

DAFTAR PUSTAKA

- Afiani, D. (2019). *Pengaruh suasana toko terhadap keputusan pembelian pada Toko Stars*. *Jurnal Pendidikan Tata Niaga (JPTN)*, 7(3). <https://ejournal.unesa.ac.id/index.php/jptn/article/view/30756>
- Akram, U., Peng, H., Khan, M. K., Hashim, M., & Rasheed, S. (2016). Impact of store atmosphere on impulse buying behaviour: Moderating effect of demographic variables. *International Journal of u- and e-Service, Science and Technology*, 9(7), 44–60.
- Al-Fajri, D. S. (2025, July 21). Tren Boneka Labubu, Koleksi di E-Comerence Tembus Rp60 Juta! *GoodStats*. <https://goodstats.id/article/tren-boneka-labubu-koleksi-di-e-comerence-tembus-60-juta-rupiah-ZSURR>
- Alford, B. L., & Biswas, A. (2002). *The effects of discount level, price consciousness and sale proneness on consumers' price perception and behavioral intention*. *Journal of Business Research*, 55(9), 775–783. [https://doi.org/10.1016/S0148-2963\(00\)00214-9](https://doi.org/10.1016/S0148-2963(00)00214-9)
- Alsheikh, L. (2024). *The impact of surprise guerilla marketing on customer behavior*. *Innovative Marketing*, 20(1), 227–237. [https://doi.org/10.21511/im.20\(1\).2024.19](https://doi.org/10.21511/im.20(1).2024.19)
- Amed, I., Balchandani, A., Berg, A., Hedrich, S., Jensen, J. E., & Poojara, S. (2021). *The state of fashion 2021*. McKinsey & Company. <https://www.mckinsey.com/industries/retail/our-insights/state-of-fashion>
- Antonio, J. C., Ong, A. K. S., Diaz, J. F. T., Cahigas, M. M. L., & Gumasing, M. J. J. (2024). The perceived risk and return, curiosity, and control analysis of online gambling intention among Gen Z and Millennials using extended UTAUT3. *Entertainment Computing*, 100918. <https://doi.org/10.1016/j.entcom.2024.100918>
- Arianto, B., Hidayat, S., Candra, V., Supriyanto, & Putri, D. E. (2024). *Studi fenomenologi media sosial dan perilaku konsumerisme generasi Z*. *Strategic: Journal of Management Sciences*, 4(3), 124–132. <https://doi.org/10.37403/strategic.v4i3.278>
- Barros, L. B. L., Petroll, M. de L. M., Damacena, C., & Knoppe, M. (2019). *Store atmosphere and impulse: A cross-cultural study*. *International Journal of Retail & Distribution Management*, 47(8), 817–835. <https://doi.org/10.1108/IJRDM-09-2018-0209>
- Beck, M., French, M., & Hu, M. (2022). *Moderating effects of trait curiosity and self-efficacy in the effect of the online virtual booth on specific curiosity and purchase intentions*. *Journal of Business Research*, 143, 74–83.

