

From Pop Mart to Consumer Carts: Understanding the Consumer Behavior of Filipino Consumers

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Abstract

The rise of blind boxes in the Philippines, particularly Pop Mart's offerings, has piqued Filipino consumers' interest, inciting curiosity and driving impulsive purchasing behaviors. This study investigates the relationship between four key factors—income, marketing strategies, perceived risks, and e-commerce—and their impact on consumer behavior toward Pop-Mart blind boxes. A quantitative correlational research design was used to analyze data from 399 Filipino respondents to identify patterns and relationships between these variables. The findings show that income has a significant impact on consumer behavior, with higher income levels leading to increased purchasing activity. Marketing strategies, particularly curiosity and exclusivity, had a relatively positive impact, increasing engagement and repeat purchases. Perceived risks, surprisingly, correlated positively, as the thrill of uncertainty and potential rewards ignited consumers' interest. E-commerce, on the other hand, also had a significant effect on consumer behavior, suggesting that well-designed e-commerce platforms and effective digital marketing strategies can greatly influence consumer purchasing decisions. This research provides useful insights for businesses looking to innovate in the blind box economy. Understanding how psychological triggers such as curiosity and perceived risks influence consumer behavior can help brands develop more effective marketing strategies and better engage their target audiences. Consumers will benefit from increased awareness of the factors influencing their purchasing decisions, resulting in more informed and rational shopping habits.

Keywords: Blind box, consumer behavior, POP MART, income, marketing strategies, perceived risks, e-commerce

1. Introduction

1.1 The Hobby of Collecting

The surge in demand for collectible items has caught the attention of many. As this demand continues to rise, people increasingly recognize the inherent value these items hold over time. As noted by Reed Samuel on Medium, the pursuit of collecting hobby toys has blossomed into a beloved pastime for countless individuals. Whether acquiring action figures or hunting for rare collectibles, there is an undeniable allure to building a collection of these cherished items. Nostalgia is a powerful magnet, drawing people into the world of collecting. For many, these toys evoke treasured memories of childhood playtime, serving as tangible links to simpler times. The sentimental value attached to the toys of our formative years is undeniable, making collecting them as adults a heartfelt journey back to our past selves.

Dr. Alan Hirsch, a distinguished neurologist and the visionary behind the Smell & Taste Treatment and

Research Foundation, conducted a compelling study revealing the profound impact of nostalgia on our emotional well-being. His research illuminates how holding a cherished toy from our childhood can serve as a portal to simpler times, evoking a cascade of positive emotions, including joy, comfort, and happiness. This deep emotional connection fuels our desire to collect and safeguard these treasured items for future generations.

Collecting is evolving beyond an investment; it is becoming a popular hobby. In the Philippines, many individuals embrace this hobby, whether collecting figurines, NBA cards, memorabilia, Funko Pop, or shoes. Filipinos are renowned for their fondness for nostalgia and their innate inclination towards self-enjoyment, making it evident that this hobby could foster a more profound sense of cultural pride and affection for the country. Despite the often steep prices, enthusiasts are still willing to pay a premium because of their passion for the hobby and their belief that the value of these items will be appreciated in the future.

1.2 Blind Box Economy

Blind boxes, a recent phenomenon in consumer culture, originated from Japan's "lucky bags" concept in the 1980s. These bags contained randomly selected items sold at a discounted price, offering consumers the allure of discovering unknown treasures. These are also known as "Gashapon." The introduction of Gashapon machines further popularized the blind box concept, as these vending machines dispensed mystery toys enclosed in plastic capsules, heightening the element of surprise (Gao & Chen, 2022). From their origins in Japan, surprise boxes have expanded beyond vending machines to online and offline retail channels, gaining traction in markets worldwide, including China. The establishment of dedicated blind box brands marks this evolution. The appeal of blind boxes lies in their ability to evoke curiosity and excitement among consumers. Each box promises to uncover rare or sought-after items, fostering anticipation and engagement. Despite their relatively low cost, blind boxes have emerged as a lucrative market segment, with consumers often engaging in multiple purchases to complete collections or obtain coveted items.

Blind box collections, characterized by their high popularity and disproportionately low probabilities of getting rare figures, command significantly higher prices. The underlying motivation for consumer engagement with blind boxes centers on the desire for novelty, surprise, and exploration. The allure of uncovering hidden treasures within each box drives consumer behavior and contributes to the widespread popularity of blind box culture. As blind box culture continues to evolve and gain momentum, it presents challenges and opportunities for marketers, retailers, and consumers. Understanding the factors driving consumer behavior in the blind box market is crucial for navigating this dynamic industry and capitalizing on its potential for growth and innovation.

1.3 Pop Mart Blind Boxes

Established in China in 2010, Pop Mart originated as a modest shop offering a variety of goods. However, their trajectory shifted significantly when they pivoted towards designer toys, particularly those sold in a novel "blind box" format. Crafted by independent artists, these distinctive figurines swiftly gained traction as sought-after collectibles, particularly among the youthful demographic.

Pop Mart's triumph is rooted in their fusion of artistic allure with the excitement of unpredictability. Their blind box concept, where the specific figurine remains a mystery until purchase, cultivates anticipation and incentivizes collectors to acquire entire sets. This strategy propelled the company to a remarkable USD 676 million listing on the Hong Kong Stock Exchange in 2020. Although their initial revenue surge was meteoric, it has recently moderated.

Pop-Mart blind boxes have been gaining popularity, particularly in Asian countries like China. In the Philippines, several shops have emerged, offering blind boxes to the local community. PopMart has popular series like Hirono, SKULLPANDA, Disney, CRYBABY, Dimoo, HACIPUPU, Molly, and more. In PopMart, 1/12 in each set of collections is possible, and only 1/144 for rare items. This deliberate scarcity amplifies consumer anticipation surrounding collection releases, engendering heightened interest and higher costs for rare figures. Additionally, e-commerce platforms cater to groups of enthusiasts who adore these products. While Pop-Mart blind boxes are currently limited in the Philippines, it is anticipated that as this trend continues to grow, demand will drive an increase in supply. This will enable Filipino collectors interested in this hobby to access a broader range of options.

This research will focus solely on Pop Mart's "Blind Boxes" products, recognizing them as a novel experience for consumers. These mystery boxes introduce an element of excitement and uncertainty, as buyers never know what they will find inside. The thrill of the unknown ignites curiosity among consumers, encouraging them to engage with the product on a deeper level. However, it is essential to acknowledge that this element of surprise also carries inherent risks, which this research will delve into and then research its effect on their behavior. This element of surprise and anticipation adds a unique dimension to the collecting experience, making it all the more enticing for enthusiasts.

Mystery boxes are frequently promoted as offering excellent value for money, suggesting that you receive more than what you paid. While this assertion may hold in certain instances, exercising prudence is crucial. The actual worth of the items in the box should align with the price you have invested consistently (FasterCapital, 2024). Utilizing a distinctive business approach, PopMart has gained substantial renown, primarily attributed to its inventive marketing tactics and embrace of blind box culture. This study focuses on understanding the factors influencing consumer behavior related to collecting Pop-Mart blind boxes in Metro Manila in the Philippines and how these factors can lead to changes in satisfaction and collecting habits.

1.4 Statement of the Problem

Pop Mart blind boxes have become extremely popular in the Philippines, particularly among young people. Despite this, there has been little research into the factors that influence consumer behavior towards surprise collectibles. This study aims to close this gap by examining the impact of brand awareness strategies like limited-edition releases and collaborations, income, and other sociodemographic factors on Pop Mart blind box purchasing decisions and perceptions in the Philippines.

1.5 Research Objectives

The following research objectives provide a framework for investigating key factors influencing consumer behavior within the blind box economy, ranging from socioeconomic influences to marketing strategies, perceived risks, and the impact of e-commerce. This research aims to:

- Investigate how income levels influence blind box purchasing behavior, including product preferences and buying frequency across different income brackets.
- Assess the impact of Pop Mart's marketing strategies, particularly limited-edition releases and collaborations, on consumer perceptions and purchasing decisions in the blind box market.
- Explore the role of perceived risks, such as financial, product, and social risks, in shaping consumer behavior and purchase intentions in the blind box economy.
- Investigate the influence of e-commerce channels on consumer behavior and preferences when purchasing blind box collectibles, including the role of online platforms in product discovery and social interaction among enthusiasts.

1.6 Significance of the Study

This paper provides knowledge that could help various individuals, such as consumers, policymakers, business owners, the Philippine economy, and future researchers.

Consumers. This research has the potential to empower consumers with valuable insights into making informed purchases and mitigating potential risks associated with buying products like BlindBoxes or similar items.

Policymakers. This research may prompt the development of policies to safeguard consumers from potential risks associated with purchasing products like BlindBoxes or mystery boxes.

Business Owners. This study provides significant insights for businesses that sell like PopMart's Blind Boxes, allowing them to understand the various consumer behaviors associated with such items. With this insight, other brand owners may adjust their offerings to meet consumer preferences, increasing product appeal and market competitiveness.

Philippine Economy. By delving into consumer behavior, businesses gain critical insights that allow them to tailor their products to customer preferences. With this knowledge, local companies and entrepreneurs can identify potential market opportunities and create offerings that appeal to their target audience. This strategic alignment boosts economic activity and drives growth in related industries, fostering innovation and market competitiveness.

Future Researchers. This paper can be invaluable for future researchers delving into similar topics. Its publication could provide a wealth of information for forthcoming studies. Moreover, subsequent researchers have the opportunity to extend and enhance the content of this paper, addressing the limitations identified by the current research.

