

# The Influence of Blind Box Marketing on Consumers' Purchase Intention

-- Taking "POPMART" as an Example

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**Abstract:** In order to explore the relationship between blind box marketing and consumers' continuous purchase intention, this paper proposes a relationship model of the impact of four aspects of value perception, namely economic value, IP value, symbolic value and social value, brought by blind box marketing on consumers' continuous purchase intention. (1) The case analysis is carried out with the POPMART player group as the main research object, and the purchasing motives of consumers in the blind box culture are analyzed by interpreting the consumption phenomenon of blind box culture. (2) Define the perceived value of POPMART, and study the factors affecting consumers' continuous purchase intention from various aspects and perspectives. (3) Combined with the survey results and literature content, the impact of blind box marketing on consumers' impulse consumption is explained, and measures to make consumers consume rationally are proposed.

**Keywords:** Blind Box Marketing; Willingness to Continue Buying; Perceived Value.

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## 1. Introduction

A blind box is an invisible box, without any labels, that must be opened in order to see the contents. The hottest thing at the moment is the popular fashion toys, and since 2018, such products have become a popular trend. In this "blind box" wave, there is a company named POPMART that has a strong money suction power and can be called "printing machine". During the "Double 11" period in 2019, the store sales of "POPMART" reached 82.12 million, with more than two million popular toys, an increase of 295% over the same period last year. POPMART released its 2018 annual report at the end of August this year, the company's revenue in the first half of this year was 161 million yuan, an increase of 155.98% over the same period last year; The company's attributable net profit of 210.985 million, an increase of 1405.29% over the same period last year. These figures show that the sales and user scale of fashion toys are constantly expanding. In a broad sense, blind box marketing is selling products in boxes, and customers can't see what they are buying in advance [1]. Just open the box. It's a lottery. Broadly speaking, it is stripping the box of its shell and using lottery-like sales, such as the long-standing lucky bag, to attract customers. Blind box sales are nothing new, from the "year-end red envelope" in the 1980s, to the "twisting egg machine" in the 1980s, and the "card collection" of the "raccoon" in the 1990s, there has been no innovation in the past decade. Until 2016, with the launch of POPMART, the heat of the blind box climbed again and shone in the market. At present, the blind box has become a "net red" market, catering companies Starbucks, Wang Zi, Dove chocolate, McDonald's and so on have begun to try blind box sales, and cultural and creative products and stationery have also begun to use blind boxes. According to the "2020 Blind Box Economic Insight Report" released by Mob Research Center, the current blind box industry in China

has reached 7.4 billion in 2019, and is expected to exceed 10 billion in 2021, and is expected to exceed 30 billion in 2024. At present, the popular toy market with blind boxes as the main feature is developing rapidly. According to the age composition of the consumer group in the Taobao store of POPMART, The population was 31.58% aged 18 to 24, 20.01% aged 25 to 34, 14.44% aged 30 to 34, 12.3% aged 35 to 39, 15.45% aged 40 to 49, and 6% aged 50 or older. At present, the main force of blind box consumption is the "Z era" in the age group from 1995 to 2009. Most of them are college students, who have more extracurricular activities and better use of new media [2]. Their love for toys and the ability to buy, far more than children, adults in daily life will also communicate, collection, trading, secondary creation, it is because of this has prompted the rapid development of popular toys such as blind boxes.

The reason why the blind box is attractive is because of its "blind" word, no one knows how long they have picked, and whether the box they finally selected has anything they want [3]. When opened, there is a feeling of joy and disappointment. The blind box is sold in a single blind box with 12 sets and 144 small boxes, one of which is a hidden box. If he wants to collect all the basic models or hidden models with a random selection probability of 1/144, he will continue to buy them, and each model is launched in a very short period of time, such as China's best-selling Molly, from 2016 to November 2019. A total of 22 different series were launched, all of which received very high purchase rates.

## 2. Consumer Mentality Analysis of Blind Box

### 2.1. Demand Analysis of Blind Box Consumption

For one thing, the blind box is not just a simple way to shop.

