



Determinants of Blind Box Purchasing Addiction in China: An Empirical Analysis Using the Shopping Addiction Scale

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ABSTRACT

In recent years, the phenomenon of blind box purchasing has experienced a remarkable rise in popularity among young Chinese consumers, reflecting an intrinsic desire for emotional gratification and novelty. This research endeavors to uncover the psychological and economic factors that propel this compelling trend. Employing a mixed-method approach, we amalgamate quantitative data gathered from surveys conducted in major Chinese cities with rich qualitative insights. To rigorously analyze the influence of these factors on purchasing decisions, we utilize binary logistic regression, complemented by the Shopping Addiction Scale to assess levels of shopping addiction. Additionally, we employ ordinary least squares (OLS) regression to quantify the impact of each identified factor on shopping addiction scores, thereby providing a nuanced understanding of this intriguing phenomenon. Our findings reveal that, when controlling for other variables, Risk Aversion, Loss Aversion, and Ambiguity Aversion present significantly negative coefficients, while both Social Environment and Economic Incentives exhibit notably positive coefficients. Importantly, these results corroborate the predictions of our original model, illuminating the intricate interplay of factors that drive blind box purchasing behavior in today's dynamic consumer landscape.

Keywords: Blind Box, Risk aversion, Loss Aversion, Ambiguity Aversion, Shopping Addiction