

## THE FACTORS INFLUENCING CONSUMERS' INTENTION TO PURCHASE BLIND BOX PRODUCTS IN THE THAI MARKET

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### ABSTRACT

This research paper explores the factors that influence customers' intention to buy Blind Box products. The data from respondents were acquired using a quantitative approach, this study utilized an online questionnaire targeting Thai younger generation in Bangkok, with a sample size of 120 respondents analyzed using descriptive statistics (frequency, percentage, mean, and standard deviation) and inferential statistics, including t-tests and chi-square tests. The results of the model indicate that factors such as attitude towards the behavior, perceived value, word-of-mouth and uncertainty significantly influence purchasing decisions. The statistical model for consumer behavior intention is as follows:  $\text{purchase intention} = 1.453 + (0.187 * \text{attitude}) + (0.243 * \text{perceived value}) + (0.168 * \text{WOM})$ , which explains 73.2% of the variance in purchasing decisions, with a standard error of  $\pm 0.398$ . Recommendations for Pop Mart Blind Box include prioritizing introduction of the new designs and the new innovative characters to enhance new product value, utilizing the brand storytelling to strengthen emotional to connections with younger generation consumers, and expanding product lines based on popular characters. These findings offer Pop Mart Blind Box valuable insights for refining its marketing strategy, enhancing consumer engagement, and driving sales in the competitive art toy market.

**Keywords:** Consumers Behavior, Blind Box, Thai Market

### INTRODUCTION

The concept of the blind box, originating in Japan, refers to a closed, opaque container housing dolls of various designs. In China, popular blind boxes feature characters such as Molly and Pucky, alongside co-branded items with franchises like Toy Story and Disney. Recently, brands like POP MART have propelled the popularity of blind boxes, with automatic vending machines for blind boxes becoming commonplace in major shopping malls. These products, characterized by unique designs and inherent uncertainty, have captivated young consumers, solidifying the blind box as a leading fashion trend among Chinese youth. According to projections, the market size of the blind box industry in China is expected to reach 25 billion yuan by 2025 (Zeng, 2021). The appeal of blind boxes lies in the uncertainty they introduce, which enhances the consumer experience (Yan & Wu, 2021).

POP MART, a leading retailer and designer of art toys, was established in 2010 by Wang Ning. Initially targeting children, the brand has successfully expanded its market to include teenagers, adults, and working professionals. POP MART's remarkable appeal and business performance were reflected in a 19.3% revenue increase in the first half of 2023, amounting to 2.814 billion yuan (approximately 20 billion Thai baht), with a net profit of 477 million yuan (China Daily, 2023).

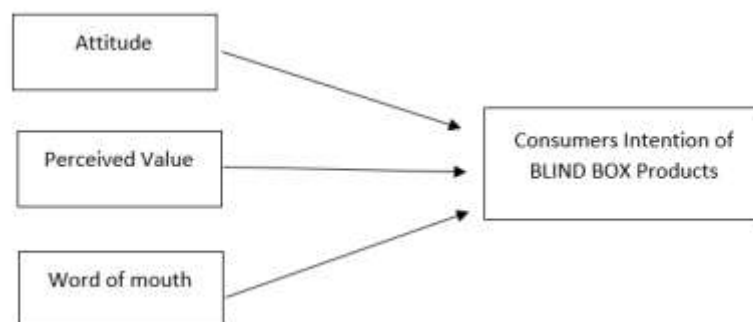
A significant milestone for POP MART was the opening of its first store in Thailand at CentralWorld on September 20, 2023. The event attracted large crowds, requiring safety measures due to the high turnout, further underscoring the strong reception of blind box products among Thai consumers. Siriporn

Plangchantuk, Country General Manager of POP MART (Thailand) Co., Ltd., reported that the store exceeded its sales target by 4-5 times within the first two months of operation, highlighting the challenge of meeting consumer demand (Siriporn Plangchantuk, 2023). This success positioned the Thai store as one of the top-performing locations globally for POP MART, signaling a strong consumer interest in the brand's offerings and a broader cultural shift toward collectibles that appeal to diverse demographics. Therefore, marketers must carefully balance innovation with respect for cultural authenticity to optimize consumer acceptance, fostering a sense of awareness among the readers. (Lert-asavapatra, P. 2024).