- Bindu, E. S. H., Kodali, S., & Devarapalli, R. K. (2021). *The impact of store environment on consumer behavior. International Journal of Current Microbiology and Applied Sciences*, 10(2), 1739–1744. <https://doi.org/10.20546/ijemas.2021.1002.205>
- Bustamante, J. C., & Rubio, N. (2017). Measuring customer experience in physical retail environments. *Journal of Service Management*, 28(5), 884–913. <https://doi.org/10.1108/JOSM-05-2017-0123>
- Cakici, A. C., & Tekeli, S. (2022). *The mediating effect of consumers' price level perception and emotions towards supermarkets. European Journal of Management and Business Economics*, 31(1), 57–76. <https://doi.org/10.1108/EJMBE-12-2020-0344>
- Cao, X., & Sun, J. (2018). Exploring the effect of overload on the discontinuous intention of social media users: An S-O-R perspective. *Computers in Human Behavior*, 81, 10-18. <https://doi.org/10.1016/j.chb.2017.11.003>
- Chao, C. W., & Chen, Y. S. (2016). The influence of fashion involvement on consumers' purchase intention toward private fashion brand. *Journal of Global Fashion Marketing*, 7(1), 30–44. <https://doi.org/10.1080/20932685.2015.1113371>
- Cachero-Martínez, S., & Vázquez-Casielles, R. (2017). *Stimulating curiosity and consumer experience in a retailer. American Journal of Industrial and Business Management*, 7(4), 473–486. <https://doi.org/10.4236/ajibm.2017.74034>
- Chen, C. C., & Yao, J. Y. (2018). What drives impulse buying behaviors in a mobile auction? The perspective of the Stimulus-Organism-Response model. *Telematics and Informatics*, 35(5), 1249-1262. <https://doi.org/10.1016/j.tele.2018.02.007>
- Chen, C. Y., Chou, Y. L., Lin, Y. H., & Lin, Y. K. (2025). *Sport fans' curiosity and impulsive buying: mediation of social media use intensity. Frontiers in Sports and Active Living*, 7, Article 1519003. <https://doi.org/10.3389/fspor.2025.1519003>
- Chen, X., & Huang, Y. (2021). The psychological analysis of the blind box craze in the Chinese market: A case study of POP MART. *Advances in Social Science, Education and Humanities Research*, 546, 606–610. <https://doi.org/10.2991/assehr.k.210120.114>
- Chia, O. (2025, July 16). *Pop Mart: Labubu firm sees profit soaring by at least 350%*. <https://www.bbc.com/news/articles/cvg85e0v5vyo>
- Choi, Y., Park, J., & MacLachlan, D. L. (2021). The role of price consciousness in shaping perceived value in the context of hidden pricing. *Journal of*

Retailing and Consumer Services, 60, 102472.
<https://doi.org/10.1016/j.jretconser.2021.102472>

Databoks.Katadata.Co.Id. (2024). *Gaji Jadi Hal yang Paling Disorot Gen Z saat Mencari Tempat Kerja | Pusat Data Ekonomi dan Bisnis Indonesia | Databoks*. Katadata.
<https://databoks.katadata.co.id/ketenagakerjaan/statistik/4f16e3ace510432/gaji-jadi-hal-yang-paling-disorot-gen-z-saat-mencari-tempat-kerja>

D, E. (2025). Pop Mart's toy Empire: How 'Useless' Collectibles became a social media sensation. *Medium*. <https://medium.com/digital-society/pop-marts-toy-empire-how-useless-collectibles-became-a-social-media-sensation-1d5ce24bb39f>

Dhurup, M. (2014). *Impulsive fashion apparel consumption: The role of hedonism, fashion involvement and emotional gratification in fashion apparel impulsive buying behaviour in a developing country*. *Mediterranean Journal of Social Sciences*, 5(8), 168–177.
<https://doi.org/10.5901/mjss.2014.v5n8p168>

Djafarova, E., & Bowes, T. (2021). Instagram made me buy it: Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59, 102345. <https://doi.org/10.1016/j.jretconser.2020.102345>

Drossos, D., Giaglis, G. M., Lekakos, G., Kokkinaki, F., & Stavrakaki, M. G. (2014). The effects of product involvement and impulse buying on purchase intentions in mobile text advertising. *International Journal of Information Management*, 34(3), 285–295.
<https://doi.org/10.1016/j.ijinfomgt.2014.02.003>

Dubey, A. D., & Griffiths, M. D. (2022). The psychology of novelty: How newness motivates consumer behavior. *Journal of Consumer Behaviour*, 21(4), 753–765. <https://doi.org/10.1002/cb.2022>

Duralia, O. (2022). Consumer Behavior and Competition-Factors of a Successful Marketing Strategy. *Studies in Business and Economics*, 17(3), 70–79.
<https://doi.org/10.2478/sbe-2022-0046>

