

Fomo Phenomenon: Cyber-Phenomenological Exploration in the Labubu Limited Edition Product Collector Community



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ABSTRACT: This study aims to examine the phenomenon of consumer behavior of collectors of POP MART's Labubu products, which is influenced by the fear of missing out on the opportunity to get limited edition products, as well as loyalty formed through digital communities. The urgency of this research lies in the growing market for limited edition products that trigger impulsive consumption behavior and encourage the formation of a community-based consumption ecosystem. The research method uses a qualitative cyber-phenomenology approach, with data obtained through social media observations, in-depth interviews, and digital documentation from collector communities on the Instagram and TikTok platforms.

Data analysis was carried out using the Manual Data Analysis Procedure (MDAP) with the stages of coding, categorization, and identification of main themes. The research object involved 8 informants who were active members of the Labubu collector community. The results showed that consumption of Labubu products was driven by the fear of missing out on the opportunity to get rare products, social pressure from the community, and motivation to gain social recognition. Collectors showed a high emotional attachment to the product, strengthened by the experience of hunting, queuing, unboxing, and sharing collections. Consumer loyalty is formed gradually through trust in product quality, emotional satisfaction, and social motivation obtained from the community. This study reveals the importance of community as an effective marketing tool and emotional experience as a major factor in building consumer loyalty towards limited edition products.

KEYWORDS: limited edition products, fomo, cyber phenomenology, labubu

I. INTRODUCTION

In the fast-paced digital era, people's consumption behavior is increasingly influenced by the Fear of Missing Out (FOMO) phenomenon (Kumar & Kumar, 2024), which is defined as the fear of missing out on an opportunity to get something that is considered valuable (Civelek & Tıgılı, 2023). This phenomenon is very prominent in the designer toys industry, including Labubu dolls, which are one of the characters from The Monsters series by famous designer Kasing Lung. Labubu is sought after by collectors because of its artistic design, rarity, and unique story behind each release.

However, getting a Labubu doll is not easy. Each release is usually produced in very limited quantities, creating high competition among collectors. This situation is exacerbated by the premium price that often increases significantly, both in official releases and in the secondary market (Anderson et al., 2024). In fact, the purchasing experience often involves long queues, both physically in exclusive events such as DesignerCon and virtually on the official website. The combination of high prices, long waiting times, and uncertainty in obtaining goods creates strong social and emotional pressure (Chavan, 2024), especially for members of collector communities such as the Labubu Fans Club.

This phenomenon not only influences purchasing decisions but also shapes social dynamics within the collector community. High prices are often seen as status symbols, while success in securing a limited release provides a sense of prestige and recognition from fellow collectors. In this community, FOMO is a key driver of scarcity-based consumption behavior (Pawłowska-Legwand & Matoga, 2021), creating a unique and competitive market. The selection of the Labubu Fans Club community as the object of research is based on the following reasons (1) Relevance of the Phenomenon, this community is very active in hunting for exclusive Labubu releases, which often involve premium prices and long queues. This makes it a relevant case study to explore the FOMO phenomenon (Jorge et al., 2024); (2) Complex Social Interactions, Discussions within this community often center on the value of collectibles, purchasing experiences, and social prestige, which provides insight into the social dynamics in

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consumer behavior (Martinho, 2022); (3) Active Secondary Market, This community is often involved in the secondary market, where Labubu prices can increase significantly, reflecting how the product value is perceived within the community.

Research on FOMO and consumer behavior has been growing rapidly, especially in the context of social media and digital products (Alfina et al., 2023). Meanwhile, studies on collectibles tend to focus on the economic or social identity aspects of collectors (Flecha Ortiz et al., 2024). However, a research gap exists in understanding how FOMO is influenced by factors such as premium prices, purchase queues, and scarcity within the limited edition art collector community. In this study, the social media accounts Instagram: POP MART Indonesia and TikTok: Pop Mart were selected as the main research objects to explore the FOMO (Fear of Missing Out) phenomenon in the behavior of Labubu doll collectors. The selection of these two accounts was based on their relevance and activity in promoting POP MART products, including the Labubu collection, as well as the involvement of the collector community through social media. These accounts actively promote the latest releases from POP MART, including the Labubu collection, which often involves scarcity and exclusivity-based marketing strategies. These accounts serve as the primary channel for the collector community to obtain information about releases, prices, and special events. Social Interaction on Social Media, Instagram and TikTok are platforms that allow direct interaction between brands and the collector community, for example through comments, story features, and short video uploads. Activity on both platforms reflects consumer responses to product releases and how social pressure in digital communities can influence purchasing behavior. Representation of the Digital Collector Community The POP MART Indonesia and Pop Mart accounts are also places for the community to share experiences and social validation, making them relevant to this study which focuses on the dynamics of FOMO in the collector community.

This study aims to fill this gap by exploring the dynamics of FOMO in the Labubu Fans Club community, specifically how high prices and queue experiences influence consumer behavior. This study will also explore the role of the community in amplifying FOMO pressure and its impact on purchasing decisions.

According to a report by Fosséprez & Schuiling, (2023), the designer toys market is estimated to reach billions of dollars by 2025, showing rapid growth. Understanding the FOMO phenomenon can help manufacturers design more effective marketing strategies, especially in creating exclusive appeal. The secondary market for Labubu dolls often shows price spikes up to several times the original price. This study is relevant to identify how consumer behavior is formed in an ecosystem like this. FOMO pressure reinforced by high prices and scarcity can affect consumers' emotional well-being, creating stress and even social anxiety. This study is important to explore how the collector community deals with this pressure. Long purchase queues, both physical and virtual, create a psychologically exhausting experience, which is often considered a "social ritual" to gain status in the community. This study extends the literature on consumer behavior, especially related to FOMO (Flecha Ortiz et al., 2024), by exploring the unique context of the limited edition art collector community. This study also provides insight into how marketing strategies based on scarcity, premium prices and exclusivity can be effectively applied in the collectibles industry. This study is expected to contribute to marketing science through several aspects: (1) FOMO Dynamics in the Collector Community, this study identifies how social pressure in the collector community strengthens FOMO and influences purchasing decisions. (2) The Role of Premium Prices, this study explores how consumers' perceptions of premium prices affect product value and their emotional experiences; (3) Scarcity Strategy in Marketing, this study provides insight into how scarcity, high prices, and purchase queues can be used to create consumer loyalty and strengthen brand image. This study aims to provide in-depth insights into how FOMO, premium prices, and queue experiences shape consumer behavior in a limited edition art collector community, while offering practical implications for marketing strategies and consumer welfare.

II. THEORITICAL REVIEW

1. FOMO (Fear of Missing Out) Theory

This theory underlies the concept of FOMO as an emotional fear of missing out on an opportunity that is considered valuable. Based on Tang, (2023), FOMO drives individuals to make quick purchasing decisions due to social pressure and product scarcity. In the context of the Labubu collector community (1) The scarcity and limited time of the Labubu doll release creates a strong FOMO drive; (2) FOMO is reinforced by community dynamics, such as competition between members and social status associated with owning exclusive releases (DOAN & LEE, 2023). FOMO is not only triggered by the product itself, but also by social interactions and pressure within the community (Erlinda & Fatmawati, 2025).

2. Scarcity Theory

Scarcity theory states that products that are available in limited quantities are considered more valuable (Kogan, 2021). Scarcity drives impulsive consumer behavior, especially when combined with an exclusivity-based marketing strategy. In the case of

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Labubu, the limited production quantity strengthens the perception of the value of the collection. Long lines and quick purchases are also part of the scarcity mechanism that triggers consumers' emotional responses. Scarcity creates pressure to buy immediately, which is often reinforced by time-based or quota-based sales systems.

3. Perceived Value Theory

This theory explains that consumers evaluate products based on perceived utility (functional) value, emotional value, and social value (Zhang et al., 2021). In the context of Labubu collecting (1) Emotional Value: Collectors often associate Labubu with personal satisfaction or nostalgia, reinforcing the desire to own; (2) Social Value: Ownership of a rare Labubu doll provides status and recognition in the community; (3) Economic Value: The increasing price of the doll on the secondary market creates a perception as an art investment. The combination of emotional, social, and economic values makes collectors willing to pay a premium price for Labubu.

