CHASING THE SURPRISE: UNDERSTANDING WHAT DRIVES IMPULSE BUYING IN BLIND BOX MARKET AMONG MALAYSIAN GENERATION Z

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BY

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DECLARATION

I hereby declare that:

(1) This undergraduate FYP is the end result of my own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Sole contribution has been made by me in completing the FYP.

(4) The word count of this research report is 13728 words.

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LIST OF ABBREVIATION

GEN Z	Generation Z
FOMO	Fear of Missing Out
SPSS	Statistical Package for Social Science
IV	Independent Variable
DV	Dependent Variable
IB	Impulse Buying
SSM	Social Media Marketing
S	Scarcity
SE	Store Environment
E	Emotion

PREFACE

The Final Year Project, titled “Chasing the Surprise: Understanding What Drives Impulse Buying in the Blind Boxes Market among Malaysian Generation Z,” is conducted to explore the growing popularity of blind boxes products and the increasing tendency of impulse buying among young consumers. The strong influence of surprise elements, social media trends and collectible culture has made blind boxes a significant consumption phenomenon, particularly among Generation Z in Malaysia.

The idea for this research was developed from observing how purchasing decisions in the blind box market are often made spontaneously rather than planned. This study aims to understand the key factors that drive such impulse buying behaviour through a structured research process involving Malaysian Generation Z consumers. The findings are expected to provide useful insights for both academic understanding and marketing practices in this emerging market.

ABSTRACT

The rapid growth of the blind box economy has transformed consumer purchasing behaviour, particularly among Generation Z. This study aims to examine the factors influencing impulse buying behaviour toward blind boxes in Malaysia. Specifically, it investigates the relationship and impact of four independent variables such as social media marketing, scarcity, store environment and emotion on impulse buying. Grounded in Hawkins Stern's Impulse Buying Theory and Prospect Theory, this research provides a comprehensive understanding of how psychological and environmental factors drive unplanned purchasing decisions in the context of uncertainty-based consumption. A quantitative approach was adopted, and data were collected through a structured questionnaire. A total of 200 valid responses were analysed using SPSS, applying descriptive analysis, Pearson Correlation Coefficient and Multiple Linear Regression. The findings reveal that all variables are positively correlated with impulse buying, and scarcity identifies as the most dominant predictor. This study contributes to the literature by providing empirical insights from the Malaysian context and offers practical implications for marketers to develop more effective and responsible strategies targeting Generation Z consumers.

Keywords: Blind box economy, Generation Z, impulse buying, social media marketing, scarcity, store environment, emotion, SPSS

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

Chapter 1 begins by outlining the growing trend of blind boxes consumption as a surprise-based collectible trend among young consumers and emphasizes the necessity of understanding the aspects that influence consumers' impulse buying behaviour. Based on this context, it presents the research problems, research questions, research objectives, along with the research significance.

1.1 Research Background

Notion of blind box began in the "Fukubukuro" or "Lucky bag" in Japan in the 1980s (Yu, 2019). It was a well-known retail institution in Japan and many other East and South Asian nations that used to dispose of excess inventory during New Year's sales, and there were many retailers participating which range from tiny businesses to large-scale retail establishments (Nuryakin & Munro, 2018). However, other countries practice the blind box economy in various ways. For instance, in 1990, snack bags represented the most famous form of blind box that included random pack of cartoon cards (Gao & Chen, 2022). The fast-food chains, most prominently McDonald's, was used random mystery toys such as the popular 1999 Hello Kitty plushies to drive meal purchases, which led to a significant collecting frenzy. Chng (2024) stated that after McDonald's stopped selling toys separately following the craze of the 1999 Hello Kitty plush set, the collector's casual interest grew into a home-filling pursuit of compelling every Happy Meal series, which they described themselves as nearly addictive. Towards the 21st century, blind boxes have rapidly gained global popularity across diverse themes which were driven by the rising of social media influence and the shifting of consumer preferences, and they have

transformed from niche collectibles into a huge market trend in China (Zhou, 2025).

The blind box figures, known as mystery boxes, blind bags or random box figures, which are placed in sealed packaging, with no hints or concept of what is within those boxes, are growing popular in recent years (Chiu et al., 2025). As described in Sun (2024), a blind box is a toy packaging in which the particular product style is unknown to the consumer, and the toys are randomized. Its charming appearance and casualness are attractive to customers, appealing to the curiosity of youth, expectancies, and 'gambling' mindset to a particular level (Gong et al., 2024). Blind boxes stimulated consumers' interest and capitalized on their own uncertainties to consistently motivate them to purchase (Zhang, 2024). Stacy (2025) highlighted that blind boxes have utilized surprise psychology, in which the mystery component generates emotional expectation and dopamine spikes. In these few years, people are increasingly focused on the emotional fulfillment provided by consumption such as blind boxes, travel and even concerts, as these are all items including the elements of surprise and thrill. Customers are increasingly willing to pay for personalized and unique collectibles, reflecting a shift toward value-driven and emotion-driven consumption. In this situation, the blind box economy, a business approach that integrates uncertainty with instant satisfaction, has rapidly become a consumer phenomenon that has received a lot of attention recently (Wang, 2025). For instance, during Christmas, several luxury goods retailers may release blind-box-style beauty advent calendars. Aside from luxury items, the blind box concept has been used in a variety of industries as a unique marketing and inventory management tool. Similarly, surplus food in the shape of blind boxes can improve consumers' purchase intentions and serve to address the inventory backlog (van't Veer et al., 2017; Yang et al., 2022, as cited in Wei & Yu, 2025). Likewise, Amazon launched "random grab bags" to repurpose rejected products and sell it at a discounted price (Cruz et al., 2025). This novel process generates a psychological delight that overcomes rational decision making, ultimately driving impulse purchasing behaviour in this research.

The era of the blind box economy is rising now. There are several blind box industries, for instance Pop Mart, Miniso, 52 Toys, Top-Toy, Box Hunt and more. However, Pop Mart is the most well-known and beloved brand of art toys among today's youth (Business Today, 2023), as the other brands highly rely on licensing. Pop Mart was founded in 2010, and it has been participating in the trendy toy market since 2015. With its unique intellectual property (IP), it is deeply liked by the majority of users, particularly the "Generation Z" (Zhang, 2024). This generation includes those who were born between 1997 and 2012 (Slepian et al., 2023), aged between 13 to 28 years old. As indicated by Tang & Zhang (2025), Generation Z, as the dominant customer demographic, sees blind boxes as both emotional and support and a type of social capital, and they are more willing than other generations to pay for the emotional value they bring. A survey from Tang (2024) showed that youth account for the majority of fashionable toy items, with 8.6% of users saying that they were willing to purchase trendy toys with a unit cost of over 1,000 yuan, and 18.6% of consumers being likely to purchase a whole set of it. Hence, this consumption behaviour not only indicates young people's enthusiasm to embrace current play culture but also highlights their keen attention to brand and product standards (Shi, 2019).

Reflecting this global trend, the Malaysian market has seen a surge in blind box popularity. According to Dong (2023), "Pop Mart has established its first store in Malaysia, as part of its Southeast Asian expansion strategy." It has conducted several activities in the year 2025 and collaborated with other industries. For example, Pop Mart's Hacipupu and CHAGEE have collaborated on a limited Green Grape Milk Tea and collectible merchandise to celebrate the little daily wins (Murni, 2025). Lazada has partnered with Pop Mart for a regional Super Brand Day, launching new IP collectibles like Twinkle Twinkle and SKULLPANDA, plus time drops of favourites such as Labubu V3 and Crybaby (Media Outreach, 2025). These initiatives illustrate how diversifying collaborations to appeal to varying consumer interests can attract a broader audience and strengthen overall market engagement.

1.2 Research Problem

Blind box economy has prompted worries about the financial implications. Mvondo et al. (2022) argued that mystery box marketing method can be problematic since consumers may incur financial consequences. Moreover, Duan et al. (2022) identified that the blind box economy as potentially addictive since its structural parallels with gambling, resulting in substantial financial loss. The China Media Group reported that a blind box priced at 800 yuan but costing only 30 yuan to produce, yet there are consumers who spent beyond 10,000 yuan in pursuit of a limited-edition toy (Yu, 2022). Evidence from the Malaysian context further highlighted this financial vulnerability. It described a man worried about his girlfriend's escalating impulse spending on Labubu blind-box figurines, which grew from occasional buys to full sets and imports despite facing financial insolvency (Fong, 2025), which reflected the patterns commonly associated with impulsive buying (Rook, 1987; Verplanken & Herabadi, 2001). Consumers, especially the young generation, frequently struggle to properly analyze the balance between cost and benefits in blind box participation, leading them to be vulnerable to overspending (Meng, 2024). Some blind box lovers keep buying it because they believe the next one will be their favourite design. Thus, blind box companies use the gambler's fallacy to encourage continual purchasing, and when customers do acquire a rare item, their perceived value is greater than the price which encourages repeated purchase (Liao, 2024). For instance, a young Malaysian woman who was scammed of almost RM20,000 while attempting to buy Labubu dolls on Instagram (Malay Mail, 2024). Overall, all these existing studies reveal that the blind box consumption has transitioned from a casual hobby into a source of significant financial vulnerability for Malaysian Generation Z, necessitating an in-depth investigation on the factors that drive impulse buying behaviours.

Besides the financial risk, the blind box economy also creates a profound psychological issue. According to Wang (2025), the "showing off secret item" and "social media sharing boom" on social media platforms have prompted many customers to acquire a crowd-following behaviour and even force

themselves to engage in blind box product purchases in order to gain recognition from society. Moreover, Natasha (2025) emphasized that one of the main attributes of blind box culture is the emergence of Fear of Missing Out (FOMO) among these young individuals as a result of the pressure viewing haul video on social media and their friends keep sharing information about their collections. Furthermore, Tran (2020) pointed out that customers' decisions to make impulsive purchases are negatively impacted by their perceptions of human and spatial crowding. If a store environment is not appropriate for people to shop, it will lead them to have a psychology issue as they may feel uncomfortable or even overwhelmed when shopping. This type of social pressure causes external evaluations to dominate the consumer behaviour, reducing the individual's subjective judgement (Zhang & Zhang, 2024, as cited in Wang, 2025). The study discovered that when consumers buy the blind box, they would experience a psychological state comparable to gambling when they purchased and feel huge stimulation and pleasure, which compels them to repeat impulse purchases behaviour (Zhou, 2024). Thus, this digital pressure and store environment may intensify their psychological issue.

In addition, as outlined by Zhang & Zhang (2022), "due to the growth of blind boxes in China, all existing relevant studies are conducted in China." Table 1.1 showed the evidence. As a consequence, this research focuses on the elements that influence consumer buying behaviour for toy blind boxes in the digital era, causing consumers to become hooked to blind boxes (Duan, 2023). Notwithstanding the rising popularity of blind boxes among Malaysian youth, there is a limited resource that indicates what truly motivates their impulse buying. Given this gap, there is a critical need to examine how those factors shape impulse buying behaviour in Malaysia's blind box market. Understanding these influences can help to explain why Malaysian youths are increasingly drawn to blind box purchases and what drives their impulse buying.

Table1.1

No.	Author(s) & Year	Title/Focus	Country	Context
1.	Wei & Yu (2025)	Why do you engage in blind box consumption? Exploring the group interactions and psychological motivations in blind box consumption	China	prior studies offer valuable insights but largely focus on Asian markets especially China & Japan, primarily use quantitative methods.
2.	Liu (2024)	A Comprehensive Review of the Blind Box Economy	China	Based on prior research, this paper reviews China's blind-box economy to outline consumer motivations and market issues, and to suggest paths for long-term sustainable development.
3.	Chua & Ngoi (2025)	The Role of Credible Suppliers and Perceived Risk in Motivating Malaysia Gen Z to Purchase Blind Boxes	Malaysia	It examines Malaysian Generation Z's intention to buy blind boxes by analysing supplier credibility and perceived risks.
4.	Low, J. (2025)	Why Malaysia Is Hooked On Blind Boxes: The Rise Of Mystery Collectibles	Malaysia	It highlights growing customer interest & suggest psychological drivers, indicating a need for further empirical research.

1.3 Research Questions & Research Objectives

1.3.1 Research Questions

1. Is there a relationship between independent variables (social media marketing, scarcity, store environment and emotion) towards dependent variable (impulse buying) among Generation Z in Malaysia?
2. To what extent does independent variables (social media marketing, scarcity, store environment and emotion) significantly influence dependent variable (impulse buying) among Generation Z in Malaysia?
3. Which is the most dominant factor influencing dependent variable (impulse buying) among Generation Z in Malaysia?

1.3.2 Research Objectives

1. To examine the relationship between independent variables (social media marketing, scarcity, store environment and emotion) towards dependent variable (impulse buying) among Generation Z in Malaysia
2. To determine whether independent variables (social media marketing, scarcity, store environment and emotion) significantly influence dependent variable (impulse buying) among Generation Z in Malaysia
3. To identify the most dominant factor influencing dependent variable (impulse buying) among Generation Z in Malaysia

1.4 Research Significance

Research examines the relationship between various factors influencing impulsive buying can provide valuable insights and recommendations to consumers, entrepreneurs, marketers and academicians. This research will make them understand the causes of impulse buying, enable entrepreneurs to make informed decisions and support marketers in developing strategies that promote responsible and sustainable buying behaviour. Since the trend keeps changing, it impacts entrepreneurs like it requires the entrepreneurs to continuously innovate to keep up with the changing consumer preferences as this trend leads to a shorter product life cycle for a product. Consequently, the entrepreneurs should rely on consumer data and trend analysis to predict and respond to changes more accurately. In addition, in-depth research into consumer behaviour logic can help marketers inspire consumers to purchase desires from a variety of perspectives and boost conversion rates (Kan, 2023).

Furthermore, the findings will also contribute to and extend the current research on consumer buying behaviour and blind box economics, offering practical guidance for enterprises in optimizing marketing strategies and improving overall economic performance (Li, 2023). Hence, this research can assist companies in developing more effective promotional strategies, including leveraging social media to positively influence and promote blind box products.

Moreover, this study offers valuable insights for companies that market products similar to Pop Mart's blind boxes, helping them better understand the consumer behaviour linked to these items. These insights can help brand owners to tailor their product offerings in line with consumer preferences, thereby enhancing product attractiveness and strengthening their competitive position in the market (Ramilo & Diokno, 2024).

Tandon et al. (2021) noted that individuals who often participate in social media and online platforms are more likely to FOMO-induced purchase behaviour, resulting in impulsive expenditure and decreased decision-making. Therefore, this study has the ability to provide customers with vital insights into making educated selections and reducing the risks associated with purchasing products such as blind boxes (Diokno & Ramilo, 2024). By assessing the factors that are associated with impulsive buying, this study can enhance their self-awareness and encourage more responsible spending habits. This research ensures consumers understand themselves better and think rationally before buying. It may also help to mitigate unnecessary overspending or impulsive buying behaviour. Therefore, studying the factors that influence impulsive buying plays a key role in enhancing consumer buying behaviour and enhancing business achievement.

Lastly, this research offers insights into the blind box economy knowledge. Since majority of the existing literature was conducted from China, by generating the empirical data within the Malaysia context, this study allows scholars to test consumers' impulse buying behaviour across different cultural demographics. These findings aim to serve as a guide for scholars to further investigate social media marketing, scarcity, store environment and emotion towards consumers' impulsive buying.

1.5 Chapter Summary

In conclusion, background discussed the rising popularity of blind boxes and the marketing strategies that make them appealing. The problem statement highlighted the lack of empirical research in the Malaysian context, especially regarding how social media marketing, scarcity, store environment, and emotion affect impulsive purchases. Research questions and objectives were outlined to guide the investigation. The chapter wrapped up by drawing attention to the significance of understanding these factors for both academic insight as well as practical application.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

Following section addressed the theoretical foundation along with key concept that underpin the study. This chapter begins by presenting the underlying theory, followed by the dependent variables, impulse buying behaviour, along with four independent variables including social media marketing, scarcity, store environment and emotion. Then, the conceptual framework as well as hypotheses will be developed and conclude with a summary of this chapter.

