DRIVING PURCHASE INTENTION: THE IMPACT OF SOCIAL MEDIA INFLUENCERS AND BRAND CREDIBILITY ON PERCEIVED VALUE AND PURCHASE INTENTIONS AMONG MODERN CONSUMERS OF GLOBAL COLLECTIBLE PRODUCTS PARTICULARLY BLIND BOX LIFESTYLE PRODUCTS

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Abstract

This study aims to examine the influence of Influencer Interactivity, Influencer Authenticity, Emotional Attachment, Brand Credibility, and Perceived Value on Purchase Intention among Pop Mart consumers in Indonesia. A quantitative approach was employed using a survey method, and the data were analyzed through Structural Equation Modeling (SEM). The results indicate that Influencer Interactivity positively affects Influencer Authenticity, while Influencer Authenticity positively influences Emotional Attachment. Furthermore, Emotional Attachment has a positive effect on both Brand Credibility and Purchase Intention. Brand Credibility also positively affects Perceived Value. However, Brand Credibility and Perceived Value do not have a significant direct effect on Purchase Intention. These findings suggest that emotional factors play a more dominant role than rational factors in shaping consumers' purchase intentions toward blind box collectible products. The study provides practical implications for companies in developing influencer-based marketing strategies to strengthen emotional attachment and enhance consumers' purchase intentions.

Keywords: Influencer Interactivity, Influencer Authenticity, Emotional Attachment, Brand Credibility, Perceived Value, Purchase Intention, Pop Mart

INTRODUCTION

The development of the global collectible product industry, particularly blind box–based lifestyle products, has shown significant growth in recent years. The blind box concept, which offers elements of surprise and uncertainty in each purchase, creates a unique consumption experience in which consumers do not know the exact product they will receive until the packaging is opened. This condition encourages repeat purchasing behavior that is not fully based on rational considerations, but rather on emotional drivers such as curiosity, enjoyment, and satisfaction in collecting specific items. This phenomenon can be observed in the success of Pop Mart as one of the pioneers of blind box products, which has successfully attracted global consumer interest through experience- and emotion-based marketing strategies. Zhang & Zhang (2022) found that the element of uncertainty in blind box products can enhance consumers' emotional engagement and stimulate purchase intention, although in many cases this effect does not occur directly, but rather through consumers' perceived value evaluation mechanisms.

Along with the development of this phenomenon, digital marketing through social media has also significantly increased its influence on consumer behavior. Social media functions not only as a communication tool but also as a primary platform for shaping consumer perceptions and preferences toward brands. In this context, social media influencers play an important role in shaping opinions and purchase decisions through interactive and authentic content. Influencers do not merely act as information providers, but also as builders of emotional relationships with audiences. Lou & Yuan (2019) state that the effectiveness of influencers in influencing consumers is largely determined by the credibility and value of the message delivered. In addition, Audrezet et al. (2020) found that influencer authenticity is a key factor in building trust and enhancing positive consumer responses to marketing messages.

However, modern consumers' purchasing decisions are not only influenced by emotional factors arising from interactions with influencers, but also by rational considerations related to brand value and credibility. Consumers tend to evaluate the benefits obtained in relation to the costs incurred before deciding to purchase a product. Sweeney & Soutar (2001) explain that perceived value is the result of consumers' evaluation of the balance between benefits and sacrifices, and serves as one of the main determinants of purchase decisions. On the other hand, Erdem & Swait (2004) emphasize that brand credibility acts as a quality signal that reduces consumer uncertainty and increases trust in a brand. Furthermore, Erdem et al. (2006) explain that as a quality signal, brand credibility not only enhances trust but also shapes consumers' perceptions of product quality, which ultimately contributes to the formation of perceived value. Thus, consumer behavior in the context of collectible products such as blind boxes is driven not only by emotional factors but also by rational considerations related to value perception and brand trust.

Previous studies show that the formation of purchase intention results from the interaction between emotional and rational factors; however, the relationships among these variables remain inconsistent. Rahayu et al. (2024) found that influencer interactivity has a significant effect on influencer authenticity, which in turn enhances emotional attachment and positively influences purchase intention. This finding emphasizes that emotional bonds between consumers and influencers are an important determinant of purchase intention.

