

# ***Analysis of Contemporary Women's Consumption Psychology and Addiction to Blind Boxes***

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**Abstract:** This article mainly explains the psychology of why young girls like to buy blind boxes and some hidden problems through market research and extensive literature research. Some conclusions were drawn: The blind box originated in Japan initially. With the development of the domestic blind box industry, more and more fashion toy brands came into being, and businesses also realized the needs of consumers. Therefore, the analysis of female consumer psychology is also of great significance for the positive development of the blind box industry. From the perspective of women's desire for beauty, curiosity about hidden models, pursuit of trends, and psychological application of emotional value, young female consumers have become the main force of blind box market consumption. But this also reflects from the side that women may be addicted to buying blind boxes or too much large consumption, and this addiction is also worth our reflection. In addition, how to avoid blind box addiction has also become a controversial topic, which has also promoted the future development of the blind box market.

**Keywords:** Female consumer psychology, designing blind boxes, addiction

## **1. Introduction**

Originally born in Japan, the "blind box" is now popular worldwide. This is the kind of customer who cannot know the specific product style of the toy box, with randomness and mystery. With the increasing popularity of blind boxes, the IP image of blind boxes has also diversified, and endless types of blind boxes have emerged, such as stationery, dolls, cosmetics, and other blind boxes designed for female consumers. Each type of blind box is designed with one or two hidden models. The blind box is to increase the consumer's buying experience through this unknown surprise. Therefore, representative brands such as Pop Mart and 52Toys have appeared in China's blind box city. More and more female consumers are collecting sets of blind boxes to sell or exchange in order to increase their enjoyment and make like-minded friends wisely.[1] According to Reed Consulting's "2021 Pop Mart User Research Report", today's consumers are mostly 18-34-year-old young people, women account for 81% of the total number, mainly students and white-collar workers in first - and second-tier economically developed cities. The reason why female consumers love blind boxes is also worth considering

## 2. Reasons why female consumers prefer to buy blind boxes

Firstly, as more and more blind box handwork appears on the market, a variety of appearance factors will affect women's desire to buy, women are born to love beauty, and born to like beautiful handwork. Girls usually pay attention to the color, shape, appearance, and material of the toy itself in consumer activities. These factors are important reasons for driving female consumption. And whether the appearance meets the popular aesthetic or whether it is unique and creative is crucial for female consumers. Many businesses also exploit the fact that female consumers are more enthusiastic about new things and have more curiosity. Compared to male consumers, they secrete a substance called dopamine. Dopamine is a chemical substance that we secrete when we feel excited, which can have a pleasant effect and stimulate consumption.

On the other hand, many businesses seize the heart of women's love of beauty[2], so the idea of making blind beauty boxes or jewelry boxes is put into action, and this blind box is used as a marketing model specifically for young women. Merchants will also lower the price of multiple products bought together. It is because the love of beauty can save money that more female consumers are attracted to buy.

Then, in a series of blind boxes, there is usually one or two hidden items and curiosity about the hidden items will prompt some female consumers to buy the whole box to have a greater probability of obtaining the hidden objects. This is also a consumption strategy. The hidden model is more rare among the many ordinary models, and it is more satisfying to resell or exchange with people who like to collect blind boxes. The hidden model has some distinctive features, such as its decoration is more detailed or it will have a luminous visual effect. This is the exclusive charm of the hidden model. This also gives them a higher collectible value. So many girls will indulge in the love of hidden styles and are eager to know their curiosity and buy blind boxes.

Thirdly, most women are happy to enjoy trendy fashion culture in terms of consumption concepts, and many young people like unique, popular, and niche styles. As a result, many designer designs have appeared, which has also pushed the price of the blind box and the significance of the collection. With the popularity of the national tide, more and more hand-made designs with Chinese elements will become in line with the public taste. More and more young girls follow the national style and fashion. There are also a few precious exhibits created by some more famous designers for sale, which is also a reflection of the trend.

Last but not least, many female consumers are more delicate and prefer some characters or roles that are closer to their lives or give them warm feelings. For example, I bought sonny Angel-themed blind boxes, which are all about plants, animals, food, or weather in life. Using these elements as costumes, creating distinctive collections, and some holiday-limited themes, such as Christmas or Halloween, released on these specific holiday dates, gave many female consumers a strong emotional connection. This is a unique, close-to-life emotional value. Such cute little figures as ornaments or as ornaments, combine them with other jewelry, and can also be used as their own DIY phone case or photo frame. It is an outstanding emotional value to see such a dynamic character when they are tired.

