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Effectiveness of Marketing Practices as Determinants of Purchase Intention for POP Mart Products

Insights from Filipino Consumers

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ABSTRACT

This study examined the effectiveness of marketing practices, particularly the 4Ps of marketing mix, and consumer purchase intention for POP Mart products among Gen-Z Filipino consumers to determine the relationship between the effectiveness of the 4Ps marketing mix practices and the purchase intention of Gen Z Filipino consumers for POP Mart products. Using a quantitative correlational design, 385 respondents from Metro Manila were familiar with or had purchased POP MART products. Descriptive statistics and Pearson correlation analysis were employed to determine the correlation of the two variables. Results revealed that all four of the marketing mix components were positively rated, indicating that respondents generally agreed with POP Mart's marketing strategies. Among the 4Ps, Product received the highest level of agreement, emphasizing strong influence on quality, design, and novelty on consumer decisions. The Pearson correlation coefficient ($r = 0.668$, $p < 0.05$) showed a moderately strong, positive, and statistically significant relationship between marketing practices and purchase intention, indicating that higher perceived marketing effectiveness increases consumers' willingness to purchase. This concludes that the effective implementation of the 4Ps significantly influences the purchasing behavior of Gen Z Filipino consumers regarding collectible products. It gives viable information to both POP Mart Philippines and marketing professionals on how to develop specific, experience-based, and culturally responsive approaches to consumer appreciation and brand affinity. Furthermore, the study adds to the scarcity of local literature on marketing effectiveness in the Philippine context and highlights the

potential of active retail industries to facilitate the development of sustainable economic growth.

Keywords
Gen Z Consumers
Marketing Mix
Marketing Practices
Philippines
POP Mart
Purchase Intention

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Introduction

The rapid growth of collectible toy markets has been significantly influenced by the evolving preferences of Generation Z (Gen Z), who prioritize creativity, individuality, and emotional engagement with brands. POP Mart toys, particularly blind box collectibles, exemplify this trend by offering unique product designs and experiential consumption that foster emotional attachment and excitement. Blind box marketing introduces uncertainty and surprise, which enhances consumer engagement and stimulates curiosity, making the purchasing process more interactive and psychologically rewarding [1], [2]. This strategy aligns with Gen Z consumers' preference for symbolic value and personal expression, as collectible items serve not only as products but also as identity markers and emotional assets [3]. In the Philippines, where the Gen Z population constitutes a substantial proportion of urban consumers, particularly in regions such as the National Capital Region, their consumption patterns play a critical role in shaping emerging retail trends [4].

The effectiveness of POP Mart's marketing strategy can be understood through the marketing mix framework, which consists of product, price, place, and promotion. These four elements collectively influence consumer perception, satisfaction, and purchase intention. Product design and quality are particularly important in collectible markets, as visually appealing and creatively designed products enhance perceived value and strengthen emotional attachment [5], [6]. POP Mart's innovative character designs and limited-edition releases create a sense of exclusivity, which further increases desirability and perceived uniqueness. Scarcity and uncertainty associated with blind box products can also trigger impulsive buying behavior and increase consumer motivation to complete collections, thereby strengthening repeat purchase intention [7].

Price is another critical component influencing purchase intention, as consumers evaluate whether the perceived value justifies the cost. Appropriate pricing strategies that reflect product uniqueness and emotional value can enhance consumer satisfaction and encourage purchase decisions [8]. Furthermore, the place element, which refers to product

availability and distribution channels, plays a crucial role in ensuring accessibility and convenience. POP Mart utilizes both physical retail stores and digital platforms to reach Gen Z consumers, leveraging omnichannel strategies to maximize exposure and engagement [9].

Promotion, particularly through digital and social media platforms, is especially influential among Gen Z consumers, who rely heavily on online interactions and peer influence. Social media marketing enhances customer engagement, strengthens brand relationships, and significantly increases purchase intention by creating interactive and immersive brand experiences [10]. Promotional strategies that emphasize storytelling, community building, and user-generated content contribute to stronger emotional connections and brand loyalty. Moreover, effective marketing strategies improve brand equity, which positively influences consumer trust, satisfaction, and long-term purchase behavior [11].

Previous studies have demonstrated that a well-executed marketing mix significantly enhances brand recognition, customer satisfaction, and purchase intention by aligning product attributes with consumer expectations [12], [13]. Marketing effectiveness is particularly important in collectible product markets, where emotional value, symbolic meaning, and experiential consumption play central roles in shaping consumer decisions [13]. However, despite the growing popularity of POP Mart and similar collectible products, limited research has specifically examined how the marketing mix influences purchase intention among Gen Z consumers in the Philippine context.

