

Influence of IP Collaboration Strategy and FOMO on Impulse Buying Behavior

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Abstrak

Pertumbuhan teknologi digital dan media sosial yang pesat telah mengubah cara Millennials dan Gen Z membuat keputusan pembelian. Penelitian ini menguji pengaruh strategi kolaborasi Intellectual Property (IP) dan Fear of Missing Out (FOMO) terhadap perilaku pembelian impulsif pada kolaborasi FamilyMart x Demon Slayer di Surabaya. Berdasarkan kerangka Stimulus-Organism-Response (SOR), kolaborasi merek berperan sebagai stimulus pemasaran yang meningkatkan daya tarik, keunikan, dan keterikatan emosional, sementara FOMO mencerminkan kecemasan dan urgensi untuk menghindari kehilangan pengalaman yang bermanfaat. Pembelian impulsif didefinisikan sebagai perilaku pembelian spontan dan didorong emosi. Metode survei kuantitatif dengan purposive sampling terhadap 120 responden digunakan. Data dianalisis menggunakan regresi linier berganda. Hasil menunjukkan bahwa strategi kolaborasi IP dan FOMO berpengaruh positif dan signifikan terhadap perilaku pembelian impulsif, baik secara parsial maupun simultan. Penelitian ini berkontribusi pada pemahaman bagaimana pemasaran emosional dan pemicu psikologis mendorong perilaku konsumen dalam kolaborasi ritel berbasis budaya pop.

Kata Kunci: *iIP collaboration, FOMO, impulse buying, brand collaboration.*

Abstract

The rapid growth of digital technology and social media has transformed the way Millennials and Gen Z make purchasing decisions. This study examines the influence of Intellectual Property (IP) collaboration strategy and Fear of Missing Out (FOMO) on impulse buying behavior in the FamilyMart x Demon Slayer collaboration in Surabaya. Based on the Stimulus-Organism-Response (SOR) framework, brand collaboration acts as a marketing stimulus that enhances attractiveness, uniqueness, and emotional attachment, while FOMO reflects anxiety and urgency to avoid missing rewarding experiences. Impulse buying is defined as spontaneous and emotionally driven purchasing behavior. A quantitative survey method with purposive sampling of 120 respondents was used. Data were analyzed through multiple linear regression. The results show that both IP collaboration strategy and FOMO have positive and significant effects on impulse buying behavior, both partially and simultaneously. This study contributes to understanding how emotional marketing and psychological triggers drive consumer behavior in pop culture-based retail collaborations.

Keywords: *IP collaboration, FOMO, impulse buying, brand collaboration.*

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INTRODUCTION

The rapid development of digital technology and social media has profoundly transformed consumer behavior patterns across the globe, particularly among Generation Z. This transformation is especially evident among Generation Z, who have grown up in a highly connected digital environment. As digital natives, they rely heavily on smartphones and social media platforms to access information, discover new products, and follow current trends. In Indonesia, these two generations represent a large and influential consumer market, particularly in urban cities such as Surabaya. Unlike previous generations, their purchasing decisions are often shaped not only by practical needs but also by emotional experiences, social influence, and the desire to participate in popular trends (Przybylski et al., 2013).

The widespread use of social media platforms such as Instagram, TikTok, and X has accelerated the spread of information and made trends easier to reach a broader audience. Consumers are constantly exposed to influencer recommendations, product reviews, viral content, and limited-time promotions that can quickly attract their attention. As a result, products connected to popular culture, including anime, movies, K-pop, and video games, have become increasingly popular in marketing campaigns. Companies are no longer competing solely through product quality or price but also by creating memorable experiences that resonate emotionally with consumers.

One example of this marketing approach is the collaboration between FamilyMart and the Japanese anime *Demon Slayer: Kimetsu no Yaiba*, which was introduced in Indonesia in 2025. Through this collaboration, FamilyMart launched limited-edition food and beverage products, exclusive merchandise, themed packaging, and anime-inspired store decorations. The campaign immediately attracted attention, especially from young consumers who are familiar with the anime. Many customers visited FamilyMart not only to purchase food or beverages but also to collect exclusive merchandise and share their experiences on social media. The popularity of the collaboration demonstrates how intellectual property (IP) can be successfully integrated into retail marketing to create excitement and increase consumer engagement.

IP Collaboration Strategy refers to a marketing partnership between a company and the owner of an intellectual property (IP) such as an anime, movie, game, or entertainment franchise to create products or promotional campaigns with greater consumer appeal. According to Kotler and Keller (2016), brand collaboration enables companies to enhance product value, strengthen brand image, and differentiate themselves from competitors. By combining a well-known brand with a popular intellectual property, businesses are able to build stronger emotional connections with consumers and create products that feel more unique and exclusive.