## 3. Reasons on why indulging in buying blind boxes

Blind boxes are generally uncertain, and consumers do not know what they will get, because a series of blind box styles differ greatly, so many girls will identify the style of the blind box by shaking or listening to the sound when buying the blind box. The thrill of the unknown can drive consumers to buy different blind boxes. When opened, will feel a nervous excitement, do not know which will get a sense of accomplishment, if they happen to get their very favorite goods, will feel a unique surprise and excitement, this unknown feeling has become a state of addiction, which also makes more female consumers addicted to buying blind boxes.

With the development of The Times, more and more women are willing to share their lives or some novel things on social platforms. So, blind boxes are often used as a way of socializing. Blind boxes are generally sold in the form of a series, and each series of blind boxes has different styles, which also encourages many people who like to collect blind boxes to communicate and share. There are also many people who have drawn duplicate styles to exchange or sell them on different platforms. This feeling of comparison makes people feel socially satisfied, and it is significant to communicate with others with the same interests as they.

Many special styles and limited editions have emerged in the development of blind boxes. This has also aroused the desire of many female consumers to collect. When these limited editions are released, be on time to purchase them on the website or in a physical store. And keep them in the collection. Or hidden styles, consumers are more willing to collect these more precious blind boxes on the market. In order to get this product, most female consumers do not give up and continue to buy blind boxes. This desire to collect is constantly pursued, thus forming a state of addiction.

#### 4. Avoiding addiction

Although the blind box looks very impressive and has many forms. However, the fundamental purpose of selling blind boxes is to earn money from consumers. It is also for female consumers, designed to attract girls' styles. Should recognize the nature of the blind box, rather than just because of the appearance of beauty and addiction. [3]

When women buy blind boxes, sometimes they can't think calmly. The styles they get are random, and there is no such thing as a majority purchase that increases the probability of getting a hidden style. And they don't know what goods they can get.

But when they do not draw their favorite times, they should cut their losses in time. Don't go for rare hidden items, limited edition items, or items they like. Do not pursue a surprise, if they do not buy their own favorite style, do not be too lost, they can choose to give to others, exchange with others or sell at a low price on the platform. Everyone's taste is different, and the style they don't like may be in line with someone else's aesthetic. To maintain a certain degree of rationality, through self-judgment, to determine whether to continue to consume. This addiction is an effect. The "Pandora effect" is mainly manifested as a biased and rebellious negative psychology. When something is told that it cannot be done, it often further stimulates people's desire to "do". This problem is reflected in the purchase of blind boxes. If merchants place styles one by one in their display cabinets and sell them directly, customers' desire to consume is not as high. In addition to the product experience, consumers also gain emotional value.

The price of the blind box is different; some are cheaper, but some are more expensive. The purchase of blind boxes should be within their consumption capacity; cannot blindly pursue high prices, there are some young women who want to buy a blind box or students who do not have a stable income and can not accept a blind box and beyond their economic ability. If they like a series of blind boxes, to save money, they should choose to buy a whole package so that the style will not be repeated, and sometimes there will be some concessions. Sometimes, during the shopping festival, some merchants will launch the activity of buying blind boxes, There will be random matching styles of blind boxes, which will be much cheaper than buying these blind boxes separately, and a discount can be added. For example, the brand Bubble Mart, on the special day of Double 11, will have a unique benefit of buy one get one free for the first 50 consumers who pay. This is also a good time to buy these blind boxes.

Blind box new products are constantly launched, some people in order to keep up with the Joneses psychology, the first time to buy a series of blind boxes, which is also a more expensive time. Female consumers should time their purchases wisely. If they are not very interested in a certain style, but they want to collect it, they should wait for a period of time, they can choose to buy it for a period of

time after the listing, there will be some discounts or merchants will change the price due to consumer psychological analysis. This is a better allocation of time and better price.

Lastly, If they find that they have an addiction and are unable to deal with it on their own, they should seek help from a family member or professional organization. Don't let buying a blind box interfere with their work or life [4].

## 5. Conclusion

Through the above discussion, female consumers like to buy blind boxes mainly because of the desire for beauty, curiosity for novel things, following the trend of The Times and the exchange of emotional value. However, with the development of the blind box industry, more and more women are addicted to buying blind boxes, first because of the excitement of opening blind boxes or the desire to collect many women impulse consumption, but also because modern social activities involve blind boxes, which is inevitable. [5]Therefore, we need to be aware of the consumer psychology of blind box addiction and strive to solve the problem, the first is to understand the essence of the blind box is to make money rather than please consumers, and to maintain rational consumption, reasonable arrangements to buy the blind box timing and money, which is the real meaning of the blind box.

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