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“It’s Cool”: How Unpacking Unboxing Video-Viewing Motivations Affect the Customer Psychological Well-Being

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Abstract

With the growing role of unpacking unboxing video-viewing, few study explores how unpacking unboxing video-viewing motivations affect the customer psychological well-being. This research explored how unpacking unboxing video-viewing motivations affect the customer psychological well-being. The targets are those who having the experience of watching unboxing videos on YouTube. This study gathered data from Macau, 268

effective samples were collected for analysis, and the finding indicated that information seeking, entertainment, interpersonal utility and pass time are the antecedents of perceived coolness. Coolness has a positive association with customer psychological well-being. In addition, the result confirmed the mediating effect of coolness between information seeking, entertainment, interpersonal utility, pass time and customer psychological well-being.

Keywords: Unpacking Unboxing Video-viewing Motivations, Coolness, Customer Psychological Well-being, Macau

Introduction

The unboxing video starts with unpacking the outer packaging, taking the product out of the box step by step, and showing and explaining it to the audience - this is the "Unboxing video (Unboxing)" that has been loved by YouTube viewers for many years (Mowlabocus 2020)^[18]. KOL Radar used its exclusive AI influencer data database to crawl content containing the "unboxing" keyword on the YouTube platform in the past six months, and found as many as 17,000 related information. It can be seen that unboxing videos are a very popular topic.

The biggest feature of unboxing videos is that they gradually reveal the mystery of the product and satisfy the audience's curiosity (Mowlabocus 2020)^[18]. Therefore, in unboxing videos, it is necessary to create an appropriate sense of mystery and stimulate the audience's desire to learn more about the product (Nicoll and Nansen 2018)^[19]. For example, designing some segments to make the audience guess, slow down the pace of the film's narrative, and add to the fun of watching unboxing videos. In order to allow the audience to understand the product from the same perspective as the creator, in the unboxing video, the creator can state more about his actual observations and feelings when unboxing, especially when introducing product details, he can provide more visuals, touch, taste, smell and other sensory descriptions, allowing the audience to experience it together through the unboxing video (Nicoll and Nansen 2018)^[19]. Unboxing videos often directly influence the audience's willingness to purchase a product, so seeing complete and objective reviews of the product in unboxing videos is also the basic expectation of most viewers for unboxing videos, if creators can choose products related to their professional fields to unbox and provide practical suggestions after conducting reviews, they can make the audience better understand the products and increase their willingness to purchase (Hyosun, 2020)^[14].

With the growing issue, few study explores how unpacking unboxing video-viewing motivations affect the customer psychological well-being. To fill the existing gap, this research explored the role of unpacking unboxing video-viewing motivations influencing customers' perceived coolness and customer psychological well-being. This research has the following contributions. Firstly, the main contribution of this study is to uncover the role of unpacking unboxing video-viewing motivations affect the customer psychological well-being. Secondly, this research takes consumers' experience perspective, specifically distinguishing the four components of unpacking unboxing video-viewing motivations influencing customers' perceived coolness, which in turn contributes to customer psychological well-being.

Literature review and hypothesis

Unpacking unboxing video-viewing motivations

Unpacking unboxing video-viewing motivations refer to the psychological motivations of individuals' use and the gratifications they try to fulfill by viewing unpacking unboxing video, which can satisfy individuals' cognitive needs (information seeking), affective needs (entertainment), social integrative needs (interpersonal utility), and tension-release needs (pass time) (Hyosun, 2020) [14]. Specifically, information seeking means that watching unboxing videos can gather related product information, which is known as a basic feature of unboxing video motive. Entertainment refers to the entertainment purposes when watching user-generated videos, which may lead to positive brand evaluations. Interpersonal utility is interpersonal interaction, which can help create a sense of community among users on the platform. Pass time means that people watch unpacking unboxing video to alleviate boredom and release tension (Hyosun, 2020) [14].

Coolness

For a customer, when a product or service is superlative or excellent, and exclusive, it is "cool" (Gloor and Cooper, 2007; Dar-Nimrod *et al.*, 2018) [11, 6]. Coolness refers to a perception of any objective conceived by a customer which is special and unique (Warren and Campbell, 2014; Apaolaza *et al.*, 2021) [26, 2]. That is, coolness is a subjective trait attributed to specific objects (such as brands, products, etc.) (Warren and Campbell, 2014; Ashfaq *et al.*, 2021) [26, 4]. A consumer is excited by coolness, and consumer trend is driven by the addition of symbolic currency to products (Gladwell, 1997) [10].