1.7 Scope and Limitations of the Study

The scope of the study should encompass a comprehensive examination of consumer behavior within the blind box economy, focusing on socioeconomic influences, marketing strategies, perceived risks, and the impact of e-commerce. Since the survey is conducted online by disseminating across Pop Mart group pages on social media platforms, such as Facebook, the study may be limited by the availability and willingness of participants to provide accurate information, leading to potential biases in the data collected. The study's findings will only reveal Filipino consumers' consumer behavior. They may not apply to all blind box consumers, as preferences and behaviors can vary based on geographic location, cultural background, and individual preferences.

1.8 Operational Definitions

Pop Mart - POP MART, founded in 2010 by Wang Ning in China, is a market-leading manufacturer of pop culture and art toys. (Zitao Wang, 2023)

Blind Boxes - a type of sealed packaging that keeps what is inside a mystery until you open it (Pop Mart Australia)

Consumer Behavior - the study of the elements that influence individuals' purchasing decisions, including environmental, psychological, and societal factors (Maryville University)

Purchase Decision - concerned with how people decide how to spend their available resources (time, money, and effort) on consumption-related items, such as what they buy, why they buy, when they buy it, where they buy it, how frequently they buy it, how often they use it, how they evaluate it after the purchase, and the impact of such evaluations on future purchases, as well as how they dispose of it (Gajjar, N., 2013)

Customer Attitude - it is defined as an individual's favourable or unfavourable feelings towards products, brands, services, or advertisements (Mustaphi, B., 2024)

Shopping Experience - is defined as a person's internal and subjective reaction to all interactions (direct or indirect) with a company. Such a response is holistic in nature, influenced by customers' cognitive, affective, emotional, and social reactions to stimuli encountered during the interaction (Sedokova, A. et al, 2018)

Customer Satisfaction - is defined as an overall evaluation based on the total purchase and consumption experience with the good or service over time (Kabu Khadka & Soniya Maharjan, 2017)

Income - a gain or recurrent benefit usually measured in money that derives from capital or labor (Merriam Webster)

Marketing Strategy - Marketing strategy is the process of assisting an organization in creating value for its potential customers by understanding the demographics of potential interest, analyzing consumer behavior, and comprehending the psychology behind customer purchases of the company's products or services (Washington State University)

Perceived Risks - Perceived risk is a belief about the potential damaging uncertainty from an online commerce transaction. (Han and Kim, 2017)

E-commerce channels - a route through which an e-commerce business sells or promotes its goods and services to its customers (FullOnECommerce)

2. Literature Review

2.1 Consumer Behavior and Income

Several studies emphasize the role of income in influencing consumer spending habits. Liu et al. (2023) found that higher-income individuals exhibit greater frequency and expenditure on blind-box shopping, attributed to the lower cost of blind-box items relative to their disposable income. Sangalang (2017) suggested that while income may influence impulse buying, its relationship is nuanced. Similarly, Awan & Abbas (2015) revealed that higher-income individuals show greater impulsivity in buying behavior. Azul et al. (2023) noted that higher-income individuals might have more disposable income for shopping, impacting their impulsive buying behavior. Rossolov et al. (2021) identified that higher-income households spend more time in malls and supermarkets. Additionally, Ramya & Ali (2016) emphasized that personal and family income significantly impacts spending habits. Baffa & Maiyaki (2023) confirmed that income significantly impacts consumer responsiveness to social media ads, indicating the importance of tailoring marketing strategies based on income levels.

Gender differences in shopping behavior are highlighted in several studies. Liu et al. (2023) noted that women exhibit more blind-box shopping experiences than men. Conversely, Awan & Abbas (2015) found that males exhibit greater impulsivity in buying behavior than females. These findings suggest that gender significantly determines shopping behaviors and preferences, albeit in different ways depending on the context.

Education's influence on financial behavior is another key theme. Hejase (2018) indicated that people with higher levels of education have more planned and controlled purchasing habits, often correlating with higher income levels. Arigin (2017) noted that financial knowledge, which often correlates with education, positively influences financial behavior, such as budgeting and savings. These studies underline the importance of education and financial literacy in shaping prudent financial habits and behaviors.

The impact of demographic factors on impulse buying varies across studies. Rambani et al. (2014) concluded that age and education had a more significant impact on consumer purchasing behavior than income. In contrast, Awan & Abbas (2015) highlighted that income and other demographic factors like age and

education significantly impacted impulse buying behavior. Sangalang (2017) explored the nuanced relationship between disposable income and impulse buying without providing a definitive stance on income's predominant influence compared to other factors. These contrasting findings suggest that a complex interplay of various demographic factors influences impulse buying.

Liu et al. (2023) found that students demonstrate a higher propensity for blind-box shopping, likely due to limited earnings and an inclination towards impulsive consumption. However, Azul et al. (2023) highlighted that many young professionals in the Philippines, including students, exhibit moderate to low tendencies for impulsive purchases despite having medium to high levels of financial well-being. This suggests that financial well-being and responsible money management can mitigate impulsive buying tendencies among students.

The direct influence of income on financial behavior is debated among researchers. Arigin (2017) found that income did not significantly influence financial behavior, implying that higher income does not necessarily lead to better financial habits. In contrast, Ramya & Ali (2016) argued that personal income directly impacts spending habits, and Rossolov et al. (2021) suggested that income level influences shopping channel preferences. These conflicting findings indicate that the relationship between income and financial behavior is complex and may be mediated by other factors, such as education and financial literacy.

H1: Income has no impact on the consumer buying behavior.

2.2 Consumer Behavior and Marketing Strategy

Several studies emphasize the role of effective marketing strategies and consumer engagement in the success of blind box brands. Zhang & Phakdeephrot (2023) discuss using emotional consumption tactics, price marketing approaches, community engagement initiatives, and leveraging market forces. Liu, Lyu, & Yang (2021) focus on POP MART's marketing strategies, highlighting community engagement through their social app, Ba Qu, and understanding consumer preferences. Similarly, Fan & Wang (2023) underscore the significance of perceived beauty, entertainment value, and interactive experiences, recommending robust IP development and community engagement. Astoriano, Gerona, & Marzan (2022) highlight the significant impact of digital marketing strategies, mainly social media and email marketing, on Filipino consumers' purchase intentions. Huo (2024) discusses PopMart's innovative sales approaches and consumer behavior focus, which contribute to its popularity. Zhang (2023) examines PopMart's marketing strategies through offline and online promotions, linking them to consumer psychology and Maslow's hierarchy of needs. Zhao & Xu (2021) analyze various marketing strategies, emphasizing emotional gratification and uncertainty marketing, alongside intellectual property and the fan economy as significant drivers. Lastly, Wang (2024) attributes POP MART's success to innovative product design, effective digital marketing, and limited edition releases.

Community engagement is a recurring theme across several studies. Liu, Lyu, & Yang (2021) highlight community engagement through Ba Qu as crucial for POP MART's success. Fan & Wang (2023) also emphasize the role of community engagement in influencing consumer purchasing decisions. Zhang & Phakdeephrot (2023) mention community engagement initiatives as part of effective blind box marketing strategies. Wang (2024) mentions fostering community engagement as a critical factor in maintaining customer interest and driving demand.

The importance of leveraging uncertainty and emotional factors in marketing is highlighted in several studies. Zhang (2022) uses the stimulus-organism-response (SOR) theory to show how uncertainty impacts emotional and social values, enhancing emotional experiences like curiosity and satisfaction.

Zhang (2021) likens blind box purchasing to the Skinner box effect, driven by the thrill of gambling and social dynamics. Zhao & Xu (2021) highlight the shift towards emotional gratification and the use of uncertainty marketing techniques. Pang et al. (2023) advocate embracing uncertainty in marketing strategies to maximize value proposition.

Multiple studies emphasize the strategic use of intellectual property and cultural integration. Liu, Lyu, & Yang (2021) discuss leveraging intellectual property as a part of POP MART's marketing strategy. Zhang (2021) mentions the strategic use of intellectual property as a significant draw. Pang et al. (2023) emphasize integrating traditional cultures and IP value into blind box products. Zhao & Xu (2021) note the role of intellectual property and the fan economy in driving blind box appeal.

There are contrasting views on the effectiveness of digital versus traditional marketing channels. Astoriano, Gerona, & Marzan (2022) focus on the impact of digital marketing, mainly social media and email marketing, on Filipino consumers. In contrast, Zhang (2023) and Yang (2023) discuss offline and online promotions, including traditional marketing channels. This suggests a need for a balanced approach that leverages both digital and traditional methods.

Consumer psychology is explored through different lenses. Zhang (2023) explores consumer psychology using Maslow's hierarchy of needs to understand POP MART's marketing strategies. Zhang (2021) takes a behavioral psychology approach, likening consumer engagement with blind boxes to the Skinner box effect. Huo (2024) and Wang (2024) focus more on practical marketing strategies and consumer behavior without delving deeply into psychological theories. These differing perspectives highlight the multifaceted nature of consumer psychology in marketing.

Zhao & Xu (2021) provide a broader perspective on consumer shifts toward emotional gratification and the fan economy without specifying a particular demographic. Fan & Wang (2023) and Pang et al. (2023) focus on the general consumer market for blind boxes without emphasizing a specific demographic. This highlights the need for tailored marketing strategies considering specific demographic preferences and behaviors.

The studies collectively highlight the importance of innovative marketing strategies, community engagement, and leveraging uncertainty and emotional factors in the blind box industry. Zhang & Phakdeephrot (2023), Liu, Lyu, & Yang (2021), and Fan & Wang (2023) emphasize these elements as crucial for success. However, there are contrasting views on the effectiveness of digital versus traditional marketing channels, the role of consumer psychology, and the focus on specific demographics. While Astoriano, Gerona, & Marzan (2022) emphasize the impact of digital marketing on Filipino consumers, Zhang (2023) and Yang (2023) discuss a mix of offline and online strategies. Additionally, the role of intellectual property and cultural integration is highlighted by Liu, Lyu, & Yang (2021), Zhang (2021), and Pang et al. (2023) as essential for creating unique and appealing products. These variations suggest that a multifaceted approach considering different marketing channels, consumer psychology, and demographic preferences is essential for comprehensively understanding and succeeding in the blind box market.

