

Factors affecting Thai People's Purchases of POPMART Products in Thailand.

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Abstract

This research paper aims to study the factors affecting the purchasing decisions of Thai consumers regarding POPMART products. Using a quantitative approach, this study utilized an online questionnaire targeting Thai consumers aged 18-40 in Bangkok, with a sample of 40 respondents. The data were analyzed using descriptive statistics (frequency, percentage, mean, and standard deviation) and inferential statistics, including t-tests and chi-square tests. The model results demonstrate that factors such as attitude towards act or behavior, perceived value, word-of-mouth (WOM & eWOM), and uncertainty significantly affect purchasing decisions. The statistical model for consumer purchase intention is as follows: $\text{purchase intention} = 1.345 + (0.178 * \text{attitude}) + (0.234 * \text{perceived value}) + (0.165 * \text{WOM \& eWOM}) - (0.120 * \text{uncertainty})$, which explains 68.2% of the variance in purchasing decisions, with a standard error of ± 0.398 . The findings provide actionable insights for POPMART's marketing strategies in Thailand, emphasizing the importance of cultivating a positive brand attitude, enhancing perceived value, and minimizing purchase uncertainty to build customer loyalty.

Keywords: Consumer Behavior, POPMART, Purchase Intention

1. Introduction

With the rapid growth of pop culture trends in Thailand, POPMART, a Chinese brand of collectible toys designed as blind boxes or mystery boxes, has made a significant impact on the Thai collectible market since its establishment in 2010 by Wang Ning. Initially appealing to children, POPMART has successfully expanded its consumer base to include teenagers, adults, and working professionals. The brand's appeal and business performance have been notable; in the first half of 2023, POPMART reported a revenue increase of 19.3%, totaling 2.814 billion yuan (approximately 20 billion Thai baht), with a net profit of 477 million yuan, highlighting its strong market presence and financial growth (China Daily, 2023).

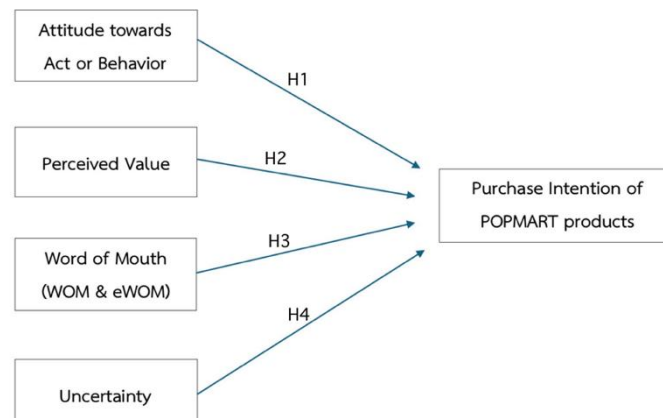
A major milestone for the brand occurred with the opening of its first store in Thailand at CentralWorld on September 20, 2023. The event attracted large crowds and required safety measures due to the high turnout, reflecting the enthusiastic reception of POPMART products among Thai consumers. Siriporn Plangchantuk, Country General Manager of Pop Mart (Thailand) Co., Ltd., noted that the store exceeded its sales target by 4-5 times within the first two months of operation, emphasizing that supply could not keep up with consumer demand. (Siriporn Plangchantuk, Country General Manager, POPMART (Thailand) Co., Ltd., 2023) This unprecedented success positioned the Thai store as one of POPMART's top-performing

locations worldwide, underscoring the strong consumer interest in the brand's offerings and a broader cultural shift toward collectible items that resonate with multiple demographics. Despite POPMART's successful entry into the Thai market, there remains a lack of comprehensive research on Thai consumer behavior and the unique factors influencing their long-term purchasing decisions for collectibles. The current study seeks to fill this gap by analyzing the specific factors that drive Thai consumers to purchase POPMART products. Through a detailed examination of these factors, this research aims to provide insights that will help POPMART better understand the needs, preferences, and purchasing behaviors of its Thai customer base.

Understanding these factors is essential for POPMART to develop effective marketing strategies tailored to the Thai market. Such insights will enable the brand to foster customer loyalty, design targeted campaigns that resonate with local cultural preferences, and ensure long-term business viability in Thailand's rapidly growing collectible market. By addressing these objectives, this study aims to contribute to the development of POPMART's strategic approach in Thailand and support sustainable growth in this burgeoning sector.

1.1 Research OBJECTIVE

This study aimed to study factors affecting Thai consumers' purchasing decisions regarding POPMART products in Thailand. The conceptual framework of the research was defined as follows:



2. Methodology

This research is survey research to study factors affecting Thai people's purchases of POPMART products in Thailand by following the steps below:

2.1) Population and Sample

The population used in this research will be the Thai population, from undergraduate students to working people, covering a wide range of ages between 18-40 years in Bangkok, Thailand, with an unknown population size. The sample group consisted of 40 individuals from this demographic, selected using probability sampling through simple random sampling. This selection aims to obtain data representative of the target population in Bangkok, ensuring that

each individual in the population has an equal chance of selection.

2.2) Research Instrument

The instrument used in this research was an online questionnaire designed to gather data on consumer behavior and preferences regarding POPMART products. The online questionnaire will include closed-ended questions to effectively capture quantitative data. The closed-ended questions are designed using a 5-point Likert scale, ranging from strongly disagree to strongly agree, for standardization in responses to assess attitudes toward act or behavior, perceived value, word of mouth (WOM & eWOM), and uncertainty.

2.3) Assessment of research tools

The data collection process will be conducted through an online questionnaire. A pilot test was conducted with the questionnaire beforehand to ensure the reliability and validity of the research instrument. In case where responses are incomplete or inconsistent, such data will be excluded from analysis. This method facilitates easy and broad access to the target age group. The online survey will be distributed via social media platforms, such as Facebook and Instagram, to effectively reach the target population in Bangkok.