Customer psychological well-being

Consumer wellbeing is becoming an important trend for consumers' consumption related decisions (Sirgy *et al.*, 2007; El *et al.*, 2016) [23, 7]. Customer psychological well-being entails consumption-related aspects of an individual and merits happiness attached to consumption of goods and services (Grzeskowiak and Sirgy, 2007) [12], which refers to how products or services contribute to the well-being of consumers (Kim *et al.*, 2012) [15]. It is "a state of flourishing that involves health, happiness, and prosperity." Ogunmokun *et al.* (2021) [20] suggested that product values positively affect consumer well-being.

Unpacking unboxing video-viewing motivations and coolness

Information seeking motive can increase individuals' desires to seek the interactive features of an online shopping website (Ko, *et al.*, 2012) [16]. When customers seek information via the unpacking unboxing video-viewing, they may think it is a special service, which may enhance the perceived coolness. Entertainment means that customers watch unpacking unboxing video to get fun, because they feel the pleasure in the process (Lou and Yuan, 2019) [17], which may lead to their perceived coolness. In terms of interpersonal utility, unpacking unboxing video is a distinctive characteristic of YouTube user-generated videos, derived from the conversational style of vlogging and the interactive nature of social platforms (Mowlabocus 2020) [18], which may make customers feel coolness. Pass time motive enables customers to watch unpacking unboxing video to alleviate boredom (Sherman-Morris, 2005) [21],

which may arouse their perceived coolness. Thus, we propose the hypothesis:

Hypothesis 1: Unpacking unboxing video-viewing motivations exert positive connections with coolness.

Hypothesis 1a: Information seeking exerts a positive connection with coolness.

Hypothesis 1b: Entertainment exerts a positive connection with coolness.

Hypothesis 1c: Interpersonal utility exerts a positive connection with coolness.

Hypothesis 1d: Pass time exerts a positive connection with coolness.

Coolness and customer psychological well-being

Shin (2017) [22] indicated that customers' perceived coolness predicts perceived value, and Chen and Chou (2019) [5] found a positive association of coolness with attachment and loyalty. Perceived coolness is one of the powerful predictors of customers' positive psychological feelings (Tiwari *et al.*, 2021) [25]. Attiq *et al.* (2022) [3] proved the role of customers' perceived coolness influencing their psychological well-being. Hence, the hypothesis is proposed:

Hypothesis 2: Coolness exerts a positive connection with customer psychological well-being.

The mediating effect of coolness between unpacking unboxing video-viewing motivations and customer psychological well-being

Motivation is an enthusiasm or need for doing something. Elliot (2000) [8] states that motivation as an internal state that arouses someone to act pushes someone directions, and keeps engaged in certain activities. Motivation affects people's perceptions, attitudes and behaviors (Elliot, 2000) [8]. Referring to the logical relationship, we propose that unpacking unboxing video-viewing motivations may cause perceived coolness (perception) and then generates customer psychological well-being (attitude). Therefore, this study proposes the following hypothesis:

Hypothesis 3: Coolness exerts a mediating role in the relationship between unpacking unboxing video-viewing motivations and customer psychological well-being

Hypothesis 3a: Coolness exerts a mediating role in the relationship between information seeking and customer psychological well-being

Hypothesis 3b: Coolness exerts a mediating role in the relationship between entertainment and customer psychological well-being

Hypothesis 3c: Coolness exerts a mediating role in the relationship between interpersonal utility and customer psychological well-being

Hypothesis 3d: Coolness exerts a mediating role in the relationship between pass time and customer psychological well-being

Method

Participants

The targets are those who having the experience of watching unboxing videos on YouTube. This study gathered data from Macau, we recruited participants through convenience sampling and distributed a total of 400 online

questionnaires. We explain the purpose, benefits and risks to the participants, and we offered each participant a \$1 gift certificate to encourage the participations.

