

Research on the Influence Mechanism of Blind Boxes' Willingness to Consume Among College Students: Take Guangdong Province as an Example

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Abstract: Consumption has always been the focus of the state and society. With the deepening development of China's reform and opening up, the social and economic forms, material products and other interests are undergoing earth-shaking changes, and the consumption view of college students is changing accordingly. Blind box, as the name suggests, means that the buyer knows nothing about the style of their goods before buying, which usually contains various animation, film and television works around, as well as dolls designed by designers alone. It is this seemingly strange and bizarre commodity marketing that is only loved by college students. Some of the businesses peep to see the business opportunities, began to "fry the blind box", followed by once hot, forming a "blind box hot" consumption trend. In recent years, the blind box has become the carrier of the new generation of young people to entertain, communicate, exchange, and purchase, occupying the surprise economy, loneliness economy, social economy of the young people. In addition, the blind box also has the attributes of spiritual comfort and collection. And because of the many attributes of the blind box, has made it beyond the category of leisure toys, the audience covers a wider age range. Because of the blind box users "more gold", young characteristics, also prompted them into a huge consumption power.

Keywords: Blind Box; Consumption Willingness; Influence

1. Background

At present, the state encourages the development of an innovative economy and accelerates the construction of a modern economic system. As an innovative economic form, blind box economy covers new technologies, elements, products, models and many other aspects, and is rapidly flooding into the trend of economic development in the new era. It complies with the economic development concept of the 19th National Congress of the New Congress "to practice new ideas in the new era", and grows rapidly in the commodity market. According to the research report, there are various forms of blind boxes. In addition to the traditional physical forms, there are also new business forms such as air ticket blind boxes and cultural and travel blind boxes. College students are one of the main audience groups of the blind box economy. College students are highly enthusiastic about participating in the new economic form, but they also have some problems. Blind boxes, in recent years, have become very popular among young consumers, especially minors, because of their randomness and interest. Under the trend of "everything can be blind boxes", the producers and sellers seize the psychology of consumers' pursuit of excitement and surprise, and push the blind boxes and bags containing various small commodities such as food, stationery and dolls to the market.

2. Research objectives

Analyze the influence of blind box consumption willingness on economy.

Explore the influence mechanism between the following groups of factors.

Formulate targeted suggestions to improve consumers' consumption willingness, and provide highly reference opinions for blind box enterprises to improve their marketing strategies and consumption willingness.