Fang, J., Zhao, Z., Wen, C., & Wang, R. (2017). Design and performance attributes driving mobile travel application engagement. *International Journal of Information Management*, 37(4), 269–283.
<https://doi.org/10.1016/j.ijinfomgt.2017.03.003>

Fangyu, X., Xu, Y., Zhang, H., & Yuan, X. (2025). *The effect of doll blind box uncertainty on consumers' irrational consumption behavior: The role of instant gratification, gambler's fallacy, and perceived scarcity*. *BMC Psychology*, 13(332). <https://doi.org/10.1186/s40359-025-02644-w>

- Farias, S. A. de, Aguiar, E. C., & Melo, F. V. S. (2014). *Store atmospherics and experiential marketing: A conceptual framework and research propositions for an extraordinary customer experience*. *International Business Research*, 7(2), 87–99. <https://doi.org/10.5539/ibr.v7n2p87>
- Fatimah, I., Astuti, F. D., & Iswanti, L. (2021). The influence of store atmosphere, shopping lifestyle, and time availability on emotional response and impulse buying. In *Proceedings of the 4th International Conference on Sustainable Innovation* (Vol. 176, pp. 3461–351). Atlantis Press.
- Ozkan, B., Gaga, M. (2022). *The effect of guerilla marketing activities on purchase intention*. VII International European Conference on Social Sciences. <https://www.researchgate.net/publication/366518376>
- Gallo, I., Miller, C. J., Haghghi, N., & Gilovich, T. D. (2024). *The differential impact of uncertainty on the evaluation of material and experiential purchases*. *Marketing Letters*, 35, 187–203. <https://doi.org/10.1007/s11002-023-09686-3>
- Gong, X., Yee, C. L., Lee, S. Y., Saif, A. N. M., Liu, M., & Anonhi, F. (2024). *Unveiling the enigma of blind box impulse buying curiosity: The moderating role of price consciousness*. *Heliyon*, 10, e40564. <https://doi.org/10.1016/j.heliyon.2024.e40564>
- Gokerik, M., Gürbüz, A., Erkan, I., Mogaji, E., & Sap, S. (2018). *Surprise me with your ads! The impacts of guerrilla marketing in social media on brand image*. *Asia Pacific Journal of Marketing and Logistics*, 30(5), 1222–1238. <https://doi.org/10.1108/APJML-10-2017-0257>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2019). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Thousand Oaks, CA: SAGE Publications.
- Han, S., Min, J., & Lee, H. (2016). Antecedents of social presence and gratification of social connection needs in SNS: A study of Twitter users and their mobile and non-mobile usage. *International Journal of Information Management*, 36(6), 945–962. <https://doi.org/10.1016/j.ijinfomgt.2016.06.013>
- Hemais, M. W., & Rodrigues, L. (2023). *Is consumerism only what Philip Kotler says it is? A decolonial analysis on failures, hierarchies, and exclusions*. *Journal of Marketing Management*, 39(9–10), 756–781. <https://doi.org/10.1080/0267257X.2023.2211592>
- Helson, H. (1964). *Adaptation-level theory: An experimental and systematic approach to behavior*. New York: Harper and Row.
- Hermanto, E. Y. (2016). *Pengaruh fashion involvement terhadap impulse buying behaviour masyarakat Surabaya dengan hedonic shopping motivation*

dan positive emotion sebagai variabel intervening pada merek ZARA. Jurnal Manajemen Pemasaran, 10(1), 11–19.
<https://doi.org/10.9744/pemasaran.10.1.11-19>

Hill, K. M., Fombelle, P. W., & Sirianni, N. J. (2016). *Shopping under the influence of curiosity: How retailers use mystery to drive purchase motivation. Journal of Business Research, 69(3), 1028–1034.*
<https://doi.org/10.1016/j.jbusres.2015.08.015>

