



The Effect of Hedonic Consumption and Collecting Motivation on Blind Box Purchase Intention: The Mediating Role of Anticipated Excitement

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ABSTRACT

This study examines the effects of hedonic consumption and collecting motivation on blind box purchase intention, with anticipated excitement serving as a mediating variable. Blind box products have gained increasing popularity due to their unique combination of uncertainty, surprise, and collectible value that creates emotionally engaging consumption experiences. A quantitative research approach was employed, and data were collected from 71 consumers who had experience purchasing or showing interest in blind box products. The data collected were analysed using descriptive statistics, reliability analysis, normality assessment, Pearson correlation, and multiple regression analysis through SPSS. The findings revealed that hedonic consumption and anticipated excitement significantly influenced blind box purchase intention, while collecting motivation did not have a significant direct effect on purchase intention. Correlation analysis showed significant positive relationships among hedonic consumption, collecting motivation, anticipated excitement, and purchase intention. The results further indicated that anticipated excitement partially mediated the relationship between hedonic consumption and purchase intention and fully mediated the relationship between collecting motivation and purchase intention. The study highlights the importance of emotional anticipation and experiential enjoyment in shaping consumer purchase intentions toward blind box products and provides valuable insights for both consumer behavior research and marketing practice.

Keywords: Hedonic Consumption, Collecting Motivation, Anticipated Excitement, Blind Box Purchase Intention, Consumer Behavior, Blind Box Products.

INTRODUCTION

The blind box market is a developing phenomenon in today's consumer market. Sealed packages are bought by the consumer, and the exact contents of the package are not known, resulting in a unique consumption experience based on uncertainty. Uncertainty creates curiosity, surprise and emotional stimulation that set blind boxes apart from traditional products. The rapid growth of Generation Z consumers has garnered significant interest from the academic and industry spheres (Zhen, 2025; Chi et al., 2026). Blind boxes now encompass apparel, tourism products, cultural merchandise, and digital products (Qiu et al., 2024; Xiao & Xu, 2026). These products tend to be appealing due to emotional satisfaction, not because of their practical value. The expectation of future rewards is a key part of consumer involvement. Studies show that blind box strategies offer experiential advantages but also pose psychological challenges due to uncertainty (Mvondo et al., 2023). Emotional stimulation, novelty seeking, and reward expectations were recurring themes in the review of the consumption of surprise boxes, which involved a multidisciplinary perspective (Zheng, 2025). The studies reveal that when buyers are uncertain about the purchase, surprise plays a strong role in their preference for a product, according to Buechel & Li (2023), in their study of mysterious consumption. Scarcity, exclusivity, and unexpected gains are common tactics used by marketers to enhance consumer appeal. Previous research has revealed that low product availability has a significant effect on impulse

purchase intention in blind box scenarios (Tang et al., 2025; Tang & Zhang, 2026). The sales of brands like Pop Mart underscore consumers' curiosity about probabilistic products (Chiu et al., 2025; Zhen, 2025). This phenomenon is a topic of interest from a psychological perspective, which can help us to understand what motivates a consumer to form purchase intentions. For blind box products and associated marketing strategies, the purchase intention is thus an important factor in comprehending consumer reactions.

The hedonic consumption approach has gained significance as a way to understand consumer behavior in experience goods markets. Hedonic consumption is consumption activities that are carried out for the purpose of pleasure, enjoyment, fantasy, and emotional satisfaction, but not for utility. People tend to seek out products that give them excitement, entertainment and sensory stimulation when buying. Blind box products are very well in line with hedonic motives because they induce emotional involvement during the buying process. The anticipation of the unknown boosts perceived enjoyment and experiential value of the experience. The study on Generation Z consumers found that there was a notable correlation between hedonic purchasing motivation and blind boxes purchasing intention (Gao, 2023). In this market segment, functional product evaluation often takes a back seat to emotional gratification from surprises and entertainment. Research on probabilistic goods suggests that pleasurable experiences can foster repeat buying by rewarding customers with surprising items. Research on probabilistic goods suggests that pleasurable experiences can encourage repeat buying as it pays off in the form of unexpected items (Hu et al., 2024; Sun et al., 2024). When consumers are not sure of the outcome, they may feel excited, curious and positive about the outcome. Blind box experience marketing research also shows that emotional reactions play a role in influencing consumer behavior (Wang, 2025). Experiences on websites of online games also show that emotional retail experiences increase the willingness to pay for virtual goods (Hussain et al., 2025). There were also indications of pleasure-related emotions being associated with repurchase intentions in different consumption contexts (Siddiqui et al., 2025). Blind box purchases are thus more than merely a simple sale of the product. Buying the experience is also fun and exciting. Hedonic consumption investigation can hence be a valuable investigation in relation to formation of blind box purchase intention.

Motivation is another crucial aspect that can affect the customers' interest in blind box products. Consumers want whole collections instead of any single item. Character Extras, Rare Figures, and exclusive Designs help to keep the sales going. Satisfaction for collection-oriented consumers may come in the form of moving towards completion. Randomized acquisition systems make it harder to get desired items. Studies on consumer collecting behavior indicate that random product acquisition promotes ongoing engagement with products and repeated purchases (Lee et al., 2024). Consumer decision-making and channel preference in blind box markets also are affected by collection stages (Xu et al., 2025). Psychological commitment to collection activities can be increased by the need to acquire rare items. Social recognition associated with full or limited collections can also help to reinforce the motivation to buy. Value-related mechanisms and need-related mechanisms have been identified as factors that drive future purchases in blind box consumption (Zhou et al., 2025). Blind box re-purchase intentions have also been attributed to psychological ownership and fear of missing out (Liu & Kerepat, 2025). Consumer communities often share knowledge about difficult-to-find items, progress in collections, and shopping experiences. Uncertainty about consumption opportunities can raise consumer interest and engagement in the unknown product, if discussed (Kovacheva & Wiener, 2024). Motivation is not just about product ownership, but is also linked to achievement, status, and personal fulfilment. This motivation can offer a more in-depth explanation of why consumers still buy blind boxes after each uncertainty period.

The concept of anticipated excitement is a possible psychological link between consumer motivation and purchase intention. Positive emotional arousal expected prior to a purchasing decision or consumption is called anticipated excitement. Consumers always feel some excitement when buying a blind box since they can't know what's in it. Frequently, people emotionally respond before they buy because of their expectations of finding the rare or desirable item that they are looking for. The increased attractiveness of consumption opportunities can be due to emotional anticipation. In the field of research on mysterious consumption, it has been revealed that the consumers' expectation of surprise is an important factor in shaping their preferences (Buechel & Li, 2023). Research with probabilistic products also suggests that the unexpectedness and feelings of surprise may lead to impulsive shopping behavior (Lin et al., 2025). When excitement comes out of consumers, it is often as a result of uncertainty, scarcity, and the expectation of reward. Emotional factors were

found to be significant factors in consumers' decision-making regarding the consumption of surprise boxes (Yu, 2025). In the studies of blind box experience marketing, it was discovered that the relationship between marketing experience and behavioural outcomes was mediated by customer surprise (Wang, 2025). Unsurprisingly, other studies have shown that unexpected offerings can improve consumer reactions, depending on the circumstances (Xu et al., 2025). Blind boxes build anticipation prior to product unveiling. The emotional stimulation that occurs in this state can enhance the desire to make a purchase. In anticipation of excitement, therefore, it seems possible to convert psychological motives into behavioural intentions. Further research on this intervening process is still required to gain a deeper understanding of blind box consumer behavior.

Uncertainty, scarcity, impulse buying, consumer value, and repurchase behavior have been widely explored in the context of blind box purchases (Xia et al., 2025; Zhou et al., 2025). Adoption of blind box products, purchase experience on the internet and brand-related influences have also been explored (Chi et al., 2026; Feng et al., 2026). There have been several studies that have investigated factors influencing purchase intention by young consumers in various geographic contexts (Gunarian et al., 2025; Leones et al., 2026). Existing studies on hedonic motivation have tended to focus on immediate connections between motivations and purchasing actions (Gao, 2023). Research on collecting has been more on collection patterns and ongoing consumption of randomly assigned products (Lee et al., 2024; Xu et al., 2025). Few studies have focused on the simultaneous effects of hedonic consumption and collecting motivation. There is also insufficient knowledge about the emotional mechanisms that are related to these variables and purchase intention, based on the existing evidence. Even though excitement is relevant to uncertainty-based consumption experiences, it is under-explored. While emotional reactions are often reported in previous research, there is less empirical research on expected excitement as a mediator. Blind box consumption is a type of consumption in which consumers are emotionally anticipating the box they are going to open, which may account for the link between consumer motives and intentions. As blind boxes become more popular, it is important to continue to explore these connections. Interest in the motivational and emotional aspects of consumer behavior can help to enrich consumer behavior literature. This knowledge may also help marketing professionals in finding effective marketing engagement strategies for their target consumers. Thus, this study emphasizes hedonic consumption, motivation, anticipated excitement and intention to buy in a box of unknown content in an integrated conceptual framework. The study covers one of the crucial gaps in the research literature on motivational and emotional processes that drive intentions of blind box products consumption.

