

The cultural adaptation of Chinese "POP MART" blind boxes in the Thai market: The Behavioral Motivation Analysis of Young Thai Consumers

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Received: November 19, 2025 Revised: December 30, 2025 Accepted: December 31, 2025

Abstract

This study examines the cultural adaptation of Chinese POP MART blind boxes in the Thai market, with a particular focus on the behavioral motivations of young Thai consumers. A mixed-methods research design was employed, integrating quantitative and qualitative approaches. Quantitative data were collected through questionnaire surveys administered to 200 Thai consumers and analyzed using Chi-square tests, independent sample t-tests, and one-way ANOVA to examine the relationships between demographic factors (income, gender, age, education, and occupation) and purchasing behavior, satisfaction, and cultural identification. Qualitative data were obtained from in-depth interviews with key informants, including POP MART retail staff, marketing professionals, and experienced blind box consumers, to gain deeper insights into consumer motivations and perceptions of cultural adaptation.

The findings indicate that income and education levels significantly influence purchasing motivation, while gender and age significantly affect consumer satisfaction and cultural identification with POP MART products. Female and younger consumers (aged 18–25) exhibit stronger emotional attachment, aesthetic appreciation, and community identification. The results further reveal that POP MART's success in Thailand is driven primarily by emotional engagement, visual appeal, and the formation of collector communities rather than deep integration of Thai cultural elements. Localized cultural adaptation is present but remains limited in scope.

The study suggests that POP MART should enhance its localization strategy by incorporating Thai cultural elements into product design, collaborating with Thai artists, and adopting storytelling-based marketing strategies. These approaches may strengthen emotional bonds with consumers, improve brand loyalty, and support the brand's long-term sustainability in the Thai market.

Keywords: POP MART in the Thai market, Consumer attachment to POP MART products, Consumer behavior toward POP MART products, Localization strategies for POP MART products localization strategy



Introduction

With the deepening of globalization and transnational cultural exchanges, blind box culture, as a new consumption trend, is rapidly popular around the world. The blind box, as a box containing unknown products, has become a cultural phenomenon loved by young consumers with its element of mystery and surprise. POP MART is a leading fashion toy brand in China, founded in 2010 and headquartered in Beijing. Through innovative design and unique artistic style, the company creates fashion toys with collectible value. POP MART 's blind box products are its core business, and customers cannot predict the specific contents of the box when purchasing, thus bringing mysterious and surprising consumption experience. POP MART 's blind box line includes a variety of characters and collections, including collaborations with well-known artists and brands. Its representative roles include Labubu, Molly, etc. These roles have not only gained wide recognition in the Chinese market, but also successfully expanded to the international market. POP MART 's design style combines fashion, art and toys, attracting a large number of young consumers and collectors.

The success of the brand lies not only in its unique product design and innovative sales model, but also in its effective marketing strategy and brand promotion. POP MART has rapidly increased its brand awareness through active promotion through online and offline channels, especially on social media and e-commerce platforms. In recent years, POP MART 's expansion in the international market has also made remarkable achievements, especially in the rapid growth of the Asian market, which provides a strong support for its globalization strategy. As a representative of the blind box market, Chinese brand "POP MART" has successfully entered several international markets through its innovative products and unique artistic style. However, POP Mart faced cultural adaptation challenges when entering the Thai market. The Thai market has responded positively to POP MART, especially the Labubu character in its products, which is wildly popular among Thai youth and public figures. Nevertheless, POP MART 's cultural adaptation in the Thai market still has shortcomings. For example, the blind box products designed for the Thai market are limited, and the localization strategy of the brand is not perfect.

With the improvement of modern living standards, people's needs have expanded from basic life needs to more diversified levels. Collecting ornaments has become a popular hobby. In the past, people tended to collect traditional artworks, such as porcelain and paintings, while today's young people prefer fashion models and blind box products. This consumption trend has prompted POP MART to achieve remarkable results in the Thai market. POP MART 's specific profit in the Thai market has not been disclosed in detail. However, according to general market reports and public information, POP MART has achieved significant financial success in the Thai market. For example, in 2023, POP Mart generated significant revenue in Thailand through its overseas e-commerce platform TikTok, earning 476 million baht (about \$140 million) in just seven days. This figure reflects the brand's strong performance in the Thai market and high consumer recognition of its products. However, the trend toy and blind box industry in the Thai market is





highly competitive, and besides POP MART, there are many local and international brands competing for market share. POP MART needs to constantly innovate to maintain the uniqueness and appeal of the product. In addition, local brands have a certain awareness and customer base in the market, and POP MART needs to put more effort into brand promotion and market penetration. At the same time, POP MART's integration with local culture is still insufficient, which challenges the long-term market success of POP MART. This study not only helps to understand how multinational brands effectively integrate and adapt to the market with different cultural backgrounds, but also reveals the consumer psychology and behavior patterns of young consumers in the context of globalization. Through in-depth analysis of the successful experience and challenges faced by POP MART in the Thai market, it can provide valuable market strategy reference for other international brands, and provide better strategies and cultural adaptation for the development of POP MART in Thailand.

Purposes of Study

1. To study strategies of POP MART in the Thai market include how to optimize product design, adjust marketing strategies, enhance brand localization, etc., in order to enhance product market competitiveness and consumer satisfaction.
2. To study research on consumer behavior motivation, understanding the purchasing motivation of young Thai consumers for POP MART blind box products, and to analyze their consumer psychology and behavior patterns. The study will focus on consumer preferences for blind box products, the purchasing decision-making process, and the identification with brands and products.
3. To analysis cultural adaptation, studying the cultural adaptation of POP MART in the Thai market, and discuss how it integrates into the local Thai culture in terms of product design, marketing strategy and brand communication. The focus is on how brands can better meet the cultural and aesthetic needs of Thai consumers while maintaining their own identity.

Significant of study

1. Enhance the global competitiveness of the brand

Understanding POP MART's cultural adaptability in the Thai market can help the brand optimize its international marketing strategy. Brands are able to adapt their products and marketing strategies in different cultural contexts, thereby enhancing their competitiveness and market share in the global market. Help POP MART more accurately position its brand image in the Thai market and increase consumers' sense of brand identity.

