

EXPLORING THE MEDIATING EFFECT OF BRAND
ATTACHMENT ON IMPULSE PURCHASE OF IDOL-
ENDORSED PRODUCTS AMONG K-POP FANS

CHEONG YIK LUM

BACHELOR OF INTERNATIONAL BUSINESS
(HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
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BY

CHEONG YIK LUM

A final year project submitted in partial fulfilment of the
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DECLARATION

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- (2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Sole contribution has been made by me in completing the FYP.
- (4) The word count of this research report is 11787.

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TABLE OF CONTENTS

Copyright.....	ii
DECLARATION.....	iii
ACKNOWLEDGEMENTS.....	iv
TABLE OF CONTENTS	v
LIST OF TABLES	ix
LIST OF FIGURE.....	x
LIST OF ABBREVIATION	xi
LIST OF APPENDICES	xii
PREFACE	1
ABSTRACT	2
CHAPTER 1: RESEARCH OVERVIEW.....	2
1.0 Introduction.....	3
1.1 Research Background	3
1.2 Research Problem.....	5
1.3 Research Objectives	7
1.4 Research Questions	8
1.5 Research Significance.....	8
1.6 Conclusion	9
CHAPTER 2: LITERATURE REVIEW	10
2.0 Introduction.....	10
2.1 Stimulus – Organism – Response (S-O-R) Model	10
2.2 Review of Variables	12
2.2.1 Independent Variable: Celebrity Credibility.....	12
2.2.2 Independent Variable: Ideal Self Congruence.....	13
2.2.4 Dependent Variable: Impulse Purchase	15
2.2.5 Mediator Variable: Brand Attachment	16
2.4 Hypothesis Development	18
2.4.1 Celebrity Credibility and Brand Attachment.....	18

2.4.2 Ideal Self Congruence and Brand Attachment	19
2.4.3 Hedonic Value and Brand Attachment	19
2.4.4 Brand Attachment and Impulse Purchase	20
2.4.5 Brand Attachment as Mediator role	20
2.5 Conclusion	21
CHAPTER 3: METHODOLOGY	23
3.0 Introduction.....	23
3.1 Research Design.....	23
3.1.1 Quantitative Research	24
3.2 Sampling Design	24
3.2.1 Target Population	24
3.2.2 Sampling Frame and Sampling Location.....	25
3.2.3 Sampling Elements	26
3.2.4 Sampling Technique	26
3.2.5 Sampling Size	27
3.3 Data Collection Methods.....	28
3.3.1 Primary Data	29
3.4 Research Instrument	29
3.4.1 Pilot Test	30
3.5 Construct Measurement.....	31
3.5.1 Scale of Measurement	32
3.5.1.1 Nominal Scale	32
3.5.1.2 Ordinal Scale	32
3.5.1.3 Interval Scale	33
3.5.2 Origin of Construct	33
3.6.1 Descriptive Analysis.....	39
3.6.2 Inferential Analysis.....	40
3.6.2.1 Partial Least Squares Structural Equation Modelling	40
3.6.2.2 Measurement Model Assessment.....	41
3.6.2.3 Structural Model Assessment.....	41
3.7 Conclusion	41

CHAPTER 4: DATA ANALYSIS	43
4.0 Introduction	43
4.1 Data Screening	43
4.2 Descriptive Analysis	43
4.2.1 Demographic Characteristic of Respondents	43
4.2.1.1 Age	44
4.2.1.2 Gender.....	45
4.2.1.3 Ethnicity	46
4.2.1.4 Education Background.....	47
4.2.1.5 Occupation.....	48
4.2.1.6 Monthly Income	49
4.2.1.7 Year being a K-pop Fans.....	50
4.2.1.8 Purchase of K-pop idol endorsed product	51
4.2.1.9 K-pop Idol endorsed product usually purchase	52
4.2.1.10 Amounts spent on purchasing K-pop idol endorsed product	54
4.3 Inferential Analysis	56
4.3.1 Measurement Model Assessment	56
4.3.1.1 Construct reliability and validity	56
4.3.1.2 Discriminant Validity	58
4.3.2 Structural Model Assessment	58
4.3.2.1 Collinearity statistics (VIF) & Common Method Bias.....	59
4.3.2.2 Path Coefficient Analysis	60
4.3.2.3 Mediation Analysis	61
4.3.2.4 Coefficient of Determination (R^2 Value)	62
4.3.2.6 Effect Size (f^2 value).....	63
4.3.2.5 Predictive Relevance (Q^2 Value)	64
4.4 Conclusion	64
CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATION	66
5.0 Introduction	66
5.1 Discussion of Major Findings	66

5.1.1 There is a significant positive relationship between Celebrity Credibility and Brand Attachment	67
5.1.2 There is a significant positive relationship between Ideal Self Congruence and Brand Attachment	68
5.1.3 There is a significant positive relationship between Hedonic Value and Brand Attachment	68
5.1.4 There is a significant relationship between Brand Attachment and Impulse Purchase of idol-endorsed products among K-pop fans.....	69
5.1.5 Brand Attachment mediates the relationships between Celebrity Credibility, Ideal Self Congruence, Hedonic Value and Impulse Purchase of K-pop idol-endorsed products.	69
5.1.5a Brand Attachment mediates the relationships between Celebrity Credibility and Impulse Purchase of K-pop idol-endorsed products	70
5.1.5b Brand Attachment mediates the relationships between Ideal Self Congruence and Impulse Purchase of K-pop idol-endorsed products.	70
5.1.5c Brand Attachment mediates the relationships between Hedonic Value and Impulse Purchase of K-pop idol-endorsed products.....	71
5.2 Implication of Study	71
5.2.1 Theoretical Implications	71
5.2.2 Practical Implications	72
5.3 Limitation of Study and Recommendations for Future Research	73
5.4 Conclusion	74
References	76
Appendices	91

