



# Perceived Uncertainty and Gen Z's Intention to Make Impulsive Purchases of POP MART Blind Box Products: The Mediating Role of Curiosity

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## ABSTRACT

The POP MART blind box phenomenon, which offers uncertainty regarding the products received, can spark curiosity and drive purchasing behavior among Generation Z. This study aims to analyze the influence of perceived uncertainty on the intention to make impulsive purchases of POP MART blind box products among Generation Z in Padang, with curiosity as the mediating variable. The study employed a quantitative causal approach with 200 Generation Z respondents selected through purposive sampling. Data were analyzed using PLS-SEM with the assistance of SmartPLS. The results show that perceived uncertainty has a positive and significant effect on both impulsive purchase intention and curiosity. Curiosity also has a positive and significant effect on impulsive purchase intention. Furthermore, curiosity was found to significantly mediate the effect of perceived uncertainty on impulsive purchase intention. These findings indicate that the uncertainty surrounding blind box products can increase consumer curiosity, which in turn drives the formation of impulsive purchase intention among Generation Z.

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## 1. INTRODUCTION

The growth of the designer toy industry has given rise to a form of consumption that is not only focused on the product's utility but also on the emotional experience and element of surprise in the purchasing process. One emerging trend is the "blind box"—a collectible product packaged in a sealed box so that consumers do not know exactly what item they will receive until they open it (Zhang & Zhang (2022); Zhang et al. (2022)). The popularity of blind boxes in Indonesia is also evident from the growing public interest and the proliferation of unboxing content on social media, which offers consumers an element of surprise (Gong et al., 2024). One brand that stands out in this industry is POP MART, with its various intellectual properties (IPs), such as Molly, Dimoo, Skullpanda, and the Monsters/Labubu.

In Indonesia, blind box consumption has become increasingly relevant among Generation Z, who are highly exposed to digital content, social media, and emerging consumption trends. Gunarian et al. (2025) examined blind box purchase intention among Generation Z consumers in Jakarta, while Tiofanny et al. (2026) investigated Generation Z blind box buyers in the Greater Jakarta Area in relation to social media use and Fear of Missing Out (FOMO). These studies suggest that blind box consumption among Generation Z is influenced not only by product characteristics but also by psychological and social factors. More broadly, Djamhari et al. (2024) found that digital consumption factors, including sales promotion, FOMO, and digital payment methods, are associated with impulsive buying behavior. These findings highlight the importance of the digital consumption environment in understanding impulsive purchase intention among Generation Z consumers.

The nature of POP MART's blind boxes—which conceal the product's contents—creates both uncertainty and curiosity about which character will be revealed. The inclusion of hidden items, limited editions, and scarcity strategies further enhances the product's appeal to consumers (Ding & Han, 2024). This situation can lead to impulsive purchase intentions—that is, the tendency to make spontaneous purchases even though one had not previously planned to do so (Rook & Fisher, 1995). Zhang et al. (2022) found that the element of surprise in blind box products can have a positive effect on impulsive purchase intention.

One factor related to impulsive purchase intention is perceived uncertainty that is, consumers' perception of uncertainty regarding the outcome of a purchasing decision. With blind box products, this uncertainty arises because consumers cannot know which character they will receive until the product is opened (Zhang & Zhang, 2022). Such uncertainty does not always diminish consumer interest; rather, it can increase appeal because of the possibility of obtaining an unexpected or rarer character (Ding & Han, 2024). In addition, uncertainty can spark curiosity because consumers are driven to find out information that is not yet available.

Perceived uncertainty may also encourage consumers to seek information when they are faced with an unclear purchasing outcome. He & Rucker (2023) explain that uncertainty can influence consumers' information-search behavior, suggesting that uncertainty may motivate consumers to seek additional information when making decisions under unclear conditions. Similarly, Hwang & Youn (2023) found that consumers may acquire product information as a strategy for reducing uncertainty in digital shopping environments. However, blind box consumption presents a distinctive situation because the specific character cannot be completely identified before the package is opened. This condition creates an information gap in which consumers know that a product is contained inside the package but remain uncertain about which specific character they will receive (Zhang & Zhang, 2022).