4. Collective Consumer Behavior Theory

This theory focuses on the influence of the community on individual behavior in making purchasing decisions (Kaur et al., 2024). Based on Kim et al., (2022), communities such as Labubu Fans Club create an environment where social interactions encourage competition-based consumer behavior. Discussions in the community reinforce the perception of scarcity and product value. The community becomes a reinforcer of consumer behavior through social mechanisms such as validation, recognition, and competition.

5. Consumer Ritual Theory

Consumer rituals refer to a series of symbolic activities that consumers engage in as part of the purchasing or consumption process (Fei et al., 2021). In the case of Labubu Long queues at events or art exhibitions are often considered rituals to obtain exclusive products. This activity provides a sense of emotional achievement and strengthens the consumer's relationship with the product. The purchase ritual strengthens the consumer's emotional attachment to the product, even before the product is owned (Liu et al., 2022).

6. Consumer Loyalty Theory

This theory highlights that the breadth of consumer experience and interaction with the brand affects the level of loyalty (Rasool et al., 2021). In the context of Labubu Consumer loyalty is created through the experience of hunting for limited edition products and relationships that are established in the community. Collectors who feel successful in obtaining exclusive releases are more likely to become loyal brand advocates. Consumer loyalty can be strengthened through exclusive experiences, such as limited releases and special events (Waqas et al., 2021).

Relevance to Research

The theories above support this research by providing a basis for understanding:

1. FOMO-based purchasing motivation (FOMO Theory, Scarcity Theory).
2. Dynamics of perceived consumer value (Consumer Perception Value Theory, Consumer Ritual Theory).
3. The influence of community on individual behavior (Collective Consumer Behavior Theory).
4. Marketing strategies to create loyalty (Consumer Loyalty Theory).

By understanding these theories, the study is expected to comprehensively explain the researcher's knowledge in exploring how premium prices, long queues, and social pressure in the community affect consumer behavior in the Labubu doll collection.

III. RESEARCH METHODS

This study adopts a qualitative approach with the cyberphenomenology method, which combines the principles of phenomenology with exploration of cyberspace (Rofiah, 2024). The purpose of this approach is to understand the subjective experiences of individuals interacting in digital spaces, especially in the context of the Labubu Fans Club community on social media, namely Instagram (POP MART Indonesia) and TikTok (Pop Mart). The cyberphenomenology method is very relevant considering that the activities of the collector community, such as hunting for exclusive releases, discussing the value of collections, to sharing purchasing experiences, take place on digital platforms. This study aims to reveal how the Fear of Missing Out (FOMO) phenomenon, premium prices, and purchase queues affect collector behavior in digital communities.

Cyberphenomenology Approach

Cyberphenomenology provides space for researchers to explore the subjective experiences of collectors in online communities by exploring the social and emotional dynamics that emerge (Rofiah, 2024). Given that the Labubu collector community interacts primarily through digital platforms, this approach allows for contextual and in-depth research. Researchers explore

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how scarcity and exclusivity-based marketing strategies, as well as social pressure within the community, trigger FOMO and shape collector behavior patterns.

Data Collection

1. Social Media Observation

Data collection began with social media observation on platforms where the collector community is active, namely Instagram and TikTok. This observation aims to understand the community's interaction patterns and responses to content related to Labubu product releases. The main focus of the observation includes:

- Community discussions about exclusive releases.
- Comments that reflect social pressure, urgency of purchase, or queue experience.
- Interactions that show social validation or recognition of prestige in the community. All relevant data, such as screenshots of comments, posts, and community discussions, are documented as analysis materials.

2. In-depth Interviews

In-depth interviews were conducted online with active community members who were directly involved in collection activities. This interview used a semi-structured approach to provide flexibility for participants to share personal experiences. The focus of the interviews included:

- Experiences facing product scarcity and its impact on purchasing decisions.
- Views on premium prices and the emotional value of Labubu products.
- Feelings when hunting for exclusive products, especially related to FOMO. Participants were selected based on their active involvement in the community and experience in hunting for Labubu products.

Informant Selection Flow on Social Media: Instagram (POP MART Indonesia) and TikTok (Pop Mart)

This study requires informants who are actively involved in the Labubu doll collector community, especially those who are influenced by the FOMO phenomenon, premium prices, and scarcity strategies. The informant selection process was carried out using a purposive sampling approach, where informants were deliberately selected based on certain criteria that are relevant to the research objectives. The informant selection flow includes several stages as follows:

Informant Selection Flow Overview

The following is an overview of the overall informant selection flow:

1. Initial identification of potential informants through observation of activities on Instagram and TikTok.
 2. Screening potential informants based on initial and advanced selection criteria.
 3. Contacting potential informants to ask for their willingness to participate.
 4. Conducting in-depth interviews with willing informants.
 5. Data validation through triangulation and reconfirmation with informants.
1. With this selection process, it is hoped that the data obtained from informants will be able to provide in-depth insights into the FOMO phenomenon, premium prices, and scarcity strategies in the Labubu digital collector community.

Table: 8 Informants and Background

| Informant No | Name (Initials) | Platform | Background |
|--------------|-----------------|--------------------------------|--|
| 1 | RA | Instagram (@CollectibXXAddict) | An experienced collector who has been collecting various POP MART products for 3 years. RA often hunts for limited edition products and is active in the community. RA works as a graphic designer and considers Labubu collections as a source of creative inspiration. |
| 2 | TH | Instagram (@ToyXXnter88) | A collector who focuses on limited edition products with high resale value. TH has a background as an entrepreneur and often sells products in the secondary market. TH considers Labubu collections as a profitable investment. |

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| Informant No | Name (Initials) | Platform | Background |
|--------------|-----------------|--------------------------------|---|
| 3 | RL | Instagram (@RarXXabubuLover) | A collector who is very active in the community and is known for having several very rare Labubu products. RL is an office worker who collects products as a hobby as well as to get social validation from the community. |
| 4 | LF | Instagram (@XXmitedToyFanatic) | A new collector who has started collecting Labubu products since the last 1 year. LF is interested in the unique design of Labubu products and often attends POP MART release events. LF is a fine arts student who uses collections as a form of aesthetic expression. |
| 5 | PU | TikTok (@PxxMartUnboxingID) | A content creator on TikTok who often shares unboxing videos of Labubu products. PU started collecting Labubu because he saw the trend on social media. Apart from being a collector, PU also uses his collection for creative content on social media. |
| 6 | LC | TikTok (@LabubuXXaser) | A very enthusiastic collector who always follows every new product release. LC has a background as a freelancer and considers Labubu collections as a way to relieve stress while building social networks through the community. |
| 7 | TC | Instagram (@TXXCollectorJKT) | A collector who actively recommends POP MART products to his friends. TC works as a marketing executive and often uses product hunting strategies as inspiration in his work. TC feels that the collector community provides social validation. |
| 8 | LE | TikTok (@LabubuXXclusive) | An exclusive collector who only buys products released at certain events. LE is an event organizer who has an interest in limited edition products and rarity as an important element in building a prestigious collection. |

Source: Researcher, 2024

The eight informants involved in this study have diverse backgrounds, both in terms of profession and motivation in collecting Labubu products. However, they have similarities in terms of emotional attachment to the products and community. Most informants admitted that social validation from the collector community is one of the main factors that drives them to continue buying new products. In addition, economic motivation in the form of resale value is also a reason for several informants to actively hunt for limited edition products. With diverse backgrounds, the informants provide a rich perspective in understanding the phenomenon of Labubu collector consumption, especially in terms of consumer loyalty, consumption rituals, and perceptions of the value of limited edition products. The findings from these informants can be a strong basis for companies in designing community-based marketing strategies and product exclusivity.

3. Digital Documentation

Digital documentation in the form of blog posts, collector reviews, and reports from exhibitions relevant to the FOMO phenomenon in the Labubu collection were also collected. This data is used to enrich the analysis and provide a broader context to the phenomenon being studied.