Howarth, J. (2025, April 23). 25+ New Generation Z Statistics (2025). *Exploding Topics*. <https://explodingtopics.com/blog/gen-z-stats>

Hsiao, K. L., Lee, Y. D., & Chen, C. C. (2023). Creating effective atmospheres for enhancing consumer purchase intentions in smart retail stores. *Journal of Retailing and Consumer Services, 70, 103135.*
<https://doi.org/10.1016/j.jretconser.2022.103135>

Hussain, R., & Ali, M. (2015). Effect of store atmosphere on consumer purchase intention. *International Journal of Marketing Studies, 7(2), 35–40.*
<https://doi.org/10.5539/ijms.v7n2p35>

Iyer, G. R., Blut, M., Xiao, S. H., & Grewal, D. (2019). Impulse buying: A meta-analytic review. *Journal of the Academy of Marketing Science, 47(3), 380–404.* <https://doi.org/10.1007/s11747-018-00670-w>

Japutra, A., Ekinci, Y., & Simkin, L. (2022). *Discovering the dark side of brand attachment: Impulsive buying, obsessive-compulsive buying and trash talking. Journal of Business Research, 145, 442–453.*
<https://doi.org/10.1016/j.jbusres.2022.03.020>

Kalla, S. M. (2016). Impulse buying: What instills this desire to indulge? *Journal of Business and Retail Management Research, 10(2), 94–104.*
<https://jbrmr.com/index.php/jbrmr/article/view/176>

Kashdan, T. B., Stikma, M. C., Disabato, D. J., McKnight, P. E., Bekier, J., Kaji, J., & Lazarus, R. (2020). The five-dimensional curiosity scale: Capturing the bandwidth of curiosity. *Journal of Research in Personality, 85, 103905.* <https://doi.org/10.1016/j.jrp.2019.103905>

Kashdan, T. B., Stikma, M. C., Disabato, D. J., McKnight, P. E., Bekier, J., Kaji, J., & Lazarus, R. (2020). The five-dimensional curiosity scale: Capturing the bandwidth of curiosity and identifying four unique subgroups of curious people. *Journal of Research in Personality, 85, 103905.*
<https://doi.org/10.1016/j.jrp.2019.103905>

Kaur, R., Arora, M., & Kalra, S. (2023). Expressing your personality through apparels: Role of fashion involvement and innovativeness in purchase decision making. *Journal of Fashion Marketing and Management: An International Journal.* <https://doi.org/10.1108/JFMM-03-2022-0048>