LITERATURE REVIEW

Hedonic Consumption

Hedonic consumption refers to consumer behavior driven by pleasure, enjoyment, fantasy, emotional stimulation, and experiential gratification rather than functional utility. Consumer research consistently identifies hedonic motives as important determinants of purchasing decisions involving experiential products. Blind box consumption aligns closely with hedonic consumption because consumers gain enjoyment from uncertainty, surprise, and anticipation during the purchasing process. Mvondo et al. (2023) argued that blind box products generate entertainment value through hidden outcomes that create excitement and curiosity. Gao (2023) found that hedonic purchasing motivation significantly increased Generation Z willingness to purchase blind boxes. Similar observations emerged from Zheng (2025), who identified emotional stimulation and novelty seeking as dominant psychological mechanisms underlying surprise box consumption. Research on mysterious consumption also suggests that uncertainty creates additional consumer value through anticipated surprise and enjoyment (Buechel & Li, 2023). Zhang et al. (2025) reported that uncertainty functions as an essential element shaping consumer attraction toward mystery products. Consumers often perceive blind box purchasing as a recreational activity rather than a conventional transaction. Hu et al. (2024) demonstrated that probabilistic goods stimulate incentive sensations associated with liking and wanting. Sun et al. (2024) reported that surprise-oriented selling mechanisms encouraged stronger consumer engagement and repeat purchasing tendencies. Wang (2025) highlighted the importance of customer surprise in explaining behavioural responses toward blind box marketing activities. These findings collectively suggest that emotional gratification remains a fundamental characteristic within blind box consumption. Hedonic consumption therefore appears highly relevant for understanding consumer attraction toward uncertain

purchasing environments. Existing evidence strongly supports the argument that pleasure-oriented motives contribute significantly to purchase-related behaviors in blind box markets.

Consumer research has examined several dimensions that explain hedonic consumption within mystery product environments. Scholars generally agree that emotional rewards, sensory stimulation, curiosity fulfilment, and entertainment value represent critical components of hedonic consumption. Gao (2023) emphasized that consumer desire for enjoyment frequently outweighs rational product evaluation during blind box purchases. Research conducted by Yu (2025) further revealed that emotional drivers have stronger explanatory power than functional considerations in predicting engagement with blind box products. Similar findings emerged from Huang and Suo (2025), who observed that consumption experiences significantly shaped purchasing decisions within blind box services. Research involving online retail environments has also demonstrated strong relationships between emotional experiences and consumer spending behavior (Hussain et al., 2025). Emotional arousal generated through uncertain outcomes appears particularly influential within probabilistic consumption settings. Buechel and Li (2023) argued that consumers often prefer uncertainty because surprise itself creates psychological value. Sauer (2023) similarly reported that product revelation processes influence consumer evaluations through emotional reactions. Mvondo et al. (2023) identified entertainment and excitement as major benefits associated with blind box marketing strategies. Contrasting perspectives nevertheless suggest that excessive uncertainty may generate dissatisfaction when expectations remain unmet. Xia et al. (2025) found that uncertainty could promote irrational consumption behavior through instant gratification mechanisms. Research findings therefore indicate both positive and potentially problematic consequences associated with hedonic motivations. Despite extensive support for hedonic influence, empirical attention remains concentrated primarily on behavioural outcomes rather than psychological processes that explain how enjoyment translates into purchase intention.

Literature examining hedonic consumption within blind box contexts reveals several theoretical and empirical limitations. Existing studies frequently investigate direct relationships between hedonic motives and purchase behavior without exploring underlying mediating variables. Gao (2023) established a positive association between hedonic motivation and purchase willingness, yet emotional mechanisms connecting these constructs received limited attention. Zheng (2025) highlighted emotional stimulation as a central characteristic of surprise box consumption, although specific emotional pathways remained insufficiently examined. Wang (2025) demonstrated a mediating function associated with customer surprise, indicating that emotional states may help explain behavioural outcomes. Similar arguments emerged from Lin et al. (2025), who identified anticipated surprise as an important mechanism linking scarcity conditions with impulse buying. Yu (2025) emphasized emotional drivers in blind box consumption, yet anticipated excitement was not explicitly examined as an independent construct. Research also remains heavily concentrated within Chinese markets, creating concerns regarding contextual generalizability (Zhen, 2025; XIYUN, 2024). Comparative evidence across diverse consumer groups remains limited. Chi et al. (2026) noted increasing adoption among Generation Z consumers, yet motivational structures may vary across demographic segments. Existing literature largely focuses on impulse buying, repurchase intention, and adoption behavior rather than purchase intention formation itself (Feng et al., 2024; Nuraini & Rahyadi, 2026). Interactions between hedonic consumption and emotional anticipation also remain inadequately investigated. The absence of integrated models involving hedonic consumption, anticipated excitement, and purchase intention creates an important research gap. Greater examination of emotional processes may provide deeper insight into psychological mechanisms underlying blind box purchasing decisions. Such limitations justify continued investigation into hedonic consumption as a significant antecedent of purchase intention.

Collecting Motivation

Collecting motivation refers to an individual's desire to acquire, complete, organize, and possess a set of related items that hold symbolic, emotional, or personal value. Blind box products naturally encourage collecting behavior because consumers rarely obtain desired items through a single purchase. Randomized acquisition systems create ongoing acquisition goals that extend consumer participation. Lee et al. (2024) suggested that randomized acquisition encourages sustained consumer engagement through collection-oriented behavior. Consumers often seek completion of entire product series, acquisition of rare editions, or enhancement of social status through collection ownership. Xu et al. (2025) demonstrated that collection stages

significantly influence consumer decisions within blind box environments. Collection-related motivation frequently transforms purchasing activities into long-term behavioural commitments. Zhou et al. (2025) reported that consumer needs and perceived value jointly influence continued purchasing behavior in blind box consumption. Similar observations emerged from Liu and Kerepat (2025), who highlighted psychological ownership as a crucial factor encouraging repeated engagement with Pop Mart products. Chiu et al. (2025) linked successful blind box brand strategies with strong consumer attachment and product series continuity. Consumer communities further reinforce collecting behavior through social interactions and information exchange. Kovacheva and Wiener (2024) found that consumers frequently discuss mystery products because uncertainty stimulates speculation and social engagement. These interactions often strengthen commitment toward collection goals. Collecting motivation therefore represents a powerful psychological force capable of sustaining repeated purchasing behavior within blind box markets.

Several studies have investigated factors that strengthen collecting motivation in probabilistic product environments. Scarcity appears among the most influential drivers. Tang et al. (2025) observed that scarce blind box products significantly increased impulse purchase intention. Tang and Zhang (2026) reached similar conclusions, demonstrating that scarcity intensified consumer eagerness to purchase blind box products. Rare item acquisition often generates feelings of achievement and exclusivity among collectors. Collection completion goals further reinforce purchasing commitment because incomplete series may create psychological tension. Xu et al. (2025) reported that collection progression alters consumer behavior and influences purchasing strategies. Psychological ownership also plays a critical role in motivating continued collecting activities. Liu and Kerepat (2025) found that ownership perceptions increased repurchase tendencies within blind box consumption. Zhou et al. (2025) suggested that value-related and need-related motivations jointly support sustained engagement. Hariramani et al. (2026) reported that investment motives and herd behavior could strengthen consumer intentions toward blind box products. These findings suggest that collecting motivation encompasses achievement orientation, social recognition, exclusivity, and emotional attachment. Differences nevertheless exist regarding dominant motivational dimensions across consumer groups. Some studies emphasize economic value and investment motives, whereas others highlight emotional fulfilment and satisfaction (Hariramani et al., 2026; Liu & Kerepat, 2025). Current evidence indicates that collecting motivation remains multifaceted and highly influential within probabilistic consumption settings.