It can also lead to a more social way. For example, Bobo Mart has launched an APP called "Sorbet", which allows players to connect with people they are interested in, find groups they are interested in and get the latest news [4]. At the same time, they can also exchange the things they have bought or don't like for a second time, so as to achieve their sense of belonging and desire for love and improve their consumption stickiness. "Social interaction" is the most important driving force for shopping in the age of Z, 65% of the Age of Z people hope to find a common topic, establish a common topic with friends around who have had blind box experience, maintain social relations, and have the impulse to shop.

Secondly, the paper collects blind boxes to respect customers. For those customers who buy boxes frequently, they will have a "feel". They will share what they see with others in their circle of friends, and then be called "great gods" by others. In this way, they will get the respect of others and make more choices to strengthen their identity. Many UP owners now focus on "unpacking". By buying a box you can gain social, status and economic value to achieve your own purposes [5]. There are also people called "baby changers" who can change the appearance of blind box toys to make them unique. Let their talents be released to the greatest extent, so as to get a spiritual satisfaction and stimulate more consumer demand.

## **2.2. Psychological Analysis of Blind Box Consumption**

### **2.2.1. "Shortage" Stimulates Consumers' Consumption Behavior**

In consumer psychology, people put the "rare goods" caused by the increase in people's demand for goods, called the "scarcity effect". According to the rules of the blind box, the probability of extracting the hidden money is 1/144, which requires multiple purchases to get, and even some people will pack the entire box under the mentality of coercion or collection, so there will be so many people choose the whole box. Collecting a piece of equipment not only gives customers a sense of accomplishment, but also allows them to show off in front of others [6]. In addition, in the purchase process, customers will buy their own dolls called "biological baby", and through second-hand sales called "adopted baby", from the name can be seen, customers through various ways to get the doll mentality is not the same.

### **2.2.2. Light Pleasure Caused by Expectation**

More than 50% of the "Z generation" believe that "spending money is to be happy" and experience immediate pleasure and joy in their shopping. The most exciting thing about buying a blind box is this feeling of uncertainty, and there is a feeling of pleasure, which is like a gambling. What's more, the blind box is also a way for people to get pleasure from the busy life easily.

### **2.2.3. Group Behaviors Caused by Social Needs**

At the same time, there will be a herd mentality in the process of blind box consumption. Young people born after 1995 are more only children, they feel a stronger sense of loneliness, and they urgently hope to find a more sense of belonging among their peers. 57% of the Z generation said that "what they have, the paper also wants to have, and don't want to be abandoned by friends". So they will carry out buying activities to keep them popular and in common with their circles [7]. Many teenagers are worried that they will fall behind their peers, if there are some friends around who like

blind boxes, under their promotion, encouragement, coupled with the social need for recognition will also appear shopping phenomenon.

Age Z places a high value on experience and places more emphasis on content other than material things. In addition to offline stores, there are various online shopping channels: mini programs, official websites, Taobao mall, etc., which provide customers with rich experience and rich imagination in various ways, enhance their participation and sharing enthusiasm, and enhance their brand recognition. Online shopping channels also allow customers to shop in any context without being constrained by format.

### **2.2.4. Dependence on Social Media's "Planting Grass" Behavior**

Generation Z people use social media far more than other groups, so they have higher social value requirements for their consumption, from attention to interest. From comparing information to making a purchase, to experiencing and sharing. After buying the box, many people will take pictures of the things in the box and upload them to their circle of friends. So there is a large group of Internet celebrities to this theme, led to a large number of sales.

### **2.2.5. Try to Form Buying Habits**

First-time box buyers will have a "newbie halo", that is, those who have never bought a box or just started playing have good luck, have a high chance of getting something they like, or a hidden style [8]. So most people are here to take their chances. In physical stores, it is common for customers to shake items around the store, or to hold a box with each hand and weigh it. Because each style is different in appearance and there will be slight differences in weight, you can find your favorite style in this way. Many people will share their experiences in their circle of friends, such as what kind of box they like and how to choose a box. That's how you stimulate the curiosity of your customers.