Therefore, this study aims to examine the relationship between the effectiveness of marketing mix strategies and purchase intention for POP Mart products among Gen Z Filipino consumers. By analyzing the roles of product, price, place, and promotion, this research seeks to provide insights into how marketing practices influence consumer behavior in the collectible toy industry. Understanding these relationships is essential for developing effective marketing strategies that resonate with Gen Z consumers and sustain competitive advantage in the evolving retail environment [8], [9].

Literature Review

According to Cheng and Liu [12], the achievement of long-term sustainable competitiveness of small and medium-sized enterprises (SMEs) through regular implementation of Technology, Product, and Marketing (TPM) strategies is a detailed framework of the achievement. According to this model, a unified approach in which the market demands and promotions go hand in hand with innovation and product development is necessary. The result of this strategic activity is eventually the favorable perception of the customers, where Satriawan [3] discovered that the purchasing behavior is positively affected through the quality of the product that is perceived to match its price, where competitive and fair pricing that reflects the value proposition is a must. Moreover, today, the effectiveness of

marketing is closely associated with the use of digital work, and this will require a change in the focus of promotion. In that connection, Adinda et al. [10] showed that the purchase intention is intensively increased by social media marketing, which proves the fact that effective campaigns should focus on and develop customer interaction as the mediator needed in the process of raising awareness to purchase. This literature confirms that successful marketing is an active process that must be coherent in terms of strategy on the internal side, pricing, and skill in engaging digital consumers.

Chen and Wang [1] have determined that the core blind box tactic is an effective method to leverage the psychology of consumers by creating a sense of excitement, satisfaction, and reward with the aspect of a sense of the unknown. This is such a strong psychological impact that Lee et al. [2] also discovered that the very component of uncertainty is what creates a good emotional involvement in the purchasing procedure, and this is something that can often result in addictive consumption behavior as people seek to have the rush of the unboxing experience. It is then based on the fact that the rapid desire to purchase is critically augmented by the aspect of scarcity. Specifically, Xia et al. [7] validated the fact that the uncertainty positively influences impulsive purchasing behavior, stimulates specific psychological processes, particularly the fallacy of a gambler, and the belief in the shortage of supplies. This set of psychological influences eventually leads to the development of a desire to acquire the product, which can be explained by the value proposition made by the brand. Zhang and Phakdeephirot [3] came to the conclusion that the economic and symbolic worth of creative marketing assumes a powerful and direct impact on the consumer, influencing not only the desire to buy but also the desire to become a repeat buyer and increase personal collections.

Material and Methods

The study employed a quantitative correlational research design to determine the relationship between the marketing mix (Product, Price, Place, Promotion) of POP Mart and the purchase intention of Gen Z consumers in the Philippines. This research design is appropriate as it allowed the researchers to quantify relationships between variables without manipulating them. The respondents were Filipino Gen Z consumers residing in Metro Manila who have purchased or intend to purchase POP Mart products. This population was selected because Gen Z is among the primary groups of consumers who are highly inclined towards trends, collectibles, and purchasing products based on their lifestyle. A total of 385 respondents was determined through the Raosoft sample size calculator as the required number of respondents out of the 4,852,452 Gen Z population in the National Capital Region [4].

To ensure that the responses were adequate, the researchers distributed 400 survey

questionnaires, and 385 out of valid responses were obtained, thus providing a response rate of 96.25%. The high response rate indicates that the data collected was adequate and representative to analyze the effect of the marketing practices of POP Mart on the purchase intention among Gen Z consumers in Metro Manila. The sampling technique employed in this study was convenience sampling, in which the respondents were chosen as those whose presence was readily available and could have been willing to take part. This method was chosen because it is practical and useful to reach the target population. The primary data gathering instrument was the use of an organized survey questionnaire. It utilized a (5) Point Likert Scale (1 = Strongly Disagree to 5 = Strongly Agree) and consisted of parts covering demographics, product, price, place, promotion, and purchase intention. The questions were adopted from the studies of Zhang [6], Kasirye [8], Tevrizci et al. [11], and Matzler et al. [13].

To establish the reliability and internal consistency of the survey tool, the researchers used Cronbach's Alpha reliability test on each variable. All the variables attained values above 0.70, which means that reliability was acceptable to excellent.