Recent studies further clarify the mechanisms through which IP cobranding influences consumer responses. Huang (2024) conceptualizes IP cobranded products along three critical dimensions: brand awareness, brand IP matching degree, and product scarcity. These dimensions enhance consumers perceived value, which in

turn positively drives purchase intention. Similarly, Kang and Feng (2024) demonstrate that brand and IP co-branding shapes consumer perceptions of brand image, brand innovation, and social value, which subsequently affect experience satisfaction and retention intention. Amiata and Sugiyanto (2024) also confirm that brand collaboration significantly strengthens purchase intention by improving design appeal and price image perceptions.

This strategy has become increasingly popular in Indonesia. Collaborations such as Scarlett × EXO, Nabati × Aespa, and various anime-themed campaigns have attracted considerable public attention and generated strong sales performance. These collaborations show that consumers are often interested not only in the product itself but also in the symbolic meaning, emotional value, and exclusivity associated with the intellectual property. Previous studies have also reported that IP collaborations increase consumer engagement, strengthen emotional attachment, and encourage purchasing behavior by creating unique and memorable consumption experiences (Jia & Ran, 2021, Octaviany & Utami, 2024; Zainiyah et al., 2025; Huang, 2024; Kang & Feng, 2024).

Although previous studies have demonstrated that IP collaboration enhances consumer engagement, emotional attachment, and purchase intention (Jia & Ran, 2021; Octaviany & Utami, 2024; Zainiyah et al., 2025), most of these studies primarily focus on the marketing effectiveness of brand collaboration or cobranding strategies independently. They rarely examine how IP collaboration strategy interacts with consumers' psychological responses, particularly Fear of Missing Out (FOMO), in stimulating impulse buying behavior. The novelty of this study lies in integrating IP Collaboration Strategy and FOMO within the Stimulus–Organism–Response (SOR) framework to explain impulse buying behavior in the context of a pop culture-based retail collaboration. Furthermore, this study uses the FamilyMart × Demon Slayer collaboration as an empirical setting, representing one of the most prominent IP-based marketing campaigns in Indonesia. By combining marketing and psychological perspectives, this research provides a more comprehensive understanding of how external marketing stimuli and internal emotional mechanisms simultaneously influence consumer purchasing behavior.

However, successful marketing campaigns alone cannot fully explain why consumers frequently make spontaneous purchases during limited-edition collaborations. Psychological factors also play an important role, particularly Fear of Missing Out (FOMO). FOMO is defined as the feeling of anxiety that others may be enjoying rewarding experiences while one is being left behind (Przybylski et al., 2013). In today's digital environment, this feeling has become increasingly common because consumers are constantly exposed to other people's activities through social media.

When limited-edition products are promoted online, consumers often see friends, influencers, or content creators sharing their purchases and experiences. This creates a sense of urgency, making people worry that they might miss the opportunity to own exclusive products if they delay their purchase. As a result, many consumers make purchasing decisions more quickly than they normally would. Previous research has consistently shown that FOMO positively influences purchase intention

and impulse buying, particularly for products that are available only for a limited time or in limited quantities (Bläse et al., 2024; Dita, 2024; Enginkaya & Sağlam, 2025).

This phenomenon is particularly relevant in Indonesia, where social media has become an essential part of daily life. With more than 170 million active social media users, information about new products spreads rapidly across digital platforms. Surabaya, as one of Indonesia's largest cities, has a large population of university students and young professionals who actively engage with online communities and frequently follow the latest consumer trends. Their high level of digital engagement makes them more likely to encounter marketing campaigns that rely on exclusivity, scarcity, and social influence, all of which may encourage impulsive purchasing behavior.

Impulse buying behavior refers to purchases made spontaneously without prior planning or careful consideration (Rook, 1987). Unlike planned purchases, impulse buying is largely driven by emotions rather than rational evaluation. Consumers often buy products because they feel excited, curious, or emotionally connected to them at the moment of purchase. In the context of the FamilyMart × Demon Slayer collaboration, consumers may purchase products not because they need them, but because they want to collect limited-edition merchandise, express their identity as anime fans, or avoid missing the opportunity to own exclusive items that may never be released again.

