



## The Role of Impulsive Buying in Shaping Gen Z's Blind Box Repurchase Behavior

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**Abstract**

**Background:** Empirical studies on blind box consumption among Generation Z in Indonesia remain limited, particularly regarding the combined roles of curiosity, product variety, and Fear of Missing Out (FoMO) in shaping impulsive buying and repurchase intention.

**Objective:** This study aims to examine the effects of curiosity, product variety, and FoMO on repurchase intention, with impulsive buying as a mediating variable among Generation Z blind box consumers in Jakarta.

**Methods:** A quantitative research design was employed using non-probability purposive sampling targeting Generation Z consumers in Jakarta who had prior blind box purchasing experience. A total of 413 valid responses were collected via an online questionnaire, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM).

**Results:** The findings indicate that FoMO exerts a significant indirect influence on repurchase intention via impulsive buying ( $t = 2.611 > 1.96$ ). These results underscore the importance of psychological triggers in the blind box industry and provide valuable insights for marketers in leveraging curiosity and social influence to enhance consumer retention.

**Conclusion:** This study confirms that curiosity, product variety, and FoMO positively influence impulsive buying, which in turn significantly predicts repurchase intention among Generation Z blind box consumers in Jakarta. These findings offer actionable implications for marketers seeking to leverage psychological triggers and experiential retail strategies to sustain consumer loyalty.

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### INTRODUCTION

The global collectible toy market has undergone a remarkable transformation over the past decade, with blind box products emerging as one of its most commercially and psychologically significant segments. Blind boxes—sealed packaging containing a randomly assigned figurine from a curated series—generate consumer engagement not merely through the product itself, but through the experiential dimension of uncertainty, anticipation, and discovery embedded in every purchase. Brands such as Pop Mart, Funko, and Tokidoki have built substantial global followings by systematically leveraging this uncertainty as a core value proposition. In Indonesia, the collectible toy and hobby market reached an estimated USD 1.2 billion in 2023, with Pop Mart reporting double-digit retail expansion across Southeast Asia. This rapid growth signals a structural shift in consumption behavior among younger demographics, particularly Generation Z, for whom the act of purchasing is inseparable from identity expression, social belonging, and digital participation.

Generation Z consumers—broadly defined as those born between 1997 and 2012—represent a distinctly digitalized cohort whose consumption behaviors are deeply shaped by

social media ecosystems, peer-driven trend cycles, and algorithmically curated content. Unlike previous generations, Gen Z does not merely consume products; they consume experiences and social narratives surrounding those products. Unboxing culture, proliferated through platforms such as TikTok, Instagram, and YouTube, has fundamentally altered the psychological calculus of purchasing decisions by transforming individual acquisitions into public social events (Huo et al., 2023). In the blind box context, this dynamic is amplified: the moment of unboxing becomes a ritual with social stakes, where the possibility of obtaining a rare or limited-edition item functions as both a personal achievement and a social signal. Consequently, the boundary between intrinsic hedonic pleasure and extrinsically driven social performance is increasingly blurred for this consumer segment.

Central to understanding blind box consumption are three interrelated psychological constructs: curiosity, product variety, and Fear of Missing Out (FoMO). Information-gap theory, drives consumers toward uncertainty-laden products precisely because the unknown promises a satisfying emotional resolution. Product variety, meanwhile, functions as both an operational strategy and a psychological stimulus: a broader assortment of characters, rarities, and series sustains consumer engagement across multiple purchasing occasions and prolongs the collection lifecycle. FoMO—the pervasive anxiety of missing rewarding social experiences that peers are having—has been extensively documented as a significant driver of impulsive consumption among digitally immersed populations (Groenestein et al., 2024). In the blind box market, FoMO is particularly potent: the scarcity of specific figurines, combined with the social visibility of others' collections, creates ongoing pressure to participate in purchasing cycles to avoid perceived social exclusion.

Despite the growing scholarly attention to each of these constructs individually, the existing literature remains fragmented. Most studies examine curiosity, product variety, or FoMO as independent variables predicting purchase intention, without systematically investigating their synergistic interaction or the psychological mechanism through which their effects are transmitted to repurchase behavior. Specifically, the role of impulsive buying as a mediating mechanism—the pathway through which short-term psychological arousal is converted into sustained repurchase intention—has not been rigorously tested within the Indonesian blind box market. Furthermore, Indonesian Gen Z consumers operate within a distinct socio-digital context characterized by high mobile internet penetration (77.02% of the population in 2024, APJII), a vibrant reseller and personal shopper ecosystem (*jasa titip*), and unique community-driven purchasing norms that may moderate these relationships in ways not captured by Western-centric studies.

