



**STUDY ON THE MARKETING STRATEGY OF BLIND BOX
PRODUCTS OF POP MART IN BEIJING, CHINA**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
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This Independent Study has been Approved as a Partial Fulfillment of the
Requirement of International Master of Business Administration in International
Business Management

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Date: 20 / 10 / 2023

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Title: Study on the Marketing Strategy of Blind Box Products of Pop Mart in Beijing, China

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Degree: Master of Business Administration

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ABSTRACT

This study aimed to delve into the impact of the 4P marketing theory on Pop Mart's market strategy in Beijing. The objectives of this study were: 1) To analyze the current marketing status of Pop Mart's marketing strategy in Beijing based on 4P theory; 2) To provide the suggestion for Pop Mart's marketing strategy in Beijing based on 4P theory.

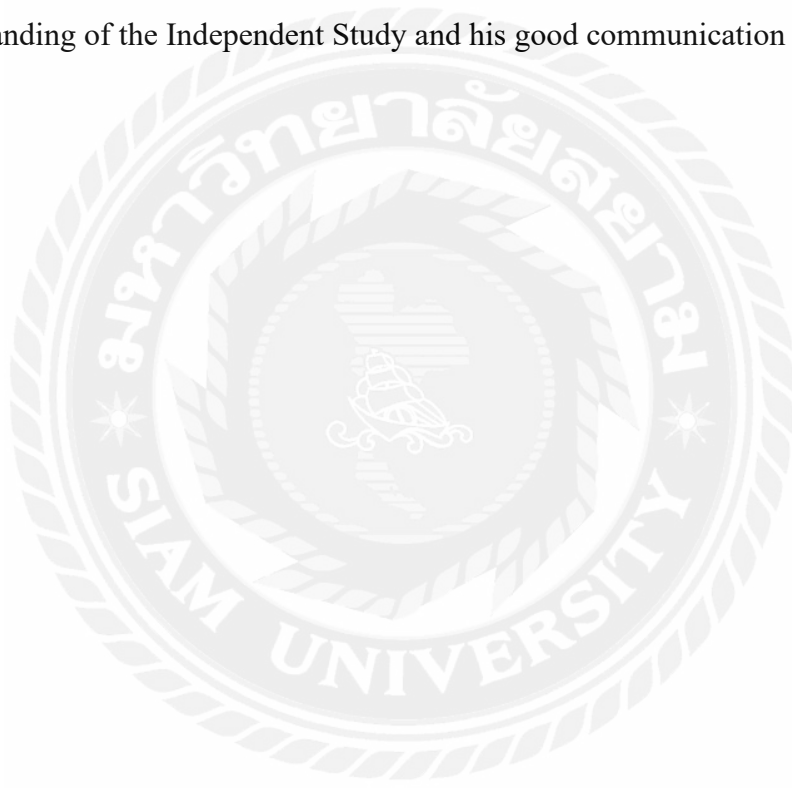
This paper used qualitative research methods, involving the collection and analysis of 40 interview samples. Through semi-structured interviews, participants' viewpoints and insights were gathered, followed by detailed content analysis.

The findings of the study indicated that: 1) Pop Mart's marketing strategy in Beijing, as analyzed using the 4P theory, revealed that while the current product lineup aligned well with market demands, there was potential for innovation. The pricing strategy was competitive, but slight adjustments could have enhanced perceived value. Distribution channels were effective, and exploring additional avenues could have broadened market coverage. Promotional activities showed varying success, indicating room for more impactful, culturally tailored campaigns; 2) Pop Mart's marketing strategy in Beijing need exploring product innovation, making strategic pricing adjustments, evaluating and expanding distribution channels, and refining promotional strategies to have ensured sustained success in the dynamic Beijing market.

Key words: pop mart, blind box products, 4P marketing theory, marketing strategies

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Declaration

I, Yang Haizhi, hereby certify that the work embodied in this independent study entitled “*A Study On Optimization Of Marketing Strategy For Blind Box Products Of Pop Mart Company*” is result of original research and has not been submitted for a higher degree to any other university or institution.

