

# The Impact of POPMART's Brand Personality Dimensions on Consumer Purchase Intention

Haozheng Wu

*Faculty of Creative Tourism and Intelligent Technologies, Macao University of Tourism, Macao, 999078, China*

**Keywords:** POPMART, The Blind Box, Brand Personality, Purchase Intention.

**Abstract:** POPMART is a company that mainly offers trendy toys and uses the blind box model as its primary marketing approach. This study investigates the impact of POPMART's brand personality dimensions on consumers' purchase intention, focusing on six key traits: Sincerity, Excitement, Competence, Sophistication, Ruggedness, and Sociability. Using a quantitative approach, the research surveyed Generation Z consumers in Macau through a five-point Likert scale questionnaire. Multiple regression analysis was employed to examine the relationship between brand personality and purchase intention. The results reveal that Sincerity, Excitement, and Ruggedness significantly positively influence purchase intention, while Sociability exhibits a significant negative impact, potentially due to overemphasis on community-driven traits reducing the perceived exclusivity of collectible products. Competence and Sophistication, however, have no significant effect. These findings highlight the importance of emotional and symbolic brand attributes in shaping consumer behavior, particularly among youth-oriented demographics. The study not only enriches the theoretical understanding of brand personality in hedonic consumption contexts, particularly in the context of uncertainty-driven products like POPMART blind boxes, but also provides actionable insights for brand managers to strategically enhance purchase intention by prioritizing specific brand personality dimensions.

## 1 INTRODUCTION

The concept of "blind box" first emerged in Japan in the 1980s in the form of gashapon culture, where people purchased uncertain and containing unknown packaging from brand owners (Rocky, 2021). As a leading company in China's fashion toy industry, POPMART's main core business is to develop fashion toy products based on IP, and blind boxes are its main sales and profit products. In the past four years, POPMART has made great progress in both domestic and overseas markets (Wang, 2023). In the financial report of 2024 released by POPAMRT, the brand's business performance and attraction to overseas groups are very prominent, its total operating income by region has increased from 10% in 2021 to 38.85 in Macao, Taiwan and overseas regions (Slater, 2025). Previous studies have shown that POPMART's market target group was locked in female consumers aged 18 to 40, and men's interest in POPMART products was lower than that of female (Wang, 2023).

POPMART is a company that mainly offers trendy toys and uses the blind box model as its

primary marketing approach. The reason why great success has been achieved both in the Chinese mainland and overseas markets in recent years has become a significant research focus in recent years. Numerous studies have investigated consumers' purchase POPMART's products intention, focusing on consumer psychology, consumers perceive attitudes, the attributes of blind box products and POPMART marketing strategies. From a research perspective, these researchers mainly focus on two aspects, the perspective of consumers and POPMART products' value. Previous studies of POPMART have not dealt with the attributes of the brand itself. Studies show that brand differentiation has a significant impact on consumers' purchasing decisions and intentions, brand personality, as an important tool for building brand identity, also builds a communication connection between people and products (Aaker, 1997). According to Ahmad and Thyagaraj (2014), brand personality reflects the advantages of products through practical functions, as the carrier of consumer personality, brand personality fully reflects the self-image of consumers, to establish the relationship between consumers and brands, brand personality. These three viewpoints are used to

explain the influence of brand personality on consumers' willingness. Therefore, studying the brand personality of POPMART is essential for understanding consumers' purchase blind box intention. The main purpose of this paper is to conduct an analysis of the brand personality dimension of POPMART through questionnaire collection, thereby exploring the influence of POPMART's brand personality on consumers' purchase intention. Through the analysis of the POPMART brand personality dimension, the findings of this research have practical implications for trendy toy and blind box companies that provide cases and directions for shaping unique brand personalities, deepen understanding of consumer-brand relationships and offer actionable insights for brand managers to improve their strategies.