Theoretically, this study integrates two complementary frameworks to explain the observed behavioral dynamics. Self-Determination Theory provides the motivational foundation: when consumers' psychological need for relatedness is threatened by the social visibility of others' acquisitions—a condition precisely engineered by blind box marketing—they engage in compensatory impulsive buying as a mechanism to restore social connectedness (Zhu et al., 2025). Expectancy Violations Theory (EVT) Burgoon (1993) complements this by explaining what happens after the purchase: when the unboxed product exceeds expectations (e.g., a rare item), the resulting positive violation reinforces emotional engagement and strengthens repurchase intention; when it falls short, the resulting disappointment may either discourage or paradoxically re-intensify search behavior through heightened curiosity about future purchases. Together, SDT and EVT offer a theoretically coherent account of the full consumption cycle in the blind box market, from motivational trigger to post-purchase behavioral reinforcement.

Against this backdrop, the present study aims to address three objectives: (1) to examine the direct effects of curiosity, product variety, and FoMO on impulsive buying and repurchase intention among Generation Z blind box consumers in Jakarta; (2) to test the mediating role of impulsive buying in transmitting the effects of these antecedents to repurchase intention; and (3) to provide empirically grounded managerial insights for blind box marketers seeking to optimize consumer retention strategies within the Indonesian digital retail landscape. The study employs a quantitative, PLS-SEM approach with a purposively sampled dataset of 413 Generation Z respondents in Greater Jakarta—a demographically and digitally representative metropolitan context for understanding emerging market blind box consumption. The novelty of this research

lies in its simultaneous integration of SDT and EVT within an Indonesian, non-Western market context, and in its explicit modeling of impulsive buying as the psychological mechanism linking curiosity, product variety, and FoMO to sustained repurchase behavior.

## LITERATURE REVIEW

### Self-determination theory (SDT)

Self-Determination Theory (SDT), developed by Edward L. Deci and Richard M. Ryan in 1985, suggests that human motivation is mainly influenced by the satisfaction of three basic psychological needs: autonomy, competence, and relatedness. When these needs, especially relatedness, are not sufficiently fulfilled, individuals may encounter social discomfort, which can subsequently lead to Fear of Missing Out (FoMO). Within this framework, FoMO serves as an external motivational force, propelled by the urge to maintain social connections and evade exclusion. Furthermore, SDT underscores the distinct and separate roles of intrinsic and extrinsic motivations in driving behavior (Zhu et al. 2026).

Despite the widespread application of Self-Determination Theory (SDT) in digital consumer behavior research Cassia (2024), its role in explaining how unmet psychological needs translate into impulsive purchasing within the blind box market remains underexplored. Existing studies largely treat curiosity, product variety, and FoMO as isolated constructs, failing to capture their synergistic influence on repurchase behavior among Generation Z consumers in Indonesian urban markets. This study addresses this gap by proposing and testing an integrative model in which impulsive buying mediates the joint effects of curiosity, product variety, and FoMO on repurchase intention. The novelty of this study lies in its simultaneous application of SDT and Expectancy Violations Theory (EVT) to explain blind box consumer behavior in a non-Western, digitally immersed market context.

### Expectancy violations theory (EVT)

Expectancy Violations Theory (EVT) provides a communication model for understanding how individuals respond when social norms, encompassing both verbal and nonverbal elements, are breached. Initially developed by Burgoon (1933), the theory posits that people possess internal benchmarks for acceptable conduct within contexts. Consequently, when an individual's behavior diverges from these expected norms, the observer initiates an immediate assessment and reaction. These responses are generally influenced by the situational context, the existing relationship between the individuals involved, and the reward valence, which pertains to the perceived social or personal worth of the person who has violated the norm (Kronimus et al. 2023).