H2: Pop-Mart's marketing strategies have no impact on consumer buying behavior.

2.3 Consumer Behavior and Perceived Risks

Li (2021) and Gerber et al. (2014) emphasize perceived risks' significant influence on consumer behavior. Li (2021) suggests that consumers see predictable risks associated with low-cost blind box purchases as integral to the shopping experience, encouraging increased engagement and purchase quantity by offering diverse designs and extra bonuses. On the other hand, Gerber et al. (2014) identify personal, performance

and social risks as significant influences on online purchasing behavior, with performance risk having the most significant impact. Both studies underscore the importance of addressing perceived risks to foster consumer trust and engagement.

Amarsela (2018) and Uddin et al. (2022) further explore perceived risks in online purchasing. Amarsela (2018) highlights perceived risks, including cognitive uncertainty assessments, as critical determinants of consumer decisions, favoring risk reduction over benefit maximization. Uddin et al. (2022) identify perceived risk as the most critical factor in Indian online purchasing behavior, with negative attitudes stemming from concerns about trust, product quality, and return policies. These studies emphasize the need for businesses to effectively address perceived risks to foster consumer trust and promote growth in online retail.

Hu, Chen, & Davison (2019) emphasize the importance of social influence theory in understanding impulsive consumption behavior, particularly in e-commerce. They highlight the significant impact of informational and normative social influence on consumers, such as peers' expertise and trustworthiness, especially in contexts like blind box purchases where social validation is crucial. This aligns with Fan & Wang (2023), who discuss the speculative psychology and curiosity driving blind box consumption, leading to irrational purchasing behaviors, especially among teenagers. Both studies stress the importance of addressing social influences and peer validation in marketing strategies to guide consumers toward rational purchasing decisions.

Zhang, Zhou, & Qin (2022) and Zhang, Y. & Zhang, T. (2022) explore the impact of uncertainty on consumer behavior. Zhang, Zhou, & Qin (2022) highlight the significant influence of perceived uncertainty on impulsive purchase intention, with curiosity mediating this relationship and perceived luck moderating it. Zhang, Y. & Zhang, T. (2022) discuss how uncertainty impacts purchase intention through perceived value dimensions, significantly boosting emotional and social values. Both studies underscore the pivotal role of uncertainty in enhancing the emotional experience and impulsive purchasing in the blind box market.

Liu et al. (2023) and Liu (2022) explore the psychological factors driving consumer behavior in the blind box market. Liu et al. (2023) highlight the allure of blind box products' unique and unpredictable nature, driving economic interest despite the awareness of associated risks. Liu (2022) discusses how POP MART's strategy capitalizes on trend creation, beauty delivery, and targeting young adults, emphasizing the psychological benefits of blind box consumption, such as trendiness, self-expression, and the thrill of collecting. Both studies emphasize the importance of understanding psychological motivators to drive consumer engagement and purchase intentions.

Qiao (2023) and Fan & Wang (2023) highlight the impact of cognitive biases on consumer behavior, particularly in the context of blind box purchases. Qiao (2023) discusses how high school students, especially females, are influenced by the sunk cost fallacy, showing emotional attachment to previous investments and optimistic thinking about future outcomes. Fan & Wang (2023) emphasize the gambling nature of blind box purchases, leading to irrational behaviors, particularly among teenagers. Both studies suggest the need for businesses to promote rational purchasing and guide consumers toward correct value choices.

Ding & Bhattacharya (2023) and Song et al. (2023) provide comprehensive reviews and theoretical contributions to understanding consumer behavior in the context of mystery and blind boxes. Ding & Bhattacharya (2023) consolidate existing research on probabilistic selling strategies and uncertainty, identifying risk, ambiguity, and mystery as crucial areas for further exploration. Song et al. (2023)

introduce the concept of purchase uncertainty, offering insights for academic research and practical business management. These studies contribute to a deeper theoretical understanding of consumer behavior and provide practical applications for businesses in the blind box market.

Okoye et al. (2021) and Gerber et al. (2014) investigate risk's impact on online purchasing decisions but offer differing insights. Okoye et al. (2021) identify product risk as a significant concern among Generation Y and Z consumers due to their inability to physically inspect items before purchasing. They emphasize the need for businesses to address product risk to foster online purchase intentions. However, Gerber et al. (2014) focus on performance risk as having the most significant impact, reflecting consumers' desire to reduce risk in decision-making. These contrasting views highlight the multifaceted nature of perceived risks and the importance of addressing different types of risks to enhance consumer trust and confidence in online purchasing.

The studies collectively highlight the importance of addressing perceived risks, leveraging social influence, and understanding psychological factors to drive consumer behavior in the blind box market. While some studies emphasize the role of uncertainty and impulsive purchasing, others focus on cognitive biases and the need for businesses to promote rational purchasing. Theoretical contributions and practical implications are also provided, offering valuable insights for businesses to enhance consumer engagement and trust in the blind box market.

H3: Perceived risks like financial, product, and social risks have no impact on consumer buying behavior.

2.4 Consumer Behavior and E-Commerce

Wardhana et al. (2021) emphasize the need for e-commerce companies to adapt to the digital landscape by targeting millennials and Generation Z through social media marketing and aligning promotional efforts with their preferences. This aligns with the findings of Darban & Li (2012) and Gros (2012), who highlight the importance of social media marketing in increasing sales and profitability. Specifically, Darban & Li (2012) found that social networks influence various stages of the purchasing process in Swedish food retailers, mainly through platforms like Facebook. Similarly, Amin et al. (2020) note that social media strategies in Bangladesh enhance consumer satisfaction and trade by leveraging integrated digital platforms.

Cabales et al. (2023) support this by demonstrating a strong positive correlation between social media marketing (SMM) and customer purchasing behavior among senior high school students, emphasizing quality content as a key influencing factor. Varghese & Agrawal (2021) further highlight the role of social media as electronic word of mouth, where reviews and preferences on social media significantly impact potential customers' decision-making processes. This suggests a broad consensus on the critical role of social media in shaping e-commerce behaviors.

Rosales et al. (2024) highlight the surge in online shopping due to convenience, price comparisons, and product variety, particularly amplified by the pandemic. They examine e-commerce demand elasticity, focusing on convenience, trust, usability, and product selection. This aligns with Nieto (2019), who underscores the importance of seller reliability, product quality, and convenience in shaping purchasing decisions on social media platforms in Colombia.

Urne & Aggrawal (2020) discuss the broader impact of e-commerce on consumer buying behavior in India, emphasizing the importance of trust and security. Similarly, Giri (2016) points out that while e-commerce growth is steady, concerns regarding security and tangibility hinder full consumer embrace. Giri suggests that businesses must build consumer trust by providing transparent information about security measures and maintaining a positive social presence.

Ding & Bhattacharya (2023) explore how probabilistic selling strategies and uncertainty influence consumer decisions in the context of mystery boxes. They highlight the cognitive and affective mechanisms consumers use to navigate uncertainty in e-commerce. This resonates with Duan (2023), who notes the addictive nature of blind boxes, especially with the proliferation of online purchasing options. Duan emphasizes that the gambling-like appeal of blind boxes significantly shapes consumer behavior both online and offline.

Chen et al. (2017) examine the impact of learning behavior on social commerce channels, highlighting the importance of cognitive and affective appraisals in predicting purchase intentions. They suggest that forums, communities, and ratings significantly influence these appraisals, shaping consumer behavior. This is complemented by Kumaran & Navin (2022), who find that Instagram significantly influences buying decisions through frequent product exposure, appealing ads, and discounts, leading to high satisfaction.

While many studies emphasize the positive impact of social media and convenience on e-commerce adoption, some highlight ongoing challenges. Giri (2016) and Urne & Aggrawal (2020) note that security concerns and the lack of physical product tangibility still hinder the full consumer embrace of e-commerce. Nieto (2019) also points out that Colombian consumers prefer physical product inspection despite growing e-commerce trends.

The studies collectively highlight the critical role of social media marketing, convenience, and trust in shaping e-commerce behavior. While there is a consensus on the positive impact of social media and convenience, ongoing challenges related to security and tangibility remain significant barriers. Additionally, the influence of uncertainty and psychological factors, particularly in contexts like mystery boxes and blind boxes, further underscores the complexity of consumer behavior in e-commerce. Addressing these diverse factors can help businesses enhance consumer engagement, trust, and overall satisfaction in the digital marketplace.

H4: E-commerce channels like social media sites have no impact on consumer buying behavior.