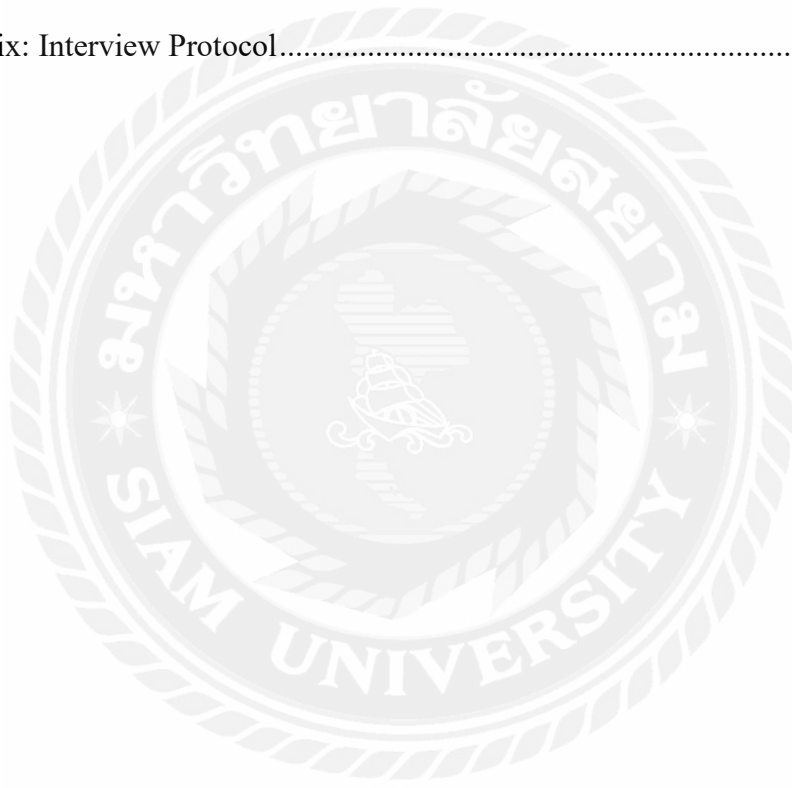
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Chapter 1 Introduction

1.1 Research Background

With the continuous growth of China's economy and the rise of the middle class, the entertainment consumption and cultural industry have been rapidly developing. Within this trend, blind box products have become a highly popular cultural phenomenon (Smith, 2020). A blind box is a small item packaged randomly, with buyers unaware of the contents, adding an element of excitement and allure (Chen & Wang, 2019). Pop Mart is one of China's leading companies in the blind box product market, and its innovative products and unique marketing strategies have led to significant success in the market (Pop Mart, 2021). Particularly, headquartered in Beijing, the capital of China, where the competition is intense, studying the marketing strategies of Pop Mart's blind box products in Beijing is crucial for understanding the development of the blind box market in China (Li & Zhang, 2018).

The blind box market has established a unique ecosystem in the Chinese entertainment and cultural industry, attracting a large number of young people and cultural enthusiasts. Pop Mart holds a prominent position in this market, offering products in various domains, including cartoons, celebrities, movies, games, and more. This demonstrates the company's multifaceted marketing strategies' positive impact (Wang & Liu, 2017).

From 2017 to 2020, China's fashion toy industry will grow from 11.18% to 19.17%. Although the fashion toy industry has been very hot in recent years and the market is growing rapidly, China, as the world's largest economy, is still far from market saturation, which also reflects that the fashion toy market has a promising future. POP MART has been around for a short time, but the way it has developed and the results it has achieved have attracted a lot of attention in the business world. In less than a decade, POP Mart's products have been well received by consumers and have made good profits, making the company a leading player in China's fashion toy industry. This research focuses on the marketing strategy of POP Mart's blind box products, which has led the development of the fashion toy industry and created the trend of blind boxes in China, and is dedicated to grasping the unique consumer group of Generation Z, bringing into play the value of the products and creating a unique brand culture.

However, despite Pop Mart's success in the blind box market, with increasing competition, the company needs to continually adjust its marketing strategies to maintain competitiveness. Thus, conducting an in-depth study of Pop Mart's marketing strategies for blind box products in the Beijing market is of paramount importance. It

can reveal success factors and challenges, helping other cultural industry companies understand how to succeed in this market.

1.2 Research Problems

To what extent is Pop Mart's current marketing strategy effectively aligning with the principles of the 4P theory (Product, Price, Place, Promotion) in Beijing? Additionally, what modifications or enhancements can be recommended to optimize Pop Mart's marketing approach in Beijing, ensuring a more comprehensive and successful implementation of the 4P theory? As Kotler and Armstrong (2017) emphasize, the 4P marketing mix framework, encompassing Product, Price, Place, and Promotion, serves as a fundamental guide for companies to strategically manage their marketing efforts. In the unique market environment of Beijing, where consumer preferences, economic factors, and cultural nuances play pivotal roles, understanding the alignment of Pop Mart's strategy with these principles is paramount (Chernev, 2018).

1.3 Objectives of the study

This paper focuses on POP MART's blind box products and analyses the marketing strategies of POP MART's main blind box products in recent years. This can help determine which strategies have been most successful and how to adapt them to different market conditions, and aid in optimizing product positioning and marketing strategies to better meet the needs of the target audience, and also can assist in formulating strategies to maintain or expand the company's competitive advantage in the market. The objectives of this study are:

1. To analyze the current marketing status of Pop Mart's marketing strategy in Beijing based on 4P theory.
2. To provide the suggestion for Pop Mart's marketing strategy in Beijing based on 4P theory

1.4 Significance of the study

This study, focused on the marketing strategy of Pop Mart's blind box products in Beijing, encompasses significance that extends across both academic and practical domains. The following highlights the key dimensions of significance within this research:

(1) Academic Significance

Within the academic sphere, this research contributes significantly to the fields of marketing and market research. It enriches the existing literature on the blind box product market, consumer behavior, and innovative marketing strategies. Through an in-depth analysis of the Pop Mart case, this study fills gaps in our understanding of marketing strategies in fiercely competitive markets. Furthermore, it aids in comprehending the uniqueness of the Chinese market, providing a foundation for future research and theoretical frameworks.