Despite existing research, this study does not fully explain how blind box purchasing behavior influences consumer curiosity, perceptions of product variety, and feelings of FoMO, particularly in relation to the gap between expectations and actual outcomes. Such deviations within social or consumer interactions are frequently communicated through nonverbal signals, including proxemics (spatial behavior), facial expressions, and body language, which furnish the essential feedback for navigating intricate social environments (Herwandito et al. 2024).

### Curiosity

Loewenstein's (1994) information-gap theory suggests that curiosity arises when a person realizes they do not know something they want to know. This perceived deficiency functions as a psychological impetus, compelling the individual to engage in exploration and investigation to rectify the informational gap (Kumar et al. 2025). Despite its significance, current research has rarely examined how curiosity—arising from knowledge gaps, perceived product variety, and social media engagement—drives impulsive purchasing behavior and long-term repurchase intentions. Specifically, there is a dearth of empirical investigation into how impulsive buying acts as a mechanism that transforms curiosity-driven arousal into habitual consumption, particularly among the Generation Z cohort. This highlights the need for a curiosity-focused approach to studying the blind box market. Consumers who are naturally curious often perceive uncertainty as a positive condition rather than a negative one. They expect that the eventual resolution of the unknown will lead to a satisfying emotional experience (Zhang et al. 2022).

### **Product variety**

Expanding product variety is a common marketing strategy, often used to enhance perceived value and offer consumers more choices. However, the psychological effects of this strategy within the blind box industry have not been extensively studied. Current research often overlooks a detailed examination of how impulsive buying serves as the main link between a wide range of product options and the likelihood of repeat purchases. This is particularly relevant for Generation Z consumers, who are heavily influenced by unboxing trends and social media. Therefore, product variety should be considered not just an operational aspect, but also a psychological factor that influences consumer behavior. Strategically, offering a diverse product range is frequently perceived as a means of bolstering competitiveness and aligning more closely with consumer preferences, thereby enhancing sales performance (Santos et al. 2020). Conversely, an overemphasis on variety can also yield unintended outcomes, such as operational inefficiencies that may undermine product quality and pricing equilibrium (Santos et al. 2020).

### **Fear of missing out (FoMO)**

Fear of Missing Out (FoMO) is a psychological phenomenon marked by a continuous worry that others are enjoying fulfilling experiences that one is not part of (Dinh et al. 2024). This condition usually involves two main features: ongoing anxiety and a strong desire for social connection. The first is a persistent feeling of unease, while the second involves actively seeking recognition and maintaining social belonging within groups (Groenestein et al. 2024). FoMO is a well-documented phenomenon in the blind box context. Consumers are presented with highly appealing product options, and the desire to obtain rare or exclusive items can be particularly strong, driven by the concern of being left out. This internal struggle often precipitates impulsive buying behavior. This phenomenon is particularly pronounced among Generation Z, a cohort immersed in a digital landscape defined by social media, peer evaluations, and unboxing phenomena. A comprehensive examination of these factors provides a more nuanced perspective on how scarcity cues and social influence shape consumer conduct within the modern, experience-oriented retail sector.

### **Impulsive buying**

Impulsive buying is characterized by unplanned acquisitions prompted by immediate external cues, frequently coupled with intense emotional impulses. Consumers in these scenarios often prioritize emotional satisfaction or hedonic pleasure over rational evaluation (Huo et al. 2023). Products designed to elicit this behavior deliberately incorporate elements of surprise; for instance, blind boxes. The inherent uncertainty and unpredictability of these products contribute to sustained excitement, thereby diminishing the probability of "hedonic adaptation," a phenomenon where pleasure typically diminishes with repeated exposure (Zhang et al. 2022). This behavioral pattern is especially pronounced within Generation Z, whose purchasing decisions are significantly shaped by social media influences, including viral unboxing videos, peer comparison, and trend-driven urgency. Analyzing this mechanism provides a more detailed, process-focused understanding of consumer responses within markets characterized by scarcity and experiential appeal.

### **Repurchase intention**

Repurchase intention denotes a consumer's inclination and commitment to future purchases or continued use of a specific product or service. It signifies a sustained preference for a particular brand or vendor, thereby suggesting the potential for a continuous relationship between the consumer and the provider. Customer loyalty is usually assessed by two main factors: the intention to make future purchases and the likelihood of recommending the product to others through positive word-of-mouth (Tan et al. 2024). Within the blind box market, impulsive buying is considered a critical mediating factor in perpetuating the consumption cycle and fostering enduring customer loyalty. Nevertheless, empirical investigations into this behavioral pathway are scarce, especially within Generation Z. This demographic is significantly influenced by digital environments, encompassing unboxing trends, social comparison, and scarcity cues, all of which shape their purchasing behavior.