Despite POP MART's successful market entry in Thailand, there remains a lack of comprehensive research into Thai consumer behavior, particularly regarding the factors influencing long-term purchasing decisions for collectibles. This study seeks to fill this gap by examining the key drivers behind Thai consumers' decisions to purchase blind box products. By analyzing these factors, the research aims to provide valuable insights that will enable POP MART to better understand the needs, preferences, and purchasing behaviors of its Thai customer base. Understanding these factors is essential for developing effective marketing strategies tailored to the Thai market. The insights will allow the brand to foster customer loyalty, create targeted campaigns that resonate with local cultural preferences, and ensure long-term business sustainability within Thailand's rapidly growing collectible market. Ultimately, this study intends to contribute to refining POP MART's strategic approach in Thailand and supporting its continued growth in this emerging sector.

## OBJECTIVE

1. To examine consumer behavior in relation to purchasing Blind Box products in Thai Market.
2. To identify the factors that influence customers' purchasing decisions Blind Box products in Thai Market.



Conceptual Framework

## METHODOLOGY

This research is a survey study aimed at examining the factors influencing Thai consumers' purchases of Blind Box products in Thailand Market, following the steps outlined below:

### Population and Sample

The target population for this research consists of Thai younger generation, ranging from undergraduate students to working professionals, aged between 18 and 35 years in Bangkok, Thailand, with an unspecified population size. The sample group comprises 120 individuals selected from this population.

#### **Data Collection**

Data collection process will be carried out using an online questionnaire. A pilot test of the questionnaire was conducted prior to the main survey to ensure the reliability and validity of the research instrument. In cases where responses are incomplete or inconsistent, such data will be excluded from the analysis. This method allows for convenient and widespread access to the target age group. The online survey will be distributed through social media platforms, such as X app, Facebook and Instagram to effectively reach the target population in Bangkok.

#### **Data Analyze**

Descriptive statistics will be used to analyze data, summarizing categorical variables with frequency counts and percentages, and assessing continuous variables with means and standard deviations. Inferential statistics, including t-tests and chi-square tests, will be applied to test hypotheses and explore relationships. Data analysis will be conducted using SPSS software to ensure accuracy and reliability.

### **RESULTS**

This section provides a summary of the statistical findings from the data analysis of 120 respondents, which includes both descriptive and inferential statistics. The regression model shows how attitude, perceived value, and WOM influence purchase intention, with 73.2% of the variance explained.

### **COLCLUSION**

In conclusion, this research demonstrates that attitude towards purchase significantly influences purchasing decisions for BLIND BOX products among Thai consumers, with a statistical significance at the 0.01 level. A positive consumer attitude plays a crucial role in driving purchase behavior, as a favorable view of the product increases the likelihood of purchase. This finding aligns with prior studies, such as Natchaya Chaiyasane's (2020) research on the KWANJAI brand, which identified individual experiences and personal tastes as key factors influencing purchasing decisions. Similarly, Atcharaphan Tangchaturasophon's (2021) study on battery electric vehicles found that knowledge and emotional factors impacted purchase intentions. These studies support the notion that a positive attitude, shaped by consumer experience and emotional connections, is vital for driving purchases. Furthermore, as suggested by Panida Ninaroon and Montipa Vilasthip (2021), demographic differences play a role in shaping consumer behavior, implying that BLIND BOX should tailor its marketing strategies to different consumer groups for greater effectiveness.

### **SUGGESTIONS**

To improve brand perception, BLIND BOX should emphasize product strengths and credibility in marketing campaigns, enhancing consumer attitudes. Increasing perceived value through high-quality products and transparent information about production will foster trust. Encouraging positive word-of-mouth via events and referral incentives will drive consumer engagement. Reducing uncertainty through clear product information, guarantees, and support will increase confidence in purchasing. Finally, long-term relationships can be built by continuously engaging with customers and monitoring their perceptions over time.

Future studies should broaden their scope by including diverse consumer groups from different regions and age ranges to examine varied purchasing behaviors. Research should also assess the impact of multiple marketing channels and the role of digital word-of-mouth in shaping brand attitudes. Furthermore, exploring how cultural values influence consumer perceptions, especially regarding foreign brands, would provide valuable insights. Lastly, studies should incorporate user experience factors such as satisfaction with quality, service, and usability to assess their influence on repeat purchases.

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