2.1 Underlying Theory

2.1.1 Hawkins Stern Impulse Buying Theory

Hawkins Stern, a pioneer in the subject at the time, developed the theoretical implication of impulse purchase in depth (Pelev, 2016). He was one of the first researchers to investigate the field of impulse buying (Bethapudi & Chalam, 2018). Stern (1962) emphasized the fundamental concept of impulse buying, reinforcing the notion of impulse purchase as unplanned spending (Pelev, 2016). He claimed that unexpected purchase impulses, while primarily motivated by external factors and frequently different from traditional decision-making, combined with rational purchasing decisions to present a complete picture of the general consumer (Carlson, 2021). This theory delivered useful insight into many scenarios in which consumers might be engaged in impulsive buying (Agarwal & Chetty, 2019).

Under this theory, Stern established four distinct types of impulse buying, these motivational elements are critical in making decisions and purchasing during shopping (Sajeetha-Madhavan & Tay, 2023). A significant contribution of Hawkins Stern theory is the classification of impulse buying behaviour (Shapiro, 2014). The four primary categories of impulse buying can be interpreted as pure impulse buying, reminder impulse buying, suggestion impulse buying and planned impulse buying (Stern, 1962).

The most noticeable type of impulse buying is pure impulse buying, which will occur when a novelty-seeking or escape purchase disrupts a regular buying routine (Stern, 1962). The view of pure impulse buying is when consumers reveal an unusual purchasing tendency after recognizing the commodity and expressing emotions (Hong et al., 2022). These purchases typically contain products that are new to the buyer and visually appealing, and consumers will result in overspending while marketers generate more profits (Agarwal & Chetty, 2019). For instance, a shopper just passes by the blind box store but ends up purchasing a blind box on a whim just because it is adorable. Next, reminder impulse buying, it happens when an individual discovers an item and recalls that the stock is low at home, or the individual acknowledges from an advertisement about the item and a previous buy decision (Stern, 1962). This kind of impulse purchase happens when a customer has prior information or expertise with a product but has no intention to purchase it, and this is particularly appealing to fashion merchandise shoppers (Piron, 1991; Agarwal & Chetty, 2019). As an illustration, a blind box collector noticed a series in the shop, and they want to complete the whole series or they get the advertisement on social media which reminds them of the blind box they wanted. Following, suggested impulse purchase occurs when the consumer sees the product for the first time and develops an impulse to purchase it (Stern, 1962; Dutta and Mandal, 2018, as cited in Agarwal & Chetty, 2019). This type of impulse buying differs from reminder buying in that the individual has no prior knowledge of the item to guide the individual purchase (Stern, 1962). In particular, an influencer

post featuring Labubu on social media platforms which make the consumers decide to buy it. Last but not least, it comes with the planned impulse buying, although it may seem uncommon, but it is appropriate (Stern, 1962). The concept of this type of impulse buying is despite consumers having their own shopping list, the consumer's decision to make an additional purchase is influenced by external factors such as discount, special price, promotional and coupon offer (Hong et al., 2022; Fontanilla et al., 2025). For example, a blind box shopper may plan to purchase their typical blind box but instead choose a different characteristic or series as it is on discounted or on sale. In summary, this theory is fit for researching impulse buying behaviour in the blind box context.

2.1.2 Prospect Theory

Kahneman & Tversky (1979) introduced the prospect theory that integrates psychology and economies together to discuss how humans make decisions when facing risk. It proposed that individuals judge outcomes in relation to a reference point, individuals respond more intensely to losses than to equal gains, and interpret probabilities in a distorted and non-linear way. As mentioned by Mvondo et al. (2022), consumers evaluate options in terms of potential gains and losses in such situations. They tend to avoid risk when considering choices framed as gains but become more willing to take risks when potential outcomes are perceived as losses. Prospect theory has been widely used to explain consumer behaviour phenomena, and in some situations may even have been applied more broadly than intended. It has had a major influence and is considered one of the most highly cited contributions from psychology (Johnson, 2004). Hence, this theory is well suited for research on the blind box purchase behaviour, as the uncertainty and risk involved closely align with the decision-making pattern described by the prospect theory.

Blind box consumption can be understood through prospect theory, especially in explaining the reflection effect, where consumers take more risks with potential losses and act cautiously with potential gains (Diokno & Ramilo, 2024). Mi (2022) emphasizes that consumers perceive the money spent as a certain loss, making them risk-seeking toward the uncertain outcome of the blind box contents. The possibility of obtaining a "hidden" version encourages consumers to take risks and purchase additional blind boxes. Zhang et al. (2025) asserted that consumers often mentally estimate an "expected value" by considering the chances of receiving unique and valuable items along with the emotional fulfillment they might gain in the blind box phenomena. For instance, the customers base their expectations on the opportunity of receiving a rare or expensive figure from a random assortment for Pop Mart blind boxes. This approach leverages the excitement and uncertainty of not knowing the outcome first, aligning with the prospect theory (Chen, 2024). A survey done by Lv et al. (2025) revealed that the majority of blind box purchases are made by young people who desire to take risk. Furthermore, a survey conducted by Chinese Academy of Social Science in 2023 found that more than 65% of frequent blind-box buyers in China make their purchases because they fear missing the chance to get a high-value version (Feng, 2025). Therefore, this explained why the blind box supporter will keep purchasing it even though the outcomes are uncertain.

2.2 Review of Variables

2.2.1 Dependent Variable: Impulse Buying

Since 1950s, researchers in the field of consumer behaviour have conducted studies to better understand the phenomenon of impulse buying (Choudhary, 2014). Stern (1962) defined that impulse buying is an "unplanned purchase". Budree et al. (2021) determined that impulse buying refers to the act of purchasing a product or service without any prior planning or intention, typically influenced by external stimuli such as promotional advertisements, in-store displays, or persuasive marketing strategies. Besides, impulse purchase could arise from the consumers' internal psychological, emotional, or cognitive state, prompting them to make a decision without deliberate thought (Ahani et al., 2020, as cited in Nishadi, 2025). Impulsive shopping represents a substantial share of overall retail sales (Floh & Madlberger, 2013, as cited in Nguyen & Nguyen, 2025). The sellers can get the major share of sales when the consumers' impulse purchase repeatedly.

Impulse buying is characterized by the absence of deliberate decision-making stages, such as need recognition, information seeking, and evaluation of alternatives; instead, the consumer engages in a spontaneous purchase, which may subsequently lead to post-purchase regret (Kotler, 2005). For instance, people often reflect on the reason behind their choice after making a purchase. Hence, psychological factors have a major influence on the purchase decision (Kumar et al., 2020, as cited in Nishadi, 2025). Impulse purchase arises when a sudden and intense emotional urge drives the consumer to act, reflecting a reactive response marked by limited cognitive control (Burton et al., 2018). Nevertheless, purchasing impulsively might also let consumers enhance their mood. This tendency to purchase impulsively and without prior reflection can be understood as a response to the immediate gratification the buyer receives (Pradhan et al., 2018).

Moreover, impulsive purchases can be triggered by an unplanned need, visual stimulus, promotion effort, or the decline in cognitive capacity (Rodrigues et al., 2021). Therefore, this study examines the factors influencing impulse buying behaviour which are social media marketing, scarcity, store environment and emotion**.**

2.2.2 Independent Variable: Social Media Marketing

Social media marketing (SMM) is a form of internet advertising in which social networking platforms are used as a promotional tool or device. A social media website is defined as a participatory web 2.0 application, website, or program where users may connect, communicate and share information or knowledge (Kim & Johnson, 2016). Paljug (2025) found that there are more than five billion people around the world who are using social media, accounting for over 68% of the global population. There are several social media platforms that can be used to promote like Facebook, Instagram, Tik Tok, and many more. Kemp (2025) indicated that social media was used frequently by Malaysians, with more than 85% of the population engaged on at least one platform. There are 30.7 million users using TikTok, 23.6 million users using YouTube, 23 million users using Facebook, 16.1 million users using Instagram and so on.

Social media helped businesses to engage with their customers while simultaneously allowing customers to communicate with one another (Mangold & Faulds, 2009). It is one of the marketing strategies that many businesses use to reach their target customer online. According to Yang et al. (2023), social media initially primarily functioned as a tool for sharing information, entertainment, and personal communication. It has evolved to incorporate commercial activities in this recent year, giving rise to social commerce, which is a platform where users can interact socially, generate content, and make online purchases.

The goal of social media marketing is to provide material that clients

would share with their informal network, allowing organizations to increase brand awareness and client reach (Reddy & Azeem, 2022). Budree et al. (2021) stated that social media marketing leverages various technology platforms which categorized into social networks, video sharing platforms, and messaging applications. In addition, social media influencers and brand equity are the key factors within these platforms that drive impulse buying. For instance, Pop Mart has posted a huge amount of charming product photographs and videos on social media, displaying the gameplay and charm of blind boxes, which have attracted considerable interest and widespread sharing among fans. Meanwhile, Pop Mart has engaged with social media influences and bloggers, encouraging them to experience and recommend items which let the company grow in popularity (Zhen, 2025). A recent real-world example illustrates this effect, which is the well-known K-pop group called "Blackpink", recently boosted the Labubu trend by posting their collection of Pop Mart Labubu on social media, which generated significant consumers' interest (Chiu et al., 2025).

2.2.3 Independent Variable: Scarcity

Scarcity is defined as a primary economic issue, which is the gap between limited resources and unlimited desires (Shi et al., 2020). In this situation, it requires the people that need to think about how they should allocate their resources to meet the need as well as many additional wants. Russon (2023) mentioned that when resources are scarce, price and perceived value rise, on the contrary when they are abundant, they decline.

There are two forms of scarcity messages that are commonly used in practice including limited-time and limited quantities (Cialdini, 2008, as cited in Lee et al., 2015). The limited-time scarcity message is to inform consumers that a product or service is accessible only for a limited period while limited quantities scarcity message are used to inform consumers that a product or service is bounded in availability due to

supply or demand (Gierl et al., 2008; Song, Lee, & Moon, 2019; Wu & Lee, 2016, as cited in Song et al., 2021). For instance, Alibaba turned Singles' Days, which is 11 November into a nationwide shopping event with large and limited- time discounts, generated US$30.8 billion in sales in 2018 (Shi et al., 2020).

Cialdini (1984) discussed the scarcity principle, which stated that individuals are more likely to desire items that appeared limited or difficult to acquire. For instance, when a product appears to be rare, people frequently assign it a higher value and feel pressured to make decisions quickly, spending more or purchasing sooner than expected. This is referred to as the "scarcity bias", in which consumers prefer a scarce commodity over an abundant one (Mittone & Savadori, 2009). As a result, consumers will change their purchasing habits to prevent them from missing out when they realize the product is produced in a short supply, while the sellers will utilize this habit to increase their sales.

However, there is a different perspective about scarcity. Xenos (1989) contends that scarcity in the modern era is not an inherent condition, but a socially constructed phenomenon shaped by the fluidity of social status and the forces of commercialization. He argued that it is unlike primitive society, where needs were relatively stable and readily satisfied; modern society is marked by the continual expansion of desires, particularly those associated with fashion and social distinction.

Blind box culture places an emphasis on scarcity and limited quantity, it creates scarcity through secret models that encourage consumers' repeat purchase by offering hard-to-find things (Fan, 2025). Tang et al. (2025) revealed that merchants create supply-driven scarcity by offering limited "hidden items" which make consumers feel resources are lacking in the blind box economy. Meanwhile, high demand for popular items creates demand-driven scarcity, reinforcing the consumer's perception that these products are objectively limited. For instance, consumers hope to

obtain a rare and limited hidden box or their preferred one, as its scarcity creates a sense of achievement, some of them even share it on social media to appear superior (Jiang, 2022). Consumers are particularly motivated by the social media feature, in which they unbox secret models that they plan to display online (Wang, 2025). In blind box market, the strategy of scarcity marketing includes limited-edition series and time-limited sales events to foster a perceive urgency for consumers, prompting them to respond quickly to prevent missing out on desired items (Feng, 2025). There are nearly 55% of blind box consumers who were more likely to purchase more as they trust a series was available for a limited time from the report of iiMedia Research (Feng, 2025). Therefore, scarcity is the component that stimulates consumer's interest in shopping.

2.2.4 Independent Variable: Store Environment

As highlighted by Hoffman & Turley (2002), a store environment comprises both physical and non-physical characteristics that may impact consumers' behavior towards the retailer. A store environment is made up of the ambient aspect like lighting, aroma, and music; design factors like display layout and assortment of goods; and social factors including salesperson presence and effectiveness (Baker et al., 2002). All of these elements can be an unforgettable experience during consumers' shopping time. Pun & Maya (2014) defined that a distinct retail atmosphere may result in a positive association between in-store shopping experience and customer satisfaction. Moreover, store atmosphere is the physical elements and surroundings of a retail business that are utilized to attract customers (Akram et al., 2016). Thus, having a good store environment can respond to customer purchase (Baker et al., 2002).

The ideal store atmosphere is one that is mindful of the attraction of diverse stimuli on the five senses such as visual sense, aural perception, olfactory sense, tactile sense and gustatory sense (Kotler, 1974; Zentes

et al., 2007). The visual factor encompasses colour brightness, size and shapes, while this is the powerful factor that firstly influences the consumers' mind to obtain the offerings as it can be the opening impression for the consumers. Next, the audio factor such as the background music which can make the consumer stay longer and the chance to purchase will be higher. Besides, a store that has a scent will attract consumers to have a look in the store. Moreover, tactile aspects such as temperature is the sense of touch. Lastly, which is the gustatory sense such as a food sample for consumers to have a try on, when they are interested in, the chance of purchasing will be higher.

When the various variable mentioned above work together to satisfy the sense without being overwhelmed, it will attract customers to the store and increase the probability of purchasing (Sun & Yazdanifard, 2015). For instance, Pop Mart has created a fully integrated online and offline sales system through stores and vending machines. The store's unique decoration and interactive shake-to-buy experience encourages consumers to impulse purchase, while vending machines in high-traffic areas offer a low-cost, automated way for consumers to select and receive blind boxes. The lights, sounds, and mechanical delivery further enhance the experience, increasing the likelihood of spontaneous purchases (Ding, 2025). Hence, store environment as well as store atmosphere is also the component that will stimulate consumers' interest in purchasing.

2.2.5 Independent Variable: Emotion

As discovered by Rahmanian & Mire (2013), emotion is an intrinsic component of human and human behaviour, and it dominates human behaviour both consciously and unconsciously. Emotion has been characterized as a "sudden disruption, transient agitation caused by an acute experience of fear, surprise, pleasure and so on (Larousse Dictionary, 1990, as cited in Cabanac, 2002). Emotions played a crucial role in driving consumers' purchase decisions, experiences such as

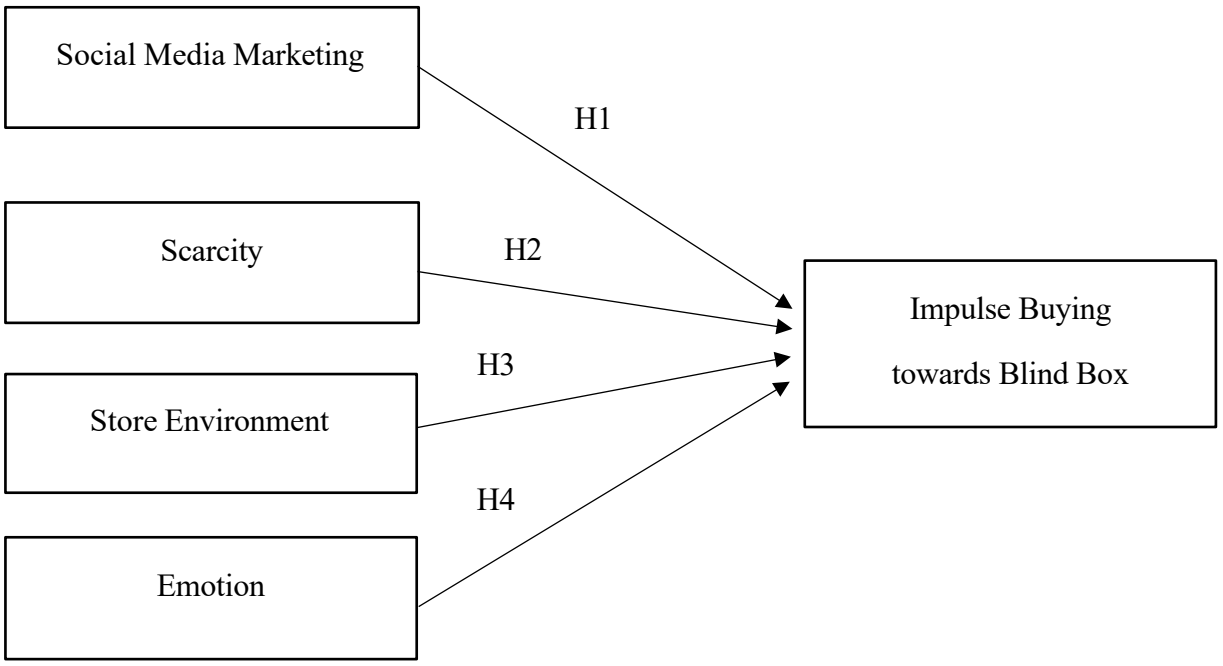
anxiety, excitement, and nostalgia, which allow marketers to benefit from these feelings in different ways to create demand for their brand (Zaid, 2024). For instance, if a consumer observes a product and feels nostalgia, they will feel more likely to make a purchase because of the emotional connection they feel (Munteanu, 2024). Consumers may believe that purchasing an item will bring emotional fulfillment, satisfaction, or even minimize their negative emotion (Iyer et al., 2019). Bagozzi et al. (1999) observed that a person's emotional state will influence their information processing and evaluation, as well as their willingness and behaviour.