Data Analysis Process

Data analysis was carried out manually using the Manual Data Analysis Procedure (MDAP) as explained by Rofiah, (2022). MDAP is a systematic method that allows researchers to manually organize qualitative data by identifying the main themes of the data collected. The analysis process involves the following steps:

1. Data Familiarization

The researcher rereads all raw data, including interview transcripts, observation notes, and digital documentation, repeatedly to understand the contents of the data thoroughly. During this process, initial conclusions or important ideas are noted in the margins of the document.

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2. Initial Coding

At this stage, the data is divided into small segments based on specific topics or experiences. Each segment is given a relevant descriptive code, such as:

- "Social pressure": This code is given to comments or statements that reflect the influence of the community on purchasing decisions.
- "Purchase urgency": This code is applied to expressions that describe time pressure or product scarcity.
- "Social prestige": This code is used for data that shows recognition of prestige in the community. Researchers also use color coding to facilitate code grouping, for example:
 - Green: Emotional experience.
 - Blue: Social pressure.
 - Yellow: Premium price.

3. Code Categorization

Similar initial codes are then grouped into broader categories. Some of the main categories produced include:

- FOMO: Includes subcodes such as social pressure, purchase urgency, and fear of missing out on products.
- Economic value: Includes premium prices and secondary market phenomena.
- Collector ritual: Includes queue experiences and hunting for exclusive products.

4. Identification of Main Themes

The categories that have been formed are synthesized into main themes that explain the overall phenomenon. The main themes identified in this study include:

- FOMO in digital communities: Describes how communities reinforce the FOMO phenomenon.
- Premium prices as a status symbol: Explains how high prices become a symbol of social prestige in the community.
- Queues as collector rituals: Describes how the queue experience becomes an important part of the collection process.

5. Data Triangulation (Rofiah & Bungin, 2021)

Triangulation was carried out to ensure the credibility and validity of the findings through:

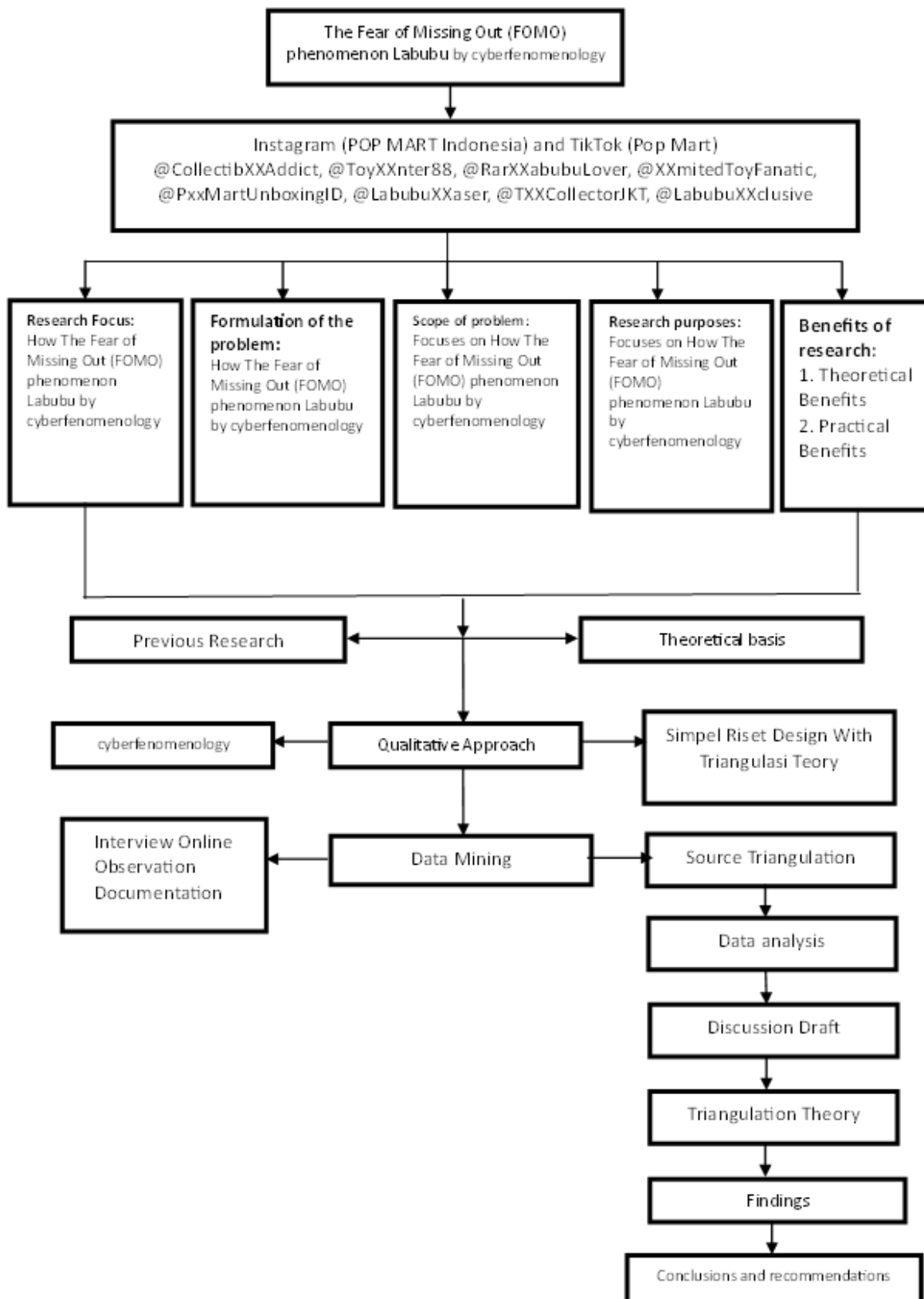
1. Data Sources: Comparing data obtained from observations, interviews, and digital documentation.
2. Theory: Validating findings with relevant theories, such as FOMO theory (Tandon et al., 2022), scarcity theory (De Bruijn & Antonides, 2022), and consumer perception value theory (Tanrikulu, 2021).
6. Interpretation and Presentation

The analyzed data is then arranged in the form of a thematic narrative. Each theme is supported by direct quotes from interviews or digital documentation as illustrations, which are accompanied by the researcher's interpretation to provide a comprehensive understanding of the phenomenon being studied.