## 2 LITERATURE REVIEW

### 2.1 Blind Box Uncertainty

Kovacheva and Nikolova (2023) proposed a framework to define uncertain marketing, characterized by the uncertainty of the natural attributes of the product and its intentional introduction by marketers, and that all consumers have a fair right to know about the situation where the product conceals some information, the purpose of concealing unknown information is not to hide the shortcomings of the product. The exposure degree of the product's quality attributes is consistent. POPMART's uncertainty marketing is achieved by retailing 'blind box collectibles' and hiding individual variants in the series through opaque packaging, allowing consumers to activate the hedonic 'gameful experiences' at the initial stage of purchase (Lee, Wyllie, Brennan, 2024). Charoenwiwatchai (2024) found that the success of POPMART can be attributed to providing different IP designs for art toy collectors to meet their tastes and preferences, while selling art toys in blind box mode. In this situation where the specific toys inside are uncertain, the elements of perceiving surprise and excitement can be perceived. Thereby increasing the repeat purchase rate of consumer. Yang (2023) found through his research on 4P marketing strategy (Product, Price, Place, Promotion) that POPMART, by emphasizing the surprise brought by its blind box opening in product design, is the key to attracting customers. Though the consumption pattern of blind boxes is mainly impulsive shopping, the price consciousness will limit the impulsive purchase of consumers (Gong, Yee, Lee, Saif, Liu, & Anonithi, 2024). POPMART makes good use of product rarity and

uniqueness in its pricing strategy to make the high price of its limited products reasonable (Yang, 2023). As stated by Li (2025), the other reason why POPMART can still occupy a large part of the market in China's fashion toy industry while raising the prices of its products is mainly that it maintains the interest of attracting customers to purchase through the exquisite design of its own products. Therefore, the number of fans of Pop Mart shows no sign of a decline after the price increase.

### 2.2 Brand Personality & Purchase Intention

Brand personality is the key bridge that builds a relationship between the brand and consumers. The personification of brand personality can well reflect the personal personality characteristics of consumers. Therefore, brand personality is also defined as "the set of human characteristics associated with a brand" (Aaker, 1997). Aaker (1997) analyzed the Big Five personality scale in psychology and condensed 114 brand personality traits confirmed by respondents through factor analysis, and finally extracted five brand personality dimensions: Sincerity, Excitement, Competence, Sophistication, and Ruggedness. The model FCB Grid, developed by Vaughn (1980) to describe the characteristics of consumers' decision-making behaviors, divides consumers' purchasing behaviors into two key dimensions: "Involvement" and "Thinking" & "Feeling". POPMART's products are sold in the form of "blind boxes". In fact, such "gambling and rewarding" behaviors create excitement, anticipation and emotional investment for consumers. The Millennial generation and Generation Z, as the main potential customers of the POPMART brand, are driven by deep-rooted factors such as collecting rare items and pursuing social status when purchasing POPMART products. Therefore, through the analysis of the FCB model, POPMART is a brand with the nature of "Feeling" and "high Involvement" (Sharma, 2003). According to the research of De La Paz Toldos-Romero & Orozco-Gómez (2015), in the product categories of "Feeling" and "High Involvement", Hipness, Vivacity, Success and Sincerity are brand personality dimensions that significantly influence purchase intention.

Whyke (2022b) defines adult toy consumers and collectors of Generation Z in China as 'the grown-up missing child'. This group of people did not have sufficient resources and economic support to purchase products when they were young. Therefore, after they have the purchasing power in adulthood, the desire to consume will form a huge emerging market (Whyke et al., 2022b). A study by Hamilton et al. (2018) also demonstrated that if people in their

early childhood are exposed to resource scarcity for a long time, it will have a negative impact on their self-esteem. Therefore, as they grow older and their purchasing power increases, "Materialism" will affect the subjective purchasing intention of such people. They will have a stronger consumption tendency towards scarce products compared with other groups of people. Consumers' positive or negative views on a brand at the psychological level can largely affect their purchase intention. Emotion-driven purchase intention has a two-way influence on both consumers and brand owners. Therefore, brands with strong emotional connections often can stimulate higher purchase intentions (De La Paz Toldos-Romero & Orozco-Gómez, 2015). Brand personality further strengthens the purchase intention by enhancing consumers' emotional satisfaction and symbolic identification, thereby generating emotional resonance (Keller, 2001). The brand personality developed by Aaker (1997) can well reflect the potential behavioral relationship caused by the emotional connection between the brand and people. Accordingly, we the study posits that:

H1. The five brand personalities a) Sincerity, b) Excitement, c) Competence, d) Sophistication, e) Ruggedness will have an impact on consumers' purchase of POPMART product intention.

H1a. Sincerity has impact on consumers' purchase of POPMART product intention.

H1b. Ruggedness has impact on consumers' purchase of POPMART product intention.

