from the revolution of the art world fails to fully show the full picture of the form of NFT design and the forms and methods of marketing NFT in visual design. In this study, the new situation and development of NFT's visual design is investigated by analyzing tabular data[6].

## 1.2 Scope of the Study

Since the four global luxury brands (i.e., Burberry, Gucci, LV, and Coach) have become more successful in NFT than others, and the history of the brand is more representative, four NFT collections were selected as the scope of the study, each of which was developed by Burberry Gucci LV Coach. To be specific, the aim is at adding value to NFT products, creating a rejuvenated brand, and increasing sales channels via novel ways of visual marketing

## 2.Theoretical background

### 2.1 4V Theory

As high-tech industries have been leaping forward after the 1980s, high-tech enterprises and high-tech products and services emerged, and marketing concepts and methods have been enriched and developed. Moreover, novel and unique concepts have been formed. The so-called "4V" refers to the marketing mix theory of Variation, Versatility, Value, and Vibration.

Variation: Customers show huge differences. In the age of personalization, these differences become even more significant and generally separated into three parts (i.e., product differentiation, market differentiation, and image differentiation). The focus is placed on image differentiation, i.e., the differences generated by the implementation of branding and CI strategies. Enterprises are enabled to build a favorable image in the minds of consumers through strong brand awareness, successful CI strategies and media publicity, thus leading to a preference for the enterprise's products. In general, it comprises sales price differences, distribution channel differences, as well as after-sales service differences.

Versatility: Customers have three levels of positioning of a company's product. To be specific, one is the core function, thus explaining why the product exists, mainly consisting of the basic functions of the product. The second is the extended function, i.e., the function to the deep direction. The third is the additional function, the aesthetic function. The aesthetic function of the product, the product in the manufacture and production are primarily studied in this study through the aesthetic function to indicate the visual value of the goods feeling.

Value: Value originates from the analysis of product value composition of contemporary enterprises. It comprises the basic value and additional value of two components. The former is by the production and sales of a product to pay the consumption of physical and living labor, i.e., the product value composition of the "C + V + m". For contemporary trends, the proportion of the consumption of living labor in the value of a product tends to decrease, whereas the proportion of high technological added value, brands (e.g., "famous products", "famous people", and "famous enterprises") or "famous companies" tends to decrease. The proportion of value added by high technology, brand (e.g., "famous products", "famous people", and "famous enterprises") or corporate culture and marketing value added

in the value composition will increase significantly and further. In this study, the effect of the added value on brands is examined using the celebrity design effect.

Vibration: Resonance refers to the 'maximization of value' to consumers or customers and the resulting 'maximization of profit for the company through value innovation that continues to capture the market and remain competitive. It places stress on the ability to link the company's innovation. This study examines the visual resonance of resonance. Furthermore, the visual interaction maximizes the satisfaction of consumers by providing them with value innovation[7].

## 2.2 The Concept of NFT and What it Means

NFT refers to a non-homogeneous digital asset. Its ownership is recorded on the block chain that exhibits unique characteristics. The current development of the Internet is underpinned by an innovation in social interaction, the collection of digital memory becomes increasingly easier, the social behavior of people is transparent, and digital memory serves as part of the metaverse. One model is to use literature, art, and religion as a carrier, which has a heritage figurative expression combined with abstract thinking. This type of vicariousness is presented in different times. The different characteristics emerging from the process of virtual identity authentication on the Internet is not allowed for complete immersion without the realization of a mapping of real identities. This digital memory serves as the carrier of NFT. The artistic characteristics of NFT exhibits diversity, independence, and transparency of process[8]. Moreover, the design language of designers is progressively changing to digital. Designers create images using programmatic coding cartography to differ from conventional design, and they are no longer limited to static means for the application of digital technology[9]. Visual effects exhibits a dynamic and interactive visual form, breaking through two-dimensional, to the three-dimensional expression collides with the aesthetic and interactive experience. The creation of NFT has led to technological innovation. specifically in the form of block chain generation, enabling artists to cross the distance of time and space to display digital artworks and communicate to achieve spiritual civilization, which is termed visual beauty and visual impact.

## 2.3 Global Luxury Brands

Luxury brands represent the highest level of the brand hierarchy and serve luxury goods. In life, luxury brands enjoy a very special market and a high social status. In the classification of goods, the counterpart to luxury goods is mass goods. In addition to offering use value, luxury goods create high added value. They also offer tangible value and intangible value, with the latter often higher than the former[10].

# 3. Research Method

## 3.1 Research Design

First , In this study, the elements of the 4V theory related to visual design is analyzed.

