

Marketing Article

The Influence of Celebrity Attachment, Self-Congruence, and Brand Attachment on Impulsive Buying among K-Pop Fans in Indonesia

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Received Date: 21 November 2024

Revised Date: 02 December 2024

Accepted Date: 11 December 2024

Published Date: 21 December 2024

Abstract: In 2021, Indonesia was recorded as the country with the largest number of K-pop fans in cyberspace. These K-pop fans express their love and support for their idols by engaging in various activities related to their idols. On average, K-pop fans can spend up to IDR 20 million annually to support their idols. This behavior allows fans to feel closer to or demonstrate attachment to their idols. Relating to attachment theory, anxious consumers often have a negative view of self-concept, which triggers a fear of being abandoned by their idols. Self-concept is more specifically defined in terms of self-congruence. This study employed a questionnaire as the data collection tool, with a sample of 121 respondents whose average age ranged from 18 to 25 years. The respondents are residents of Jakarta and have purchased K-pop merchandise (including albums and concert tickets) within the last three months. Data analysis was conducted using Structural Equation Modeling (SEM) with Smart PLS software.

The findings indicate that celebrity attachment significantly affects actual self-congruence, celebrity attachment also significantly impacts ideal self-congruence, actual self-congruence does not significantly affect brand attachment, ideal self-congruence significantly influences brand attachment, and brand attachment significantly affects impulsive buying.

Keywords: Impulsive Buying, Celebrity Attachment, Self Congruence, Brand Attachment, S-O-R Theory.

I. INTRODUCTION

Indonesia is recorded as the country with the largest number of K-Pop fans in cyberspace in 2021, according to a Twitter report released by unique authors (Indonesia Becomes the Country with the Largest K-Popers, 2022). Korean Pop (K-Pop) is a type of popular music originating from South Korea (Emilie, 2012). Research results from the iPrice Group, a price comparison company in various e-commerce, state that the average K-Pop fan can spend up to IDR 20 million annually to support their idols (Salsabilla, 2022). Fans tend to buy products related to their idols impulsively without rational consideration and only based on impulsive emotions (Mowen & Minor, 2001 in Khairunnisa, 2021). In this study, the relationship between fans and idols can be called a para-social relationship (PSR). This theory also explains the relationship between celebrity attachment and self-concept. Related to attachment theory, anxious consumers usually have a negative view of self-concept, which gives rise to fear of being abandoned by their idols as brand idols (Swaminathan et al., 2009 in Huang et al., 2015). According to Japutra et al. (2017), self-congruence directly influences brand attachment, where self-congruence is a stronger predictor than brand attachment. This study needs to be conducted to determine the impulsive buying behavior that appears in consumers; in this study, in particular, are K-Pop fans who look at internal consumer factors based on celebrity attachment, which influences self-congruence and brand attachment. This study aims to determine the effect of celebrity attachment, self-congruence, and brand attachment on impulsive buying among K-pop fans in Indonesia.

II. LITERATURE REVIEW

The basic theory used in this study is Stimulus-Organism-Response (SOR). The SOR model explains that several external aspects can act as stimuli that influence a person's internal aspects and produce a behavioral response (Zhai et al., 2019). Meanwhile, the concept that is suitable for explaining emotional attachment to celebrities is the para-social relationship (PSR) (Hwang & Zhang, 2018). Para-social relationship is an interpersonal relationship between 2 parties that is only felt by one side because there is no reciprocity, and the characters in the media (in this study, celebrities) basically do not know the existence of the other party (in this study, fans) (Chung & Cho, 2014). In this study, celebrity attachment is a stimulus, self-congruence and brand attachment are organisms, and impulsive buying is a response.

A) Impulsive Buying

Impulsive buying is when an individual makes purchases on impulse, tends not to consider the consequences, or thinks carefully before making a purchase (Rook, 1987). According to Hoch & Loewenstein (1991), Impulsive buying is an unreflective



behavior because purchases are made without engaging in much evaluation. Four distinct aspects—external signals, internal cues, contextual and product-related factors, and demographic and sociocultural factors—are identified by Tran (2022) as contributing to impulsive buying.

B) Celebrity Attachment

According to Thomson (2006), the emotional connection between fans and celebrities is known as the celebrity connection. Celebrities who become important attachment figures can expand the social network of their fans because PSR works comparable to real-life interpersonal relationships and even complements them (Bond, 2016; Stever, 2017; Bond, 2018). Celebrity attachment is described as the target intensity of a person's emotional bond with a human brand (Thomson, 2006). Therefore, celebrity attachment is important for consumer-brand relationships and the celebrity endorsement process (Huang et al., 2015).