H1c. Competence has impact on consumers' purchase of POPMART product intention.

H1d. Sophistication has impact on consumers' purchase of POPMART product intention.

H1e. Excitement has impact on consumers' purchase of POPMART product intention.

### 2.3 Sociability

Sociability is a trait in a brand's personality that is related to consumer interaction and social functions. According to Aaker (1997), the "Excitement" dimension in the brand personality framework implies the concept of sociability. Brand personality characteristics promote interaction with consumers through social attributes, thereby enhancing consumers' emotional connection and perception of the brand (Geuens, Weijters, & Wulf, 2009). Li (2025) holds that in its brand operation, POPMART has fully utilized sociality as its core competitiveness. This attribute not only reflects the interaction and connection among consumer groups but is also strengthened through its elaborately designed community operation strategy. Research on blind box consumers shows that POPAMART is not just a simple consumer brand. Nowadays, it has gradually

become a social network and cultural community composed of collection, communication and display (Whyke et al., 2022). POPMART has built online and offline platforms for this purpose, providing consumers with Spaces for communication and interaction. For example, POPMART uses social media platforms to build a shared community for collectors. Through users' sharing of comments on purchasing blind boxes and unboxing experiences, Strengthened the social effect of the POPMART brand (Charoenwiwatchai, 2024). Consumers hope to integrate into the community by sharing and presenting their collection processes and purchasing experiences. The purpose of such behavior is to enhance the sense of belonging and social identity among groups (Tajfel, 1982). Kuo (2022) pointed out that consumers obtain a sense of psychological belonging and group identity through social interaction with brands. The Psychological Salience of this sense of belonging is jointly determined by the Accessibility between the brand and the consumer's self-concept and the Fit between the brand personality and the consumer's social self.

In recent years, many researchers have questioned whether the Brand Personality Scale (BPS) proposed by Aaker (1997) can accurately measure brand personality and have developed a variety of alternative scales. For instance, Geuens et al. (2009) proposed a new scale with five dimensions: Responsibility, Activity, Aggressiveness, Simplicity and Emotionality. De La Paz Toldos-Romero and Orozco-Gomez (2015) discovered seven dimensions of brand personality in the Mexican market research. Including Success, Hipness/Vivacity, Sophistication, Sincerity, Domesticity/Emotionality, Ruggedness and Professionalism. And Sung et al. (2014) developed six brand personality dimensions for luxury goods. Adding Sophistication, Professionalism, Attractiveness and Materialism while retaining Excitement and Sincerity. Furthermore, Balabanis and Karpova (2024) also proposed the "Luxury Brand Personality" (LBP) framework for luxury brands. Including Vibrancy, Constancy, Haughtiness, Elegance, Demureness and Femininity. These studies indicate that the measurement of brand personality requires more dimensional adjustments and optimizations in different markets, cultures and brand types to obtain a more accurate reflection of consumers' perception of brand personality. Therefore, although Sociability is classified under the category of Excitement in BPS, while Excitement emphasizes the vitality and appeal of the brand, Sociability pays more attention to the role of the brand in promoting consumer interaction and building social networks. The previous marketing strategies of POPMART demonstrated the hope of influencing

consumers' long-term behavior through brand sociality. Therefore, we the study posits that:

H2a. Sociability has a significant impact on consumers' willingness to purchase Pop Mart products.

H2b. Compared with Excitement, Sociability has a greater influence on consumers' willingness to purchase Pop Mart products.

### 3 METHOD

#### 3.1 Research Design

This paper adopts quantitative research methods and constructs a theoretical model through literature review and hypotheses. To determine the five brand personality dimensions created by Aaker (1997). Sincerity, Ruggedness, Competence, Sophistication. The influence of Excitement and its subset dimension Sociability on the willingness to purchase POPMART products (Figure 1).

The study adopted descriptive statistical methods to summarize the characteristics of the samples. By setting six brand dimensions as independent variables and taking Purchase intention as the key dependent variable. Linear regression was used to analyze the data results and test the influence of the six brand personality dimensions in the theoretical model on the purchase intention. All analyses were conducted using SPSS 26.0.