## **3. Research Assumptions and Modeling**

### **3.1. Research Hypothesis**

Many Chinese and foreign scholars have their own definitions about the connotation of perceptual value. The author thinks that the dimensions of perceived value are different for different types of goods and marketing promotion. This project intends to analyze the blind box from four aspects: economic value, IP value, symbolic value and social value.

#### **3.1.1. Economic Value**

Good quality and cheap products are always the first choice of customers. Therefore, the first thing for consumers to look at when shopping is whether the product is worth the current price, and the product with a high-cost performance plays a crucial role in whether the customer will buy again. Many people who have bought POPMART merchandise say that the 49-69 price is nothing to them either, but if they can pull out the hidden goods, the price will surely be higher. It is necessary to continue to buy. In addition, from the performance of POPMART, its skyrocketing momentum fully shows that its excellent performance is supported by a high proportion of repeated procurement [9]. Therefore, the commercial value of the blind box in the market can stimulate the motivation of customers in the market to buy again.

### 3.1.2. IP Value

POPMART is not the only company to use boxes as a promotional tool, and many companies have conducted similar marketing campaigns in the past. However, the reason why POPMART can achieve such a great achievement, the significance of its intellectual property rights is more worthy of our excavation. Bubbly Matt's signature IP "Molly" contributes nearly a quarter of the company's profits, and currently Bubbly Matt owns 93 IP, including Molly, Labubu, Pucky, Dimoo and 93 other IP. In addition to its own IP cultivation, POPMART has also launched a cross-field alliance with many other brands. A good IP image should be three-dimensional and emotional, and can arouse a strong response in the crowd. Therefore, if an IP image with a fan base is integrated with other brands or IP, it can build or strengthen the feelings between the brand and customers, and thus play a positive role in the purchase intention of customers.

### 3.1.3. Symbolic Value

(1) In addition to the use value of the product itself, customers pay more attention to the psychological satisfaction and satisfaction generated in the shopping process, which mainly includes: comparison psychology, showing off psychology, friend envy, collection happiness and so on. With the development of society and economy, people spend more and more irrationality under the mentality of comparison and showing off. Therefore, Symbolic value often introduces hidden items to stimulate customers' comparison. If friends around them choose more products, they will constantly increase their consumption desire to obtain more satisfaction. POPMART also added a blind box function in addition to the lottery to attract more customers to buy. Therefore, this paper holds that the symbolic value of blind box marketing center will promote consumers' repeated purchase intention.

### 3.1.4. Social Value

(2) Through "emotional toys", fashion plays often form a solid community in which to share, exchange and trade, thereby enhancing the identity of the trend. POPMART built the trend gaming community to do fashion and social. In addition, POPMART will also hold an annual popular goods fair, for those who share the same interest to provide a carnival. In the blind box market, the social value of commodity market can promote the re-purchase intention of customers.

(3) Customers continue to choose a product or a brand because they have a high level of satisfaction and loyalty to that product or brand. Satisfaction is a kind of customer's satisfaction with a certain product or service, which determines that the effect customers get after shopping exceeds their expectations. The customer's satisfaction with the product will have an important impact on the subsequent shopping decision. If the customer is satisfied with the product, they will continue to buy the product on their next purchase and promote the advantages of the product to other customers. Loyalty is a stable and lasting internal connection, including trust, commitment, and emotional maintenance [10]. The more loyal the customer is to the product, the more often they will buy the product and will actively recommend the product to others. The satisfaction and loyalty of consumers to the goods are realized through the cognition of the goods. At present, many scholars at home and abroad are discussing the influence of brand value on customers' continued purchase intention. Some scholars believe that brand cognition has a positive effect on brand loyalty and further strengthens brand image. Through the analysis of product

image and perceived value, some scholars have concluded that "perception clamping" has a positive effect on customers' shopping decisions. A large number of studies have also proved that customer emotion can affect customers' long-term purchasing behavior. The main factor that makes consumers "addicted" is because it can stimulate consumer emotion: a game psychological emotion, with clear pricing and unknown accidents, which is in line with this generation of consumers "small true luck" consumption mentality, but also in line with its pursuit of novelty mentality. This project intends to start with consumers' cognition of the blind box market and explore the mechanism of the blind box market on consumers' long-term purchasing behavior by introducing factors such as consumer loyalty, satisfaction and consumer emotion. The questions included:

(4) What is the relationship between the economic value, IP value, symbolic value and social value of blind box marketing and consumer satisfaction and loyalty to the brand?