C) Self Congruence

The degree of alignment between the personality of a company and its customers' self-concept is known as self-congruence (Aaker, 1999; Sirgy, 1982). According to Malär et al. (2011), people have two distinct kinds of self-concepts: actual self-congruence and ideal self-congruence. Relative to a person's ideal self, actual self-congruence is more likely to be evoked since it reflects indications of truth and authenticity and is closely perceived as a person's mental process (Malär et al., 2011). Ideal self-congruence reflects who a person wants to be (Rhee & Johnson, 2012). Since the ideal self is seen as something distant from within, it makes the ideal self a desired state. Therefore, consumers following people or brands that align with their ideal self can provide a boost of self-confidence and can enhance the relationship with this person or brand (Malär et al., 2011).

D) Brand Attachment

The emotional connection that develops via intimacy and physical contact between a baby and its primary carer is compared to attachment (Bowlby, 1969). An individual's emotional, cognitive, and behavioural resources towards someone or something are ultimately influenced by the state of mental preparedness that is indirectly induced by strong attachment (Holmes, 2000). Psychology and marketing studies frequently employ attachment theory to explain how people, places, jobs, brands, or businesses relate to one another (Lim et al., 2020). Brand attachment encompasses the emotional bond between consumers and brands, which includes three basic feelings: passion, connection, and connection (Thomson, MacInnis et al., 2005).

E) Hypothesis.

a. Celebrity Attachment and Self Congruence.

In ideal self-congruence, individual behavior can be influenced by other things when in a group. Consumers see celebrities as part of their closest group members. The cultural environment suggests that consumers will be more connected to celebrities collectively instead of individuals, resulting in celebrity support being more connected and effective (Page, Manish, & Rajdeep, 2017 in Zhu et al., 2019). Celebrity becomes a reference point when consumers place personal goals and behavior (Choi & Rifon, 2012b).

H1: Celebrity attachment affects the actual self-congruence of K-pop fans in Indonesia.

H2: Celebrity attachment affects the ideal self-congruence of K-pop fans in Indonesia

b. Self Congruence and Brand Attachment.

Ideal self-congruence predicts different consumer behaviors, such as brand attitude and consumer satisfaction (Ekinci & Riley, 2003). Ideal self-congruence will emerge when the symbol of the value-expressive brand quality is in accordance with consumers' perceptions of their ideal self (Aaker, 1999; Sirgy, Johar, Samli, & Claiborne, 1991). Consumers can achieve self-congruence by consuming or purchasing brands with images or personalities that are interrelated with their actual or ideal selves (Aaker, 1999; Sirgy, Johar, Samli, & Claiborne, 1991 in Zhu et al., 2019).

H3: Actual self-congruence influences brand attachment of K-pop fans in Indonesia

H4: Ideal self-congruence influences the brand attachment of K-pop fans in Indonesia.

c. Brand Attachment and Impulsive Buying.

Impulsive consumers tend to show high emotional attachment to brands (Horváth & Birgelen. M. V., 2015). The emotional bond depicted in brand attachment is what ultimately produces a connection between consumers and a particular brand and feelings towards the brand. This feeling involves passion, connection and affection (Thomson, MacInnis, et al., 2005). Kessous et al. (2015) argue that if a brand is able to promote a sentimental experience, consumers will feel attached to the brand and will increase the tendency to collect certain brand items.

H5: brand attachment has an effect on impulsive buying of K-pop fans in Indonesia

F) Research Model

The research model used in this study is as follows.

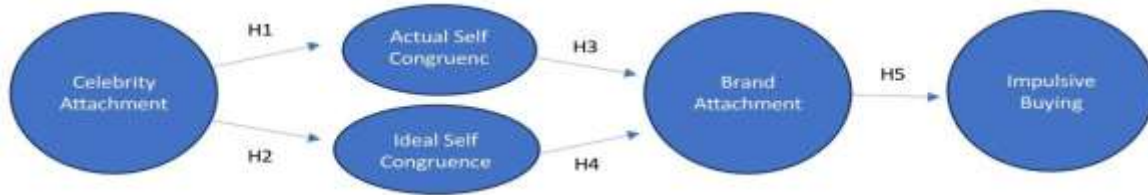


Figure 1 Research Model

III. METHODOLOGY, RESULTS AND DISCUSSION

A) Methodology

The research design uses quantitative research, and the total indicators used in the study are 24. The total sample taken from the population is around 121. The sampling technique used in this study is nonprobability sampling. The data analysis technique is LPS-SEM (Partial Least Square- Structural Equation Model). The researcher determines certain criteria from the population as follows:

- a. Have bought idol products such as merchandise, albums, photocards and concert tickets for K-Pop idols.
- b. Have purchased merchandise, albums, photocards and concert tickets for K-Pop idols in the last 3 months.