LIST OF TABLES

	Page
Table 3.1: Result of Cronbach Alpha Calculation (Reliability Test)	29
Table 3.2: Research Instruments and Measurement Scales of Section A	31
Table 3.3: Research Instruments and Measurement Scales of Section B, Section C and Section D	33
Table 4.1: Age	42
Table 4.2: Gender	43
Table 4.3: Ethnicity	44
Table 4.4 Education Background	45
Table 4.5 Occupation	46
Table 4.6: Monthly Income	47
Table 4.7: Year being a K-pop Fans	48
Table 4.8: Purchase of K-pop idol endorsed product	49
Table 4.9: K-pop Idol endorsed product usually purchase	50
Table 4.10: Amounts spent on purchasing K-pop idol endorsed product	52
Table 4.11: Convergent Validity	54
Table 4.12: HTMT criterion	56
Table 4.13: Collinearity statistics (VIF)	56
Table 4.14 Path Coefficient and Hypotheses Testing	57
Table 4.15: Indirect Effect	59
Table 4.16: R square	60
Table 4.17: F square	61
Table 4.18: Q square	62
Table 5.1: Summary of Hypotheses Testing	64

LIST OF FIGURE

	Page
Figure 2.1: The Conceptual Framework of S-O-R Model	10
Figure 2.2: Conceptual Framework	16
Figure 3.1: G-power Calculation Result	26
Figure 4.1: Age	42
Figure 4.2: Gender	43
Figure 4.3: Ethnicity	44
Figure 4.4 Education Background	45
Figure 4.5 Occupation	46
Figure 4.6: Monthly Income	47
Figure 4.7: Year being a K-pop Fans	48
Figure 4.8: Purchase of K-pop idol endorsed product	49
Figure 4.9: K-pop Idol endorsed product usually purchase	51
Figure 4.10: Amounts spent on purchasing K-pop idol endorsed product	53
Figure 4.11: PLS-SEM Model Diagram from SMART-PLS 4	54

LIST OF ABBREVIATION

S-O-R	Stimulus-Organism-Response
S	Stimulus
O	Organsim
R	Response
CB-SEM	Covariance-Based Structural Equation Modelling
PLS-SEM	Partial Least Squares Structural Equation Modelling
CC	Celebrity Credibility
ISC	Ideal Self Congruence
HV	Hedonic Value
BA	Brand Attachment
IP	Impulse Purchase
AVE	Average Variance Extracted
HTMT	Heterotrait-monotrait
VIF	Variance Inflation Factor

LIST OF APPENDICES

	Page
Appendix A: Ethical Clearance	93
Appendix B: Online Survey Questionnaire	97
Appendix C: Raw Data Result Generated from SMARTPLS	108

PREFACE

This research was conducted under the requirement of Universiti Tunku Abdul Rahman to complete the degree study of Bachelor of International Business (Honours). I chose to investigate the mediating effect of brand attachment on impulse purchase of idol-endorsed products among K-pop fans due to my personal interest in contemporary consumer behavior and the growing influence of K-pop culture worldwide. By observing how K-pop fans interact with things supported by their favorite K-pop idols attracted my interest in the psychological principles underlying impulse buying and emotional attachment to brands.

This study allowed me to explore the roles of celebrity credibility, ideal self congruence, and hedonic value in shaping consumers' emotional attachment to brands, and how such attachment can lead to impulse purchases. Engaging in this research enhanced my understanding of marketing theory and research methodology, while providing practical insights into the behavioral patterns of a highly engaged consumer segment.

Throughout the process, I improved my skills of literature review, research design, data analysis, and academic writing. My critical thinking, problem-solving, and time-management skills improved as a result of conducting on this project with my supervisor. I hope that the outcomes of this study will not only contribute to academic understanding, but will also have practical consequences for marketers looking to interact effectively with K-pop fans.

ABSTRACT

Recent years have seen a significant increase in the popularity of Korean pop music, or K-pop, around the world. As a result, K-pop idols are becoming more influential outside of the entertainment business and in the commercial and branding sectors. As a result, K-pop idol-endorsed products have become a popular marketing approach for brand companies looking to build greater emotional relationships with their customers. Within this context, brand attachment has a significant impact on customers' purchasing decisions, particularly impulse purchases among the K-pop fans. The purpose of this study is to examine the mediating effect of brand attachment on impulse purchase of idol-endorsed products among K-pop fans. This study examines the impacts of celebrity credibility, ideal self-congruence, and hedonic value as stimuli influencing brand attachment (organism), which in turn influences impulse purchase (response), which it is driven by the Stimulus–Organism–Response (SOR) model.

Besides that, this study specifically targets individuals who are K-pop fans who have previous experience of purchasing idol-endorsed products or shown tendencies toward impulsive purchases of idol-endorsed products. Therefore, this research has collected a total of 145 valid sets of questionnaires from Malaysian K-pop fans who have previous experience of purchasing idol-endorsed products or shown tendencies toward impulsive purchases of idol-endorsed products. Additionally, SMART PLS is being used to test the proposed hypothesis and data analysis. Furthermore, the findings of this research indicate that celebrity credibility and ideal self-congruence have a significant positive relationship with brand attachment, leading the K-pop fans to have impulse purchase toward K-pop idol-endorsed products, while hedonic value does not. Lastly, this study also included theoretical implications, practical implications, limitations and recommendations for future research studies.

Keyword: K-pop Idol-Endorsed Products, K-pop Fans, Brand Attachment, Impulse Purchase, Stimulus-Organism-Response (SOR Model)

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

To investigate the mediating effect of brand attachment on impulse purchase of idol-endorsed products among K-pop fans, a study was conducted in this study. This chapter is formed by several sections to provide a clear overview of this research, which has a research background that looks into the K-pop industry. In addition, it also covers the research problem of this particular chapter. Additionally, this chapter also covers research questions and objectives. Both are very important to this study because they are the main contents that need to be studied in this research. Lastly, this chapter also discusses the research significance, and it emphasises the academic and practical contributions.