*Curiosity is the drive to obtain information when an individual recognizes a gap between what is already known and what they want to know (Loewenstein, 1994).* This situation is

consistent with the nature of blind boxes, as consumers know there is a character inside the package but do not yet know which character they will receive. van Lieshout et al. (2021) shows that uncertainty can increase curiosity about unknown outcomes, whereas Gong et al. (2024) found that curiosity plays a role in driving consumer purchasing behavior regarding blind boxes. Research on consumer curiosity suggests that situational factors, such as uncertainty, novelty, and incomplete information, can stimulate consumers' motivation to obtain additional information (Daume & Hüttl-Maack, 2022). Similarly, Strzelecki et al. (2024), through a systematic literature review, found that curiosity can influence consumer engagement and decision-making processes. Thus, curiosity can serve as a psychological mechanism that explains the relationship between perceived uncertainty and the intention to make an impulsive purchase.

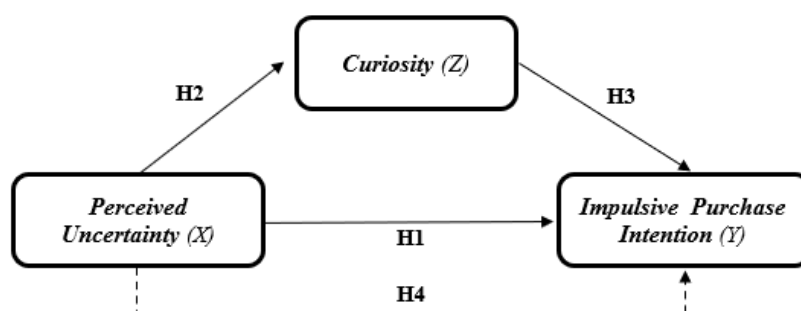
The relationship between curiosity and impulsive buying is particularly relevant in the context of blind box products. Gong et al. (2024) found that customer curiosity stimulates impulse buying in blind box consumption and that curiosity mediates the effects of surprise and novelty on impulse buying. When consumers become increasingly curious about which character they will receive, purchasing the blind box provides an opportunity to resolve the uncertainty surrounding the unknown outcome. Thus, curiosity can function not only as an internal psychological response to uncertainty but also as a mechanism that contributes to consumers' intention to purchase impulsively.

The relationships among perceived uncertainty, curiosity, and impulsive purchase intention can also be explained through the Stimulus-Organism-Response (S-O-R) framework. This framework proposes that an external stimulus influences an individual's internal psychological state, which subsequently leads to a behavioral response. Lin et al. (2023) demonstrated the relevance of the S-O-R framework to impulse buying by showing that consumers' internal psychological responses can translate external shopping stimuli into impulsive purchasing responses. Similarly, Xia et al. (2024) found that social and media cues can influence impulse buying through psychological mechanisms within the S-O-R framework. In the present study, perceived uncertainty is positioned as the stimulus, curiosity as the internal psychological state, and impulsive purchase intention as the behavioral response.

This phenomenon is particularly relevant to study among Generation Z, who have grown up in a digital environment and engage intensively with social media and various consumer trends (Djamhari et al., 2024). To gain an initial understanding, a preliminary survey was conducted among 30 Generation Z respondents in Padang who were familiar with POP MART's blind box products. The results showed that 100% of respondents wanted to buy the product immediately upon seeing the POP MART blind box even though they had not previously planned to make a purchase, while 22 respondents (73%) stated they had a sudden urge to buy and 22 respondents (73%) felt a strong impulse to buy even though they had not previously intended to make a purchase. These results provide an initial indication of a tendency toward impulsive purchase intentions among Generation Z in Padang.

Previous research has examined the relationship between perceived uncertainty, curiosity, and purchasing behavior regarding blind box products. Zhang et al. (2022) found a positive effect of perceived uncertainty on impulsive purchase intention as well as the mediating role of curiosity in that relationship, while Nabilah Annisa et al. (2026) to examine the relationship between perceived uncertainty, curiosity, and purchase intention among Generation Z in Pontianak. Differences in location and the focus on purchasing behavior suggest there is scope to examine this relationship among Generation Z in Padang. Therefore, this study aims to analyze the effect of perceived uncertainty on the intention to make impulsive purchases of

POP MART blind box products among Generation Z in Padang, with curiosity as the mediating variable. The conceptual framework of this study is shown in **Figure 1**.