## METHOD

This investigation explores the interplay between curiosity, product variety, and Fear of Missing Out (FOMO) in relation to impulsive buying tendencies and, subsequently, how this behavior impacts repurchase intention within the blind box market. The study specifically targets Generation Z consumers residing in Jakarta, with particular emphasis on those who have engaged in purchases from brands such as Pop Mart. A quantitative approach was used, employing a non-probability purposive sampling method to ensure that participants had prior experience with blind box purchases. Data were collected through an online questionnaire distributed via social media channels such as Instagram, X (formerly Twitter), and several WhatsApp groups.

The survey questions, which were adapted from previous studies, were measured using a five-point Likert scale. The analysis used Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software Hair (2019) and included 413 valid responses. The analysis followed a two-step process. First, the measurement model was assessed to confirm its reliability and validity, including indicator reliability, internal consistency, and both convergent and discriminant validity. Second, the structural model was assessed using path coefficients, bootstrapping, coefficient of determination ( $R^2$ ), and predictive relevance ( $Q^2$ ) to test the proposed relationships (Creswell et al 2023).

## RESULTS AND DISCUSSION

### Results

#### Respondent Profile

These findings highlight the importance of psychological drivers, particularly curiosity and anticipation, in shaping consumer behavior within the blind box market.

**Table 1.** Gender of respondent data

Gender	Number	Percentage
Male	82	19.85%
Female	331	80.15%
Total	413	100%

Source: Data Processing (2026)

**Table 2.** Age of respondent data

Age	Number	Percentage
18-20	11	2.66%
21-23	72	17.43%
24-26	278	67.31%
27-29	52	12.59%
Total	413	100%

Source: Data Processing (2026)

**Table 3.** Income of respondent data

Income	Number	Percentage
> Rp 15,000,000	31	7.5%
Rp 10,000,000 - Rp 15,000,000	212	51.3%
Rp 5,000,000 - Rp 10,000,000	139	33.7%
Rp 3,000,000 - Rp 5,000,000	31	7.5%
Total	413	100%

Source: Data Processing (2026)

**Table 4.** Type of Work of respondent data

Type of Work	Number	Percentage
Private Sector Employee	290	70.2%
Entrepreneur	88	21.3%
College Student	28	6.8%

Others	7	1.7%
Total	413	100%

Source: Data Processing (2026)

**Table 5.** Purchase Location of respondent data

Purchase Location	Number	Percentage
Shopee	57	13.8%
Tokopedia	55	13.3%
Website	99	24.0%
Jasa Titip (Personal Shopper)	169	40.9%
Mall	257	62.2%
Outlet Reseller	63	15.3%

Source: Data Processing (2026)

The tables provide a breakdown of the respondents' demographic data, offering a glimpse into the core consumer base of the blind box market. The findings reveal a notable majority of female respondents, a pattern that may be associated with their heightened involvement in collectible culture, the visual nature of the products, and consumption patterns shaped by social media platforms. Data analysis indicates that the typical blind box consumer is a financially independent young woman who participates in both online and physical retail environments. Moreover, individuals with stable employment and higher incomes are more likely to spend more, which in turn supports the purchase of items for leisure or collection. Repetitive purchasing behavior is also common, often influenced by financial capacity and a desire to collect.

These behavioral patterns are theoretically grounded in Self-Determination Theory (SDT), which posits that unfulfilled needs for relatedness prompt compensatory purchasing behaviors (Zhu et al., 2025). Among Generation Z, the desire to remain socially connected—reinforced by peer comparison on social media—heightens FoMO (Fear of Missing Out), which manifests as impulsive buying and subsequent repurchase intentions (Rinonce & Jannah, 2025). Furthermore, Expectancy Violations Theory (EVT) accounts for sustained engagement: when consumers receive unexpectedly rare items, positive expectancy violations reinforce emotional satisfaction and loyalty, creating a self-perpetuating consumption cycle (Herwandito et al., 2024). Consequently, demographic factors—particularly income and employment status—significantly moderate the frequency of these psychologically driven purchasing behaviors, supporting the practical relevance of this study's proposed framework.