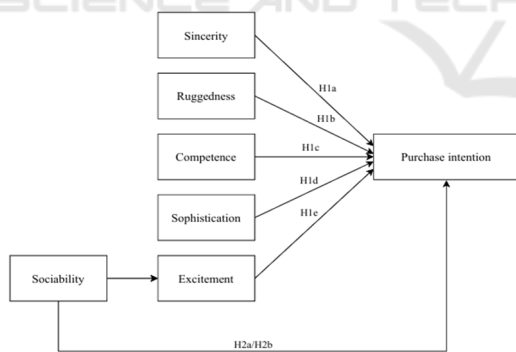


Figure 1> Theoretical mode

#### 3.2 Data Collection

This study aims to gain an in-depth understanding of the perception of the brand personality and the influence of purchase intention among the main consumer groups of POPMART. Combined with the current research findings, it is found that the current main consumer group of POPMART is universities of Generation Z (Wang, 2023). Therefore, the data of this research was collected in the form of

questionnaires. Due to the convenience of data collection, the distribution locations were selected in the WeChat groups of various universities in Macau, and at the same time, it was displayed on the online wall of the University of Macau. All respondents were informed before filling out the questionnaire that all the collected data would be used for academic research.

The questionnaire is divided into three parts. The author set a screening question in the first part. Ask the respondents whether they have purchased POPMART products (not limited to blind box). All respondents who answer "No" will finish filling out the questionnaire. The purpose of setting this question is to screen the people who have perception and consumption experience of the POPMART brand for collection, in order to obtain more accurate data feedback. The main body of the questionnaire was measured using a 5-point Likert scale (1 point indicates strong disagreement, and 5 points indicates strong agreement), and the recognition degrees of the respondents towards the six brand personality dimensions in the theoretical model of this study were collected. The last part is the collection of demographic information, including gender, age, occupation and educational level. Meanwhile, to ensure the validity of data collection, a reward mechanism was adopted for this questionnaire collection. Red envelopes were distributed within the WeChat group, and users who filled out the questionnaire could receive red envelope rewards.

Table 1: Population characteristic statistics

| Item                 |                    | Count | Percentage |
|----------------------|--------------------|-------|------------|
| Gender               | Male               | 63    | 44.37%     |
|                      | Female             | 79    | 55.63%     |
| Age                  | <18                | 5     | 3.52%      |
|                      | 18~15              | 124   | 87.32%     |
|                      | 26~30              | 8     | 5.63%      |
|                      | 31~40              | 3     | 2.11%      |
|                      | 41~50              | 2     | 1.41%      |
|                      | >51                | 0     | 0.00%      |
| Education background | Junior high school | 1     | 0.70%      |
|                      | High school        | 4     | 2.82%      |
|                      | Junior college     | 16    | 11.27%     |
|                      | Undergraduate      | 115   | 80.99%     |



|            |                          |     |        |
|------------|--------------------------|-----|--------|
|            | Master's Degree or above | 6   | 4.23%  |
| Profession | Student                  | 123 | 86.62% |
|            | Office worker            | 11  | 7.75%  |
|            | Self-employed            | 2   | 1.41%  |
|            | liberal professions      | 4   | 2.82%  |
|            | Other                    | 2   | 1.41%  |

A total of 156 responses were collected over a period of three weeks (table 1). After screening specific questions, 14 respondents were excluded from the data analysis due to their lack of purchasing experience. Ultimately, 142 samples were used for data analysis. Among the participants, the proportion of females was slightly higher than that of males. There was a total of 79 females (55.63%) and 63 males (accounting for 44.37%). Most of the respondents were aged between 18 and 25, totalling 124 people, accounting for 87.32% of the total sample. Secondly, there were a total of 8 people aged 26 to 30 (accounting for 5.63%), 5 people under 18 (accounting for 3.52%), 3 people aged 31 to 40 (accounting for 2.11%), only 2 people aged 41 to 50 (accounting for 1.41%), and 0 respondents over 51 years old. In terms of the occupations of the respondents, students accounted for the vast majority, totaling 123 people, accounting for 86.62% of the total sample. Data analysis shows that most respondents are young college students of Generation Z. Therefore, the overall sample characteristics are in line with the target population collected in this questionnaire. The final collected data will be tested for hypotheses using the SPSS tool and the linear regression analysis method.