1 Variation - image differentiation: what are the visual points of difference compared with other IP images, as well as what are the memorable points for fans;

2 versatility - aesthetic function: adding a unique visual impression to the functional image of the existing IP, e.g., adding new additional accessories, reinforcing the brand image in a novel form, the logo is attached to a different location in a unique form;

3 Value - brand: For example, famous people, famous products, famous companies, the effect of celebrities as the main driving make the artist's design skills for the overall visual design, to increase the

visual overall perception value;

4 Vibration - visual resonance: deepens the sensory impression of consumers via the visual interaction of the design approach, such that consumers make brand associations, increasing the stickiness of the brand.



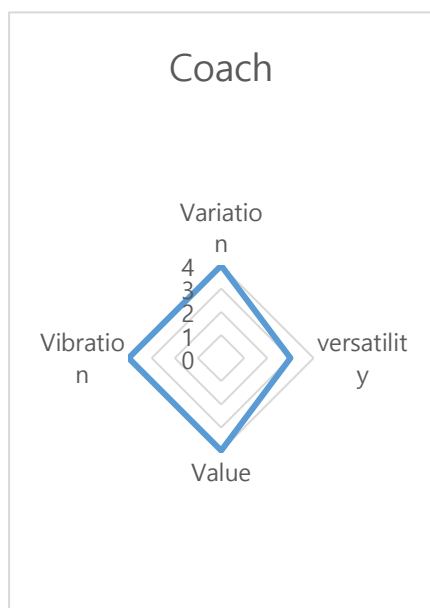
Secondly, in order to verify the results of the analysis, a 4V theory-based questionnaire survey was designed, with the content involving gender, occupation and purchase intention. How Coach, Lv, Burberry and Gucci conducted design in visual aspects was studied and presented via graphs and data results. In order to ensure the reliability of the results, the results of the study were subjected to KMO and common factor variance using SPSS software.

### 3.2 Data Set

#### 3.2.1 Coach

Coach launched its first NFT collection during the 2021 Holiday season as a giveaway for its 80th anniversary. The collection featured eight characters from Snow City, Coach's holiday 2021 game. Coach hosted daily drops where each NFT was sold out in less than 1 min. NFT owners will be rewarded with a made-to-order Coach Rogue bag in 2022

[Table 1] Analysis of Coach's NFT Digital Collection

Coach			
			
4V theory			
General category	Details	Rating	Study Results Analysis Chart
<b>Variation -image differentiation</b>	The brand identity is revealed in the combination of 8 flat animal figures, with the image of the theme skiing, in the background and on the seating platform	4	
<b>Versatility -aesthetic function</b>	NFT owners get a unique custom Coach Rogue bag, with the brand image on the custom bag	3	
<b>Value- brand</b>	1 Twitter space hosted by VaynerMedia Vayner NFT hosted a Twitter space with Giovanni Zaccariello, SVP Global Visual Experience and Renee Klein, VP E-Commerce & Digital Strategy 2 Coach presented NFT to 8 influencers, including artists, NFT enthusiasts and fashion icons	4	
<b>Vibration -visual resonance</b>	White Label NFT Marketplace creates brand experience Using the White Label NFT Marketplace allows Coach to provide their collectors and community with a seamless, carefully curated, A seamless, curated and special visual experience for their collectors and community, A direct experience for fans to claim their Coach NFT without having to leave, allowing fans to have a visual value maximizing experience	4	



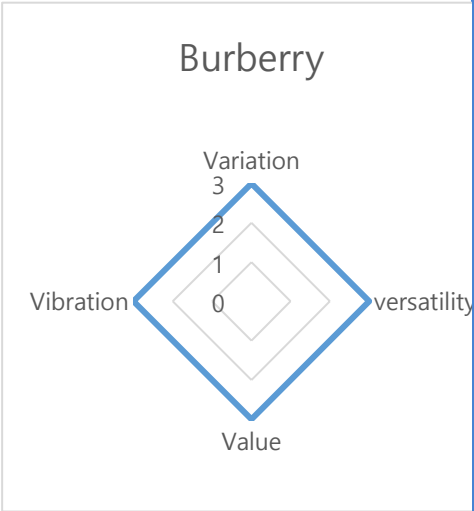
### 3.2.2 Burberry

A partnership with Mythical Games has been announced currently to launch a line of non-friable tokens (NFT) in its flagship game, Blankos Block Party, a partnership that paves the way for the future of digital ownership in games. Blankos Block Party is a groundbreaking multiplayer party game with digital vinyl toys called Blankos, live on the block chain and essentially provide players with verified proof of ownership and authenticity, Burberry is the first luxury brand to join the Blankos Block Party,

This limited edition limited number of Burberry Blanko (i.e., a shark named Sharky B) is an NFT that can be purchased, upgraded and sold on the Blankos Block Party marketplace. As part of this collection, Burberry will launch its own brand of in-game NFT accessories (e.g., jetpacks, armbands and billiard shoes) which players can apply to any Blanko they own, Sharky B can also be trained to master a range of abilities (e.g., speed and agility), thus ensuring the toy's uniqueness and rarity.