2.4) Analyze Data

1) Descriptive statistics will be used to analyze the collective data, utilizing frequency counts and percentages to summarize responses for categorical variables. This will provide a clear view of the distribution of answers, along with means and standard deviations to analyze average responses and variability for continuous variables, such as ratings of purchase intention or purchase behavior.

2) Inferential statistics will be employed to test hypotheses, using t-tests to assess mean differences between groups and chi-square tests to evaluate relationships among categorical variables. Data analysis will be conducted using statistical software, SPSS, to ensure accuracy and reliability.

3. Results

Factors Affecting the Purchase Decision of POPMART Products among Thai Consumers

Table 1: Factors Affecting the Purchase Decision of POPMART Products among Thai Consumers

variable	Purchase Decision of POPMART Products				
	B	Std.	Beta	T	Sig.
(Constant)	2.692	0.658		4.089	0.000
Attitude towards Act or Behavior	0.703	0.234	0.723	3.009	0.005*
Perceived Value	0.072	0.168	0.089	0.428	0.671
Word of Mouth	-0.375	0.196	-0.410	-1.915	0.064
Uncertainty	-0.024	0.207	-0.022	-0.114	0.910
R= 0.558, R ² = 0.312, Adjusted R ² = 0.233 SE = 0.756					

*Statistically Significant at the 0.05 Level

From Table 1, the analysis results show an R^2 value of 0.558, indicating that all variables combined can explain 55.80% of the variance in the purchase decision of POPMART products among Thai consumers. It was found that attitude towards purchase significantly affects the purchase decision of POPMART products among Thai consumers at the 0.01 level. Among the factors, attitude towards purchase has the greatest influence ($\beta = 0.703$), followed by perceived value ($\beta = 0.072$), word-of-mouth ($\beta = -0.375$), and uncertainty ($\beta = -0.024$).

3.1) DISCUSSION

In discussing the findings, the researcher has integrated research studies, documents, and articles to support the analysis as follows

Attitude towards Purchase and its Affect on Decision-Making: The study found that attitude towards purchase significantly affects the purchase decision of POPMART products among Thai consumers, with statistical significance at the 0.01 level. This finding highlights the importance of fostering a positive attitude towards POPMART products within the Thai consumer base. A positive consumer attitude plays a vital role in driving purchasing decisions; a favorable view of the product increases the likelihood of purchase. This finding aligns with prior studies.

For example, Natchaya Chaiyasane (2020) examined consumer attitudes towards the KWANJAI brand and purchasing decisions. The study concluded that factors contributing to a favorable attitude towards the KWANJAI brand included individual experiences and personal tastes, which, in turn, influenced the decision to buy KWANJAI brand clothing. Similarly, Atcharaphan Tangchaturasophon (2021) studied the factors influencing attitudes toward the purchase of battery electric vehicles (BEVs) among consumers in Nakhon Ratchasima. This research indicated that factors such as knowledge and emotional factors significantly impacted BEV purchase decisions among Nakhon Ratchasima consumers, with statistical significance at the 0.05 level. These findings suggest that building a positive consumer attitude through well-designed marketing strategies and product improvements can effectively drive purchasing behavior. The implications of the POPMART study align with these findings, showing that consumer experience, product appeal, and emotional connection are key factors in shaping attitudes and ultimately influencing purchase decisions. Additionally, as noted by Panida Nil Arun and Montipa Vilasthip (2021), demographic differences can lead to varied behaviors, suggesting that POPMART should tailor its marketing to different consumer groups to maximize impact. (Panida and Montipa, 2021)

SUGGESTIONS

1) Recommendations for Applying Research Findings

1.1) Promote a Positive Brand Attitude Develop marketing campaigns that build a positive attitude toward the POPMART brand by emphasizing product strengths, brand credibility, and positive experiences. These strategies will help stimulate purchases and increase customer satisfaction.

1.2) Enhance Perceived Customer Value Focus on increasing perceived value by offering high-quality products and attractive packaging design. Providing information on materials and production processes can help customers feel they are getting good value for their money.

1.3) Implement Positive Word-of-Mouth Strategies Encourage positive word-of-mouth by creating special events for customers to share their experiences and providing incentives for customers who refer new buyers to POPMART.

1.4) Reduce Customer Uncertainty Provide clear information about products, such as quality guarantees, convenient return policies, and customer support details, to reduce consumer uncertainty and boost confidence in purchase decisions.

1.5) Plan for Long-Term Customer Trust Organize sustainable activities and maintain relationships with customers through various communication channels, such as news updates, promotions, and new product introductions. Continuously track results to assess attitudes and perceived value over time.

2) Recommendations for Future Research

2.1) Expand the Sample Across Different Regions and Age Groups Study consumers from various regions or provinces, and expand the age range to include teenagers, working adults, and older adults. This will help clarify attitude and purchase decision differences among groups.

2.2) Analyze the Impact of Diverse Marketing Channels Investigate the impact of different marketing channels, such as online, offline, and social media, to understand which channels most effectively foster a positive brand attitude. Additionally, study digital word-of-mouth (e.g., online reviews), which may affect purchasing decisions more than traditional word-of-mouth.

2.3) Examine the Influence of Cultural Values and Consumer Preferences Consider the influence of cultural values and consumer preferences in Thailand that affect purchasing decisions. For example, values that prioritize foreign brands as higher quality could influence perceived value.

2.4) Include User Experience Variables In addition to attitudes and perceived value, explore user experience variables, such as customer satisfaction with product quality, after-sales service, or product usability. These factors may impact repeat purchase decisions in the future.

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