However, approaches emphasizing emotional aspects are not always consistent with other studies focusing on rational considerations. Cuong (2020) found that brand credibility significantly affects purchase intention through perceived value, indicating that consumers still engage in rational evaluation before making purchasing decisions. Meanwhile, Wang et al. (2023) reported that perceived value does not always have a significant effect on purchase intention, particularly in cross-border e-commerce contexts, where consumers place greater emphasis on risk factors and platform trust rather than product value itself.

In the context of collectible products such as blind boxes, Zhang & Zhang (2022) showed that emotional factors such as uncertainty and enjoyment influence purchase intention; however, this effect is often indirect and requires mediating variables such as perceived value. Meanwhile, Zhou et al. (2025) found that perceived value has a significant effect on purchase intention, reinforcing the importance of rational considerations in decision-making processes. These differing findings indicate that both emotional and rational factors play important roles in shaping purchase intention, yet the relationships among these variables remain inconsistent.

To provide a more systematic overview of these differences, Table 1 presents a comparison of previous studies examining the relationships between emotional and rational factors and purchase intention. On the one hand, emotional attachment has been shown to significantly influence purchase intention, indicating the dominance of emotional factors in decision-making processes. On the other hand, several studies suggest that emotional effects are not always direct and often depend on mediating variables such as perceived value.

Table 1.
Comparison of Research Findings

Variable	(Rahayu *et al.*, 2024)	(Cuong, 2020)	(Wang *et al.*, 2023)	(Erdem *et al.*, 2006)	(Zhang, 2022)	(Zhou *et al.*, 2025)
Influencer Interactivity → Influencer Authenticity	Significant (+)					
Influencer Authenticity → Emotional Attachment	Significant (+)					
Emotional Attachment → Brand Credibility	Significant (+)					
Emotional Attachment → Purchase Intention	Significant (+)				Significant (+)	

Brand Credibility → Purchase Intention	Not Significant				
Brand Credibility → Perceived Value		Significant (+)		Significant (+)	
Perceived Value → Purchase Intention		Significant (+)	Not Significant		Significant (+)

Source: (Cuong, 2020; Erdem *et al.,* 2006; Rahayu *et al.,* 2024; Wang *et al.,* 2023; Zhang & Zhang, 2022; Zhou *et al.,* 2025)

Based on the comparison of previous studies presented in Table 1, there is an empirical inconsistency in explaining the relationships among brand credibility, emotional attachment, perceived value, and purchase intention. Rahayu et al. (2024) show that brand credibility does not have a direct effect on purchase intention; instead, consumers' purchase intentions in the context of influencer marketing are primarily formed through emotional factors such as emotional attachment. In contrast, Cuong (2020) finds that brand credibility does influence purchase intention through perceived value as a mechanism of consumers' rational evaluation. Meanwhile, Wang et al. (2023) emphasize that perceived value is an important predictor of purchase intention, although its effect is not always significant due to external factors such as risk and trust in the platform.

In the context of collectible products such as blind boxes, previous findings also show a similar pattern. Zhang & Zhang (2022) find that emotional factors such as uncertainty and enjoyment can enhance purchase intention; however, this effect is not always direct and is often mediated by perceived value. This indicates that although consumers are driven by emotions, purchasing decisions still involve rational evaluations of perceived value. This is supported by Zhou et al. (2025), who demonstrate that perceived value has a significant effect on purchase intention, thereby acting as a bridge between emotional experiences and purchasing decisions. Thus, the relationship between emotional and rational factors in the context of collectible products does not operate independently, but rather interacts in shaping consumer behavior.

Furthermore, the relationships among variables in this study suggest an integrated mechanism. Emotional attachment not only has a direct effect on purchase intention but also contributes to the formation of brand credibility, as consumers tend to trust brands endorsed by influencers with whom they feel emotionally connected. On the other hand, brand credibility plays a role in increasing perceived value, which subsequently influences purchasing decisions in a rational manner. Theoretically, Erdem et al. (2006) explain that brand credibility functions as a quality signal that reduces perceived risk and increases consumer trust, thereby contributing to the formation of product value perceptions. Accordingly, perceived value can be viewed as a key variable that bridges emotional and rational factors in shaping purchase intention.