- Khalifa, M., & Shen, K. N. (2020). System design effects on online impulse buying: S-O-R model perspective. *Internet Research*, 30(4), 1125–1147. <https://doi.org/10.1108/INTR-11-2019-0490>
- Kovacheva, A., & Nikolova, H. (2024). *Uncertainty marketing tactics: An overview and a unifying framework*. *Journal of the Academy of Marketing Science*, 52(1), 1–22. <https://doi.org/10.1007/s11747-023-00941-7>
- Kristiyono, Y. R., & Gozali, K. (2022). CONSUMER IMPULSE BUYING BEHAVIOUR: THE ROLE OF CONFIDENCE AS a MODERATING EFFECT. *Ultima Management Jurnal Ilmu Manajemen*, 14(2), 321–341. <https://doi.org/10.31937/manajemen.v14i2.2937>
- Kutaula, S., Gillani, A., Gregory-Smith, D., & Bartikowski, B. (2024). *Ethical consumerism in emerging markets: Opportunities and challenges*. *Journal of Business Ethics*, 191, 651–673. <https://doi.org/10.1007/s10551-024-05657-4>
- Lam, Y. W. K., & Yee, R. W. Y. (2014). *Antecedents and consequences of fashion consciousness: An empirical study in Hong Kong*. *Research Journal of Textile and Apparel*, 18(4), 62–69. <https://doi.org/10.1108/RJTA-18-04-2014-B007>
- Lee, C., Wyllie, J., & Brennan, S. (2025). *Eye-opening! Exploring uncertainty marketing through hedonic blind box collectibles*. *Journal of Retailing and Consumer Services*, 82, 104127. <https://doi.org/10.1016/j.jretconser.2024.104127>
- Lee, S. (2024). *What triggers customer curiosity? Exploring the role of branded content experience design on customer response*. *Journal of Retailing and Consumer Services*, 78, 103458.
- Li, Y., Wang, L., & Zhao, H. (2024). *The influence of uncertainty on indulgent consumption: A chain mediation model of curiosity and positive emotion*. *Journal of Retailing and Consumer Services*, 75, 104437. <https://doi.org/10.1016/j.jretconser.2023.104437>
- Liu, S. W., Huang, W., Rao, H., & Fu, Y. K. (2023). *Ternary economic analysis of blind-box marketing*. *Economic Research-Ekonomiska Istraživanja*, 36(3), Article 2183517. <https://doi.org/10.1080/1331677X.2023.2183517>
- Mao, J., Xu, X., Han, J., & Ko, E. (2025). *The impact of digital fashion marketing on purchase intention*. *Asia Pacific Journal of Marketing and Logistics*, 37(1), 210–235.
- Mehrabian, A., & Russell, J. A. (1974). *The Basic Emotional Impact of Environments*. *Perceptual and Motor Skills*, 38, 283–301. <https://doi.org/10.2466/pms.1974.38.1.283>

- Mick, D. G., & DeMoss, M. (1990). Self-gifts: Phenomenological insights from four contexts. *Journal of Consumer Research*, 17(3), 322–332. <https://doi.org/10.1086/208561>
- Mohamed, M. A., & Wee, Y. G. (2020). *Effects of consumer innovativeness, fashion innovativeness, and fashion involvement on online purchase intention*. *Journal of Entrepreneurship and Business*, 8(2), 50–71. <https://doi.org/10.17687/JEB.v8i2.854>
- Naveh, N., & DeMarree, K. G. (2020). *Investigation of emotional responses to an unexpected price*. *Journal of Retailing and Consumer Services*, 54, 102054. [https://doi.org/10.1016/S1441-3582\(09\)00003-2](https://doi.org/10.1016/S1441-3582(09)00003-2)
- PR Newswire. (2025, July 21). *Global Times: “Chinese manufacturing, culture propel our business success”, says Pop Mart’s Wang Ning*. Yahoo Finance. <https://finance.yahoo.com/news/global-times-chinese-manufacturing-culture-173500639.html>
- Rahman, O., Fung, B. C. M., & Liu, W. S. (2018). Young Chinese consumers’ choice between domestic and foreign brands in the apparel industry. *Journal of Fashion Marketing and Management: An International Journal*, 22(1), 123–143. <https://doi.org/10.1108/JFMM-03-2017-0022>
- Rihn, A., Khachatryan, H., & Wei, X. (2018). Assessing purchase patterns of price conscious consumers using eye tracking technology. *Journal of Retailing and Consumer Services*, 43, 85–95. <https://doi.org/10.1016/j.jretconser.2018.03.001>
- Rizki, S. E. (2024). *Peran mediasi perceived novelty dan peran moderasi consumer innovation pada hubungan perceived green product innovation terhadap green purchase intention* (Skripsi, Universitas Jenderal Soedirman). Repository Universitas Jenderal Soedirman. <http://repository.unsoed.ac.id/24966/>
- Rook, D. W., & Fisher, R. J. (1995). *Normative influences on impulsive buying behavior*. *Journal of Consumer Research*, 22(3), 305–313. <https://doi.org/10.1086/209452>
- Rook, D. W., & Gardner, M. P. (1993). In the mood: Impulse buying’s affective antecedents. *Research in Consumer Behavior*, 6, 1–28.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). Chichester, West Sussex: Wiley.
- Shakeel, M., & Khan, M. M. (2011). Impact of guerrilla marketing on consumer perception. *Global Journal of Management and Business Research*, 11(7), 46–54. <https://journalofbusiness.org/index.php/GJMBR/article/view/531>