Ennie et al. (2019) highlighted that emotion was defined as having two fundamental categories which are positive and negative emotion. Positive emotions can be identified by feelings such as love, satisfaction, enjoyment, joy and alertness (Maulana et al., 2019; Carpenter, 2022); negative emotions including anger, shame, sadness, worry, embarrassment and others (Park, 2017; Romani et al., 2011). According to Virvilaitė (2011), in comparison to negative emotions, a consumer experiencing positive emotional states will display higher level of impulsivity due to feelings of freedom and reward-seeking motivation for themselves as well as increase energy flow.

Emotions are vital toward consumers' impulse buying (Yasin et al., 2023). Chen (2021) illustrated that blind boxes stimulate consumer curiosity through mystery and novelty, which drives consumers to purchase repeatedly. Curiosity, as a basic emotion, motivates consumers to hunger for the unknown and can lead to impulse buying (Zhang et al., 2022). Moreover, the combination of surprise from uncertainty and the possibility of obtaining a desired product increases the excitement for the consumers (Chen, 2022). Furthermore, blind boxes appeal to consumers' nostalgia by presenting recognizable characteristics from films, television shows, or famous brands, driving purchase through emotional attachment (Chen, 2021). Therefore, emotion is also an influencing factor in consumer's purchasing behaviour.

2.3 Proposed Conceptual Framework

Figure 2.1: Proposed Conceptual Framework



Independent Variables (IVs) **Dependent Variable (DV)**

The figure 2.1 displays proposed conceptual framework, showing that the proposed correlation involving the four independents as well as dependent variable.

2.4 Hypotheses Development

2.4.1 Social Media Marketing and Impulse Buying

Huang (2024) asserted that across the internet, the specific marketing content found such as unboxing video, sharing posts and trading platforms plays a vital role which strongly stimulates people's purchase impulse. Previous research suggested that social media acts as a trigger for purchasing behaviour. Kazi et al. (2019) determined that social media marketing has a direct positive effect on impulse buying, with greater exposure to online promotions increasing the tendency of unplanned purchases. Moreover, Reddy & Azeem (2022), Bhaskaran & Swarupa (2023) and Singh et al. (2023) demonstrated that social media marketing significantly enhances consumers' impulse buying behaviour across different contexts including online consumers and general consumers in Kerala and Saudi Arabia. Similarly, Liu et al. (2023) found that social media marketing through influencer can directly influence consumer's impulse buying behaviour. Correspondingly, Natasha (2025) conceptualized that social media marketing in the blind box context is connected with increasing impulse buying among consumers. Hence, it is proposed that:

H1: *There is a relationship between social media marketing and consumers' impulse buying*

2.4.2 Scarcity and Impulse Buying

Scarcity signals to consumers that demand for a product's popularity exceeds its supply, expressing its quality, value, or exclusivity, and making consumers to regard a product as scarce, stimulating buying behaviour (Aguirre-Rodriguez, 2013, as cited in Feng et al., 2024). Previous research showed that scarcity acts as an immediate trigger for purchasing behaviour. Chung et al. (2017), Akram et al., (2018) as well as Cengiz and Senel (2023) discovered that scarcity will encourage consumers to make spontaneous purchases not only the sector of fast fashion, but also in the Chinese social commerce market. Zhang et al. (2022) also observed that scarcity functions as an environmental trigger, increasing psychological arousal and the "Fear of Missing Out" (FOMO), which lead to impulse buying. On the contrary, Suwito & Susilowati (2025) found that scarcity in limited quantities has no positive effect on impulse purchases. In the blind box market, scarcity elements such as limited-time release or limited- quantity items increase consumers' desire to purchase before the opportunity disappears. Thus, it is proposed that:

H2: *There is a relationship between scarcity and consumers' impulse buying*

2.4.3 Store Environment and Impulse Buying

Sun & Yazdanifard (2015) observed that a store environment is instrumental in shaping consumers' impulsive buying. There are many literatures that support the connection between store environment and consumers' impulse buying. Studies showed that the store layout and appearance can shape consumers' impulse buying behaviour and future choices, guiding their behaviour through both visual and environmental cues (Rundh, 2005; Underwood, 2003, as cited in Vishnu & Raheem, 2013). Correspondingly, Sivakumaran & Sharma (2014) found that the retail atmosphere has a significant impact on impulse buying behaviour within a supermarket setting. Likewise, Saad & Metawie (2015) discovered that the store environment such as music and layout served as a strong antecedent of impulse buying in the mega-mall setting. Similarly, Lee & Johnson (2010) demonstrated that the store environment such as store layout directly affects impulse buying in the fashion retail environment, indicating there is a clear link between the store environment and impulse buying behaviour. In contrast, Hidayah and Marlena (2021) stated that the store environment does not significantly influence impulse buying in the context of retail shopping behaviour in Indonesia. All these studies showed that store atmosphere is an important factor that might cause impulse buying decisions. Hence, it is proposed that:

H3: *There is a relationship between store environment and consumers' impulse buying*

2.4.4 Emotion and Impulse Buying

Rook (1987) emphasized in his research that impulse buying is an emotionally triggered phenomenon, accompanied by a sudden and intense desire to make an unplanned purchase. Moreover, both positive and negative emotions can affect impulse buying behaviour either positively or negatively (Chopdar et al., 2022; Elhajjar, 2023; Berezka and Fartunina, 2023, as cited in Li & Deng, 2025). Liu et al., (2019) defined that impulse buying is frequently induced by strong emotional causes that might briefly make consumers irrational, resulting in impulse buying behaviour. Likewise, Chen et al., (2022) found that pleasant emotions such as happiness, and negative emotions such as depression are strongly associated with greater impulse buying among social media users. Pang et al., (2023) demonstrated that there is a positive relationship between positive emotions and purchase intention. Similarly, Ge (2024) discovered that a consumers' emotional responses have a substantial orienting effect on their purchasing decision in the blind box context. However, Yi and Jai (2019) as well as Choirul and Artani (2019) indicated that emotion did not have a statistically significant influence on impulse purchase behaviour among food service promotions and millennial consumers in Surabaya. As a sequence, it is proposed that:

H4: *There is a relationship between emotion and consumers' impulse buying*

2.5 Chapter Summary

The second chapter began with reviewing the study's theory and variables. The proposed conceptual framework was presented as a foundation to examine the relationship between four independent variables and impulse buying. Lastly, hypotheses were then developed and evaluated in the following parts.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter used to discuss methodology of research design to accomplish the objectives of the study. It covers research design, sampling data, along with data collection methods. Data analysis tool will be outlined too.

3.1 Research Design

Design of research aims to develop a suitable framework for study. The decision to use a research approach is a critical step in the research design process since it determines how relevant information for a study will be identified (Sileyew, 2019). Generally, a research design will define the type of analysis that will be carried out to achieve the expected outcome. If the design is not sufficiently developed, the research outcome will be negative (Khanday & Khanam, 2023). A strong research design outlines how the researcher will collect and evaluate data while maintaining consistency, accuracy, and reliability throughout the study (Jansen, 2025).

Hence, to obtain an exact and reliable result within this study, quantitative data will be collected, together with Statistical Package for Social Science (SPSS) will be used to analyze the data. SPSS is an effective and user-friendly software tool for performing statistical analysis on data. Most of the students and researchers in psychology, economics, sociology, engineering, medicine and business studies use this application (Rahman & Muktadir, 2021).

3.1.1 Quantitative Research

Quantitative research is a type of research that utilizes natural science methodologies to generate numerical data and objective insights (Ahmad et al., 2019). It aims to facilitate data quantification and generalize conclusions from a sample to a broader population. To prove a certain study's hypothesis, it requires collecting data, analyzing and interpreting quantitatively (Ghanad, 2023). It is often through survey, experiment, and observation (Bhandari, 2020).

In this study, it will be applied to achieve the research objectives by administering a Google Form survey to collect data from the participants, aiming to examine the relationship between the independent variables including social media marketing, scarcity, store environment, emotion and the dependent variable such as impulse buying.

3.1.2 Descriptive Research

Descriptive research is fundamentally a rigorous approach employed by researchers to gather, analyze, and present data regarding the real-world phenomena in order to characterize them in their natural context. It primarily seeks to describe what exists through actual findings (Steward, 2025). The main aim of descriptive research is to characterize behavior, setting, events and outcomes (Purdy & Popan, 2023). This methodology emphasizes the "what" of the research issue rather than the "why" of it (Manjunatha, 2019). According to McCombes (2019), a descriptive research method can be undertaken by survey, observation and case study. Thus, this study will be using descriptive research to collect the respondents' demographic information as well as general information.

3.2 Sampling Design

Sampling is a statistical strategy applied to efficiently evaluate the large number of datasets by determining a representative subset. Rather than analyzing the whole dataset, sampling examines a subset, so it lets the researcher draw conclusions about a wider range of population (Tuovila, 2020). According to Nair (2020), a well-planned sampling design is essential since it guarantees that the sample is representative, allowing researchers to obtain accurate, reliable and generalizable conclusions from a manageable part of the population.

3.2.1 Target Population

The target population consists of the selected group of audience on whom the intervention wishes to carry out the research and develop conclusion (Barnsbee, 2018). It indicates a narrow group of participants with specific qualities or meets certain requirements (Bhandari, 2020). The target population is identified in accordance with the research topic or the objectives of a particular program (Willie, 2023). Defining the target population is a crucial part of protocol development in order to assure the study participants are appropriate for the research questions (Capili, 2021).

In this research, the target population will be focusing on the Malaysian youth especially Generation Z, who are the regular buyers of blind boxes. The responses for this study were collected not only physically at UTAR Sungai Long campus but also through online platforms including Instagram story page and Xiao Hong Shu. These platforms were selected because they are widely used by Generation Z and have a large number of Malaysian users. Hence, these platforms are appropriate choices or channels to reach the target respondents.

3.2.2 Sampling Frame

According to Frost (2023), target population is the broad concept of the group the researcher evaluates, whereas a sampling frame specifies all population members and the way to contact the participants. The objective of the sampling frame is to provide a method for selecting which individuals of the target population will be interviewed in the survey (Turner, 2003). An ideal frame is one in which each individual of the population is listed once, only once, and no additional population irrelevant or unnecessary components are included (Brown, 2010).

In this research, the sampling frame includes the Generation Z of the Malaysian respondents who have purchased blind boxes before. This is because they might have direct experience with impulse buying in this blind box context. Thus, it allows the researcher to capture the actual behaviour from the respondents. Additionally, previous purchasers can provide more accurate and reflective insights about the independent variables shown, strengthening the validity and reliability of the findings. However, participants who responded to the survey without purchasing blind boxes before will be excluded from the final conclusion.

3.2.3 Sampling Technique

Sampling techniques encompass the process of selecting a certain group from the broader pool of individuals, and it is crucial to research as sampling influence how findings are interpreted and generalized (Ahmed, 2024). Sampling technique is typically separated into two categories which are probability sampling including simple random, stratified random, systematic, clustered random and non-probability sampling including convenience, judgmental as well as snow-ball (Shorten & Moorley, 2014).

In this research, convenience sampling will be conducted since it allows the researcher to select the sample component according to convenience,

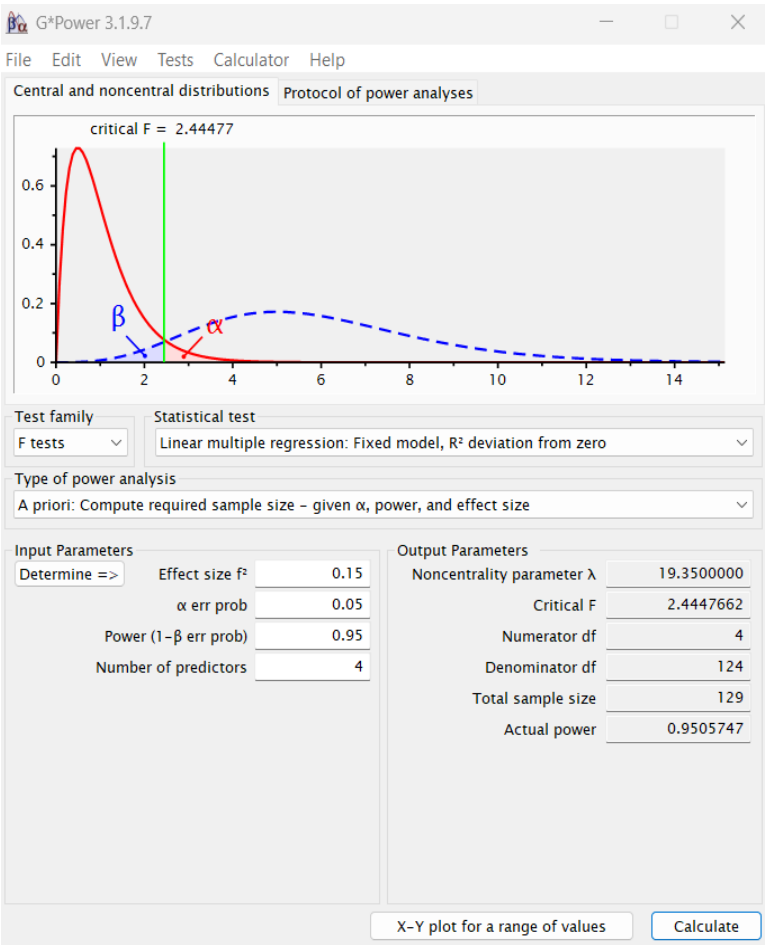
availability, accessibility and proximity (Elfil & Negida, 2017). Hence, the researcher will approach students and friends who have recently purchased a blind box to complete a google form survey. The link of the survey will distribute in various ways such as in person around the campus and on social media platforms including Instagram and Xiao Hong Shu. These two platforms allowed the researcher to distribute the survey link efficiently and reach potential respondents quickly through features like story posting and direct messaging. These functions facilitate faster communication with potential respondents and increase the probability that the study will receive sufficient responses.

3.2.4 Sample Size

An integral stage in designing empirical research is justifying the sample size that will be obtained. The primary goal of a sample size justification in such investigation is to explain how the obtained data is likely to deliver useful information given the researchers inferential intention (Lakens, 2022). According to Roscoe (1975), most of the behavioral research requires a sample size between 30 to 500. Moreover, Magsalay (2025) stated that a sample size of at least 200 is sufficient to assure that the sampling distribution of the mean is approximately normal, allowing researchers to confidently apply statistical procedures that rely on the assumption of normality. To estimate the sample size for this research, it will be using the G*Power software since it is simple to use for determining the sample size and power for several statistical techniques (F, t, $\chi 2$, Z, and exact tests).

Figure 3.1 showed that this study should have at the minimum level of 129 participants determining the effect size of 0.15, alpha value 0.05, power value 0.95, and the four independent variables. Hence, the researcher decided to collect 200 respondents.

Figure 3.1: G*Power Calculator



Source: G*Power Calculator, adapted from Faul et al. (2020)

In the end, a total of 210 responses were collected for this study. During the data screening process, 10 responses were excluded as the respondents indicated no prior experience in purchasing blind boxes. Therefore, 200 valid responses were retained for the analysis. The results of 200 responses will be shown in chapter 4.