Research concerning collecting motivation remains relatively limited compared with studies focusing on uncertainty and impulse buying. Existing investigations frequently examine continued purchasing behavior, repurchase intention, or collection strategies rather than initial purchase intention formation. Xu et al. (2025) provided important insights into collection stages, yet purchase intention received less direct examination. Lee et al. (2024) discussed collecting behavior and randomized acquisition, although emotional mechanisms linking collection goals with purchase decisions remained unclear. Liu and Kerepat (2025) emphasized psychological ownership, yet anticipated emotional responses were not central components within their framework. Research from Zhou et al. (2025) concentrated on value and need mechanisms associated with continuous purchasing behavior. Strong theoretical links suggest that consumers pursuing collection goals may experience heightened excitement before purchases because desired items remain uncertain. Empirical validation regarding this relationship remains insufficient. Existing studies generally investigate behavioural persistence after initial adoption rather than motivational factors preceding purchases. Research attention also remains concentrated within specific brands and cultural contexts. Chiu et al. (2025) focused primarily on Pop Mart, limiting broader understanding of collecting motivation across blind box categories. Few studies simultaneously examine collecting motivation together with hedonic consumption. Independent examination of these factors may overlook potential interactions within consumer decision-making processes. Limited evidence regarding anticipated excitement as an emotional consequence of collecting goals represents a notable gap. Further investigation is required to explain how collecting motivation contributes to purchase intention through emotional pathways.

Anticipated Excitement

Anticipated excitement refers to positive emotional arousal expected before participation in a consumption activity. Consumer behavior literature recognizes anticipation-related emotions as important predictors of decision-making and behavioural intentions. Blind box purchases create favourable conditions for anticipated

excitement because consumers cannot predict purchase outcomes. Uncertainty regarding item identity often generates curiosity, hope, and emotional stimulation before product opening. Buechel and Li (2023) argued that surprise expectations enhance attractiveness of mysterious consumption experiences. Zheng (2025) identified anticipation and excitement as recurring psychological themes within blind box consumption literature. Wang (2025) demonstrated that customer surprise served as an important mechanism influencing consumer behavior within blind box marketing contexts. Lin et al. (2025) reported that anticipated surprise contributed to impulse purchasing tendencies under scarcity conditions. Yu (2025) highlighted emotional drivers as central influences on consumer responses toward blind box products. Similar findings emerged from Hu et al. (2024), who explained repeated acquisition of probabilistic goods through incentive sensation processes involving liking and wanting. Research suggests that consumers often receive emotional rewards before actual ownership occurs. Anticipation itself may therefore generate perceived value independently from product utility. Such observations position anticipate excitement as a potentially influential mediator within blind box purchasing decisions. Emotional expectations surrounding uncertain outcomes appear capable of influencing consumer attitudes and intentions even before purchase completion.

Existing literature provides substantial support for the relationship between anticipatory emotions and consumer behavior. Research involving probabilistic products consistently demonstrates that uncertainty generates emotional responses that affect purchase decisions. Mvondo et al. (2023) reported that blind box strategies derive effectiveness from psychological benefits associated with uncertainty and surprise. Qiu et al. (2024) observed that information gaps increase consumer engagement because uncertainty stimulates curiosity. Similar arguments appeared in Zhang et al. (2025), who emphasized the role of uncertainty in shaping consumer evaluations of mysterious consumption experiences. Lin et al. (2025) found that anticipated surprise mediated relationships between scarcity conditions and impulse buying behavior. Xu et al. (2025) reported that thrill-seeking tendencies influence decisions among blind box collectors. Research involving online consumers also identified surprise-oriented selling mechanisms as important influences on repurchase intention (Sun et al., 2024). Wang (2025) demonstrated that customer surprise explained significant variation in behavioural outcomes. Huang and Chen (2026) highlighted emotional engagement within probabilistic goods communities through factors such as brand love and jealousy. Emotional anticipation therefore emerges as a recurring theme across multiple theoretical perspectives. Differences nevertheless exist regarding terminology, measurement approaches, and conceptual boundaries. Some studies focus on surprise, others examine curiosity, thrill, enjoyment, or emotional engagement. This variation complicates efforts to establish a unified understanding of anticipated excitement within blind box consumption research.

Blind Box Purchase Intention

Purchase intention refers to a consumer's conscious willingness and likelihood to purchase a product in the future. Marketing literature frequently treats purchase intentions as an important predictor of actual purchasing behavior. Blind box purchase intention has received increasing scholarly attention due to rapid expansion of mystery product markets. Zhan and Xiong (2024) argued that product characteristics significantly influence consumer intentions toward blind box purchases. Gunarian et al. (2025) identified several psychological and marketing factors shaping Generation Z purchase intention in Jakarta. Leones et al. (2026) reported that consumer evaluations and perceptions significantly influenced purchase intention toward Pop Mart products. Chi et al. (2026) demonstrated that adoption intentions among Generation Z consumers were associated with various experiential and psychological factors. Research involving museum-related creative products similarly found that perceived value contributed to purchase intention formation (Gu & Zhao, 2025). Hua et al. (2023) reached comparable conclusions regarding intention formation in digital consumption environments. Consumer intentions therefore appear highly sensitive to psychological evaluations and experiential perceptions. Blind box markets provide a particularly relevant context because purchase decisions occur under conditions of uncertainty. Marketing strategies involving surprise, scarcity, and collection incentives often influence consumer intentions. Understanding determinants of purchase intention remains important because intention frequently precedes actual purchasing behavior. Existing literature provides growing evidence regarding factors shaping consumer willingness to engage with blind box products.

Numerous antecedents have been identified as predictors of blind box purchase intention. Scarcity remains among the most frequently examined variables. Tang et al. (2025) found that scarcity positively influenced

impulse purchase intention through perceived control mechanisms. Tang and Zhang (2026) reported that scarce products generated stronger consumer eagerness to purchase. Emotional engagement also appears important. Yu (2025) emphasized that emotional drivers strongly influence consumer behavior within blind box settings. Wang (2025) demonstrated that surprise-related emotions shape behavioural responses toward blind box marketing activities. Consumer experiences represent another influential factor. Huang and Suo (2025) found that consumption experiences affected purchasing decisions through consumer needs. Psychological ownership, fear of missing out, and value perceptions have also been linked with repurchase tendencies and purchase intentions (Liu & Kerepat, 2025; Zhou et al., 2025). Chiu et al. (2025) highlighted strategic branding as a contributor to consumer attraction and market positioning. Mvondo et al. (2023) emphasized both benefits and risks associated with blind box marketing strategies. Differences across studies suggest that purchase intention emerges from a combination of emotional, cognitive, and situational influences. No single factor appears sufficient to explain purchasing decisions across all circumstances. Such complexity indicates a need for more comprehensive models capable of integrating multiple psychological antecedents.

Despite growing literature, several limitations remain within studies examining blind box purchase intention. Existing research frequently investigates isolated predictors rather than integrated motivational frameworks. Gunarian et al. (2025) examined broad determinants of purchase intention, yet interactions among motivations and emotions remained underexplored. Leones et al. (2026) focused on consumer perceptions, although emotional anticipation was not central within their analysis. Chi et al. (2026) investigated adoption intentions among Generation Z consumers without extensive attention to collecting motivation. Research concerning blind box consumption often emphasizes repurchase behavior, impulse buying, and continuous purchasing rather than initial purchase intention (Nuraini & Rahyadi, 2026; Feng et al., 2024). Emotional mediators also remain insufficiently incorporated into existing models. Wang (2025) examined customer surprise, while anticipated excitement received limited empirical attention. Collecting motivation has rarely been positioned as a direct antecedent of purchase intention despite strong relevance in blind box contexts. Hedonic consumption has demonstrated significant influence on purchase willingness, yet mechanisms explaining this relationship require further clarification (Gao, 2023). Few studies evaluate hedonic consumption and collecting motivation within a single conceptual framework. Interconnections among motivational factors and emotional anticipation therefore remain insufficiently understood. Additional empirical evidence is required to clarify psychological pathways driving purchase intention. Investigation involving anticipated excitement as a mediator may address this gap and enhance theoretical understanding of consumer decision-making within blind box markets.

Hedonic Consumption and Blind Box Purchase Intention

The relationship between hedonic consumption and purchase intention has received substantial attention within consumer behavior literature. Hedonic consumption emphasizes pleasure, enjoyment, fantasy, emotional arousal, and experiential gratification during consumption activities. Blind box products possess characteristics that strongly align with hedonic consumption because uncertainty generates excitement before product revelation. Consumers frequently purchase blind boxes for entertainment rather than practical utility. Gao (2023) reported that hedonic purchasing motivation significantly increased willingness to purchase blind boxes among Generation Z consumers. Similar findings appeared in Zheng (2025), who identified emotional stimulation and novelty seeking as central motivations underlying surprise box consumption. Mvondo et al. (2023) emphasized that blind box strategies create psychological benefits through entertainment and curiosity. Buechel and Li (2023) argued that uncertainty can increase product attractiveness because surprise has intrinsic value for consumers. Hu et al. (2024) found that probabilistic goods stimulate liking and wanting mechanisms that encourage continued engagement. Research conducted by Sun et al. (2024) also demonstrated that surprise-oriented selling strategies positively affect behavioural intentions. Blind box consumption often generates immediate emotional rewards before ownership occurs. Emotional gratification can therefore become a powerful predictor of consumer intention. Studies involving experience-based consumption similarly indicate that positive emotions increase consumer willingness to purchase products and services (Hussain et al., 2025; Siddiqui et al., 2025). Consistent findings across different consumption contexts suggest that hedonic motives remain influential determinants of behavioural intention. Existing literature therefore supports a positive association between hedonic consumption and blind box purchase intention.