1.1 Research Background

According to Shafie (2025), Korean pop music (K-pop), has become incredibly famous worldwide in recent years. The Hallyu Wave, which referred also as Korean Wave, it began in the 1990s and has continuously expand each afterwards, essentially making South Korea a significant popular culture player across the globe. The major reason for the popularity on a global level is the BTS album sales worldwide of over 50 million copies records and TWICE's tour earnings from their "Ready to Be World Tour", Korean idol groups like BTS and TWICE have successfully achieved international recognition (Linghu, 2025). According to Kim & Kwon (2022), K-pop's global success is further evidenced by the growing recognition of the major economic significance of Korea's music industry, which has resulted in K-pop being called "The next Samsung" and "South Korea's greatest export.". Some experts also place BTS in the "same league as Samsung and Hyundai," citing the group's predicted contribution to the Korean

economy in 2019 of USD 4.6 billion, or 0.3% of the country's GDP (Kim & Kwon, 2022).

Furthermore, K-pop industry continue to introduce new idol group continuously in order to sustain its global influence and to guarantee the ongoing renewal and development of the global fan base. This achievement of this international economic success is supported by a report of Hallyu's global popularity that covered 119 countries that released by the Korea Foundation (KL) and Ministry of Foreign Affairs. In the report, it mentioned that the number of Hallyu fans worldwide have reached 225 millions on 2023. The report mentioned also that K-pop was one of the main reasons for the Hallyu boom, with 68% of fan clubs focused on K-pop on 2023 (Park, 2024). It reveals only the extent of its economic and cultural impact on the world. However, the recent news reposted that K-pop industry actually is facing decline and it has brought a significant impact on the Korean economy, as according to data given by the Korea Customs Service on July 20, K-pop music album exports between January and June decreased 11.6% year over year to \$114.4 million (Korea Bizwire, 2025).

As the K-pop expansion in worldwide, the intersection of popular culture and consumerism could offer new opportunities for businesses and brands. This is because K-pop idols' influence have extended beyond the music into fashion, cosmetic, food and beverage and even technology, with companies increasingly collaborate with idols to launch endorse products. Such endorsements are quite effective in shaping consumer attitudes and behaviour as they are based on the strong emotional connections between the celebrities and their fans. (Choi & Rifon, 2012). For example, for the food and beverage industry, a significant profits and consumer engagement in Indonesia and the United States has successfully gained as the launching of BTS meals, which is McDonald collaborate with BTS. This achievement has proved the worldwide impact of K-pop-driven promotional strategies and the strong participation of fan groups (Dwi Maulina et al., 2024). These remarkable influences demonstrate how K-pop has developed into a commercialized cultural force, with idol influence driving marketing trends and generating up opportunities for brand extension to the general public.

1.2 Research Problem

Although K-pop has become a more powerful cultural and economical force on a worldwide scale, but according to recent research, the K-pop industry as a whole is currently experiencing a crisis due to the decline of both album exports and sales in the first half of year 2025, which gives the signal that a wider slowdown in a market that was previously thought to be robust to global economic challenges (Korea Bizwire, 2025). In this case, the industry decline situation highlights the marketing challenge in K-pop market, implying that, either in selling K-pop idol merchandise or K-pop idol endorsed products, it shows that understanding K-pop fans' purchasing behaviors and emotional attachments is essential.

For the variable of celebrity credibility, although it has been shown to influence consumer response such as trustworthiness, attitude toward brands or behavioural outcome like purchase intention, there is still limited knowledge about celebrity credibility role in the context of K-pop idol endorsed products (Singh & Banerjee, 2018; Hossain et al., 2025). There is a knowledge gap on how K-pop fans evaluate celebrity credibility and how this can influence and strengthen brand attachment because the majority of existing research focuses on general celebrities and general products only, not specific to K-pop idols and K-pop idol-endorsed product (Gunawan & Daulay, 2024).

For Ideal Self Congruence, most studies concentrate on luxury brands, even though ideal self-congruence significantly affects consumers' emotional and behavioural responses (Sirgy et al., 2000; Malär et al., 2011; Liu et al., 2022; Suyoto & Tannady, 2022). However, K-pop idol-endorsed products that could reflect K-pop fans' ideal self, is still underexplored, and only a few studies have examined how ideal self congruence affect brand attachment in general context without specific industries (Japutra et al.,

2019; Rabbanee et al., 2020). This discrepancy underlines the importance of continuing to study how ideal self-congruence affects brand attachment in K-pop idol-endorsed products.

For hedonic value, according to previous research, the majority of previous studies have concentrated on live streaming platforms or fashion clothing brands but not K-pop idol endorsed products (Siddique & Rajput, 2022; Zhang et al., 2024). Consequently, the impact of hedonic value in the setting of K-pop idol endorsed product still remains unexplored. To close this gap, this study investigate how hedonic value could contribute to brand attachment in the context of K-pop idol endorsed products, aiming to explore how enjoyment and emotional experiences that provided by K-pop idol endorsed products influence the emotional connection of K-pop fans toward the products.