3.3 Data Collection Method

Data collection constitutes the procedure of receiving, examining as well as analyzing precise understanding for research goals utilizing standard validated techniques. The main goal of data collection is to safeguard comprehensive and consistent data obtained for statistical analysis, which assists in making data-driven research decisions (Mazhar, 2021). In this study, it will be collecting the primary data through questionnaires.

3.3.1 Primary Data

Primary data refers to data that is obtained for the first time which is unique and fresh (Mazhar, 2021). Primary data is incredibly relevant to a certain study since it is gathered with specific research objectives, ensuring accuracy and a direct link to the hypothesis being investigated. Its timeliness makes it highly effective in rapid changing sectors, allowing researchers to reach novel conclusions and develop original insights (Stewart, 2025). However, the primary data to be collected can be an extremely time-consuming task (Heap & Waters, 2019).

The reason for collecting primary data in this study is because it facilitates the researcher to obtain more relevant, in-depth knowledge and targeted information directly from the intended respondents, ensuring that the findings truly reflecting the current perspective of the study population. Hence, the primary data will be gathered through an online Google Survey Form with the questionnaires which are specifically for Malaysians.

3.3.2 Questionnaire Design

The major method for gathering quantitative primary data is through the use of questionnaires as it ensures the data is internally consistent and clear enough for analysis (Roopa & Rani, 2012). Those questionnaires can be either “close- ended” or “open-ended” (Jenn, 2006). Close-ended questions will be adopted in this study as it already provides the options

for respondents to answer and requires them to select the item from the provided choices (Jenn, 2006).

There are several reasons for the researcher using close-ended questions to capture the data. Firstly, the respondents only need to answer the response that was already provided, allowing them to complete it easier and quickly. According to Rosala (2024), closed-ended questions are utilised in surveys because they are considerably simpler to answer than open-ended questions. Consequently, the researcher can get a speedy response in a short period. Since the researcher will conduct SPSS software, close-ended questions can be easily coded as only requiring numerical values. Hyman & Sierra (2016) stated that inserting responses to close-ended questions into the response database only takes typing a figure. Therefore, it allows the researcher to analyze the results clearer and systematically.

In the Google Survey Form, the questionnaire will be structured into section A, B and C. The demographics part will be divided into section A for the respondents to answer. It implements a nominal scale in the questionnaire that includes gender, age group, education level, marital status, occupation status and monthly income level. Demographic questions enable researchers to gain understanding of the respondents and analyze the findings more effectively (Allen, 2017). Apart from the demographic questions, it also includes general information in section B. This section is to get in-depth information such as asking them did they purchased before, the duration of collecting, which brand they like, how much they have spent on it and many more. After getting this information, the researcher will know the reason they purchase blind boxes, and the respondent can start to answer the last part of the questionnaire. Section C will explore the linkages between the four independent variables that act as factors influencing consumers' impulse buying. The questions adopt the likert scale which is categorized under ordinal scale to measure the respondents' behaviour or opinion on 5-point scale, from strongly disagree to strongly agree.

3.3.3 Construct Measurement

Table 3.1: Construct Measurement

Variables	Questionnaire Items (Modified)	Sources
Impulse Buying (DV)	I often buy the blind boxes spontaneously.	Gong et al. (2024)
	"Just do it" describes the way I buy the blind boxes.	
	I often buy the blind boxes without thinking.	
	"I see it, I buy it" describe me when I see the blind boxes or my favorite things.	
	"Buy now, think it about it later" describe me.	
	Sometimes I feel like buying the blind boxes on the spur of the moment.	
	I don't carefully plan most of my purchase.	
	Sometimes I am a bit reckless about what I buy.	
Social Media Marketing (IV)	I use social media to check for updates on upcoming Blind Box series/designs.	Ahmed & Zahid (2014)
	I am satisfied with the social media marketing of blind box brands.	
	The social media marketing of blind box brands is very attractive.	
	Seeing other users' unboxing videos on social media increases my desire to buy.	
Scarcity (IV)	I feel that the sales period for new limited-edition blind box series is usually very short.	Sun et al. (2023)
	I feel that I am running out of time to buy the blind box series I want before the launch event ends.	
	I feel that the rare/secret figures are highly desirable, so I must buy the box immediately before others grab them.	
	I feel that the stock of popular blind box series is very limited, it will be sold out if I don’t buy it now.	
	I feel that the chance to pre-order or buy popular blind box sets is fleeting and it is too bad not to buy them.	
Store Environment (IV)	The blind box shop uses bright lighting.	Choirul & Artanti (2019)
	The lighting in the blind box store accentuates the product being sold.	
	I love music in the blind box store.	
	The music rhythm inside the blind box shop added to my shopping convent.	
	The layout of the blind box shop makes it easy for me to choose products.	
	I am free to shop at blind box stores.	
	The fragrance of the blind box shop added to my shopping pleasure.	
	The fragrance of the blind box store makes me tend to linger in the shop.	
	The blind box store neatly arranges the products for sale on the shelves.	
	I entered the blind box store because I saw an exciting display of the new blind box series.	
Emotion (IV)	It makes me feel delighted to buy blind boxes.	Gunarian et al. (2025)
	It makes me feel excited to buy blind boxes.	
	It makes me feel positively surprised to buy blind boxes.	
	It makes me feel gleeful to buy blind boxes.	
	It makes me feel elated to buy blind boxes.	

The questionnaire items shown in Table 3.1 employed in this research were adapted from various of the past studies. Some of the measurement items have been modified to fit this study while keeping the original significance.

3.4 Scale of Measurement

The measurement scale is a key aspect of data gathering, processing, and presentation. Statistical tools vary depending on the type of data being collected and analyzed (Mishra et al., 2018). There are four levels of measurement including nominal scale, ordinal scale, interval scale and ratio scale (Allanson & Notar, 2020). Nominal scales are just used to label or classify individuals, objects or events without indicating any numerical figure, order or quantity (Anjana, 2021). Normally, it is used in research to analyze categorical variables such as gender, marital status, ethnicity, birthplace and so on (Allanson & Notar, 2020). In this study, the demographic variables including gender, education level, marital status, and occupation status will be adopted by nominal scale in section A while some of the questions of general information in section B also adopted nominal scale such as did respondent purchase blind box before, which brand they buy frequently and where they primarily purchase it. Besides, ordinal scale is also used in this study. An ordinal scale is a kind of categorical data in which the categories are clearly ranked, such as the level of agreement, quality rating or economic status (Mishra et al., 2018). The question of age group and monthly income are categorized under ordinal scale in this study in section A. Moreover, ordinal scale also adopted in section B includes the question of how long the respondent has collected or bought blind boxes, how many they bought, and how much they have spent in total. Furthermore, A Likert scale is an excellent example of ordinal measurement (Allanson & Notar, 2020). Hence, the respondents can express their agreement through the 5-point scale from strongly disagree to strongly agree as stated in section C of questionnaire. However, the internal and ratio scale are not considered to be used in this study.

3.5 Pilot Test

Pilot test is a prototype experiment before conducting a larger scale of the research (Williams, 2023). Pilot study serves as a significant phase in a research effort since it identifies the potential issue areas and vulnerabilities in the research instrument and protocol before they are implemented during the main study (Hassan et al., 2006). Hence, pilot testing ensures that the research instruments are trustworthy, valid and have high internal validity (Renuse, 2024). According to Bujang et al. (2024), to acquire a meaningful estimate of the Cronbach's alpha for testing the reliability and internal consistency, a pilot test must be tested by at least 30 participants. Table 3.2 showed the different Cronbach's alpha range have different reliability levels.

Table 3.2: Range of Reliability and Cronbach's Alpha Coefficient

Coefficient of Cronbach's Alpha	**Reliability Level**
＞0.90	Excellent
0.80-0.89	Good
0.70-0.79	Acceptable
0.60-0.69	Questionable
0.50-0.59	Poor
＜0.59	Unacceptable

Source: Arof et al. (2018)

Total of 46 responses were gathered for this pilot test study. However, only 44 responses are applicable to run the pilot test as there are 2 responses that have never been purchased blind box before. In this study, all the variables got the result between 0.80 - 0.89, which showed that the questionnaires are at a reasonable and good level. Table 3.3 showed the pilot test result of this study.

Table 3.3: Pilot Test Result

Variables	**Cronbach Alpha**	**Reliability Level**
Impulse Buying	0.892	Good
Social Media Marketing	0.836	Good
Scarcity	0.864	Good
Store Environment	0.893	Good
Emotion	0.818	Good

Source: Develop from own google form questionnaire

3.6 Proposed Data Analysis Tool

Analysis of data constitutes process of analyzing raw data and drawing conclusions. The primary objective of analyzing data is to transform the available cluttered data into a format that is simple to interpret, legible, conclusive and drive the decision-making mechanism (Bhatia, 2017). The data analysis tool to be developed is the Statistical Package for Social Science (SPSS). It is a simple software program that allows users to simplify data, gain insights and make data-driven decisions in a variety of use cases (Awati, 2024).

3.6.1 Descriptive Analysis

Descriptive statistics is the primary stage of data analysis used to define and summarize data (Sarmento & Costa, 2017). According to Seufert (2014), descriptive statistics consist of summarizing and presenting data using metrics such as central tendency, variability, and frequent distribution, which are frequently exhibited as tables, charts, and graphs to understand the complicated dataset. In this study, descriptive analysis will be utilized for demographic section.

3.6.2 Inferential Analysis

Inferential statistics are used to generate conclusions about population from the sample data, which assist with hypothesis testing and predictive modelling (Seufert, 2014). Guetterman (2019) stated that inferential statistics can be used to investigate differences between groups as well as the correlation between variables. These are some of the most frequently used in the inferential statistical test including T-test, ANOVA, chi-square, correlation and regression (Jansen, 2023). In this study, Pearson Correlation and Multi Regression will be conducted. According to Menon (2025), correlation evaluates how closely both variables move together while regression analysis represents the connection, enabling prediction

and correction for other variables.

Pearson correlation coefficient (r) is a statistical measure for determining the similarity or correlation between two variables by comparing their attributes and assigning a score between -1 and +1, while zero means there is no correlation. Moreover, 1 indicates total positive correlation while -1 indicates total negative correlation (Nettleton, 2014). According to Sheposh (2025), the Pearson correlation coefficient is the most commonly used for measuring variables, which are statistically features that may be defined or assigned a value. The positive symbol (+) represents a positive correlation, which implies that one variable increase will affect the other variable increase too. Besides, the negative symbol (-) shows a negative correlation, meaning that when one variable increases, the other variable decreases (Mat Zin et al., 2025). Table 3.4 showed rules thumb of correlation coefficient employed in this study.

Table 3.4: Rules Thumb of Correlation Coefficients

Variable	Interpretation
± 0.01 to ± 0.20	None / Very Low Relationship
± 0.21 to ± 0.40	Low Relationship
± 0.41 to ± 0.70	Moderate Relationship
± 0.71 to ± 0.90	High / Strong Relationship
0.91 to ± 1.00	Very High / Strong Relationship

Source: Mat Zin et al., (2025)

Multiple regression is a form of regression in which the dependent variable has a linear connection with two or more independent variables (Taylor, n.d.). In this study, it will be employed to analyze the relationship between the four independent variables including social media marketing, scarcity, store environment and emotion as well as the impulse buying which act as a dependent variable. Multiple linear regression allows authors to examine these predictors that influence the

outcome while considering other factors. These benefits make an appropriate option for recognizing patterns in the process of decision-making (Mat Zin et al., 2025). In the model equation, y signifies the dependent variable, x denotes the independent variable, $\beta 0$ stands for constant term, $\beta 1/\beta 2$ stands for regression coefficients and ε stands for error term. The model shown below:

$$y=\beta 0+\beta 1x1+\beta 2x2+\cdots+\varepsilon$$

Source: Mat Zin et al., (2025)

3.7 Chapter Summary

The third chapter outlines the study methodology including quantitative and descriptive research design, it details along with the sampling approach. It also describes the primary data collection through questionnaire design, measurement scale and pilot testing. Finally, it presents the proposed data analysis tool which includes both descriptive and inferential analysis.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This part outlines the findings from collected data and analysis procedures described in the preceding chapter. Descriptive analysis and reliability testing will be conducted, followed by inferential statistics using Pearson correlation coefficient along with multiple linear regression.

4.1 Descriptive Analysis

4.1.1 Quantitative Research

The demographic information including gender, age group, education level and other relevant components was examined through frequency counts and percentages distribution. This study collected 210 responses. However, 10 responses were excluded because the respondents indicated that they had no experience on purchasing blind boxes. Therefore, the analysis is according to the remaining 200 responses.

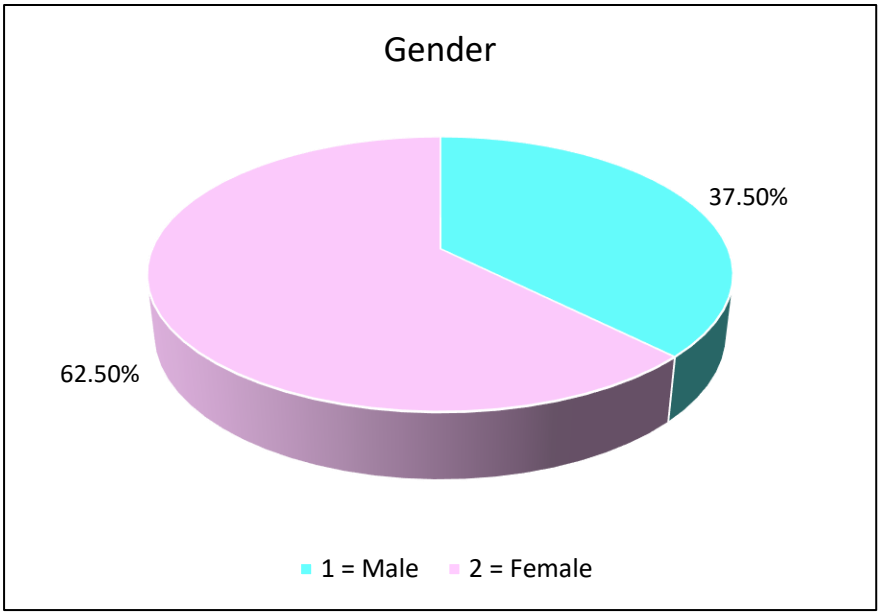
4.1.1.1 Gender

Table 4.1 Gender

Gender	Frequency	Frequency Percentage %
Male	76	37.50
Female	124	62.50
Total	**200**	**100.00**

Source: Developed for research.

Figure 4.1 Gender



Source: Developed for research.

Table 4.1 and Figure 4.1 presented the distribution of respondents by gender. It indicated that 62.50% of the participants are female while 37.50% are male. This showed that the majority of participants in this study are female.

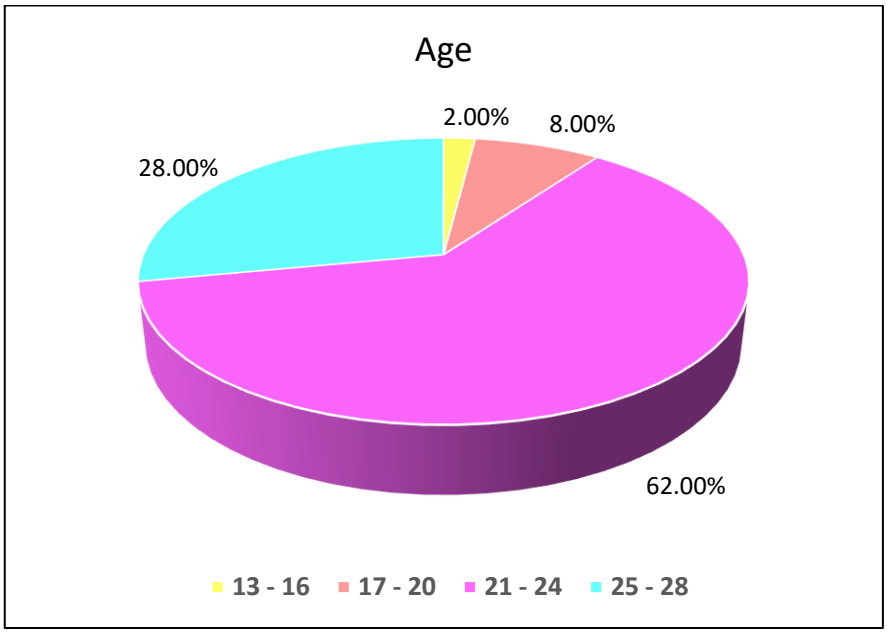
4.1.1.2 Age

Table 4.2 Age

Age	Frequency	Frequency Percentage %
13 – 16	4	2.00
17 – 20	16	8.00
21 – 24	124	62.00
25 – 28	56	28.00
Total	**200**	**100.00**

Source: Developed for research.