## 4 RESULTS

### 4.1 Descriptive Analysis

The mean scores for six brand personality dimensions in the theoretical model ranged as shown in table 2: sincerity ( $M = 3.83$ ,  $SD = 1.02$ ), excitement ( $M = 4.11$ ,  $SD = 1.01$ ), competence ( $M = 3.99$ ,  $SD = 1.04$ ), sophistication ( $M = 3.94$ ,  $SD = 1.01$ ), ruggedness ( $M = 3.61$ ,  $SD = 1.14$ ), and sociality ( $M = 4.11$ ,  $SD = 0.94$ ). The mean purchase intention score was 3.63 ( $SD = 1.10$ ).

Table 2: Descriptive analysis data

|                    | Mean | Std. Deviation |
|--------------------|------|----------------|
| Sincerity          | 3.83 | 1.02           |
| Excitement         | 4.11 | 1.01           |
| Competence         | 3.99 | 1.04           |
| Sophistication     | 3.94 | 1.01           |
| Ruggedness         | 3.61 | 1.14           |
| Sociality          | 4.11 | 0.94           |
| Purchase intention | 3.63 | 1.10           |

### 4.2 Linear Regression Analysis

The focus of this study is to explore the influence of the POPMART brand dimension on consumers' willingness to purchase POPMART products, and multiple linear regression analysis is adopted. The dependent variable is set as consumer purchase intention, while the independent variables include six brand personality dimensions: Sincerity, Excitement, Competence, Sophistication, Ruggedness and Sociability.

Table 3: Regression Analysis data

| Variable   | Purchase intention of POPMART Products |       |       |       |       |
|------------|----------------------------------------|-------|-------|-------|-------|
|            | B                                      | Std.  | Beta  | T     | Sig.  |
| (Constant) | 0.499                                  | 0.297 |       | 1.684 | 0.095 |
| Sincerity  | 0.383                                  | 0.113 | 0.355 | 3.392 | 0.001 |
| Excitement | 0.251                                  | 0.107 | 0.230 | 2.351 | 0.020 |
| Competence | 0.016                                  | 0.115 | 0.015 | 0.142 | 0.887 |

|                                                                                                    |        |       |        |        |       |
|----------------------------------------------------------------------------------------------------|--------|-------|--------|--------|-------|
| Sophistication                                                                                     | 0.182  | 0.118 | 0.167  | 1.547  | 0.124 |
| Ruggedness                                                                                         | 0.297  | 0.082 | 0.307  | 3.628  | 0.000 |
| Sociality                                                                                          | -0.298 | 0.108 | -0.255 | -2.771 | 0.006 |
| $R = 0.756$ , $R^2 = 0.571$ , $Adjusted\ R^2 = 0.552$ , $SE = 0.737$ , $F = 29.923$ ( $p < .001$ ) |        |       |        |        |       |

\*Statistically Significant at the 0.05 Level

First, the author tested the fit of the regression model of overall significance and model, the data showed in the ANOVA table,  $F = 29.923$ , ( $p < .001$ ), the fit of the model indicators  $Adjusted\ R^2 = 0.552$  (table 3). The data results show that Since  $p < .005$  Therefore, it is concluded that consumers' preferences for the six brand personality dimensions of Sincerity, Excitement, Competence, Sophistication, Ruggedness and Sociability will have a significant impact on the willingness to purchase POPMART products.  $R^2 = 0.552$  shows that the 50.2% consumers purchase intention of the POPMART products can explain through the six brand personality dimensions of potential recognition degree.

The results of the multiple linear regression analysis revealed that sincerity ( $\beta = 0.383$ ,  $p = 0.001$ ), excitement ( $\beta = 0.251$ ,  $p = 0.020$ ), and ruggedness ( $\beta = 0.297$ ,  $p < .001$ ) had significant positive effects on purchase intention. Sociality ( $\beta = -0.298$ ,  $p = 0.006$ ) has a significant impact on purchase intention, but it is indeed a negative impact. On the other hand, sophistication ( $\beta = 0.181$ ,  $p = 0.124$ ) and competence ( $\beta = 0.016$ ,  $p = 0.887$ ) do not exhibit significant effects on purchase intention.