When customers are constantly redefining community spaces and the way they connect with the brand, Burberry's partnership with Mythical Games reveals the brand's long-standing spirit of innovation and creativity that go beyond an enduring connection to the community.

[Table 2] Analysis of Burberry's NFT Digital Collection

Burberry			
			
4V theory			
General category	Details	Rating	Study Results Analysis Chart
Variation -image differentiation	The image of the shark is reflected in the basic image of the shark, where the accessories can be removed at will and the image is visually diverse.	3	
Versatility -aesthetic function	Own brands on the basic IP task with unique NFT accessories on the logo designs unique accessories (on the spray paint book bag, armband, and billiard shoes)	3	
Value - brand	Burberry announced its partnership with Mythical Games in June 2021, Recognized by Forbes' Disruptive Technology Companies to Watch in 2019 and Fast Company's World-Changing Ideas for 2021, Mythical is a next-generation gaming technology company that creates a universal gaming ecosystem by leveraging block chain technology and NFT's tools to enable players, creators, artists, brand, and game developers to become stakeholders and owners in the new gaming economy, using new technology allows Burberry's to add a new visual added value	3	


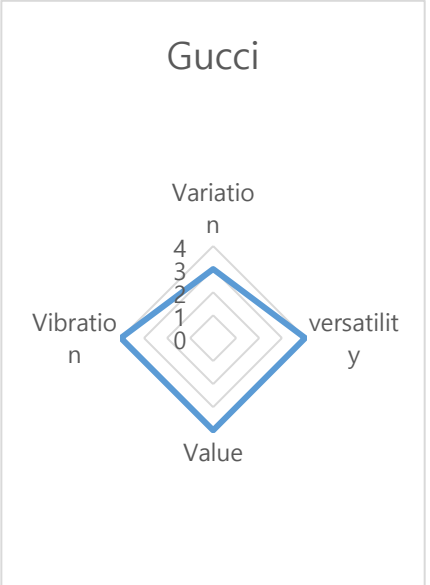
<b>Vibration -visual resonance</b>	With Mythical Games, the collaboration goes beyond Burberry's own in-house games to bring the Burberry universe into an established environment, working closely with Mythical Games to bring this new customer visual interaction experience to life	3	
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### 3.2.3 Gucci

From floral fantasies to psychedelic GG Supreme dreamscapes, SUPERPLASTIC characters enter new territory as the leading animated celebrity and creator of vinyl and digital collectibles collaborates with Gucci to develop the SUPER Gucci collaboration.

SUPER Gucci refers to a groundbreaking collaboration between Gucci and SUPERPLASTIC; it is also a two-part super limited edition NFT collection developed by Gucci Creative Director Alessandro Michele and synthetic artists Janky & Guggimon. The first features Janky and incorporates the brand codes from the Gucci Aria collection. The second drop, embellished with the Gucci Love Parade aesthetic Guggimon, is airdropped to the holder of the first NFT as a token of appreciation. Both drops come with an exclusive 8-inch high ceramic SUPER Gucci sculpture, handcrafted by an Italian potter. Only 500 NFTs are cast per drop.

[Table 3] Analysis of Gucci's NFT Digital Collection

Gucci			
GUCCI			
4V theory			
General category	Details	Rating	Study Results Analysis Chart
<b>Variation -image differentiation</b>	Embodied as a handmade Italian ceramic sculpture with a ceramic-textured figurative character, emphasizing the tendency towards luxury	3	
<b>Versatility -aesthetic function</b>	The merchandise combines Gucci's trademark cues with SUPERPLASTIC's Janky and Guggimon characters, who fits the SUPER Gucci theme, as the collaborative NFT and ceramic figures, occupies icons taken from Gucci's history (the symbolic Gucci Vault). Here, the new meets the old in a significantly straightforward sense	4	
<b>Value - brand</b>	Look for SUPERPLASTIC, a collaboration of companies specializing in producing art toys for collectibles which was launched in 2018 by Kidrobot founder Paul Budnitz and features designs by artists Janky, Guggimon, Dayzee, Staxx, Kranky and ShüDog, Millions of dollars of toys and costumes have been sold to date and a number of creations have been launched on the Winklevoss brothers' NFT platform, Nifty Gateway, Enhancing visual value	4	
<b>Vibration - visual resonance</b>	There are three unique NFTs available to SUPERPLASTIC NFT holders, Also promoting the SUPERPLASTIC brand, with the launch of SUPER Gucci, the digital Gucci Vault will be unlocked with a sixth batch of vintage Gucci,	4	