2.6 Theoretical Framework

In examining the influence of income on consumer buying behavior, the Theory of Consumer Demand and Utility Theory provide valuable frameworks for understanding individual decision-making processes. According to Marshall's Theory of Consumer Demand, individuals allocate their income across various goods and services to maximize utility or satisfaction. Within the blind box economy, where the purchase of blind box collectibles represents a form of leisure expenditure, income becomes particularly prominent. Higher-income individuals may have more disposable income to allocate towards blind box purchases, allowing them to engage in the hobby more frequently or invest in higher-priced limited-edition releases. As income levels rise, consumers may allocate more of their budget to goods with higher marginal utility, leading to changes in consumption patterns and preferences, as mentioned in Jevons' Utility Theory. Jevons' perspective on utility can be applied to the perceived value that consumers associate with the blind boxes rather than purchasing or unboxing them (Witt, 2016). Thus, Jevons' utility theory offers insights into how consumer preferences and purchasing behavior are shaped by the perceived value of blind box products and their quantities, alongside the influence of income levels on consumption decisions. Conversely, decreases in income may prompt individuals to prioritize essential goods with lower price elasticity of demand, reflecting adjustments in consumption behavior to align with changing income levels. Thus, consumer income significantly influences buying behavior, shaping consumption patterns and preferences following individuals' budgetary constraints and utility maximization goals. To support

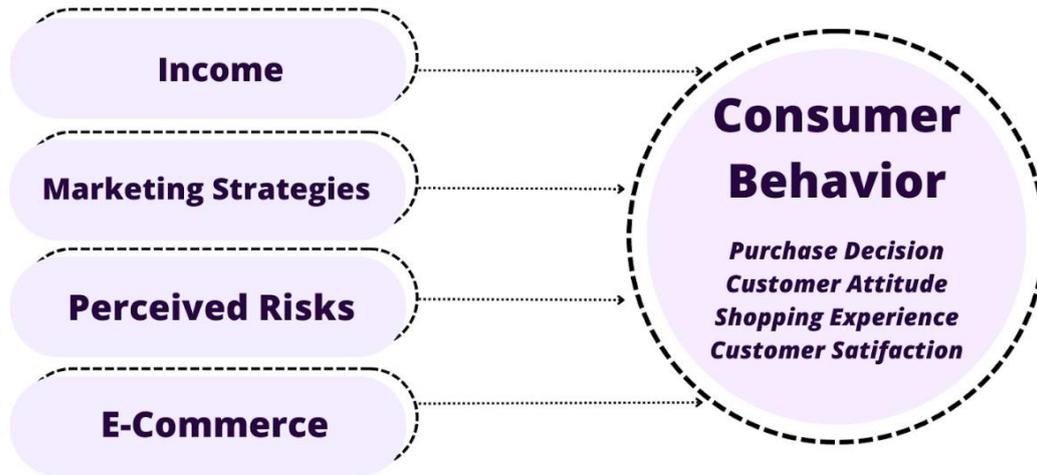
these theories, Liu et al. (2023) also mentioned that consumers with higher average monthly incomes are more willing to invest more money in blind-box consumption.

Applying the Product Life Cycle Theory offers valuable insights into strategic marketing planning within the blind box economy. This theory defines the various stages of a product's market presence, including introduction, growth, maturity, and decline, providing a framework for tailored marketing strategies at each phase. As products traverse distinct life stages, blind box collectibles undergo a similar journey from emergence to maturity and eventual decline. The dynamic nature of the blind box market, coupled with evolving consumer preferences, necessitates continual product adaptation to ensure sustained relevance and profitability. By aligning marketing strategies with the unique characteristics of each product stage, companies operating within the blind box economy can effectively manage costs, optimize profits, and capitalize on market opportunities. Furthermore, leveraging insights from the product life cycle theory enables companies to innovate, anticipate future trends, and develop products that resonate with consumers, extending the life cycle of blind box collections.

The consumption behavior surrounding blind boxes can be seen through the lens of Prospect Theory, particularly in understanding the phenomenon of the reflecting effect. Within this theory, individuals evaluate choices based on potential gains and losses, focusing on the subjective perception of risk. When considering blind box purchases, consumers face a precise monetary cost for the product, representing an inevitable loss. However, the uncertainty inherent in blind boxes, where the contents are unknown and may range from low-value items to rare, highly desirable collectibles, introduces an element of ambiguity regarding potential losses. Prospect theory posits that individuals tend to become risk-seeking when faced with losses, exhibiting a preference for uncertainty and potential gains over certain losses. In blind boxes, consumers are drawn to acquiring valuable or rare items, which they perceive as potential gains that can offset the initial monetary investment. As a result, they are willing to accept the uncertain losses associated with blind box purchases in pursuit of these potential gains. This theory has significant implications for understanding consumer behavior, mainly when choices involve uncertainty and perceived risks, such as blind box purchases.

In investigating the influence of e-commerce channels on consumer behavior and preferences, two theories are particularly relevant to understanding how e-commerce influences consumer behavior in the blind box economy. The Technology Imperative Theory explores the intricate relationship between humans and technology, emphasizing the indispensable role of technology in shaping human behavior and organizational processes. In the context of the blind box economy, this theory can explain how adopting e-commerce platforms transforms consumer behavior, facilitating digital transactions, enhancing access to blind box collectibles, and shaping consumption patterns. Similarly, the Adaptive Structuration Theory (AST) examines how social structures and technology interact to influence organizational processes and outcomes. This theory can be applied to analyze how integrating e-commerce platforms into the blind box economy structures consumer interactions, shapes purchasing decisions, and fosters consumer engagement. By understanding the interplay between technology, social structures, and consumer behavior, businesses operating within the blind box economy can leverage e-commerce platforms effectively to drive consumer engagement and foster positive organizational change.

2.7 Research Simulacrum



3. Research Method

3.1 Research Design

This thesis employs a quantitative correlational research design to investigate the factors influencing Filipino consumers' purchasing decisions regarding Pop Mart's Blind Boxes. The study aims to provide in-depth information about how the independent variables, such as income levels, marketing strategies, perceived risks, and E-commerce, affect the dependent variable, the consumer behavior of Filipino consumers buying Blind Boxes in the country. Quantitative research uses numerical data to investigate psychological, social, and economic processes. This method is widely used by social scientists, including communication researchers, to observe and comprehend phenomena affecting individuals or sample populations. Through scientific inquiry and the analysis of observed or measured data, quantitative investigation allows researchers to effectively address questions about the target sample population (Allen, 2017).

A correlational design examines the relationships between two or more variables within a single group at various levels. This non-experimental design explores the associations between variables without testing cause-and-effect relationships. In correlational research, the investigator does not control or manipulate the variables but instead measures the strength and direction of their relationships. The correlation can be positive or negative, reflecting the nature of the association between the variables (Devi et al., 2023).

3.2 Population and Sample of the Study

The target population for this research is mainly Filipino consumers who buy Blind Boxes in the Philippines. The researchers aim to include respondents from the following Facebook groups for the survey:

1. Popmart Philippines Fans /Buy And Sell
2. POP MART PHILIPPINES
3. POP MART PH
4. Blind Box Buddies Philippines
5. BST POP MART PHILIPPINES

The researchers chose this method to narrow the Philippines' diverse population to a more specific and relevant group. By targeting specific Facebook groups dedicated to Pop Mart Blind Box collectors and enthusiasts, the researchers can ensure that the survey reaches people with relevant experience and

insights. This approach improves the relevance and quality of the data collected, making the findings more applicable to understanding the consumer behavior of this particular segment. Furthermore, using these groups allows for more efficient data collection because it targets a specific and engaged audience. However, the respondents are open to more than these groups if they fit the specific criteria. This approach will also help researchers increase the number of respondents if the sample size for each Facebook group cannot be met due to unforeseen circumstances. The criteria for other respondents that do not belong to the groups mentioned are as follows:

1. Filipino Consumers of Pop Mart Blind Boxes currently residing in the Philippines
2. Has liked or followed any social media pages regarding updates about Pop Mart Blind Boxes and;
3. Has purchased Pop Mart Blind Box more than twice this year.

To determine the sample size needed for the population, the researchers will employ Slovin’s formula. This formula will calculate the respondents required for the data-gathering process with a 95% level of confidence and a 5% margin of error.

Facebook Group	Population Size	Sample Size
Popmart Philippines Fans /Buy And Sell	18,900	233
POP MART PHILIPPINES	5,100	63
POP MART PH	5,800	71
Blind Box Buddies Philippines	949	12
BST POP MART PHILIPPINES	1,300	16
Total	N = 32,049	n = 395

Using the Slovin’s Formula:

$$n = \frac{32,049}{1 + \frac{(32,049 * 0.05^2)}{32,049}}$$

$$n = \frac{32,049}{1 + (80.1225)}$$

$$n = \frac{32,049}{81.1225}$$

n=395.069185491 or 395

3.3 Sampling Technique

The researchers will employ the Purposive Sampling Method, a technique where the researcher uses their judgment to select participants for the study. This method is most appropriate for this study because it allows the researchers to select distinct and unique respondents best suited to provide valuable insights for their thesis survey. As a form of non-probability sampling, this method means that the sample is chosen

based on specific criteria rather than being randomly selected, resulting in not all population members having an equal chance of participating in the study.

3.4 Data Collection

This research will utilize primary data collected through survey questionnaires administered via Google Forms. Respondents will be invited to participate in the survey, consisting of a Likert scale-type questionnaire divided into general information, consumer behavior, and the factors influencing consumer behavior toward buying Blind Boxes. The survey aims to explore consumers' online shopping behavior and its relationship to factors affecting it. Additionally, secondary sources such as publications of relevant studies and articles on the internet will be utilized to gather supplementary information for the study.