Table 1. Validity and Reliability Test Results

Variable	Cronbach's Alpha	Findings	Interpretation
Product	0.920	Excellent	Reliable
Price	0.89	Good	Reliable
Place	0.928	Excellent	Reliable
Promotion	0.866	Good	Reliable
Purchase Intention	0.992	Excellent	Reliable

These findings affirm that the questionnaire items were consistent and dependable in measuring respondents' perceptions of POP Mart's marketing practices and their purchase intention. The data collection was conducted over two weeks in September 2025. The researchers distributed and collected the responses on both weekdays and weekends to ensure diverse participation among Gen Z respondents. The data was gathered in the National Capital Region (Metro Manila), where POP Mart stores and retail outlets are located. The survey was completed using an online source, which was distributed on the social media platforms (Facebook, Instagram, and Messenger). The approach was selected because it is affordable and efficient in accessing the target group of Gen Z consumers, as they are highly active on the Internet. The online method also enabled the respondents to respond at their convenience, and it provided a better response rate compared to face-to-face surveys due to the constraints of logistics. The statistical tools that were implemented to analyze the data collected in this study were used to guarantee accuracy and reliability. The Demographic profile of the respondents, including age, gender, occupation, and knowledge on POP MART, was described using frequency and Percentage. To calculate the overall review of the efficiency

of the marketing practices of POP MART and the degree of purchase intention of the respondents, the Weighted Mean was used. Finally, the Pearson Correlation Coefficient (r) was employed to determine the force and direction of the association between the independent variables (4Ps of marketing) and the dependent variable (Purchase Intention). Correlation values were explained as follows: 0.00-0.19 = very weak, 0.20-0.39 = weak, 0.40-0.59 = moderate, 0.60- 0.79 = strong, and 0.80- 1.00 = very strong.

Results

This section presents the findings on the effectiveness of marketing practices (Product, Price, Place, and Promotion) and their relationship with purchase intention toward POP Mart products among Gen Z consumers. The results demonstrate that all four marketing mix elements were positively perceived, and each contributed to shaping favorable purchase intention. The discussion integrates empirical findings with relevant marketing and consumer behavior theories.

A. Product Effectiveness and Consumer Perception

POP Mart's product strategies received the highest overall evaluation among the four marketing mix components, with a grand weighted mean of 4.13, interpreted as "Agree," as shown in Table 2.

Table 2. Weighted Mean of Marketing Practices – Product

Indicator	Weighted Mean	Verbal Interpretation
Product packaging increases product image and value	4.23	Agree
POP Mart packaging gets customer attention	4.23	Agree
POP Mart has attractive packaging for its products	4.17	Agree
Products are durable and high-quality	3.96	Agree
Satisfaction with product features	4.04	Agree
Grand Weighted Mean	**4.13**	**Agree**

The results indicate that packaging plays a crucial role in enhancing product image, attracting customer attention, and increasing perceived value. Packaging in collectible products serves not only as protection but also as an integral part of the product experience, particularly in blind box marketing. The high rating reflects the importance of visual design and aesthetic appeal in influencing Gen Z consumers, who often seek products that reflect individuality and creativity.

Furthermore, respondents agreed that POP Mart products are durable and possess desirable features, indicating positive perceptions of product quality. High-quality product design strengthens emotional attachment and enhances consumer satisfaction, which are key drivers of purchase intention. Collectible toy markets rely heavily on emotional engagement

and perceived uniqueness, and visually appealing packaging strengthens symbolic value and consumer-brand connection.

B. Price Perception and Value Evaluation

Table 3 presents the results for the Price component, which obtained a grand weighted mean of 3.81, interpreted as "Agree."

Table 3. Weighted Mean of Marketing Practices – Price

Indicator	Weighted Mean	Verbal Interpretation
I know what I pay and what I get	3.92	Agree
Price elements are transparent	3.76	Agree
Price information is complete and honest	3.88	Agree
I do not receive inferior service conditions	3.67	Agree
Prices are fair	3.82	Agree
Grand Weighted Mean	**3.81**	**Agree**

The results indicate that consumers generally perceive POP Mart's pricing as fair, transparent, and reasonable. Transparency and fairness in pricing contribute to consumer trust, which is essential in strengthening purchase intention and long-term loyalty. When consumers believe that pricing reflects product value, they are more likely to perceive the purchase as worthwhile.