Figure 4.2 Age



Source: Developed for research.

Table 4.2 and Figure 4.2 demonstrated the age distribution of the respondents of Generation Z. The majority of respondents with a percentage of 62% fall within the 21 – 24 years age group. This followed by 28% of respondents aged 25 – 28 years. A smaller proportion of respondents are aged 17 – 20 years (8%), while only 2% are between 13 – 16 years old.

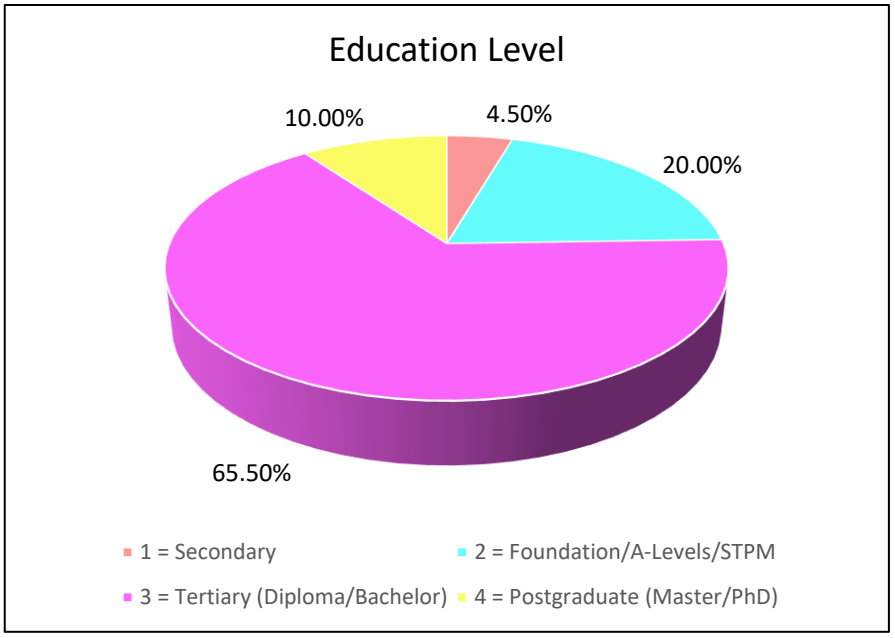
4.1.1.3 Education Level

Table 4.3 Education Level

Education Level	Frequency	Frequency Percentage %
Secondary	9	4.50
Foundation/A-Levels/STPM	40	20.00
Tertiary (Diploma/Bachelor)	131	65.50
Postgraduate (Masters/PhD)	20	10
Total	**200**	**100.00**

Source: Developed for research.

Figure 4.3 Education Level



Source: Developed for research.

Table 4.3 and Figure 4.3 reported the distribution of participants according to level of education. The majority of respondents (65.5%) possess tertiary qualifications with Diploma or Bachelor. This is followed by 20% with Foundation/A-Levels/STPM qualifications. A smaller proportion of respondents hold postgraduate qualifications with 10%, while only 4.5% have secondary-level education.

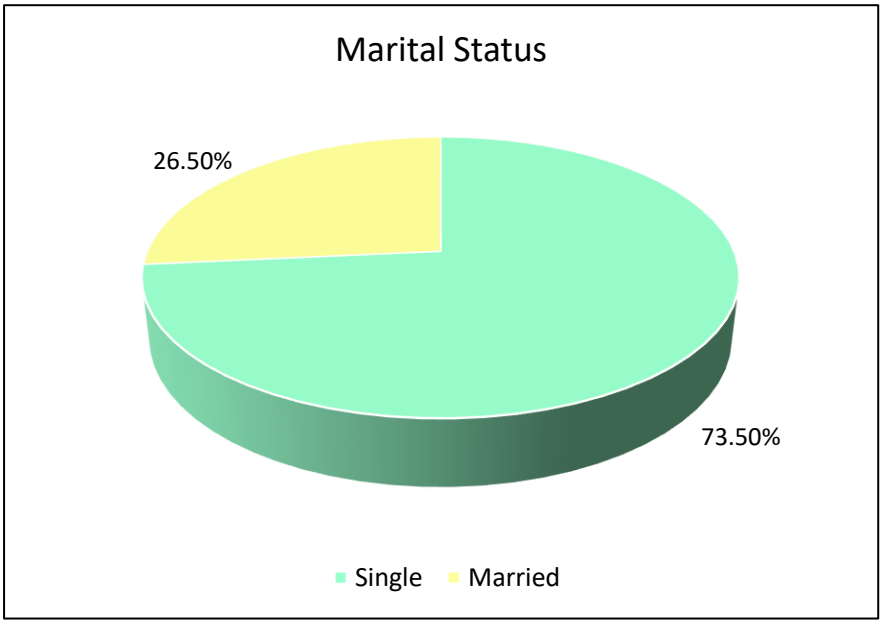
4.1.1.4 Marital Status

Table 4.4 Marital Status

Marital Status	Frequency	Frequency Percentage %
Single	147	73.50
Married	53	26.50
Total	**200**	**100.00**

Source: Developed for research.

Figure 4.4 Marital Status



Source: Developed for research.

Table 4.4 and Figure 4.4 illustrate the marital status of the respondents involved in this study. The data showed that a significant majority of participants are single, representing 73.5% of the total sample. In contrast, married individuals account for 26.5%.

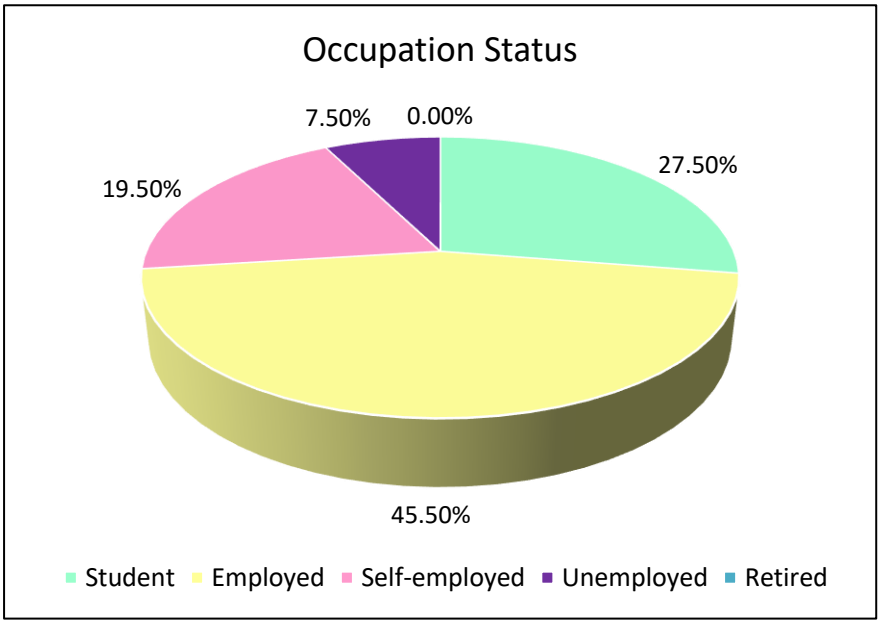
4.1.1.5 Occupation Status

Table 4.5 Occupation Status

Occupation Status	Frequency	Frequency Percentage %
Student	55	27.50
Employed	91	45.50
Self-employed	39	19.50
Unemployed	15	7.50
Retired	0	0.00
Total	**200**	**100.00**

Source: Developed for research.

Figure 4.5 Occupation Status



Source: Developed for research.

Table 4.5 and Figure 4.5 presented the distribution of respondents based on their occupation status. The largest group of participants consists of employed individuals, accounting for 45.50% of the total sample. This is followed by students at 27.50% and self-employed individuals at 19.50%. A smaller proportion of the sample, with 7.50% identified as unemployed, while there were no retired respondents.

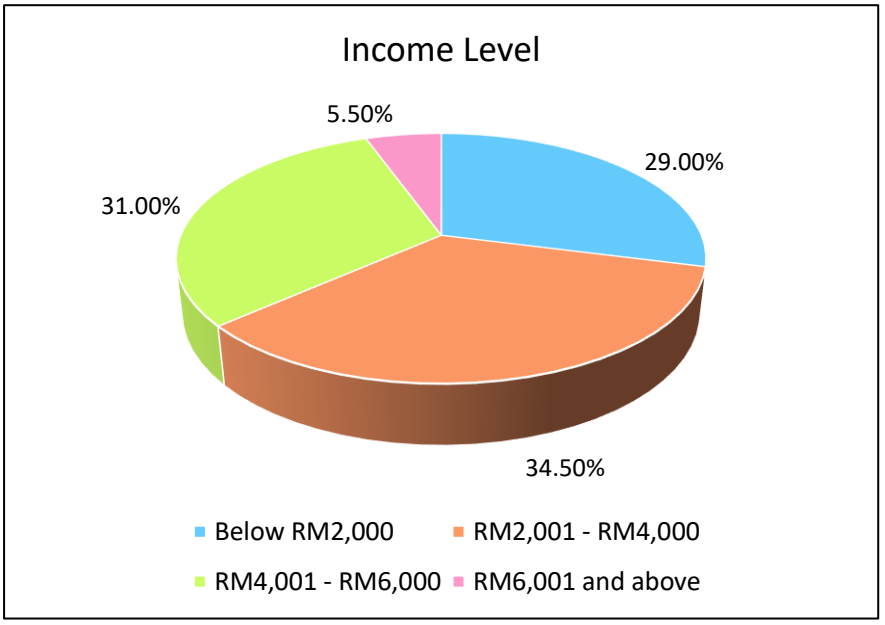
4.1.1.6 Income Level

Table 4.6 Income Level

Income Level	Frequency	Frequency Percentage %
Below RM2,000	58	29.00
RM2,001 – RM4,000	69	34.50
RM4,001 – RM6,000	62	31.00
RM6,001 and above	11	5.50
Total	**200**	**100.00**

Source: Developed for research.

Figure 4.6 Income Level



Source: Developed for research.

Table 4.6 and Figure 4.6 displayed each month salary of participants. The distribution is relatively even across the lower-to-middle income of between RM 2,001 to RM4,000 at 34.50%, the income below RM2,000 at 29%, and the income between RM4,001 to RM6,000 at 31%. A minority of 5.5% earn RM6,001 and above. These findings suggest that blind box purchase is popular among youth across various income levels.

4.1.2 General Information

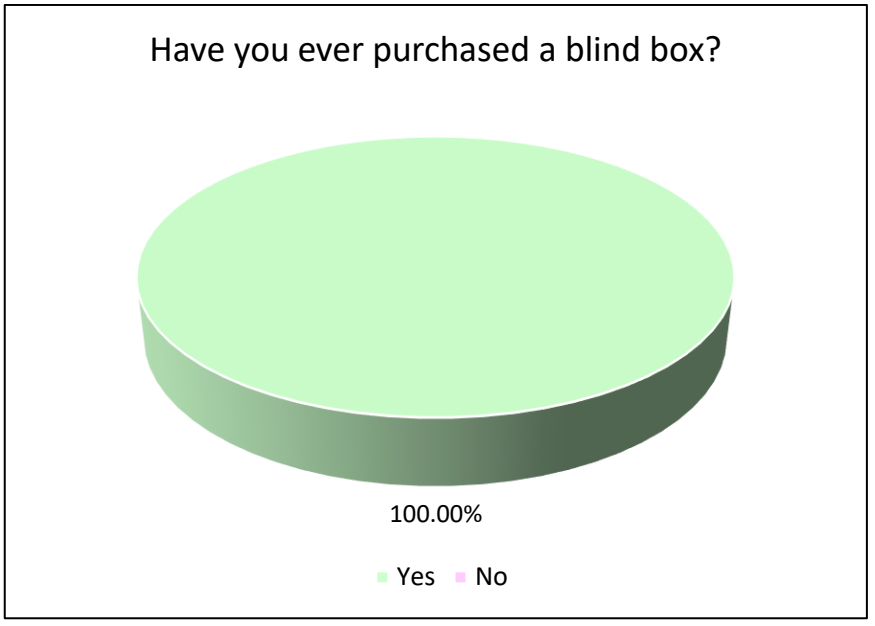
4.1.2.1 Respondents Have Ever Purchased Blind Boxes

Table 4.7 Number of Respondents who have Purchased Blind Box

Yes/No	Frequency	Frequency Percentage %
Yes	200	100.00
No	0	0
Total	**200**	**100.00**

Source: Developed for research.

Figure 4.7 Number of Respondents who have Purchased Blind Box



Source: Developed for research.

Table 4.7 and Figure 4.7 illustrate the prior experience of respondents regarding blind box purchases. An overwhelming majority of 95.2% of participants reported that they have purchased a blind box before, while only 4.8% indicated that they have not. This high percentage of experienced purchasers ensures that the data collected regarding impulse buying behaviour is highly relevant, as nearly all respondents have direct experience with the product category being studied.

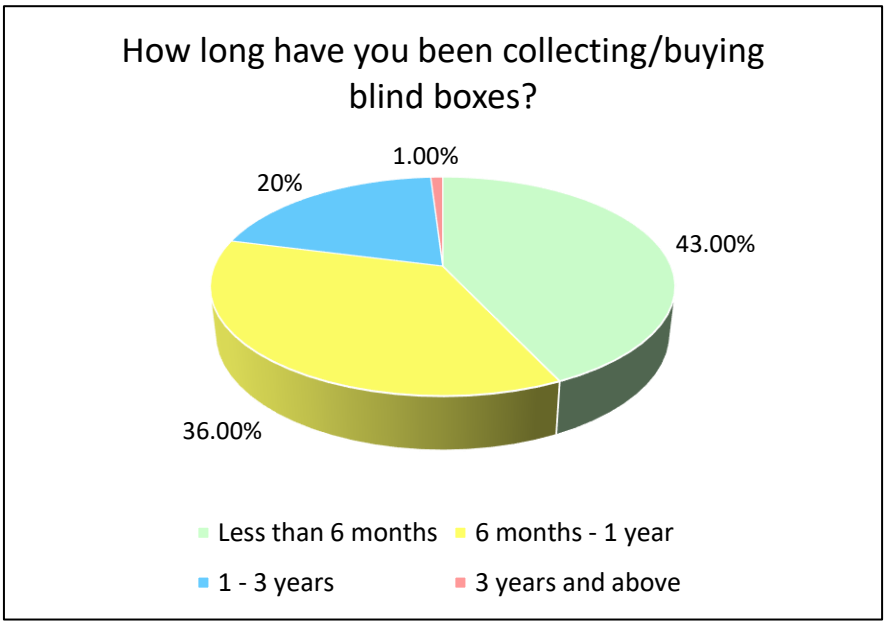
4.1.2.2 Duration of Collecting Blind Box

Table 4.8 Duration of Blind Box Collecting Experience

Duration	Frequency	Frequency Percentage %
Less than 6 months	86	43.00
6 months – 1 year	72	36.00
1 – 3 years	40	20.00
3 years and above	2	1.00
Total	**200**	**100.00**

Source: Developed for research.

Figure 4.8 Duration of Blind Box Collecting Experience



Source: Developed for research.

Table 4.8 and Figure 4.8 demonstrated the period of collecting or buying experience among the respondents. The largest group of participants consists of those who have been collecting for less than 6 months, accounting for 43% of the sample. This is followed by those with 6 months to 1 year of experience at 36%, and 1 to 3 years at 20%. A small minority of 2% have been collecting for 3 years and above. These findings indicated that the blind box trend is relatively recent among the majority of the surveyed Malaysian Generation Z.