(5) What is the relationship between the economic value, IP value, symbolic value and social value of blind box marketing and consumer sentiment?

(6) How do consumers' satisfaction and loyalty to brands and consumer sentiment affect consumers' willingness to continue buying?

## 3.2. Model Construction

In this project, consumers' cognition of the blind box market is taken as the hidden variable, consumers' continuous purchase intention is taken as the hidden variable, and customer loyalty and satisfaction and customer emotion are taken as the regulating variable. Explore the effect mechanism of different sales models on customers' continued purchase intention. This initial pattern is shown in Figure 1.

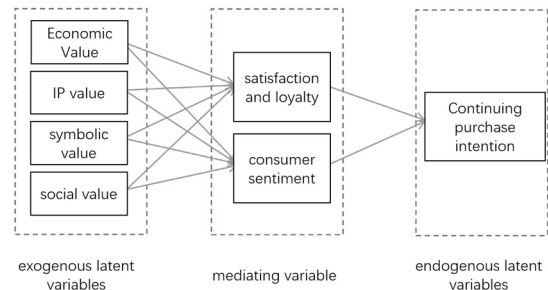


Fig 1. Initial structure model diagram

## 4. Research Design and Empirical Analysis

The survey consists of two main parts. The first stage is to conduct a questionnaire survey on consumers, including their gender, age and annual income. In the second aspect, the Likert five-point scale will be used for grading and scoring from a total of 7 dimensions (economic value, IP value, symbolic value, social value, consumer satisfaction and loyalty, consumer sentiment, and consumer continuous purchase behavior) and 21 dimensions.

This survey was conducted from December 2022 to February 2023. 300 valid samples were collected through "questionnaire survey", and 288 samples were recovered, with an effective rate of 96%.

### 4.1. Test of Measurement Model

First, the questionnaire was tested for reliability to determine whether it was correct. Cronbach $\alpha$  value was used

for reliability test. When Cronbach's coefficient is above 0.8, the reliability is high. The reliability coefficients of each implicit variable in the scale are above 0.8. Detailed information is available in Table 1. Results The overall reliability of this model is high.

**Table 1.** Reliability test results

variable	Cronbach's Alpha
Economic value	0.982
IP value	0.981
Symbolic value	0.984
Social value	0.993
Satisfaction and loyalty	0.987
Consumer sentiment	0.979
Continuous buying intention	0.992

Secondly, the model is verified by KMO and Bartlett tests, and the validity of the model is obtained. The scale passed the validity test. The fitting test of the model was carried out. The fitting analysis was carried out using Amos23.0. The free coefficient of chi-square is 1.952. Its RMSEA is 0.059, which is an ideal choice. The CFI index was 0.969, which was in line with good clinical diagnostic criteria [11]. The GFI index is 0.996. The AGFI value is 0.037. In general, the model agrees well with the measured data.

## 4.2. Testing of Structural Model

**Table 2.** Results of structural equation model research

	Estimate	P	Significance	Result
Satisfaction and Loyalty → Economic value	0.867	0.039	Remarkable	Set up
Satisfaction and Loyalty → IP value	0.100	0.049	Remarkable	Set up
Satisfaction and Loyalty → Symbolic value	0.761		Remarkable	Set up
Satisfaction and Loyalty → Social value	0.132	0.005	Remarkable	Set up
Consumer Sentiment → Economic value	0.103		Remarkable	Set up
Consumer Sentiment → IP Value	0.077	0.108	Non-significant	false
Consumer Sentiment → Symbolic value	0.774		Remarkable	Set up
Consumer Sentiment → Social value	0.534	0.026	Remarkable	Set up
Continuous purchase intention → Satisfaction and loyalty	0.916	0.024	Remarkable	Set up
Continued purchase intention → Consumer sentiment	0.997		Remarkable	Set up

The original mode is parsed by Amos23.0. Parametric analysis of the model found that the path of IP value → customer emotion in the blind box market did not meet the

significance demand, while other paths were correct (Table 2).

