

Study of Blind Box Product Hunger Marketing Strategy Based on Guizhou Consumer Purchase Intention

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Abstract: With the development of Internet technology, products' marketing channels and methods have been improved sustainably. Blind box utilized the psychology of consumers to pursue stimulation and then used consumers' curiosity to motivate their buying intention. Hunger marketing was considered the best matching strategy for blind box products to influence Guizhou consumer purchase intention. The objectives of this study were to investigate blind box product sales development trends in the Guizhou market, analyze purchase intention through the elements of hunger marketing strategy, and propose the appropriate concepts and understandings of marketing strategy in the blind box sale. Five independent variables of innovative mentality, curiosity mentality, comparison psychology, brand psychology, and herd mentality were set for the hypothesis tests to consumer purchase intention.

Keywords: Blind Box Product; Hunger Marketing Strategy; Consumer Purchase Intention

1. Introduction

The predecessor of the blind box is the lucky bag in Japan. In the early 90th century, it was introduced into the country in collectible cards and was all the rage. With the rise of trendy toys, merchants merged the stylish intellectual property (IP) map and bought lucky bags, and the blind box came into being. Now the development of the blind box industry is in a period of vigorous growth. With the development of the times, the application and promotion of Internet technology and the marketing channels and methods of products have also changed, and there is a need for updates. As consumption continues to escalate, the public's focus and psychology on consumption are not only material but more spiritual and emotional satisfaction. As the most popular product now, blind boxes have begun to be used in various marketing scenarios, and there are many ways to sell them. They are gradually integrated into the lives of the public (He, 2013)^[1].

2. Theoretical Basis

2.1 Research setting based on hunger marketing

"Hunger marketing" is a marketing strategy used by commodity providers to deliberately limit product supply to achieve excess demand. It has been used in many promotional activities, especially on smartphones. Apple's marketing strategy for the iPhone has reduced the collection, which has led to higher demand for higher profits (Wang, 2019)^[2].

2.2 Research setting based on consumer purchase intention

Social media is increasingly used as a platform for marketing and advertising activities. Organizations spend a lot of time, money, and resources on social media advertising. However, how organizations design social media advertisements to attract customers and motivate them to buy brands successfully is always a challenge, according to the study by Alalwan, (2018)^[3].

2.3 Research setting based on the unified theory of acceptance and use of technology (UTAUT)

A technology acceptance model was created by Venkatesh: et al. (2003)^[4] in "User acceptance of information technology: Toward a unified view." This theory explains the user intentions in using the information system with subsequent usage behavior—the four critical elements of performance expectancy, effort expectancy, social influence, and facilitating conditions.

3. Understanding the Impact of Need Theory for Improving Employment Satisfaction of Y-Generation in Sichuan Enterprise

3.1 Hunger Marketing Theory

"Hunger marketing" refers to the intention of commodity providers to lower their output to achieve the purpose of regulating the relationship between supply and demand, creating a "false appearance" that exceeds supply, and maintaining higher prices and profit margins. Hunger marketing is to influence the selling price of the terminal by adjusting the amount at both ends of the supply and demand to achieve the purpose of the price increase. Hunger marketing is a business promotion model suitable for products or services (Wang; & Bi, 2021)^[5].

3.2 Consumer psychology

Chai (2019) analyzes the concepts and characteristics of hunger marketing and the different psychological demands of consumers in hunger marketing based on consumer psychology.

3.3 Hunger Marketing

Apple is one of the companies that are best at using hunger marketing. The products produced by the company have always been sold under the hunger marketing model, which guarantees the price of the product and controls the entire industrial chain. This marketing model can make consumers want to buy and feel their uniqueness.

4. The Conceptual Framework for the Research Study

First This article analyzes the blind box economy, the marketing strategy of Pop Mart, and the way for the tool of hunger marketing for business attraction through consumers' attitude, psychology, and mentality. From the perspective of consumer psychology, Skinner's box effect. It can be considered that consumers are like mice in a box; they do specific actions and get rewards. Finally, buying blind boxes becomes a prerequisite for obtaining personal toys. In addition, the gambling effect allows players to enjoy the excitement during the unboxing process. Due to the social needs of consumers, the effect of the herd can be investigated and transformed into attractive strategies for promotion.

Second Hunger marketing is a promotional strategy in which the number of products or time is limited to create an illusion of excess demand. Scarcity will bring luxury to the product, adding added value (Yu; & Zhang 2018)^[6]. The blind box trend in China is an example of hunger marketing. Brands divide their products into different rare categories. They set up barriers, expressing that not everyone can get the most notable box to create a sense of competition. Hunger marketing prompts blind box consumers to make emotional decisions.

5. The Countermeasures for the Impact of Need Theory for Improving Employment Satisfaction of Y-Generation in Sichuan Enterprise

5.1 Blind box product

Blind boxes refer to toy boxes that consumers cannot know the specific product styles in advance and have random attributes. Only when you open it will you know what you have drawn. Uncertain stimuli strengthen repetitive decision-making, so a time blind box becomes an addictive existence. Blind boxes usually contain animation, film, and television works or dolls individually designed by designers. It is called a blind box because there is no label on the box, and only when you open it will you know what you have drawn. Psychological research has shown that uncertain stimuli strengthen repetitive decision-making, so a time-blind box has become an addictive existence. As the name implies, opening the blind box is to open the blind box to see the items in the draw. It is also compelling and addictive gameplay.

5.2 Hunger marketing

Hunger marketing creates a sense of scarcity of goods through quantification to achieve the intention of selling hot or even increasing prices. A business promotion model of a product or service is currently prevalent among enterprises and merchants. Simply put, it is a means for merchants to attract and suspend consumers, and consumers will say that this marketing method is suitable. Hunger marketing is applied to the commercial promotion of goods or services. It refers to the marketing strategy of commodity providers deliberately lowering production to control the relationship between supply and demand, create "false appearances" in short supply, maintain product image, and maintain higher prices and profit margins.

5.3 Comparison psychology

Comparing psychology refers to consumer psychology, whose primary goal is to be competitive. When some consumers buy goods, they usually consider not the actual value of the goods and their own needs, but they are driven by vanity, etc., to form consumption behavior.

6. Conclusion

Based on the above analysis, the psychology of seeking novelty, curiosity, and comparison has a significant relationship with consumers' willingness to buy blind box products; the psychology of seeking fame has a relationship with consumers' desire to purchase blind box products; the psychology of conformity is related to consumers' purchase. Willingness to blind box products is significantly related. The blind box is no longer a single commodity but has evolved into a unique consumption model. The tangible or intangible influence brought by the image of the blind box is constantly shaping its charm and getting a steady stream of benefits. The appeal of the blind box will only increase and will not decrease. The design of the blind box should be closer to the actual needs of consumers and consider the psychology of consumers to improve its commercial value.

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