**Table 6.** Outer Loading Analysis

Variable	Item	Outer Loading	Result
Curiosity	X1.1	0.870	Valid
	X1.2	0.913	Valid
	X1.3	0.896	Valid
Product Variety	X2.1	0.850	Valid
	X2.2	0.878	Valid
	X2.3	0.876	Valid
	X2.4	0.831	Valid
	X2.5	0.843	Valid
FoMO	X3.1	0.799	Valid
	X3.2	0.828	Valid
	X3.3	0.849	Valid
	X3.4	0.725	Valid
	X3.5	0.800	Valid
	X3.6	0.746	Valid
Impulsive Buying	Z.1	0.807	Valid
	Z.2	0.895	Valid
	Z.3	0.731	Valid

Repurchase Intention	Y.1	0.744	Valid
	Y.2	0.772	Valid
	Y.3	0.825	Valid
	Y.4	0.890	Valid

Source: Data Processing (2026)

Based on table 6, the result in constructs have outer loadings  $\geq 0.70$ , indicating good indicator validity. Overall, all constructs are ready for further analysis using Composite Reliability, AVE, and structural model testing.

**Table 7.** Average variance extracted (AVE) analysis

Variable	Average variance extracted (AVE)	Results
Curiosity (X1)	0.797	Valid
Product Variety (X2)	0.732	Valid
FoMO (X3)	0.628	Valid
Repurchase Intention (Y)	0.656	Valid
Impulsive Buying (Z)	0.662	Valid

Source: Data Processing (2026)

Based on the data in Table 7, the convergent validity assessment shows that all constructs meet the established criteria. This is because each Average Variance Extracted (AVE) value exceeds the required minimum of 0.50. Curiosity (X1) demonstrates the strongest convergent validity, as indicated by an AVE of 0.797; Product Variety (X2) follows closely with an AVE of 0.732. The mediating variable, Impulsive Buying (Z), shows an AVE of 0.662. In contrast, Repurchase Intention (Y) and FoMO (X3) yield AVE values of 0.656 and 0.628, respectively. Consequently, these results substantiate the adequacy of the measurement indicators in representing their corresponding latent constructs, thereby indicating a high degree of validity.

In addition, the reliability of the constructs was assessed using Cronbach's Alpha and Composite Reliability. Reliability is generally considered acceptable when values exceed 0.70. The findings reveal that every construct surpasses this benchmark, thereby exhibiting robust internal consistency. Consequently, this implies that the measurement model is both reliable and suitable for subsequent structural model analysis.

**Table 8.** Cronbach's Alpha & Composite Reliability Analysis

Variable	Cronbach's Alpha	Outer Loadings	Results
Curiosity (X1)	0.873	0.877	Reliable
Product Variety (X2)	0.881	0.890	Reliable
FoMO (X3)	0.909	0.916	Reliable
Impulsive Buying (Y)	0.741	0.757	Reliable
Repurchase Intention (Z)	0.823	0.830	Reliable

Source: Data Processing (2026)

The data in Table 8 indicate that the measurement model demonstrates satisfactory internal consistency reliability. More precisely, all constructs show Cronbach's alpha and composite reliability values exceeding the 0.70 threshold, suggesting that the indicators within each construct consistently reflect the same underlying concept. Consequently, this finding supports the reliability and suitability of the measurement items for Curiosity, Fear of Missing Out (FoMO), Product Variety, Impulsive Buying, and Repurchase Intention in subsequent analyses. Furthermore, the overall reliability pattern suggests a stable measurement framework. Constructs including Curiosity, FoMO, and Product Variety display particularly high reliability scores, implying strong alignment among their respective indicators and minimal measurement error. Collectively, these results confirm that the model satisfies the reliability prerequisites of partial least squares structural equation modeling (PLS-SEM), thereby supporting its suitability for subsequent validity testing and structural model evaluation.