Academic literature also reveals several mechanisms explaining the influence of hedonic consumption on purchase intention. Consumers frequently associate blind box purchases with excitement, adventure, and emotional stimulation. Wang (2025) reported that emotional reactions generated through surprise-based marketing significantly affect consumer behavior. Yu (2025) similarly highlighted emotional drivers as important predictors of blind box consumption. Research conducted by Huang and Suo (2025) suggested that positive consumption experiences strengthen purchasing decisions through fulfilment of consumer needs. Chiu et al. (2025) observed that successful blind box brands often create experiential value that attracts consumers beyond product functionality. Related research involving mystery products has demonstrated that emotional engagement can increase product attractiveness and behavioural intention (Zhang et al., 2025; Kovacheva & Wiener, 2024). Blind box purchases frequently involve anticipation, speculation, and shared social experiences. These characteristics generate additional enjoyment that strengthens purchasing motivation. Research from Xiao and Xu (2026) found that behavioural intentions toward blind box-related products are strongly influenced by psychological tendencies associated with novelty and risk taking. Emotional stimulation therefore appears to function as an important pathway connecting hedonic motives with purchase intention. Some studies nevertheless suggest that excessive uncertainty may produce negative outcomes when expectations remain unmet (Xia et al., 2025). Variations in research findings indicate that emotional experiences may operate differently across consumer groups and purchase situations. Direct relationships between hedonic consumption and purchase intention remain well supported, yet intervening emotional mechanisms require additional investigation. Such limitations create a rationale for examining anticipated excitement within this relationship.

Research concerning hedonic consumption and blind box purchase intention remains fragmented despite growing scholarly interest. Existing studies frequently investigate direct effects without considering broader motivational and emotional structures. Gao (2023) confirmed that hedonic motivations encourage purchase willingness, yet emotional mediators received limited empirical attention. Wang (2025) identified customer surprise as an influential factor, although emphasis remained on broader marketing experiences. Yu (2025) discussed emotional drivers extensively without isolating anticipated excitement as a distinct mechanism. Mvondo et al. (2023) highlighted benefits associated with blind box consumption but did not explicitly examine motivational-emotional pathways. Chi et al. (2026) investigated adoption behavior among Generation Z consumers, although hedonic processes remained only partially explored. Research attention also focuses heavily on Chinese consumers, restricting broader contextual understanding (Zhen, 2025; XIYUN, 2024). Cross-cultural comparisons concerning pleasure-driven motivations remain limited. Existing studies emphasize repurchase intention, impulse buying, and continuous purchasing behavior more frequently than initial purchase intention (Nuraini & Rahyadi, 2026; Feng et al., 2024). Interactions between hedonic motives and collecting motives also remain underexplored. Blind box purchasing decisions likely involve multiple motivational dimensions operating simultaneously. Independent examination of each factor may overlook important relationships within consumer decision-making processes. Additional empirical evidence remains necessary to clarify how hedonic consumption influences purchase intention through emotional anticipation. This gap supports the inclusion of anticipated excitement as a mediating construct within the present study. Therefore, the hypothesis is as follows:

H1: There is a significant relationship between Hedonic Consumption and Blind Box Purchase Intention among consumers in Klang Valley, Malaysia.

Collecting Motivation and Blind Box Purchase Intention

Collecting motivation has emerged as a significant factor influencing consumer behavior within blind box markets. Blind box products are commonly designed as collectible series containing rare, hidden, and limited-edition items. Consumers frequently seek complete collections, increasing commitment toward repeated purchases. Lee et al. (2024) suggested that randomized acquisition systems encourage collecting behavior through continuous pursuit of missing items. Xu et al. (2025) found that collection stages significantly influence consumer decisions in blind box environments. Research from Zhou et al. (2025) indicated that consumer needs and value perceptions contribute to sustained purchasing behavior. Psychological ownership associated with collected items also strengthens engagement and purchase interest (Liu & Kerepat, 2025). Collectors often derive satisfaction from progress toward completion goals. Rare item acquisition may create

feelings of achievement, exclusivity, and social recognition. Chiu et al. (2025) observed that successful blind box brands capitalize on collection-oriented behavior through structured product series. Community interactions further reinforce collecting motivation through information sharing and social comparison. Kovacheva and Wiener (2024) reported that mystery products encourage discussion and speculation among consumers. Such interactions frequently increase interest in future purchases. Findings across the literature indicate that collecting motivation represents an important antecedent of blind box purchase intention. Stronger collecting motives often correspond with greater willingness to participate in blind box purchasing activities.

Several empirical studies support a direct relationship between collecting motivation and purchase intention. Xu et al. (2025) observed that consumers at different collection stages demonstrate varying levels of purchasing commitment. Consumers with incomplete collections frequently exhibit stronger intentions to continue purchasing. Zhou et al. (2025) reported that value-driven and need-driven motivations contribute significantly to continued blind box consumption. Liu and Kerepat (2025) demonstrated that psychological ownership enhances behavioural intentions within Pop Mart consumption settings. Similar observations emerged from Hariramani et al. (2026), who found that investment considerations and herd behavior influence repurchase intention toward blind box toys. Collectors often perceive products as symbols of identity, achievement, and personal expression. Acquisition of rare items may increase emotional attachment toward product categories. Tang et al. (2025) found that scarcity positively affects consumer purchase tendencies, partly because limited availability intensifies collection goals. Tang and Zhang (2026) similarly reported that scarcity increases consumer eagerness to purchase blind box products. These findings suggest that collecting motivation operates through multiple psychological dimensions. Achievement pursuit, exclusivity seeking, social recognition, and ownership desires all contribute to stronger purchase intentions. Existing evidence consistently supports positive associations between collection-oriented motivations and consumer purchasing behavior. Blind box products provide an ideal context for examining these relationships because collection completion depends heavily on repeated acquisitions. Purchase intention therefore appears closely linked with collecting motivation within probabilistic consumption environments.

Several limitations remain within literature examining collecting motivation and purchase intention. Existing studies primarily focus on continued purchases and repurchase behavior rather than intention formation before initial purchases. Xu et al. (2025) emphasized collection progression but provided limited discussion concerning emotional processes underlying purchasing decisions. Lee et al. (2024) examined collecting behavior within randomized acquisition contexts without investigating anticipatory emotional responses. Liu and Kerepat (2025) highlighted psychological ownership but did not explicitly consider anticipated excitement. Zhou et al. (2025) concentrated on value and need mechanisms associated with continued consumption. Current literature also lacks substantial integration between collecting motivation and hedonic consumption. Consumers may simultaneously pursue enjoyment and collection completion, yet empirical research rarely evaluates both constructs within one framework. Research settings remain concentrated around specific brands and geographical regions. Pop Mart frequently serves as the primary context, limiting broader theoretical generalization (Chiu et al., 2025; Liu & Kerepat, 2025). Additional studies across different consumer populations remain necessary. Existing findings suggest that collection-oriented consumers experience strong emotional involvement before purchases. Empirical attention toward anticipated excitement within this relationship nevertheless remains minimal. Investigation of emotional anticipation may provide deeper insight regarding how collecting motives influences purchase intention. Such limitations justify further examination of collecting motivation as an important antecedent within the present research model. Therefore, the hypothesis is as follows:

H2: There is a significant relationship between Collecting Motivation and Blind Box Purchase Intention among consumers in Klang Valley, Malaysia.