Finally, 268 effective samples were collected for data analysis. Among the participants, 52.8% were men and 47.2% were women. In terms of age, most of the respondents were aged between 21 and 30 years (68%). Regarding education, about 74% have been educated at college level. In addition, 58% of the respondents were not married. Concerning income, 56% reported a personal monthly income of between CNY\$5,000 to CNY\$6,000.

Measures

All the items came from related studies and were translated to Chinese version. Respondents answered the items in a five-point Likert-type scale (1= ‘strongly disagree’; 5= ‘strongly agree’). Unpacking unboxing video-viewing motivations comprise information seeking (5 items), entertainment (3 items), interpersonal utility (5 items) and pass time (3 items) (Hyosun, 2020) [14]. Sample items such as “It is easier to get product information” (information seeking), “It is entertaining” (entertainment), “Because I can express myself freely” (interpersonal utility) and “It passes time when bored” (pass time). Coolness was measured based on 3 items from previous study research (Chen and Chou, 2019) [5] sample item such as “: Unpacking Unboxing Video-Viewing has some cool features”. Customer psychological well-being was measured with four items (Grzeskowiak and Sirgy, 2007) [12]. Sample item such as “This acyivity plays a very important role in my social well-being”. Before the formal survey, we conduct pretest with 100 participants to confirm that the suitability of the scales (Fornell and Larcker, 1981) [9].

Data Analysis

The result of CFA suggested that the model had suitable fit statistics ($\chi^2/df = 2.43$, GFI = 0.92, NFI = 0.91, IFI = 0.92, CFI = 0.92, RMSEA = 0.05). In terms of the reliability, the constructs’ composite construction reliability is higher than 0.70, meeting the requirement of internal consistency (Hair et al., 2016) [13]. In addition, all variables’ average variance extraction estimates are above the threshold of 0.05, indicating the suitable convergent validity. Finally, all variables’ AVE square roots were above the corresponding correlation coefficient, suggesting suitable discriminant validity (Table 1).

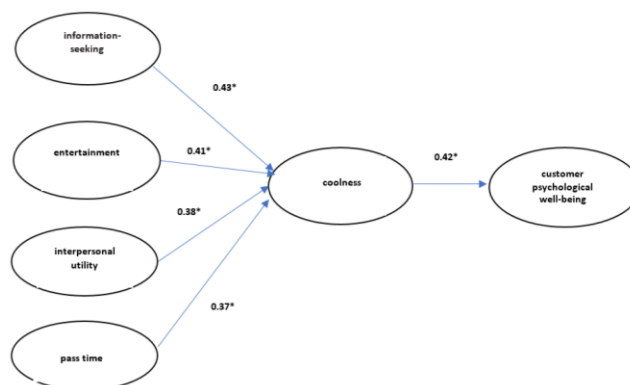
Table 1: Descriptive Statistics and Correlations among Indicator Variables

Variables	M	SD	(1)	(2)	(3)	(4)	(5)	(6)
information-seeking (1)	4.08	0.81	0.72					
entertainment (2)	4.11	0.74	0.28*	0.67				
interpersonal utility (3)	4.06	0.76	0.30*	0.30*	0.74			
pass time (4)	4.08	0.86	0.45*	0.43*	0.42*	0.71		
coolness (5)	4.08	0.81	0.37*	0.35*	0.31*	0.41*	0.74	
customer psychological well-being (6)	4.13	0.78	0.34*	0.31*	0.28*	0.40*	0.31*	0.73

*p < 0.05.

Results

SEM’s result of confirms goodness-of-fit indices ($\chi^2/df = 2.06$, GFI = 0.93, NFI = 0.93, IFI = 0.94, and CFI = 0.93, RMSEA = 0.052), suggesting the research model (Fig 1) fits the research data.



Notes: *p < 0.05

Fig 1: Conceptual model

Hypothesis testing

The finding indicated that information-seeking, entertainment, interpersonal utility and pass time are the antecedents of coolness (H1a: coefficient = 0.43, p < 0.05; H1b: coefficient = 0.41, p < 0.05; H1c: coefficient = 0.38, p < 0.05; H1d: coefficient = 0.37, p < 0.05). Moreover, this study tests the role of coolness customer psychological well-being, the finding supports the hypothesis (H2: coefficient = 0.42, p < 0.05) (Table 2).