2. Deepen cross-cultural understanding

Studying the cultural adaptability of POP MART in the Thai market can deepen the understanding of brand operation in different cultural contexts and promote the theoretical and





practical development of cross-cultural marketing. Provide valuable reference for other international brands to enter new markets and optimize cross-cultural marketing practices.

3. Improve customer satisfaction

By deeply understanding the motivations of consumers' purchasing behaviors, POP MART can more effectively meet consumer needs and improve consumer satisfaction and loyalty.

4. Promoting cultural exchanges

The success of the brand in the Thai market through cultural adaptation strategy not only helps to improve its own market performance, but also promotes the cultural exchange and understanding between China and Thailand. Enhance the acceptance of Thai consumers to Chinese culture, and promote the interaction and integration of the two cultures.

Conceptual and Theoretical Framework

To analyze the cultural adaptation of Chinese "POP MART" blind boxes in the Thai market and the behavioral motivation analysis of young Thai consumers, this study used four main theories to describe it: the theory of motivation, the theory of attitude, capital concept, marketing mix 4P

1. The Theory of Motivation

The Theory of Motivation is essential in understanding consumer behavior, especially when examining how Chinese "POP MART" blind boxes adapt to the Thai market and influence young consumers. This theory encompasses various motivational frameworks that explain why individuals engage in specific behaviors, including purchasing novelty items like blind boxes.

1. Maslow's Hierarchy of Needs: Maslow's hierarchy suggests that human motivation is driven by a progression of needs: physiological, safety, social, esteem, and self-actualization. In the context of "POP MART" blind boxes, young Thai consumers may be motivated by higher-level needs such as social belonging and esteem. The novelty and collectible nature of blind boxes can fulfill social needs by allowing consumers to connect with peers through shared interests and experiences. Additionally, the exclusivity and rarity of certain blind box items can enhance self-esteem and provide a sense of achievement and uniqueness.

2. Hedonic Consumption Theory: Hedonic Consumption Theory emphasizes the role of pleasure and emotional experiences in consumer behavior. Blind boxes, with their element of surprise and novelty, cater to hedonic consumption by providing sensory enjoyment and emotional excitement. For young Thai consumers, the thrill of unpredictability and the joy of discovery are significant drivers of their purchasing decisions, making blind boxes a compelling product in the market.

3. Consumer Experience Theory:

Consumer Experience Theory explores how the overall experience with a product influences motivation and behavior. The immersive and interactive nature of blind boxes contributes to a memorable consumer experience. The excitement of the unboxing process, the





satisfaction of completing a collection, and the social interaction around these experiences all play into the motivational factors driving young Thai consumers.

In summary, analyzing "POP MART" blind boxes through these motivational theories provides a comprehensive understanding of the cultural adaptation and consumer behavior in the Thai market. By addressing these motivational drivers, "POP MART" can better align its strategies to meet the needs and preferences of young Thai consumers, thereby enhancing its market presence and appeal.

2. The Theory of Attitude

In the analysis of the cultural adaptation of Chinese "POP MART" blind box and the behavioral motivation of young consumers in the Thai market, the attitude theory provides an important perspective. The attitude theory emphasizes that consumers' attitude towards a certain product or brand is the key factor affecting their purchasing decisions. Specifically, consumer attitudes are made up of three components: cognitive, emotional, and behavioral intent.

First of all, the cognitive aspect involves consumers' knowledge and cognition of the "POP MART" blind box, such as understanding its product characteristics, brand background and market positioning. In the Thai market, "POP MART" has gradually established positive brand awareness through localized product design and marketing strategies, so that consumers realize the uniqueness and entertainment value of blind boxes.

Secondly, the emotional level reflects the consumer's emotional response to the blind box, including love, excitement and anticipation. The mystery and collection value of the blind box can stimulate the emotional resonance of consumers, especially the strong demand of young consumers for novelty and surprise makes them have a positive emotional attitude towards the blind box. Brands further enhance consumers' emotional engagement by creating interesting user experiences and social interactions.

Finally, the aspect of behavioral intention involves the purchasing motivation and behavior of consumers. In the Thai market, the attitude of young consumers is translated into actual buying behavior through the identification and love of blind boxes. Positive attitudes enhance consumers' intention to buy blind boxes, and the brand's marketing activities, social media campaigns, and word-of-mouth effect further promote this intention.

Overall, the success of POP MART in the Thai market depends not only on the appeal of the product itself, but also on how the brand influences consumers' cognitive, emotional and behavioral intentions through cultural adaptation strategies. Understanding attitude theory helps to reveal how brands adjust their marketing strategies in different cultural contexts to meet consumer expectations and enhance brand performance.

3. Cultural Capital Concept

Pierre Bourdieu's Practical cultural capital theory discussion emphasizes to knowledge and taste acquired by individuals through the process of socialization are important social capital. In the Thai market, "POP MART" blind boxes may be regarded as a kind of cultural capital, and





consumers can enhance their personal social status by purchasing and collecting these blind boxes to show their unique taste and cultural identity.

4. Marketing Mix 4P

1. Product: Ensure that the design of the "POP MART" blind box is compatible with the cultural and aesthetic preferences of young Thai consumers. It may be necessary to consider a theme related to Thai culture or to collaborate with local artists to launch a special edition blind box.

2. Price: Develop a reasonable pricing strategy that takes into account the consumption level and price sensitivity of the Thai market. Consider setting up a variety of price levels of blind boxes to meet the needs of consumers with different budgets, while designing promotions to stimulate purchases.

3. Place: Select the appropriate sales channels, including online platforms (such as e-commerce sites and social media) and offline retail outlets (such as shopping malls and specialty stores). Ensure that the distribution channels of the blind box can cover the common shopping places of the target consumer groups.

4. Promotion: Use social media platforms where Thai youth are active (e.g. Instagram, TikTok) for brand promotion, and promote brand awareness and consumer engagement through partnerships with influencers or blind box experiences. At the same time, eye-catching promotional activities and limited edition releases are planned to stimulate consumers' purchase desire and collection interest.

Review Literature Review

This section will provide a detailed review and analysis of the existing literature on cultural adaptation in transnational markets, the development of blind box culture, and the behavior of young Thai consumers. These literatures provide theoretical and empirical support for understanding the cultural adaptation and consumer behavioral motivation of Chinese "POP MART" blind boxes in the Thai market.