For brand attachment, currently there are a lot of research that recognized brand attachment as the predictor for consumer psychological response like brand loyalty or brand love on general products like Korean cosmetic brands, or behavioral response like purchase intention on celebrity products (Ghorbanzadeh & Rahehagh, 2021; Sun et al., 2024, Gunawan & Daulay, 2024). There are only few studies look at the connection between impulse purchases and brand attachment, especially impulse purchase associated with idol-endorsed products toward K-pop fans are not yet fully understood. In this case, this study will investigate how brand attachment could contribute to impulse purchase of K-pop fans in context of K-pop idol endorsed products, aim to understand how emotional bond with brands lead to impulse purchase of K-pop fans

For brand attachment as a mediator, although brand attachment has been widely shown to influence customers' loyalty and their purchase intentions, however, most prior studies has focused solely on the direct effect of brand attachment, while its function as a mediator between celebrity credibility, ideal self congruence, hedonic value and impulse purchase has only limited investigation (Japutra et al., 2019; Lim et al., 2020;

Gunawan and Daulay, 2024). The claim regarding the direct effect of brand attachment is validated by the research paper of Vania et al. (2024), shows brand attachment is directly influencing impulse purchase among local Indonesian K-pop fans and it demonstrates how attachment may aid in establishing their consumer preferences in purchasing K-pop idol merchandises. As for the limited research on mediating role of brand attachment, according to Lim et al. (2020), there was the research about brand attachment as mediator role but it was related to branded apparel only. These statements have shown that brand attachment as a mediator in K-pop idol consumption still largely remain unexplored. To close this gap, the current study explores brand attachment as a mediator, aim to investigate how fans' emotional and cognitive ties with brand influence their impulse purchase behavior regarding K-pop idol endorsed products.

1.3 Research Objectives

The main objective of this study is to explore the mediating effect of brand attachment on impulse purchase of idol-endorsed products among K-pop fans.

1. To examine the relationship between Celebrity Credibility and Brand Attachment.
2. To examine the relationship between Ideal Self Congruence and Brand Attachment.
3. To examine the relationship between Hedonic Value and Brand Attachment
4. To investigate the relationship between Brand Attachment and Impulse Purchase of K-pop idol-endorsed products among K-pop fans.
5. To determine whether Brand Attachment mediates the relationship between Celebrity Credibility, Ideal Self Congruence, Hedonic Value and Impulse Purchase of K-pop idol-endorsed products among K-pop fans.

1.4 Research Questions

1. What is the relationship between Celebrity Credibility and Brand Attachment?
2. What is the relationship between Ideal Self Congruence and Brand Attachment?
3. What is the relationship between Hedonic Value and Brand Attachment?
4. What is the relationship between Brand Attachment and Impulse Purchase of K-pop idol-endorsed products among K-pop fans?
5. Does Brand Attachment mediate the relationships between Celebrity Credibility, Ideal Self Congruence, Hedonic Value and Impulse Purchase of K-pop idol-endorsed products among K-pop fans.?

1.5 Research Significance

In term of research significance, this study is important for both practical and academic sector. From practical perspective, the findings of this study can direct the marketing strategies by revealing how K-pop idol endorsements influence the to the impulse buying decisions of the K-pop fans. Such insight will be able to help the firms in designing and organising more effective campaigns that could leverage fans' emotional attachment with their idols but also to the endorsed products and brands. Next, in this study, it emphasize the significant of engagement between consumers and the brand, as it highlighted brand attachment acts as a mediator in shaping the consumers' purchasing behaviour. This is because rather than relying solely on one-time endorsements, the companies can apply these insights to strengthen their long-term loyalty and sustain sales growth. Moreover, businesses could gain a competitive advantage while positioning idol-endorsed products across industries by recognising the psychological principles that drives impulse purchases, especially in those

industries that usually highly saturated and different strategies are required such as cosmetics, F&B (Food and Beverage) and others.

Other than that, by involving brand attachment as a mediating factor within Stimulus–Organism–Response (S-O-R) framework, this study applies the S-O-R model to achieve an improved understanding of the psychological mechanisms linking the celebrity endorsements to impulsive purchases of the K-pop fans. Besides that, it could additionally contribute to the limited amount of research on idol-endorsed products because previous research have mostly concentrated on celebrity endorsements in general rather than specifically focus on the study content about K-pop. Therefore, in trying to overcome this gap, this study will offer fresh viewpoints regarding the way idol culture influences the decisions of K-pop fans. Finally, the research data generated by collecting data from K-pop fans supports the validity of the theoretical relationships between impulse purchase, brand attachment, hedonic value, celebrity credibility, and self-congruence. Hence, by carrying out this study, it not only assists to current academic discussions but also establishes a framework for further study in the fields of consumer psychology and celebrity endorsement, particularly focusing on K-pop fans.

1.6 Conclusion

In conclusion, Chapter 1 has outlined the research background, research problem, research objectives, research questions and research significance of this study. By recognising the existing research gap and defining the aim of this study, Chapter 1 establishes a clear foundation for further analysis.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter review the relevant literature to offer a theoretical foundation for this study. In this study, the conceptual framework is guided by the Stimulus - Organism - Response (S-O-R) Model. It discussed also the main concept of Celebrity Credibility, Ideal Self Congruence, Hedonic Value, Brand Attachment and Impulse Purchase. This chapter present the theoretical background, review previous studies and develop the research conceptual framework and hypothesis development of this study.

2.1 Stimulus – Organism – Response (S-O-R) Model

The Stimulus – Organism – Response (SOR) Model, introduced by Mehrabian and Russell in 1974, posits that various environmental stimuli experienced by individuals could affect their psychological state and, eventually, their buying behaviors (Kim & Park, 2019). The SOR Model is formed by three elements which are Stimulus (S), Organism (O) and Response (R). In this theory, Stimuli (S) are the external environmental factors that will affect Organism (O); Organism (O) is a psychological transformation mechanism that turns stimuli into information and the user's reaction to the external stimulus information content of the relevant response behavior is represented by Response (R) (Hewei & Youngsook, 2021). To put it in another way, individuals will respond to environmental stimuli either in the following ways, positively which is approach behavior or negatively which is avoidance behavior. Within this framework, the emotional states serve as mediating or intervening factors, completing the S-O-R sequence (Floh & Madlberger, 2013). This indicates that the S-O-R model, which is grounded on environmental psychology, offers a theoretical