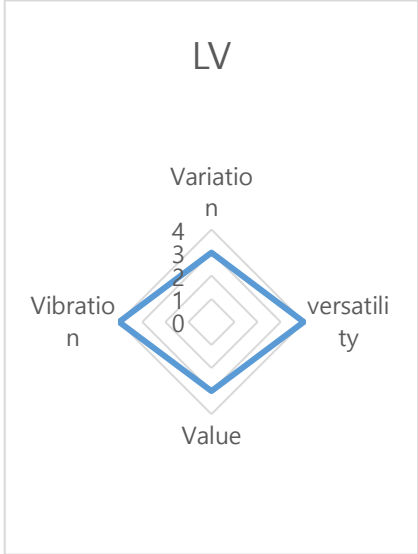


	<p>individually numbered and shipped in "unique packaging", handpicked by Creative Director Alessandro Michele and his team of Gucci's in-house archivists, making fans enjoy a unique treatment and visual experience when they put their hands on the physical item. The offline shop has created a full VIP seat for every brand NFT holder</p>		
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### 3.2.4 LV

LV launches NFT game 'LOUIS: The Game', inspired by Louis Vuitton's real-life adventures. The first wave of "LOUIS 200" is the fun. NFT infused video game "LOUIS: The Game", inspired by Louis Vuitton's real-life adventure of leaving his hometown in the Jura region of France at the age of 14 and taking two years to reach Paris on foot, LOUIS: The Game combines this experience with advanced animation technology to create six fantasy worlds where players are enabled to control Louis Vuitton mascot Vivienne as she travels over the mountains to reach the location of her birthday celebration. First, players can choose from two LV backpacks to outfit Vivienne, In the following, players should collect as many Monogram candles as possible to reach the next level. On that basis, anecdotes about the brands collaborations, special orders, technical knowledge, family stories, artistic designs, fashion show highlights and others are progressively revealed, from the brand's origins to several important developments, landmarks, trends and so forth. Furthermore, the game offers a global leader board for added competition. In addition, the game offers a global leader board to add a sense of competition and excitement.

[Table 4] Analysis of LV's NFT Digital Collection

LV			
			
4V theory			
General category	Details	Rating	Study Results Analysis Chart
<b>Variation - image differentiation</b>	<p>Originating from Monogram, Vivienne is incorporated into almost every LV product line and can be seen adventurously on every new LV season, In the game, Louis Vuitton has also prepared a wide range of looks for their mascot protagonist; Vivienne's petals are designed with various identical patterns, textures, patterns and colors that reveal a taste for fashion, as well as a slant-back water bottle, sunglasses, a sun hat, headphones, binoculars, all kinds of equipment that might be used during a trip,</p>	3	
<b>Versatility - aesthetic function</b>	<p>While designing the NFT characters, more attention was paid to the environmental experience within the game, with the design style of the game as the main focus and the IP image as a supporting element, creating a different functional experience allowing Vivienne to pass each area constructed by a single color, the world under the main tone of red, green, purple and blue is fresh and light and things under the same tone will be layered because of the slight change in color difference. The world is fresh and light in the main tones of red, green, purple and blue, with things in the same tone layered with slight</p>	4	

	variations in color, Unreal's light and shadow effects add a further dimension to this design,		
<b>Value - brand</b>	LV collaborates with celebrities on its designs, ten of them were designed by the artist Beeple, this is his second collaboration with LV and Beeple's collection "Everyday: The First 5000 Days" was sold in March 2021 for \$69 million, making Beeple one of the top three most valuable painters alive today, The deal places Beeple in the top three most valuable living painters and 13 pieces of clothing from the LV Spring/Summer 2019 collection feature Beeple's 'Everydays' work,	3	
<b>Vibration - visual resonance</b>	Avoid pricing their digital goods by creating their own games, letting players know their brand history and giving away NFT for free, The game features skins that can be changed throughout the course of the game, The brand also plans to host the Louis Vuitton main site for the Louis, Verdun" physical experience, The Game" held in Asnières and at the Louis Vuitton family home in Los Angeles to immerse fans in the experience, An interactive role is reached through a visual experience	4	

### 3.3 Data Collection Procedure

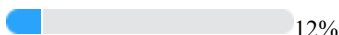
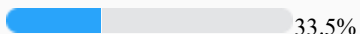
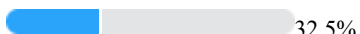
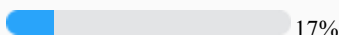
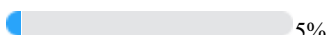
To further analyze the interaction between 4V theory and NFT vision, 200 people were randomly selected and questioned.