These inconsistencies in previous findings indicate a research gap in understanding the mechanisms linking emotional attachment, brand credibility, perceived value, and purchase intention. Most prior studies tend to emphasize either emotional or rational approaches separately, without integrating both simultaneously into a single research model. Moreover, studies specifically examining experience-based collectible products such as blind boxes remain limited, even though this product category is strongly influenced by a combination of emotional value (such as enjoyment and attachment) and rational value (such as utility and product quality).

This study focuses on Pop Mart as it represents a rapidly growing modern consumption phenomenon, particularly in the category of designer toys and collectible items in the digital era. The selection of Pop Mart as the research object is based on several empirical considerations. A report by IMARC Group shows that the toy market in Indonesia has experienced significant growth, driven by increasing demand for lifestyle-based, entertainment-oriented, and collectible products. This growth is also influenced by changes in consumer behavior, which are no longer solely function-oriented but increasingly driven by experiential and emotional value. Globally, Pop Mart has also demonstrated strong performance, generating approximately CNY 11.9 billion (USD 1.65 billion) in 2025 with 17% annual growth, of which around 62% of revenue comes from blind box products, confirming that this concept is the main driver of its business model.

Furthermore, the blind box phenomenon introduced by Pop Mart has attracted considerable attention in consumer behavior studies. Zhang & Phakdeephirot (2023) show that blind box marketing significantly influences consumers' perceived value and purchase intention. In addition, Chen (2022) reveals that Pop Mart's popularity is driven by design appeal, elements of surprise, and consumer engagement in the purchasing experience. These findings are reinforced by Zhang & Zhang (2022), who state that uncertainty in blind box products plays an important role in increasing purchase intention through enhanced perceived value. Pop Mart products themselves are known as blind box collectible toys, where consumers do not know which character they will receive until the box is opened. This concept creates unique value in the form of curiosity, emotional attachment, and symbolic satisfaction for consumers. Thus, these products not only fulfill functional needs but also provide hedonic and emotional consumption experiences.

This emotion- and experience-based marketing strategy is highly relevant to the research model, which emphasizes the relationships among social media influencers, brand credibility, perceived value, and purchase intention. In this context, Pop Mart serves as an appropriate object for understanding how perceived value shaped by external influences such as influencers, as well as internal factors such as brand credibility, can enhance purchase intention among modern consumers who exhibit strong attachment to collectible products in the digital marketing era. With these characteristics, Pop Mart provides an ideal context for examining how emotional and rational factors simultaneously interact to shape consumer purchase intention, making this study highly relevant both theoretically and practically.

RESEARCH METHOD

This study is classified as basic research with a causal and quantitative approach, aiming to examine the relationships among Influencer Interactivity, Influencer Authenticity, Emotional Attachment, Brand Credibility, and Perceived Value on Purchase Intention in the

context of digital marketing for Pop Mart products. The study uses a cross-sectional design with primary data collected through online Likert-scale questionnaires from respondents who have purchased Pop Mart products within the last six months. Variables are operationalized based on established theories and prior studies, covering consumer perceptions of influencer interaction quality, authenticity, emotional bonds, brand credibility, perceived product value, and purchase intention. The population consists of Indonesian consumers who have purchased Pop Mart products and follow related influencers on social media, with a minimum sample size of 120 respondents determined based on SEM guidelines. A purposive sampling technique is applied using criteria related to purchasing experience, social media activity, influencer exposure, and minimum age of 17 years to ensure relevant and valid responses for statistical analysis.

RESULT AND DISCUSSION

Structural Equation Model Analysis

A model can be considered acceptable if it meets the established goodness-of-fit criteria across several indices, such as CMIN/DF, RMSEA, GFI, CFI, NFI, and TLI. The results of the goodness-of-fit measurement model in this study are presented in the following table.