Anticipated Excitement and Blind Box Purchase Intention

Gaps remain regarding conceptualization and empirical testing of anticipated excitement in blind box literature. Existing research frequently examines surprise after product revelation rather than excitement before purchase decisions. Wang (2025) emphasized customer surprise during consumption experiences, whereas pre-purchase emotional anticipation received less attention. Lin et al. (2025) examined anticipated surprise, yet

emphasis remained on impulse buying rather than structured purchase intention models. Yu (2025) discussed emotional drivers broadly without isolating anticipated excitement as a distinct construct. Zhang et al. (2025) analyzed uncertainty mechanisms, but specific emotional mediators remained underdeveloped. Buechel and Li (2023) provided strong theoretical support regarding surprise-based value creation, although blind box applications require further empirical examination. Current evidence also lacks integrated frameworks combining motivational antecedents and emotional anticipation simultaneously. Studies commonly investigate external marketing stimuli such as scarcity, information gaps, and product design features (Qiu et al., 2024; Tang et al., 2025). Internal motivational drivers such as hedonic consumption and collecting motivation receive less attention within emotional mediation models. Relationships among motivation, anticipated excitement, and purchase intention therefore remain insufficiently understood. Research showing emotional anticipation can contribute toward clearer explanation of why uncertain products attract consumers. Empirical testing of anticipated excitement may also improve theoretical understanding of emotional decision-making within probabilistic consumption environments. These limitations support inclusion of anticipated excitement as a mediating construct within the present study. Therefore, the hypothesis is as follows:

H3: There is a significant relationship between Anticipated Excitement and Blind Box Purchase Intention among consumers in Klang Valley, Malaysia.

H4: There is a significant relationship between Hedonic Consumption and Anticipated Excitement in blind box purchase among consumers in Klang Valley, Malaysia.

H5: There is a significant relationship between Collecting Motivation and Anticipated Excitement in blind box purchase among consumers in Klang Valley, Malaysia.

H6: Anticipated Excitement significantly mediates the relationship between Hedonic Consumption and Blind Box Purchase Intention among consumers in Klang Valley, Malaysia.

H7: Anticipated Excitement significantly mediates the relationship between Collecting Motivation and Blind Box Purchase Intention among consumers in Klang Valley, Malaysia.

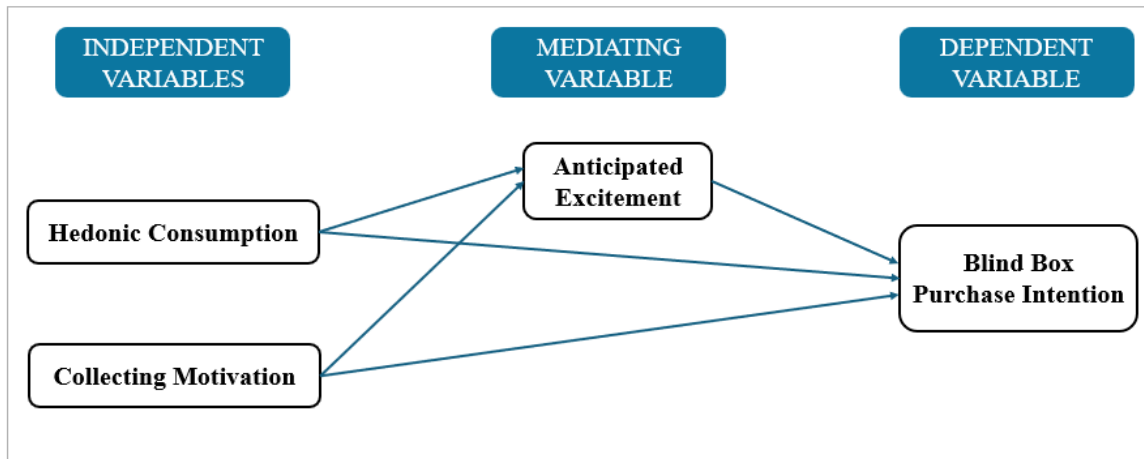
List of Hypothesis

List of hypotheses for this research are as follows:

H1:	There is a significant relationship between Hedonic Consumption and Blind Box Purchase Intention among consumers in Klang Valley, Malaysia.
H2:	There is a significant relationship between Collecting Motivation and Blind Box Purchase Intention among consumers in Klang Valley, Malaysia.
H3:	There is a significant relationship between Anticipated Excitement and Blind Box Purchase Intention among consumers in Klang Valley, Malaysia.
H4:	There is a significant relationship between Hedonic Consumption and Anticipated Excitement in blind box purchase among consumers in Klang Valley, Malaysia.
H5:	There is a significant relationship between Collecting Motivation and Anticipated Excitement in blind box purchase among consumers in Klang Valley, Malaysia.
H6:	Anticipated Excitement significantly mediates the relationship between Hedonic Consumption and Blind Box Purchase Intention among consumers in Klang Valley, Malaysia.
H7:	Anticipated Excitement significantly mediates the relationship between Collecting Motivation and Blind Box Purchase Intention among consumers in Klang Valley, Malaysia.

Conceptual Framework

The proposed conceptual framework for the study is as follows:



Underpinning Theory: Stimulus-Organism-Response (SOR) Theory and Blind Box Purchase Intention

This study underpinned the Stimulus-Organism-Response (SOR) model of environmental psychology (Mehrabian & Russel, 1974). This model indicates that environmental stimulus (S) will trigger the internal states of the consumers (O), which then will trigger their behavioural responses (R). This theory provides suitable foundation to explain the purchase intention towards blind box products. The theory proposes that stimuli encountered by individuals influence their internal psychological and emotional states, which subsequently generate behavioural responses. In consumer behaviour research, the framework is particularly relevant for explaining how consumption-related stimuli influence behavioural outcomes through consumers' cognitive or affective reactions. Research has shown that consumers perceive blind box products as unique consumption experiences that provide entertainment, curiosity, and psychological rewards (Mvondo et al., 2023; Zheng, 2025). Previous research suggest that uncertainty and surprise enhance consumer perceptions of product attractiveness and value (Buechel & Li, 2023; Zhang et al., 2025). Blind box consumers often focus on experiential benefits rather than functional attributes, making acceptance-related perceptions particularly important in understanding purchase intention. Recent consumer behavior studies have further emphasized that psychological perceptions and personal evaluations significantly shape consumer purchase decisions across various consumption contexts, including sustainable products and emerging market offerings (Salleh, Safri, & Salleh, 2026a; Salleh, Safri, & Salleh, 2026b).

Blind box products derive much of their appeal from excitement, surprise, fun, and entertainment rather than practical utility. Gao (2023) found that hedonic purchasing motivation significantly increased willingness to purchase blind boxes among Generation Z consumers. Research conducted by Huang and Suo (2025) revealed that consumption experiences influence purchasing decisions through satisfaction of consumer needs. Chi et al. (2026) similarly reported that experiential attributes positively influence blind box adoption intentions. Emotional stimulation generated through uncertainty and anticipation has also been identified as an important determinant of consumer responses (Yu, 2025; Wang, 2025). Collecting motivation further contributes to positive evaluations because consumers often associate blind box products with achievement, ownership, exclusivity, and collection completion goals (Xu et al., 2025; Liu & Kerepat, 2025). Similar arguments have been advanced by Salleh, Safri, and Salleh (2026b), who emphasized the role of psychological motivations such as Fear of Missing Out and individual circumstances in influencing purchasing decisions among Malaysian consumers. These findings suggest that hedonic consumption and collecting motivation can be interpreted as important antecedents influencing consumer evaluations and behavioural intentions. Within a blind box context, consumers assess not only product outcomes, but also emotional and experiential rewards associated with purchasing activities.

Consumer behavior literature increasingly recognizes that behavioural intentions are shaped through intervening psychological and emotional mechanisms. Salleh et al. (2024) demonstrated that purchase

intention significantly mediated the relationship between psychological determinants and sustainable consumer behavior, supporting the proposition that intention functions as a critical pathway between antecedents and behavioural outcomes. Their findings also highlighted the importance of perceived behavioural control in strengthening intention formation before actual behavior occurs (Salleh et al., 2024). Similar reasoning can be applied to blind box consumption because consumers frequently develop intentions after evaluating anticipated benefits, emotional rewards, and personal motivations. Existing blind box studies indicate that surprise, uncertainty, and emotional engagement play important roles in influencing consumer decisions (Lin et al., 2025; Wang, 2025). Research has also shown that anticipated emotional responses can mediate relationships between marketing stimuli and purchasing behavior within probabilistic consumption environments (Buechel & Li, 2023; Yu, 2025). Furthermore, Salleh, Safri, and Salleh (2026a) highlighted the significance of consumer trust and psychological evaluation in influencing purchasing responses, illustrating the importance of intermediary psychological mechanisms between consumer perceptions and behavioural outcomes. Despite growing evidence regarding emotional influences, limited studies have examined anticipated excitement as a mediating mechanism between hedonic consumption, collecting motivation, and blind box purchase intention.