[Table 5] Satisfaction Survey on the Visual Aspect of NFT for Luxury Goods

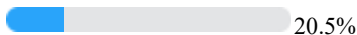
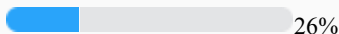
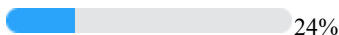
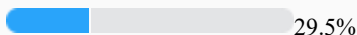
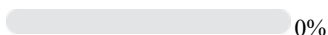
[1] What is your gender? [Single Choice]

option	quantity	ratio
Male	120	 60%
Female	80	 40%
Number of valid entries for this question	200	

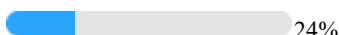
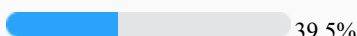
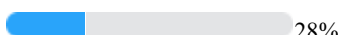
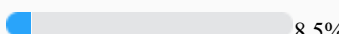
[2] What is your age? [Single Choice]

option	quantity	ratio
18-20	24	 12%
20-25	67	 33.5%
25-30	65	 32.5%
30-35	34	 17%
35	10	 5%
Number of valid entries for this question	200	

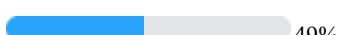

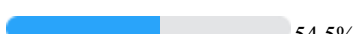
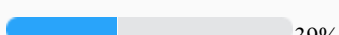
[3] What is your occupation? [Single Choice]

option	quantity	ratio
Students	41	 20.5%
Office staff	52	 26%
Business operators	48	 24%
Outdoor workers	59	 29.5%
Others	0	 0%
Number of valid entries for this question	200	

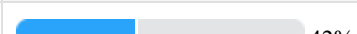
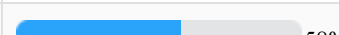
[4] How much do you know about NFT? [Single Choice]

option	quantity	ratio
Very well	48	 24%
I heard that	79	 39.5%
Don't really know	56	 28%
No feeling	17	 8.5%
Number of valid entries for this question	200	

[5] Why did you choose to buy NFT? [Multiple choice questions]

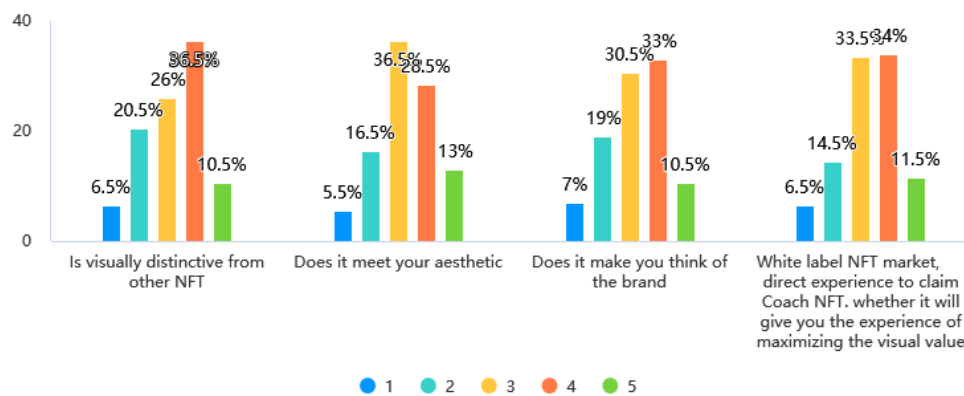
option	quantity	ratio
Embodiment of personal values	98	 49%
Considered to add value	121	 60.5%
Stress relief	109	 54.5%
Influenced by people around you	78	 39%
Number of valid entries for this question	200	

[6] How much do you think the emergence of NFT has brought pleasure to your life [Single Choice]

option	quantity	ratio
Yes	84	 42%
NO	116	 58%
Number of valid entries for this question	200	

[Table 6] Coach's 4v Theory Investigation

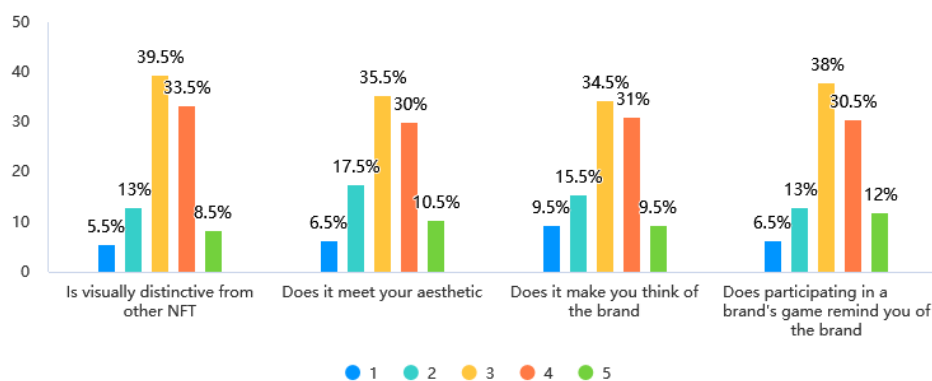
option	1	2	3	4	5
Is visually distinctive from other NFT	13(6.5%)	41(20.5%)	52(26%)	73(36.5%)	21(10.5%)
Does it meet your aesthetic	11(5.5%)	33(16.5%)	73(36.5%)	57(28.5%)	26(13%)
Does it make you think of the brand	14(7%)	38(19%)	61(30.5%)	66(33%)	21(10.5%)
White label NFT market, direct experience to claim Coach NFT. whether it will give you the experience of maximizing the visual value	13(6.5%)	29(14.5%)	67(33.5%)	68(34%)	23(11.5%)