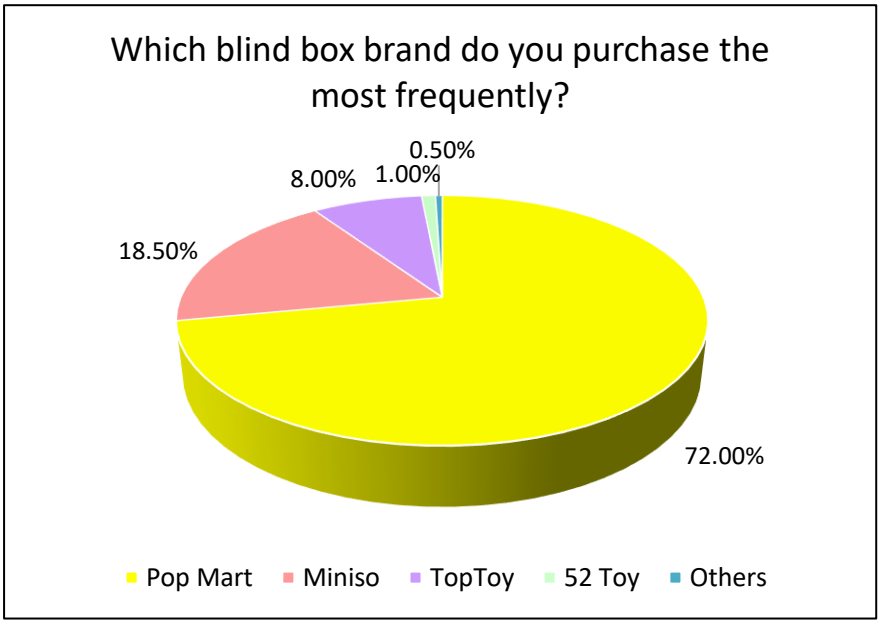
4.1.2.3 Preferrable Blind Box Brand

Table 4.9 Preferrable Blind Box Brand

Brands	Frequency	Frequency Percentage %
Pop Mart	144	72.00
Miniso	37	18.50
TopToy	16	8.00
52 Toy	2	1.00
Others	1	0.50
Total	**200**	**100.00**

Source: Developed for research.

Figure 4.9 Preferrable Blind Box Brand



Source: Developed for research.

Table 4.9 and Figure 4.9 displayed the brand preferences of the respondents based on their most frequent purchases. The data revealed that Pop Mart is the most dominant brand in the market, with an overwhelming 72% of participants identifying it as their primary choice. Followed by Miniso, which accounts for 18.50%, and TopToy at 8%. There is a very small portion of the sample frequently purchased from 52 Toy or other miscellaneous brands.

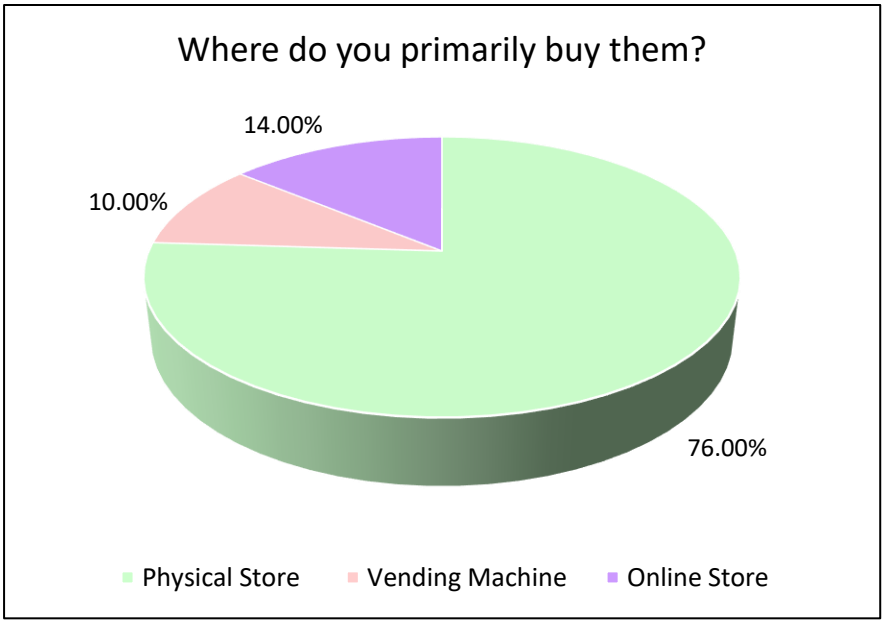
4.1.2.4 Preferrable Blind Box Shopping Platform

Table 4.10 Preferrable Blind Box Shopping Platform

Brands	Frequency	Frequency Percentage %
Physical Stores	152	76.00
Vending Machines	20	10.00
Online Stores	28	14.00
Total	**200**	**100.00**

Source: Developed for research.

Table 4.10 Preferrable Blind Box Shopping Platform



Source: Developed for research.

Table 4.10 and Figure 4.10 illustrate the primary shopping platforms used by respondents to purchase blind boxes. The majority of participants preferred shopping at physical store, accounting for 76% of the total. Online stores represent 14% of the preferences, while vending machines accounted for the remaining 10%.

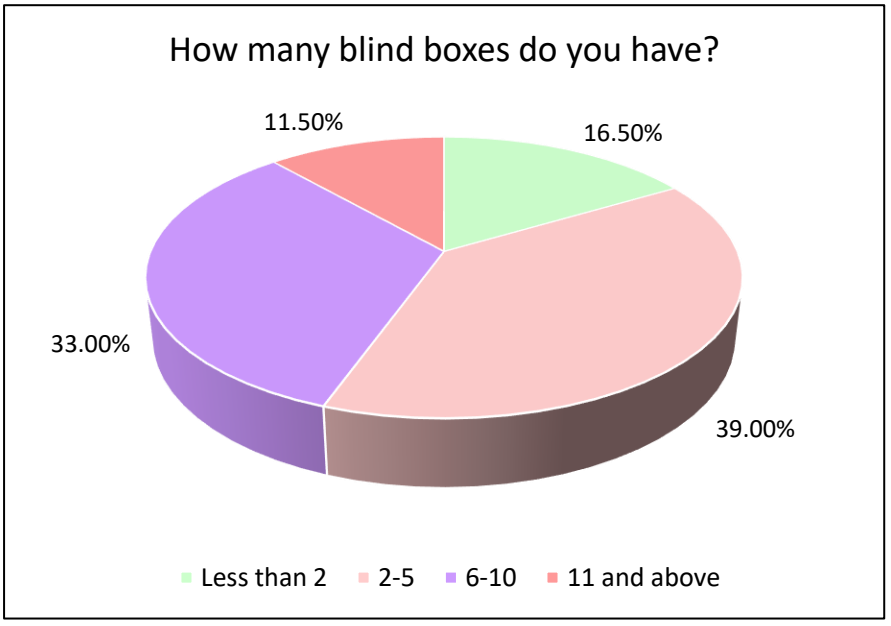
4.1.2.5 Total Blind Boxes Respondent Have

Table 4.11 Number of Blind Boxes Have

Brands	Frequency	Frequency Percentage %
Less than 2	33	16.50
2 – 5	78	39.00
6 – 10	66	33.00
11 and above	23	11.50
Total	**200**	**100.00**

Source: Developed for research.

Table 4.11 Number of Blind Boxes Have



Source: Developed for research.

Table 4.11 and Figure 4.11 presented the quantity of blind boxes each of the participants had. The majority of the respondents had between 2 – 5 blind boxes accounted for 39%. Followed by 6 – 10 blind boxes accounted for 33% of the respondents. There is also a total of 33 of the participants who had less than 2 blind boxes, which accounted for 16.50% of the respondents. There is a minority of 11.5% who are more frequent collectors owning 11 and above.

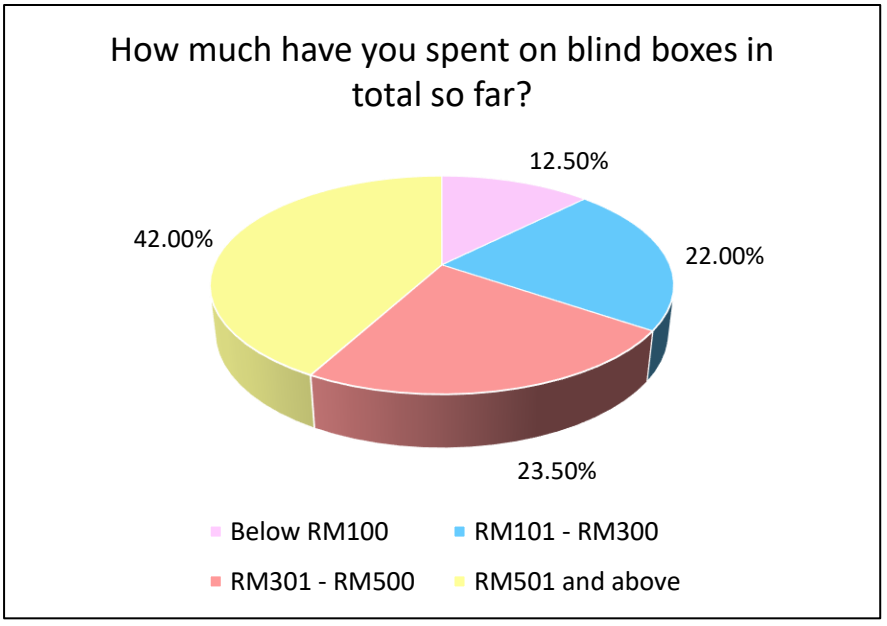
4.1.2.6 Amount Spent on Blind Boxes

Table 4.12 Amount Spent on Blind Boxes

Brands	Frequency	Frequency Percentage %
Below RM100	25	12.50
RM101 – RM 300	44	22.00
RM301 – RM500	47	23.50
RM501 and above	84	42.00
Total	**200**	**100.00**

Source: Developed for research.

Table 4.12 Amount Spent on Blind Boxes



Source: Developed for research.

Table 4.12 and Figure 4.12 illustrate the total expenditure of participants on blind boxes so far. The largest segment of respondents accounted for 42% who have spent RM501 and above, indicating a high level of financial commitment to the hobby. It is followed by 23.50% of participants who have spent between RM301 – RM500, and 22% of respondents spending between RM101 – RM300. Only 12.50% of respondents have spent below RM100.

4.1.3 Descriptive Statistics of Independent and Dependent Variables

Table 4.13 Descriptive Statistics of Independent and Dependent Variables

Variables	Mean	Median	Standard Deviation
IB1	3.85	4	1.194
IB2	3.90	4	1.184
IB3	3.68	4	1.334
IB4	3.83	4	1.274
IB5	3.71	4	1.310
IB6	3.91	4	1.146
IB7	3.68	4	1.302
IB8	3.81	4	1.231
SMM1	3.96	4	1.157
SMM2	3.99	4	1.156
SMM3	4.06	4	1.067
SMM4	3.99	4	1.190
S1	4.08	4	1.107
S2	3.92	4	1.194
S3	3.94	4	1.230
S4	3.94	4	1.178
S5	3.91	4	1.224
SE1	4.05	4	1.100
SE2	3.93	4	1.143
SE3	3.77	4	1.288
SE4	3.76	4	1.294
SE5	3.93	4	1.236
SE6	3.92	4	1.172
SE7	3.74	4	1.274
SE8	3.70	4	1.285
SE9	4.08	4	1.122
SE10	4.10	4	1.105
E1	4.14	4	1.052
E2	4.21	5	1.025
E3	4.16	4	1.057
E4	4.13	4	1.058
E5	4.11	4	1.063

Source: Developed for research.

Table 4.13 presented the descriptive analysis of the independent and dependent variables. It showed that the means of all variables ranged approximately from 3.68 to 4.21. Jordan et al. (2019) highlighted that mean value between 3.41 – 4.20 reflect a high level of estimation. It suggested a positive overall perception toward the constructs measured. Additionally, most of the medians are 4, while only one variable has a median of 5. The results indicated that half of the participants selected the "agree" category, whereas for E2, half selected "strongly agree". Furthermore, the standard deviation for all of the variables ranged from 1.025 to 1.334, a moderate spread reflects acceptable variability without extreme disagreement, supporting response's reliability. For instance, responses received for E2 are more concentrated and consistent while IB3 have more diverse opinions among the respondents. This indicates that respondents generally agreed with the statements since responses are slightly above neutral and clustered around agreement.

4.2 Scale Measurement

4.2.1 Reliability Test

Table 4.14 Reliability Test

Variables	Number of Item	Cronbach's Alpha	Reliability Level
Impulse Buying	8	0.965	Excellent
Social Media Marketing	4	0.936	Excellent
Scarcity	5	0.951	Excellent
Store Environment	10	0.965	Excellent
Emotion	5	0.970	Excellent

Source: Developed for research.

The term “reliability” describes how stable or consistent a measurement is. When a test or instrument has strong reliability, the responder will receive the same score on subsequent assessments as long as the score is unaffected by other unrelated factors (Segal & Coolidge, 2018). The more dependability found in the result, the more accurate the data, which will increase the possibility of making appropriate investigations in research (Karnia, 2024). Strong reliability is necessary to guarantee study outcomes are trustworthy and repeatable. It improves the overall quality of the research by minimizing measurement error (Andersson et al., 2024). The Cronbach alpha range from 0.90 and above reflects a very high internal consistency (Ahmad et al., 2024).

Table 4.14, Reliability Test, showed all independent and dependent variables of Cronbach’s Alpha are ranged above 0.90, which indicated an excellent result of reliability level. First of all, the impulse buying construct consists of 8 items, with a Cronbach’s alpha of 0.965. In addition, there are 4 items measuring social media marketing, with Cronbach’s alpha of 0.936. Moreover, Cronbach’s alpha with 0.951 includes 5 items under the construct of scarcity. The store environment, which includes 10 items, accounted for alpha 0.965. Last but not least, the emotion scale comprises 5 items and demonstrated the highest reliability with Cronbach’s alpha 0.970.

4.3 Inferential Analysis

4.3.1 Pearson Correlation Coefficient

Table 4.15 Pearson Correlation Coefficient

	Social Media Marketing	Scarcity	Store Environment	Emotion	Impulse Buying
Social Media Marketing	1				
Scarcity	0.714**	1			
Store Environment	0.726**	0.766**	1		
Emotion	0.689**	0.747**	0.717**	1	
Impulse Buying	0.715**	0.814**	0.763**	0.693**	1

Source: Developed for research.

Since one of the research objectives is to explore the interrelationships among independent variables along with dependent variable, Pearson correlation coefficients (PCC) were employed. The degree to which data values in linear regression are related is determined by PCC (Sheposh, 2025). It offers a precise and standardized measure of linear association, making it simple to explore the strength and direction of relationship.

Table 4.15 showed the Pearson correlation coefficient (r) analysis among social media marketing, scarcity, store environment, emotion and impulse buying. The results indicate that all variables are positively and significantly correlated at the 0.01 level, with correlation coefficients ranged from 0.689 and 0.814. According to Table 3.5, ranged from ± 0.41 to ± 0.70 indicated as moderate relationship, while ranged from ± 0.71 to ± 0.90 having a strong relationship between variables. Scarcity shows the strongest relationship with impulse buying (r = 0.814), followed by store environment (r = 0.763), social media marketing (r = 0.715), and emotion (r = 0.693), which show that higher levels of these factors are associated with increased impulse buying behavior.

4.3.2 Multiple Linear Regression

Table 4.16 Multiple Linear Regression

DV	IV	R^2	Adjusted R^2	Standardized Coefficients Beta (β)	Sig. (p-value)	F
Impulse Buying	Social Media Marketing	0.723	0.718	0.167	0.006	127.369
	Scarcity			0.466	<0.001	
	Store Environment			0.246	<0.001	
	Emotion			0.053	0.396	

Source: Developed for research.

To reach the study objective of determining the independent variable whether independent variables significantly influence impulse buying and determine which independent variable is the most dominant factor influencing dependent variable, multiple linear regression was employed. By examining how various elements interact to affect an outcome, this method enables researchers to figure out complicated relationships and make recommendations (Sheposh, 2025). The overall fit as variance explained of the model and the relative contributions of each predictor to the total variance explained can also be found using MLR (Laerd Statistics, 2018).

Table 4.16 presented the data of the multiple linear regression. The value of R^2 comes with 0.723 and adjusted R^2 with 0.718. R^2 represents the degree to which the data fits the regression model (Taylor, 2024). Hence, 72.3% of the variance in impulse buying behavior among the respondents can be explained by the four independent variables that include social media marketing, scarcity, store environment and emotion. Greater R^2 values reflect a lower discrepancy between the fitted values and the observed data (Frost, 2018). Besides, the adjusted R^2 demonstrates whether or not a regression model is improved by including more factors (CFI, 2022). A higher adjusted R2 shows the model fits well with

meaningful predictors that effectively explain the dependent variable's variability (GeeksforGeeks, 2025). As the difference between R2 and adjusted R2 is only 0.005, which showed the predictors are mostly useful and not overfitting.