## 4.3. Research Conclusion

1) The economic value, IP value, symbol value and social value of blind box marketing are positively correlated with customer satisfaction and loyalty, and their functional relationships are as follows: 0.867,0.100,0.761,0.132. In customer satisfaction and loyalty, the value of economy and symbols is the most important. In the blind box market, the most intuitive factor to attract customers to continue to buy is the unit value, if the price is too high, even very attractive items, customers will not buy. Secondly, when customers get satisfaction from the blind box market, their satisfaction with the product will also increase.

2) In the blind box market, the economic value, symbolic value and social value of goods have a significant positive impact on customer emotion, and their action coefficients are 0.103,0.774 and 0.553, respectively. The symbolic value is the most can influence the mood of consumers, it is said that bubble Mart will also introduce hidden money, let customers draw hidden money in the lottery, just like winning the lottery, people are excited and want to buy another one. However, the IP value of the blind box did not have a significant positive effect on their emotions [12]. The reason may be that when buying box goods, customers already have a certain mentality, and the value of IP will not have any emotional impact.

3) Customer satisfaction and loyalty to products as well as customer emotion will have a positive effect on customers' continued purchase behavior. The results show that the more satisfied customers are with the brand and the more positive their attitude towards the brand, the stronger their intention to continue to buy.

## 5. Essay

### 5.1. Problems in Blind Box Marketing

Blind box is a new industry, although it is developing very fast, but there are also many problems that the paper needs to solve. Because the blind box is a "hidden", it is difficult to achieve a balance between supply and demand, so there is likely to be a "fried blind box", because the price of the hidden model is determined according to the psychological price of the customer, so it is likely to give those who like to hype the opportunity to make the real player become more rare. For blind box trading, there is no clear standard to restrict, which requires regulators to increase supervision over it and formulate corresponding standards as soon as possible. As for POPMART's products, it was reported that one of them had similarities to the "Doll" brand, which was later removed by POPMART after an apology, and the infringement caused serious damage to its reputation and credibility, and also led to huge financial losses for the company. Blind box companies should respect originality and firmly oppose plagiarism. In addition, it is possible to expand the scale of creative IP by signing cooperation agreements with high-quality designers, or attract more industry players through cross-industry IP consortiums [13]. In addition, this blind box product of POPMART can maintain a certain heat through certain publicity methods to a certain extent, but its content is insufficient, and it is likely to make customers interested in new products. For now, BubbleMart's growth depends on partnering with other companies to sell goods, or selling other handicrafts. Therefore, in the packaging of blind box products, the paper should pay more attention to the creation and telling

of "stories", enhance the content of IP, and enhance the brand loyalty of products.