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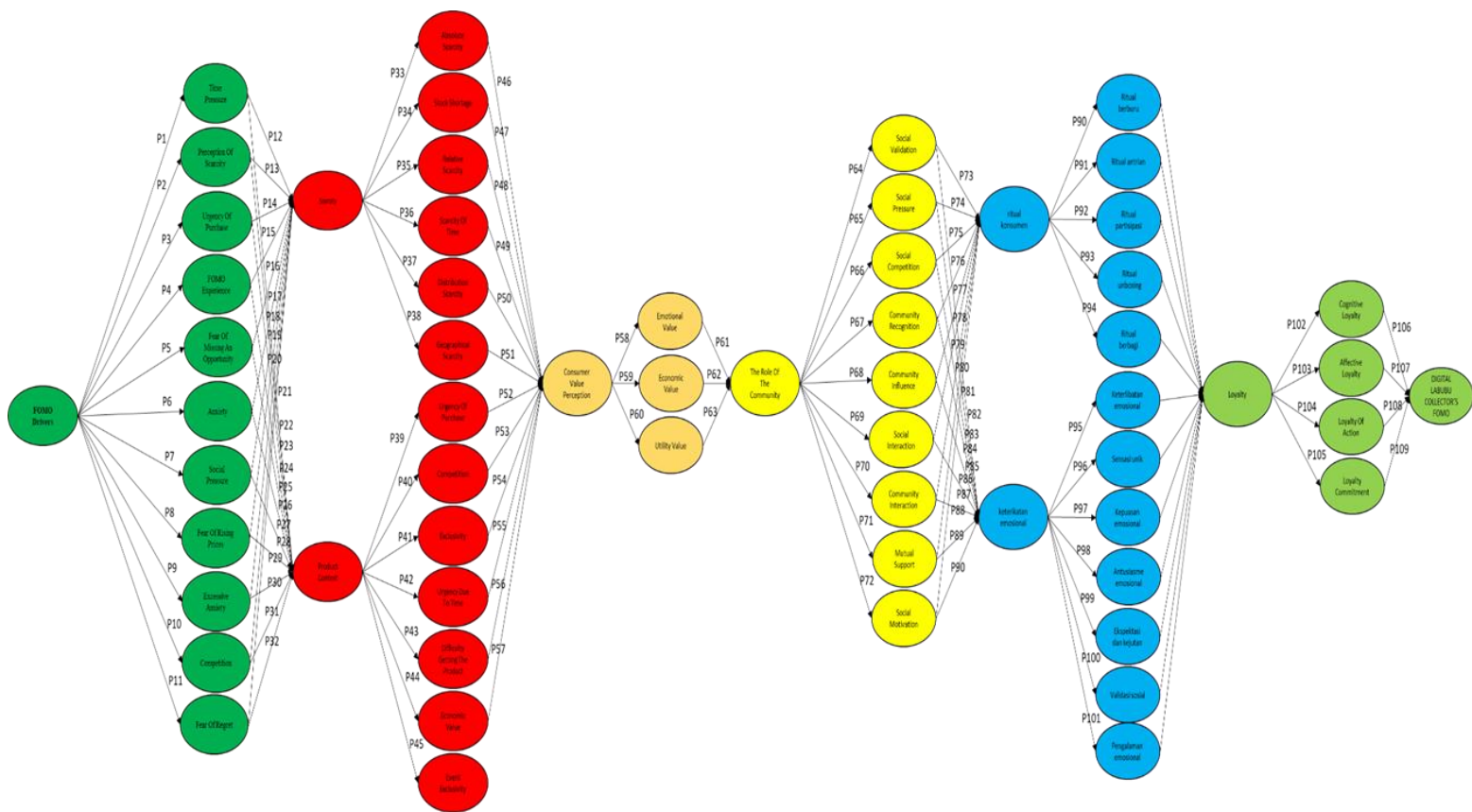
Research Line of Thought

The framework of this research can be described as follows:



Source: Researcher, (2024)

IV. RESULTS AND DISCUSSION



Source: Research proposition, 2024

Discussion

1. FOMO DRIVERS

The Fear of Missing Out (FOMO) phenomenon in the Labubu collector community is driven by various interrelated factors. One of the main drivers is time pressure and perception of scarcity. Collectors feel pressured to immediately buy products before they run out or before prices increase in the secondary market. In addition, the urgency of purchase strengthens consumers' impulsive decisions. Collectors also experience anxiety caused by the fear of missing out on the opportunity to own limited edition products, which is exacerbated by social pressure from the community who continue to show off their collections. Competition among community members further strengthens this phenomenon, where collectors feel they must always follow new releases so as not to be left behind.

FEAR OF MISSING OUT (FOMO) PHENOMENON IN THE LABUBU COLLECTOR COMMUNITY

The Fear of Missing Out (FOMO) phenomenon in the Labubu collector community can be understood as a psychological condition in which collectors feel anxious and stressed by the possibility of missing the opportunity to own an exclusive product. In a limited edition product collector community like Labubu, FOMO plays an important role in driving impulsive consumption behavior. FOMO in this community does not stand alone, but is triggered by various interrelated factors, such as time pressure, perception of scarcity, urgency of purchase, anxiety, social pressure, and competition between community members.

1. Time Pressure

One of the main factors driving FOMO is time pressure, where Labubu limited edition products are often released in a very short period of time. This pressure causes collectors to feel they have to make a purchasing decision immediately without having enough time to consider other aspects, such as price or need. Wu et al., (2021) in Scarcity Theory states that time pressure can create a high sense of urgency, driving impulsive consumption behavior. In the context of the Labubu collector community, time pressure is further reinforced by announcements from POP MART stating that the product will soon run out or has a certain purchase time limit. This causes collectors to feel afraid of missing out if they do not buy immediately.

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For example, several collectors stated that they feel anxious every time POP MART releases a new product because the stock runs out quickly and the purchase time is limited. This condition creates a situation where collectors must compete with time and other collectors.

2. Perception of Scarcity

FOMO in the Labubu collector community is also reinforced by the perception of scarcity. Limited edition products such as Labubu are released in very small quantities, either in the form of absolute scarcity (the total number of stocks is limited) or relative scarcity (the product is only available for a certain time or in a certain region). This perception of scarcity creates the illusion that the product has a much higher value than products that are widely available. According to Chen et al., (2021), scarcity increases the appeal of a product because it creates exclusivity that can only be enjoyed by a few people.

In the collector community, this perception of scarcity not only drives consumer behavior but also increases the social status of collectors who succeed in owning rare products. Collectors who own limited edition products often gain recognition from the community, thus strengthening the desire of other members to immediately purchase the product before it runs out.

3. Urgency of Purchase

Urgency of purchase is a direct effect of time pressure and the perception of scarcity felt by collectors. This urgency drives consumers to make impulsive decisions without considering other factors, such as price or personal needs. Collectors feel that they must buy the product immediately, because if they don't, they will lose the opportunity forever. This finding is in line with research by Khetarpal & Singh, (2024) on FOMO, where the urgency created by scarcity and time limits strengthens impulsive consumption behavior.

Several informants in this study revealed that they often did not think long before buying a product, because they were afraid of running out of stock or fearing that the price of the product would increase drastically in the secondary market. This shows that the urgency of purchasing is not only driven by stock scarcity, but also by the potential economic value that can be obtained in the future.

4. Anxiety

FOMO also triggers anxiety among collectors, which arises from the fear of missing out on the opportunity to own an exclusive product. This anxiety is exacerbated by past experiences, where some collectors have failed to get the products they want because they ran out in a short time. This failure creates psychological trauma that strengthens the fear of losing in the future. This condition makes collectors always feel anxious every time there is a new release, because they don't want to repeat the same experience.

In the Labubu collector community, this anxiety is also reinforced by the resale market phenomenon, where products that have run out of stock on official releases are often resold at much higher prices. Collectors who fail to get the product at the time of release feel forced to buy on the secondary market at a premium price, which further strengthens their anxiety every time a new product is released.

5. Social Pressure

Social pressure is another external factor that strengthens FOMO in the Labubu collector community. Community members who have successfully obtained limited edition products often show off their collections on social media or in community forums. This creates pressure for other members to immediately purchase the product so as not to be left behind. According to Rahi et al., (2024) in the Theory of Collective Consumer Behavior, social validation obtained through community recognition plays an important role in driving collective consumption behavior.

Several informants in this study revealed that they felt compelled to purchase products not only because of personal needs, but also because they wanted to gain recognition from the community. This social pressure is further strengthened by interactions on social media, where collectors share their collections and product hunting experiences.

6. Competition

In addition to social pressure, competition among community members is also an important factor that strengthens FOMO. Collectors feel they must always follow new releases so as not to be left behind by other community members. This competition does not only occur in the form of who manages to get the product first, but also in terms of who has the largest or most complete collection. According to Liao et al., (2021), social competition within a community can increase consumption motivation because community members want to improve their social status.

Several informants expressed that they felt proud when they managed to get limited edition products faster than other community members. This competition creates a unique consumption dynamic in the collector community, where community members compete with each other to have the newest and rarest products.

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The FOMO phenomenon in the Labubu collector community is the result of a complex interaction between internal and external factors. Time pressure, perceived scarcity, and purchase urgency drive collectors to make impulsive consumption decisions, while anxiety, social pressure, and competition strengthen the need for collectors to keep up with new product releases. This phenomenon shows how the scarcity and exclusivity-based marketing strategy implemented by POP MART has succeeded in creating a unique consumption ecosystem, where the collector community is not only a consumer, but also part of the marketing process that strengthens brand loyalty. These findings provide important insights for companies on how to create effective marketing strategies through the use of FOMO and the role of the community in shaping consumption behavior.