- Sharma, P., & Nayak, J. K. (2019). *Do tourists' emotional experiences influence images and intentions in yoga tourism? Tourism Review*, 74(3), 646–665. <https://doi.org/10.1108/TR-05-2018-0060>
- Simorangkir, R. T. M. C., & Sari, P. N. (2024). *The impulse buying behavior: The role of financial literacy, perceived usefulness, perceived ease of use, and security of e-wallets (case study at Mercuru Buana University students). Dinasti International Journal of Economics, Finance & Accounting*, 5(3), 1999–2013. <https://doi.org/10.38035/dijefa.v5i3.3054>
- Sinha, I., & Batra, R. (1999). The effect of consumer price consciousness on private label purchase. *International Journal of Research in Marketing*, 16(3), 237–251. [https://doi.org/10.1016/S0167-8116\(99\)00013-0](https://doi.org/10.1016/S0167-8116(99)00013-0)
- Strzelecki, A., Jaciow, M., & Wolny, R. (2024). *Curiosity in Consumer Behavior: A Systematic Literature Review and Research Agenda. International Journal of Consumer Studies*, 48(6), e70001. <https://doi.org/10.1111/ijcs.70001>
- Strzelecki, A. (2024). Curiosity in consumer behavior: A systematic literature review and research agenda. *International Journal of Consumer Studies*, 48(1), 25–41. <https://doi.org/10.1111/ijcs.12955>
- Tam, D. D., & Khuong, M. N. (2015). The effects of guerilla marketing on gen Y's purchase intention: A study in Ho Chi Minh City, Vietnam. *International Journal of Trade, Economics and Finance*, 6(4), 191–198. <https://doi.org/10.7763/IJTEF.2015.V6.478>
- Tee, J., & Tee, J. (2021, February 10). Pop Mart: how millennial entrepreneur Wang Ning became a billionaire selling US\$9 mystery Molly dolls from vending machines across China. *South China Morning Post*. <https://www.scmp.com/magazines/style/celebrity/article/3121164/pop-mart-how-millennial-entrepreneur-wang-ning-became>
- Tian, X. (2025). *The effect of appearance novelty on product purchase intention. Journal of Business and Management*. <https://doi.org/10.62517/jbm.202409404>
- Trendy Blind Box Market Size & Share Analysis*. (n.d.). <https://www.globalgrowthinsights.com/market-reports/trendy-blind-box-market-105816>
- Ubaidillah, M. (2023). *Peran Gen Z dalam Pertumbuhan Ekonomi & Stabilitas Keuangan*. swa.co.id. <https://swa.co.id/read/436204/peran-gen-z-dalam-pertumbuhan-ekonomi-stabilitas-keuangan>
- Van Lieshout, R., & Hoekstra, J. C. (2023). Managing surprise: Consumer reactions to unexpected products. *Journal of Consumer Behaviour*, 22(1), 60–74. <https://doi.org/10.1002/cb.2013>