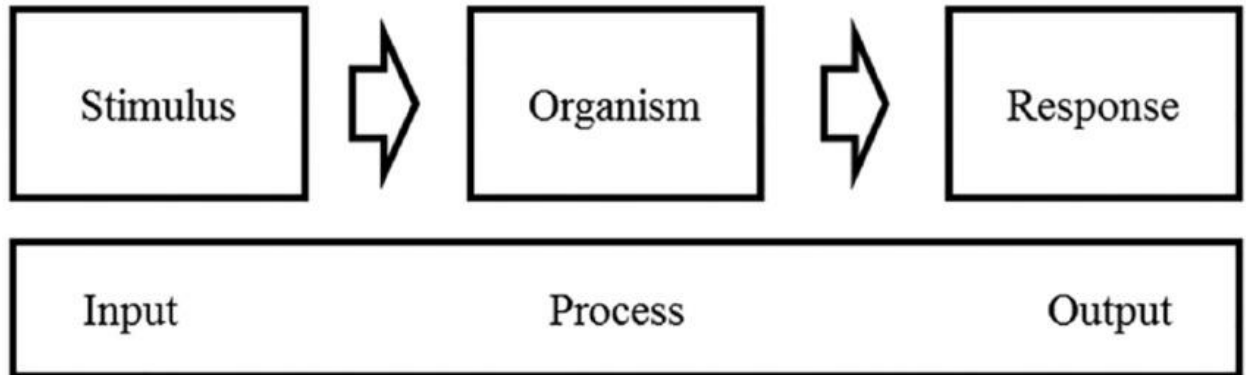
framework for comprehending consumer behavior (Bigne et al., 2020). Although this model is initially applied for environmental psychology, but the S-O-R model has been widely applied now in social media marketing sector, healthcare sector, tourism and hospitality sector and also other sectors (Koay et al., 2021; Zhao et al., 2024; Guo et al., 2022).

Within S-O-R model, Stimuli are represented to those from the external environment surrounding individual and the model assumed that there are many different external stimuli relevant to decision-making influence an individual's inner state (Kim & Park, 2019). In this study, Celebrity Credibility, Ideal Self Congruence and Hedonic Value have represented the Stimulus under this model as they are the external environmental stimuli that effecting the brand attachment of the idol-endorsed products (Hossain et al., 2025; Chen et al., 2019; Ayse Sengoz et al., 2024).

Organism refers to an individual's internal states, which represented the inner process occurring between external stimuli and the final actions or reactions of a person. In S-O-R model, the internal state includes affective, emotional, and cognitive processes that mediate how external stimuli are translated into behavioural response (Kim & Park, 2019; Chang et al., 2011). Since Organism is occupied at the middle stage of the SOR model, the individual's inner state affected directly by the stimulus and subsequently influence the response. In this study, Brand Attachment is functioned as organism in the SOR model and as the mediator on impulse purchase of idol-endorsed products among K-pop fans (Mim et al., 2022).

Response is a behavioral reaction based by external environmental stimuli as well as internal biological processes. It might involve people behavioral reactions or their psychological attitudes (Kim & Park, 2019). In this study, Impulse Purchase have represented the Response under the SOR model. Impulse purchase (Response) will be affected by the effect of brand attachment (Organism), which is through the K-pop fans' cognition and emotions toward the idol endorsed products (Vania et al., 2024).

Figure 2.1: The Conceptual Framework of S-O-R Model



Source: Kim, M. J., Lee, C.-K., & Jung, T. (2020). Exploring Consumer Behavior in Virtual Reality Tourism Using an Extended Stimulus-Organism-Response Model. *Journal of Travel Research*, 59(1), 69–89. <https://doi.org/10.1177/0047287518818915>

2.2 Review of Variables

2.2.1 Independent Variable: Celebrity Credibility

A celebrity is an individual who is well-known to the general public for their achievements in their areas of expertise, such as actors, athletes, entertainers, and others, aside from the products and brands they endorse (Majeed et al., 2020). Celebrity credibility simply indicates the trust of an individual in a celebrity to be reliable, honest, and knowledgeable when the celebrity endorses a specific product or service (Hussain et al., 2020). Furthermore, celebrity credibility is influenced not just by their popularity, but also by their image and personality. People are more likely to believe in what celebrities represent or

endorse if they are perceived to be of high integrity (Winterich et al., 2018; Deshbhag & Mohan, 2020).

Celebrity credibility, which under the celebrity credibility model that proposed by Ohanian (1990), identifies the elements of expertise, trustworthiness and attractiveness as its key components. In Kim et al. study (2014), it mentioned that expertise is the degree to which people look to the experience of an individual, knowledge, or skills to help them make decisions, trustworthiness refers to the honesty, integrity, and believability of the celebrity and attractiveness is defined as the combination physical attributes, attire and accessories, elegant attractiveness, sexual appeal, ethics, and mannerisms of a celebrity.

According to previous studies, this credibility has a significant impact on how people react to and perceive products advertised by a celebrity as celebrities have a significant impact on society since they are frequently the center of public attention. As a result, when they endorse or promote a product, they can affect people's perceptions and attitudes toward it (Gunawan & Daulay, 2024)..

2.2.2 Independent Variable: Ideal Self Congruence

Self congruence is basically the degree to which a consumer's actual or ideal self is aligned with a brand or product (Sirgy et al., 2000; Malär et al., 2011). Self Congruence is formed by two dimensions, which are actual self congruence and ideal self congruence (Zogaj et al., 2020). According to Upamannyu et al. (2014) , actual self congruence is defined as the degree to which the actual self image of a customer aligns with a brand image. Likewise, ideal self congruence is described as the level of alignment between a consumer's ideal self image and a brand's image. In this study, ideal self congruence is focused as it related to idol endorsed products.