**Table 9.** R square (R<sup>2</sup>) Analysis

Variable	R Square	Adjusted R Square
Impulsive Buying	0.637	0.634
Repurchase Intention	0.663	0.660

Source: Data Processing (2026)

Based on the results in table 9, the coefficient of determination ( $R^2$ ) in the PLS-SEM model shows how well the independent variables explain the dependent variables (Hair et al. 2019). The  $R^2$  value for Impulsive Buying is 0.637. This means that Curiosity, Product Variety, and Fear of Missing Out (FoMO) together explain 63.7% of the variation in impulsive buying behavior. According to standard PLS-SEM guidelines,  $R^2$  values of 0.25, 0.50, and 0.75 are considered weak, moderate, and substantial, respectively (Hair et al. 2019). Therefore, this result suggests a moderate-to-strong explanatory power. Similarly, the  $R^2$  value for Repurchase Intention is 0.663, indicating that the model explains 66.3% of the variation in consumers' intentions to repurchase. The findings suggest that the proposed variables offer a fairly strong explanation for consumer behavior in the blind box market. These results are consistent with previous research. Studies have shown that marketing strategies that use anticipation, perceived scarcity, and social comparison can increase the feeling of FoMO. This, in turn, encourages impulsive purchases and leads to increased repurchase behavior over time (Morsi et al. 2025).

## Discussions

The findings of this study provide compelling evidence regarding the psychological mechanisms that drive blind box consumption among Generation Z in Jakarta. The demographic profile reveals that the majority of respondents are female (80.15%), aged 24–26 years (67.31%), with monthly incomes between Rp 10,000,000–15,000,000 (51.3%), predominantly working in the private sector (70.2%). This demographic composition aligns with previous research indicating that young, financially independent women are the primary consumers in the collectible toy market, driven by aesthetic appreciation and social media engagement (Sutiono & Dewi, 2023). The high representation of respondents purchasing through malls (62.2%) and personal shopper services (40.9%) suggests that blind box consumption is not merely transactional but involves experiential elements that physical retail environments and personalized services can enhance. This finding corroborates Zhang (2022) assertion that the uncertainty inherent in blind boxes transforms the purchasing process into a hedonic experience that consumers actively seek.

The structural model analysis reveals that Curiosity (AVE = 0.797), Product Variety (AVE = 0.732), and FoMO (AVE = 0.628) collectively explain 63.7% of the variance in impulsive buying behavior ( $R^2 = 0.637$ ), while impulsive buying subsequently accounts for 66.3% of repurchase intention variance ( $R^2 = 0.663$ ). These robust explanatory powers suggest that the proposed framework effectively captures the psychological underpinnings of blind box consumption. The strong convergent validity of the Curiosity construct (outer loadings ranging from 0.870 to 0.913). Information-gap theory, demonstrating that curiosity-driven behavior in blind box purchasing stems from the desire to resolve knowledge gaps about concealed products. This finding aligns with Gong (2024), who identified curiosity as a primary driver of impulse buying in mystery product contexts, with consumers viewing uncertainty as a positive attribute that enhances emotional satisfaction upon purchase completion.

The mediating role of impulsive buying in the relationship between FoMO and repurchase intention ( $t = 2.611 > 1.96$ ) represents a particularly significant finding. This result extends the application of Self-Determination Theory (SDT) to the blind box context, demonstrating that when consumers' psychological need for relatedness is threatened by FoMO, they engage in impulsive purchasing as a compensatory mechanism to restore social connection (Zhu, Liu, & Hou, 2025). This finding is consistent with Rinonce (2025), who documented that Generation Z's susceptibility to digital stimuli and social comparison intensifies FoMO, which then manifests as impulsive buying behavior. Furthermore, the high composite reliability scores for FoMO (0.916) and Product Variety (0.890) indicate that these constructs are particularly salient for understanding consumer behavior in markets characterized by scarcity cues and extensive product assortments, as noted by Kurniawati (2025) in their examination of social media marketing's influence on

Generation Z purchasing patterns.

From a theoretical perspective, this research contributes to the integration of Expectancy Violations Theory (EVT) with consumer behavior literature by demonstrating how discrepancies between expected and actual product outcomes influence repurchase decisions. The high outer loading for impulsive buying indicators ( $Z.2 = 0.895$ ) suggests that emotional arousal plays a crucial role in these expectancy violations. When consumers' expectations regarding rare item acquisition are either met or exceeded, the resulting positive affect reinforces impulsive purchasing patterns, consistent with Herwandito (2024) framework for understanding how expectancy violations shape behavioral responses. This integration is particularly relevant for blind box markets, where the surprise element creates ongoing expectancy–reality negotiations that either strengthen or weaken consumer loyalty. The findings suggest that marketers can strategically manage these expectancy violations by creating anticipation through limited-edition releases and social media teasers, thereby maintaining heightened curiosity and engagement.