(2) Practical Significance

In the practical realm of business, this research offers invaluable insights to entrepreneurs, marketing professionals, and business leaders. Gaining insight into how Pop Mart achieves success in a highly competitive market can serve as a source of inspiration for other enterprises. This knowledge can facilitate the improvement of marketing strategies, enhancing market competitiveness. Additionally, the study aids in better understanding consumer behavior, guiding market promotion and brand building.

(3) Cultural and Regional Significance

Considering the research's focus on Beijing, it holds cultural and regional significance. It contributes to a deeper understanding of the cultural backdrop and regional disparities within the Chinese market. This holds paramount importance for both domestic and international businesses operating within the Chinese market, where cultural and regional factors play pivotal roles in market strategy.

(4) Policy Implications

Lastly, this research potentially impacts policymakers and regulatory bodies. By addressing issues related to market competition, intellectual property, and consumer protection, it can assist policymakers in the formulation of relevant policies, fostering fair market competition and sustainable development.

The study of Pop Mart's blind box product marketing strategy in Beijing possesses wide-ranging significance across academic, practical, cultural, and policy domains. It enriches academic understanding, provides practical value to the business sector, contributes to cultural and regional comprehension, and informs policymaking. This research lays a solid foundation for future research and practice.

1.5 Limitations of the study

The scope of this study centers on a detailed examination of Pop Mart's marketing strategies for its blind box products within the Beijing, China market. It encompasses a specific time frame, analyzing the past five years, and delves into various facets,

including product design, pricing, promotional tactics, distribution channels, and collaborations with artists or influencers. The research scrutinizes consumer behavior patterns among Beijing residents who purchase Pop Mart's blind box items, exploring motivations, preferences, and the role of collectibility. Additionally, it investigates the competitive landscape in Beijing's blind box market, recognizing the impact of cultural and regional factors. Data sources encompass sales data, consumer surveys, interviews, and market research reports. Acknowledging potential limitations, the study concludes by providing actionable recommendations and discussing broader implications for the blind box industry and consumer trends in China.

1.6 Scope of the study

This study focuses on analyzing Pop Mart's marketing strategy in the Beijing market, with a specific emphasis on the implementation of the 4P theory: Product, Price, Place, and Promotion. The research encompasses an evaluation of the product portfolio, pricing strategies, distribution channels, and promotional activities. The objective is to provide a comprehensive understanding of Pop Mart's current market performance. The ultimate goal is to offer targeted recommendations based on the 4P theory to enhance competitiveness and market share in the Beijing market.

Chapter 2 Literatures Review

2.1 Fashion Toys Market

As a new industry, the fashion toy market has won many fans since its inception. The blind box product is currently the main brand product of fashion toys and is the most popular. It is popular because of its unique marketing format and the unique mysterious properties of the product, which has inspired many enthusiasts to widely pursue novelty to stimulate the collection of consumers will.

Consumer motivation in the consumer psyche, psychological classification system by dividing consumer psychological needs into 12 categories (O'cass & McEwen, 2004). human psychology can be divided into 12 psychological needs: pursuit of consistency, attribution, categorical, cues, search for independence, innovation and curiosity, self-expression, show-off psychology, self-reinforcement, close and harmonious interpersonal relationships, and imitation. The unique product design and highly viscous brand community culture of fashion toys meet the psychological needs of consumers while catering to their attribution, novelty and curiosity, and interpersonal expression, thus better reaching them and increasing their repurchase rate.

Although foreign fashion toys were ahead of domestic development, the fashion toy industry has shifted from being popular abroad to opening up a new pattern of domestic fashion toy shopping in the overall 20+ year development environment. MIKATAN (2017) edited "Handicrafts", a detailed discussion of the manufacturing process and production process of the industrialism of fashion toys. The International Brand Watch report (2021) makes three core points about the development of the blind box industry: the blind box industry contributes to economic development and market growth, the blind box industry spins off occupational development while overseas demand grows rapidly, and triggers the blind box economy.

Domestic scholars have also taken note of art products with high added value, and have investigated the development of fashion toys in China from different perspectives and conducted research on countermeasures. Using fashion toys as an entry point, Ma (2018) discusses the trigger points for choosing collectible toys from the perspective of collectible plasticity for subjects with varying personalities of fashion toys, sorts out the development forms and use patterns of collectible toys, brings together designers' original ideas to compare consumers' subjective utility and active starting points. Then he proposes representative toy plasticity concepts, and explains a new concept of blind box products from a creative perspective. Yang & Gong (2021) suggest that fashion toys meet the personalized consumption needs of the Z generation, satisfying their needs for self-pleasure, social interaction and identity. They find that Z generation has

become the mainstay of fashion toy consumption, and it brings new opportunities and directions for the development of fashion toys.

2.2 Research on the marketing of blind box products

POP MART has become a leading company in the domestic fashion toy industry with its blind box products, and its marketing strategy has been studied and summarized by many scholars in China. This study focuses on two aspects of POP MART's marketing model and marketing strategy in the blind box economy.

