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Research on Operation Mechanism, Risk and Optimization Path of Pop Mart Uncertain Marketing

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ABSTRACT

Uncertainty marketing with blind box as the core carrier has become a typical business model in the new consumption field. As the industry benchmark, Pop Mart's member repurchase rate in 2023 will reach 50%, far exceeding the average level of traditional retail industry, which proves the commercial value of this model. Based on kovalainen cut Eva(Kovacheva) and niccolo Eva (Nikolova) uncertainty marketing theory as the foundation, put forward by the fusion of Skinner (Skinner) operant conditioning theory and Kahneman(Kahneman) prospect theory, through analyzing bubble of matt public marketing information and data results in 2023, This paper systematically discusses the operation mechanism of uncertainty marketing. The research finds that Pop Mart adoptsstrategyhigh opacitydesign and community operation. However, this model also has risks such as consumption addiction induction and insufficient regulatory compliance. This study proposes a three-dimensional optimization path ofcoordinationmarketing innovation of new consumer brands.

KEYWORDS

Pop Mart; Uncertainty marketing; Consumer psychology; IP operation; Risk governance

1 Introduction

1.1 Research Background

This uncertain marketing model with blind box as the carrier breaks the traditional retail logic and creates consumption attraction through poor information. However, it also causes social controversy due to its addictive characteristics - - some consumers fall into irrational consumption in pursuit of hidden money, and the problem of over-investment of minors is particularly prominent. Under this background, the pars e the inner mechanism of the bubble, uncertainty of marketing and risk boundary, have important theoretical and practical significance.

1.2 Literature Review

1.2.1 Foreign Research Status

Although there is no direct corresponding concept ofthere have been systematic studies on similar business models. Ariely and Norton (2009)proposed the theory of brought by uncertainty may exceed the product entity itself. McIntosh & Schmeichel (2004)will collect motivation summarized as five categories such as investment value, nostalgia, and consumption of blind box to collect the psychological height. Henry Jenkins (2006)of behavior logic, provide theoretical support for understanding blind box of social attributes. In their study published in the Journal of the Academy of Marketing Science, Kovacheva &Nikolova (2024) constructed a unified framework for marketing under uncertainty for the first time and divided it into three types of strategies: combination, promotion and innovation. And from the interest correlation (stakes) and opacity (opacity) two core dimension for parsing system.

1.2.2 Domestic Research Status

Domestic research focuses on the consumer psychology and marketing practice of blind boxes. Chen Zhuoqing (2023) found through grounded research that the initial motivation of blind box consumers included emotional companishment and social belonging, and social interaction strengthened user loyalty. Qian et al. (2023) pointed out that curiosity, gambling and social psychology were the main driving factors for young people to buy blind boxes. LiuJiamei (2023) emphasized the core value of Pop Mart'sthat its own IP incubation was the key to maintain high profits. Zhao Zhen (2024), based on product features, analysis their hands do blind box of randomness, collection and social influence on consumer decision making. The existing research focuses on a single dimension analysis, the lack of marketing mechanism of the whole chain of uncertainty and risk management of systemic discussion, which make up the research gap in this paper.

1.3 Research Methods and Innovations

This paper adopts the case study method, takes Pop Mart as the core case, integrates its sales data, annual report and public marketing materials from 2020 to 2023 for in- depth analysis. Innovation point lies in: one is based on the theory Angle of view to build more analytical framework ofsingle theory; Secondly, based on the authoritative theoretical framework, it clarifies the positioning of Pop Mart in the classification of marketing uncertainty, and quantifies its dimensional characteristics with empirical data; The third is to put forward the feasible optimization path based on the latest regulatory policies to achieve the connection between theory and practice.

2 Theoretical Framework and Core Dimensions of Marketing Uncertainty

2.1 Definition of Uncertainty Marketing

According to the definition of Kovacheva & Nikolova (2024), uncertainty marketing is a marketing strategy that enterprises deliberately conceal non- negative information in products or promotions to stimulate consumers' attention and interest. 2 it is close to the sex, the consumer has deficiencies in explicit knowledge information; Third, it is non-negative, and hidden information will not cause direct losses to consumers. This definition clearly distinguishes hidden information from illegal acts such as false publicity and fraud.