The practical implications of these findings are substantial for blind box marketers and retailers targeting Generation Z consumers. First, the strong influence of product variety on impulsive buying (outer loadings between 0.831 and 0.878) suggests that maintaining diverse product portfolios with varying rarity levels can sustain consumer interest and encourage repeat purchases. However, Santos (2020) caution that excessive variety without clear rarity stratification may lead to operational inefficiencies and consumer fatigue. Therefore, marketers should implement strategic variety management that balances novelty with scarcity, such as introducing seasonal collections or collaborative series that create time-limited purchasing opportunities. Second, the significant role of FoMO in driving impulsive buying indicates that social proof mechanisms, including influencer unboxing content and community-based collecting platforms, can effectively stimulate purchase behavior (Ridha et al 2025). Dinh (2024) emphasize that social media consumption-sharing behavior amplifies FoMO, suggesting that brands should leverage user-generated content and community engagement features to maintain consumer interest between purchases.

Third, the robust relationship between impulsive buying and repurchase intention ( $R^2 = 0.663$ ) highlights the importance of designing customer retention strategies that capitalize on emotional engagement rather than merely transactional loyalty. Tan (2024) argue that repurchase intention in digital platforms is enhanced when consumers perceive shopping well-being through hedonic experiences. In the blind box context, this can be achieved through loyalty programs that reward collecting milestones, exclusive early access to new releases for repeat customers, and personalized recommendations based on previous purchases. The high proportion of respondents using personal shopper services (40.9%) and physical mall purchases (62.2%) suggests that omnichannel strategies combining digital engagement with physical touchpoints are essential for maintaining the experiential quality that drives impulsive buying behavior. Morsi (2025) caution, however, that overreliance on FoMO appeals may backfire among highly FoMO-prone consumers, leading to avoidance behaviors rather than increased engagement. Consequently, marketers should balance scarcity messaging with authentic community-building initiatives that address consumers' underlying need for relatedness without exacerbating social anxiety.

## CONCLUSION

This investigation offers empirical support for the psychological factors influencing impulsive buying and repurchase intentions within the blind box market, concentrating on Generation Z consumers in Jakarta. The research results indicate that this cohort is largely composed of financially autonomous young adults who possess sufficient disposable income to support frequent purchasing habits. Consumers' behaviors are significantly shaped by the pursuit of pleasure, curiosity, and the influence of their social groups. The findings additionally indicate that curiosity, product variety, and Fear of Missing Out (FoMO) substantially impact repurchase intention. Fear of Missing Out (FoMO) is a key factor, suggesting that the worry about missing unique or rare opportunities significantly affects how consumers make purchasing decisions.

Moreover, impulsive buying clearly affects future purchasing behavior. Consequently, these spur-of-the-moment purchases, driven by the thrill of acquisition and the joy of building a collection, can forge a lasting bond between the consumer and the company. The mediation

analysis also confirms that impulsive buying serves as an important link, partially bridging the effects of curiosity, product variety, and FoMO on repurchase intention. This highlights that, within the blind box market, impulsive buying acts as a key mechanism that transforms short-term emotional impulses into sustained consumer loyalty.

Despite these contributions, this study has several limitations. First, the cross-sectional design limits causal inference; future research should employ longitudinal methods to track how FoMO and curiosity evolve across purchasing cycles. Second, the sample was limited to Generation Z consumers in Jakarta, restricting generalizability; future studies should adopt broader, multi-city sampling frames across Indonesia and Southeast Asia. Third, reliance on self-reported data introduces potential common method bias; future research could integrate behavioral purchase logs or experimental designs. Fourth, moderating variables such as brand familiarity or prior purchase frequency were not examined and warrant further investigation.

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### AUTHOR CONTRIBUTION STATEMENT

Alvi Nuraini contributed to the conceptualization of the research topic, questionnaire development, data collection, and initial manuscript drafting. Irmawan Rahyadi contributed to methodological design, data analysis using PLS-SEM, interpretation of findings, and critical manuscript revision. Both authors reviewed and approved the final version of the article for publication.

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