According to (Escalas, 2004) & (Japutra et al., 2018), it has been demonstrated that ideal self-congruence, which represents aspirational desires and symbolic consumption, strengthens emotional outcome like brand attachment. Therefore, people select brands or products that reflect their ideal or actual self in order to boost self-congruence (Belanche et al., 2021). Therefore, this effect is particularly prominent in identity-expressive products, such products supported by celebrities, because consumers believe the product reflects their ideal self, thus strengthening their attachment with the brand (Chieng et al., 2022).

2.2.3 Independent Variable: Hedonic Value

According to Holbrook and Hirschman (1982), hedonic value is the intrinsic pleasure, sensory enjoyment, and emotional fulfillment that consumers experience from consumption experiences that go beyond utilitarian utility. According to Okolo et al. (2025), hedonic value is defined as the intrinsic pleasure or satisfaction obtained from a product or service, driven by individual feelings of enjoyment, amusement, and emotional fulfillment. In this case, consumers who are with hedonic motivation elements is likely to seek out for experiences that could bring pleasure, happiness, and relaxation to feel more satisfaction overall for themselves (Ashraf et al., 2018).

Hedonic value has frequently been shown in studies to have a major impact on consumer behavior. For example, Babin, Darden, and Griffin (1994) created a scale to assess hedonic and utilitarian shopping values and showed that hedonic experiences are predictive of increased engagement, positive word-of-mouth, and higher satisfaction. Similarly, hedonic incentives like adventure, social contact, and novelty-seeking can significantly affect the attitudes and purchase patterns of consumers (Arnold & Reynolds, 2003). Extending this view, Babin and Attaway (2000) and Chitturi et al. (2007) discovered that brands and goods

with high hedonic value are more likely to stimulate favorable feelings, which improves customer engagement and connection when customers believe that a product goes above and beyond the hedonistic and utilitarian standards.

Furthermore, it has been discovered that contextual and environmental elements enhance hedonic value. Customers' perceptions of hedonic advantages are improved by positive emotions generated by store atmospheres or service interactions, which in turn affects their behavioral intentions (Ladhari et al., 2017). Hedonic value is still significant in online and digital platforms because consumers enjoy and express their identities through visually appealing or interactive material (Chen et al., 2018).

2.2.4 Dependent Variable: Impulse Purchase

Impulse buying is defined as sudden and unexpected purchases motivated by emotional impulses rather than rational evaluation (Rook and Fisher, 1995). It has been regarded both as a temporary action and as an ongoing consumer trait, with those with high buying impulsiveness becoming more inclined toward spontaneous purchases (Verplanken & Herabadi, 2001). Store atmosphere, scarcity cues, marketing, and social influence have all been related to impulse purchases (Beatty & Ferrell, 1998).

Excitation, pleasure, and mood control are examples of emotional and hedonistic incentives that are important in converting these stimuli into decisions about what to purchase (Rodrigues et al., 2021). According to neuromarketing research, affective arousal overcomes rational control and encourages people to make quick decisions without allowing them have sufficient consideration (Sharma et al., 2014). Elements like visual presentation, time-limited deals, and influencer or celebrity endorsements have been

demonstrated to dramatically increase impulse purchase tendencies in online and live-streaming contexts (Li et al., 2022).

According to Rodrigues et al. (2021), post-purchase impacts, such as satisfaction or regret, influence long-term brand attachment and future impulse tendencies. The majority of previous study has been on common retail and online environments; however, less is known about impulsive purchasing in fan-driven markets, especially when it comes to K-pop idol endorsed products. This gap is relevant because emotional attachment to their favourite K-pop idol and scarcity-driven marketing methods may boost impulse purchases among K-pop fans (Rodrigues et al., 2021; Li et al., 2022).

2.2.5 Mediator Variable: Brand Attachment

The emotional bond that exists between a customer and a brand is known as brand attachment, reflecting a meaningful relationship beyond simply purchasing and selling behaviour (Shimul & Phau, 2023, Gunawan & Daulay, 2024). Self-brand connection (also known as brand-self connection), which reflect the cognitive and affective linkage between an individual and a brand, while brand prominence, which represent the favorable emotions and memories associated to the products, are two crucial criteria that characterize the conceptual qualities of brand attachment (Park et al., 2010; Lim et al., 2020; Lee & Kim, 2022).

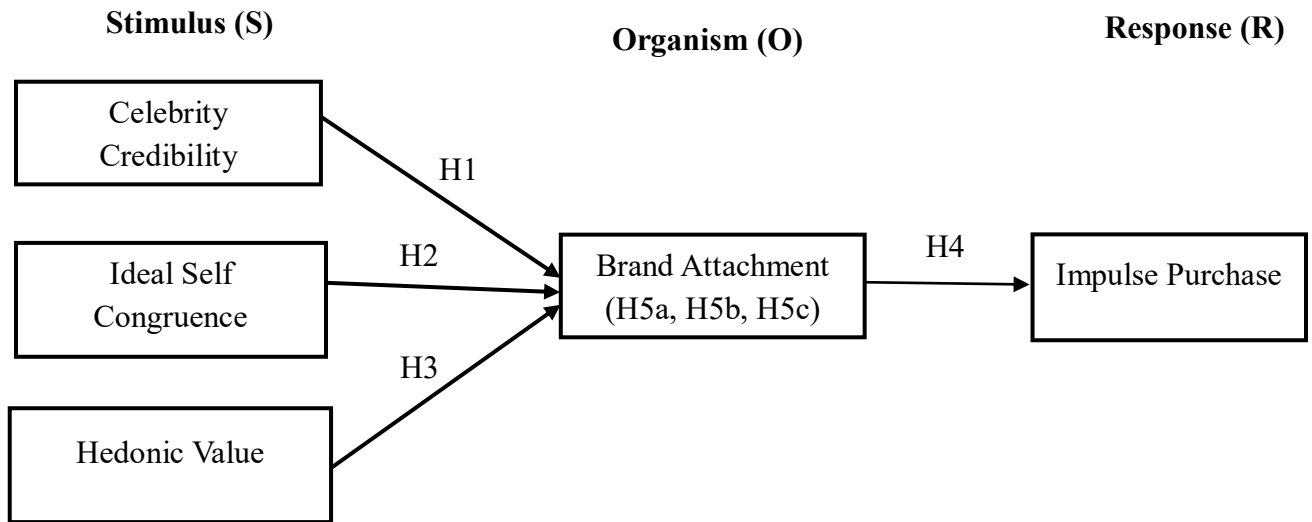
For emotional and behaviour implications, strong brand attachment frequently stimulates feelings like affection, passion, and connection, which influence loyalty, commitment, and the desire of customers to invest time, money, or reputation to maintain or enhance their relationship with the brand (Lim et al., 2022; Park et al., 2010). Furthermore, according to VanMeter et al. (2018),