2. SCARCITY

Scarcity is the main strategy used by POP MART in creating exclusivity and increasing the appeal of Labubu products. Absolute scarcity and stock shortage are the forms of scarcity most felt by collectors, where products are only released in limited quantities and are not reproduced. In addition, there is also scarcity of time, where products are only available for a short time before being sold out, as well as distribution scarcity which makes products only available in certain regions or events. This strategy not only creates urgency to buy but also forms competition among collectors. Collectors who succeed in getting products from limited releases gain social recognition in the community, so scarcity also becomes a tool to build social status among collectors.

Scarcity in POP MART's Marketing Strategy

Scarcity is one of the most effective marketing strategies used by POP MART in creating exclusive appeal to Labubu collection products. According to Liao et al., (2021) in Scarcity Theory, rare products will be considered more valuable by consumers because of limited access to the product. In the context of the Labubu collector community, scarcity not only affects the perception of value, but also triggers consumer behavior based on FOMO (Fear of Missing Out) and creates social dynamics in the form of competition between community members .

1. Absolute Scarcity and Stock Shortage

Absolute scarcity refers to a condition where a product is only released in a certain amount and will not be reproduced. POP MART often uses this strategy to present limited edition products that are only available in a few hundred units. For collectors, absolute scarcity creates the perception that the product has a high exclusive value, because only a few people can have it.

Meanwhile, stock shortage occurs when the number of products available is very limited compared to market demand. When a product is released in small quantities and runs out in a short time, collectors feel that they must act quickly to get it. This is in line with Barton et al., (2022) findings which state that stock shortages increase the appeal of a product, because consumers believe that products that are difficult to obtain have higher value.

Evidence from interviews with several informants shows that absolute scarcity and stock shortages encourage collectors to continue to monitor information about new product releases. One informant said:

"Every time there's a new release, I immediately check the stock because I'm afraid of running out. If I'm even a little late, it usually sells out immediately.", (LE, 2024)

This shows that absolute scarcity and stock scarcity create high urgency to purchase among collectors.

2. Scarcity of Time

In addition to stock scarcity, time scarcity is an important element in POP MART's marketing strategy. Time scarcity occurs when a product is only available for a certain period of time before it runs out or is withdrawn from circulation. This strategy creates additional pressure for consumers to immediately buy the product without thinking twice, because the opportunity will not come twice.

According to Harikrishnan et al., (2022), time scarcity creates psychological urgency that accelerates consumption decision-making. Collectors feel pressured to immediately buy the product because they are afraid of missing the opportunity if they delay the purchase. This is reinforced by the statement of one informant:

"I always feel like I have to buy it as soon as it's released because if I wait, it'll be gone in an instant. Time is so limited."(RA, 2024)

This strategy successfully creates impulsive behavior among collectors, where they buy products immediately after release to avoid regret later.

3. Distribution Scarcity

Distribution scarcity is a type of scarcity that occurs when a product is only available in certain regions, specific platforms, or at certain events. POP MART often releases limited edition products only in certain locations or exclusive events, such as collection exhibitions or pop culture events. This strategy creates geographic exclusivity value, where products released only at certain events have a higher appeal to collectors.

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Distribution scarcity not only creates urgency to purchase but also encourages collectors to attend certain events to get the product. In addition, distribution scarcity strengthens the social value of the product, because only collectors who attend the event can get the product. One informant said:

"This product was only available at the POP MART event last year, so I feel very lucky to be able to get it. Many friends in the community are still looking for it."(TH, 2024)

This quote shows that distribution scarcity creates additional social status for collectors who succeed in getting products from exclusive releases at certain events.

4. Competition among Collectors

Product scarcity naturally creates competition among collectors, where each member of the community competes to be the first or the only one to have a certain product. This competition is not only individual, but also social, because collectors who succeed in having rare products often get social recognition from the community.

According to Hadi et al., (2024) in the Theory of Collective Consumer Behavior, social competition in the collector community strengthens consumption behavior because community members want to increase their social status through ownership of rare products. This is in line with the findings from the interview, where one informant said:

"I feel really proud when I have a product that only a few people can get. Friends in the community will immediately notice and congratulate me.", (RL, 2024)

This social recognition strengthens the motivation of collectors to continue following new product releases, thus creating a continuous cycle of consumption.

5. Scarcity as a Tool for Building Social Status

Scarcity not only influences consumption behavior, but also serves as a tool for building social status among collectors. Products that are rare and difficult to obtain have high social value, because only a few people have access to them. Collectors who own rare products are often considered more prestigious and respected in the collector community. One informant stated:

"If you have a rare product, there is a certain satisfaction. Especially if friends in the community know, it feels like getting recognition.", (LF, 2024)

This shows that scarcity not only provides economic and emotional value, but also social value that strengthens consumer loyalty to the brand.

The scarcity strategy used by POP MART in marketing Labubu products has proven to be very effective in creating exclusive appeal, increasing perceived value, and encouraging impulsive consumption behavior among collectors. Absolute scarcity, stock scarcity, time scarcity, and distribution scarcity create high purchase urgency, while competition and social recognition strengthen collectors' motivation to continue collecting new products.

By using scarcity as the main strategy, POP MART has not only succeeded in increasing sales, but also in building a loyal and active collector community. These findings provide an important contribution to the marketing literature, especially in the context of limited edition product marketing and exclusivity creation strategies in the digital era. This scarcity strategy can also be used as a model for other companies that want to create exclusive appeal for their products.

3. CONSUMER VALUE PERCEPTION

Consumer value perception of Labubu products is formed from three main dimensions: emotional value, economic value, and utility value. Emotional value is obtained from personal satisfaction, pleasure, and pride in owning an exclusive product that is difficult to obtain. Meanwhile, economic value arises from the potential for future profits, because Labubu products often have high resale value in the secondary market. Utility value is also an important consideration, especially because the product has an aesthetic function and can be used as decoration. These three dimensions of value mutually reinforce consumer perception that Labubu products are investments that not only provide personal satisfaction but also economic benefits.

Consumer Value Perception of Labubu Products

Consumer value perception of Labubu products is an important element that drives consumption behavior, especially among collectors. According to Kuppelwieser et al., (2022), consumer value perception is a subjective evaluation that includes the benefits felt by consumers compared to the sacrifices made. In the context of the Labubu collector community, this value perception is formed from three main dimensions, namely emotional value, economic value, and utility value. These three dimensions complement each other and create a special attraction for Labubu products as exclusive collectibles.

1. Emotional Value

Emotional value is the most dominant dimension in forming the collector's value perception of Labubu products. Collectors feel personal satisfaction, pleasure, and pride when they succeed in owning a rare and exclusive product. This satisfaction does not

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only come from the product itself, but also from the experience that accompanies the process of obtaining the product, such as hunting for limited releases, joining the queue, and doing unboxing.

According to Chang et al., (2021), emotional value in consumption is formed from the affective experience felt by consumers. This is in line with the findings in the Labubu collector community, where the experience of hunting for limited edition products creates its own enthusiasm and joy. One informant stated:

"Every time I succeed in getting a new product, I feel really happy, especially if the product is a rare edition that only a few people have." (PU, 2024)

This quote shows that owning exclusive products gives collectors pride, which strengthens their emotional attachment to the product and brand.

In addition, emotional value is also obtained from the social validation given by the community. Collectors feel recognized and appreciated by community members when they succeed in owning rare products. This strengthens their motivation to continue collecting Labubu products.

2. Economic Value

The second dimension that shapes consumers' perception of value towards Labubu products is economic value. This value arises from the potential for future profits, because Labubu products often have high resale value in the secondary market. Limited edition products released by POP MART have great appeal among collectors, so many of them are willing to pay a much higher price in the secondary market to get products that have run out on the market.

According to Ivanov & Dolgui, (2022), product scarcity can increase economic value because of the limited supply compared to demand. This can be seen from several Labubu products whose prices can increase several times after the official release. One informant said:

"I once sold one of Labubu's collections on the secondary market, and the price doubled from the initial price. So besides being a collection, this product can also be an investment." (LC, 2024)

This quote shows that collectors do not only buy products for personal satisfaction, but also consider the potential for future benefits. This economic value strengthens consumers' perception that Labubu products are profitable investments, both financially and emotionally.