3.5 Data Analysis

The data collected through surveys will be analyzed using SPSS software. Various statistical tests will be conducted to explore the relationships between the dependent variable, Consumer Behavior and independent variables, Income, Marketing Strategies, Perceived Risks, and E-commerce, providing insights into their connections. The following statistical tests will be used as follows:

1. Percentage - a data display indicating the percentage of observations for each data point or grouping of data points.

$$p = \frac{f}{n} \times 100$$

Where:

p = Percentage

f = Frequency

n = Number of Population

2. Mean - The mean (average) of a data set is found by adding all numbers in the data set and then dividing by the number of values in the set. It is used to analyze and interpret the general data.

$$\bar{x} = \frac{\sum x}{n}$$

Where:

\bar{x} = Mean

$\sum x$ = Summation of the x

n = Number of Population

3. Pearson Correlation - measures the strength of the linear relationship between two variables, ranging from -1 to 1. A value of -1 indicates a complete negative linear correlation, 0 indicates no correlation, and +1 indicates a complete positive correlation.

$$r = \frac{\sum (xi - \bar{x})(yi - \bar{y})}{\sqrt{\sum (xi - \bar{x})^2 (yi - \bar{y})^2}}$$

Where:

r = correlation coefficient

xi = values of the x -variable in a sample

\bar{x} = mean of the values of the x -variable

yi = values of the y -variable in a sample

\bar{y} = mean of the values of the y -variable

4. Regression Analysis - allows for investigating the relationship between variables. It provides a model that predicts how changes in one variable might affect consumer behavior. Regression analysis will help understand how income, marketing strategies, e-commerce use, and perceived risks collectively influence consumer behavior.

$$y = mx + b$$

Where:

y = the dependent variable of the regression equation

m = slope of the regression equation

x = the independent variable of the regression equation

b = is the intercept, which represents the value of Y when X is zero

5. Spearman's Rho - a nonparametric tool used to understand the strength of the relationship between two variables. relationship between variables is nonlinear or when the variables are measured on an ordinal scale. In contrast to the Pearson correlation, this approach remains applicable even when the data do not adhere to a normal distribution and is less influenced by outliers. The study examines how factors such as income, marketing strategies, perceived risks, and e-commerce vary among different consumer demographics in Pop Mart Blind Box purchases. To account for potential violations of the homogeneity of variances assumption, Spearman's rank correlation was selected over parametric methods like ANOVA. This choice is particularly suitable for data with unequal variances and for identifying monotonic relationships. Alongside other statistical tests, testing for Spearman's rho will contribute to a more robust analysis and understanding of the data.

$$\rho = 1 - \frac{6\sum d_i^2}{n(n^2 - 1)}$$

Where:

ρ = Spearman's rank correlation coefficient

d_i = difference between the two ranks of each observation

n = number of observations

Pearson Correlation and Spearman rho tests will be performed to ensure a robust relationship analysis between variables. The Pearson test is suitable for assessing linear relationships when data assumptions like normality and homogeneity of variances are met. However, given that these assumptions may not always hold, the Spearman rho test, which does not require these assumptions, was used as a nonparametric alternative to validate the findings. The consistency between the results from both tests strengthens the conclusion between the relationships of the given variables.

3.6 Econometric Model

$$4B \text{ or } BBBB = \beta_0 + \beta_1 \text{Income} + \beta_2 \text{MarketingStrategy} + \beta_3 \text{PerceivedRisks} + \beta_4 \text{Ecommerce} + \varepsilon$$

- 4B or BBBB is the blind box buying behavior.
- β_0 is the coefficient of blind box buying behavior (BBBB). This is the value of BBBB when income levels, Pop Mart's marketing strategies, perceived risks, and e-commerce are equal to zero.
- β_1 is the coefficient of income levels. For every additional unit of income, there is an increase/decrease in blind box buying behavior. This will show how different income brackets may affect the consumer's buying behavior.

- β_2 is the coefficient of Pop Mart's marketing strategy. For every additional marketing unit, there is an increase/decrease in blind box buying behavior. This is measured by how often consumers see Pop Mart ads, promos, or releases of new series collections.
- β_3 is the coefficient of perceived risks. For every additional unit of risk, there is an increase/decrease in blind box buying behavior. This is measured by how many blind boxes consumers purchase until they get what they want and how often they get duplicates.
- β_4 is the coefficient of e-commerce. For every additional unit of e-commerce, there is an increase/decrease in blind box buying behavior. This will show how the emergence of e-commerce made consumers discover Pop Mart, resulting in a brand reputation.
- ε is the error term.

4. Results and Discussions

This research examines the factors influencing consumer behavior in the Pop Mart Blind Box community, focusing on Income, Marketing Strategies, Perceived Risks, and the impact of E-commerce.

The research has successfully gathered primary data through survey questionnaires administered via Google Forms, with 399 respondents participating. The survey comprised a Likert scale-type questionnaire organized into sections on general information, consumer behavior, and the factors influencing consumer behavior regarding Blind Boxes.

Following data collection from the surveys, the following frequency distribution tables were created using the SPSS application to tabulate and represent the respondents' answers. Interpretations made by the researchers were also indicated.

4.1 Demographic Profile of the Respondents

Table 1. Frequency Distribution according to Gender

Gender	Frequency	Percentage (%)
Male	99	24.8
Female	284	71.2
Prefer not to say	16	4.0
Total:	399	100.0

Table 1 presents the demographic profile of the respondents categorized by gender. The data indicates that a significant majority of respondents identified as female, comprising 71.2% of the total, while male respondents accounted for 24.8%.

Table 2. Frequency Distribution according to Age

Age	Frequency	Percentage (%)
18 and below	21	5.3
19 to 25	204	51.1

26 to 30	82	20.6
31 to 35	46	11.5
36 and above	46	11.5
Total:	399	100.0

The frequency distribution table presents the respondents categorized by age. Notably, over half of the participants, precisely 51.1%, fall within the age range of 19 to 25 years.

Table 3. Frequency Distribution according to Educational Attainment

Educational Attainment	Frequency	Percentage (%)
High School Graduate and below	19	4.8
Senior High School Graduate	127	31.8
College Graduate	226	56.6
Master Degree	27	6.8
Total:	399	100.0

Table 3 presents the frequency distribution based on the respondents' educational attainment. The data indicate that most of the respondents are College Graduates, accounting for 56.6% of the total. In contrast, those who have completed Senior High School represent the second largest group, comprising 31.8% of the respondents.

Table 4. Frequency Distribution according to Monthly Income

Monthly Income	Frequency	Percentage (%)
5,000 and below	81	20.3
5,001 - 10,000	53	13.3
10,001 - 20,000	52	13.0
20,001 - 30,000	66	16.5
30,001 and above	147	36.8
Total:	399	100.0

Table 4 illustrates the frequency distribution of respondents based on their monthly income. The data reveals that 36.8% of respondents earn 30,000 pesos or more. In comparison, those with a monthly income of 5,000 pesos or less constitute the second largest group, accounting for 20.3% of the respondents.

Table 5. Frequency Distribution according to Location

Location	Frequency	Percentage (%)
Metro Manila	262	65.7
Luzon	107	26.6
Visayas	13	3.4
Mindanao	12	3.0
Overseas	5	1.3
Total:	399	100.0

The frequency distribution table indicates the Location categories of the respondents. It is evident that a substantial majority, constituting 65.7%, are individuals from Metro Manila.

4.2 Consumer Behavior of Consumer in Buying Pop-Mart Blind Boxes

Table 6. Frequency Distribution According to Purchase Decision and Customer Attitude

	SD	D	A	SA	Mean	Interpretation
Purchase Decision	1 (3%)	13 (3.3%)	114 (28.6%)	271 (67.9%)	3.64	Strongly Agree
Customer Attitude	0 (0%)	18 (4.5%)	133 (33.3%)	248 (62.2%)	3.58	Strongly Agree

The frequency distribution analysis of the dependent variable, Consumer Behavior, revealed that a large number of respondents **Strongly Agreed** with statements related to Purchase Decision and Customer Attitude. The strong agreement on "Purchase Decision" suggests that respondents are confident and affirmative in their decision-making process when purchasing these products. On the other hand, the strong agreement on "Customer Attitude" reflects a favorable perception of the product and the brand. It indicates that respondents likely experience satisfaction and emotional connection with the Pop Mart Blind Boxes, which enhances their overall engagement with the product.

Hill et al. (2015) propose that mystery directly affects purchasing decisions by arousing curiosity and influencing consumer behavior. Those presented with a mystery product showed increased curiosity, leading to a notable rise in their motivation to buy. The study also found that varying the amount of information provided to consumers could differentially elicit curiosity. Less information led to more significant curiosity, supporting the hypothesis that ambiguity can effectively pique interest and drive motivation to purchase.

According to Chiangmai (2024), consumers exhibit a profound emotional attachment to their preferred Pop-Mart figures. This bond transcends mere purchasing behavior, as these figures serve as vehicles for self-expression and facilitate social interactions. Customers view these products as reflections of their identity and as tools for connecting with a community of fellow collectors.

Table 7. Frequency Distribution According to Shopping Experience and Customer Satisfaction

	SD	D	A	SA	Mean	Interpretation
Shopping Experience	2 (0.5%)	22 (5.5%)	167 (41.9%)	208 (52.1%)	3.46	Strongly Agree
Customer Satisfaction	0 (0%)	4 (1%)	98 (24.6%)	297 (74.4%)	3.73	Strongly Agree

The frequency distribution table as shown above illustrated that respondents predominantly **Strongly Agreed** with the aspects of Shopping Experience and Customer Satisfaction. This result suggests that most Pop Mart blind box consumers in the Philippines perceive their shopping experience as highly positive and are satisfied with their purchases.

Integrating insights from the empirical analysis conducted by Linlin Fan and Yuxue Wang in 2023, it becomes evident that several factors significantly align with the positive shopping experience and customer satisfaction. In blind box marketing, perceived beauty, entertainment value, and interactive experiences are crucial in shaping consumer purchasing behavior and motivation. The interplay between these factors enhances the overall shopping experience and the level of satisfaction consumers derive from their purchases.

Moreover, the perceived quality of products and promotional activities are pivotal in influencing consumer behavior. The study highlights that consumer purchase motivation mediates between perceived quality, entertainment value, interactive experiences, and purchasing behavior. Thus, strongly emphasizing these factors can further amplify the positive shopping experience and ensure high customer satisfaction among Pop Mart consumers in the Philippines.