Based on these results, the hypotheses were tested as follows. The first hypothesis (H1), which posited that the five brand personality dimensions—Sincerity, Excitement, Competence, Sophistication, and Ruggedness—would influence consumers' purchase intention, was partially supported. Specifically, H1a (Sincerity,  $\beta = 0.383$ ,  $p = 0.001$ ), H1b (Ruggedness,  $\beta = 0.297$ ,  $p < .001$ ), and H1e (Excitement,  $\beta = 0.251$ ,  $p = 0.020$ ) were supported. In contrast, H1c (Competence,  $p = 0.887$ ) and H1d (Sophistication,  $p = 0.124$ ) were not supported. The second hypothesis (H2a), which posited that Sociability has a significant impact on consumers' willingness to purchase POP MART products, was supported; however, the impact was negative ( $\beta = -0.298$ ,  $p = 0.006$ ). Finally, H2b, which hypothesized that Sociability has a greater influence than Excitement, was supported, as the absolute value of Sociability's standardized coefficient ( $|\beta| = 0.298$ ) was higher than that of Excitement ( $|\beta| = 0.251$ ).

## 5 DISCUSSION

### 5.1 Result Interpretation

The research results show that in the brand personality dimension of POPMART, sincerity, excitement and ruggedness have a significant positive impact on consumers' purchase intention. These results are consistent with previous studies, emphasizing the importance of emotion and functionality for brand attribute building (Aaker, 1997; De La Paz Toldos-Romero & Orozco-Gómez, 2015). The data results show that Sincerity ( $\beta = 0.383$ ) had the greatest positive impact on consumers' willingness to purchase POPMAERT products compared with the other two brand personalities, Excitement ( $\beta = 0.251$ ,  $p = 0.020$ ) and Ruggedness ( $\beta = 0.297$ ). It indicates that when consumers purchase POPMART products, they attach greater importance to the brand characteristics of honesty and high quality. On the other hand, this is also a manifestation of emotional needs. Consumers will be more inclined to purchase trendy toy brands like POPMART that have a good brand image and can ensure the high-quality generation of artistic toys. This is consistent with the research findings of De La Paz Toldos-Romero and Orozco-Gómez (2015). When consumers are considering brands like POPMART that have the two characteristics of "high Involvement" and "Feeling", The stronger the Sincerity dimension of brand personality is, the higher the purchase intention of consumers will be.

The blind box products of POPMART essentially have attributes such as "uncertainty", "Excitement" and "gambling", which can be classified under the "excitement" dimension. Although such uncertain elements can give impetus to impulse shopping when consumers have curiosity about the goods inside the blind box, when the products do not meet consumers' inner expectations in the later stage of purchase, they will have a negative effect before the next possible purchase. This is also defined as the pros and cons of surprise marketing (Guo et al., 2024). This is also why the data shows that the "Excitement" dimension of brand personality has the least impact on purchase

intention among the three positive personalities. It is beyond expectations that the brand personality dimension of "Ruggedness" will have a positive impact on consumers' purchase intention. This may not mean that the current products of POPMART can bring consumers a reliable and durable cognitive experience. More importantly, the brand dimension of "Ruggedness" is recognized from the perspective that trendy art toys have long-term value in the market as collectibles. This also reflects that consumers have a greater impulse to consume trendy toys with long-term collection value (Mcintosh & Schmeichel, 2001). By contrast, "Competence" ( $\beta = 0.016$ ) and Sophistication ( $\beta = 0.181$ ) had no significant effect on purchase intention. This might be because the target audience of POPMART is mainly Generation Z, who tend to prioritize attributes such as fun, sociability and emotional engagement rather than traits related to professionalism or luxury. For "Sociability" ( $\beta = -0.298$ ), it shows a more significant impact on purchase intention compared to "Excitement" ( $\beta = 0.251$ ), but this impact is negative. This discovery may indicate that consumers are dissatisfied with POPMART's excessive emphasis on social traits and its hope to drive consumption through community connections. On the other hand, for POPMART products with collectible attributes, once they are overly promoted and purchased, the scarcity of the collectibles also decreases. This might also be one of the reasons why "Sociability" has a negative impact on consumer willingness.

## 5.2 Theoretical Contribution

This study makes several theoretical contributions to the literature on brand personality and purchase intention. By applying Aaker's (1997) framework to the experiential context of blind box consumption, the research extends the understanding of how brand personality dimensions influence purchase intention, particularly in hedonic and youth-oriented markets. Additionally, the findings highlight the dual nature of Sociability within brand personality, revealing that while it fosters community connections, it may also have unintended negative effects on purchase intention. This insight enriches the discussion of Excitement and its subset Sociability within Aaker's framework. Furthermore, the study focuses on the brand personality preferences of Generation Z consumers, a demographic that has been underexplored in previous research. By doing so, it provides valuable insights into their unique consumption behaviors and expectations, offering a deeper understanding of how brand personality resonates with this influential consumer group.

