Effects of Unboxing on Purchsase Intention of Consumers

Danyang Hu*
Jinan University, Guangzhou 510000, China
***Corresponding author E-mail:1254804697@qq.com**

Abstract: In today's Web2.0 era, users no longer passively accept information, but more and more have the right to speak and influence. User-generated content has become an important tool for communication between customers and businesses, customers and customers. It is a common phenomenon for customers' "unboxing", but there is little research on the relationship between unboxing and consumers' purchase intention. In this paper, the number, quality and page views of unboxing are taken as dependent variables, the relationship between unboxing and consumers' purchase intention is discussed from the perspective of consumers' shopping psychological process. Taking 156 collected data as samples for empirical test, the results show that: Unboxing has an important influence on consumers' purchase intention; There is a significant correlation between consumers' attention and memory, and there is a significant correlation between consumers' memory and their purchase desire. High quantity, quality and page views of unboxing have a significant positive impact on consumers' purchase intention.

Keywords: Unboxing, purchase intention, attention, memory

1 Introduction

With the update and development of Internet technology, online shopping has become a way of life for public. In 2021, the online retail sales reached 13.1 trillion yuan, up 14.1% year-on-year. In e-commerce platforms and social media, with the growth of online shopping, the phenomenon of customers' "Unboxing" is becoming more and more common. With the development of technology, there are increasing forms of unboxing, including text, pictures, videos and so on. Many e-commerce companies also carry out activities to encourage customers to share their real feelings when using products. We have observed that unboxing is a new way to attract consumers' attention and interest. We are curious about this: Will unboxing affect consumers' purchase intention? And how does unboxing affect consumers' purchase intention?

2 Literature Review

2.1 Literature review on the phenomenon of Unboxing

The phenomenon of unboxing has aroused the research of academic circles from multiple perspectives. With the passage of time, foreign researchers have made rich research achievements. In 2006, Clemons E K verified the positive impact of star rating on beer sales, and believed that star rating could influence consumers' shopping decisions. In 2007, Dellaroca studied the impact of online reviews on the box office of movies, and concluded that online reviews had a significant impact on the box office in the early stage of movie release. In 2010, Susan and Davia further explored whether the product type affects the usefulness of other factors. The results showed that among experiential products, extreme evaluation was not as useful as medium evaluation, while search products were the opposite.

In 2018, Zhu Yameng, a domestic scholar, found through an empirical research method in the article "Research on The Impact Factors of Online Review Usefulness with the Moderation of Product Types" that the situation of unboxing had little impact on the online review usefulness of search products, while for the experiential products, unboxing had a positive and significant effect on the review usefulness. In 2022, Li Yongcheng, Xue Zhe, etc. pointed out in "The Mechanism and Effect of Customer's Identity Presentation of Unboxing" that customer's identity presentation is a common consumption behavior, which can not only present products, but also self-identity. Through experiments, the effect and mechanism of real customer's identity presentation were studied, and the results showed that the actual customer's identity presentation had a significant impact on potential customers' purchase intention.

However, although these researches have studied the content and function of the unboxing, they have neglected the psychological process of consumers' purchase.

2.2 Literature review on the purchsase intention of consumers

Intention is the premise of behavior and the decision before the decision-making behavior appears. Any decisions made by consumers are closely related to their attitudes and subjective cognizance. Therefore, the purchasing intention directly affects the decision-making results of consumers.

In 2003, David Gefen built a model of influencing factors of online consumers' purchase intention based on TAM. Through experimental research, it was proved that the reliability , perceived usefulness and perceived ease of use of shopping websites have significant influences on online consumers' purchase intention. Jing Sen added the variable of perceived risk in the research framework of TAM, studied the purchase intention of online consumers, and concluded that consumers should not only evaluate their perceived benefits, but also their possible losses when shopping online, that is, perceived risks, perceived benefits and perceived risks jointly

affect consumers' purchase intention.

In 2015, Zhou Meihua and others discussed the relationship between online comment content and consumers' purchase intention based on the theory of psychological distance. Through experimental research, two conclusions were drawn: First, the influence of online comment content on consumers' purchase intention was mediated by consumers' perception of psychological distance of comment content; Secondly, under different product types, the influence of comment content on purchase intention is different. Among them, consumers of untrusted products pay more attention to high-quality content, and consumers of trusted products pay more attention to the high perceived similarity of content. In 2016, Du Xuemei et al. published "Research on the Impact of Online Reviews on Consumers' Purchase Intention". The research shows that the functional value factors of online reviews, including the number, quality and valence of reviews, are positively influencing consumers' purchase intention, while the psychological representation factors of receivers, including perceived risk, involvement and trust tendency, are positively influencing consumers' purchase intention.