4.2 Factors Affecting Consumer Behavior in Buying Pop Mart Blind Boxes

Table 8. Frequency Distribution according to Income and Marketing Strategy

	SD	D	A	SA	Mean	Interpretation
Income	2 (0.5%)	49 (12.3%)	191 (47.9%)	157 (39.3%)	3.26	Agree
Marketing Strategy	0 (0%)	31 (7.8%)	202 (50.6%)	166 (41.6%)	3.33	Agree

The frequency distribution of the independent variables, Income and Marketing Strategy, revealed that most of the respondents **Agreed** with statements in relation to the variables. The agreement of most respondents in statements related to “Income” reveals that they are more likely to allocate a specific budget, purchase more frequently during financial stability, and consider their spending on blind boxes to impact their overall financial health. Respondents who agreed with the statements about “Marketing Strategy” are more likely to be influenced by collaborations, community engagement, emotional appeal, limited edition releases, discounts, and promotions.

Liu et al. (2023) revealed that consumers with higher average monthly incomes are more willing to invest more money in blind-box consumption, regardless of age. Higher-income levels may correlate with a propensity for impulsive shopping behaviors. Findings from the study of Azul et al. (2023) also revealed that, financially, most young professionals demonstrate a medium to high level of financial well-being, indicating their ability to manage money effectively and recover from financial setbacks. These findings suggest that higher income levels correlate with a greater willingness to invest in blind box consumption. This suggests that consumers may be more susceptible to impulsive buying behaviors, especially during periods of financial stability, considering that impulsive buying can still negatively impact long-term financial goals.

Findings from the empirical research of Pang et al. (2023) suggest that utilizing seasonal promotions in the form of blind boxes adds novelty and excitement to the consumer experience. Moreover, expanding distribution channels through the internet and leveraging big data analytics enhance market reach and customer engagement. Haizhi (2023) revealed that promotional activities displayed varying levels of success, suggesting the potential for more culturally tailored and impactful campaigns. Pop Mart's marketing strategy necessitated exploring product innovation, strategic pricing adjustments, evaluating and expanding distribution channels, and refining promotional strategy. These highlight the effectiveness of limited edition releases in driving consumer interest and desire. The emphasis on online distribution channels and big data analytics suggests that digital marketing is crucial in reaching and engaging consumers. This also suggests that discounts and promotions can significantly influence purchasing decisions.

Table 9. Frequency Distribution according to Perceived Risks and E-Commerce

	SD	D	A	SA	Mean	Interpretation
Perceived Risks	4 (1.0%)	151 (37.8%)	168 (42.1%)	76 (19.0%)	2.79	Agree
E-Commerce	0 (0%)	13 (3.3%)	156 (39.1%)	230 (57.6%)	3.54	Strongly Agree

The frequency distribution of the independent variable, Perceived Risks, revealed that most of the respondents **Agreed** with statements in relation to the variable. The agreement in statements related to “Perceived Risks” reveals that the respondents are aware of and accept the inherent uncertainties associated with blind box purchases. This suggests a willingness to take risks for the potential rewards, and the risk and uncertainty are part of the appeal of blind boxes. The frequency distribution of the independent variable, E-Commerce, revealed that most of the respondents **Strongly Agreed** with statements in relation to the variable. Respondents who strongly agreed with the statements about “E-Commerce” highly value a strong online presence, clear product information, user-friendly websites, excellent customer service, and positive social proof when purchasing blind boxes.

In the ternary economic analysis of Liu et al. (2023), the findings underscore the allure of blind-box products, particularly their unique and unpredictable nature, which has been overlooked in academic discourse but now drives considerable economic interest. Despite consumers' awareness of the risks associated with blind-box shopping, they are drawn to its excitement and enjoyment. This suggests the

unique nature of blind boxes, where the element of surprise and uncertainty is a core part of the product's appeal. This also reveals the psychological factors that drive consumer behavior, such as the desire for novelty, the fear of missing out, and the social aspects of collecting.

The findings from the study of Giri (2016) underscored the importance of online utilities, such as search tools and efficient website design, in facilitating consumers' search for information and expediting purchase decisions. Additionally, the study highlighted how online retailers endeavor to offer value to consumers, ranging from excellence and efficiency to play and aesthetics. This highlights the significance of user-friendly website design and efficient search tools in facilitating online shopping. It also emphasizes the importance of offering value to consumers, whether it's through clear product information, competitive pricing, or excellent customer service. Lastly, social proof, in the form of online reviews and ratings, is crucial in influencing consumer decision-making.

4.4 Relationship Between Consumer Behavior and Factors Affecting

4.4.1 Consumer Behavior and Income

Table 10. Correlational Interpretation of Consumer Behavior and Income

		Consumer Behavior	Income
Consumer Behavior	Pearson Correlation	1.000	.349**
	Sig. (2-tailed)		<0.001
	N	399	399
Income	Pearson Correlation	.349***	1.000
	Sig. (2-tailed)	<0.001	
	N	399	399

** Correlation is significant at the 0.01 level (2-tailed)

Table 10 presents the results of the correlational analysis between Consumer Behavior and Income. The Pearson correlation analysis revealed a positive and moderate relationship ($r = 0.349$, $p < 0.001$), indicating that consumer behavior tends to change positively as income increases. This suggests that income is a significant factor influencing consumer purchasing patterns. The p-value of less than 0.001 also confirms the statistical significance of the relationship between the two variables.

In 2023, a study by Liu, S., Huang, W., Rao, H., and Fu, Y, found that consumers with higher average monthly incomes are more inclined to spend on blind-box purchases, regardless of age. This finding aligns with Chen's (2020) research on the intention to buy blind boxes. It suggests that individuals with greater financial means may exhibit more impulsive shopping. Consequently, this research offers manufacturers fresh insights by identifying potential business opportunities within the blind-box economy.

A study by Baffa, B. M., Maiyaki, A. A., and Baffa, A. U. M. in 2023 found that income significantly affects consumer behavior, influencing purchasing decisions and preferences. Individuals with higher incomes tend to have different needs and priorities than those with lower incomes, leading to varied responses to marketing, especially on social media. Higher-income consumers often seek brands of quality and exclusivity, while lower-income consumers prioritize affordability and reliability. The related

literature supports the findings of the analysis, indicating that Income has a significant positive effect on Consumer Buying Behavior.

Table 11. Spearman’s Rho Table for Consumer Behavior and Income

		Consumer Behavior	Income
Consumer Behavior	Correlation Coefficient	1.000	.349**
	Sig. (2-tailed)		<0.001
	N	399	399
Income	Correlation Coefficient	.349**	1.000
	Sig. (2-tailed)	<0.001	
	N	399	399

** Correlation is significant at the 0.01 level (2-tailed)

Table 11 presents the results of the correlational analysis using Spearman's Rho to examine the relationship between Consumer Behavior and Income. The analysis revealed a positive, moderate correlation ($r = 0.349$, $p < 0.001$). This indicates that as income increases, consumer behavior tends to improve positively. Consequently, income is a significant factor influencing consumer purchasing patterns. The p-value of less than 0.001 further confirms the statistical significance of the relationship between these two variables.

Table 12. Regression Analysis for Consumer Behavior and Income

	Unstandardized B	Coefficients Std. Error	Standardized Coefficient Beta	t	Sig.
Constant	2.692	.120		22.410	<0.001
Income	.268	0.36	.349	7.430	<0.001

Dependent Variable: Consumer Behavior

Based on the Regression Analysis between Consumer Behavior and Income, it was found that the unstandardized coefficient for Income is 0.268, which signifies that for every 1-unit increase in Income, Consumer Behavior increases by 0.268 units, assuming other factors remain constant. This positive correlation suggests that as income levels rise, there is a corresponding enhancement in consumer behavior. Specifically, this relationship implies that higher-income consumers will likely demonstrate increased purchasing intentions, engage in more frequent shopping activities, and exhibit greater overall spending power.

The significance level ($p < 0.001$) further solidifies Income as a key determinant of Consumer Behavior. These results suggest that economic factors, particularly income levels, are crucial in shaping consumer purchasing decisions and market engagement.

N. Ramya and Dr. SA Mohamed Ali (2016) found that an individual's income plays a crucial role in purchasing decisions. Disposable income, which is the amount left after taxes and necessary expenses, directly influences spending habits. When disposable income increases, people tend to spend more on goods and services, boosting their purchasing power. Conversely, a decrease in disposable income leads to less spending. Discretionary income, the extra available after covering basic needs, also affects spending on non-essential items and luxuries, contributing to a higher standard of living.

Therefore, all significance levels were significant based on the statistical analyses conducted for the two variables, Consumer Behavior and Income. **This result leads to rejecting the null hypothesis and confirming that income significantly impacts consumer buying behavior.**

4.4.2 Consumer Behavior and Marketing Strategy

Table 13. Correlational Interpretation of Consumer Behavior and Marketing Strategy

		Consumer Behavior	Marketing Strategy
Consumer Behavior	Pearson Correlation	1.000	.438**
	Sig. (2-tailed)		<0.001
	N	399	399
Marketing Strategy	Pearson Correlation	.438***	1.000
	Sig. (2-tailed)	<0.001	
	N	399	399

** Correlation is significant at the 0.01 level (2-tailed)

Table 13 presents the results of the correlational analysis between Consumer Behavior and Marketing Strategy. The Pearson correlation analysis revealed a correlation coefficient of $r = 0.438$, indicating a moderate positive relationship between the two variables. This suggests that as Marketing Strategies improve, there is a corresponding positive shift in Consumer Behavior such as increased engagement or purchasing activity. Furthermore, the significance level was less than 0.001, confirming the relationship is statistically significant.