In addition, Scarcity has the greatest standardized coefficient Beta (β) comes with the value 0.466, meaning it has the greatest relative effect on the outcome. The greater the coefficient beta value, the more powerful the effect (Stephanie, 2016). The Sig., also known as the p-values of social media marketing, scarcity, store environment are all less than 0.05, which comes with the value of 0.006 for social media marketing, <0.001 for scarcity as well as store environment while emotion is 0.396 that greater than 0.05. According to Kwak (2023), a p-value of less than 0.05 is considered "significant," whereas a p-value of more than 0.05 is considered "not significant." Therefore, three independent variables have a positive relationship with impulse buying, only emotion demonstrating non relationship with impulse buying.

On top of that, the ANOVA test results [$F(4,195) = 127.369$, $p < 0.001$] indicated overall regression model shows statistical significance. Confirming that independent variables (social media marketing, scarcity, store environment and emotion) significantly predicted the impulse buying behavior of Malaysian Generation Z in the blind box market.

Thus, multiple linear regression equation formed:

$$IB = - 0.088 + 0.178 (SMM) + 0.480 (S) + 0.263 (SE) + 0.059 (E)$$

IB = Impulse Buying

SMM = Social Media Marketing

S = Scarcity

SE = Store Environment

E = Emotion

4.4 Chapter Summary

The fourth chapter presented the results of both descriptive analysis and inferential analysis conducted using SPSS software. The demographic profile of the respondents' and their general blind box purchasing experience were summarized through frequency tables and charts. Moreover, the reliability test confirmed with excellent internal consistency for all constructs. Ultimately, Pearson Correlation Coefficient and Multiple Linear Regression were shown under the part of inferential analysis.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLEMENTATIONS

5.0 Introduction

This is the final chapter that will present a comprehensive discussion of the major findings that got from the last chapter. It also examines the practical and theoretical implications for the findings for marketers and academicians. This chapter will highlight the weaknesses of the research while proposing recommendations for future studies. A two-tailed hypothesis is used in this study.

5.1 Discussions of Major Findings

Table 5.1 Hypothesis Testing Result

Hypotheses	Significant Level (P-value)	Results
H1: There is a relationship between social media marketing and consumers' impulse buying	0.006	Supported
H2: There is a relationship between scarcity and consumers' impulse buying	<0.001	Supported
H3: There is a relationship between store environment and consumers' impulse buying	<0.001	Supported
H4: There is a relationship between emotion and consumers' impulse buying	0.396	Not Supported

H1: There is a relationship between social media marketing and consumers' impulse buying

Based on Table 5.1, it presented that H1 is supported by showing a p-value of 0.006, ensuring that social media marketing is positively connected to impulse buying. This result agrees with several pieces of evidence from Kazi et al. (2019), Reddy & Azeem (2022), Bhaskaran & Swarupa (2023), Singh et al. (2023), Liu et al. (2023) and Natasha (2025). As outlined in Huang (2024), social media marketing content includes unboxing video, sharing posts or recommendations as well as a trading platform plays a major role in shaping customers' impulse buying. Consequently, social media marketing that is high quality, interactive and engaging content can effectively trigger impulse purchases decisions among consumers. As a result, blind box businesses should leverage creative and appealing social media content to enhance impulse buying among consumers.

H2: There is a relationship between scarcity and consumers' impulse buying

As displayed in Table 5.1, H2 was supported by demonstrating scarcity is positively linked to impulse buying as p-value was shown <0.001, which is less than 0.05. It also showed the highest standardized coefficient beta (β) with a value of 0.466. The findings are validated by previous research conducted by Chung at al. (2017), Akram et al. (2018), Cengiz & Senel (2023). These results suggest that consumers show a greater tendency toward unplanned purchases when products are perceived as scarce. In agreement with the findings of Zhang et al. (2022) found that scarcity triggers psychological arousal and FOMO which in turn drive impulse buying. Hence, the scarcity created by blind box stores or vending machines can encourage consumers to make impulse buying as the limited availability strengthens urgency and desire. The less the quantity of blind boxes shown, the higher the chance that customers buy impulsively. This is also calling attention to the blind box marketers to strategically manage product availability and create a sense of urgency to drive sales.

H3: There is a relationship between store environment and consumers' impulse buying

Based on table 5.1, H3 p-value showed <0.001, was supported and confirms that there is a significant relationship between store environment and impulse buying. This result in agreement with prior studies by Vishnu & Raheem (2013), Sivakumaran & Sharma (2014), Lee & Johnson (2010). Saad & Metawie (2015) observed that the store environment includes music and layout is a vital factor influencing consumers' impulse buying. In consequence, an appealing store environment that is being arranged, comfort lighting, pleasant fragrance, and music can trigger the blind box consumers' purchase impulsively. Generally, consumers would prefer to step into a store that is clean, has a clear layout and comfortable place to have a look at the products and lead to impulse buying. Those blind box retailers should leverage these factors to create an engaging shopping atmosphere that encourages impulse purchase.

H4: There is a relationship between emotion and consumers' impulse buying

According to Table 5.1, H4 was not supported as the research showed that emotion does not positively relate to impulse buying. The p-value of this hypothesis comes with 0.396, greater than 0.05. This finding is further corroborated by studies of Yi & Jai (2019) and Choirul & Artani (2019) concluded that positive emotion does not significantly affect consumers' impulse buying behaviour. It might be because positive emotion does not necessarily translate into impulse buying. As a result, emotions do not reflect impulse buying behaviour.

5.2 Implication of Study

5.2.1 Managerial Implication

This research indicated that there is a relationship between social media marketing and impulse buying behaviour among Malaysian Generation Z. The result of the Pearson correlation coefficient between social media marketing and impulse buying is 0.715, ($p = 0.006$), demonstrating a strong positive relationship. As social media marketing activities are more effective, consumers are more inclined towards impulsive buying behaviour. Engaging social media marketing is strongly associated with higher levels of impulse buying behaviour. Attractive visuals of social media content like advertisements can drive spontaneous buying as consumers make orders quickly through online platforms. As a result, marketers should actively leverage familiar social media channels such as Instagram, TikTok, Xiao Hong Shu to promote their blind box brands by allocating more budget and resources for it. This is because most of the Generation Z would get the latest information from these online platforms. Compared to older millennials, Generation Z is particularly likely to receive news or information on social media platforms on a daily basis. (Fitch, 2025). Since younger generations are the target audience, the content can be made more youthful by adding trendier or youth-oriented elements. For instance, collaborating with well-known influencers to produce an ASMR-style video could be an effective approach. In this fast-paced era, content must be concise, presenting essential information to avoid losing audience interest. The marketers should observe the time periods when posts receive the highest views and likes, ensuring that future posts are published during these peak periods instead of at random times. Besides, high-quality content can stimulate consumers' impulse purchase. Jois et al. (2024) highlighted that social media that have attractive layout, concise product descriptions and outstanding images greatly encourage impulse buying. Hence, the blind box social media marketing should keep updating constantly and frequently but the content quality should not be reduced to sustain consumer engagement and encourage impulse purchase.

In addition, scarcity has an association with impulse buying as the Pearson correlation coefficient comes with 0.814 ($p<0.001$), it is the highest result. It also results in the greatest standardized coefficient beta with the value of 0.466, which is the most dominant factor that influences impulse buying, addressing the third objective in this research. This concludes that scarcity is the most powerful tool or psychological trigger that strongly pushes spontaneous purchase behaviour. This might be because consumers tend to experience fear of missing out (FOMO) which drives them to act or order quickly without much. For instance, when only one blind box from a famous series remains, consumers may experience FOMO, prompting them to make an impulsive purchase to avoid losing the chance to obtain their desired item. Scarcity conveys exclusivity, elevating the perceived value of the product or service and making consumers feel like insiders (Lin, 2025). This result reveals that marketers should strategically implement scarcity-based strategies in the blind box economy. To implement this technique, the marketers should reinforce the promotion of secret items, limited edition products or even limited time to purchase to create an urgency and motivate customers to make immediate buying decisions. For example, the secret item of the blind box series can be controlled to be produced in smaller quantities but will be clearly stated to customers like 2 in 50 boxes while the other items are more widely available. Although customers have a lower chance of getting the secret items, but all the design in the series is equally appealing so the customers feel worthwhile which also encourages them to keep purchasing in hopes of eventually obtaining it. Furthermore, blind boxes can feature seasonal items, such as a special collaboration for Malaysia's National Day and released as a limited edition available only once. This strategy not only boosts sales but also resonates with national pride and local culture. Even though these scarcity strategies in marketing are quite successful in increasing sales and engagement right away, they demand a careful, professional balance (Gustafsson, 2026). Therefore, marketers should implement this strategy carefully to perceived value and without any deceptive practices toward consumers such as fake limited

edition blind boxes left or fake countdown period. It might lead to the damage of brand reputation and loss of customer loyalty if marketers do not leverage this strategy correctly. In short, scarcity is still one of the best tactics for creating demand, fostering loyalty, and making a brand stand out in a competitive market when applied judiciously (Remiel, 2025).

Lastly, this research suggests that store environment is associated with impulsive buying as the Pearson correlation coefficient value is 0.763, indicating that a strong positive relationship as well. According to the responses of survey form, the majority of respondents prefer to purchase blind boxes from physical stores. It results that the store environment plays an important role in influencing impulse purchase among consumers. As indicated by Wavetec (2024), friendly and helpful employees, tidy and well-organized stores, quick checkout procedures, and easily accessible, high-quality merchandise are essential components for a store environment. A pleasant and comfortable shopping environment will lead shoppers to increase dwell time in the store to walk around as well as increase the opportunity of impulse purchase. The marketer should optimize the store layout according to this relationship. A blind box physical store should feature bright lighting, music, a neat layout, welcoming fragrance, product arranged neatly, good display places to enhance overall blind box shopping experience. Marketers could also provide a space for customers to share their shopping experience and opinions. This feedback can then be used to improve the store environment such as making it more comfortable or identifying areas that need improvement. Moreover, the most famous series should be placed away from the store entrance, so customers are encouraged to browse other items first. It can also be positioned near the check-out counter, leading to impulse buying as seeing many people purchasing it may influence the customers to purchase spontaneously.

5.2.2 Theoretical Implication

This research contributes to the literature by addressing the geographical gap in blind box context. Most previous research focused on China, whereas this study provides empirical evidence from the Malaysian context, which offers a cross-cultural perspective in blind box economy. Additionally, this study proposes that social media marketing, scarcity and store environment as key determinants of impulse buying. This comprehensive model can serve as a reference for future researchers who investigate consumer behaviour in similar contexts.

5.3 Limitations of the Study

In spite of the contribution of the research, several limitations arose during the course of this study that should be acknowledged.

Firstly, one of the limitations of this research is that the proposed conceptual framework only examines the direct association among independent variables and dependent variable, without considering the potential role of mediating variable. The mediating variable clarifies the process linkage between independent variables and dependent variable. For instance, although scarcity is most strongly reflected on impulse buying in this study, perceived value may act as a mediating variable, as scarcity can increase customers' perceived value, which in turn can trigger impulse purchase. Research that not having a mediating variable may limit the depth of understanding of the underlying consumer behaviour. Therefore, future research should consider adding mediating variables to provide a more thorough understanding of the relationships within the framework.

Besides, this study collects data through questionnaires. This limits respondents' ability to express their own ideas, as they can only choose from the options provided in the google form. Apart from this, respondents may sometimes misunderstand the questions or wording provided and start to answer the question quickly or simply, leading to inaccurate responses.

Although the questionnaire was distributed not only online, but also face-to face, there are still some of the respondents who would not complete at the moment and prefer to complete it at any time. However, if they had any questions while answering, it became more troublesome to seek clarification as they needed to contact the researcher via email instead of asking physically. This consequently results in decreasing the data accuracy.

Moreover, the demographic profile of the google form does not include the race and region is also one of the limitations of this research. Malaysia is a multi-ethnic country with diverse regions including east and west Malaysia. Hence, without this information, the researcher cannot compare the responses across different groups. For instance, the researcher cannot determine whether customers from different regions or racial backgrounds behave differently in terms of impulse buying. In consequence, the findings may fail to capture important information among diverse groups of respondents. This drawback may reduce the applicability of the study findings to other contexts as it does not fully represent the diversity of Malaysia's broader population.

5.4 Recommendations of the Study

As per the initial constraint, future research is encouraged to implement mediating variables into the conceptual framework to achieve a more holistic understanding of impulse buying behavior. Moreover, future study can apply the SOR (Stimulus-Organism-Response) framework in the context of blind box, with the organism component serving as a mediator. This framework is suitable because it shows that external stimuli can influence the organism, which in turn drive consumer behavioural responses. The researcher would recommend generating the result by adopting Smart PLS for data analysis when it includes the mediating variable in the research, as it is more suitable for testing complex mediation models than SPSS.

Based on the second limitation, beyond collecting data through quantitative techniques, a qualitative method is suitable for future research in this blind box context too. Qualitative practice such as interviews can provide a deeper

insight in this research. During the interview, only researcher and the interviewee are present. The interviewee would share their detailed perspective on why they purchase blind boxes, allowing the researcher to understand the main reason driving the consumers' impulse buying behaviour in the blind box economy. In addition, the interview section allows any misunderstanding to be clarified immediately as the interviewee can quickly ask the researcher for clarification. Sometimes, interviews take place in a comfortable environment, new questions may arise naturally during the conversation, allowing the researcher to address them on the spot. This real time interaction helps improve the accuracy of data collection.

Based on the third limitation, further research should add in the information of different races and religions in the demographic part, so the researcher can compare the results across different ethnicities and religions in the blind box context.

5.5 Chapter Summary

Final chapter has discussed a comprehensive discussion of the major findings. It provides evidence of there is a positive relationship of social media marketing, scarcity, and store environment with impulse buying, only emotion demonstrated no relationship with impulse buying. This study offers valuable managerial and theoretical insights. Lastly, research limitations were acknowledged, and recommendations were offered for further research.

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Appendices

Appendix A – Questionnaire

Variables	Questionnaire Items	Sources
Impulse Buying (DV)	I often buy the blind boxes spontaneously.	Gong et al. (2024)
	"Just do it" describes the way I buy the blind boxes.	
	I often buy the blind boxes without thinking.	
	"I see it, I buy it" describe me when I see the blind boxes or my favorite things.	
	"Buy now, think it about it later" describe me.	
	Sometimes I feel like buying the blind boxes on the spur of the moment.	
	I don't carefully plan most of my purchase.	
	Sometimes I am a bit reckless about what I buy.	
Social Media Marketing (IV)	I like to use social media to increase my knowledge about the brand's performance.	Ahmed & Zahid (2014)
	I am satisfied with the social media marketing of garments brands.	
	The social media marketing of garment brands is very attractive.	
	The level of feedback generated on social media sites (of garments brands) by other users meets my expectations.	
Scarcity (IV)	I feel that the promotion time specified by the anchor is generally short.	Sun et al. (2023)
	I feel that the promotional items purchased in the broadcast room are running out of time.	
	I feel that the promotional goods are very good, do not buy will be snapped up by others.	
	I feel that the number of promotional goods is very limited, so do not buy will be snapped up by others.	
	I feel that the opportunity to buy the goods in the live room is fleeting and it is too bad not to buy them.	
Store Environment (IV)	The H&M shop uses bright lighting.	Choirul & Artanti (2019)
	The lighting in the H&M store accentuates the product being sold.	
	I love music in the H&M store.	
	The music rhythm inside the H&M shop added to my shopping convent.	
	The layout of the H&M shop makes it easy for me to choose products.	
	I am free to shop at H&M stores.	
	The fragrance of the H&M shop added to my shopping pleasure.	
	The fragrance of the H&M store makes me tend to linger in the shop.	
	The H&M store neatly arranges fashion products for sale on the shelves.	
	I entered the H&M store because I saw an exciting display of fashion.	
Emotion (IV)	It makes me feel delighted to buy blind boxes.	Gunarian et al. (2025)
	It makes me feel excited to buy blind boxes.	
	It makes me feel positively surprised to buy blind boxes.	
	It makes me feel gleeful to buy blind boxes.	
	It makes me feel elated to buy blind boxes.	