B) Operational Definition of Variables

a. Impulsive Buying

According to Olsen et al. (2016), Verhagen & Van Dolen (2020), Verplanken & Herabadi (2001), and Zhang et al. (2018), indicators of impulsive buying are:

1. Very enthusiastic when seeing what you want to buy
2. When buying something, it happens spontaneously
3. Often buy something online without thinking
4. If you see something new, you want to buy it
5. Purchases are never planned
6. Often feel bad when buying something
7. Often buy things that are not really needed
8. Defined as “if you see it, then buy it.”

b. Celebrity attachment.

According to Özer et al. (2022), indicators of celebrity attachment are:

1. Feeling better if you are not far away or without XYZ for a long time.
2. Missing XYZ when XYZ is not heard from.
3. If XYZ is gone from life forever, it will be disturbed.
4. Losing XYZ will be stressful.

c. Self Congruence

According to Malär et al. (2011); Sirgy et al. (1997), there are 2 indicators in self congruence:

1. Actual self congruence
 - a. Brand consistently shows how to see self-image.
 - b. Brand is a reflection of self-image.
 - c. Brand has similarities with self-image.
2. Ideal self congruence
 - a. Brand reflects the desired self-image.
 - b. Brand has similarities with someone’s desired self-image.
 - c. Brand consistently shows a desired self-image.
 - d. Brand Attachment

d. According to Dwivedi (2014), Han et al. (2010), Stokburger-Sauer et al. (2012), Brand image is based on 2 indicators:

1. Self Brand Connection
 - a. Brand embodies what is believed.
 - b. Brand is important to show the real self.
 - c. Feeling a strong sense of belonging to the brand.

2. Self-Brand Prominence

- When buying goods, only look at certain brands.
- When buying goods, prefer to buy from brands that are imported directly.
- Pay more attention to originality when buying goods.

C) Analysis and Discussion

The respondents in this study were mostly women (99%) with an age range of 18-25 years (78%). Most respondents who live in Jakarta (21%) have jobs as students (40%) with income below the minimum wage (60%) and in the range of spending of Rp1,000,000 (39%). The model in this study connects the influence between variables as follows:

a. Descriptive Statistics

1. Impulsive Buying Variable (Y):

Impulsive buying is measured using eight measurements. The average value obtained is 3.262, and the standard deviation is 0.107, so respondents tend to give neutral answers to all measurements on this variable.

2. Celebrity Attachment Variable (X1)

Celebrity attachment is measured using four measurements. The average value obtained is 3.258, and the standard deviation is 0.107, so respondents tend to give neutral answers to all measurements on this variable.

3. Self Congruence Variable (X2)

Self-congruence is measured using six measurements. The average value obtained is 3.464, and the standard deviation is 0.048, so respondents tend to agree on answers to all measurements on this variable.

4. Brand Attachment Variable (X3)

Brand attachment is measured using six measurements. The average value obtained was 3.388, and the standard deviation was 0.125, so respondents tended to give neutral answers to all measurements on this variable.

b. Validity and Reliability Test Results

Table 1. Convergent Validity Test Results After Third Elimination

	Indicator	Loading Factor	AVE	Status
Impulsive Buying	IB2	0,799	0,617	Valid
	IB3	0,734		Valid
	IB4	0,794		Valid
	IB8	0,812		Valid
Celebrity Attachment	CA1	0,689	0,519	Valid
	CA2	0,659		Valid
	CA3	0,755		Valid
	CA4	0,773		Valid
Actual Self-Congruence	SC1	0,898	0,769	Valid
	SC2	0,913		Valid
	SC3	0,816		Valid
Ideal Self-Congruence	SC4	0,920	0,817	Valid
	SC5	0,906		Valid
	SC6	0,886		Valid
Brand Attachment	BA1	0,811	0,688	Valid
	BA2	0,842		Valid
	BA3	0,835		Valid

Source: Appendix 4, Processed data (2024)

Table 1 shows that the value of outer loading for all indicators after elimination is >0.6 and the AVE value is above 0.5, so all variables after elimination can be considered convergent valid. All data can be used for the testing process.