## 5.3 Practical Significance

The research results provide actionable insights for brand managers and marketers in the trendy toy industry, enabling them to enhance consumers' purchasing intentions by deeply understanding their own brands and developing brand personalities in a personalized way. First, POPMART and similar brands should prioritize the dimensions of Sincerity, Excitement, and Ruggedness in their branding and marketing strategies. Emphasizing honesty, fun, and uniqueness can help strengthen emotional connections with consumers and drive purchase intention. Second, while Sociability remains an important aspect of brand personality, overemphasizing community-driven elements may alienate some consumers. Brands should focus on creating inclusive and pressure-free environments that foster positive social interactions without overwhelming their audience. Finally, marketing efforts should resonate with Generation Z by aligning with their preferences for playful, relatable, and emotionally engaging brand traits. Also, brands should avoid overemphasizing attributes associated with excessive luxury or professionalism, as these may not align with the expectations of this younger demographic.

## 5.4 Research Limitations

This study is not without limitations. First, the sample primarily consists of Generation Z consumers from Macau, which may limit the generalizability of the findings to other regions or demographics. Additionally, due to time and resource constraints, the sample size was relatively small, with only 142 valid responses, which may affect the reliability and representativeness of the results. Future research could expand the sample size and include participants from more diverse cultural and demographic backgrounds to better understand the broader implications of brand personality on purchase intention. Second, the reliance on self-reported data collected through questionnaires may introduce social desirability bias, as participants might provide responses that align with societal expectations rather than their true opinions. Using experimental or longitudinal designs in future studies could help establish causal relationships and reduce bias. Furthermore, the use of a five-point Likert scale, while widely validated, has limitations, such as assigning relatively high weight to neutral responses (e.g., a score of 3), which could exaggerate non-users' neutrality and distort the relationship between brand personality and purchase intention (Romaniuk, 2008). This scale may also reduce brand

differentiation, as strong positive and negative responses can cancel each other out, and it may fail to capture the reasons behind low scores. Lastly, this study focused on six brand personality dimensions, which may not fully reflect all aspects of brand personality. Future research could explore additional dimensions or alternative frameworks to provide a more comprehensive understanding of the impact of brand personality on consumer behavior. Despite these limitations, the study offers valuable insights into how brand personality influences purchase intention and provides a foundation for further research.

## 6 CONCLUSIONS

This study explores the influence of POPMART's brand personality dimensions on consumers' purchase intention, revealing several key findings. Sincerity, Excitement, and Ruggedness are identified as significant positive drivers of purchase intention, indicating that consumers value honesty, fun, and uniqueness in POPMART's brand identity. In contrast, Sociability demonstrates a significant negative impact, highlighting potential concerns over excessive emphasis on community-driven traits that may alienate consumers or diminish the perceived exclusivity of collectible products. Competence and Sophistication are not found to influence purchase intention significantly, suggesting that POPMART's target audience, primarily Generation Z, prioritizes playful, emotionally engaging traits over professionalism or luxury.

The study contributes to the literature by applying Aaker's (1997) brand personality framework to the experiential and youth-oriented context of blind box consumption, offering insights into how specific brand personality traits resonate with Generation Z consumers. It also emphasizes the dual nature of Sociability, enriching discussions around its role within the Excitement dimension.

For practitioners, the findings underscore the importance of focusing on honesty, excitement, and uniqueness when developing branding strategies. However, brands should balance Sociability carefully, fostering positive social interactions without overwhelming consumers. Moreover, aligning marketing strategies with the preferences of Generation Z is crucial for enhancing emotional connections and driving purchase intention.

Despite its contributions, the study is not without limitations. The sample was limited to Generation Z consumers in Macau, and the small sample size may restrict the generalizability of the findings. Future

research could expand the sample size, explore diverse cultural contexts, and incorporate experimental or longitudinal designs to establish causal relationships. Additionally, further studies could investigate alternative brand personality dimensions to provide a more comprehensive understanding of their influence on consumer behavior. Nonetheless, this study lays a foundation for future research and offers valuable insights for brands seeking to enhance consumer engagement through strategic brand personality development.

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