

How Does Celebrity Attachment Influence Brand Loyalty To Fashion Products in Indonesia?

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ABSTRACT

Background. The relationship between consumers and brands has become more prominent in recent years. The marketing paradigm has shifted from seeing celebrities as human beings to human brands, as celebrities not only promote brands, but also, act as company spokespersons and even business partners.

Methods. The survey was conducted with a Google form with 21 questions to respondents of fashion product customers in Indonesia using the purposive sampling method, namely Generation X who at least 3 times bought fashion products. The analysis was carried out using the SEM method using Smart PLS software.

Purpose. This study explores the role of celebrity attachment, ideal and actual self-congruence, functional congruence, and brand attachment in forming brand loyalty for fashion products in Indonesia, especially for Gen X customers, and determines the moderation effect of involvement. In addition, it is hoped that it can make a theoretical contribution to science and provide input to the management of companies that sell fashion products to seek efforts to increase customer loyalty by increasing celebrity attachment.

Conclusions. The conclusion of this study is expected that the role of celebrity attachment, actual and ideal self-congruence, functional congruence, and brand becomes clearer towards brand loyalty and involvement as moderation. In the future, it can test other industries and add other variables that do not yet exist, such as age, culture, and others.

Keywords. Celebrity attachment, ideal self-congruity, actual self-congruity, functional congruity, brand attachment, involvement, loyalty