brand attachment is different from brand attitude and that brand attachment could offers greater predictive power, especially in explaining more difficult consumer behaviour intentions, which it encompasses both psychological and behavioural tendencies. Besides affecting the purchasing behaviour, brand attachment can strengthen the relationship between consumers and brands, which can have a beneficial impact on consumer loyalty, brand advocacy, and retention when a consumer detect a significant connection between their perceptions and the brand (Gunawan & Daulay, 2023).

2.3 Proposed Theoretical / Conceptual Framework

The proposed conceptual framework of this study is illustrated in the figure below which this conceptual framework was built around based on the S-O-R model. The purpose of this study is to explore the factors that lead to brand attachment and subsequently influence impulse purchase among K-pop fans' toward K-pop idol endorsed products. In this framework, there are three independent variables, Celebrity Credibility, Ideal Self Congruence and Hedonic Value are categorised under Stimulus (S); the mediator, Brand Attachment is categories under Organism (O) and Impulse Purchase, as dependent variable is categorised under Response (R).

Figure 2.2 : Conceptual Framework



Source: Developed for the research

2.4 Hypothesis Development

2.4.1 Celebrity Credibility and Brand Attachment

Consumer behavior, particularly among K-pop fans, is greatly influenced by the credibility of celebrities. Credible celebrities strengthen perceived expertise and trust, which further strengthens customers' emotional bond with endorsed brands (Hossain et al., 2025). Indirect brand attachment is promoted by perceived self-congruence and brand quality, which further reinforce the relationship (Özer et al., 2022). In K-pop fandoms, strong emotional bonds between idols and fans highlight the influence of celebrity credibility on brand attachment, highlighting its critical role in fostering consumer loyalty and

buying intentions (Chen et al., 2022). Therefore, it is hypothesized that celebrity credibility positively affects brand attachment.

H1: There is a significant positive relationship between Celebrity Credibility and Brand Attachment

2.4.2 Ideal Self Congruence and Brand Attachment

Ideal self-congruence, which is defined as the alignment of ideal self of a consumer with image of brand, is an important predictor of brand attachment. Consumers are more likely to form close relationships with brands that help them obtain their ideal self because it meets their self-improvement requirements (Malär, Krohmer, Hoyer, & Nyffenegger, 2011; Japutra, Ekinci, and Simkin, 2018). In the context of K-pop fandom, fans recognize idol-endorsed products as mirroring characteristics of their ideal self, which could increase their emotional attachment to the product. As a result, ideal self-congruence is hypothesized to positively affect brand attachment among K-pop fans.

H2: There is a significant positive relationship between Ideal Self Congruence and Brand Attachment

2.4.3 Hedonic Value and Brand Attachment

According to Kurnianingsih et al. (2025), the term “hedonic value” describes the sensory and emotional pleasure that comes from using a product, encompassing elements like enjoyment, self-expression, and aesthetics. Higher hedonic value increases customer happiness and enhances their attachment to brands (Ciocodeică, 2025). Fans of K-pop frequently seek out products that can

provide them emotional fulfillment and a feeling of identity in along with practical advantages (Panjaitan et al., 2025). Because fans emotionally connect with the brands that their idols encouragement, this emotional engagement develops significant brand attachment (Kurnianingsih et al., 2025). Thus, it is believed that hedonic value positively affects K-pop fans' brand attachment.

H3: There is a significant positive relationship between Hedonic Value and Brand Attachment

2.4.4 Brand Attachment and Impulse Purchase

Brand attachment, defined as the emotional bond developed between consumers and brands, has a significant influence on purchasing behavior (Park et al., 2010). Research indicates that customers with strong brand attachment tend to make spontaneous purchases to maintain or improve their relationship with the brand (Japutra et al., 2019; Vania et al., 2024; Akbar et al., 2020). In the example of K-pop fandoms, fans' emotional connection to idols strengthens their attachment to idol-endorsed products, boosting the chance of impulsive purchases (Chen et al., 2022). Furthermore, brand attachment has been shown to play a role in promoting impulsive behavior by mediating the relationship between compulsive buying and self-congruence (Panjaitan et al., 2025; Swaminathan et al., 2009). Therefore, it is hypothesized that the impulse purchases of K-pop fans are influenced by brand attachment.