Domestic scholars have also conducted multi-dimensional research on the marketing model of blind box products, and have elaborated on the innovation of the marketing model from different perspectives. Ying & Xiang et al. (2021) explored the business model of innovation and development of the blind box economy based on POP MART's blind box product that led the tide of play. The first aspect is to analyze the main user groups POP MART focuses on due to its unique product business concept from the perspective of value proposition innovation; the second aspect is to explore the value creation focus of the blind box economy from the upstream, midstream and downstream innovation of the industry chain; the third aspect is to study the value transfer of the blind box products from the perspective of marketing channels; the fourth aspect is to suggest ways to widen the market space in terms of product and price development advantages.

Wang (2021) summarizes four breakthrough points in the development of POP MART's marketing model: firstly, by effectively combining the cultural environment and toy creation to expand brand awareness; secondly, by extending the life of IP and experimenting across borders to enrich the product range; thirdly, by strengthening and enhancing the consumer experience to establish brand positioning; and fourthly, by forming a business chain through the complete industry chain. The fourth is the formation of a business loop through the complete industrial chain, forming the leading fashion toy industry.

Wang (2021) has a systematic study based on the overall development of the fashion toy industry. In view of this, Wang Dan uses POP MART as a case study to sort out the company's development strengths and problems from strategic management theory, and clarifies the direction of the marketing strategy development of POP MART's blind box products.

Wan & Liu (2022) analyze the existing strengths and problems of POP MART's blind box industry operations with data from various securities studies. They sort out POP MART's problems in terms of the practical value of blind box products, blind box

marketing speculation and user purchase desire, and they advocate a high-growth marketing model for the development of blind box products.

According to domestic and international literature, the marketing strategy is an important way to promote the blind box product in the marketing process. On the one hand, companies need to develop their brand culture, expand their brand awareness and influence, develop innovative product IPs and emphasize the centrality of the product in their marketing strategy. On the other hand, based on the existing marketing model, the company needs to build a closer relationship with consumers in order to gain their continued attention. It is also important to increase consumer recognition of the Blind Box product, so that it meets the emotional needs of consumers and resonates with them on a value level.

At present, research on the development of blind box products and the fashion toy industry is mainly basic industry research, lacking in-depth analysis of the emerging fashion toy industry. Most journals and articles have looked at the development of POP MART and the business model of the industry, but lack research on the marketing strategies of the products. In view of this, this research supplements the literature base of research on the marketing strategy of POP MART's blind box products by using POP MART's blind box products as a case study and providing ideas for the development of the marketing of the emerging blind box products from the perspective of marketing mix theory.

2.2.1 Pop Mart's Market Positioning and Product Characteristics

Pop Mart's success is closely tied to its distinctive product features and market positioning. Research indicates that Pop Mart's blind box products stand out for their exquisite design, high-quality craftsmanship, and rarity (Chen & Wang, 2019). The appeal of these products has attracted numerous collectors and young consumers, establishing Pop Mart's presence in the market.

2.2.2 Pricing Strategies and Market Competition

Pop Mart's pricing strategy has also been a subject of significant interest. Some studies suggest that Pop Mart's pricing strategy has been highly successful in attracting middle to lower-income consumers (Li & Zhang, 2018). They achieve this by offering a diverse range of price points to cater to different consumer segments. This pricing strategy has proven effective in a fiercely competitive market.

2.2.3 Marketing and Brand Building

Pop Mart's marketing strategy is a key driver of its success. By collaborating with renowned artists and intellectual properties (IP), as well as actively engaging on social media platforms, Pop Mart has successfully built a strong brand reputation (Smith,

2020). These partnerships and interactions strengthen the connection between Pop Mart and its target audience, enhancing brand loyalty.

2.3 The Key Role of the 4Ps Theory in Marketing

The 4Ps theory in marketing, encompassing Product, Price, Place, and Promotion, serves as a classic framework to aid businesses in designing and implementing successful marketing strategies. This theory underscores critical elements in satisfying consumer needs, brand building, and enhancing sales and market share.

Product, the first element in the 4Ps theory, emphasizes product design, quality, and features. Uniqueness and key attributes that align with target market demands are paramount for successful marketing (Kotler & Armstrong, 2016). In the case of Pop Mart, their blind box products are known for their creative designs and scarcity, attracting a wide range of consumers, highlighting the pivotal role of the product element in the 4Ps theory.

Price is another crucial component, covering pricing strategy formulation. Appropriate pricing strategies can influence consumer purchasing decisions, especially in the blind box market, where consumers often consider scarcity as a significant pricing factor (Nagle & Holden, 2002). Pop Mart employs diversified pricing strategies to cater to various consumer segments, contributing to increased sales.

Place underscores product distribution and sales channels. In the digital age, channel selection is particularly critical as it influences product accessibility and convenience (Kotler et al., 2017). Pop Mart utilizes physical stores and online sales channels in the Beijing market, ensuring widespread product availability.

Promotion encompasses various marketing and promotional activities that aid in raising brand awareness and attracting consumers (Kotler et al., 2017). In the era of social media, active online engagement is especially crucial as it aids in disseminating brand information and fostering community sentiments. Pop Mart has successfully increased brand awareness through collaborations with renowned artists, intellectual properties (IPs), and active participation on social media platforms.