**Figure 1: Conceptual Framework**

In Figure 1, the hypotheses are explained as follows:

- H1 : Perceived Uncertainty has a significant effect on Impulsive Purchase Intention.
- H2 : Perceived Uncertainty has a significant effect on Curiosity.
- H3 : Curiosity has a significant effect on Impulsive Purchase Intention.
- H4 : Curiosity mediates the effect of Perceived Uncertainty on Impulsive Purchase Intention.

## 2. METHOD

### 2.1. Research Types and Methods

This study employs a quantitative approach with a causal research design. This approach was used to examine the causal relationship between Perceived Uncertainty, Impulsive Purchase Intention, and Curiosity as a mediating variable among consumers of POP MART blind box products. Data collection was conducted via a survey using a questionnaire as the research instrument. Each statement was measured using a 5-point Likert scale, ranging from “Strongly Disagree (1)” to “Strongly Agree (5).”

### 2.2 Population and Sample

The population in this study consists of Generation Z individuals born between 1997 and 2012 who reside in the city of Padang and are familiar with and have purchased POP MART blind box products. Sampling was conducted using a non-probability sampling technique via purposive sampling, which involves selecting respondents based on specific criteria established in accordance with the study’s objectives. The sample size was determined based on Hair Jr. et al. (2022) who state that the sample size can be determined based on the number of indicators while considering a specific ratio. This study used 10 indicators with a ratio of 20 times the number of indicators, resulting in a sample size of 200 respondents.

### 2.3 Technical Analysis

The collected data were analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method with the aid of SmartPLS software, version 4.1.1.7. The PLS-SEM method was chosen because it is suitable for testing complex structural relationships, including those involving mediating variables; it can accommodate data that are not normally distributed; and it can be used in studies with a relatively moderate sample size (Hair Jr. et al., 2022) . The analysis was conducted in two stages. First, the measurement model (outer model) was evaluated to assess construct validity and reliability. Second, the structural model (inner model) was evaluated by examining the coefficient of

determination ( $R^2$ ), predictive relevance ( $Q^2$ ), effect size ( $f^2$ ), path coefficients, and bootstrapping results to test the proposed hypotheses.

### 3. RESULTS AND DISCUSSION

#### 3.1. Convergent Validity

*Convergent validity was assessed to ensure that each indicator adequately represents the construct it measures. Based on the criteria established by Hair Jr. et al. (2022), an indicator is considered to meet the criteria if it has an outer loading value above 0.70 and an Average Variance Extracted (AVE) value of 0.50 or higher. The results of the measurement model testing show that all indicators for the constructs Perceived Uncertainty, Curiosity, and Impulsive Purchase Intention met the established criteria. All indicators had outer loading values above 0.70, while the AVE values for each construct were above 0.50; thus, all constructs were deemed to meet the criteria for convergent validity. The test results are presented in Table 1.*

**Table 1.** Outer Loading Convergent Validity Test

|    | Perceived Uncertainty | Impulsive Purchase Intention | Curiosity |
|----|-----------------------|------------------------------|-----------|
| X1 | 0.778                 |                              |           |
| X2 | 0.766                 |                              |           |
| X3 | 0.809                 |                              |           |
| Y1 |                       | 0.838                        |           |
| Y2 |                       | 0.733                        |           |
| Y3 |                       | 0.828                        |           |
| Z1 |                       |                              | 0.817     |
| Z2 |                       |                              | 0.802     |
| Z3 |                       |                              | 0.726     |
| Z4 |                       |                              | 0.899     |

Source: Primary Data 2026

Based on Table 1, the correlation coefficients for each indicator with the construct it measures are higher than its correlations with other constructs, with values above 0.70. These results indicate that each indicator is sufficiently capable of distinguishing the constructs of Perceived Uncertainty, Curiosity, and Impulsive Purchase Intention. Thus, the measurement model in this study meets the criteria for discriminant validity.

#### 3.2. Reliability

The reliability of the measurement model was evaluated using Cronbach's Alpha and Composite Reliability (CR). According to Hair Jr. et al. (2022), a Cronbach's Alpha value above 0.60 and a Composite Reliability value above 0.70 indicate that the construct has acceptable internal consistency. The results of the reliability tests for the constructs Perceived Uncertainty, Curiosity, and Impulsive Purchase Intention are presented in Table 2.