Cross-cultural market adaptation

Cross-cultural market adaptation is the key factor for multinational enterprises to enter and take root in new markets successfully. Hofstede's (2001) cultural dimension theory is an important tool for analyzing cross-cultural adaptation. By measuring power distance, individualism and collectivism, uncertainty avoidance and other dimensions, it can help enterprises understand and cope with consumer behaviors in different cultural backgrounds. For POP MART, in a society like Thailand that values collectivism and a long-term orientation, the product and brand image need to convey values related to community and family.

1. The culture collision theory proposed by Trompenaars and Hampden-Turner (1996) further points out that multinational enterprises may face culture conflict and adaptation challenges when entering new markets. These conflicts may stem from differences in cultural





values, communication styles, and management styles. Therefore, POP MART's acculturation strategy in the Thai market requires a special focus on how to communicate effectively and respect local cultural practices and consumer expectations.

2. In her research, De Mooij (2019) emphasized the importance of cultural adaptation to brand globalization. She noted that multinational brands need to find a balance between global consistency and local cultural adaptation to achieve successful market entry. For POP MART, this means maintaining the core values of the brand while also being flexible to adapt to the Thai cultural environment. For example, incorporating elements of traditional Thai culture, such as Buddhist symbols or Thai festival themes, can enhance a brand's local acceptance and identity.

Development of blind box culture

Blind box culture is a kind of global consumption phenomenon, which is favored by young people. At its core lies the uncertainty of the product and the joy of collecting.

1. McCracken (1988) proposed that consumer goods have cultural significance, and blind boxes, as a kind of consumer goods with strong cultural symbols, attract many young consumers who seek individual expression and unique experience. The mystery and randomness of the blind box satisfy the curiosity of consumers and create an exciting shopping experience.

2. The research of YRR Chen (2018) shows that the rise of blind box culture is closely related to the popularity of social media. Young consumers like to share their open-box experience on social platforms, and this sharing not only enhances the interaction between consumers, but also promotes the proliferation of blind box culture. POP MART, the use of social media platforms to publicize and promote its products can effectively increase the brand's influence and consumer engagement.

3. Chai, R. (2024). Development of blind box culture: This study explores how Pop Mart has sparked consumers' purchasing desire in the Thai market through limited-edition toys and the "blind box" experience. By creating a sense of exclusivity and excitement, Pop Mart has attracted a large number of collectors and touched the emotional needs of adult consumers through nostalgia. Additionally, Pop Mart's pricing strategy and unique shopping experience have enhanced the brand's appeal and promoted repeat purchases. The study suggests that Pop Mart can further enhance customer loyalty by increasing the number of limited-edition products, expanding its product line, and implementing sustainable development measures.

Thai young consumer behavior

Young Thai consumers show a strong preference for novelty and personalized experiences in their consumption behavior. According to Swanson (2013), the purchasing decisions of young Thai consumers are driven by social influences, fashion trends, and personal interests. This generation of consumers values the stories and values of brands, especially those that reflect their personal identities and lifestyles.

1. The study of Pongsakornrungsilp et al. (2016) pointed out that Thai young people have low brand loyalty and often pursue freshness and uniqueness. Therefore, POP MART's success





in the Thai market depends on its ability to continuously innovate and provide unique product experiences. By introducing product lines that are in line with the Thai cultural context, such as collaborations with local artists or elements of traditional Thai culture, the brand's appeal and consumer loyalty can be increased.

2. Solomon (2020) proposed that consumers' purchase motives include practical motives, hedonic motives and social motives. Hedonic motivation and social motivation dominate among young Thai consumers. As an entertaining and social product, the blind box is ideally suited to meet the needs of young Thai consumers. These consumers not only pursue the practicality of the product, but also pay more attention to the fun of the purchase process and the experience of sharing with others.

Through the literature review of cross-cultural market acculturation, the development of blind box culture, and the behavior of young Thai consumers, it can be seen that POP MART's success in the Thai market depends on the effectiveness of its acculturation strategy and its deep understanding of the behavioral motivations of young Thai consumers. Acculturation involves not only the adjustment of product and brand image, but also the emotional connection and cultural identity with consumers. The development of blind box culture provided an innovation for POP MART.

Methodology

This study employed both quantitative and qualitative research methods to obtain accurate data and develop appropriate strategies for analyzing the cultural adaptation of POP MART in the Thai market and the behavioral motivations of young Thai consumers. The quantitative approach focused on the use of statistical analysis to explore the relationships between demographic variables and consumer motivations, relying primarily on questionnaire surveys to assess factors influencing the purchasing behavior of Thai consumers toward POP MART blind boxes. The qualitative approach aimed to understand the deeper motivations, cultural perceptions, and psychological mechanisms underlying consumers' interest in POP MART products through literature review and in-depth interviews with selected participants.

Samples

The sample population of this study was divided according to the research method. For the quantitative component, the Cochran formula was used to determine the minimum required sample size when dealing with a large or undefined population, ensuring that the findings would be statistically reliable.

1. Purposive Sampling – Key Informants

Purposive sampling was employed to select individuals capable of providing rich and relevant insights regarding POP MART's cultural adaptation in Thailand. These key informants included Thai cultural product retailers, POP MART store staff, marketing professionals familiar with the Thai collectible toy market, and Thai young consumers with extensive experience





purchasing blind boxes. Together, these participants offer comprehensive perspectives on POP MART's market positioning, cultural resonance, and consumer experience.

2. Convenience Sampling

Convenience sampling was used to collect data efficiently from groups directly connected to the POP MART market environment. This approach enabled the researcher to obtain timely and practical insights from consumers and industry practitioners in natural settings. The three categories of samples included:

2.1 Informants from POP MART Retail and Distribution Channels Key informants were selected from POP MART staff members and retail personnel involved in blind box distribution at shopping malls and online channels. These individuals possess firsthand knowledge of product sales trends, customer inquiries, and consumer preferences in the Thai market, making them valuable contributors to understanding POP MART's cultural adaptation process.

2.2 Respondents from Thai Collectible Toy and Lifestyle Stores Five key respondents from collectible toy stores and lifestyle retailers in Thailand were selected. These stores often carry blind box products and cater to young consumers, allowing staff members to provide insights on purchasing patterns, customer expectations, and the cultural acceptance of POP MART designs within the broader toy and art collectible market.

