Mystery box crazy

邱康涵

The origin of mystery boxes can be traced back to the early 20th century when tobacco companies used them as a marketing tool. They would include a random cigarette in a pack, often with a unique design or higher quality, to increase sales and create a sense of excitement.  
In the 1980s, toy companies adopted the mystery box concept, offering mystery toys containing random figures from a particular series. This caught on and became popular among children and collectors.  
The trend spread to the fashion industry in the early 2010s.Companies like Supreme would put limited edition items in their mystery boxes. What's more,the mystery box concept has also made its way to the digital world.Online retailers offer a variety of mystery boxes.They were filled with everything from makeup to designer clothing.

秦杨童

When it comes to the aspect of the economy factors of the reason for why Mystery Box is so popular, I got something to say.

 Nowadays, as the living condition of people is getting better and better and a shift in consumer attitudes, our material needs are getting well satisfied so we will probably pay more attention on the feeling and experience that consuming can give us than its actual value. That means, under a new consumption structure, the needs of emotion are more important than the needs of substances.Under emotional changes’ influence, consumers may do some irrational things.By trading with others, they would get good emotional experience.And there are also a lot of psychological factors that caused by the consumption structure’s changes.That is why we think the economy is still a crucial reason for why Mystery Box is so popular.

李佳雨

Blind box heat a phenomenon which has emerged in the past few years gradually enters the public eye.What led to the popularity of blind boxes ?what social psychology does the popularity of blind boxes reflect?Let me tell you the answers.  
Firstly,blind box stimulate people’s curiosity. The thrill of uncertainty plays a important role in the blind box heat.When there are twelve different types of products being fitted in the same boxes and you don’t know what is in it,it’s hard to resist temptation and open the box.

Moreover, blind boxes create a sense of community among enthusiasts.  Individuals join together as a community with a common 0interest, forming social bonds over the shared excitement of the unknown.   
In conclusion, the popularity of blind boxes serves as a mirror reflecting various aspects of societal group psychology. From the thrill of uncertainty to the sense of community ,blind boxes offer insights into the complex interplay of individual desires.

张芷若

Mystery Box is presented in a cute exterior, yet it contains the elaborate layout of the merchants. Next, I will analyze the marketing strategies of Mystery Box for you.

First, it is deeply involved in cross-border cooperation and uses IP to become popular. This can increase the popularity of the product and achieve mutual benefit and win-win situation.

Second, it caters to consumer preferences, creates a social currency. It forms a unique circle to help the brand form self-communication.

Third, hunger marketing creates a sense of scarcity and improves product premiums. Limited and limited-time sales are adopted to keep short supply and stimulate consumers' desire to buy.

In short, marketing strategies need to be continuously adjusted  market demand so as to maximize profits.

丁屹宁

Blind box and new word

Blind box, a complete new word in China. It originally comes from Japan, which was initially called “mini figures” , then when it became popular in Europe and America, it was called “blind box”. Now, in China, we call it “manghe”. After a period of development, we created some new and interesting words related to the blind boxes which I’d like to share one with you.

The word is “blind box plus” or “manghejia”, this word represents a new business model. When the merchants combine the blind boxes with their products and sell the combination, we can call it “blind box plus”. You see blind box plus archaeology, plus stationery, plus coffee, even plus trip! So, when you first see these interesting and diverse products, you must have the urge to try them. Compare with the single product, the blind boxes plus create more and more surprise. “Blind box plus” isn’t be limited in one or two products, it’s unlimited. And no matter what things you like, you can have the things you like.

施正祎

Today, I would like to talk about blind box premiums, which means “盲盒溢价” in Chinese.Nowadays, Blind boxes have become more than just mystery packages; they are now a cultural phenomenon, capturing the excitement and anticipation of consumers worldwide.

So, what drives the phenomenon of blind box premiums? One major factor is that people are just naturally curious. Limited editions or rare finds within these blind boxes prompt people to pay a premium for the chance to own something unique.

And the social media plays an important part in the hype surrounding blind boxes. Platforms like BiliBili and TikTok show people opening their blind boxes, creating a virtual community that shares the joy and excitement of discovering what's inside the mystery box. This online presence further fuels the demand for blind box items, contributing to the upgradation of their perceived value.

However, one concern the blind box premiums taking to us is the speculative nature of the market, leading to inflated prices and potential financial risks for consumers. Consumers may find themselves caught up in the excitement, spending beyond their means in pursuit of that rare item.

In conclusion, while blind box offer a thrilling and exciting experience, it is essential to be aware of their root causes and potential negative consequences. As consumers, we should approach blind box trends with a balanced perspective, considering both the joy of the unboxing experience and the potential drawbacks.

杨熹容

Today, I would like to talk about the pros and cons of blind boxes, a trend that's become really popular lately.

On the positive side, blind boxes bring surprise and fun to shopping, making it an exciting adventure. They foster a sense of anticipation and mystery, creating a special connection between the consumer and the product. Additionally, blind boxes often have unique or limited-edition stuff, making them super attractive to collectors.

However, we can't ignore the downsides. Since blind boxes are random, you might end up with the same thing, and that can be a bummer. Also, not having a choice in what you get raises concerns about fairness and the impact on the environment.

In the end, while blind boxes provide a novel and exciting shopping experience, it's essential to think about both benefits and potential defects, ensuring a balance between enjoyment and responsible consumption.

That's it for my speech. Thank you, everyone!