Table 2.
Goodness of Fit Measurement Model of the Study

No	Fit Index	Fit Criteria	Result	Interpretation
1	CMIN/DF	$2 < \text{CMIN/DF} \leq 3$	2.806	Normal Fit
2	RMSEA	$\text{RMSEA} \leq 0.08$	0.076	Good Fit
3	GFI	$\text{GFI} \geq 0.95$	0.842	Marginal Fit
4	CFI	$\text{CFI} \geq 0.95$	0.925	Marginal Fit
5	NFI	$\text{NFI} \geq 0.90$	0.889	Marginal Fit
6	TLI	$\text{TLI} \geq 0.90$	0.916	Good Fit

Source: JASP output

Based on Table 2, several goodness-of-fit indices must be met in the measurement model. According to Hair et al. (2019), the required criteria are as follows:

1. The CMIN/DF value is considered a normal fit if ≤ 3 and a good fit if ≤ 2. In this study, the obtained value is 2.806, indicating a normal fit.
2. The RMSEA value recommended by Hair et al. (2019) is ≤ 0.08 to be categorized as a good fit. In this study, the RMSEA value is 0.076, indicating a good fit.
3. The Goodness of Fit Index (GFI) is considered a good fit if ≥ 0.90 and a close fit if ≥ 0.95. In this study, the GFI value is 0.842, indicating that it does not meet the good fit criteria and falls into the marginal fit category.
4. The Comparative Fit Index (CFI) is considered a better fit if ≥ 0.90 and a good fit if ≥ 0.95. In this study, the CFI value is 0.925, indicating a marginal fit.
5. The Normed Fit Index (NFI) is considered a good fit if ≥ 0.90 and a marginal fit if it ranges between ≥ 0.80 and < 0.90. In this study, the NFI value is 0.889, indicating a marginal fit.
6. The Tucker–Lewis Index (TLI) is considered a good fit if ≥ 0.90. In this study, the TLI value is 0.916, indicating a good fit.

Based on the goodness-of-fit results, most indices have met the model fit criteria. Therefore, the measurement model in this study can be considered acceptable and suitable for further structural model testing and hypothesis testing.

After conducting the measurement model analysis, construct validity and reliability were further assessed using standardized loading values. An indicator is considered valid if it meets the standardized loading threshold of ≥ 0.50 (Hair et al., 2019). Indicators with standardized loading values below 0.50 are considered invalid and must be removed from the measurement model.

Table 3.
Standardized Loading Values in the Measurement Model

Variable	Indicator	Std. Loading	Criteria
Influencer Interactivity	II1	0.773	≥ 0.50
	II2	0.796	≥ 0.50
	II3	0.699	≥ 0.50
	II4	0.700	≥ 0.50
Influencer Authenticity	IA1	0.725	≥ 0.50
	IA2	0.755	≥ 0.50
	IA3	0.779	≥ 0.50
	IA4	0.737	≥ 0.50
Emotional Attachment	EA1	0.720	≥ 0.50
	EA2	0.749	≥ 0.50
	EA3	0.718	≥ 0.50
	EA4	0.775	≥ 0.50
	EA5	0.772	≥ 0.50
Brand Credibility	BC1	0.771	≥ 0.50
	BC2	0.767	≥ 0.50
	BC3	0.758	≥ 0.50
	BC4	0.736	≥ 0.50
Perceived Value	PV1	0.725	≥ 0.50
	PV2	0.741	≥ 0.50
	PV3	0.759	≥ 0.50
	PV4	0.742	≥ 0.50
Purchase Intention	PI1	0.779	≥ 0.50
	PI2	0.762	≥ 0.50
	PI3	0.759	≥ 0.50

Source: JASP output

Based on Table 3, all indicators of Influencer Interactivity (II), Influencer Authenticity (IA), Emotional Attachment (EA), Brand Credibility (BC), Perceived Value (PV), and Purchase Intention (PI) have standardized loading values greater than 0.50. The lowest loading value is found in indicator II3 (0.699), while the highest is II2 (0.796). Therefore, it can be concluded that all indicators in this study meet the criteria for convergent validity and can be retained in the measurement model. No indicators were eliminated because all exceeded the minimum threshold of 0.50.

Table 4.
Average Variance Extracted (AVE) in the Measurement Model

Variable	AVE	Criteria	Description
II	0.551	≥ 0,50	Valid
IA	0.560	≥ 0,50	Valid
EA	0.558	≥ 0,50	Valid
BC	0.574	≥ 0,50	Valid
PV	0.550	≥ 0,50	Valid
PI	0.588	≥ 0,50	Valid

Source: JASP output

Table 4 shows that all variables meet the requirement of Average Variance Extracted (AVE) values greater than 0.50 and Construct Reliability (CR) values greater than 0.70. This indicates that each construct in the study demonstrates good convergent validity and reliability. Thus, all variables in this study are considered valid and reliable and are suitable for further structural model analysis.