[Fig.7] Analysis of Coach's 4v theory survey results

[Table 7] Burberry's 4v Theory Investigation

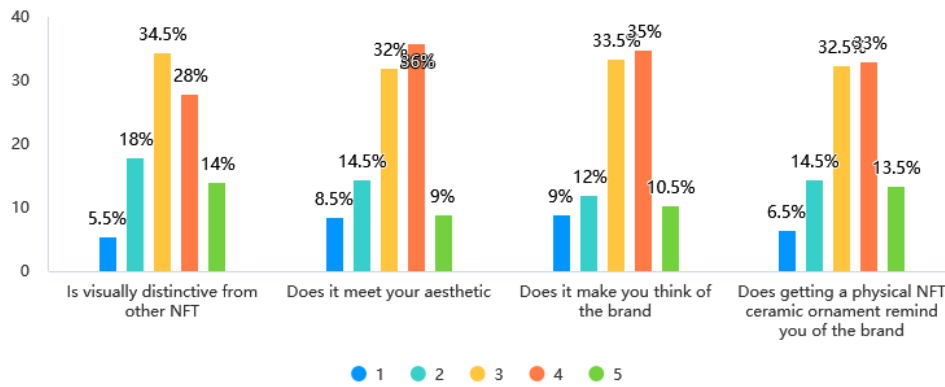
option	1	2	3	4	5
Is visually distinctive from other NFT	11(5.5%)	26(13%)	79(39.5%)	67(33.5%)	17(8.5%)
Does it meet your aesthetic	13(6.5%)	35(17.5%)	71(35.5%)	60(30%)	21(10.5%)
Does it make you think of the brand	19(9.5%)	31(15.5%)	69(34.5%)	62(31%)	19(9.5%)
Does participating in a brand's game remind you of the brand	13(6.5%)	26(13%)	76(38%)	61(30.5%)	24(12%)



[Fig.8] Analysis of Burberry's 4v Theory Survey Results

[Table 8] Gucci's 4v Theory Investigation

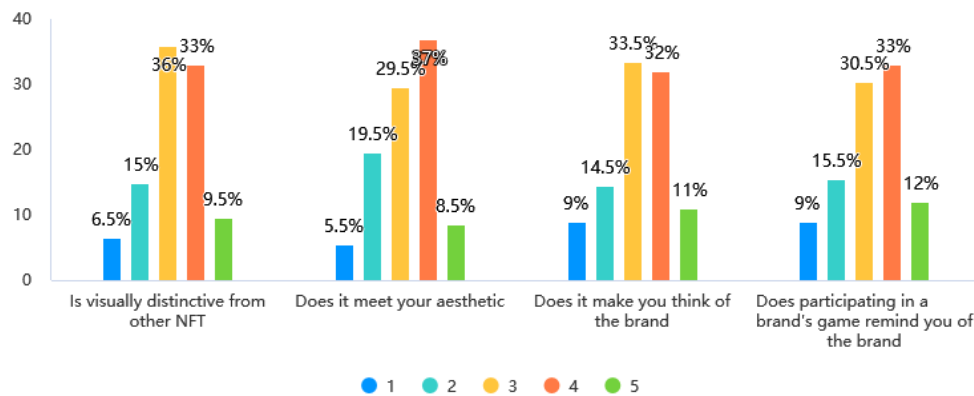
option	1	2	3	4	5
Is visually distinctive from other NFT	11(5.5%)	36(18%)	69(34.5%)	56(28%)	28(14%)
Does it meet your aesthetic	17(8.5%)	29(14.5%)	64(32%)	72(36%)	18(9%)
Does it make you think of the brand	18(9%)	24(12%)	67(33.5%)	70(35%)	21(10.5%)
Does getting a physical NFT ceramic ornament remind you of the brand	13(6.5%)	29(14.5%)	65(32.5%)	66(33%)	27(13.5%)



[Fig.9] Analysis of Gucci's 4v Theory Survey Results

[Table 9] LV's 4v Theory Investigation

option	1	2	3	4	5
Is visually distinctive from other NFT	13(6.5%)	30(15%)	72(36%)	66(33%)	19(9.5%)
Does it meet your aesthetic	11(5.5%)	39(19.5%)	59(29.5%)	74(37%)	17(8.5%)
Does it make you think of the brand	18(9%)	29(14.5%)	67(33.5%)	64(32%)	22(11%)
Does participating in a brand's game remind you of the brand	18(9%)	31(15.5%)	61(30.5%)	66(33%)	24(12%)