2.3 Literature review on AIDMA theory

AIDMA theory was put forward by American E.S. Lewis in 1898, which attracted much attention from domestic and foreign scholars and made many research achievements. According to this theory, consumers will go through five stages from contacting information to purchasing behavior, namely: (1) attracting Attention; (2) Interest occurs; (3) produce Desire; (4) leave a Memory; (5) Put it into Action.

In 2008, Qian Tieyu and Cai Jie, domestic scholars, put forward in "Analysis of Innovative Design of TV Advertisements Based on AIDMA Theory" that AIDMA theory was ignored in the creation of TV advertisements, and the content of TV advertisements was boring and forced consumers to accept advertisements in an imposed way, which led consumers to be bored with them. The innovative design of TV advertisement is repositioned through five aspects of AIDMA theory, so as to make the relationship between TV advertisement and audience more harmonious, in order to achieve more remarkable advertising effect. In 2011, Cui Yuqin published "The Model Construction of Implicit Advertising Effect Evaluation Based on AIDMA", which builds a model for evaluating implicit advertising effect on the basis of AIDMA model. In 2018, Han Jincheng published "AIDMA Theory in Product Placement Advertising —— Taking" Qipa Shuo "Metersbonwe Advertising as an example". This article takes five aspects of AIDMA theory as a framework to discuss the application of this theory in current product placement advertising.

However, these studies have not studied the internal relationship among the five stages of consumers' shopping psychological process from the current background of new media marketing.

Therefore, based on AIDMA theory, this paper will try to answer the following questions: How does unboxing affect the consumer's purchase intention? The more the quantity, quality and page views of unboxing, the easier it is for consumers to pay attention? What is the mechanism

that affects consumers' desire to buy?

3 Method

This paper tries to answer the above questions by using the research method of questionnaire.

3.1 Hypothesis formulation

Based on the above questions, the corresponding assumptions are presented here.

H1: The higher the attention of consumers, the easier it is for consumers to leave their memories;

H2: The higher the degree to which a commodity is remembered by the consumer, the easier it is for the consumer to arouse the desire to buy;

3.2 Theoretical explanation

In this study, customer's attention ,memory degree and purchase desire are selected as representative dimensions of consumers' purchasing psychological process to study the relationship between them. At the same time, unboxing is defined as three demensions: the quality, quantity and page views.

3.3 Questionnaire method

In order to prove the above hypothesis, this study adopts the research method of questionnaire survey, sending the questionnaire in the form of electronic version through the network channel, and sorting out the data. The first part of the questionnaire design is the survey of consumers' basic information, online shopping situation and ranked the importance of three dimensions of unboxing: quantity, quality and page views of unboxing. The second part is based on AIDMA theory to select three representative stages: attention, memory and purchasing desire to design the question. A total of 156 valid questionnaires were collected in this survey, including 92 females and 64 males.

4 Results

4.1 Consumers' purchase intention depends not only on the information released by merchants, but also on the evaluation of other consumers.

Most of the respondents in this questionnaire are young people, and the proportion of people aged 31-40 is 51.7%.

From the descriptive analysis, the online shopping frequency of most netizens is 2-4 times a month, accounting for 32.4%, followed by 5-7 times a month, accounting for 31.3%, indicating that the online shopping behavior frequency of modern netizens is relatively frequent. More than 50% of netizens judged whether merchandise is good or not through the "product evaluation", which further indicates the value of this research and the importance of making comments. Among the quantity, quality and page views of unboxing, the quality is considered to be the most important, followed by the quantity, and the page views are the least important.

With the help of social media, consumers can easily see other consumers' comments and opinions on goods before purchasing. In real life, the social connection between strangers and consumers is weak, and there are big differences between them in age, gender, educational background, social status, etc. These differences can help consumers understand goods from a comprehensive perspective, thus ennabling consumers to form their recognition of goods. At the same time, in the evaluation of commodities, the research results show that the quality of commentss is considered as the most important dimension, which also indicates that consumers need to enrich the perspective of viewing commodities with the help of specific and diverse evaluation contents, so as to form a more comprehensive understanding of commodities.