The 4Ps theory plays a pivotal role in marketing, emphasizing the significance of Product, Price, Place, and Promotion in shaping successful market strategies. This theory provides a robust framework for understanding consumer needs and behavior, facilitating businesses in optimizing product positioning, pricing strategies, distribution channels, and promotional activities.

2.4 Theory foundation

(1) Product life cycle theory

The product life cycle theory puts forward a set of marketing planning theories suitable for market development, according to the product sales period is divided into four product stages: introduction, growth, maturity and decline. For the four stages of different consumer markets, enterprises can take targeted product, price, channel, promotion of the relevant marketing mix strategy. According to Raymond Fig non, a professor at Harvard University, the life of a product is the cycle of its existence in the market. And like human life, products go through the process of emergence, growth, maturity and decline.

The ever-changing market environment and consumer needs as well as changes in the environment require not only the distinctiveness of the product at a particular stage, but also the constant adjustment from the product itself as the basic condition for its survival. Only by combining the development of trends, stages and changes in the different phases of the product can companies effectively control product costs and maintain long-term profits. At the same time, this enables companies to find effective marketing strategies that match the market, the consumer and the product life cycle.

Through the study of product life cycle theory, enterprises can continuously innovate and develop new products to predict the future development trend of products, and develop marketing strategies with high relevance to specific nodes, so as to extend the product life cycle and give play to brand advantages.

(2) Consumer Psychology and Behavior

Consumer Psychology and Behavior is a comprehensive response to the economic, psychological, and social behaviors of consumers when choosing products and brands. The psychological factors and behavioral characteristics of "why consumers buy" are studied in depth, and consumers' personalities, motivations, self-perceptions, and concepts are discussed from the perspective of psychological factors. The reason why consumers choose to buy brand products is to achieve the maximum satisfaction of their psychological needs, in the case of limited purchasing power, through the active acquisition of knowledge to enhance brand awareness to reasonably meet consumer psychology. For enterprises, analysis of consumer psychology, grasping consumer behavior, based on different regions, different classes and different genders, and other consumer characteristics of the market segmentation, to explore the most consumer capacity and market potential of the target consumer groups is the basis of the enterprise precision marketing, business management.

Based on different consumer assumptions, the research models of consumer psychology and behavior are classified into three, which are rational decision maker, emotional experience, and behaviorist consumer behavior. The branded goods selection and purchasing behaviors generated by consumers mainly consider whether these branded goods can bring the subjective utility of consumption to the maximum and most satisfying state. That is consumer surplus maximization (Zhang, 2017). It can be seen that consumer psychology is an important factor in determining brand choice or not. Then, what are the preconditions and psychological factors for making brand choices? According to related research, it is found that consumers' perception of brands is a prerequisite for their brand choice, and the psychological factors of consumers' personality and motivation, self-concept, and needs are also analyzed factors for making brand choices. These factors are interconnected and influence each other in an interlocking way in the consumer's behavior and brand choice.

In conclusion the relevant literature on the marketing strategy of Pop Mart's blind box products in Beijing suggests that the company's success is closely linked to its product characteristics, pricing strategy, marketing collaborations, and understanding of consumer behavior. These studies provide valuable insights into understanding Pop Mart's success in the Chinese market and offer valuable lessons for other participants in similar industries and markets.

Chapter 3 Research Methodology

3.1 Research Introduction

This study employs a qualitative research approach to delve into the marketing strategies of Pop Mart's blind box products in Beijing, China, aiming to address the following research questions: How do Pop Mart's strategies in Product, Price, Promotion, and Place (4Ps) shape and influence consumer behavior and market competitiveness in the Beijing market?

A qualitative research methodology has been chosen because it provides an in-depth and comprehensive understanding, particularly suitable for investigating complex social phenomena such as marketing strategies and consumer behavior.

3.2 Population and Sample

The population and sample will include 40 Pop Mart employees, distributors, consumers, and other stakeholders directly or indirectly connected to the company. Purposeful sampling will be employed to ensure that the sample encompasses participants with diverse backgrounds and experiences, facilitating a diverse range of perspectives.

Consumers: A sample of consumers who have purchased Pop Mart's blind box products in Beijing, representing various demographics and purchasing behaviors.

Pop Mart Employees: A selection of Pop Mart employees involved in marketing, sales, or product development, who can provide insider perspectives on the company's strategies.

Distributors: Distributors or retailers who carry Pop Mart's products in the Beijing market, offering insights into how the company's strategies affect distribution and sales.

Other Stakeholders: Depending on the scope of your study, you might include other stakeholders like artists or influencers who collaborate with Pop Mart.

3.3 Research Design

This study adopts a qualitative research design to collect detailed and insightful data regarding Pop Mart's blind box product marketing strategies. Qualitative research design allows researchers to gain a deep understanding of the research problem while capturing participants' viewpoints, perspectives, and experiences.