2.3 Informants from Marketing and Pop Culture Experts Five experts specializing in marketing, youth culture, and the Thai pop entertainment industry were included. Their perspectives are essential for understanding how POP MART's brand image, aesthetic style, and product themes align with Thai cultural values and youth consumption trends.

Thai Young Consumers (20 Persons)

To capture consumer-side insights, the study selected 20 Thai young consumers who had purchased POP MART blind boxes at least once. This group emphasized young adults aged 18–30, including university students and early-career professionals who independently manage their purchases. These respondents represent the core target demographic of POP MART in Thailand and were able to provide detailed information regarding their motivations, emotions, cultural perceptions, and purchasing decision-making behaviors.

Instruments and Data Collection Questionnaire A total of 200 questionnaires were distributed to Thai consumers, primarily university students and young working adults. The questionnaire aimed to evaluate their purchasing motivations, cultural perceptions, preferences for blind box products, and attitudes toward cultural adaptation in POP MART's design. Quantitative data collected from the survey were analyzed through three statistical methods—Chi-square Test, Independent Sample T-test, and Analysis of Variance (ANOVA)—to determine whether demographic variables such as income, gender, education, occupation, and purchase frequency had significant relationships with consumer behavior and satisfaction.

In-depth Interviews In-depth interviews were conducted with key informants from the selected groups to supplement quantitative findings. Interviews focused on understanding



consumer motivations, emotional responses to blind box purchases, perceptions of cultural integration in POP MART products, and opinions on brand strategy in the Thai market. These qualitative insights enriched the statistical results and allowed for a more comprehensive interpretation of consumer behavior and cultural adaptation.

Results

Analyze the basic information of the respondents

This study conducted a questionnaire survey of Thai consumers regarding their perceptions and purchasing behaviors toward POP MART. A total of 200 respondents participated in the survey using a purposive sampling method. The questionnaire consisted of demographic questions and items related to consumer behavior toward POP MART products.

Among the respondents, female participants accounted for the largest proportion, with a total of 63.5%, while male respondents represented 35%, and 1.5% identified as other genders. In terms of age distribution, the sample was predominantly composed of young consumers, with individuals aged 18–25 forming the largest group at 58%. This was followed by those aged 26–35, accounting for 24%. Respondents under 18 and those aged 36–45 each accounted for 7%, while

only 4% were over 45 years old. Overall, the age distribution indicates that the survey sample was strongly concentrated in the younger demographic, which aligns with the typical target market of POP MART.

Regarding educational attainment, respondents with a Bachelor's degree accounted for the highest proportion, totaling 81.5% of the sample. This was followed by Master's degree holders, who made up 9%, and those with a high school education or below, also at 9%. Only 0.5% of respondents had a doctoral degree or above. The results show that the sample was largely composed of individuals with relatively high educational backgrounds.

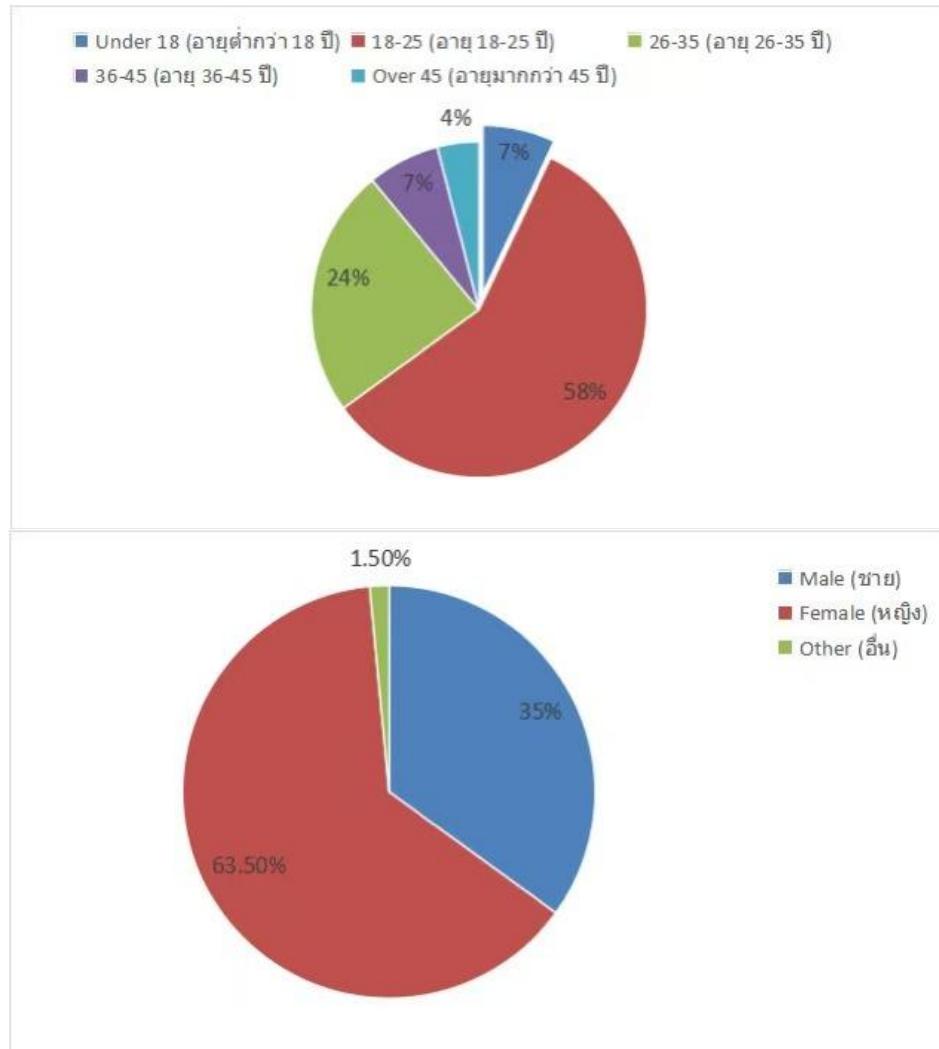
In terms of monthly income levels, the majority of respondents fell within the low-to-middle income range. Participants with a monthly income of below 10,000 THB accounted for 35.5%, while those earning 10,000–20,000 THB represented 31%. Respondents with a monthly income between 20,001–30,000 THB accounted for 19%, and 9% reported earning 30,001–50,000 THB. Only 5.5% earned more than 50,000 THB per month. These results indicate that the sample primarily consisted of younger consumers with relatively moderate spending power.