In addition, economic value also increases consumer loyalty to the brand. Collectors who feel the benefits of resale value tend to continue to follow new product releases, because they see Labubu products as high-value assets.

3. Utility Value

The third dimension that forms consumer value perception is utility value, which refers to the function and direct benefits of the product. In the case of Labubu products, utility value comes mainly from the aesthetic function, where the product can be used as a decorative element. Labubu products have unique and attractive designs, so many collectors display their collections at home or in the office as part of the decoration.

According to Yuan et al., (2022), utility value is an important dimension in forming value perception because it is directly related to the benefits felt by consumers. One informant stated:

"I really like the Labubu design. Besides collecting it, I also display it on my shelf because it looks cute and cool." (TC, 2024)

This quote shows that the utility value of Labubu products is not only functional but also aesthetic. The attractive and high-quality design strengthens the perception that this product is worthy of being collected and displayed.

In addition, the utility value is also strengthened by the consistent quality of the product. Collectors feel that Labubu products have good durability, so they do not hesitate to continue collecting new products released by POP MART.

Interaction of the Three Dimensions in Forming Value Perceptions

The three dimensions of value : emotional, economic, and utility, interact with each other in forming collectors' perceptions of value towards Labubu products. Emotional value provides personal satisfaction and social validation, economic value provides potential future benefits, and utility value provides direct benefits from the product. The combination of these three dimensions creates the perception that Labubu products are investments that provide holistic benefits, both personally, socially, and financially.

In the context of the collector community, the perception of value formed from these three dimensions strengthens consumer loyalty to the brand. Collectors feel that they are getting more than just a physical product; they are getting an experience, social status, and potential benefits. This is in line with research by Confente & Kucharska, (2021) which states that a strong perception of value can strengthen consumer loyalty to a brand, especially in the collector community.

Consumer value perception of Labubu products is built through the interaction of emotional value, economic value, and utility value. Emotional value provides personal satisfaction and social validation, economic value provides potential profit in the

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secondary market, and utility value provides aesthetic and functional benefits. These three dimensions reinforce each other, creating the perception that Labubu products are investments that not only provide personal pleasure but also economic and social benefits.

POP MART's successful strategy of creating value from these three dimensions makes Labubu products a highly sought-after collectible. These findings provide important insights for companies on how to build a strong perception of value through product design, scarcity strategies, and collector communities. In addition, these findings also enrich the literature on consumer value perception in the context of limited edition product marketing.

4. THE ROLE OF THE COMMUNITY

Community plays a central role in shaping collective consumption behavior among Labubu collectors. One of the main roles of the community is to provide social validation, where collectors feel recognized and appreciated for the collections they own. In addition, the community also creates social pressure and social competition, which encourage collectors to continue following new product releases to stay relevant in the community. Community interaction not only strengthens social relationships among members but also serves as a source of information and motivation. Collectors often share product hunting tips, provide support to each other, and build social motivation to continue collecting Labubu products. Thus, the community is not only a social space but also an effective marketing tool that strengthens brand loyalty.

The Role of the Community in Shaping Collective Consumption Behavior of Labubu Collectors

In the context of marketing limited edition products such as Labubu, the community plays a central role in shaping collective consumption behavior among collectors. According to Hasan et al., (2024), digital communities function as social ecosystems that influence consumption behavior through social validation, social pressure, motivation, and interaction between members. Findings from the Labubu collector community show that the community is not only a space for sharing collection experiences but also an effective marketing tool that strengthens brand loyalty. The role of this community can be explained through the following important aspects:

1. Social Validation

Social validation is one of the main motivations for collectors to continue following new product releases. Collectors feel recognized and appreciated by the community when they succeed in getting rare or exclusive products. The process of sharing their collections on social media, such as Instagram and TikTok, allows collectors to gain recognition from other community members. This recognition provides a sense of pride and strengthens their motivation to continue collecting Labubu products. Social validation in the Labubu collector community also functions as a status symbol. Collectors who have rare products are often considered more prestigious in the community. One informant said:

"I feel really happy when I can show off my new collection in the community, especially if the product is rare. Many people congratulate me and say my collection is cool.", (LE, 2024)

This quote shows that social validation is a tool that strengthens collectors' emotional attachment to the community and products.

2. Social Pressure

In addition to providing social validation, the community also creates social pressure that encourages collectors to continue following new product releases. This social pressure arises because collectors feel the need to have the same products as other community members in order to stay relevant and not miss out on trends. According to Anisimova et al., (2024), social pressure in the collector community can trigger FOMO (Fear of Missing Out), where community members are afraid of missing out on the opportunity to own a product that is desired by many people.

This social pressure is further strengthened by interactions on social media, where collectors show off their collections to each other. One informant said:

"Sometimes I feel like I have to buy a new product because my friends in the community already have it. If I don't buy it, I feel like I'm missing out.", (TC, 2024)

This shows that the social pressure created by the community encourages impulsive consumption behavior among collectors.

3. Social Competition

The Labubu collector community also creates social competition among members, where they compete to have a more complete and exclusive collection. This social competition is not always negative, but rather a healthy competition that motivates collectors to continue hunting for new products. This competition strengthens collective consumption behavior, because community members feel compelled to buy products to improve their social status in the community. One informant said:

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"I really like it when I manage to get a product that only a few people have. It feels like winning a small competition in the community.", (TC, 2024)

This quote shows that social competition provides additional motivation for collectors to continue following new product releases.

4. Community Interaction

Community interaction is an important element that strengthens social relationships among members of the Labubu collector community. This interaction occurs through various digital platforms, such as discussion groups on social media, collector forums, and offline events held by POP MART. According to Lee & Hsieh, (2022), intense social interaction in a community can strengthen consumer loyalty to a brand because it creates a sense of belonging.

In the Labubu community, community interaction not only functions as a social space, but also as an important source of information. Collectors often share product hunting tips, provide information about new releases, and help each other get the products they want. One informant said:

"The fun thing about the community is that we can exchange information about when new products are released and how to get them. Sometimes there are people who help buy them if we don't have time.", (LF, 2024)

This interaction creates a sense of solidarity among community members, which ultimately strengthens their attachment to the brand.

5. Social Motivation

Social motivation is one of the factors that encourages collectors to continue to be active in the community and collect new products. Collectors feel motivated to follow new product releases because they want to remain part of the community and gain social recognition. According to Bilro & Loureiro, (2023), social motivation obtained from the community can strengthen consumer loyalty to the brand because it provides an emotionally meaningful experience.

Several informants stated that they felt more enthusiastic about collecting Labubu products after joining the community. One informant said:

"Initially I only liked Labubu's designs, but after joining the community, I became more enthusiastic about collecting because I had friends to share with.", (LC, 2024)

This quote shows that social motivation obtained from the community strengthens the emotional attachment of collectors to products and brands.

Community as an Effective Marketing Tool

The role of the community is not only limited to the social aspect, but also functions as an effective marketing tool for POP MART. The Labubu collector community indirectly becomes a brand ambassador who promotes products through social interactions and social media. Every time collectors share their collections on social media, they indirectly introduce Labubu products to others and create wide exposure for the brand.

In addition, the community also helps build long-term consumer loyalty. Collectors who feel comfortable and appreciated in the community tend to continue to buy new products released by POP MART. This is in line with research by Huang et al., (2022) which states that brand communities can increase consumer loyalty by creating a sense of belonging and social validation among its members.

The community has a central role in shaping collective consumption behavior among Labubu collectors. Through social validation, social pressure, social competition, community interaction, and social motivation, the community creates an ecosystem that strengthens collectors' emotional attachment to products and brands. In addition, the community also serves as an effective marketing tool that helps expand brand exposure and build long-term consumer loyalty. These findings provide important insights for companies on how to leverage communities as part of their marketing strategy. By creating an active and solid community, companies can increase consumer loyalty and strengthen brand position in the market. In addition, this study also enriches the literature on the role of communities in shaping collective consumption behavior and brand loyalty.