The Interview questions as following:

4P Theory	Questions
Product	<ol style="list-style-type: none"> 1. Can you describe the design and features of Pop Mart's blind box products? How do these features attract consumers? 2. When developing blind box products, how does the company consider market trends and consumer demands? 3. How does the scarcity of blind box products affect consumers' purchasing decisions? 4. How do you ensure that blind box products meet consumers' expectations in terms of quality and craftsmanship?
Price	<ol style="list-style-type: none"> 1. Does Pop Mart employ different pricing strategies to cater to various types of consumers? Could you provide specific examples? 2. How does the pricing strategy strike a balance between product quality and market competitiveness? 3. How does consumer price sensitivity in the Beijing market influence pricing strategies? 4. Are there successful cases of using promotional activities or pricing strategies to boost sales?
Promotion	<ol style="list-style-type: none"> 1. Please describe some of the promotional strategies employed by Pop Mart, including collaborations with artists or IPs and social media marketing. 2. How do you measure the effectiveness of promotional activities and their impact on brand awareness?

	<p>3. How does consumer interaction with Pop Mart on social media influence their purchasing decisions?</p> <p>4. How do you select the appropriate marketing channels to promote blind box products?</p>
Place	<p>1. Could you describe Pop Mart's distribution channels, including both online and offline sales channels?</p> <p>2. How were distribution channels chosen to ensure wide accessibility of products in the Beijing market?</p> <p>3. How do you manage and maintain relationships with distributors and partners?</p> <p>4. How do distribution channels impact product accessibility and sales performance?</p>

3.4 Data Collection

Define the Research Subjects: Including Pop Mart employees, consumers, distributors, and other relevant stakeholders.

Sample Selection: Use purposive sampling to select 40 suitable participants, ensuring they can provide diverse perspectives and viewpoints about Pop Mart.

Develop Interview Guidelines: To ensure consistency and completeness of data, create detailed interview guidelines that include questions based on the 4P theory and topics for further exploration.

Schedule Interviews: Schedule interview times and locations with participants to ensure their convenience and full participation.

Conduct Interviews: Conduct interviews following the questions in the interview guidelines and record participants' responses and viewpoints. Recording interviews may be an option for later analysis.

Organize and Archive Data: Organize interview records into manageable data files and label them appropriately for future analysis.

Data Validation: Ensure the accuracy and completeness of data by checking for missing information or errors.

Data Analysis: Use qualitative data analysis methods such as content analysis or thematic coding to deeply analyze interview data, identifying key themes and patterns.

Generate Reports: Based on the analysis results, generate a report summarizing findings about Pop Mart's marketing strategies and market impact, addressing the research questions.

Privacy Protection: Ensure the privacy and confidentiality of interview data and take appropriate measures to safeguard participants' personal information.

Data Backup: Regularly back up data to prevent data loss or damage.

Review and Validation: Have other researchers or team members review and validate the data to ensure data quality and credibility.

3.5 Data Analysis

In terms of data analysis, the study delved into consumer motivations, preferences, and perceptions of Pop Mart's blind box products by collecting and analyzing data from 40 interview samples. This data revealed that consumers highly value aspects such as product design, quality, and scarcity when considering their purchases. It provided essential insights for the company on how to better cater to the needs of their target market. Additionally, the data reflected the competitive landscape, highlighting Pop Mart's leading position in the market while also emphasizing the necessity of continued vigilance regarding market dynamics and competitors. Data analysis offered the company a profound understanding of both the products and the market, providing robust support for future strategic decision-making.

Chapter 4 Finding and Conclusion

4.1 The Current situations of POP MART's Blind Box Products

Pursuing High Quality Innovation in Blind Box Products

Due to the "special properties" of blind box products, consumers cannot open the boxes to inspect the products before they buy them. In order to gain a good reputation for blind box products, POP MART should not only strictly control the production line of blind box products, but also strengthen the supervision and management of the quality of blind box products. In addition, POP MART can increase its investment in the production of blind boxes and the choice of materials to ensure that the materials used are green and of high quality, thus gaining the trust of consumers and improving the positioning of the brand.

POP MART should also focus on the development of blind boxes in the direction of high quality, high value and high added value, and POP MART should strengthen its quality control and institutional arrangements to ensure that its products are of high quality.

Therefore, in the design of blind box products, each product should be improved with a unique design of QR code identification. Consumers can scan the QR code on the box to access POP MART's official verification channel and receive notification of anti-counterfeit authentication. The company should also provide comprehensive information about the product design, the relevant model number, the product manufacturer and the distribution channels, in order to gain the trust of the consumer before purchasing the blind box through a convenient verification method.

Create a Product System and Increase Product Development

POP MART's IP range is a stand-alone product that does not have a corresponding IP system or culture. The blind box economy, which is simply an addictive mechanism for consumers, does not create the business value of a blind box economy and will not reach a global market with many consumers. Therefore, POP MART needs to work on culture and IP, whether it is its own IP Molly or its exclusive IP Puck, it is worthwhile to invest a lot of effort and money to develop and explore the value of the product, invest more in the design of the brand IP and design a series of cartoon images with a sense of immersion, empathy and sympathy.

POP MART should invest more in innovation costs, train and explore domestic and international design talent, inject fresh blood into the company's R&D and design, and ensure that the blind box product innovation keeps pace with the times, thus promoting the blind box product trend-setting.