[Fig.10] Analysis of LV's 4v Theory Survey Results

## factor analysis

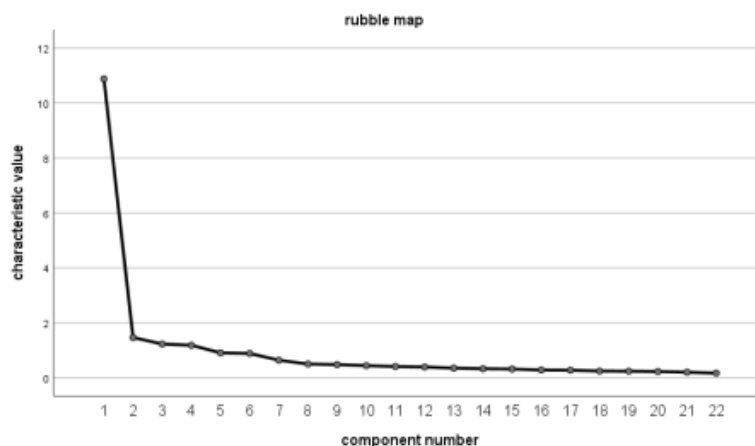
### KMO and Bartlett tests

Number of KMO sampling tangibility.		.949
Bartlett sphericity test	approximate chi-square	3008.336
	degree of freedom	300
	significance	.000

[Fig.11] KMO and Bartlett Tests

common factor variance		
	initial	extract
1、 What is your gender?	1.000	.289
2、 What is your age?	1.000	.729
3、 What is your occupation?	1.000	.726
4、 How much do you know about NFT?	1.000	.496
5、 (Embodiment of personal values)	1.000	.672
5、 (Considered to add value)	1.000	.679
5、 (Stress relief)	1.000	.466
5、 (Influenced by people around you)	1.000	.682
6、 How much do you think the emergence of NFT has brought pleasure to your life	1.000	.568
7、 —Is visually distinctive from other NFT	1.000	.693
7、 Does it meet your aesthetic	1.000	.688
7、 Does it make you think of the brand	1.000	.672
7、 White label NFT market, direct experience to claim Coach NFT. whether it will give you the experience of maximizing the visual value	1.000	.739
8、 —Is visually distinctive from other NFT	1.000	.653
8、 Does it meet your aesthetic	1.000	.694
8、 Does it make you think of the brand	1.000	.698
8、 Does participating in a brand's game remind you of the brand	1.000	.740
9、 —Is visually distinctive from other NFT	1.000	.733
9、 Does it meet your aesthetic	1.000	.674
9、 Does it make you think of the brand	1.000	.690
9、 Does getting a physical NFT ceramic ornament remind you of	1.000	.708

[Fig. 12] Common Factor Variance



[Fig. 13] Rubble Map

According to the KMO value and Bartlett sphere test, KMO value is 0.959, which indicates that the factor analysis is good, and the chi-square value of Bartlett sphere test is 2912.002, and the significant level of 0.00 is reached. Therefore, the variables used can be factorized. According to the variance table of common factors in Fig. 7, most of the common factors reach over 0.65, such that the common factors can account for most of the variations and the correctness of the correctness of the method.

In accordance with the contribution rate of variance, there are five factors with eigenvalues greater than 1, and the inflection point of eigenvalue curve appears in the fourth common factor.