However, slightly lower mean scores on fairness and service conditions suggest opportunities for improvement. Some consumers may still evaluate pricing relative to perceived product value and emotional satisfaction. Since collectible toys are often considered discretionary purchases, perceived emotional value plays a critical role in price acceptance.

C. Place and Distribution Accessibility

The Place component received a grand weighted mean of 3.93, interpreted as "Agree," as presented in Table 4.

Table 4. Weighted Mean of Marketing Practices – Place

Indicator	Weighted Mean	Verbal Interpretation
Products available across Metro Manila	3.63	Agree
Preference for physical store purchase	3.96	Agree
Store ambiance enhances experience	4.05	Agree
Online purchasing is convenient	3.85	Agree
Desire for more stores or pop-ups	4.17	Agree
Grand Weighted Mean	**3.93**	**Agree**

These results demonstrate that POP Mart's distribution strategy effectively ensures product accessibility through both physical and digital channels. Respondents expressed a strong preference for physical stores, highlighting the importance of experiential retail environments. Physical stores provide immersive shopping experiences, allowing consumers to engage directly with products and brand aesthetics.

The high rating for store ambiance emphasizes the role of environmental factors in influencing consumer satisfaction and purchase intention. Gen Z consumers value experiential shopping environments, which enhance emotional engagement and brand connection.

Additionally, respondents expressed interest in expanded availability, particularly through neighborhood stores and pop-up locations. This suggests opportunities for POP Mart to further strengthen its retail presence and accessibility.

D. Promotion Effectiveness and Consumer Engagement

The Promotion component obtained a grand weighted mean of 3.72, interpreted as "Agree," as shown in Table 5.

Table 5. Weighted Mean of Marketing Practices – Promotion

Indicator	Weighted Mean	Verbal Interpretation
Discounts are offered	3.42	Agree
Social media accounts are informative	3.85	Agree
In-store advertisements are attractive	4.03	Agree
Promotions influence purchase decisions	3.63	Agree
Employees answer questions promptly	3.69	Agree
Grand Weighted Mean	**3.72**	**Agree**

The findings indicate that POP Mart's promotional strategies effectively capture consumer attention and support purchase intention. Social media plays a particularly important role in informing consumers and enhancing engagement. Attractive in-store advertisements also contribute to positive perceptions and influence purchase decisions. However, the lower rating for discounts suggests that promotional pricing may not be the primary motivator for Gen Z consumers. Instead, emotional value, brand identity, and product uniqueness appear to be more influential factors.

E. Purchase Intention Toward POP Mart Products

Purchase intention received a grand weighted mean of 3.74, interpreted as "Agree," as shown in Table 6.

Table 6. Weighted Mean of Purchase Intention

Indicator	Weighted Mean	Verbal Interpretation
Willingness to buy celebrity-affiliated products	3.46	Agree
Willingness to purchase new blind-box releases	3.69	Agree
Willingness to buy high-value products	3.78	Agree
Willingness to recommend products	3.90	Agree
Willingness to purchase in the future	3.89	Agree
Grand Weighted Mean	**3.74**	**Agree**

These findings indicate that consumers have positive intentions to purchase POP Mart products. High ratings for recommendation and future purchase intention suggest strong consumer trust and brand loyalty.

F. Relationship Between Marketing Practices and Purchase Intention

The correlation analysis revealed a statistically significant relationship between marketing practices and purchase intention (r = 0.668, p = 0.000), as shown in Table 7.

Table 7. Summary of Relationship

Variables	r-value	p-value	Remarks
Marketing Practices and Purchase Intention	0.668	0.000	Significant

This indicates a moderately strong positive relationship, meaning that more effective marketing practices lead to stronger purchase intention.

Table 8. Hypothesis Testing

Hypothesis	Statistical Test	r-value	p-value	Decision	Interpretation
H1	Pearson Correlation	0.668	0.000	Reject H_0	Significant relationship

The results confirm that marketing practices significantly influence purchase intention.

Discussions

The findings of this study highlight that teachers' readiness to implement educational transformation is influenced by a complex interaction of individual competence, institutional support, and systemic policy alignment. Consistent with previous research, teachers who demonstrate higher pedagogical and technological competence are more capable of adapting to new instructional demands and integrating innovative learning approaches [10], [11]. This reinforces the argument that professional competence serves as a foundational factor in enabling meaningful educational change, particularly in contexts characterized by rapid technological and pedagogical shifts.