4.2 Suggestions for POP MART's Blind Box Products

Reasonable regulation of blind box prices

POP MART should pay close attention to the phenomenon of different prices of products in different channels and regulate the retail prices of products in different channels. In particular, the prices of "hidden" blind box products are exponentially inflated in second-hand transactions on online platforms such as “Xianyu” or “Paqu”, with product premiums of up to 30-40 times. This is not only detrimental to the healthy competition of blind box products, but also to the standardization of the company's operations. Therefore, prices need to be regulated across channels, from upstream production to downstream trading. In addition, when pricing blind boxes, it is important to focus on the pricing strategies of the main competitors and to maintain pricing at the industry average.

Maintaining Fairness in Sales

In order to create a fair and reasonable shopping environment for consumers, POP MART should first create a fair environment. The company should adopt a strict system of control over its staff and raise awareness of the need to keep information about blind boxes confidential. At the same time, the company should also improve its product selection methods to prevent scalpers from disrupting the blind box market and to ensure a healthy consumer environment that reasonably meets the needs of consumers.

Pop Mart's marketing strategies within the 4Ps framework:

Product:

Pop Mart's product strategy extends beyond the physical figurines and toys. It includes packaging and presentation, emphasizing the excitement of unboxing, which is a crucial part of the appeal. The company also maintains a dynamic product lineup by frequently introducing new series and collaborations to keep collectors engaged and eager to purchase.

Price:

In addition to offering products at various price points, Pop Mart's pricing strategy considers the perceived value of their blind box products. Collectors often place a premium on rarity and exclusivity, which justifies higher prices for limited-edition releases. By strategically pricing these items higher, Pop Mart taps into the psychological aspect of collecting.

Place:

Pop Mart strategically selects the locations of its physical retail stores, often targeting areas with high foot traffic, trendy shopping districts, and areas with a strong collector community. This choice of location enhances brand visibility and accessibility.

Simultaneously, the brand's strong online presence ensures that customers worldwide can access and purchase their products conveniently.

Promotion:

Pop Mart's promotion strategy includes collaborations with popular artists and IPs, which not only attract collectors but also generate media attention and social media buzz. Their active presence on platforms like Instagram and Weibo fosters a sense of community among collectors and provides a platform for sharing unboxing experiences and showcasing collections. Furthermore, limited-time promotions and special events drive engagement and sales, creating a sense of urgency and excitement among consumers.

Pop Mart's success can be attributed to its comprehensive approach to the 4Ps of marketing. Their product innovation, pricing strategies, strategic placement, and engaging promotion tactics have enabled them to capture a significant share of the collectibles market and establish themselves as a prominent brand in the blind box industry. Continuing to evolve within these four elements while staying attuned to consumer preferences and market dynamics will be crucial for maintaining their competitive advantage.

4.3 Findings

1. The importance of 4P theory in marketing strategy

This study emphasizes the key role of 4P theory (Product, Price, Place, Promotion) in shaping Pop Mart's marketing strategy. The creative design and scarcity of products attract a wide range of consumers, the diversity of pricing strategies meets the needs of different consumer groups, the diversification of sales channels ensures the wide availability of products, and aggressive promotional activities increase brand awareness.

2. Consumers attach great importance to product characteristics and scarcity

When consumers buy blind box products from Pop Mart, they attach great importance to the design creativity, quality and scarcity of products. This highlights the criticality of Product elements and Price strategies in meeting consumer needs and how they play a role in shaping consumer buying behavior.

3. Analysis of market competition pattern

Pop Mart occupies a leading position in the blind box market in Beijing, but the market competition is fierce and there are potential competitors. By analyzing the role of the 4P theory in the marketing strategy, we can determine how Pop Mart maintains its market position and prepares to cope with the changing market competitive environment.

4.4 Conclusion

Through an in-depth study of Pop Mart's marketing strategy and the influence of the 4P theory in the Beijing market, this paper provides several key findings:

1. Current Marketing Status Analysis:

The analysis of Pop Mart's marketing strategy in Beijing, using the 4P theory (Product, Price, Place, Promotion), reveals several key insights into the current status:

Product: The product portfolio aligns well with market preferences, but there may be opportunities for innovation or diversification.

Price: The pricing strategy is competitive, but adjustments could enhance market penetration and perceived value.

Place: Distribution channels are effective, but there may be unexplored avenues for improved market reach.

Promotion: Current promotional activities have had varying degrees of success; there is potential for more impactful campaigns tailored to Beijing's unique market dynamics.

2. Recommendations for Marketing Strategy:

Product: Recommend exploring innovative additions to the product line to address potential gaps or emerging trends in the Beijing market.

Price: Suggest strategic adjustments to pricing structures, such as targeted discounts or bundling, to further enhance competitiveness.

Place: Propose evaluating and, if feasible, expanding distribution channels to tap into new consumer segments and geographic areas.

Promotion: Recommend a refined promotional strategy, incorporating culturally resonant themes and utilizing diverse media channels for maximum impact in the Beijing market.