**Table 2. Cronbach's Alpha**

|                              | Cronbach's Alpha | Composite Reliability |
|------------------------------|------------------|-----------------------|
| Curiosity                    | 0.689            | 0.827                 |
| Impulsive Purchase Intention | 0.725            | 0.843                 |
| Perceived Uncertainty        | 0.827            | 0.886                 |

Source: Primary Data 2026

Based on the results of the reliability test, the constructs of Perceived Uncertainty, Curiosity, and Impulsive Purchase Intention were found to have good reliability and to accurately reflect the constructs being measured. A variable is considered reliable if it has a Cronbach's alpha value greater than 0.6 and a composite reliability greater than 0.7; all variables in this study meet these criteria, so the instrument used can be considered stable and reliable.

### 3.3. Structural Model and R-Square

The structural model was evaluated after the measurement model was found to be valid and reliable. The coefficient of determination ( $R^2$ ) was used to assess the predictive power of the structural model by indicating the proportion of variation in the endogenous variables that can be explained by the exogenous variables in the research model. In this study, the  $R^2$  was evaluated for the constructs "Curiosity" and "Impulsive Purchase Intention." The test results are presented in **Table 3**.

**Tabel 3. R-Square Analysis Results**

|                              | R-square | R-square Adjusted |
|------------------------------|----------|-------------------|
| Curiosity                    | 0.187    | 0.179             |
| Impulsive Purchase Intention | 0.340    | 0.335             |

Source: Primary Data 2026

Table 3 shows an adjusted R-squared value of 0.187 for the Curiosity variable, meaning that 18.7% of the variation in Curiosity can be explained by the variables in the model. Meanwhile, the adjusted R-squared value of 0.340 for Impulsive Purchase Intention indicates that 34% of the variation in Impulsive Purchase Intention can be explained by the constructs under study.

### 3.4. Hypotesis Testing

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS to test the significance of direct relationships among the study variables. A hypothesis was considered supported if the T-statistic value was greater than 1.96 and the p-value was less than 0.05 at a 5% significance level (Hair Jr. et al., 2022). Tests were conducted to determine the effect of Perceived Uncertainty on Impulsive Purchase Intention, the effect of Perceived Uncertainty on Curiosity, and the effect of Curiosity on Impulsive Purchase Intention. The results of the hypothesis testing are presented in Table 4.

**Tabel 4.** Hypothesis test

|           | Original<br>sample<br>(O) | Sample<br>mean (M) | Standard deviation<br>(STDEV) | T statistics<br>( O/STDEV ) | P values |
|-----------|---------------------------|--------------------|-------------------------------|-----------------------------|----------|
| X-> Y     | 0.074                     | 0.073              | 0.083                         | 2.056                       | 0.033    |
| X-> Z     | 0.199                     | 0.213              | 0.079                         | 2.519                       | 0.012    |
| Z -> Y    | 0.412                     | 0.419              | 0.069                         | 5.939                       | 0.000    |
| X-> Z-> Y | 0.082                     | 0.091              | 0.040                         | 2.056                       | 0.040    |

Source: Primary Data 2026

**a) Perceived Uncertainty has a significant effect on the intention to make an impulsive purchase**

The results of the study indicate that Perceived Uncertainty has a positive and significant effect on Impulsive Purchase Intention, with an original sample value of 0.074, a T-statistic of 2.056 ( $>1.96$ ), and a p-value of 0.033 ( $<0.05$ ). This finding indicates that the higher the uncertainty consumers feel regarding POP MART's blind box products, the greater their tendency to make impulsive purchases. Uncertainty about which character they will receive can create an urge to buy immediately, even if the purchase was not previously planned.

These results are consistent with Zhang et al. (2022), who found that Perceived Uncertainty has a positive effect on Impulsive Purchase Intention for blind box products. The nature of blind boxes—which conceal the product's contents until the packaging is opened—creates an element of uncertainty and surprise that can heighten consumers' curiosity about the product they will receive. These conditions suggest that the uncertainty inherent in blind box purchases can serve as a stimulus that drives the emergence of impulsive purchase intentions among Generation Z.