5. CONSUMER RITUALS

Consumption rituals among Labubu collectors include various symbolic activities that strengthen emotional attachment to products. Hunting rituals (hunting rituals) and queuing rituals (queuing rituals) are important parts of the collection experience, where collectors feel enthusiastic and emotionally involved in the process of obtaining products. In addition, the unboxing ritual is the most anticipated moment for collectors because it provides a sensation of surprise and emotional satisfaction when opening the product packaging. After getting the product, collectors also often carry out sharing rituals (sharing rituals) by showing off their collections on social media and communities. This ritual provides social validation and strengthens the sense of

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belonging to the community. The entire series of rituals not only provides emotional value but also builds a strong attachment between consumers and products and brands.

The Role of the Community in Shaping Collective Consumption Behavior of Labubu Collectors

In the context of marketing limited edition products such as Labubu, the community plays a central role in shaping collective consumption behavior among collectors. According to E. Kim & Yoon, (2021), digital communities function as social ecosystems that influence consumption behavior through social validation, social pressure, motivation, and interaction between members. Findings from the Labubu collector community show that the community is not only a space for sharing collection experiences, but also an effective marketing tool that strengthens brand loyalty. The role of this community can be explained through the following important aspects:

1. Social Validation

Social validation is one of the main motivations for collectors to continue following new product releases. Collectors feel recognized and appreciated by the community when they successfully obtain rare or exclusive products. The process of sharing their collections on social media, such as Instagram and TikTok, allows collectors to gain recognition from other community members. This recognition provides a sense of pride and strengthens their motivation to continue collecting Labubu products. Social validation in the Labubu collector community also functions as a status symbol. Collectors who own rare products are often considered more prestigious in the community. One informant said:

"I feel really happy when I can show off my new collection in the community, especially if the product is rare. Many people congratulate me and say my collection is cool.", (LC, 2024)

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In addition to providing social validation, the community also creates social pressure that encourages collectors to continue following new product releases. This social pressure arises because collectors feel the need to have the same products as other community members in order to stay relevant and not miss out on trends. According to E. Kim & Yoon, (2021), social pressure in the collector community can trigger FOMO (Fear of Missing Out), where community members are afraid of missing out on the opportunity to own a product that is desired by many people.

This social pressure is further strengthened by interactions on social media, where collectors show off their collections to each other. One informant said:

"Sometimes I feel like I have to buy a new product because my friends in the community already have it. If I don't buy it, I feel like I'm missing out.", (TH, 2024)

This shows that the social pressure created by the community encourages impulsive consumption behavior among collectors.

3. Social Competition

The Labubu collector community also creates social competition among members, where they compete to have a more complete and exclusive collection. This social competition is not always negative, but rather a healthy competition that motivates collectors to continue hunting for new products. This competition strengthens collective consumption behavior, because community members feel compelled to buy products to improve their social status in the community. One informant said:

"I really like it when I manage to get a product that only a few people have. It feels like winning a small competition in the community.", (LC, 2024)

This quote shows that social competition provides additional motivation for collectors to continue following new product releases.

4. Community Interaction

Community interaction is an important element that strengthens social relationships among members of the Labubu collector community. This interaction occurs through various digital platforms, such as discussion groups on social media, collector forums, and offline events held by POP MART. According to Shukla et al., (2023), intense social interaction in a community can strengthen consumer loyalty to a brand because it creates a sense of belonging.

In the Labubu community, community interaction not only functions as a social space, but also as an important source of information. Collectors often share product hunting tips, provide information about new releases, and help each other get the products they want. One informant said:

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Community as an Effective Marketing Tool

The role of the community is not only limited to the social aspect, but also functions as an effective marketing tool for POP MART. The Labubu collector community indirectly becomes a brand ambassador who promotes products through social interactions and social media. Every time collectors share their collections on social media, they indirectly introduce Labubu products to others and create wide exposure for the brand.

In addition, the community also helps build long-term consumer loyalty. Collectors who feel comfortable and appreciated in the community tend to continue to buy new products released by POP MART. This is in line with research by Santos et al., (2022) which states that brand communities can increase consumer loyalty by creating a sense of belonging and social validation among its members.

The community plays a central role in shaping collective consumption behavior among Labubu collectors. Through social validation, social pressure, social competition, community interaction, and social motivation, the community creates an ecosystem that strengthens collectors' emotional attachment to products and brands. In addition, the community also functions as an effective marketing tool that helps expand brand exposure and build long-term consumer loyalty.

These findings provide important insights for companies on how to utilize communities as part of their marketing strategy. By creating an active and solid community, companies can increase consumer loyalty and strengthen their brand position in the market. In addition, this study also enriches the literature on the role of communities in shaping collective consumption behavior and brand loyalty.

6. LOYALTY (CONSUMER LOYALTY)

Consumer loyalty to POP MART and Labubu products is formed from four main dimensions: cognitive loyalty, affective loyalty, loyalty of action, and loyalty commitment. Cognitive loyalty arises from consumer trust in product quality, while affective loyalty is formed because of a strong emotional attachment to the brand. Action loyalty is seen from the consistency of collectors in buying new products every time there is a release. At a higher stage, consumers show commitment loyalty, where they are committed to continuing to buy products and recommend them to others. These findings indicate that loyalty is not only formed from positive experiences, but also from social involvement obtained through the community. Consumer loyalty to POP MART is strengthened by a combination of product quality, perceived emotional value, and social validation obtained from the collector community.

The analysis of the proposition results shows that the Labubu collector consumption phenomenon is influenced by a combination of factors, including FOMO, scarcity, perceived value, community role, consumption rituals, and consumer loyalty. Each of these factors reinforces each other and creates a unique consumption ecosystem in the digital community. These findings provide important insights for companies on how to create effective marketing strategies through community, product scarcity, and memorable emotional experiences. In addition, this study also strengthens the literature on collective consumer behavior and brand loyalty in the context of limited edition product marketing.

Loyalty (Consumer Loyalty) to Labubu and POP MART Products

Consumer loyalty to Labubu products and the POP MART brand is not formed instantly, but through a gradual process influenced by various factors, such as product quality, emotional attachment, social validation from the community, and repeated positive experiences. According to (Bourdeau et al., 2024), consumer loyalty consists of four main dimensions: cognitive loyalty, affective loyalty, action loyalty, and commitment loyalty, where each dimension plays an important role in strengthening consumer attachment to the brand.

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1. Cognitive Loyalty

Cognitive loyalty is the initial stage of forming consumer loyalty, which is based on trust in product quality. Consumers who have cognitive loyalty believe that Labubu products have attractive designs, good quality, and high exclusive value. POP MART consistently presents products with high quality and unique designs, thus building trust among collectors. One informant said *"I always believe in the quality of POP MART products. Every new release always has a cool design and good details."*, (RL, 2024) This quote shows that cognitive loyalty is formed from a positive perception of product quality, which then encourages consumers to continue buying new products. According to Liu-Thompkins et al., (2022), strong cognitive loyalty will be the basis for the formation of affective loyalty.

2. Affective Loyalty

After cognitive loyalty is formed, consumers begin to develop affective loyalty, which is a strong emotional attachment to the brand. Affective loyalty arises because consumers feel emotional satisfaction every time they succeed in getting and collecting Labubu products. In addition, positive experiences during product hunting, unboxing, and sharing collections in the community also strengthen this emotional attachment.

According to Mostafa & Kasamani, (2021), affective loyalty is strengthened by emotional experiences that are meaningful to consumers. One informant stated:

"Every time I get a new Labubu product, I feel so happy. I also really like the design and the story behind the product.", (TH, 2024)

This quote shows that affective loyalty is strengthened by the emotional value that consumers feel, both from the product itself and from the accompanying collection experience.