Within the present study, hedonic consumption which reflects consumers' pursuit of pleasure, enjoyment, and experiential gratification and collecting motivation which represents the desire to acquire and accumulate collectible items are proposed as stimuli (S). These stimuli are expected to generate an internal affective state, the organism (O), represented by anticipated excitement which refers to positive emotional arousal experienced by consumers when opening a blind box that may activate the emotional responses towards blind box consumption. The blind box purchase intention is proposed as the response (R) towards the behavioural intention. The uncertainty, surprise, and collectible characteristics of blind boxes may transform consumers' hedonic and collecting motivations into anticipated excitement, which subsequently increases their intention to purchase. Accordingly, the S-O-R framework provides a theoretical explanation not only for the direct relationships among the variables but, more importantly, for the mediating role of anticipated excitement.

METHODOLOGY

The methodology used in this study was quantitative research, which examined the effects of hedonic consumption and collecting motivation on blind box purchase intention, with anticipated excitement serving as a mediating variable. A quantitative approach was considered appropriate because it enabled researchers to measure attitudes, perceptions, motivations, and behavioural intentions and to determine relationships among variables through statistical analysis. This study investigated how hedonic consumption and collecting motivation influence consumers' intentions to purchase blind box products and how anticipated excitement mediates these relationships. Blind box consumption has attracted increasing academic attention due to its unique combination of uncertainty, emotional stimulation, and collecting behavior, particularly among Generation Z consumers (Mvondo et al., 2023; Zheng, 2025). Previous studies emphasized the importance of quantitative research in understanding consumer behavior toward blind box products, mystery purchases, and probabilistic goods (Gao, 2023; Gunarian et al., 2025).

In this study, purposive non-probability sampling is used as the study requires certain criteria for the respondents to have prior experience purchasing or showing interest in blind box products. In addition, convenience sampling is used to facilitate the data collection which allows researcher to collect data from respondents within the target location of Klang Valley, Malaysia. A cross-sectional survey design was employed because data was collected from respondents at a single point in time to reflect their current perceptions and behavioural intentions toward blind box purchases. Survey-based approaches have been widely adopted in blind box and consumer behavior research because they facilitate the examination of relationships among psychological and motivational variables (Chi et al., 2026; Leones et al., 2026).

The population of this study is consumers who were familiar with blind box products available in the Klang Valley, Malaysia, which is one of the most developed regions in Malaysia. A total of 102 responses were received from consumers representing different demographic backgrounds within the population area of Klang Valley, Malaysia. The number of respondents was determined through a purposive non-probability sampling technique due to ease of access and the availability of respondents. This sampling approach has been commonly employed in consumer behavior studies involving emerging market trends and niche product

categories (Gunarian et al., 2025; Zhan & Xiong, 2024). The approach was considered suitable for exploring consumer intentions toward blind box products and understanding the motivational factors influencing purchasing decisions within this rapidly growing market.

The data was collected using a structured questionnaire consisting of five sections: Demographic Information, Hedonic Consumption, Collecting Motivation, Anticipated Excitement, and Blind Box Purchase Intention. The measurement items were adapted and modified from established studies related to consumer motivation, emotional responses, collecting behavior, and purchase intention to ensure content validity and consistency with the study objectives. The questionnaire items were measured using a five-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Prior to the actual data collection process, a pilot study involving 20 respondents was conducted to evaluate the reliability of the research instrument. Reliability analysis was performed using Cronbach's alpha, and the result indicated a value of 0.971, demonstrating excellent internal consistency among the measurement items. The high reliability coefficient suggested that the instrument was capable of measuring the intended constructs consistently and accurately. The outcome of the pilot study was consistent with recommendations in social science research, which suggest that Cronbach's alpha values above 0.70 indicate acceptable reliability (Taherdoost, 2026). The questionnaire was distributed through online platforms, enabling respondents to participate conveniently regardless of geographical location. Online surveys have become increasingly popular in consumer behavior studies due to their efficiency, accessibility, and ability to reach a broader target population (Feng et al., 2026; Huang & Suo, 2025). The online distribution method also facilitated faster data collection while ensuring adequate response quality. Completed questionnaires were screened to ensure that responses were complete and suitable for subsequent statistical analysis. This process contributed to data quality and enhanced the accuracy of the study findings.

The data collected were analysed using the Statistical Package for the Social Sciences (SPSS). Descriptive analysis was first conducted using frequencies, percentages, means, and standard deviations to describe respondent characteristics and summarize responses for each construct. Reliability analysis was performed to determine the internal consistency of all measurement scales. Normality assessment was conducted through the Kolmogorov-Smirnov test, Shapiro-Wilk test, and skewness statistics to evaluate the suitability of parametric statistical procedures. Pearson correlation analysis was used to examine the relationships among hedonic consumption, collecting motivation, anticipated excitement, and blind box purchase intention. Multiple regression analysis was then employed to determine the predictive influence of hedonic consumption and collecting motivation on blind box purchase intention. Additional regression procedures were conducted to examine the mediating effect of anticipated excitement on these relationships. The outputs generated from model summary statistics, analysis of variance (ANOVA), and standardized regression coefficients were evaluated to assess model fitness and test the proposed hypotheses. A significance level of 0.05 was adopted throughout the analysis process. The use of correlation and regression techniques is consistent with previous consumer behavior studies examining motivational factors, emotional responses, and purchase intentions in blind box and probabilistic consumption contexts (Tang et al., 2025; Zhou et al., 2025). These analytical procedures provide robust evidence regarding the strength, direction, and significance of relationships among the variables under investigation. The selected methodology was therefore appropriate for achieving the study objectives and providing empirical evidence regarding the effects of hedonic consumption and collecting motivation on blind box purchase intention through the mediating role of anticipated excitement (Yu, 2025; Wang, 2025).

RESULTS

Descriptive Analysis of Study Variables

The descriptive analysis was conducted to examine the demographic characteristics and purchasing behavior of respondents involved in this study. Out of the 102 responses received, a total of 71 responses were valid and used for analysis. Balance of the responses were considered as invalid due to the respondents were not familiar with or have never experienced purchasing blind box products. The gender distribution showed that female respondents constituted 54.9% ($n = 39$) of the sample, while male respondents accounted for 45.1% ($n = 32$). In terms of age, the largest group of respondents was between 25 and 34 years old, representing 63.4% ($n = 45$), followed by those aged 35–44 years old at 25.4% ($n = 18$), and 18–24 years old at 11.3% ($n = 8$). The

findings indicate that blind box consumption is particularly prevalent among young adults within their working age. Regarding employment status, most respondents were full-time employees (81.7%, $n = 58$), followed by business owners (8.5%, $n = 6$), part-time employees (5.6%, $n = 4$), and self-employed individuals (4.2%, $n = 3$). The dominance of full-time employees suggests that consumers with stable income are more likely to participate in blind box purchasing activities. Income analysis revealed that 62.0% ($n = 44$) of respondents belonged to the middle-income category, indicating adequate purchasing power for discretionary products such as blind boxes. Concerning purchasing behavior, 43.7% ($n = 31$) reported purchasing blind boxes one to two times per month, while 29.6% ($n = 21$) purchased between three and five times monthly. The most common reason for purchasing blind box products was the excitement of surprise (46.5%, $n = 33$), while social media emerged as the primary source of awareness (62.0%, $n = 44$). These findings are consistent with previous studies that identified surprise, uncertainty, entertainment value, and social media exposure as major drivers of blind box consumption among Generation Z consumers (Gao, 2023; Chi et al., 2026; Zheng, 2025; Zhen, 2025).

Reliability and Normality Assessment

Reliability analysis was performed to evaluate the internal consistency of the measurement scales used in this study. The results demonstrated that all constructs achieved Cronbach's Alpha values exceeding the recommended threshold of 0.70, indicating satisfactory reliability. Hedonic Consumption recorded a Cronbach's Alpha value of 0.893, Collecting Motivation achieved 0.900, Anticipated Excitement reported 0.883, and Blind Box Purchase Intention produced the highest reliability coefficient of 0.917. These results suggest that all measurement items consistently measured their respective constructs and were suitable for subsequent statistical analyses. The reliability findings indicate excellent internal consistency across all study variables. Similar reliability outcomes have been reported in studies examining blind box purchasing behavior, emotional consumption, and consumer motivations, where well-developed scales demonstrated strong consistency in measuring psychological and behavioural constructs (Feng et al., 2024; Huang & Suo, 2025; Gu & Zhao, 2025). Therefore, the research instrument employed in this study can be considered reliable and appropriate for investigating blind box purchase intention.