Table 5.
Construct Reliability Test Results in the Measurement Model

Variable	Cronbach's Alpha	Composite Reliability / ω	Criteria	Description
II	0.830	0.824	≥ 0,70	Reliable
IA	0.830	0.846	≥ 0,70	Reliable
EA	0.855	0.879	≥ 0,70	Reliable
BC	0.826	0.873	≥ 0,70	Reliable
PV	0.831	0.831	≥ 0,70	Reliable
PI	0.810	0.810	≥ 0,70	Reliable

Source: JASP output

All variables meet the reliability requirements, as both Cronbach's Alpha and Composite Reliability (ω) values are greater than 0.70. This indicates that all constructs in the measurement model demonstrate good reliability and consistently measure their respective constructs. Therefore, all variables are considered reliable and suitable for further analysis.

Hypothesis Testing

Hypothesis testing was conducted after the measurement model satisfied validity and reliability requirements. The purpose of this test is to examine and evaluate the relationships among variables in the proposed research model. Hypothesis testing is performed on the structural model to determine whether the relationships between constructs are significant or not. A hypothesis is accepted if the z-value ≥ 1.96 and p-value ≤ 0.05. Conversely, if the z-value < 1.96 and p-value > 0.05, the hypothesis is rejected.

Table 6.
Hypothesis Testing Results

Hypothesis	Relationship		Estimasi	z-value	p-value	Result
H1	Influencer Interactivity Influencer Authenticity	→	1.003	97.392	<0.001	Supported

H2	Influencer Authenticity → Emotional Attachment	1.011	174.036	<0.001	Supported
H3	Emotional Attachment → Brand Credibility	1.011	179.618	<0.001	Supported
H4	Emotional Attachment → Purchase Intention	1.813	2.043	0.041	Supported
H5	Brand Credibility → Purchase Intention	-0.983	-0.975	0.330	Not Supported
H6	Brand Credibility → Perceived Value	1.029	106.387	<0.001	Supported
H7	Perceived Value → Purchase Intention	0.216	0.918	0.359	Not Supported

Source: JASP output

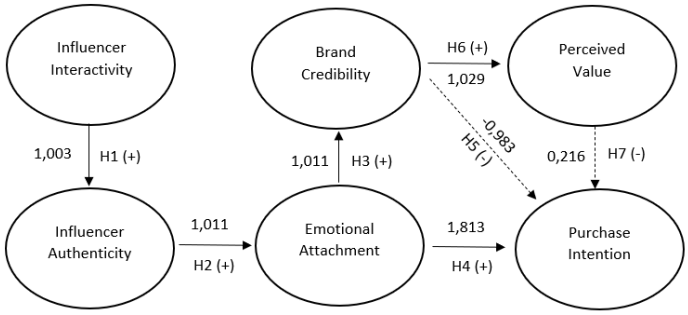


Figure 1.
Path Diagram
Source: JASP output

Discussion of Hypothesis Testing Results

Effect of Influencer Interactivity on Influencer Authenticity (H1)

The results of hypothesis testing (H1) indicate that Influencer Interactivity has a positive and significant effect on Influencer Authenticity. This is evidenced by an estimate value of 1.003 (positive), a z-value of 97.392 which exceeds 1.96, and a p-value of less than 0.001. These results confirm that H1 is supported. Thus, the higher the level of interaction between influencers and their followers, the higher the perceived authenticity of the influencer among consumers.

This finding suggests that active, responsive, and communicative interactions from influencers enhance consumers' perception of influencer authenticity. In the context of Pop Mart blind box products, consumers tend to perceive influencers as more honest, transparent, and trustworthy when they frequently engage with followers through comments, messages, and other social media interactions. Continuous interaction fosters closeness between influencers and audiences, making influencers appear more authentic compared to those who only focus on product promotion. This result is consistent with Rahayu et al. (2024), who state that influencer interactivity positively affects influencer authenticity because two-way communication increases perceived trust and credibility.