Although previous research has confirmed that brand collaboration can increase consumer engagement and that FOMO positively influences impulse buying, several important research gaps remain. First, most previous studies examine these variables separately, treating IP collaboration as a marketing strategy or FOMO as an independent psychological factor, without investigating their simultaneous influence within a single research model. Second, existing studies predominantly focus on general co-branding, fashion products, or social commerce contexts, while empirical evidence on IP-based retail collaborations involving popular culture franchises remains scarce. Third, few studies have employed the Stimulus–Organism–Response (SOR) framework to explain how IP collaboration functions as an external marketing stimulus and FOMO operates as an internal psychological mechanism that jointly trigger impulse buying behavior. Finally, empirical studies focusing on Generation Z consumers in Surabaya, one of Indonesia's largest digitally connected consumer markets, are still limited. Addressing these gaps, this study investigates the combined effects of IP Collaboration Strategy and FOMO on impulse buying behavior using the FamilyMart × Demon Slayer collaboration as the research context. Considering these conditions, this study seeks to examine the influence of IP Collaboration Strategy and Fear of Missing Out (FOMO) on impulse buying behavior among Generation Z in Surabaya using the FamilyMart × Demon Slayer collaboration as the research context. Understanding these relationships is expected to contribute to the literature on consumer behavior and provide practical insights for businesses seeking to design more effective marketing campaigns that combine popular intellectual properties with strategies that engage modern consumers.

This study adopts the Stimulus–Organism–Response (SOR) framework, which explains that external stimuli influence an individual's internal psychological state and eventually shape behavioral responses. In this research, IP Collaboration Strategy

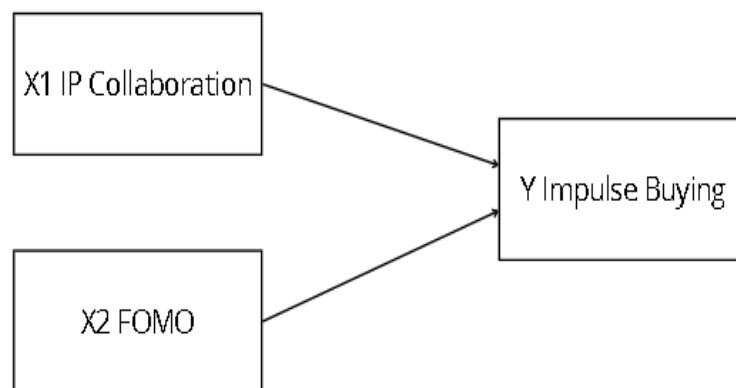
and Fear of Missing Out are considered the stimuli that encourage consumers' emotional and psychological responses, leading to impulse buying behavior.

Based on the theoretical background and previous empirical studies, the following hypotheses are proposed:

H1: IP Collaboration Strategy has a positive and significant effect on impulse buying behavior.

H2: Fear of Missing Out (FOMO) has a positive and significant effect on impulse buying behavior.

H3: IP Collaboration Strategy and Fear of Missing Out (FOMO) simultaneously have a positive and significant effect on impulse buying behavior.



The findings of this study are expected to contribute to a better understanding of how marketing strategies and psychological factors jointly influence consumer purchasing behavior in the digital era. In addition, the results may provide useful recommendations for retailers and marketers in designing IP-based collaboration campaigns that are capable of increasing consumer engagement while encouraging purchase decisions among young consumers.

RESEARCH METHOD

This study employed a quantitative research approach using survey methods. The subjects studied were Generation Z consumers in Surabaya who had experience with or knowledge of the FamilyMart x Demon Slayer collaboration products. Data were collected through a structured questionnaire as the main tool. The research design was explanatory, aiming to examine the causal relationships between variables.

Purposive sampling technique was used to select respondents who met the specific criteria of being familiar with the collaboration. The sample size was determined to be 120 respondents based on the recommendation of Hair et al. (2022), which suggests 5-10 times the number of indicators in the research model.

Variable	Indicator
IP Collaboration Strategy (X1)	1. Attractiveness of the collaboration item 2. Emotional engagement/attachment 3. Perceived value enhancement

	4. Promo and deals attractiveness
FOMO (X2)	1. Fear of missing limited opportunities 2. Urgency driven by trends and scarcity 3. Anxiety from social exclusion 4. Social media Induced purchase anxiety
Impulse Buying (Y)	1. Spontaneous/unplanned urge 2. Situational stimuli (scarcity) 3. Powerful emotional trigger 4. Change in Purchase Intention

The variables measured in this study were IP Collaboration Strategy (X1), Fear of Missing Out (FOMO) (X2), and Impulse Buying Behavior (Y). All variables were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire items were adapted from established instruments in previous studies.

Data collection was conducted online through Google Forms distributed via social media platforms and direct sharing to potential respondents. Prior to the main survey, a pilot test was conducted to ensure the clarity and reliability of the instrument. Data analysis included validity and reliability testing (Cronbach's Alpha), classical assumption tests (normality, multicollinearity, heteroscedasticity, and autocorrelation), and multiple linear regression analysis using SPSS software to test the hypotheses.