### 3.4 Data Analysis

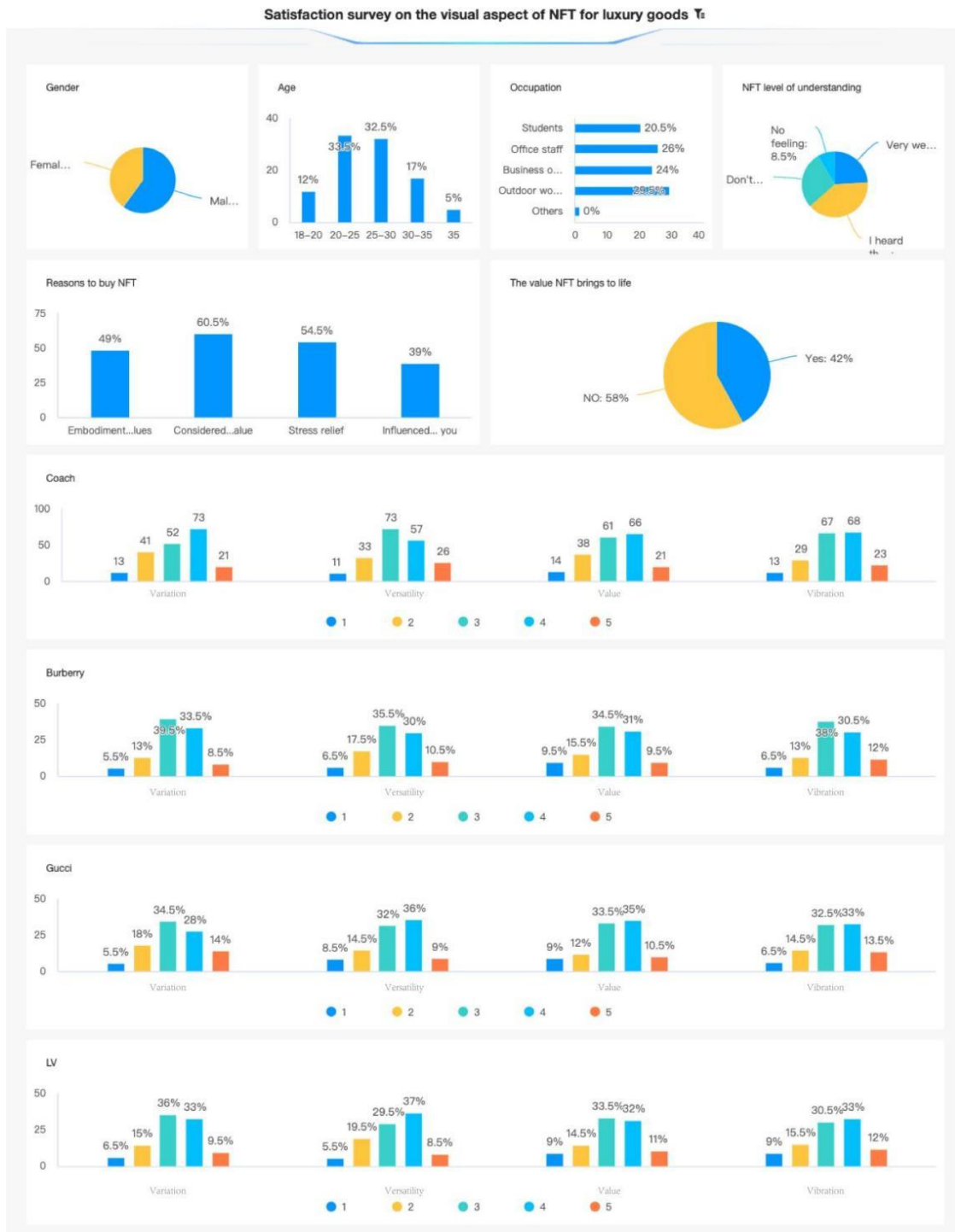
The research results are presented as follows. There are more males than females. Men account for more than 60%, as indicated by the study, and the age group of users is between 20 and 30 years old, significantly greater than the basic age of 40%.

Outdoor workers account for up to 29.5 percent, and most people who know NFT are in a hearing-and-hearing state of 60 percent. Most people buy NFTs to add value to their products. BURBERRY is more balanced in 4V theory, Gucci is less differentiated in 4V theory, LV is less differentiated in 4V theory, and less in aesthetic function and visual resonance in 4V theory.

### 3.5 Discussion

The results of the study show that in the design of NFT collection, the brand exhibits the characteristics of the 4V theory which refers to Variation, Versatility, Value and Vibration, and that each characteristic is presented to a different degree and in a different way, but all are interrelated with the design form characteristics of the 4V theory.

Another important finding from data analysis conducted in Section 3.2, is that the features of interactive design are particularly prominent. According to Guo Shuobo's Analysis of the Characteristics of Interactive Encryption Art in the Context of Metaverse and NFT, the three core words of NFT are: interactive, immersive and collaborative[11]. According to Art Platforms and Cultural Production on the Internet by Olga Goriunova, interactive crypto-art, as a quasi-sequel to the creative experimentation, carries the community imagination. Interactive collaboration, points to the emergence of "new subjectivities" and echoes the view of Catalan aesthetics and microrevolutions. According to the view, the public would create its own sociotechnical infrastructures wherein new art and design would emerge and generate political effects that would extend to all networks and fields[12]. In this way, it is inferred that the 4V theory is interrelated and integrated with interaction design in the field of design.



[Fig. 14] Comprehensive Data Analysis

### 4. Conclusion

Through the study, NFT has been highlighted by a wide variety of industries, and the application of NFT in different fields is considered an emerging trend in the future. This study provides a novel method for NFT visual marketing design research in accordance with 4V theory, and employs case analysis and questionnaire. It is confirmed that the 4V theory can be used in visual design of NFT, and the results can be proved by graph statistics, such that the research results can be summarized and understood more



easily.

This study provides a new way of design communication for the design field, providing reference for studies on interaction design, based on the 4v theory. Because the research method only involves questionnaires, the study has some limitations. Therefore, it is necessary to conduct studies referring to case comparison analysis and other methods to further verify the results of our study.

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