Effect of Influencer Authenticity on Emotional Attachment (H2)

The results of hypothesis testing (H2) show that Influencer Authenticity has a positive and significant effect on Emotional Attachment. This is indicated by an estimate value of 1.011 (positive), a z-value of 174.036 which exceeds 1.96, and a p-value of less than 0.001. These results confirm that H2 is supported. Therefore, higher perceived influencer authenticity leads to stronger emotional attachment toward Pop Mart products.

This finding indicates that influencers perceived as authentic are able to build stronger emotional relationships with consumers. When influencers are considered honest, transparent, and genuinely sharing their experiences with promoted products, consumers are more likely to develop emotional closeness and connection. In the context of Pop Mart, consumers are not only interested in the product being displayed but also in the experiences and stories shared by influencers, which create a sense of emotional attachment to the brand. This result aligns with Rahayu et al. (2024), who found that influencer authenticity enhances emotional attachment because consumers are more likely to trust and identify with influencers perceived as genuine and credible.

Effect of Emotional Attachment on Brand Credibility (H3)

The results of hypothesis testing (H3) indicate that Emotional Attachment has a positive and significant effect on Brand Credibility. This is evidenced by an estimate value of 1.011 (positive), a z-value of 179.618 which exceeds 1.96, and a p-value of less than 0.05 (<0.001). These results confirm that H3 is supported. Thus, the higher the emotional attachment of consumers toward Pop Mart, the higher the perceived brand credibility.

This finding suggests that consumers who have a strong emotional connection with Pop Mart tend to place greater trust in the brand's competence and honesty. Emotional attachment makes consumers feel closer to the brand, thereby increasing their belief that Pop Mart is capable of fulfilling its promises and meeting consumer expectations. In the blind box collectible industry, emotional attachment is often formed through experiences such as collecting favorite characters, excitement during unboxing, and engagement within fan communities. These experiences contribute to stronger perceptions of brand credibility. This finding supports the Brand Credibility theory by Erdem & Swait (2004), which explains that consumer trust in a brand can be strengthened through positive experiences and relationships with the brand.

Effect of Emotional Attachment on Purchase Intention (H4)

The results of hypothesis testing (H4) show that Emotional Attachment has a positive and significant effect on Purchase Intention. This is indicated by an estimate value of 1.813 (positive), a z-value of 2.043 which exceeds 1.96, and a p-value of 0.041 (<0.05). These results confirm that H4 is supported. Therefore, stronger emotional attachment toward Pop Mart leads to higher consumer purchase intention.

This finding highlights that emotional attachment is an important driver of consumers' intention to purchase Pop Mart blind box products. Consumers who feel emotionally connected to the brand tend to develop a sense of pride, closeness, and attachment to the products they collect. In the context of Pop Mart, emotional attachment may arise from unique character designs, the unboxing experience, and the satisfaction of completing a collection. These conditions encourage continued purchasing behavior in the future. This result is consistent with Rahayu et al. (2024), who found that emotional attachment has a

positive effect on purchase intention because consumers with emotional bonds to a brand tend to show stronger willingness to purchase its products.

Effect of Brand Credibility on Purchase Intention (H5)

The results of hypothesis testing (H5) indicate that Brand Credibility does not have a significant effect on Purchase Intention. This is shown by an estimate value of -0.983 (negative), a z-value of -0.975 which is lower than 1.96, and a p-value of 0.330 (>0.05). These results confirm that H5 is not supported. Thus, brand credibility does not directly increase consumers' purchase intention toward Pop Mart products.

This finding suggests that although consumers perceive Pop Mart as a credible and trustworthy brand, this perception is not necessarily the main factor driving purchase intention. In blind box products, purchasing decisions are more strongly influenced by emotional factors such as curiosity, enjoyment in collecting, and attachment to specific characters rather than rational considerations of brand credibility. In other words, consumers do not purchase Pop Mart solely because they trust the brand, but because of the emotional experiences associated with collecting its products. This result is consistent with Rahayu et al. (2024), who found that brand credibility does not directly influence purchase intention and requires mediating variables to affect consumer buying behavior.