- Vohs, K. D., & Faber, R. J. (2007). Spent resources: Self-regulatory resource availability affects impulse buying. *Journal of Consumer Research*, 33(4), 537–547. <https://doi.org/10.1086/510228>
- Wakefield, K. L., & Inman, J. J. (2022). Situational price sensitivity: The role of consumption occasion, social context and income. *Journal of Consumer Research*, 49(5), 913–930. <https://doi.org/10.1093/jcr/ucac025>
- Wakefield, K. L., & Inman, J. J. (2022). Situational price sensitivity: The role of consumption occasion, social context and income. *Journal of Consumer Research*, 49(5), 913–930. <https://doi.org/10.1093/jcr/ucac025>
- Wattanasuwan, K. (2005). The self and symbolic consumption. *Journal of American Academy of Business, Cambridge*, 6(1), 179–184. https://www.researchgate.net/publication/291803242_The_Self_and_Symbolic_Consumption
- Widjayanti Rahadjeng, A. R. I. (2024). *Pengaruh Perceived Fit, Perceived Novelty, Dan Customer Attitude Terhadap Purchase Intention Dalam Strategi Co-Branding. COSTING: Journal of Economic, Business and Accounting*, 7(4), 7777–7796. <https://doi.org/10.31539/costing.v7i4.7777>
- Wu, Y., Xin, L., Li, D., Yu, J., & Guo, J. (2021). How does scarcity promotion lead to impulse purchase in the online market? A field experiment. *Information & Management*, 58(1), Article 103283. <https://doi.org/10.1016/j.im.2020.103283>
- Xu, H., Gong, X., & Yan, R. (2024). *Online impulsive buying in social commerce: A mixed-methods research*. *Information & Management*, 61, 103943. <https://doi.org/10.1016/j.im.2024.103943>
- Yan, H., Wang, L., & Xiong, H. (2024). *Would the blind box be more effective? The role of uncertainty in consumers' post-recovery satisfaction*. *Journal of Hospitality and Tourism Management*, 59, 86–101. <https://doi.org/10.1016/j.jhtm.2024.04.006>
- Yang, S., & Li, Y. (2024). *A study on the mechanism of the influence of blind box marketing on consumers' purchase intention*. Proceedings of the International Conference on Digital Economy and Management Innovation (ICDEMI 2024), Atlantis Press. https://doi.org/10.2991/978-2-38476-074-7_17
- Yesidora, A. (2024, September 2). Tren Labubu, Boneka Monster Gantungan di Tas yang Dipopulerkan Lisa Blackpink. *Katadata*. <https://katadata.co.id/digital/e-commerce/66d5524dbe4f5/tren-labubu-boneka-monster-gantungan-di-tas-yang-dipopulerkan-lisa-blackpink>
- Zhang, R. (2024). *How the “Blind Box Economy” shapes consumers' purchase desire and behavior – The case of Pop-Mart*. In R. Magdalena et al.

(Eds.), *Proceedings of the 2024 9th International Conference on Social Sciences and Economic Development (ICSSSED 2024)*.
https://doi.org/10.2991/978-94-6463-459-4_6

- Zhang, Y., & Zhang, Y. (2022). Eye-opening! Exploring uncertainty marketing through hedonic blind box consumption. *Journal of Retailing and Consumer Services*, 69, 103123.
<https://doi.org/10.1016/j.jretconser.2022.103123>
- Zhao, Y., Li, K., & Zhang, L. (2022). *A meta-analysis of online impulsive buying and the moderating effect of economic development level*. *Information Systems Frontiers*, 24(6), 1667–1688. <https://doi.org/10.1007/s10796-021-10170-4>
- Zhao, Y., Zhang, X., & Song, Q. (2023). *The effect of doll blind box uncertainty on consumers' irrational consumption behavior: The role of instant gratification, gambler's fallacy, and perceived scarcity*. *Journal of Retailing and Consumer Services*, 76, 103482.
<https://doi.org/10.1016/j.jretconser.2023.103482>
- Zheng, X., Men, J., Yang, F., & Gong, X. (2019). Understanding impulse buying in mobile commerce: An investigation into hedonic and utilitarian browsing. *International Journal of Information Management*, 48, 151–160. <https://doi.org/10.1016/j.ijinfomgt.2019.02.010>
- Zhu, L., Li, H., Wang, F., He, W., & Tian, Z. (2020). How online reviews affect purchase intention: A new model based on the Stimulus-Organism-Response (S-O-R) framework. *Aslib Journal of Information Management*, 72(4), 463-488. <https://doi.org/10.1108/AJIM-11-2019-0308>