Table 2: Cross Loading Test Results

	IB	CA	ASC	ISC	BA
IB2	0,799	0,366	0,208	0,184	0,216
IB3	0,734	0,278	0,237	0,114	0,108
IB4	0,794	0,304	0,217	0,274	0,385
IB8	0,812	0,313	0,178	0,037	0,343
CA1	0,337	0,689	0,334	0,246	0,269
CA2	0,315	0,659	0,080	0,107	0,341
CA3	0,241	0,755	0,095	0,163	0,370
CA4	0,233	0,773	0,138	0,260	0,421

SC1	0,278	0,278	0,898	0,455	0,293
SC2	0,208	0,261	0,913	0,534	0,222
SC3	0,175	0,184	0,816	0,563	0,204
SC4	0,225	0,307	0,545	0,920	0,434
SC5	0,154	0,249	0,455	0,906	0,302
SC6	0,160	0,249	0,562	0,886	0,347
BA1	0,225	0,335	0,237	0,313	0,811
BA2	0,329	0,386	0,280	0,295	0,842
BA3	0,386	0,436	0,187	0,392	0,835

Source: Appendix 4, Processed data (2024)

Table 2 shows that all measurement items correlate more strongly or highly with the variables they measure and correlate less with other variables. All variables can be concluded to be accepted and have good discriminant validity.

Table 3: Fornell-Larcker results

	IB	CA	ASC	ISC	BA
IB	0,785	0,398	0,257	0,203	0,388
CA		0,721	0,280		0,471
ASC			0,877		
ISC		0,301	0,579	0,904	0,407
BA			0,279		0,830

Source: Appendix 4, processed data (2024)

Table 3 shows that the AVE root of the construct for each variable is higher than the correlation between the constructs, so it can be concluded that the model has a good discriminant.

Table 4 Reliability Test Results

Variable	Cronbach's Alpha	Composite	Information
Impulsive Buying	0,812	0,865	Reliable
Celebrity Attachment	0,730	0,812	Reliable
Actual Self- Congruence	0,851	0,909	Reliable
Ideal Self- Congruence	0,889	0,930	Reliable
Brand Attachment	0,777	0,869	Reliable

Source: Appendix 4, processed data (2024)

Table 4 has reliable reliability test results with a Cronbach's alpha value > 0.7, and the composite reliability value has a cut-off > 0.7. Based on the calculations, all are stated to be reliable in revealing information that actually occurs in the field and are believed to be accurate data collection.

c. Inner Model Test

The following model was obtained based on the inner model analysis using the SmartPLS program.

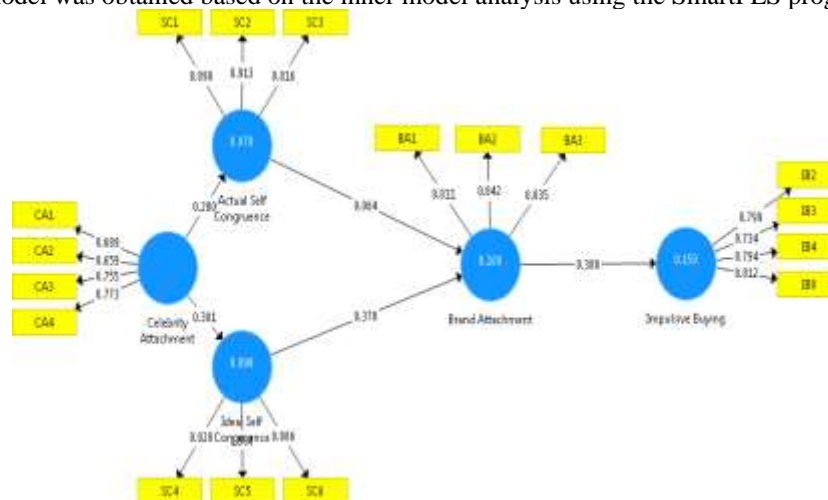


Figure 1: Structural Model Testing Results

Source: Appendix 4, processed data (2024)