Moreover, the results confirm that teacher agency plays a significant role in bridging systemic gaps. Teachers often rely on self-directed learning, peer collaboration, and personal initiatives to overcome institutional limitations. Such behaviors reflect what scholars describe as adaptive professionalism, where educators actively construct solutions despite structural constraints [12], [13]. This proactive stance demonstrates that teachers are not passive recipients of reform policies but active contributors to educational transformation. However, relying solely on individual effort without institutional coordination may lead to inconsistencies and unsustainable practices.

Institutional support, including training, leadership, and access to resources, emerged as another critical determinant of readiness. Previous studies emphasize that schools with strong leadership and professional development systems are more successful in implementing instructional innovations [14], [15]. Leadership that fosters a collaborative culture encourages knowledge sharing and continuous improvement among teachers. In contrast, limited

institutional support can hinder teachers' ability to fully implement innovative practices, even when individual motivation is high.

The findings also underscore the importance of structured professional development. Effective training programs enhance not only technical skills but also teachers' confidence and willingness to experiment with new pedagogical approaches [16], [17]. Continuous professional development enables teachers to align their instructional practices with evolving curriculum goals and student needs. Furthermore, research indicates that professional learning communities provide a supportive environment where teachers can exchange experiences and collectively solve instructional challenges [18].

Another important dimension is the alignment between policy and implementation capacity. Educational reforms often fail when policies are introduced without adequate preparation, infrastructure, and support mechanisms [19], [20]. This study confirms that policy directives alone are insufficient to ensure successful transformation. Instead, systemic alignment between policy, institutional support, and teacher competence is essential. When such alignment exists, teachers are more likely to embrace change and implement innovative practices effectively.

Technological readiness also plays a vital role in facilitating educational transformation. Teachers who possess digital competence can integrate technology to enhance student engagement and learning outcomes [21], [22]. However, technological readiness extends beyond individual skills; it requires reliable infrastructure, access to digital resources, and institutional encouragement. Without these supporting factors, technology integration remains superficial and limited in its impact.

Furthermore, the results highlight the importance of organizational culture in shaping teacher readiness. Schools that promote collaboration, innovation, and shared responsibility create an environment conducive to change [23]. Organizational culture influences teachers' attitudes toward reform and their willingness to adopt new instructional approaches. A supportive culture reduces resistance and fosters collective ownership of educational transformation.

Finally, this study confirms that sustainable educational transformation requires a systemic approach that integrates individual competence, institutional support, and policy alignment. Previous research emphasizes that successful reforms depend on long-term investment in teacher capacity and organizational development [24]. Educational transformation should therefore be viewed as an ongoing process rather than a one-time intervention. By strengthening professional development, institutional support, and systemic coordination, educational stakeholders can enhance teacher readiness and ensure the successful implementation of educational transformation initiatives.

Conclusion

In conclusion, this study provides empirical evidence rejecting the null hypothesis (H1) and confirms a significant and positive relationship between marketing mix effectiveness and purchase intention for POP MART products among Gen Z Filipino consumers. The Pearson correlation coefficient ($r=0.668$, $p<0.05$) indicates a moderately strong relationship, demonstrating that well-executed marketing strategies directly influence consumers' willingness to purchase collectible products. This finding highlights the importance of strategic alignment between product design, pricing transparency, promotional activities, and accessible distribution channels in shaping consumer behavior.

The results emphasize that POP MART Philippines should strengthen culturally relevant promotional strategies, including experiential marketing, influencer partnerships, and localized campaigns, to enhance brand engagement and emotional connection with Gen Z consumers. Expanding omnichannel distribution and maintaining continuous product innovation are essential to sustaining consumer interest and brand loyalty. Additionally, data-driven segmentation can help tailor marketing efforts to Gen Z preferences, particularly their desire for unique experiences and community-oriented engagement.

Despite its contributions, this study has limitations, including its focus on Gen Z consumers in Metro Manila, the use of convenience sampling, and reliance on self-reported data, which may affect generalizability and introduce bias. Furthermore, the correlational design does not establish causality. Future research should consider comparative, qualitative, or longitudinal approaches across diverse demographic groups to better understand evolving consumer motivations and long-term marketing impacts. Overall, effective marketing practices remain a critical factor in strengthening purchase intention and supporting sustainable market growth for POP MART products.

Conflict of Interest

There are no conflicts of interest.

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