What Factors Make Blind-Box Toys Appealing

Tyler Wolowicz & Richard Simonson
Faculty Advisor: Shawn Doherty

Abstract
Blind box toys, which have been a popular attraction for decades, are toys that are randomly packed in boxes. Originally created in Japan, blind box toys have turned into a major success in the United States. However, despite their popularity, there is no understanding of what makes blind box toys enjoyable nor is there any research as to what sets them apart from opening toys in which the user is aware of what is inside. To study this phenomenon, a series of experiments will be conducted to identify the key properties of what makes blind box toys attractive. 20 participants will be surveyed and interviewed to gain insight on their thoughts as they open the blind box toys. Results of these two experiments will show what elements of blind box toys makes purchasing and opening appealing.

Methods
To complete our research we used the following method:
• The blind box toys were set up in a row in front of the participant, the participant was asked to open each box in order from left to right and rate their excitement based on its graphic design.
• Experiment 1: Identifies if the order of the blind boxes effect their appeal using two conditions.
  • Condition 1: Blind boxes are in a random order.
  • Condition 2: Blind boxes are in a deliberate order based off style.
• Experiment 2: Identifies if the graphic design of the box effects their appeal using three conditions.
  • Condition 1: Blind boxes are randomly ordered with all visual identifiers.
  • Condition 2: Blind boxes are randomly ordered with no visual identifiers except style label.
  • Condition 3: Blind boxes are randomly ordered with no visual or style identifiers.
• The random order was created with a random order generator, and the same order was used throughout the study.
• After all boxes were opened the participants were asked a series of questions pertaining to the study.

Hypothesis
We Hypothesize the following:
• Appeal of the blind box would not be altered by the reinforcement schedule of random vs deliberate order.
• The indication of style and the appearance of the graphic design of the box will have the most effect on the appeal of the box.
• The third condition of the second experiment, the condition in which the graphic design and style are hidden, will have the most dramatic jump in participant excitement due to the participant not knowing what they are opening.

What is a blind box?
A blind box is a series of toys from various medias of entertainment created by Funko®. The toys are boxed in a way that the toy inside the box is a mystery to the consumer. The only indication the consumer has is the media the toy is from and the toy they may receive from the series.

Figure 1 Randomly ordered blind boxes
Figure 1 Ordered blind boxes
Figure 1 Covered Blind Box