3. Range of study

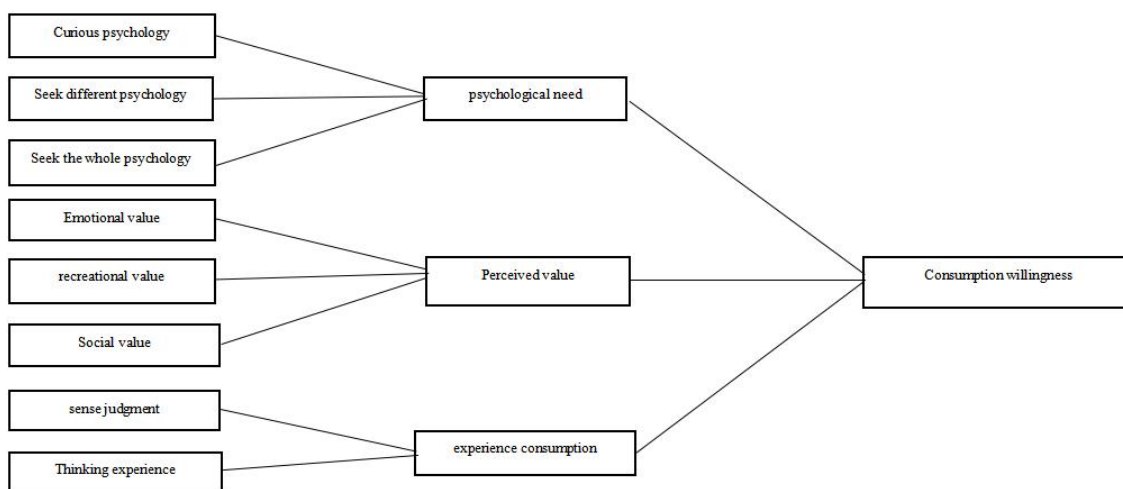
3.1 Significance and value

In terms of the theoretical value. This study on the basis of the classic literature at home and abroad, with consumer consumption intention as the perspective, explore the influence factors of college students group blind box consumption willingness, build a can fully reveal the college students group blind box consumption intention influence factors model, help to enrich consumer psychology, blind box economic theory of related literature, enrich and enrich the existing consumer psychology, blind box economic theory. In terms of real value. This study clarified the influencing factors of college students 'consumption willingness of blind box, so that the existing blind box enterprises could better meet the market demand and provide theoretical support for the improvement of consumers' consumption willingness to consume. This will help to enrich and enrich the existing consumer psychology and blind box economic theory, and have certain practical value for blind box enterprises 'marketing strategy of blind box products, improve consumers' willingness to consume and obtain considerable economic income in their market.

3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Guangdong province, mainly including college students in Guangzhou city, Guangdong province. The sample collection category was limited to Guangzhou city, Guangdong province, and the influencing factors of the blind box consumption willingness of college students in this city were investigated.

4. The conceptual framework of the research



5. Theoretical principle

Zhang Kexin (2021) focuses on the consumption pleasure in the blind box culture, and it is divided into three aspects: generation, type and influence. First of all, at the generation level of consumption pleasure, through exploring the purchasing motivation and use effect of blind box consumers, it is found that it occurs in the whole process of blind box purchasing and use. Blind box consumers will be driven by personalized motivation and social motivation, and produce a strong purchase motivation, and consumption pleasure will occur. For the use of blind boxes, the effect of environmental monitoring, self-awareness, emotional transformation and social relationship expansion can be realized in consumers, and the consumption pleasure can be continued and strengthened. Song Yteng (2022) of Shijiazhuang college students blind box products of consumption status of descriptive statistical analysis, to understand the reason of whether to buy blind box products, after building a decision tree model for whether to buy blind box products of college

students group segmentation, and use the structure equation model to explore the factors affecting consumer satisfaction. Liu Fang, Ju Changzhi (2022) explored the relationship between consumer experience and repurchase intention in the surprise economy represented by blind box from the perspective of Schmidt (Schmitt) consumer experience, and paid attention to the regulatory role of individual cultural identity.

6. Correlation studies

Zhao Jingjing, Cheng Mengyang et al. (2022) pointed out that red culture, as an advanced culture in China, has unique advantages in strengthening the responsibility emotion and responsibility mission of college students. Based on 547 data samples of Shaanxi universities, Probit regression model analyzes the influence of red culture inheritance and cognition on college students "red cultural and creative" blind box consumption willingness, which shows that red culture inheritance and cognition have a positive impact on the consumption willingness of college students' "red cultural and creative" blind box. Therefore, in the development of the red cultural and creative blind box, we should take into account its cultural value and emotional value, pay attention to the two-way empowerment of commercial function and moral education function, and provide a new way to enhance the cultural confidence of college students. Li Qianshu (2021) to explore the relationship between blind box marketing and consumers continue to buy, put forward blind box marketing to consumers economic value, IP value, symbolic value and social value of value perception of consumer continue to buy relationship model, through the form of questionnaire data collection, combined with structural equation model for empirical analysis.

Conclusion

Psychological needs: First of all, the products in the blind box are very uncertain, and they are mostly launched in the form of a series, becoming the carrier of the entertainment, communication, exchange and purchase of the new generation of young people, occupying the "surprise economy", "lonely economy", "social economy" and other aspects of the young group. Second, in some social media platforms or online communities where young people gather, a new blind box is widely advertised. At present, the product line of blind box toys is constantly extending, and the category is also expanding. Perceived value: First of all, a person buys a blind box because people around him are buying and discussing the blind box, and he needs to gain recognition and acceptance from others to find a sense of belonging; A person who often shares the blind box process on social media may need to enjoy the joy of being noticed and sharing with others. Secondly, the popularity of blind box in modern society is inseparable from the conformity phenomenon in people's consumption behavior.

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