**b) Perceived Uncertainty has a significant effect on Curiosity**

The results of the study show that Perceived Uncertainty has a positive and significant effect on Curiosity, with an original sample value of 0.199, a T-statistic of 2.519 ( $>1.96$ ), and a p-value of 0.012 ( $<0.05$ ). These findings indicate that the higher the uncertainty consumers feel regarding POP MART's blind box products, the higher their curiosity about those products. Uncertainty about which character will be obtained can spark curiosity and encourage consumers to find out what is inside the package.

These results align with those of Nabilah Annisa et al. (2026), who found that Perceived Uncertainty has a positive and significant effect on Curiosity among Generation Z in Pontianak City in the context of blind box products. The nature of blind boxes—which do not provide information about the character inside the package before it is opened—creates an information gap that can spark consumer curiosity. Thus, uncertainty regarding the outcome of the purchase can

**c) Curiosity has a significant effect on impulsive purchase intention**

The results of the study show that curiosity has a positive and significant effect on impulsive purchase intention, with a coefficient of 0.412, a T-statistic of 5.939 ( $>1.96$ ), and a p-value of 0.000 ( $<0.05$ ). This finding indicates that the higher consumers' curiosity about POP MART's blind box products, the greater their tendency to make impulsive purchases. Uncertainty regarding the character or product contained within the package can arouse curiosity and encourage consumers to buy immediately to find out what they have received.

These results align with those of Gunarian et al. (2025), who found that curiosity has a positive and significant effect on purchase intention among Generation Z in Pontianak in the context of blind box products. These findings are also supported by Zhang et al. (2022), who demonstrated that curiosity plays a role in driving impulsive purchase intention for blind box products. The characteristics of blind boxes—which incorporate elements of surprise and uncertainty—can heighten consumers’ curiosity; consequently, the desire to discover the product’s contents can lead to spontaneous purchases without extensive deliberation.

**d) Curiosity mediates the effect of Perceived Uncertainty on Impulsive Purchase Intention**

The results of the study indicate that Curiosity positively and significantly mediates the effect of Perceived Uncertainty on Impulsive Purchase Intention, with a mediation coefficient of 0.082, a T-statistic of 2.056 ( $>1.96$ ), and a p-value of 0.040 ( $<0.05$ ). These findings indicate that the higher the Perceived Uncertainty consumers feel regarding POP MART’s blind box products, the higher their Curiosity becomes, which in turn increases their tendency toward Impulsive Purchase Intention. Uncertainty about the character or product they will receive can spark curiosity, thereby motivating consumers to make a purchase to discover the outcome.

These results align with those of Zhang et al. (2022), who found that Perceived Uncertainty has a positive effect on Impulsive Purchase Intention for blind box products, with Curiosity acting as a mediating variable. These findings are also supported by Gong et al. (2024), who demonstrated that curiosity can drive impulse-buying behavior among blind-box consumers. Product characteristics that incorporate elements of surprise and uncertainty can heighten consumers’ curiosity, which in turn fuels the desire to make an immediate purchase to discover the product they will receive. Thus, curiosity serves as the mechanism linking perceived uncertainty to impulsive purchase.

#### **4. CONCLUSION**

This study found that perceived uncertainty and curiosity have a positive and significant effect on Generation Z’s impulsive purchase intention for blind box products. Perceived uncertainty was found to directly increase impulsive purchase intention, while curiosity also plays a role in driving impulsive purchasing tendencies. Additionally, perceived uncertainty has a positive and significant effect on curiosity, indicating that uncertainty regarding the product’s contents can trigger consumer curiosity.

Curiosity was also found to positively and significantly mediate the effect of perceived uncertainty on impulsive purchase intention. These findings suggest that uncertainty regarding the contents of a blind box not only directly drives purchase intention but also does so by increasing consumer curiosity. The results of this study support the Stimulus Organism Response (SOR) Model, in which perceived uncertainty acts as a stimulus that influences the consumer’s internal state curiosity which in turn generates the response of impulsive purchase intention. Therefore, marketers may consider incorporating elements of surprise and uncertainty into their product strategies to foster consumer curiosity. Future research could refine the model by incorporating other variables such as hedonic motivation, scarcity perception, fear of missing out, and social influence, as well as by expanding the range of respondent characteristics and product types.

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