2.2 Classification of Uncertainty Marketing

Based on the classification framework of Kovacheva & Nikolova, uncertainty marketing can be divided into three types of strategies: the combined uncertainty strategy is aimed at the core product, and consumers cannot know the specific content when they buy it, such asPop Mart Blind box; The promotion uncertainty strategy is embedded in the promotion process, which only plays an auxiliary role in the core purchase decision; Innovation uncertainty strategy realizes product customization innovation through uncertainty.

2.3 Core Dimensions of Uncertainty Marketing

Stakes refer to the resources invested, the importance of goals and the irreversibility of decisions when consumers participate. The price of Pop Mart Blind box is 30-100 yuan, which forms a low economic investment threshold and significantly reduces the interest relevance of consumption decision. Opacity: reflects the degree of information concealment, including the details of information, the scope of results and the transparency of selection methods. Pop Mart only publicizes the style series but does not disclose the specific extraction mechanism, resulting in a high opacity. This combination ofthe core of its marketing appeal.

3 The Operation Mechanism of Pop Mart's Uncertainty Marketing

3.1 Product Layer: Uncertainty Construction of IP Empowerment

Bubble of Matt through paragraphsbased uncertainty, its standard 12collected when consumers after most of the style, the remaining styles' willingness to pay a significant boost. The extremely low probability setting of hidden style (usually less than 1%)further amplify s the uncertainty, while IP can inject value anchor for this uncertainty: by incubating Molly and other 10 largest self-owned IP with sales of more than 100 million yuan, and co-naming with well-known IP such as Disney, blind box is given emotional connotation and collection value, so that the expectation brought by uncertainty is transformed into actual consumption power.

3.2 Psychological Layer: Multi-Mechanism Addictive Reinforcement

The addictive reinforcement system is constructed at the psychological level, which is realized through three mechanisms: Hidden of random, correspondence skinner's operconditioning of intermittent reinforcement principle, experimental results show that when the reward random, mice will continue to high frequency pressure rod, this model than last rewards are more likely to form the addictive behavior, blind box of consumption is the typical application of this mechanism in market, intermittent reinforcement mechanism; At the same time, the unknown and expectation before the opening of the box will directly stimulate the brain to secrete dopamine, resulting in a pleasure similar to gamblingConsumers often misjudgephysiological drive to repeat purchase, which is completed by dopamine stimulation mechanism. In addition, the blind box becomes the social currency of the young group, and consumers gain recognition by sharing the video of unpacking the box and displaying the collection on the social platform. The exchange and showing off behaviors in the community further strengthen the sense of participation, which is consistent with the characteristics of which is consistent with the characteristics of "participatory culture", and this is the core role of the social identification mechanism.

3.3 Operation Layer: Omni-channel Experience Closed Loop

To build an omni-channel experience closed loop at the operation layer, it can be promoted according to the following paths: to build scene-oriented consumption scenes through brand experience stores and vending agencies offline, and to realize convenient purchase through mini programs and e-business platforms online, forming efficient channel synergy effect, providing solid operation support for 34.35 million members, and completing the omni-channel layout; On this basis, the online box extraction machine is used to simulate the real box unpacking experience, and the point system and hierarchy system are used to encourage users to continue to participate, so as to transform the original single purchase process into immersive game experience and deepen the gamification design. At the same time, in-depth analysis of user preferences based on big data, personalized recommendation and precise activity reach to strengthen user engagement, promote the repurchase rate of members to be stable at about 50%, members contribute more than 90% of sales, and finally form an efficient consumption conversion closed loop to achieve accurate member operation.

4 Potential Risks of Pop Mart's Uncertain Marketing

4.1 Ethical Risks Of Consumption

This model has an obvious tendency of addictive inducement, and some consumers fall into irrational consumption due towinning the lottery increases after repeatedly failing to win) andmore vigilant is that the teenage group, whose concept of money is not mature, is easy to equate blind box withHowever, the vulnerability of offline channel identity verification further aggravates this risk.