Table 2: Results of Hypotheses and Model Statistics

	Path coefficient	Results
information-seeking → coolness (H1a)	0.43*	Supported
entertainment → coolness (H1b)	0.41*	Supported
interpersonal utility → coolness (H1c)	0.38*	Supported
pass time → coolness (H1d)	0.37*	Supported
coolness → customer psychological well-being (H2)	0.42*	Supported

*p < 0.05.

To confirm the mediating effects, Sobel test is performed to test the effects (Sobel, 1982) [24]. Table 3 confirms the significant mediating effects of coolness between information-seeking, entertainment, interpersonal utility, pass time and customer psychological well-being.

Table 3: Sobel test’s table

Path	Sobel test
information-seeking → coolness → customer psychological well-being	4.92*
entertainment → coolness → customer psychological well-being	4.84*
interpersonal utility → coolness → customer psychological well-being	5.17*
pass time → coolness → customer psychological well-being	5.06*

*p < 0.05.

Discussion

This study explored how unpacking unboxing video-viewing motivations affect the customer psychological well-being. The finding indicated that information seeking, entertainment, interpersonal utility and pass time are the antecedents of perceived coolness. Coolness has a positive association with customer psychological well-being. In addition, the result confirmed the mediating effect of coolness between information seeking, entertainment,

interpersonal utility, pass time and customer psychological well-being.

The positive associations between four constructs of unpacking unboxing video-viewing motivations and customers' perceived coolness confirm our hypothesis that unpacking unboxing video-viewing motivations can be regarded as a signal for consumers to perceived coolness. Specifically, when customers watch unboxing videos to gather related product information, they will perceive coolness. Entertainment motive is also a determinant of coolness. Customers' interpersonal utility with unpacking unboxing video also benefit their perceived coolness. In addition, pass time motive helps customers produce perceived coolness with the unpacking unboxing video.

Previous research suggested that customers perceive coolness tend to generate customer psychological well-being (Attiq *et al.*, 2022)^[3]. This research furthers the finding by confirming the role of perceived coolness influencing customer psychological well-being in unpacking unboxing video-viewing context. Coolness, as a consumer-level perception, is a strong stimulus to stimulate positive emotions such as customer psychological well-being. This study contributed to the role of customer psychological well-being as an outcome of customers perceive coolness.

Finally, the study confirmed the mediating effect of perceived coolness between four constructs of unpacking unboxing video-viewing motivations and customer psychological well-being. The finding recalls the previous study (Elliot, 2000)^[8] that motivation has a positive association with people's perceptions and attitudes. This study enriches the existing research by uncovering the role of coolness between motivation and customer psychological well-being in unpacking unboxing video-viewing context, which provides new insights for the social media to conduct marketing strategy in the platform.

Theoretical contributions

The findings enrich the research area in several ways. Firstly, this study found that consumers' motivations of watching unpacking unboxing video generate perceived coolness, which is important for customer psychological well-being. The finding is an important contribution in the literature such that customer psychological well-being is now an important aspect of the marketing literature (Alexander *et al.*, 2021)^[1], we found how unpacking unboxing video-viewing motivations affect the customer psychological well-being. Secondly, this research contributes to the literature of coolness. We uncover the role of coolness influencing the development of customer well-being. This study provided a model to develop consumer psychological well-being by increasing consumers' perceived coolness.

Practical implications

This research explored how four constructs of unpacking unboxing video-viewing motivations affect the customer perceived coolness and psychological well-being. Hence, the enhancement of customer perceived coolness and psychological well-being need to be further contextualized based on strengthening customers motivations. The platform can provide more useful information, enrich the entertainment by holding some activities, add the interaction activities and give incentives to encourage customers to view unpacking unboxing video to pass time; hence, the

platform can increase customers' perceived coolness and then, enhance their psychological well-being.

Limitations and future research

This study has several limitations. Firstly, this study applied online survey, which may encounter non-observation errors, future research can try a random sampling to validate the findings. Secondly, this study chooses YouTube as a case, future study can generalizable the study to other contexts. Finally, this study explored how unpacking unboxing video-viewing motivations affect the customer psychological well-being. Future research could consider other variables (such as personality trait) to enrich this issue.

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