Effect of Brand Credibility on Perceived Value (H6)

The results of hypothesis testing (H6) show that Brand Credibility has a positive and significant effect on Perceived Value. This is indicated by an estimate value of 1.029 (positive), a z-value of 106.387 which exceeds 1.96, and a p-value of less than 0.001 (<0.001). These results confirm that H6 is supported. Therefore, higher perceived brand credibility leads to higher perceived value of Pop Mart products.

This finding indicates that consumers who trust Pop Mart's competence and honesty tend to perceive higher value in its products. Brand credibility reduces consumer uncertainty regarding product quality, leading consumers to feel that the product provides value commensurate with the price paid. In the context of blind box products, Pop Mart's global reputation for design quality and exclusive collections enhances consumers' perceived value. This result supports Cuong (2020), who stated that brand credibility positively influences perceived value because consumers tend to evaluate trusted brands more favorably.

Effect of Perceived Value on Purchase Intention (H7)

The results of hypothesis testing (H7) indicate that Perceived Value does not have a significant effect on Purchase Intention. This is shown by an estimate value of 0.216 (positive), a z-value of 0.918 which is lower than 1.96, and a p-value of 0.359 (>0.05). These results confirm that H7 is not supported. Thus, perceived value does not significantly increase consumers' purchase intention toward Pop Mart products.

This finding suggests that even when consumers perceive Pop Mart products as valuable, this evaluation does not necessarily translate into purchase intention. The collectible and surprise-based nature of blind box products means that purchasing decisions are more strongly driven by emotional factors than by functional or economic value considerations. Consumers tend to purchase due to excitement, enjoyment, and the desire to complete collections rather than rational assessments of value. This finding contrasts with Cuong (2020), who found that perceived value positively affects purchase intention, but it indicates that in the context of blind box collectibles, emotional factors play a more dominant role than rational factors in shaping consumer purchase intention.

CONCLUSION

Based on the findings of the study examining the effects of Influencer Interactivity, Influencer Authenticity, Emotional Attachment, Brand Credibility, and Perceived Value on Purchase Intention among Pop Mart consumers in Indonesia, several conclusions can be drawn as follows:

1. Influencer Interactivity has a positive and significant effect on Influencer Authenticity. The results indicate that higher levels of influencer interactivity through two-way communication, responsiveness to audiences, and social media engagement increase consumers' perceptions of influencer authenticity.
2. Influencer Authenticity has a positive and significant effect on Emotional Attachment. The findings show that influencers perceived as authentic, honest, and transparent are able to build stronger emotional relationships between consumers and the promoted brand, namely Pop Mart.
3. Emotional Attachment has a positive and significant effect on Brand Credibility. The higher the emotional attachment of consumers toward Pop Mart, the higher their perceived brand credibility. Consumers with strong emotional connections tend to perceive Pop Mart as a trustworthy brand capable of fulfilling its promises.
4. Emotional Attachment has a positive and significant effect on Purchase Intention. The results indicate that consumers' emotional attachment to Pop Mart increases their purchase intention. Consumers who feel emotionally connected to the brand are more likely to have a stronger willingness to purchase Pop Mart products.
5. Brand Credibility does not have a significant effect on Purchase Intention. The findings show that although consumers perceive Pop Mart as a credible brand, this does not necessarily translate into higher purchase intention. Thus, brand credibility is not the primary factor driving purchasing decisions in this context.
6. Brand Credibility has a positive and significant effect on Perceived Value. Higher brand credibility increases consumers' perceived value of Pop Mart products. Brand credibility enhances consumers' perceptions of product quality, benefits, and overall value.
7. Perceived Value does not have a significant effect on Purchase Intention. The results indicate that perceived value alone is not sufficient to directly increase consumers' purchase intention toward Pop Mart products. This suggests that in the context of blind box collectible products, emotional factors play a more dominant role than perceived value.

Overall, this study demonstrates that emotional factors play a more dominant role than rational factors in shaping consumers' purchase intention toward Pop Mart. The chain of relationships beginning with Influencer Interactivity, Influencer Authenticity, and Emotional Attachment significantly contributes to the formation of Purchase Intention. These findings indicate that the success of blind box product marketing depends not only on brand credibility and perceived value, but also on the ability of influencers and brands to build strong emotional connections with consumers.

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