Moreover, the "Z age" crowd is mainly, many of them have just graduated from school, have a strong curiosity for novel things, and are more likely to be influenced by emotional factors in the purchase process. The unit price of the blind box is low, and the variety is many, which can arouse the desire of customers to treasure, so that they have more than their own consumption capacity, or impulse consumption. Zhejiang Shang Evening News published such a case in 2019: a student named "Shili" estimated that he now spends about 30,000 to 40,000 yuan on buying small boxes. "I had to pay off my credit card and my credit card, and when it came time to pay off the loan, I decided not to buy it. But when a new generation of dolls came out, I decided not to buy any more. It was a cycle that made me sad and happy." From the perspective of market supervision, there are still many problems in the fortune bag industry. Because the addition of the function of hidden funds in the game will make many people who want to get hidden funds produce irrational consumption, intermediaries and crooks will cause chaos in the market and cause social chaos. Therefore, the paper hopes that the relevant departments can strengthen supervision, severely punish piracy and fake goods, ban transactions with opaque information and illegal marketing, strictly review the content of blind boxes, avoid unhealthy content, and give proper guidance to users in the game, so that they can consume more rationally. Nowadays, the proportion of young people in China is increasing [14]. By 2020, the purchasing power of Age Z has reached 40%. Therefore, the marketing concept has also changed. Only by mastering the psychological characteristics of Age Z, can they take the lead in occupying the market and have a deeper understanding of the needs of this group. Only in this way can the brand achieve greater advantages in the future development. According to the consumption characteristics of the "Age Z" group, the brand should organically integrate the consumption experience and service, make the goods and content fit each other, do a good job in social interaction, and let them feel happy and get their recognition.

## **5.2. Marketing Strategy Analysis of Blind Box**

### **5.2.1. Marketing Strategy based on Pricing and Positioning**

#### **5.2.1.1 Strategies that Focus on Emotional Consumption**

Before the mass emergence of blind boxes, there was a market for adult games, but in terms of both appearance and content, most of them were geared towards men, not women, of the two-dimensional culture. In the design of the packaging, the designers of the packaging box have targeted young girls from the beginning, they may not understand animation, and have not been to the Comic-Con, but they have no resistance to "cute" and "cute" things. Young women have never been captured by the toy industry, but whether it is their purchasing power, or their characteristics, they have become the object of competition for major brands. For BubbleMart's blind box, the overwhelming majority approved, with only 7.9% being negative. High prices and good shopping experience are also accepted by most customers; The "bubble Mart blind box" as a gift to relatives and friends, its satisfaction is also high, reflecting the "bubble Mart" on the above three kinds of goods characteristic preference, and achieved a higher degree of satisfaction; As for the humanized service and feedback, it makes customers feel very dissatisfied, of which 39.7%

people have negative comments on it, because this tendency mostly appears after the sale, and from the perspective of the product itself, if there are defects, it will lead to problems such as returns [15]. In terms of logistics, packaging damage, too fast logistics speed, will cause customers negative emotions; For customer service, if the above two aspects can not be dealt with in a timely and efficient manner, it will cause customers to increase the negative impression of customers. Similarly, there are IP factors and game factors, because the game is fully purchased, the loss of the game will inevitably appear negative emotions, in this respect, blind box manufacturers have less room to improve; In addition, the beauty of IP images and the richness of content will have a certain impact on the emotional orientation of users. The negative rating of both is more than 20%, and the humanized service and feedback are as high as 40%, showing that personalized service and feedback to users is a big shortcoming of little POPMARTe, and the IP elements and the characteristics of the game have yet to be further optimized and improved.

#### **5.2.1.2 Use of Price Marketing Strategy**

Blind boxes are also "mantissa pricing" as the main price. First of all, the price in the box is "9", such a price gives a feeling of cheap, 59 pieces of things and 60 pieces of things, do not look at the difference of only one dollar, but in the eyes of customers, it is much cheaper. Secondly, in terms of price distribution, for example, most of the boxes in the POPMART store are between 49 and 79, and there is some room for selection, so that customers can choose within their own affordability. According to the current price of milk tea popular on the network, a box is roughly equivalent to the price of one to two cups of milk tea, which can also be used to share, but milk tea is unsanitary and cannot be stored for a long time, and the box can be used to do physical things.