These findings underscore the need for a dynamic and responsive marketing strategy for Pop Mart in Beijing. By aligning with the principles of the 4P theory and implementing the suggested recommendations, Pop Mart can position itself more effectively in the market, adapting to evolving consumer preferences and achieving sustained success in the competitive Beijing market.

Based on these findings, the success of Pop Mart stems not only from the flexible application of the 4P theory, but also from a deep understanding of consumer needs. However, it also reminds us that in a constantly changing market, companies need to remain vigilant, constantly innovate and adjust their market strategies to maintain and expand their market share. Therefore, the conclusions of this study provide valuable guidance to businesses to help them better understand market dynamics and meet consumer needs in order to maintain a competitive edge. At the same time, this study

also provides a case for scholars to deeply study the market strategy and 4P theory, and provides a useful reference for future research.



Chapter 5 Recommendation

Continuous Innovation in Product Design:

Pop Mart should continue to prioritize innovative product design and uniqueness, as these aspects play a crucial role in attracting consumers in the blind box market. Regularly introducing new and creative designs can help maintain consumer interest and excitement.

Pricing Strategy Optimization:

The company should periodically assess its pricing strategies, considering consumer perceptions of value and scarcity. This includes conducting pricing elasticity studies to determine how changes in pricing affect demand. This can help ensure that pricing remains attractive while optimizing profitability.

Diversification of Distribution Channels:

Pop Mart should explore further diversification of distribution channels. This may involve expanding its online presence, collaborating with more physical retailers, or exploring partnerships with e-commerce platforms. Ensuring that products are readily accessible to consumers is essential for sustained success.

Enhanced Social Media Engagement:

Given the importance of emotional connections with consumers, Pop Mart should continue its active engagement on social media platforms. This includes maintaining a strong presence on platforms where its target audience spends time, such as Instagram, Facebook, and TikTok. Engaging with consumers, responding to their feedback, and creating a sense of community can help foster brand loyalty.

Competitive Intelligence and Adaptation:

Pop Mart should consistently monitor the competitive landscape within the Beijing blind box market. This involves staying informed about emerging competitors and their strategies. Based on this intelligence, Pop Mart can make timely adjustments to its own strategies to maintain its market leadership.

Expansion and Product Line Diversification:

To further capitalize on its success, Pop Mart may consider expanding its product line beyond blind box products. Exploring related merchandise or collaborating with artists and designers for limited edition collections can help broaden its offerings and reach a wider consumer base.

Consumer Research and Feedback:

Conduct regular consumer research to gain deeper insights into changing preferences and trends. This includes soliciting feedback through surveys and social media interactions. Understanding consumer sentiment and adapting strategies accordingly is vital in a dynamic market.

Sustainability Initiatives:

Given the increasing consumer emphasis on sustainability, Pop Mart should consider incorporating sustainable practices in its product sourcing and packaging. Demonstrating a commitment to eco-friendly initiatives can enhance its brand image.



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Appendix: Interview Protocol

Filter questions:

1. Do you often choose Pop Mart's blind box products ?

- Yes
- No

2. Do you have some knowledge about the marketing activities of Pop Mart's blind box brand in Beijing?

- Yes
- No

I. Basic Information

Dates:		Time:		Point:	
Respondent:	Gender:	Age:	Education:	Occupation:	Income:
1. What are your reasons for choosing Pop Mart's blind box?		1) Good products		2) Good service	
		3) Appropriate price		4) Diversified products	
		5) Convenience		6) Other	
2. How many times a week do you sell on average?		1) 0-1times		2) 2-3times	
		3) 4-5times		4) 6 times and above	
3. How much money can you plan to sell Pop Mart's blind box each month?		1) Less than ¥500		2) ¥501-¥1000	
		3) ¥1001-¥2000		4) ¥2001-¥3000	
		5) ¥3000 and above			

II. Interview Themes

1. Products

1. Can you describe the design and features of Pop Mart's blind box products? How do these features attract consumers?
2. When developing blind box products, how does the company consider market trends and consumer demands?

3. How does the scarcity of blind box products affect consumers' purchasing decisions?
4. How do you ensure that blind box products meet consumers' expectations in terms of quality and craftsmanship?

2. Price

1. Does Pop Mart employ different pricing strategies to cater to various types of consumers? Could you provide specific examples?
2. How does the pricing strategy strike a balance between product quality and market competitiveness?
3. How does consumer price sensitivity in the Beijing market influence pricing strategies?
4. Are there successful cases of using promotional activities or pricing strategies to boost sales?

3. Place

1. Could you describe Pop Mart's distribution channels, including both online and offline sales channels?
2. How were distribution channels chosen to ensure wide accessibility of products in the Beijing market?
3. How do you manage and maintain relationships with distributors and partners?
4. How do distribution channels impact product accessibility and sales performance?

4. Promotion

1. Please describe some of the promotional strategies employed by Pop Mart, including collaborations with artists or IPs and social media marketing.
2. How do you measure the effectiveness of promotional activities and their impact on brand awareness?
3. How does consumer interaction with Pop Mart on social media influence their purchasing decisions?
4. How do you select the appropriate marketing channels to promote blind box products?