RESULT AND DISCUSSION

The data analysis was conducted on 120 valid respondents who met the inclusion criteria. Reliability testing using Cronbach's Alpha demonstrated good internal consistency for the measurement instruments, with values of 0.775 for IP Collaboration Strategy, 0.922 for FOMO, and 0.876 for Impulse Buying Behavior. These values indicate that the questionnaire items were reliable for measuring the respective variables.

Table 1. Reliability test

Variables	Cronbach's Alpha
IP Collaboration	0.775
FOMO	0.922
Impulse Buying	0.876

The One-Sample Kolmogorov-Smirnov normality test confirmed that the residuals were normally distributed. Collinearity diagnostics indicated no multicollinearity issues (Tolerance values around 0.675 and VIF < 1.5).

Coefficients ^a							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.111	2.548	2.790	.006		
	Total_X1	.200	.079	.152	.013	.675	1.480
	Total_X2	.477	.038	.749	<.001	.675	1.480

a. Dependent Variable: Total_Y

Image 1. Collinearity test

The multiple linear regression analysis results are presented in the following table:

Table 2. Multiple linear regression test

Variables	Unstandardized Coefficients (B)	Std. Error	Standardized Coefficients (Beta)	t	Sig.
(Constant)	7.111	2.548	-	2.790	0.006
Total_X1 (IP Collab)	0.200	0.079	0.152	2.519	0.013
Total_X2 (FOMO)	0.477	0.038	0.749	12.434	<0.001

The regression results show that IP Collaboration Strategy (X1) has a positive and significant effect on impulse buying behavior (Y) with an unstandardized coefficient $B = 0.200$, standardized Beta = 0.152, t -value = 2.519, and significance value of 0.013 ($p < 0.05$). FOMO (X2) also demonstrates a strong positive and significant effect with $B = 0.477$, Beta = 0.749, $t = 12.434$, and $p < 0.001$. The simultaneous test further confirms that both variables jointly have a significant influence on impulse buying behavior. All classical assumption tests were satisfied, indicating the reliability of the model.

The finding that IP Collaboration Strategy significantly influences impulse buying behavior supports the first hypothesis (H1). This indicates that the attractiveness, uniqueness, and emotional value created by collaborations with popular culture IPs, such as the FamilyMart x Demon Slayer partnership, effectively stimulate spontaneous purchasing decisions among young consumers. The positive coefficient and significant p -value confirm that higher perceived quality of IP collaboration leads to increased impulse buying.

Similarly, the strong positive and significant effect of FOMO on impulse buying behavior supports the second hypothesis (H2). This result highlights how anxiety about missing limited opportunities and social experiences drives consumers to make hasty purchases. In the context of the collaboration, scarcity tactics and social media hype amplified FOMO, resulting in higher impulse buying tendencies.

The simultaneous significant effect of both variables supports the third hypothesis (H3) and demonstrates that the combination of attractive IP elements and psychological urgency creates a powerful driver for impulse purchases. These findings align with previous studies (Zainiyah et al., 2025; Bläse et al., 2024; Octaviany & Utami, 2024) and confirm the applicability of the Stimulus-Organism-Response (SOR) framework in pop culture retail marketing. In the Indonesian context, the FamilyMart x Demon Slayer collaboration successfully leveraged emotional attachment and social pressure, leading to increased sales. However, while these strategies are effective in the short term, retailers should also consider long-term consumer trust and responsible consumption to mitigate potential negative effects of overconsumption driven by FOMO

CONCLUSION

This study concludes that IP Collaboration Strategy and Fear of Missing Out (FOMO) have positive and significant influences on impulse buying behavior, both individually and simultaneously, in the context of the FamilyMart x Demon Slayer collaboration in Surabaya. The regression analysis clearly demonstrates that stronger perceptions of IP collaboration attractiveness and uniqueness (X1) lead to higher impulse buying tendencies, while higher levels of FOMO (X2) create strong urgency that further encourages spontaneous purchases. The joint effect of both variables proves to be even more powerful, confirming the applicability of the Stimulus-Organism-Response (SOR) framework in explaining consumer behavior within pop culture retail collaborations.

Theoretically, this research strengthens existing literature by providing empirical evidence from the Indonesian market, particularly on how emotional marketing stimuli and psychological factors interact to drive impulse buying among Millennials and Generation Z. Practically, the findings offer valuable insights for retailers and marketers. Companies like FamilyMart can optimize future IP partnerships by combining attractive character-themed products with limited-time promotions and social media campaigns to maximize consumer engagement and sales. However, it is important for businesses to balance these strategies with responsible marketing practices to prevent overconsumption and maintain long-term consumer trust.

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