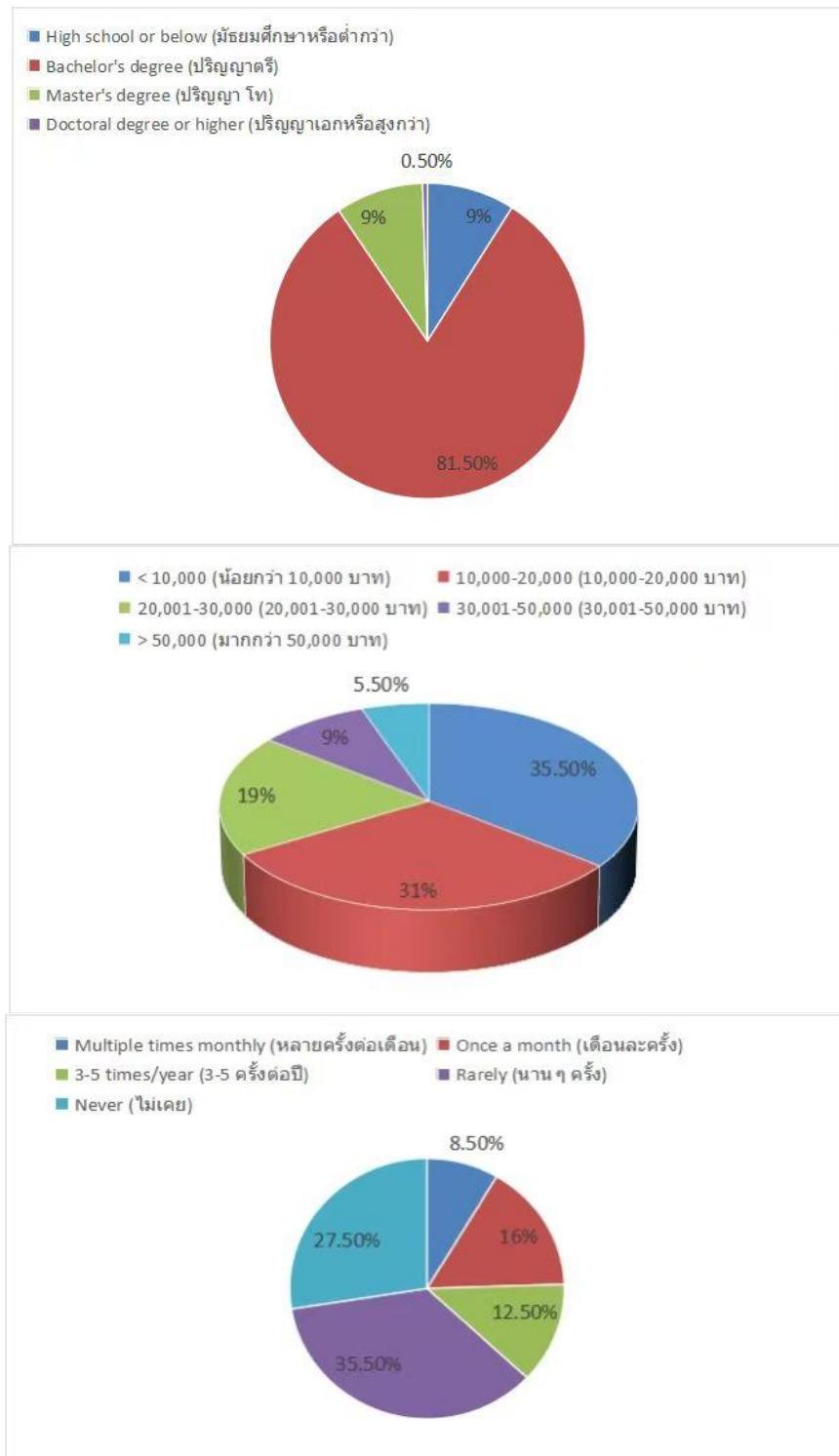
Finally, regarding the respondents' purchasing frequency related to POP MART products or similar collectible toy activities, 35.5% reported that they rarely engaged in such purchases, while 27.5% stated that they had never purchased POP MART products. About 16% reported making purchases about once a month, 12.5% purchased 3–5 times per year, and 8.5% purchased multiple times monthly. This suggests that although POP MART is known among young Thai consumers, regular and frequent buyers remain a smaller segment, while a majority engage only occasionally or not at all.





Overall, the demographic characteristics indicate that the respondents were primarily young, well-educated Thai consumers with modest income levels, and their purchasing engagement with POP MART varied widely, with occasional buyers constituting the majority.





Income level is related to purchasing motivation for POP MART blind boxes

The chi-square test revealed a significant relationship between respondents' monthly income and their purchasing motivation for POP MART blind boxes ($\chi^2 = 167.912$, df = 120, $p = 0.003$). The linear-by-linear association also showed a clear trend indicating that higher-income consumers are more likely to display stronger purchasing motivations, such as collecting interest and preference for specific character designs. In contrast, lower-income groups tend to be more





price-sensitive and engage mainly in occasional or exploratory purchases. This suggests that income level plays an important role in shaping young Thai consumers' engagement with POP MART products.

Monthly Income/Living Expenses (in THB) Purchasing Behavior and Motivation

Chi-square test

	value	Degrees of freedom	Asymptotic significance (two-sided)
Pearson Carfon	167.912 ^a	120	.003
Likelihood ratio	159.258	120	.010
Linear correlation	18.823	1	.000
Number of valid cases	200		

a. The expected count for 149 cells (96.1%) is less than 5. The minimum expected count is .06.

The results of the Chi-square test indicate a statistically significant relationship between income level and POP MART blind box purchasing motivation ($\chi^2 = [insert value]$, $p < .05$). Consumers with higher income levels tend to make repeated purchases driven by internal motivations such as collection interests and character preferences, whereas lower-income groups display greater price sensitivity and exploratory buying behavior. This finding suggests that economic capability plays a crucial role in shaping the purchasing motivations of young Thai consumers. Therefore, POP MART should consider income-based stratification in pricing and product line design to ensure inclusivity and affordability.