Normality assessment was conducted using both the Kolmogorov–Smirnov and Shapiro–Wilk tests together with skewness and kurtosis statistics. The Kolmogorov–Smirnov and Shapiro–Wilk tests indicated significance values below 0.001 for all variables, suggesting departures from perfect normality. However, these tests are highly sensitive to sample size and often detect minor distributional deviations. Therefore, skewness and kurtosis values were examined to determine practical normality. The skewness values ranged from -0.169 to 0.747 , while kurtosis values ranged from -0.506 to 5.213 , all of which fell within the acceptable ranges of ± 2 for skewness and ± 7 for kurtosis suggested in multivariate research. Hedonic Consumption showed the highest kurtosis value (5.213), yet it remained within the acceptable threshold. Consequently, the distributions of all variables were considered sufficiently normal for parametric analyses. The findings support the use of Pearson correlation and multiple regression analyses in examining the relationships among the study variables. Similar approaches have been adopted in consumer behavior research involving blind box consumption, purchase intention, probabilistic goods, and emotional decision-making, where moderate deviations from normality did not hinder the use of parametric techniques (Tang et al., 2025; Zhou et al., 2025; Leones et al., 2026).

Hypothesis Testing and Multiple Regression Analysis

Pearson correlation analysis was conducted to examine the relationships between Hedonic Consumption, Collecting Motivation, Anticipated Excitement, and Blind Box Purchase Intention. The results revealed significant positive relationships among all variables. Hedonic Consumption demonstrated a strong positive relationship with Purchase Intention ($r = 0.684$, $p < 0.001$), indicating that consumers who experience greater pleasure and enjoyment from blind box purchases are more likely to develop stronger purchasing intentions. Collecting Motivation was also positively associated with Purchase Intention ($r = 0.410$, $p < 0.001$), suggesting that consumers motivated by collection completion and ownership exhibit higher intentions to purchase blind boxes. Anticipated Excitement showed a strong positive relationship with Purchase Intention ($r = 0.603$, $p < 0.001$), supporting the argument that emotional anticipation influences purchasing decisions. Additionally, Collecting Motivation was significantly related to Anticipated Excitement ($r = 0.610$, $p < 0.001$), while

Hedonic Consumption demonstrated a significant positive correlation with Anticipated Excitement ($r = 0.364$, $p = 0.002$). These findings support previous studies highlighting the importance of emotional stimulation, surprise, and collection-oriented motivations in influencing consumer behavior toward blind box products (Buechel & Li, 2023; Wang, 2025; Yu, 2025; Xu et al., 2025).

Multiple regression analysis was subsequently performed to determine the influence of Hedonic Consumption, Collecting Motivation, and Anticipated Excitement on Blind Box Purchase Intention. The model produced an R value of 0.783 and an R^2 value of 0.613, indicating that 61.3% of the variance in Purchase Intention was explained by the three predictor variables. The overall regression model was statistically significant, $F(3,67) = 35.324$, $p < 0.001$, demonstrating strong predictive ability. Examination of the regression coefficients revealed that Hedonic Consumption had a significant positive effect on Purchase Intention ($\beta = 0.534$, $t = 6.519$, $p < 0.001$), supporting H1. Anticipated Excitement also significantly influenced Purchase Intention ($\beta = 0.404$, $t = 4.078$, $p < 0.001$). However, Collecting Motivation did not significantly affect Purchase Intention when included alongside the other predictors ($\beta = 0.009$, $t = 0.094$, $p = 0.925$), leading to the rejection of H2. The findings suggest that emotional and experiential factors are more influential than collection-related motives in explaining purchase intention. These results are consistent with Gao (2023), who found that hedonic motivation significantly predicts blind box purchasing willingness, and with Wang (2025) and Yu (2025), who emphasized the role of emotional responses and surprise-related experiences in shaping blind box consumer behavior. The significant influence of Anticipated Excitement supports the arguments of Buechel and Li (2023), Lin et al. (2025), and Mvondo et al. (2023), who reported that anticipated emotional rewards and uncertainty-driven excitement represent key determinants of consumer engagement and purchasing intentions toward probabilistic products.

Mediation Analysis

Mediation analysis examines whether the effect of an independent variable on a dependent variable occurs through a third variable known as a mediator. In this study, Anticipated Excitement was proposed as a mediating variable that explains how Hedonic Consumption and Collecting Motivation influence Blind Box Purchase Intention. Following Baron and Kenny (1986) and supported by contemporary consumer behavior research, mediation is established when the independent variable significantly influences the mediator, the mediator significantly influences the dependent variable, and the direct effect of the independent variable decreases when the mediator is included in the regression model.

The correlation analysis provided preliminary evidence supporting the mediation model. Hedonic Consumption was positively correlated with Anticipated Excitement ($r = 0.364$, $p = 0.002$), while Collecting Motivation also showed a significant positive relationship with Anticipated Excitement ($r = 0.610$, $p < 0.001$). Anticipated Excitement was significantly associated with Purchase Intention ($r = 0.603$, $p < 0.001$). These findings suggest that consumers who derive enjoyment from blind box purchases and those motivated to complete collections tend to experience higher levels of excitement before purchasing, which may subsequently strengthen their intention to purchase blind box products. Similar findings were reported by Buechel and Li (2023), who found that anticipated surprise and uncertainty create emotional value that enhances consumer preferences for mystery products. Wang (2025) demonstrated that customer surprise acts as an important emotional mechanism linking blind box experiences with behavioural outcomes.

The regression results further support the mediating role of Anticipated Excitement. When Hedonic Consumption, Collecting Motivation, and Anticipated Excitement were entered simultaneously into the regression model, Hedonic Consumption remained a significant predictor of Purchase Intention ($\beta = 0.534$, $p < 0.001$), while Anticipated Excitement also significantly predicted Purchase Intention ($\beta = 0.404$, $p < 0.001$). In contrast, Collecting Motivation did not significantly influence Purchase Intention ($\beta = 0.009$, $p = 0.925$). This pattern indicates that Anticipated Excitement may partially mediate the relationship between Hedonic Consumption and Purchase Intention because Hedonic Consumption remained significant after the inclusion of the mediator. However, for Collecting Motivation, the non-significant direct effect combined with the strong relationship between Collecting Motivation and Anticipated Excitement suggests the possibility of full mediation. In other words, consumers driven by collection goals may not purchase blind boxes directly

because of collecting motives alone, but rather because these goals generate anticipation and excitement regarding potential acquisition outcomes.

These findings are consistent with prior studies on blind box and probabilistic consumption. Lin et al. (2025) reported that anticipated emotional responses, particularly surprise and excitement, mediate consumer reactions toward probabilistic products. Similarly, Yu (2025) identified emotional anticipation as a major driver of blind box purchasing behavior, while Zheng (2025) highlighted excitement and anticipation as central psychological mechanisms underlying surprise-box consumption. Mvondo et al. (2023) further argued that blind box marketing succeeds because uncertainty creates emotional benefits that consumers perceive as rewarding. The results therefore suggest that emotional anticipation plays a crucial role in transforming consumer motivations into purchasing intentions. Hence, Anticipated Excitement serves as an important psychological pathway through which consumers evaluate and respond to blind box products.

Summary of Hypothesis

HYPOTHESIS		REMARK
H1:	There is a significant relationship between Hedonic Consumption and Blind Box Purchase Intention among consumers in Klang Valley, Malaysia.	Supported
H2:	There is a significant relationship between Collecting Motivation and Blind Box Purchase Intention among consumers in Klang Valley, Malaysia.	Supported
H3:	There is a significant relationship between Anticipated Excitement and Blind Box Purchase Intention among consumers in Klang Valley, Malaysia.	Supported
H4:	There is a significant relationship between Hedonic Consumption and Anticipated Excitement in blind box purchase among consumers in Klang Valley, Malaysia.	Supported
H5:	There is a significant relationship between Collecting Motivation and Anticipated Excitement in blind box purchase among consumers in Klang Valley, Malaysia.	Supported
H6:	Anticipated Excitement significantly mediates the relationship between Hedonic Consumption and Blind Box Purchase Intention among consumers in Klang Valley, Malaysia.	Supported with partial mediation
H7:	Anticipated Excitement significantly mediates the relationship between Collecting Motivation and Blind Box Purchase Intention among consumers in Klang Valley, Malaysia.	Full mediation

Implication Of Study

The findings of this study provide important theoretical implications for the consumer behavior literature, particularly within the context of blind box consumption. The study contributes to the growing body of knowledge regarding uncertainty-based consumption by integrating hedonic consumption, collecting motivation, anticipated excitement, and purchase intention within a single conceptual framework. The significant influence of hedonic consumption on purchase intention strengthens the argument that consumers are increasingly motivated by experiential and emotional benefits rather than purely functional product attributes. The results demonstrate that pleasure, enjoyment, curiosity, and entertainment play critical roles in shaping consumer decisions toward blind box products. The significant effect of anticipated excitement further confirms the importance of emotional anticipation in consumer decision-making processes. The study expands existing blind box literature by demonstrating that emotional responses should not be viewed solely as post-purchase outcomes but also as influential pre-purchase factors. The results suggest that anticipated excitement serves as a psychological mechanism that connects consumer motivations with behavioural intentions. This finding broadens the understanding of how emotions operate in uncertain purchasing environments. The

evidence also contributes to theories of probabilistic consumption by highlighting the importance of emotional rewards generated before product acquisition. Consumer behavior researchers may use these findings as a foundation for future studies examining emotional anticipation in similar contexts. The study also enriches existing discussions concerning surprise-based marketing and experiential consumption. The integration of motivational and emotional variables offers a more comprehensive explanation of consumer purchase intention. The findings therefore provide valuable theoretical insights for understanding consumer behavior in uncertainty-driven markets.