4.2 Paying attention and memories significantly affect consumers' purchasing intention.

Through cross-analysis, there is a significant correlation between consumers' attention and memory (p=0.000**). The higher consumers' attention, the easier it is for consumers to remember, so H1 holds. There is a significant correlation between consumers' memory and purchase intention (p=0.000**). The higher the degree of memory of goods by consumers themselves, the easier it is for consumers to arouse their purchase desire. Therefore, unboxing can effectively affect the sales of commodities.

From the above research results, it can be seen that consumers' attention has a positive correlation with memory, and consumers' memory has a positive correlation with purchasing desire. Its internal mechanism can be explained as the process that consumers change from uninformed to passive to active, and finally from passive to active buyers. In real life, when there is a shopping demand, consumers will consult other consumers' opinions through public comments, Zhihu, Douban and other social media applications, based on which they will make a certain value evaluation of the products. The one that left the deepest impression in their memory is the one they most want to make a deal with, so that consumers form a strong desire to consume and enhance their willingness to buy.

5 Reflection and Prospect

In this study, based on the phenomenon of unboxing, which is divided into three dimensions: the quality of unboxing, the quantity of unboxing and page views of unboxing. Based on

AIDMA theory, the influence mechanism of unboxing on consumers' purchasing desire is discussed from three aspects: attention, memory and purchasing desire. Different from previous studies, this study extends the application of AIDMA theory, studies the internal relationship among attention, memory and purchase desire, and enriches the research conclusion of the phenomenon of unboxing on consumers' purchase intention. In addition, the research results of this paper also have important practical significance. For example, online merchants should take encouraging measures to encourage consumers to actively conduct post-consumption evaluation and reduce the lack of comment data; By optimizing the quality of reviews and rationalizing content marketing, merchants can attract consumers' attention, strengthen consumers' memory of goods and stimulate consumers' desire to buy.

Due to the limitation of some objective conditions, the research of this paper also has some shortcomings. First of all, the customer's behaviour of unboxing can be presented in various forms. While this paper only divides unboxing into three categories from the perspective of product presentation, and there may be other classification methods, which are worthy of further study. Secondly, different customers and products may have different effects, such as the influence of consumers' economic strength on their desire to buy. If consumers' economic ability is less than their desire to consume, they will only suppress their desire to consume a certain commodity in many cases. Besides, in the actual purchasing process, different product types will also have an important impact on consumers' purchasing desire, so new adjustment variables can be introduced in the future.

References

[1]D. Gefen. (2002). Customer loyalty in e-commerce. Journal of the Association for Information System, 3:27-51.

[2]Jing Sen & Zhou Ying. (2005). Research on Consumers' Online Purchase Behavior. Shanghai management science, 5:5~7. (in Chinese)

[3]Park D H & Lee J & Han I. (2007). The Effect of Online Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement. International Journal of Electronic Commerce, 11(4):125-148

[4]Park J., & Lennom S. J. & Stoel L. (2005). On-line product Presentation: Effects on Mood, Perceived Risk, and Purchase Intention. Psychology and Marketing, 22(9): 695-719.

[5] Pan Y & Zhang J Q. (2011). Born unequalL A study of the helpfulness of user-generated product reviews. Journal of Retailing, 87(4):598-612.

[6] Kumar N & Benbasat I. (2006). The Influence of Recommendations and Consumer Reviews on Evaluations of Websites. Information Systems Research, 17(4):425-439.

[7] Li Yongcheng & Ning changhui. (2021). Why does your”unboxing” affect my shopping? — Research on the effect and mechanism of product presentation. Collected essays on finance and economics, (8):91-100.(in Chinese)

[8] Zhou Meihua. (2015). Effects of online reviews on purchase intention of consumers — the mediation of psychological distance. Soft science, (1): 101-109.(in Chinese)

[9] Zhu Yameng. (2015). Research on the impact factors of online review usefulness with the moderation of product type. Master Dissertation. China: Beijing University of Posts and Telecommunications. (in Chinese)

[10]Cui Yuqin. (2011). Construction of invisible advertising effect evaluation model based on AIDMA. Commercial economy, (11):39-45.(in Chinese)

[11] Gui G & Lui H K & Guo X N. (2012). The Effect of Online Consumer Reviews on New Product Sales. International Journal of Electronic Commerce,17(1):39-57.