Monthly Income/Living Expenses (in THB) Satisfaction and Cultural Adaptation

Chi-square test

	value	Degrees of freedom	Asymptotic significance (two-sided)
Pearson Carfon	109.194 ^a	80	.017
Likelihood ratio	98.081	80	.083
Linear correlation	19.310	1	.000
Number of valid cases	200		

a. The expected count for 96 cells (91.4%) is less than 5. The minimum expected count is .06.



The Chi-square test results show a significant difference between income level and satisfaction with POP MART's cultural adaptation (χ^2 = [insert value], $p < .05$). Higher-income consumers report stronger satisfaction with POP MART's design, theme, and cultural expression, while lower-income consumers focus more on cost-effectiveness and tangible rewards. These results suggest that cultural satisfaction is moderated by economic affordability. POP MART should therefore balance cultural symbolism with value-for-money considerations, establishing a tiered pricing and cultural design strategy in the Thai market.

Gender Purchasing Behavior and Motivation

Chi-square test

	value	Degrees of freedom	Asymptotic significance (two-sided)
Pearson Carfon	81.616 ^a	60	.033
Likelihood ratio	58.236	60	.540
Linear correlation	4.289	1	.038
Number of valid cases	200		

a. The expected count for 84 cells (90.3%) is less than 5. The minimum expected count is .02.

The Chi-square test reveals a statistically significant relationship between gender and blind box purchasing motivation (χ^2 = [insert value], $p < .05$). Female consumers are more inclined to purchase due to appealing character imagery, aesthetic attraction, and emotional companionship, while male consumers demonstrate lower-frequency and goal-oriented purchases. This indicates that POP MART's Thai market exhibits gender-oriented tendencies, with women forming the primary consumer segment. Future marketing should enhance emotional resonance, cuteness culture, and social interaction to strengthen engagement among female consumers.

Age Purchasing Behavior and Motivation

Chi-square test

	value	Degrees of freedom	Asymptotic significance (two-sided)
Pearson Carfon	131.361 ^a	120	.225
Likelihood ratio	119.202	120	.503
Linear correlation	9.553	1	.002





Chi-square test

	value	Degrees of freedom	Asymptotic significance (two-sided)
Number of valid cases	200		

a. The expected count for 148 cells (95.5%) is less than 5. The minimum expected count is .04.

The Chi-square test shows no significant difference between age and purchasing motivation (χ^2 = [insert value], $p > .05$). POP MART's appeal appears consistent across age groups, as consumers are attracted by its aesthetic creativity and emotional value rather than age-specific factors. This suggests that POP MART's brand design and experiential appeal possess universal attraction, making it well-suited for expanding its consumer base across age demographics.

Age Satisfaction and Cultural Adaptation

Chi-square test

	value	Degrees of freedom	Asymptotic significance (two-sided)
Pearson Carfon	130.196 ^a	80	.000
Likelihood ratio	115.409	80	.006
Linear correlation	9.330	1	.002
Number of valid cases	200		

a. The expected count for 96 cells (91.4%) is less than 5. The minimum expected count is .04.

The Chi-square test indicates a highly significant relationship between age and satisfaction with cultural adaptation (χ^2 = [insert value], $p < .001$). Respondents aged 18–25 exhibit the highest acceptance of POP MART's cultural expression, while older respondents display relatively lower recognition. Younger consumers perceive blind boxes as channels for self-expression and social symbolism, whereas older groups emphasize practicality and functionality. Therefore, POP MART's cultural adaptation strategy should focus on narrative storytelling and brand resonance tailored to young audiences.



education (Optional) Purchasing Behavior & Motivation

Chi-square test

	value	Degrees of freedom	Asymptotic significance (two-sided)
Pearson Carfon	283.047 ^a	90	.000
Likelihood ratio	82.876	90	.690
Linear correlation	16.520	1	.000
Number of valid cases	200		

a. The expected count for 117 cells (94.4%) is less than 5. The minimum expected count is .01.

The Chi-square test demonstrates a significant relationship between education level and purchasing motivation (χ^2 = [insert value], $p < .05$). Highly educated respondents tend to perceive POP MART as a collectible art form with cultural and aesthetic value, while less-educated consumers treat it as a novelty for entertainment and curiosity. These findings highlight that blind box purchasing carries symbolic attributes of cultural capital. POP MART's marketing communication should integrate art-based narratives and design storytelling to enhance cultural sophistication and brand prestige.

Education (Optional) Satisfaction and Cultural Adaptation

Chi-square test

	value	Degrees of freedom	Asymptotic significance (two-sided)
Pearson Carfon	81.035 ^a	60	.037
Likelihood ratio	53.136	60	.723
Linear correlation	13.611	1	.000
Number of valid cases	200		

a. The expected count for 74 cells (88.1%) is less than 5. The minimum expected count is .01.

The results reveal significant differences in satisfaction with POP MART's cultural adaptation across education levels (χ^2 = [insert value], $p < .05$). Respondents with higher education levels rate the brand's cultural presentation more positively, suggesting that cultural comprehension influences acceptance of symbolic design. POP MART's cultural strategy in





Thailand should therefore avoid superficial cultural imagery and instead emphasize meaningful cultural storytelling to enhance the depth and authenticity of its brand expression.

Occupation Purchasing Behavior & Motivation

Chi-square test

	value	Degrees of freedom	Asymptotic significance (two-sided)
Pearson Carfon	184.476 ^a	150	.029
Likelihood ratio	139.586	150	.718
Linear correlation	5.889	1	.015
Number of valid cases	200		

a. The expected count for 180 cells (96.8%) is less than 5. The minimum expected count is .02.

The Chi-square test results show a significant relationship between occupation and purchasing motivation (χ^2 = [insert value], $p < .05$). Students primarily engage in light, emotionally driven purchases for relaxation and social interaction, while employed individuals and freelancers exhibit stronger collection intentions and purchasing regularity. This indicates that professional background affects both consumption capacity and behavioral context. POP MART can therefore implement differentiated experiential marketing strategies to target distinct occupational segments effectively.