3. Loyalty of Action

Loyalty of Action is reflected in the consistency of consumers in purchasing new products every time there is a release. Consumers who are already at this stage of loyalty will continue to buy products without considering other factors, such as price or need. They feel that having new products is an obligation as collectors, which if missed will cause regret later. According to Omo-Obas & Anning-Dorson, (2023), loyalty of action is the result of cognitive and affective attachments that have been formed previously. One informant said:

"I never miss a new release from POP MART. Every time there is a new product, I immediately buy it.", (PU, 2024)

This quote shows that action loyalty is driven by trust in product quality and strong emotional attachment. Consumers who have reached this stage tend to have impulsive consumption behavior every time there is a new release.

4. Loyalty Commitment

The highest stage of consumer loyalty is commitment loyalty, where consumers are committed to continuing to buy products and even recommend them to others. Commitment loyalty arises because consumers feel that Labubu products have become an important part of their identity as collectors. They not only buy products for themselves, but also promote them to others through social media and communities.

According to Quayle et al., (2022), commitment loyalty is not only shown through repeat purchases but also through advocacy, namely consumer behavior that actively recommends products to others. One informant stated:

"I often recommend Labubu products to other collector friends, because I think the products are worth collecting.", (TC, 2024)

This quote shows that commitment loyalty is strengthened by a high sense of trust in product quality and social ties gained through the community.

Factors Affecting Consumer Loyalty

The formation of consumer loyalty towards POP MART and Labubu products cannot be separated from various external factors that reinforce each other, such as FOMO, scarcity, perceived value, community roles, and consumption rituals. Each of these factors creates a unique consumption ecosystem in the Labubu collector community, which drives the formation of loyalty from the cognitive stage to commitment.

1. FOMO (Fear of Missing Out)

FOMO strengthens action loyalty, where collectors feel they have to buy new products every time they are released to avoid regret later.

2. Scarcity

The scarcity strategy implemented by POP MART creates exclusive value for the product, which strengthens cognitive and affective loyalty.

3. Perception of Value

Consumers who feel the emotional, economic, and utility value of Labubu products tend to show higher loyalty to the brand.

4. Community Role

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Social validation, motivation, and support provided by the Labubu collector community strengthen affective loyalty and commitment.

5. Consumption Rituals

The rituals of hunting, queuing, unboxing, and sharing collections create emotional experiences that strengthen consumer attachment to products and brands, thus encouraging the formation of affective and action loyalty.

Consumer loyalty to POP MART and Labubu products is formed through a gradual process involving four main dimensions: cognitive loyalty, affective loyalty, action loyalty, and commitment loyalty. This loyalty is strengthened by various external factors, such as FOMO, product scarcity, perceived value, community role, and consumption rituals. Each of these factors complements each other and creates a unique consumption ecosystem in the digital community, where consumers are not only personally attached to the product, but also socially through the collector community.

These findings provide important insights for companies on how to build long-term consumer loyalty through community-based marketing strategies, emotional experiences, and product exclusivity. In addition, this study enriches the literature on collective consumer behavior and brand loyalty in the context of limited edition product marketing. POP MART can continue to strengthen consumer loyalty by presenting high-quality products, creating memorable consumption experiences, and supporting a solid collector community.

V. CONCLUSION

This study successfully reveals how the consumption phenomenon of collectors of Labubu limited edition products is influenced by the dynamics of the digital community and various psychological factors such as FOMO (Fear of Missing Out). Using a cyber-phenomenology approach, this study shows that collector consumption behavior is formed through intense emotional experiences, social validation from the community, and consumption rituals such as hunting, queuing, unboxing, and sharing collections. The combination of product exclusivity, social pressure, and scarcity created by POP MART's marketing strategy creates a strong attachment between consumers and products and brands.

The results show that consumer loyalty to POP MART and Labubu products is formed gradually through cognitive loyalty (trust in product quality), affective loyalty (emotional attachment), action loyalty (repeat purchases), and commitment loyalty (active promotion by consumers). In addition, the community plays a central role in strengthening this loyalty by providing a social space for collectors to share experiences, gain validation, and build identity as part of the community.

SUGGESTIONS

For POP MART:

The company can continue to strengthen consumer loyalty by increasing community involvement through exclusive events, more varied limited product releases, and active interactions on social media. Adopting strategies based on emotional and social experiences will strengthen consumer attachment to the brand.

For Collectors:

Collectors should consider financial aspects and needs before making impulsive purchases, considering that scarcity and exclusivity strategies can trigger excessive consumption behavior.

For Further Researchers:

Further research can expand the scope by using quantitative methods to statistically measure the influence of FOMO, scarcity, and community on consumer loyalty. In addition, research focusing on cross-platform community dynamics can provide more comprehensive insights into digital consumption behavior.

This research makes a significant contribution to the literature on cyber-phenomenology, collective consumption behavior, and limited edition product marketing strategies. These findings are expected to be a foundation for companies in designing community-based marketing strategies in the digital era.

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ATTACHMENT

Question Guide and Observation Guide in Research

1. Question Guide in Research

The following is a Question Guide used in in-depth interviews in research on the Labubu collector community with a cyber-phenomenology approach. The questions are designed to explore information related to motivation, consumption experience, community role, and loyalty to the product.

A. General Questions

- How did you first learn about Labubu products?
- What made you interested in starting to collect Labubu products?
- How long have you been a Labubu collector?

B. Consumption Experience

- Can you tell us about your experience hunting for limited edition Labubu products?

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- Have you ever felt anxious or afraid of missing out on the opportunity to buy Labubu products? If so, what triggered those feelings?
- How did you feel when you managed to get the product you wanted?
- Do you often join the queue, either online or offline, when a new product is released? How did you feel during the process?
- How was your experience unboxing Labubu products?
- Do you often share your collection on social media or in communities? What motivated you to do so?

C. Community Role

- How often do you interact with members of the Labubu collector community?
- What benefits do you feel from joining this community?
- Does the community influence your decision to continue collecting Labubu products? If so, how?
- How does the community provide support or validation for your collection results?

D. Brand Loyalty

- In your opinion, what makes Labubu products different from other collectible products?
- Do you feel emotionally attached to Labubu products? If so, how is that attachment formed?
- Do you always buy new products released by POP MART? Why?
- Have you ever recommended Labubu products to others? What drives you to do so?

2. Observation Guide in Research

The following is an Observation Guide used to observe collector behavior in digital communities, especially on Instagram and TikTok platforms.

A. Focus of Observation

- Interaction in the Community
- How do collectors communicate with each other on social media?
- Are there discussions about new product releases, product hunting, or queue experiences?
- How often do collectors provide social validation in the form of comments or praise for other members' collections?
- Collection Sharing Behavior
- How often do collectors share product unboxing results?
- What form of content is shared (photos, videos, stories)?
- What are the reactions of community members to the content (likes, comments, shares)?
- Social Pressure and Competition
- Are there any indications of social pressure felt by collectors, such as expressions of fear of missing out on new product releases?
- How is competition among community members seen (e.g., showing off exclusive collections, showing off rare collections)?
- Consumption Rituals
- Do collectors often share their product hunting experiences?
- Are there certain habits that collectors do when getting new products (e.g., queuing, hunting, unboxing)?

B. Observation Techniques

- Passive Participation
- Observing interactions without participating in discussions.
- Qualitative Recording
- Recording the types of content shared by collectors, the frequency of uploads, and responses from other community members.
- Visual Data Collection
- Documenting relevant visual content, such as unboxing uploads, showing off collections, or community discussions about Labubu products.

C. Observation Criteria

- Number of Interactions

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- Frequency of uploads or comments related to new product releases.
- Content Type
- Photos or videos of unboxing, personal collections, product hunting tips, or stories of collection experiences.
- Community Response
- The number of likes, comments, and other forms of appreciation for collectors' posts.
- Product Release Time
- Collector behavior during the new product release period, such as hunting or queuing activities.

This Question Guide and Observation Guide are designed to dig deeper into the motivations, experiences, and consumption behavior of Labubu collectors in the digital community. By using this guide, researchers can obtain rich and relevant data to analyze the phenomenon of consumer loyalty, consumption rituals, and the role of the community in building emotional attachment to limited edition products.



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