Figure 1 above shows the structural equations obtained as follows :

$$\text{ASC} = 0,280 \text{ CA}$$

$$\text{ISC} = 0,301 \text{ CA}$$

$$\text{BA} = 0,064 \text{ ASC} + 0,370 \text{ ISC}$$

$$\text{IB} = 0,388 \text{ BA}$$

d. Fit Model

Table 5 Fit Model Test Results

	<i>Model Saturated</i>	<i>Model Estimasi</i>
SRMR	0,097	0,169
d_ULS	1,428	4,391
d_G	0,594	0,736
Chi_Square	394,312	455,824
NFI	0,655	0,601

Source: Appendix 4, processed data (2024)

Table 5 shows that the results of the model fit test have an SRMR value below 0.10 or 0.08, so it can be concluded that the model used is fit or appropriate.

e. Coefficient of Determination (R-Square)

The R-Square value is a value that shows how much a variable can be explained by the measuring variable (independent) through Table 6 below:

Tabel 6 : Nilai R-Square

Variable	R-Square	R-Square Adjusted
Impulsive Buying	0,150	0,143
Actual Self-Congruence	0,078	0,071
Ideal Self-Congruence	0,090	0,083
Brand Attachment	0,168	0,154

Source: Appendix 4, processed data (2024)

Table 6 shows the R-squared value of the impulsive buying variable is 0.150 or 15%. Impulsive buying can be explained by the brand attachment variable of 15%, while the remaining 85% is the contribution of other variables not discussed in this study. The brand attachment variable is 0.168 or 16.8%. Actual and idealized self-congruence factors account for 16.8% of the brand connection, with other variables not covered in this study accounting for the other 83.2%. The R-square value of the actual self-congruence variable is 0.078 or 7.8%. Actual self-congruence can be explained by the celebrity attachment variable of 7.8%, while the remaining 92.2% contributes to other variables not discussed in this study. The ideal self-congruence variable is 0.090 or 9%. Ideal self-congruence can be explained by 9% of the celebrity attachment variable, while the remaining 91% is contributed by other variables not discussed in this study.

f. Effect Size (f square)

Effect size aims to determine the influence of independent variables on dependent variables.

Table 7 Effect Size Values (f square)

	<i>Impulsive Buying</i>	<i>Celebrity Attachment</i>	<i>Actual Self Attachment</i>	<i>Ideal Self Attachment</i>	<i>Brand Attachment</i>
<i>Impulsive Buying</i>					
<i>Celebrity Attachment</i>			0,085	0,099	
<i>Actual Self Attachment</i>					0,003
<i>Ideal Self Attachment</i>					0,109
<i>Brand Attachment</i>	0,177				

Source: Appendix 4, processed data (2024)

Table 7 shows the effect size value of celebrity attachment on actual self-congruence and ideal self-congruence of 0.085 and 0.099, respectively, which means that the influence of the celebrity attachment variable tends to be weak. Likewise, the effect size value of actual self-congruence and ideal self-congruence on brand attachment is 0.003 and 0.109, which means that the influence of the actual self-congruence and ideal self-congruence variables tends to be weak. However, it is different from the effect size value of brand attachment on impulsive buying of 0.177, which means that the influence of brand attachment tends to be moderate.

g. Hasil Uji Hipotesis

Hypothesis Table 8 Hypothesis Testing Results

Hypothesis	Variable	Path Coefficient	T Value	P Value	Ref
H1	CA -> ASC	0,280	3,180	0,002	Accepted
H2	CA -> ISC	0,301	3,522	0,000	Accepted
H3	ASC -> BA	0,064	0,418	0,676	Not Accepted
H4	ISC -> BA	0,370	2,711	0,007	Accepted
H5	BA -> IB	0,388	5,860	0,000	Accepted

Source: Appendix 4, processed data (2024)

h. Discussion.

1. The Influence of Celebrity Attachment on Actual Self-Congruence of K-Pop Fans in Indonesia.

The analysis results found that celebrity attachment's influence on actual self-congruence is significant, indicating that H1 is accepted and the path coefficient value is positive. This study's results follow research from Özer et al. (2022), which states that celebrity attachment has a positive relationship with actual self-congruence. Aw & Labrecque (2020) stated that the relationship between celebrities and consumers will be stronger with the frequency and duration of consumer interactions with celebrities, which results in intimacy and identification from consumers.