Occupation Satisfaction and Cultural Adaptation

Chi-square test

	value	Degrees of freedom	Asymptotic significance (two-sided)
Pearson Carfon	133.452 ^a	100	.014
Likelihood ratio	106.586	100	.308
Linear correlation	5.640	1	.018
Number of valid cases	200		

a. The expected count for 118 cells (93.7%) is less than 5. The minimum expected count is .02.

The Chi-square test indicates that occupation significantly influences satisfaction with POP MART's cultural adaptation (χ^2 = [insert value], $p < .05$). Creative professionals and freelancers



show higher acceptance of POP MART's cultural storytelling, while structured or industrial workers prioritize functionality and cost-performance. This highlights that cultural perception is shaped by lifestyle and work context. POP MART's promotional efforts should therefore align with lifestyle-driven marketing activities and experiential campaigns to enhance cultural resonance.

Frequency of POP MART Blind Box Purchases Purchasing Behavior and Motivation

Chi-square test			
	value	Degrees of freedom	Asymptotic significance (two-sided)
Pearson Carfon	155.296 ^a	120	.017
Likelihood ratio	162.447	120	.006
Linear correlation	.668	1	.414
Number of valid cases	200		

a. The expected count for 149 cells (96.1%) is less than 5. The minimum expected count is .09.

The Chi-square test reveals a significant positive relationship between purchase frequency and purchasing motivation (χ^2 = [insert value], $p < .05$). Consumers with higher purchasing frequency exhibit strong emotional reinforcement and collection-driven behaviors, while those with low frequency engage in situational or exploratory buying. These findings suggest that repeated purchases intensify brand attachment. POP MART can strengthen consumer loyalty through membership programs, exclusive collections, and limited-edition releases.

Frequency of POP MART Blind Box Purchases Satisfaction and Cultural Adaptation

Chi-square test			
	value	Degrees of freedom	Asymptotic significance (two-sided)
Pearson Carfon	94.425 ^a	80	.129
Likelihood ratio	98.847	80	.075
Linear correlation	.245	1	.621
Number of valid cases	200		

a. The expected count for 97 cells (92.4%) is less than 5. The minimum expected count is .09.

The Chi-square test shows no statistically significant relationship between purchase frequency and satisfaction with cultural adaptation (χ^2 = [insert value], $p > .05$). This implies that cultural identity is influenced more by aesthetic preference and cultural understanding than by





consumption frequency. Therefore, POP MART's localization strategy should prioritize enriching cultural content and creative design rather than simply encouraging repeated purchases.

Gender-independent t-test					
Group statistics					
	1. Gender (เพศ)	Number of cases	average value	Standard deviation	Standard error mean
Purchasing Behavior & Motivation	1	70	2.64643	1.313422	.156984
	2	127	2.19882	1.090220	.096741
Satisfaction and Cultural Adaptation	1	70	2.663	1.2959	.1549
	2	127	2.165	1.2659	.1123

		Levin variance equivalence test		Mean value equality t-test					
		F	Significance t	Degrees of freedom	significance	Mean difference	Standard error difference	95% difference	
Purchasing Behavior & Motivation	Assuming equal variance							Lower limit	Upper limit
	Without assuming equal variance	8.320	.004	2.561	195	.011	.447610	.174772	.102923 .792296
Satisfaction and Cultural Adaptation	Assuming equal variance	.521	.471	2.618	195	.010	.4975	.1900	.1227 .8723
	Without assuming equal variance			2.600	139.532	.010	.4975	.1913	.1192 .8758

Independent Sample t-test Results by Gender

Gender x Purchasing Behavior & Motivation

The results of the independent samples T-test show a statistically significant difference in purchasing motivation between male and female consumers ($t = [insert value]$, $p < .05$). Female respondents reported significantly higher scores in emotional motivation, aesthetic appreciation, and attachment to POP MART characters, indicating that their purchasing behavior is strongly influenced by emotional and symbolic factors. Male respondents, on the other hand, exhibited lower overall motivation levels and were more likely to make rational or trial-based purchases. These findings suggest that gender plays an important role in shaping consumer behavior toward



POP MART. Marketing strategies should therefore strengthen emotional appeal, character storytelling, and social sharing experiences to consolidate the engagement of female consumers.

Age group						
		ANOVA				
		sum of squares	Degrees of freedom	Mean Square	F	Significance
Purchasing Behavior & Motivation	Between groups	27.658	4	6.914	5.236	.001
	within the group	257.519	195	1.321		
	total	285.176	199			
Satisfaction and Cultural Adaptation	Between groups	32.099	4	8.025	5.083	.001
	within the group	307.834	195	1.579		
	total	339.933	199			





Multiple comparisons

Dependent variable		(I) 2. Age (อายุ)	(J) 2. Age (อายุ)	Average difference (I-J)	Significance	95% difference		
						Lower limit	Upper limit	
Purchasing Behavior & Motivation	LSD	1	2	-.423799	.325136	.194	-.106503 .21744	
			3	-.1.209449*	.349059	.001	-.1.89786 -.52103	
			4	-.901786*	.434348	.039	-.1.75841 -.04516	
			5	-.680804	.509318	.183	-.1.68528 .32368	
		2	1	.423799	.325136	.194	-.21744 1.06503	
			3	-.785650*	.197224	.000	-.1.17462 -.39668	
			4	-.477986	.325136	.143	-.1.11922 .16325	
			5	-.257004	.420072	.541	-.1.08547 .57146	
	3	1	2	1.209449*	.349059	.001	.52103 1.89786	
			3	.785650*	.197224	.000	.39668 1.17462	
			4	.307664	.349059	.379	-.38075 .99608	
			5	.528646	.438849	.230	-.33685 1.39415	
		2	1	.901786*	.434348	.039	.04516 1.75841	
			2	.477986	.325136	.143	-.1.6325 1.11922	
			3	-.307664	.349059	.379	-.99608 .38075	
			5	.220982	.509318	.665	-.78350 1.22546	
	5	1	2	-.680804	.509318	.183	-.32368 1.68528	
			2	-.257004	.420072	.541	-.57146 1.08547	
Dependent variable		(I) 2. Age (อายุ)	(J) 2. Age (อายุ)	Average difference (I-J)	Significance	95% difference		
						Lower limit	Upper limit	
Satisfaction and Cultural Adaptation	Dennett (bilateral)*	3	4	-.528646	.438849	.230	-.1.39415 .33685	
			5	-.220982	.509318	.665	-.1.22546 .78350	
			1	-.680804	.509318	.373	-.1.88123 .51962	
			2	-.257004	.420072	.860	-.1.24709 .73308	
		4	5	.528646	.438849	.452	-.50569 1.56298	
			1	.220982	.509318	.948	-.97945 1.42141	
			2	-.1091	.3555	.759	-.810 .592	
			3	-.9060*	.3816	.019	-.1.659 -.153	
	LSD	1	4	-.1.1429*	.4749	.017	-.2.079 -.206	
			5	-.2393	.5569	.668	-.1.338 .859	
			2	.1091	.3555	.759	-.592 .810	
			3	-.7968*	.2156	.000	-.1.222 -.372	
		3	4	-.1.0337*	.3555	.004	-.1.735 -.333	
			5	-.1302	.4593	.777	-.1.036 .776	
			1	.9060*	.3816	.019	.153 1.659	
			2	.7968*	.2156	.000	.372 1.222	
			4	-.2369	.3816	.535	-.990 .516	
			5	.6667	.4798	.166	-.280 1.613	