As per Zihao Wang (2024), Pop Mart employs various marketing strategies to thrive in the blind box economy. One notable approach is their focus on innovative product design, incorporating unique conceptual elements that appeal to collectors and enthusiasts. POP MART maintains customer interest and drives repeat purchases by continuously introducing new and captivating designs.

Additionally, POP MART utilizes digital marketing channels effectively to reach a wider audience. Through social media platforms, email marketing, and online advertising, they engage with their target demographic, promote new releases, and foster a sense of community among collectors. Limited edition releases are another critical aspect of POP MART's marketing strategy. Offering exclusive and highly sought-after items creates scarcity and urgency, driving excitement and demand among consumers.

In 2024, a recent study examined how digital marketing affects Filipino consumers' behavior, particularly regarding customer engagement and purchase intention. The findings revealed a strong affinity among Filipino consumers for internet platforms and online gaming, reflecting their alignment with global digital

trends. Interactive and gamified content, such as promotions, challenges, or contests, can effectively capture their interest. Additionally, online advertisements significantly influence purchase intentions, emphasizing the effectiveness of well-crafted and targeted ad content.

Marketers are encouraged to create visually appealing, engaging, and relatable advertisements to impact consumer behavior positively. The study also highlighted the positive relationship between customer engagement, digital marketing, and purchase intentions, underscoring the importance of interactive and personalized marketing campaigns. Social media interactions, email campaigns, and influencer collaborations were identified as effective ways to enhance customer engagement and directly impact purchasing decisions (Astoriano et al., 2024).

Table 14. Spearman’s Rho Table for Consumer Behavior and Marketing Strategy

		Consumer Behavior	Marketing Strategy
Consumer Behavior	Correlation Coefficient	1.000	.428**
	Sig. (2-tailed)		<0.001
	N	399	399
Marketing Strategy	Correlation Coefficient	.428**	1.000
	Sig. (2-tailed)	<0.001	
	N	399	399

** Correlation is significant at the 0.01 level (2-tailed)

The results of the Spearman rho test in Table 14 indicate a **positive correlation** between Marketing Strategy and Consumer Behavior, with a Correlational Coefficient of 0.428. This suggests a moderate positive relationship between the two variables, implying that as the effectiveness of Marketing Strategies increases, there is a corresponding positive shift in Consumer Behavior such as increased engagement or purchasing activity. The level of significance, which is less than 0.001, confirms that this relationship is statistically significant.

Table 15. Regression Analysis for Consumer Behavior and Marketing Strategy

	Unstandardized B	Coefficients Std. Error	Standardized Coefficient Beta	t	Sig.
Constant	2.319	.131		17.763	<0.001
M.S	.374	0.38	.438	9.713	<0.001

Dependent Variable: Consumer Behavior

The regression analysis shown in Table 15 illustrates the relationship between Marketing Strategy and Consumer Behavior. The Unstandardized Coefficient (B) for Marketing Strategy is 0.374, which means that for every one-unit increase in Marketing Strategy, Consumer Behavior is expected to rise by 0.374

units, assuming all other variables remain constant. This suggests that improvements or enhancements in Marketing Strategy—such as better targeting, more engaging campaigns, or innovative promotions—can lead to a measurable and positive change in consumer behavior. In other words, consumers are likely to spend more when marketing strategies are more effective. Additionally, a significance level of less than 0.001 confirms that the influence of Marketing Strategy on Consumer Behavior is statistically significant. It is evident that Pop Mart Blind Boxes' most crucial marketing strategy is the “art of curiosity.” The uncertainty surrounding the toy a consumer might receive when opening a mystery box drives their desire to purchase the product, as they are motivated. Creating uncertainty and curiosity in blind box marketing directly influences consumer behavior by sparking impulsive purchase intentions. This is supported by the research, which shows that perceived uncertainty—a key element of blind box marketing—significantly predicts consumers' impulsive purchase behavior. Consumers are motivated to buy these mystery products because they are unsure of what they will receive, creating an emotional and cognitive drive to purchase based on the potential for surprise.

The role of perceived luck also adds an interesting layer to this dynamic. Consumers who believe they are "lucky" may feel even more compelled to engage in impulsive purchasing when faced with perceived uncertainty. The research indicates that individuals who perceive themselves as luckier are more likely to act on uncertainty and curiosity, reinforcing the impulsive nature of their buying decisions by the possibility of obtaining a high-value item or a variant they have long wanted (Zhang et al., 2022). Therefore, all significance levels were significant based on the statistical analyses conducted for the two variables, Consumer Behavior and Marketing Strategy. **This result leads to rejecting the null hypothesis and confirming that Marketing Strategy significantly impacts Consumer Buying Behavior.**

4.4.3 Consumer Behavior and Perceived Risks

Table 16. Correlational Interpretation of Consumer Behavior and Perceived Risks

		Consumer Behavior	Perceived Risks
Consumer Behavior	Pearson Correlation	1.000	.286**
	Sig. (2-tailed)		<0.001
	N	399	399
Perceived Risks	Pearson Correlation	.286***	1.000
	Sig. (2-tailed)	<0.001	
	N	399	399

** Correlation is significant at the 0.01 level (2-tailed)

Table 16 presents the results of the correlational analysis between Consumer Behavior and Perceived Risks. The Pearson correlation analysis revealed a positive and moderate relationship ($r = 0.286$, $p < 0.001$), indicating that consumer behavior tends to change positively as perceived risk increases. This suggests that perceived risk is a significant factor influencing consumer purchasing patterns. The p-value of less than 0.001 also confirms the statistical significance of the relationship between the two variables.

The ternary economic analysis of Liu et al. (2023) aligns with the findings of this study. Despite the perceived risks associated with blind box purchases, consumers are drawn to the excitement and uncertainty. This aligns with the positive correlation between perceived risk and consumer behavior found in the study. This highlights the psychological appeal of blind boxes, where the thrill of the unknown and the potential for unique and desirable items drive consumer behavior. This suggests marketers can leverage these psychological factors to create effective marketing strategies and enhance the overall consumer experience. By understanding the interplay between perceived risk and consumer behavior, businesses can develop strategies that balance the excitement of the unknown with responsible consumer practices.

Table 17. Spearman’s Rho Table for Consumer Behavior and Perceived Risks

		Consumer Behavior	Perceived Risks
Consumer Behavior	Correlation Coefficient	1.000	.282**
	Sig. (2-tailed)		<0.001
	N	399	399
Perceived Risks	Correlation Coefficient	.282**	1.000
	Sig. (2-tailed)	<0.001	
	N	399	399

** Correlation is significant at the 0.01 level (2-tailed)

Table 17 presents the results of the correlational analysis using Spearman's Rho to examine the relationship between Consumer Behavior and Perceived Risks. The analysis revealed a positive, moderate correlation ($r = 0.282, p < 0.001$). This indicates that as perceived risk increases, consumer behavior tends to improve positively. Consequently, perceived risk is a significant factor influencing consumer purchasing patterns. The p-value of less than 0.001 further confirms the statistical significance of the relationship between these two variables.

According to Zhang et al. (2022), the positive correlation between perceived risk and consumer behavior suggests that the element of uncertainty, while risky, is a key driver of consumer interest and purchasing behavior. The study's finding that perceived uncertainty positively impacts curiosity, which in turn influences impulsive purchase intention, further supports this notion. This suggests that the excitement and anticipation associated with the unknown are significant factors in driving consumer behavior. This highlights the importance of understanding the psychological factors that motivate consumers to make impulsive purchases. By leveraging these insights, marketers can develop effective strategies to engage consumers and drive sales.

Table 18. Regression Analysis for Consumer Behavior and Perceived Risks

	Unstandardized B	Coefficients Std. Error	Standardized Coefficient Beta	t	Sig.
Constant	3.010	.097		31.002	<0.001

P.R	.199	.034	.286	5.939	<0.001
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Dependent Variable: Consumer Behavior

Based on the Regression Analysis between Consumer Behavior and Perceived Risks, it was found that the unstandardized coefficient for Perceived Risk is 0.199, which signifies that for every 1-unit increase in Perceived Risks, Consumer Behavior increases by 0.199 units, assuming other factors remain constant. This positive correlation suggests that as perceived risks rise, there is a corresponding enhancement in consumer behavior. Specifically, this relationship implies that consumers who are tolerant of uncertainty are more likely to exhibit increased purchasing intentions, engage in more frequent shopping behaviors, and demonstrate higher levels of overall spending.

The significance level ($p < 0.001$) further solidifies Perceived Risks as a key determinant of Consumer Behavior. These results suggest that knowing the impact of perceived risks is crucial in shaping consumer purchasing decisions and market engagement.

Yi Zhang and Tianqi Zhang (2022) suggest that uncertainty has a role in consumer behavior. It highlights the significant influence of uncertainty on consumer behavior, particularly in terms of emotional value and purchasing intention. The positive correlation between perceived risk and consumer behavior suggests that uncertainty, while risky, can be a powerful driver of consumer interest and purchasing behavior. By understanding the complex interplay between uncertainty, perceived value, and consumer behavior, marketers can develop effective strategies to engage consumers and drive sales in the dynamic world of blind box products.