Appendix B – Questionnaire Cover Page

CHASING THE SURPRISE: UNDERSTANDING WHAT DRIVES IMPULSE BUYING IN BLIND BOX MARKET AMONG MALAYSIAN GENERATION Z

Dear respondents,

I am Tan Zung Yan (2200807), a final year student from Faculty of Accountancy and Management (FAM), currently pursuing Bachelor of International Business (HONS) in Universiti Tunku Abdul Rahman (UTAR).

Blind box products have become increasingly popular among Malaysian Generation Z, often encouraging impulse buying due to their surprise-based nature. My research title "Chasing the Surprise: Understanding What Drives Impulse Buying in Blind Box Market among Malaysian Generation Z". This research focuses on identifying the factors that influence impulse buying behaviour in the blind box market among Malaysian Generation Z consumers.
I would appreciate if you could take a moment to complete this survey. Kindly note that all information provided will be treated with confidentiality and used solely for academic research purposes.

If you have any inquiries or need further clarification, please feel free to contact me through email 2200807@1utar.my.

Thank you.

Yours sincerely,
Tan Zung Yan
Bachelor of International Business Student
Faculty of Accountancy and Management (FAM)
Universiti Tunku Abdul Rahman (UTAR)

Appendix C – Questionnaire Sections

Section A: Demographic Profile

In this section, please select **ONE** answer for each question given below.

1. Gender:
   - □ Male
   - □ Female
2. Age Group:
   - □ 13 – 16 years old
   - □ 17 – 20 years old
   - □ 21 – 24 years old
   - □ 25 – 28 years old
3. Educational Level:
   - □ Secondary
   - □ Foundation/A-Levels/STPM
   - □ Tertiary (Diploma/Bachelor)
   - □ Postgraduate (Master/PhD)
4. Marital Status:
   - □ Single
   - □ Married
5. Occupation Status:
   - □ Student
   - □ Employed
   - □ Self-employed
   - □ Unemployed
   - □ Retired
6. Income Level:
   - □ Below RM2,000
   - □ RM2,001 – RM4,000
   - □ RM4,001 – RM6,000
   - □ RM6,001 and above

Section B: General Information

In this section, please read each question attentively and choose **ONE** answer for each question given below.

1. Have you ever purchased a blind box?
   - □ Yes
   - □ No
2. How long have you been collecting/buying blind boxes?
   - □ Less than 6 months
   - □ 6 months – 1 year
   - □ 1 – 3 years
   - □ 3 years and above
3. Which blind box brand do you purchase the most frequently?
   - □ Pop Mart
   - □ Miniso
   - □ Top Toy
   - □ 52 Toy
   - □ Others
4. Where do you primarily buy them?
   - □ Physical Stores
   - □ Vending Machine
   - □ Online Stores
5. How many blind boxes did you buy?
   - □ Less than 2
   - □ 2 – 5
   - □ 6 – 10
   - □ 11 and above
6. How much have you spent on blind boxes in total so far?
   - □ Below RM100
   - □ RM101 – RM300
   - □ RM301 – RM500
   - □ RM501 and above

Section C: General Information

Please indicate how strong you agree or disagree with each statement whereby placing a circle from 1 (Strongly Disagree) to 5 (Strongly Agree).

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

For each of the following statements, kindly circle **ONLY ONE** number that represents your opinion the most.

No.	Statement	SD	D	N	A	SA
	Impulse Buying					
1.	I often buy the blind boxes spontaneously.	1	2	3	4	5
2.	"Just do it" describes the way I buy the blind boxes.	1	2	3	4	5
3.	I often buy the blind boxes without thinking.	1	2	3	4	5
4.	"I see it, I buy it" describes me when I see the blind boxes or my favourite things.	1	2	3	4	5
5.	"Buy now, think it about it later" describe me.	1	2	3	4	5
6.	Sometimes I feel like buying the blind boxes on the spur of the moment.	1	2	3	4	5
7.	I don't carefully plan most of my purchase.	1	2	3	4	5
8.	Sometimes I am a bit reckless about what I buy.	1	2	3	4	5
	Social Media Marketing					
1.	I use social media to check for updates on upcoming Blind Box series/designs.	1	2	3	4	5

2.	I am satisfied with the social media marketing of blind box brands.	1	2	3	4	5
3.	The social media marketing of blind box brands is very attractive.	1	2	3	4	5
4.	Seeing other users' unboxing videos on social media increases my desire to buy.	1	2	3	4	5
Scarcity						
1.	I feel that the sales period for new limited-edition blind box series is usually very short.	1	2	3	4	5
2.	I feel that I am running out of time to buy the blind box series I want before the launch event ends.	1	2	3	4	5
3.	I feel that the rare/secret figures are highly desirable, so I must buy the box immediately before others grab them.	1	2	3	4	5
4.	I feel that the stock of popular blind box series is very limited, it will be sold out if I don't buy it now.	1	2	3	4	5
5.	I feel that the chances to pre-order or buy popular blind box sets are fleeting and it is too bad not to buy them.	1	2	3	4	5
Store Environment						
1.	The blind box shop uses bright lighting.	1	2	3	4	5
2.	The lighting in the blind box store accentuates the product being sold.	1	2	3	4	5
3.	I love music in the blind box store.	1	2	3	4	5
4.	The music rhythm inside the blind box shop added to my shopping convent.	1	2	3	4	5
5.	The layout of the blind box shop makes it easy for me to choose products.	1	2	3	4	5

6.	I am free to shop at blind box stores.	1	2	3	4	5
7.	The fragrance of the blind box shop added to my shopping pleasure.	1	2	3	4	5
8.	The fragrance of the blind box store makes me tend to linger in the shop.	1	2	3	4	5
9.	The blind box store neatly arranges the products for sale on the shelves.	1	2	3	4	5
10.	I entered the blind box store because I saw an exciting display of the new blind box series.	1	2	3	4	5
Emotion						
1.	It makes me feel delighted to buy blind boxes.	1	2	3	4	5
2.	It makes me feel excited to buy blind boxes.	1	2	3	4	5
3.	It makes me feel positively surprised to buy blind boxes.	1	2	3	4	5
4.	It makes me feel gleeful to buy blind boxes.	1	2	3	4	5
5.	It makes me feel elated to buy blind boxes.	1	2	3	4	5

Thank you for your participation

Appendix D: Ethical Clearance

UNIVERSITI TUNKU ABDUL RAHMAN DU012(A)
Wholly owned by UTAR Education Foundation Co. No. 578227-M

Re: U/SERC/78-669/2026

7 January 2026

Dr Yeong Wai Mun
Head, Department of International Business
Faculty of Accountancy and Management
Universiti Tunku Abdul Rahman
Jalan Sungai Long
Bandar Sungai Long
43000 Kajang, Selangor

Dear Dr Yeong,

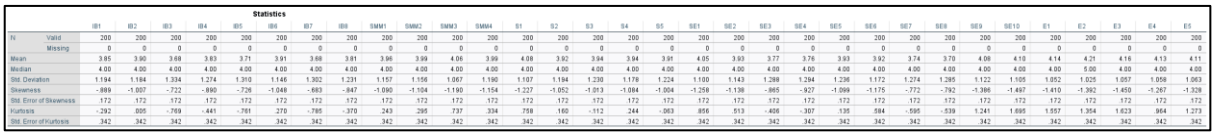
Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your students' research project from Bachelor of International Business (Honours) programme enrolled in course UKMZ3016. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
13.	The Impact of Brand Equity Dimensions on Brand Loyalty Among Generation Z in the Sports Footwear Industry	Ng Zhen Yang	Dr Malathi Nair a/p G Narayana Nair	7 January 2026 – 6 January 2027
14.	The Influence of Social Media Influencers on Malaysian Consumers' Purchase Intention Toward International Brands	Lim Wei Qi	Dr Foo Meow Yee	
15.	A Study of Reverse Logistic and Its Role in Brand Image and Customer Perception	Chang Kar Tung		
16.	The Role of Cross-Border E-Commerce Does Promote Buying Intentions for Consumers	Ho Jia Rok		
17.	Understanding the Influence of Online Scams on Consumer Purchase Intentions Among Malaysian Social Media Users	Aw Yong See Win	Dr Choo Siew Ming	
18.	Exploring the Intention of Reside in Retirement Villages Among Gen Z in Malaysia	Teo Yi Qi	Ms Goh Poh Jin	
19.	The Influence of Brand Trust on Young Adults' Preferences for Malaysia-Based Coffee Brands	Liau Wei Sim	Dr Malathi Nair a/p G Narayana Nair	
20.	Factors Influencing Malaysian Consumers' Purchase Intention Toward International Beauty Products	Tan Sze Wing	Dr Foo Meow Yee	
21.	Consumer Choice of Sustainable Mobility: A Study of Determinants Influencing Electric Vehicle Purchase Intention	Shao Yuhao	Ms Goh Poh Jin	
22.	The Impact of Product Variety, Promotions, Accessibility, Mall Cleanliness & Maintenance on Shoppers' Revisit Intention in Urban Shopping Malls: A Functional Value Analysis	Tan Yue Wey	Dr Choo Siew Ming	
23.	Young Consumers' Purchase Intention Toward Green Products in Malaysia: Drivers and Challenges in Green Marketing	Chin Zhi Qian		
24.	Chasing the Surprise: Understanding What Drives Impulse Buying in Blind Box Market Among Malaysian Generation Z	Tan Zung Yan	Ms Tai Lit Cheng	

Appendix E – Descriptive Analysis of IVs & DV



Statistics

		IB1	IB2	IB3	IB4	IB5	IB6	IB7	IB8	SMM1	SMM2	SMM3	SMM4	S1	S2	S3	S4	S5	SE1	SE2	SE3	SE4	SE5	SE6	SE7	SE8	SE9	SE10	E1	E2	E3	E4	E5
N	Valid	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200	200
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.85	3.90	3.68	3.83	3.71	3.91	3.68	3.81	3.96	3.99	4.06	3.99	4.08	3.92	3.94	3.94	3.91	4.05	3.93	3.77	3.76	3.93	3.92	3.74	3.70	4.08	4.10	4.14	4.21	4.16	4.13	4.11
Median		4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	4.00	5.00	4.00	4.00	4.00
Std. Deviation		1.194	1.184	1.334	1.274	1.310	1.146	1.302	1.231	1.157	1.156	1.067	1.190	1.107	1.194	1.230	1.178	1.224	1.100	1.143	1.288	1.294	1.236	1.172	1.274	1.285	1.122	1.105	1.052	1.025	1.057	1.058	1.063
Skewness		-.889	-1.007	-.722	-.990	-.726	-1.048	-.683	-.947	-1.090	-1.104	-1.190	-1.154	-1.227	-1.052	-1.013	-1.084	-1.004	-1.258	-1.138	-.865	-.927	-1.099	-1.175	-.772	-.792	-1.386	-1.497	-1.410	-1.392	-1.450	-1.267	-1.328
Std. Error of Skewness		.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172	.172
Kurtosis		-.292	.005	-.769	-.441	-.761	.270	-.795	-.370	.243	.295	.737	.334	.758	.160	-.112	.244	-.063	.856	.513	-.406	-.307	.135	.584	-.595	-.539	1.241	1.895	1.557	1.354	1.623	.964	1.273
Std. Error of Kurtosis		.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342	.342

Appendix F – Reliability Test

Impulse Buying

Reliability Statistics

Cronbach's Alpha	N of Items
.965	8

Social Media Marketing

Reliability Statistics

Cronbach's Alpha	N of Items
.936	4

Scarcity

Reliability Statistics

Cronbach's Alpha	N of Items
.951	5

Store Environment

Reliability Statistics

Cronbach's Alpha	N of Items
.965	10

Emotion

Reliability Statistics

Cronbach's Alpha	N of Items
.970	5

Appendix G – Pearson Correlation Coefficient

Correlations

		SMM_Mean	S_Mean	SE_Mean	E_Mean	IB_Mean
SMM_Mean	Pearson Correlation	1	.714**	.726**	.689**	.715**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	200	200	200	200	200
S_Mean	Pearson Correlation	.714**	1	.766**	.747**	.814**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	200	200	200	200	200
SE_Mean	Pearson Correlation	.726**	.766**	1	.717**	.763**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	200	200	200	200	200
E_Mean	Pearson Correlation	.689**	.747**	.717**	1	.693**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	200	200	200	200	200
IB_Mean	Pearson Correlation	.715**	.814**	.763**	.693**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix H – Multiple Linear Regression

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.850[a]	.723	.718	.59409

a. Predictors: (Constant), E_Mean, SMM_Mean, SE_Mean, S_Mean

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	179.815	4	44.954	127.369	<.001[b]
	Residual	68.824	195	.353		
	Total	248.639	199			

a. Dependent Variable: IB_Mean

b. Predictors: (Constant), E_Mean, SMM_Mean, SE_Mean, S_Mean

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	-.088	.190		-.462	.645	-.463	.287		
	SMM_Mean	.178	.064	.167	2.771	.006	.051	.305	.391	2.558
	S_Mean	.480	.069	.466	6.933	<.001	.344	.617	.314	3.188
	SE_Mean	.263	.070	.246	3.747	<.001	.124	.401	.328	3.048
	E_Mean	.059	.070	.053	.850	.396	-.078	.197	.371	2.698

a. Dependent Variable: IB_Mean

APPENDIX D

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

UNDERGRADUATE FINAL YEAR PROJECT

Final Year Project Assessment Form - Report

Final Year Project Title:

Chasing the Surprise: Understanding What Drives Impulse Buying in Blind Box Market among Malaysian Generation Z

Name:	Tan Zung Yan	**Student ID:**	2200807

No	Criteria	Excellent (8 - 10 marks)	Good (5 - 7 marks)	Fair (3 - 4 marks)	Poor (0 - 2 marks)	Awarded
1	**Title and Abstract**	Clear, concise, and informative; abstract summarizes all key elements effectively.	Title and abstract are clear but may miss some key elements.	Title and abstract are somewhat unclear or incomplete.	Title and abstract are unclear and do not summarize key elements.	
2	**Introduction**	Comprehensive background and context; clearly stated research question/hypothesis.	Adequate background; some context missing; research question/hypothesis is stated.	Background and context are vague; research question/hypothesis is unclear.	Background and context are missing or inadequate; research question/hypothesis is absent.	
3	**Literature Review**	Extensive review, critical analysis, and synthesis of relevant literature.	Adequate review with some analysis of relevant literature.	Limited review with minimal analysis of relevant literature.	Inadequate or no review of relevant literature.	
4	**Problem Statement & Objectives**	A clear, specific, and well-defined research problem was identified, including its significance and relevance. Clearly defined, specific, and measurable objectives.	Clearly stated problem, but may lack specificity or clarity in its significance. Objectives are stated but may lack specificity or measurability.	Problem statement is present but lacks clarity, specificity, or relevance. Objectives are vague or not well-defined.	The problem statement is unclear or missing. Objectives are absent or unclear.	
5	**Methodology**	Detailed, appropriate methods with clear rationale and feasibility.	Methods are outlined but some details or rationale may be lacking.	Methods are mentioned but lack clarity or rationale.	Methods are unclear, inappropriate, or not stated.	
6	**Results**	Results are clearly presented, well-organized, and thoroughly analyzed.	Results are presented but may lack organization or depth of analysis.	Results are unclear or poorly organized, with limited analysis.	Results are absent, unclear, or inadequately analyzed.	
7	**Discussion**	Insightful interpretation of results, connects to literature, discusses reasons for the findings.	Interpretation of results is present but may lack depth, some connection to literature.	Limited interpretation of results, minimal connection to literature.	Interpretation of results is absent or unclear, no connection to literature	
8	**Conclusion**	Comprehensive conclusion with discussions on implications supported by findings. Suggests future research.	Conclusion is present with key points somewhat summarized. Discussions on implications somewhat supported by findings. Suggests future research.	Weak conclusion, does not effectively summarize findings or suggest future research. Implications irrelevant to findings.	Conclusion is absent or very weak.	
9	**Writing Quality**	Excellent writing, free from errors, clear and professional.	Writing is clear but contains some errors or lacks professionalism.	Writing is unclear in parts, contains errors, and lacks professionalism.	Writing is unclear, contains numerous errors, and is unprofessional.	
10	**References**	Extensive and relevant references, properly formatted.	References are relevant but formatting is inconsistent.	Few references, some may be irrelevant or improperly formatted.	References are absent, irrelevant, or improperly formatted.	
					Total	