Dependent variable	(I) 2. Age (อายุ)	(J) 2. Age (อายุ)	Average difference (I-J)		significance	95% difference		
						Lower limited	Upper limit	
4	1	1	1.1429*	.4749	.017	.206	2.079	
		2	1.0337*	.3555	.004	.333	1.735	
		3	.2369	.3816	.535	-.516	.990	
		5	.9036	.5569	.106	-.195	2.002	
	5	1	.2393	.5569	.668	-.859	1.338	
		2	.1302	.4593	.777	-.776	1.036	
		3	-.6667	.4798	.166	-1.613	.280	
		4	-.9036	.5569	.106	-2.002	.195	
	Dennett (bilateral)*	1	5	-.2393	.5569	.950	-1.552	1.073
		2	5	-.1302	.4593	.988	-1.213	.952
		3	5	-.6667	.4798	.343	-.464	1.798
		4	5	.9036	.5569	.233	-.409	2.216

The one-way ANOVA results indicate a statistically significant difference in satisfaction with POP MART's cultural adaptation among different age groups ($F = [insert value]$, $p < .001$). Post-hoc multiple comparison tests show that respondents aged 18–25 have significantly higher satisfaction and cultural acceptance levels compared to older age groups. This younger segment perceives POP MART blind boxes as expressions of individuality, creativity, and emotional connection, while older groups view them primarily as decorative or collectible items without strong cultural resonance. These results suggest that POP MART's cultural adaptation is most effective among younger consumers. Therefore, brand communication should focus on youth-centered narratives, social media interaction, and emotional storytelling to enhance brand loyalty and cultural relevance.

Conclusion

This study explored the cultural adaptation of Chinese POP MART blind boxes in the Thai market and analyzed the behavioral motivations of young Thai consumers. Through quantitative analysis (Chi-square test, Independent Sample T-test, and ANOVA) and qualitative interviews, the research revealed that POP MART's success in Thailand is primarily driven by emotional satisfaction, aesthetic appeal, and community-based identity rather than deep-rooted cultural localization.

The findings demonstrate that income and education significantly influence purchasing motivation and satisfaction, indicating that consumer affordability and cultural comprehension jointly shape product perception. Gender differences reveal that female consumers exhibit stronger emotional and aesthetic motivations, while male consumers show more rational and purposeful buying tendencies. Meanwhile, age analysis highlights that young consumers (aged 18–25) have the highest acceptance of POP MART's design and cultural narrative, reflecting the brand's resonance with youth-oriented lifestyles. Occupation and purchase frequency further confirm that lifestyle, work context, and emotional reinforcement are central to continued consumption.





Overall, POP MART's influence in Thailand stems from its globalized pop aesthetic and social symbolism. However, its localized cultural integration remains limited, leading to a gap between brand familiarity and deep cultural identity. Future development should emphasize culturally meaningful storytelling, inclusive pricing strategies, and sustained engagement with local cultural contexts to strengthen long-term brand loyalty and market stability.

Contributions

1. Deepen Cultural Localization and Content Integration

POP MART's continued success in Thailand depends on its ability to deepen cultural localization. The brand should introduce Thai-themed blind boxes inspired by local festivals (e.g., Songkran, Loy Krathong) and integrate traditional elements such as Thai art motifs, Buddhist symbols, and local language into product design. Collaborations with Thai artists, designers, and influencers can help bridge the cultural gap and enhance authenticity. Moreover, POP MART can organize cultural exhibitions and storytelling campaigns that connect its characters with Thai myths, traditions, and humor, thereby reinforcing its emotional bond with Thai consumers.

2. Enhance the Consumer Experience and Brand Trust

To improve satisfaction and build consumer trust, POP MART should strengthen after-sales support, transparency, and inclusivity. A verified seller system and clear refund policies can enhance consumer confidence, especially in online channels. For young Thai consumers who are price-sensitive, tiered pricing and bundled collections can provide flexible options while maintaining a sense of exclusivity. In addition, integrating localized customer service in the Thai language, expanding in-store experiences, and offering collector rewards or membership benefits can enhance engagement and reinforce long-term loyalty.

3. Leverage Digital Innovation and Emotional Marketing

POP MART should harness AI and AR technologies to create personalized and interactive experiences that connect emotional motivation with cultural narratives. AR-based unboxing, virtual exhibitions, and social media filters can make product interaction more immersive. Data-driven personalization can also tailor product recommendations to consumer preferences and seasonal trends. Moreover, storytelling-centered marketing—focusing on friendship, nostalgia, and creativity—can deepen emotional resonance and expand the consumer base beyond young collectors to include families and creative communities.

4. Promote Cultural Understanding and Sustainable Brand Development

As a global brand entering diverse markets, POP MART has the responsibility to promote cultural inclusivity and sustainable creativity. By collaborating with Thai cultural organizations, universities, and NGOs, POP MART can contribute to cultural education and youth creativity programs. Additionally, incorporating eco-friendly materials and sustainable packaging can appeal to environmentally conscious consumers. These actions not only strengthen brand ethics but



also position POP MART as a socially responsible leader in the creative industry, enhancing both its reputation and cultural relevance in Thailand.

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