Therefore, all significance levels were significant based on the statistical analyses conducted for the two variables, Consumer Behavior and Perceived Risks. **This result leads to rejecting the null hypothesis and confirming that perceived risks significantly impact consumer buying behavior.**

4.4.4 Consumer Behavior and E-Commerce

Table 19. Correlational Interpretation of Consumer Behavior and E-Commerce

		Consumer Behavior	E-Commerce
Consumer Behavior	Pearson Correlation	1.000	.308**
	Sig. (2-tailed)		<0.001
	N	399	399
E-Commerce	Pearson Correlation	.308***	1.000
	Sig. (2-tailed)	<0.001	
	N	399	399

** Correlation is significant at the 0.01 level (2-tailed)

Table 19 presents the results of the correlational analysis between Consumer Behavior and E-Commerce. The Pearson correlation analysis revealed a positive and moderate relationship ($r = 0.308$, $p < 0.001$), indicating that consumer behavior changes positively as e-commerce increases. This suggests that e-

commerce is a significant factor influencing consumer purchasing patterns. The p-value of less than 0.001 also confirms the statistical significance of the relationship between the two variables.

The findings show that e-commerce has an impact on consumer behavior. According to Giri (2016), a strong online presence and a positive customer experience drive purchasing decisions. The positive correlation between e-commerce and consumer behavior suggests that well-designed e-commerce platforms and effective digital marketing strategies can significantly influence consumer behavior. This is further supported by the emphasis on online utilities, such as search tools and efficient website design, facilitating consumer information search and purchase decisions. By understanding the role of e-commerce in shaping consumer behavior, businesses can optimize their online presence and create a seamless and enjoyable shopping experience.

Table 20. Spearman’s Rho Table for Consumer Behavior and E-Commerce

		Consumer Behavior	E-Commerce
Consumer Behavior	Correlation Coefficient	1.000	.285**
	Sig. (2-tailed)		<0.001
	N	399	399
E-Commerce	Correlation Coefficient	.285**	1.000
	Sig. (2-tailed)	<0.001	
	N	399	399

** Correlation is significant at the 0.01 level (2-tailed)

Table 20 presents the results of the correlational analysis using Spearman's Rho to examine the relationship between Consumer Behavior and E-Commerce. The analysis revealed a positive, moderate correlation ($r = 0.285$, $p < 0.001$). This indicates that as e-commerce increases, consumer behavior tends to improve positively. Consequently, e-commerce is a significant factor influencing consumer purchasing patterns. The p-value of less than 0.001 further confirms the statistical significance of the relationship between these two variables.

According to Urne and Dr. Aggrawal (2020), e-commerce significantly influences consumer purchasing patterns. The positive correlation between e-commerce and consumer behavior suggests that well-designed e-commerce platforms and effective digital marketing strategies can significantly influence consumer behavior. As e-commerce platforms improve, consumer purchasing intentions, frequency, and overall spending tend to increase. The emphasis on understanding the evolving role of e-commerce in consumer behavior aligns with the findings. By continuing to explore the nuances of e-commerce and its impact on consumer behavior, businesses can adapt their strategies to meet their target audience's changing needs and preferences.

Table 21. Regression Analysis for Consumer Behavior and E-Commerce

	Unstandardized B	Coefficients Std. Error	Standardized Coefficient Beta	t	Sig.
Constant	2.543	.161		15.823	<0.001
E-Commerce	.289	.045	.308	6.446	<0.001

Dependent Variable: Consumer Behavior

Based on the Regression Analysis between Consumer Behavior and E-Commerce, it was found that the unstandardized coefficient for E-Commerce is 0.289, which signifies that for every 1-unit increase in E-Commerce, Consumer Behavior increases by 0.289 units, assuming other factors remain constant. This positive correlation suggests that as e-commerce rises, consumer behavior has a corresponding enhancement. Specifically, this relationship implies that as the quality of e-commerce platforms and digital marketing strategies improve, consumers will likely exhibit increased purchasing intentions. The significance level ($p < 0.001$) further solidifies E-Commerce as a key determinant of Consumer Behavior. These results suggest that knowing the impact of e-commerce is crucial in shaping consumer purchasing decisions and market engagement.

The positive correlation between e-commerce and consumer behavior suggests that well-designed e-commerce platforms and effective digital marketing strategies can significantly influence consumer purchasing decisions. This is further supported by Giri (2016) on online utilities, such as search tools and efficient website design. Additionally, the increasing use of social media for e-commerce, according to Nieto (2019), aligns with the broader trend of online shopping. Social media platforms allow businesses to engage with customers directly, build brand loyalty, and influence purchasing decisions. By understanding this, businesses can optimize their e-commerce strategies to attract and retain customers. Therefore, all significance levels were significant based on the statistical analyses conducted for the two variables, Consumer Behavior and E-Commerce. **This result leads to rejecting the null hypothesis and confirming that e-commerce significantly impacts consumer buying behavior.**

5. Conclusions and Recommendations

5.1 Conclusion

This research aims to explore the relationship between various factors that influence the Consumer Behavior of Filipino Pop Mart Blind Box enthusiasts, mainly focusing on Income, Marketing Strategy, Perceived Risks, and E-Commerce. Through data analysis of the collected information from the respondents, from existing related literature, and engaging in extensive discussions, the researchers discovered that these factors significantly shape how consumers behave. One of the key findings is the impact of Income on Consumer Behavior. As individuals' Incomes increase, their shopping habits tend to change positively. Higher-income consumers are often more willing to purchase, leading to more frequent shopping trips and increased spending power.

Interestingly, while wealthier consumers may indulge in impulsive purchases, lower-income consumers prioritize affordability when making choices. When examining Marketing Strategies, the researchers found that Pop Mart's approach to selling Blind Boxes is particularly effective among Filipino consumers.

The strategy that stands out is their ability to create a sense of curiosity and uncertainty. The mystery surrounding blind boxes sparks interest, driving consumers to make impulsive purchases fueled by the thrill of not knowing what they will receive. The researchers also explored the Perceived Risks of buying these Blind Boxes. Surprisingly, it was found that as Perceived Risks increase, consumer interest can also rise. This suggests that the excitement and unpredictability of Blind Box purchases can enhance consumer attraction, even in the face of potential associated risks. Finally, this research investigated the role of E-Commerce in shaping consumer behavior, especially for consumers of Blind Boxes in the Philippines. With the advancement of e-commerce platforms and digital marketing strategies, consumers find it easier to navigate online shopping. As these platforms improve—featuring user-friendly designs and smooth navigation—shoppers tend to show greater purchasing intentions and increased frequency of purchases.

5.2 Economic Significance

Consumers. This study investigates consumer spending behavior, with a specific focus on buyers of Pop Mart's Blind Boxes, but it also addresses its broader relevance to general purchasing decisions. It has always been clear that consumer buying behavior results from the needs and wants of the consumer, leading them to make purchases that satisfy these desires. By looking at key factors like income, perceived risks, marketing strategies, and e-commerce, the study provides valuable insights that could assist consumers develop smarter purchasing habits. Understanding these influences allows consumers to recognize psychological triggers such as curiosity, impulse buying, and perceived risks, frequently influencing their decisions. Furthermore, the study emphasizes the importance of consumer awareness in resisting manipulative marketing tactics, thereby encouraging more rational and mindful shopping behaviors. It eventually prepares people to make informed purchases based on their tastes, preferences, and financial priorities.

Businesses. This study provides a significant understanding of consumer behavior surrounding blind or mystery boxes, providing a new perspective on their potential effects. Businesses can use these findings to improve their marketing strategies, developing frameworks tailored to particular Filipino audiences in the blind box or mystery box market. Furthermore, this research paves the way for emerging businesses to create products similar to Pop Mart's Blind Boxes, capitalizing on the growing demand for such items. The study highlights that the elements of uncertainty and surprise significantly capture consumer attention, fostering engagement and driving purchasing decisions. Understanding and strategically utilizing the "Gambling Effect," or the psychological allure of chance and anticipation, could be a potent marketing tool for companies. Businesses can develop engaging experiences that connect with customers by exploring this phenomenon further, which will eventually increase sales and brand loyalty.

Philippine Economy. The study on the consumer behavior of Pop Mart Blind Box enthusiasts has significant economic implications for the Philippines. As the popularity of blind box collecting grows, it can contribute to the local economy in several ways. Firstly, it can stimulate demand for related products and services, such as display cases, storage solutions, and online marketplaces. Secondly, it can create job opportunities in various sectors, including retail, logistics, and customer service. The recent opening of the first Pop Mart store in the Philippines, located in SM Mall of Asia, is a testament to the growing popularity of blind box collecting with its high demand and limited entry. By understanding the factors that influence consumer behavior, businesses can optimize their marketing strategies and product offerings, leading to increased sales, higher profits, and ultimately, economic growth.

Future Researchers. Future researchers should consider the ethical implications of blind box marketing, particularly in relation to potential addictive behaviors and the impact on mental health. Since some factors

are difficult to quantify and interpret, exploring psychological factors through qualitative research is recommended. Like most related literature, consider exploring how cultural and regional factors influence consumer behavior in the blind box market. By addressing these issues, consumer behavior in the blind box industry can be better understood, leading to more effective marketing strategies and ethical business practices.

5.3 Recommendations

To further deepen our understanding of consumer behavior in the blind box market, several areas for future research can be explored. Firstly, a more in-depth analysis of the psychological factors influencing income-related behavior can provide valuable insights into consumers' motivations and decision-making processes with varying income levels. Secondly, comparative analyses of different marketing strategies, such as limited edition releases, collaborations, and social media campaigns, can help identify the most effective consumer engagement approaches. Additionally, investigating the role of risk perception and risk mitigation strategies can explain how consumers evaluate and manage the uncertainties associated with blind box purchases. The researchers also recommend increasing the number of respondents to ensure a more accurate representation of Filipino consumers across the Philippines, leading to a more robust data analysis.

Furthermore, exploring the impact of social media and online communities on consumer behavior can provide valuable insights into the role of social influence and peer pressure in shaping purchasing decisions. Longitudinal studies can help track changes in consumer preferences and behavior over time, allowing for a more nuanced understanding of the evolving dynamics of the blind box market.

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