2. The Influence of Celebrity Attachment on Ideal Self-Congruence of K-Pop Fans in Indonesia.

The analysis results found that celebrity attachment's influence on ideal self-congruence is significant, indicating that H2 is accepted and the path coefficient value is positive. The results of this study analysis align with the results of research from Özer et al. (2022), which states that celebrity attachment has a positive relationship with ideal self-congruence. Celebrities who influence ideal self-congruence are seen as role models, sources of inspiration or heroes. According to (Choi & Rifon, 2012a), celebrities become reference points when consumers determine personal goals (for example, talent, success or beauty) and behavior.

3. The Influence of Actual Self-Congruence on Brand Attachment of K-Pop Fans in Indonesia.

The analysis results found that the influence of actual self-congruence on brand attachment was insignificant, indicating that H3 was rejected and the path coefficient value was positive. The results of this research analysis align with the results of research from Lim et al. (2020), which stated that actual self-congruence does not have a significant positive relationship. Consumers currently do not have strong emotions towards brands that are not in accordance with actual self-congruence. Especially for young consumers who are more dependent on digital technology and are still vulnerable to social change, they have low loyalty and attachment to certain brands.

4. The Influence of Ideal Self-Congruence on Brand Attachment of K-Pop Fans in Indonesia.

The results of the analysis found that the influence of ideal self-congruence on brand attachment is significant, indicating that H4 is accepted and the path coefficient value is positive. The results of this research analysis are in line with the results of research from Japutra et al. (2017), which states that ideal self-congruence on brand attachment has a positive relationship. A brand that influences ideal self-congruence indicates that it has succeeded in showing the brand according to what is needed by ideal self-congruence, such as utilizing communication media to display the self-image expected by consumers. The results of research from (Hakmanage and Kumara, 2021) state that ideal self-congruence influences brand attachment. Brand attachment is regulated by autonomous motivation, which includes intrinsic motivation to pursue pleasure and fulfill one's own needs. Consumers become attached to brands that make them feel emotionally safe and satisfied.

5. The Influence of Brand Attachment on Impulsive Buying of K-Pop Fans in Indonesia.

The analysis results found that the influence of brand attachment on impulsive buying is significant, indicating that H5 is accepted and the path coefficient value is positive. Brand attachment influences impulsiveness. The results of this research analysis are in line with the results of research by Lim et al. (2020), which states that brand attachment to impulsive buying has a positive relationship. Strong attachment can influence consumers to invest more resources in a brand. The results of research from Japutra et al. (2017) also state that brand attachment has an effect on impulsive buying. The more consumers are attracted to a particular brand strongly, this also leads to higher impulsive purchases.

IV. CONCLUSION

This study examines the influence of celebrity attachment, self-congruence, and brand attachment on impulsive buying among K-pop fans in Indonesia. Based on the background, problem formulation, research objectives, hypotheses, findings, and discussions outlined in this study, it can be concluded that:

1. Celebrity attachment has a significant effect on actual self-congruence and ideal self-congruence among K-pop fans in Indonesia. The higher the celebrity attachment among K-pop fans in Indonesia, the stronger the actual self-congruence

and ideal self-congruence of K-Pop fans.

2. Actual self-congruence has no effect on brand attachment among K-Pop fans in Indonesia. Whether or not the actual self-congruence among K-Pop fans in Indonesia is strong, the brand attachment of K-Pop fans will not increase or change.
3. Among Indonesian K-Pop lovers, ideal self-congruence significantly influences brand attachment. The stronger the ideal self-congruence of K-Pop fans in Indonesia, the stronger the brand attachment of K-Pop fans will be.
4. Brand attachment has a significant effect on impulsive buying among K-Pop fans in Indonesia. The higher the brand attachment of K-Pop fans in Indonesia, the higher the impulsive buying behavior of K-Pop fans.

Suggestion

This research suggestion is expected to provide valuable insight into the K-Pop trend in Indonesia and its marketing strategy, especially in dealing with changes in consumer behavior that view brands based on their idols. The positive results of the celebrity attachment, ideal self-congruence and brand attachment variables that influence impulsive buying provide a strong basis for developing marketing strategies for brands or companies. The suggestion that can be taken is the importance of managing consumer relationships with brands by utilizing their self-views reflected in idols that consumers are interested in. In addition, brands can utilize idols as a marketing medium that needs to be considered carefully to create conformity with the image of the consumer's self-image that can encourage consumers to become more attached to the brand, increasing impulsive buying. By understanding the interaction between these variables, brands can optimize their marketing and sales strategies to follow changing consumer trends.

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