The findings also present important managerial implications for companies operating within the blind box industry. The significant influence of hedonic consumption indicates that businesses should focus on creating enjoyable and entertaining purchasing experiences rather than emphasizing product functionality alone. Marketing campaigns can be designed to accentuate excitement, curiosity, surprise, and emotional engagement throughout the purchasing process. Companies should invest in creative storytelling, attractive packaging, and immersive brand experiences that enhance the entertainment value of blind box products. The strong effect of anticipated excitement suggests that marketers should carefully manage consumers' expectations before purchase. Product previews, teaser campaigns, countdown events, and limited-edition releases may help stimulate emotional anticipation among potential buyers. Social media marketing strategies can be optimized to increase curiosity and excitement by revealing partial information about upcoming collections. Interactive digital content and influencer collaborations may further strengthen consumer engagement and emotional involvement. The findings reveal that social media serves as the primary source of awareness for blind box products among respondents. Businesses should therefore allocate adequate resources toward digital marketing and community-building activities. Consumer-generated content can be encouraged to create discussions regarding rare items, collection progress, and unboxing experiences. Marketing strategies that amplify anticipation before purchase may contribute to stronger purchase intentions among consumers. Organizations may also use these findings to improve customer retention and engagement. Understanding the emotional motivations of consumers enables firms to develop more effective promotional activities. Such strategies may enhance overall market competitiveness within the rapidly growing blind box industry.

The study also provides implications for product development and brand management within experiential consumption markets. The findings suggest that emotional experiences represent a major determinant of consumer purchasing behavior. Product designers should therefore place greater emphasis on creating elements of mystery, surprise, and excitement within product offerings. Blind box manufacturers may increase perceived value by introducing exclusive designs, rare collectibles, and limited-production series that stimulate anticipation among consumers. Product differentiation strategies that strengthen emotional attachment can contribute to long-term consumer engagement. The non-significant effect of collecting motivation in the regression model indicates that collection goals alone may not be sufficient to drive purchase intention. Consumers appear to be more influenced by the emotional excitement associated with obtaining unknown items than by collection completion itself. Product strategies should therefore focus on enhancing emotional experiences rather than encouraging collection behavior. Emotional branding approaches may help organizations create stronger psychological connections with consumers. Companies can also develop loyalty programs that reward consumer participation and engagement with brand communities. The creation of exclusive membership benefits may further enhance feelings of anticipation and excitement. Consumer communities can serve as powerful platforms for increasing brand attachment and product interest. Discussions surrounding product rarity and surprise outcomes may stimulate greater consumer involvement. The findings suggest that emotional engagement should be integrated into product planning and brand positioning decisions. Organizations that successfully create anticipation may achieve stronger consumer responses and higher purchase intention. These implications are relevant not only to blind box businesses but also to other industries utilizing surprise, mystery, and gamification-based marketing strategies.

The findings further provide implications for policymakers, consumer educators, and future researchers interested in understanding emerging consumption trends. Blind box consumption involves unique psychological processes that may influence consumer spending behavior through excitement, uncertainty, and reward anticipation. Awareness programs can assist consumers in developing more informed purchasing decisions while maintaining enjoyment of novelty-based products. Consumer education initiatives may encourage responsible spending habits among individuals who engage frequently in blind box consumption.

Regulatory bodies may also consider developing guidelines that promote transparency regarding product probabilities and rarity distributions. Such measures can help reduce potential consumer dissatisfaction while maintaining the entertainment value of blind box products. The prominence of anticipated excitement in influencing purchase intention highlights the importance of emotional factors in contemporary consumption behavior. Future research may investigate additional emotional variables such as curiosity, surprise, fear of missing out, and psychological ownership. Comparative studies across different age groups, cultures, and geographical regions may provide deeper insights into blind box consumer behavior. Researchers may also explore longitudinal changes in purchasing motivations as consumers progress through different stages of collection activities. Additional studies using larger sample sizes and advanced analytical techniques may strengthen the generalizability of the findings. Examination of mediating and moderating variables could further enhance theoretical understanding of uncertainty-based consumption. The results indicate that consumer decision-making within blind box markets is shaped by a complex interaction of motivational and emotional factors. Continued investigation of these relationships may contribute significantly to consumer behavior theory and marketing practice. The study therefore establishes a useful platform for future scholarly inquiry into emotional and experiential consumption phenomena.

CONCLUSION

This study examined the effects of hedonic consumption and collecting motivation on blind box purchase intention, with anticipated excitement serving as a mediating variable. The demographic analysis revealed that the majority of respondents were female, aged between 25 and 34 years old, employed full-time, and belonged to the middle-income group. Most respondents reported purchasing blind box products one to two times per month, indicating regular participation in blind box consumption activities. The excitement of surprise emerged as the primary reason for purchasing blind box products, while social media was identified as the main source through which respondents first learned about blind box offerings. These findings indicate that blind box consumption is largely driven by emotional experiences and digital influence among young working adults.

The reliability analysis demonstrated that all measurement scales possessed excellent internal consistency. Hedonic Consumption recorded a Cronbach's Alpha value of 0.893, Collecting Motivation achieved 0.900, Anticipated Excitement obtained 0.883, and Blind Box Purchase Intention produced 0.917. All values exceeded the recommended minimum threshold of 0.70, confirming the reliability of the research instrument. The normality assessment showed significant results in the Kolmogorov–Smirnov and Shapiro–Wilk tests; however, the skewness and kurtosis values remained within acceptable ranges. The data were therefore considered sufficiently normal for the application of parametric analyses, including Pearson correlation and multiple regression.

The Pearson correlation analysis revealed significant positive relationships among all study variables. Hedonic Consumption was positively correlated with Collecting Motivation, Anticipated Excitement, and Purchase Intention. Collecting Motivation also showed significant positive relationships with Anticipated Excitement and Purchase Intention. Anticipated Excitement demonstrated a strong positive relationship with Purchase Intention. The strongest correlation was observed between Hedonic Consumption and Purchase Intention ($r = 0.684$, $p < 0.001$), followed by the relationship between Collecting Motivation and Anticipated Excitement ($r = 0.610$, $p < 0.001$). These findings indicate that consumers who experience greater enjoyment and emotional stimulation from blind box consumption tend to report stronger purchase intentions.

The multiple regression analysis revealed that the overall model was statistically significant and explained 61.3% of the variance in Blind Box Purchase Intention ($R^2 = 0.613$, $p < 0.001$). Hedonic Consumption was found to have a significant positive effect on Purchase Intention ($\beta = 0.534$, $p < 0.001$), supporting the proposition that pleasure-oriented consumption motivations encourage consumers to purchase blind box products. Anticipated Excitement also significantly influenced Purchase Intention ($\beta = 0.404$, $p < 0.001$), indicating that emotional anticipation before purchase plays an important role in shaping consumer intentions. In contrast, Collecting Motivation did not significantly influence Purchase Intention when examined together with the other predictors ($\beta = 0.009$, $p = 0.925$). The findings suggest that emotional and experiential motivations are more influential than collection-oriented motives in predicting blind box purchase intention.

The mediation analysis provided evidence that Anticipated Excitement acts as an important psychological mechanism linking consumer motivations with purchase intention. Significant relationships were observed between Hedonic Consumption and Anticipated Excitement, Collecting Motivation and Anticipated Excitement, and Anticipated Excitement and Purchase Intention. The findings indicate that consumers who derive enjoyment from blind box purchases and those motivated by collection goals experience higher levels of excitement before purchasing, which subsequently strengthens their intention to buy. The results suggest partial mediation for the relationship between Hedonic Consumption and Purchase Intention and possible full mediation for the relationship between Collecting Motivation and Purchase Intention. The study concludes that hedonic consumption and anticipated excitement are the primary determinants of blind box purchase intention, highlighting the critical role of emotional anticipation in consumer decision-making within uncertainty-based consumption environments.

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Conflict Of Interest Statement

This study was conducted in the absence of any commercial or financial relationships, and the authors declare that there is no conflict of interest regarding the publication of this research

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