### **5.2.2. Marketing Strategies based on Community Interaction**

#### **5.2.2.1 Experience Interactive Marketing Strategies**

Compared with other toys, blind box products pay more attention to the social interaction part, and carry out a large number of social network applications in the marketing strategy. Age Z is the biggest user, their social attributes are their biggest purchasing power, they use these things to get a "access card", can enter a new circle, in this circle, they can use their own money, find their own interested partners. In order to better allow customers to enjoy better service, but also to cater to the needs of different groups, POPMART launched the "Pati" APP in 2016, so that users can post their buying experiences on this platform, find like-minded friends, and participate in various online and offline activities. In addition, the APP also provides a "wish list" where players can add their favorite toys to the APP, and if someone buys the game, they will receive a reminder of the game. At the same time, the platform will also organize the number extraction from time to time, and the players who extract the number will have a certain probability to participate in or purchase various activities; The most special is the "toy cabinet", which contains a lot of fashion toy design, users can according to their own preferences, their own toys designed into their own toy cabinet for collection and display.

#### **5.2.2.2 Strategies for Leveraging Market Forces for Marketing**

In addition to the related supporting software to support the community linkage marketing strategy, there is also a large-scale fashion trend exhibition, among which, POPMART has

been hosting the "World Popular Toy Exhibition" since 2017, and it is also the first regular and large-scale trend play exhibition in China. Each exhibition will create a shopping atmosphere for customers to visit and punch in, thus triggering secondary communication. Since it was first held, the popular toy exhibition has attracted a large number of fans to queue overnight, and many limited-edition boxes have been snapped up as soon as they appear. Through this large-scale exhibition, the audience can not only have more understanding of the blind box, but also increase their collective sense of belonging and loyalty.

### 5.3. Related Suggestions

(1) Improve the customer service system and promote the improvement of customer service quality. In terms of humanized service and feedback, "POPMART" received the highest proportion of negative reviews, reflecting that customers are not satisfied with it, so in this point, POPMART should focus on strengthening. The paper should increase the training of customer service quality, constantly improve their professional quality and working ability, and eliminate the occurrence of "robot" phenomenon; For customers who make multiple purchases or spend a certain amount, the paper can also mark them and set up a special customer service center to provide personalized service for them.

(2) Use the consumption points exchange system to build a communication community platform for "POPMART Blind Box" users. POPMART provides a way to trade according to the number of points purchased by customers, according to the amount of customers' consumption, according to the actual needs of customers, you can get a lucky draw opportunity every year, and get the prize that you did not draw. In addition, it is also possible to build an exclusive blind box social platform, through APP and other ways, so that those who have bought blind box goods can interact with other customers in the community, share good IP, exchange blind boxes, sell blind boxes, promote blind box customers to communicate with each other, further improve the blind box consumption support mechanism, and enhance consumer stickiness and satisfaction.

(3) Master user preferences and explore new IP elements. Most users buy for their favorite IP images and elements. Therefore, blind box companies need to consider the preference of IP images and related elements in customers, and combine IP images with related elements to develop a new blind box product. In this process, the paper can also communicate with other box manufacturers to jointly explore more IP elements. In addition, the paper should also pay attention to some other popular IP on the market, such as film and television characters, animation images, etc., if there are enough opportunities, you can combine with them to seize the customer's favorite direction.

## 6. Conclusion

Through the research of the meaning of blind box marketing mode and the cognition degree of consumers to their consumption behavior, this paper discusses how blind box marketing can realize the long-term consumption intention by changing consumers' consumption intention. Consumers will try this novel design for the first time, but ultimately, they will choose the second time because they feel the price is right. Although the price of bubble Mart is suitable for the affordability of the majority of consumers, the quality of its products is also a lot of problems. Therefore, if

POPMART attracts more attention through the lottery, then it needs to work on quality and improve its quality and after-sales service. POPMART must strengthen its brand management ability, and IP is the source of its life, so it is particularly critical to carry out effective management. First of all, the paper must start from ourselves and prohibit plagiarism, otherwise once the news of plagiarism appears, it will certainly have a great impact on our brand. Secondly, to prevent piracy, there are a large number of fake dolls online, major businesses should take legal measures to protect their trademarks. Blind box marketing is a marketing means, its essence is a game experience, and cannot become the foundation of the company's development, so those companies that follow blind box marketing must avoid the shell marketing that lacks product value and brand value, so that it is doomed to be only a flash in the pan. For the blind box market, the most important thing is to bring real value to customers.

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