4.2 Market Order Risk

The scarcity of hidden money has given rise to premium transactions in the second-hand market, and some merchants have hyped up prices through behaviors such asthe same time, the opacity of box smoking mechanism may lead to a trust crisis-consumers can not verify the authenticity of probability, there is a potential dispute of probability manipulation", which violates the principle of market integrity.

4.3 Regulatory Compliance Risks

Although the Code of Conduct Guidelines for Blind Box Business (Trial) clearly stipulates that blind box sales to minors under the age of 8 shall not be allowed, and the consent of guardians shall be obtained for sales to minors under the age of 8 and above,there are holes in the implementation level, and some offline channels have not implemented identity verification. In addition, the product quality problems exposed by the expansion of blind box mode to multiple fields further highlight the potential compliance risks caused by the lack of industry standards.

5 Optimization Path of Uncertainty Marketing

5.1 Enterprise Level: Constructing Ethical Restraint System

Build ethical constraint system in enterprise level, can advance from three aspects: to reduce the reliance on the uncertainty of marketing, via IP story creation, cross- border cooperation way to promote the cultural value of product, promote business logic from surprisecore, realize the value of IP deepening; Synchronized to promote transparency mechanism reform, open the calculation method of smoke box of probability and statistics, introduce a third party to carry out the audit work to reduce the information opacity, at the same time setconversion rights, effectively relieve consumption addiction; In addition, we will strictly implement the requirements of the Code of Conduct Guidelines for Blind Box Business(Trial), fully implement the identity verification and guardian consent mechanism through online and offline channels, and strengthen the protection of minors by limiting the purchase frequency and amount of minors and developing non- blind box series products.

5.2 Industry Level: Establish Standardized Norms

Led by industry associations, the standardization system of blind box marketing should be established from three aspects: first, a unified Code of Conduct for Blind Box Marketing should be formulated to clarify product quality standards, probability publicity requirements and after- sales guarantee mechanism, and set basic standards for industry operation; Secondly, established box of information product traceability system, through the whole process traceability against counterfeiting and cattle stock up hype, maintaining fair market order; Finally, promote the standardized operation of second- hand trading platform, focus on the implementation of transaction supervision on hidden money with excessive premium,and prevent the market chaos caused by the excessive use of scarcity.

5.3 Supervision Level: Improve the Collaborative Governance Mechanism

At the regulatory level, collaborative governance can be improved from three aspects:interpreting the psychological mechanism of blind box through popularization of science,revealing irrational consumption cases and illegal marketing behaviors to strengthen the public's risk awareness and rational consumption concept, and doing a good job in the basic work of consumer education; Use of big data monitoring dynamic industry, for the high purchase rate, high abnormal user guest unit price risk warning, synchronization to establishregulatory system, build dynamic regulatory network; To promote the improvement of legislation based on the Code of Conduct Guidelines for Blind Box Operation (Trial), clarify the rigid provisions such as probability setting and consumption limit, exclude special categories such as food and drugs from the blind box mode, and strengthen offline channel supervision and violation punishment, so as to realize the dual strengthening of legislation and enforcement.

6 Conclusions and Prospects

Pop Mart's business practice has written a vivid footnote for the value and boundary of marketing under uncertainty. With the closed loop ofmechanism manipulation-all channel operationinterest relevance + high opacitygroups, and finally supports the revenue of 6.3 billion yuan and the market size of over 34million members, which proves that "creating demand" is far more business penetrating than.

However, the risks behind this success are also clear: the ethical controversy induced by addiction, the market trust crisis caused by the opaque box smoking mechanism, and the regulatory compliance gap such as the protection of minors all remind us that innovation has never been separated from norms. In the future, uncertainty inevitable evolution towards more rational marketing track: mechanism of transparency will become the industry line,consumer demand for controllableThe depth of the IP value and cultural experience binding, will let the marketing logic fromsystem will promote the industry to completely bid farewell toa new stage of standardized development.For new consumer brands, the enlightenment of Pop Mart is that uncertainty is never the end of marketing, but the fulcrum of leveraging value. Only by incorporating it into the framework of ethics and law, taking the core value as the anchor, and finding a balance between innovation and regulation, can we truly realize the leap from "creating heat" to "defining the market", and walk more steadily and further in the commercial wave.

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