H4: There is a significant positive relationship between Brand Attachment and Impulse Purchase of idol-endorsed products among K-pop fans

2.4.5 Brand Attachment as Mediator role

Brand attachment is an essential driver in consumer behavior, especially in the context of celebrity endorsements (Özer et al., 2022). According to past research, celebrity credibility, ideal self-congruence, and hedonic value can increase brand attachment, influencing customers' impulse purchase intentions (Japutra et al., 2019, Lim et al., 2020; Gunawan & Daulay, 2023; Panjaitan et al., 2025). K-pop fans' strong emotional attachments with idols amplify these effects, increasing the chance of spontaneous purchases of idol-endorsed products (Chen et al., 2022). Brand attachment has a mediating function in consumer behavior outcomes, linking antecedents including celebrity credibility, self-congruence, and hedonic motives (Özer et al., 2022; Japutra et al., 2019). As a result, it is hypothesized that brand attachment mediates the links between celebrity credibility, ideal self-congruence, hedonic value, and spontaneous purchases of K-pop idol-endorsed products. Hence:

H5: Brand Attachment mediates the relationships between Celebrity Credibility, Ideal Self Congruence, Hedonic Value and Impulse Purchase of K-pop idol-endorsed products.

H5a: Brand Attachment mediates the relationships between Celebrity Credibility and Impulse Purchase of K-pop idol-endorsed products.

H5b: Brand Attachment mediates the relationships between Ideal Self Congruence and Impulse Purchase of K-pop idol-endorsed products.

H5c: Brand Attachment mediates the relationships between Hedonic Value and Impulse Purchase of K-pop idol-endorsed products.

2.5 Conclusion

As for the conclusion for this chapter, which is Literature Review, there are introduction, Stimulus-Organism-Response (SOR model), review of variables, proposed conceptual framework, and hypothesis development that have been studied. The contents of this chapter show the study of Stimulus-Organism-Response (S-O-R model) as the underlying theory and review of variables for celebrity credibility, ideal self-congruence, hedonic value, brand attachment and impulse purchase to gain an improved comprehension on them. Besides that, the conceptual framework of this study was designed to make that the relationship between variables can be easily observable. Lastly, in order to comprehend the direct and mediated link between the variables, this chapter also examines the hypothesis development.

CHAPTER 3: METHODOLOGY

3.0 Introduction

The details of the study's research methodology were covered in this chapter. Both descriptive and quantitative research are used for the research design, and the primary data collection method is used for the data collecting techniques. Next, for nominal scale, ordinal scale and interval scale are used in the questionnaire and questionnaire survey is used to collect large amount of data to obtain respondents' demographic characteristics and understand respondents' response toward Celebrity Credibility, Ideal Self Congruence, Hedonic Value, Brand Attachment and Impulse Purchase on Idol-Endorsed Products. For the data processing section, collected quantitative data will use SMARTPLS software to get the data result needed by using descriptive analysis and inferential analysis.

3.1 Research Design

A research design is a systematic plan that establishes a suitable framework for a study. It determines how relevant information can be collected and combines several study elements in a systematic and logical way to successfully answer the research question. In essence, it serves as the framework for data collection, measurement, and analysis (Indu & Vidhukumar, 2020).

3.1.1 Quantitative Research

Quantitative research method, is frequently regarded as the traditional scientific method, as it includes hypothesis testing and objective data collection to produce methodical, generalizable, and amenable findings (Tukur, 2023). To achieve research objectives, this research has applied the quantitative methods for data analysis. Quantitative research typically collects data using structured data collection methods such as experiments, surveys, interviews and questionnaires to gather up numerical data (Taherdoost, 2021). Quantitative research could explores relationships between variables, which are numerically measured and analyzed using a variety of statistical and graphical methods. It emphasizes objectivity and reliability, allowing researchers to test hypotheses and generalise findings to a larger population (Saunders et al., 2019).

3.2 Sampling Design

According to Sharma (2023), a sampling design is a detailed plan for obtaining a sample from a specified population. It refers to the processes or procedures employed by the researcher to choose items or respondents for the study sample. To ensure the obtaining of relevant and reliable data, researchers must carefully select and examine certain items or elements from the larger population.

3.2.1 Target Population

According to Willie (2022), the term of target population refers to all individuals of a research study who meet specific criteria. She further explained that the target group is a subset of the population that the researcher is seeking

in since it represents the segment of the population that one plans to form conclusions about. Additionally, she highlights also the need of the target population to form a comprehensive segments of the population of interest, with members selected based on the population's specifications. Therefore, the target population for this study is K-pop fans who have previous experience of purchasing idol-endorsed products or shown tendencies toward impulsive purchases of idol-endorsed products.

3.2.2 Sampling Frame and Sampling Location

There is no sampling frame available in this study, because the target population of this study which is the K-pop fans who have purchased idol-endorsed products are not be identified in any publicly accessible database. Moreover, a predefined sampling frame was unnecessary because this study applied non-probability methods. In this method, respondents were selected through participant referrals within K-pop fan groups after responders were identified based on the evaluation of researcher.

The online questionnaire survey for Malaysian K-pop fans who have previous experience purchasing idol-endorsed products or have shown their purchase intention towards idol-endorsed products were conducted in this study through the Google Form, an online survey tool that helps researchers collect data needed. The reason of choosing to distribute the questionnaire online is because in current technology era, most peoples are rely on technology devices such as handphone, laptop and most of their time in a day spent on using them. Additionally, by distributing the questionnaire online can also reduce cost of researcher as no need to speed extra cost in printing and distributing the questionnaire in paper form.

3.2.3 Sampling Elements

A sampling element is the unit within a population that is being studied. In this condition, the sampling elements for this study are the Malaysian consumers who are identity as fans of K-pop idols who have previous experience of purchasing idol-endorsed products or shown tendencies toward impulsive purchases of idol-endorsed products. This is to ensure that the respondents of the questionnaire are relevant to the research objectives and able to provide reliable information for this study.

3.2.4 Sampling Technique

According to Taherdoost (2016), sampling can be used to draw inferences about a population or to make broad conclusions about existing theories. Generally speaking, a non-probability sampling technique was selected, which means that each member of the population has an unknown percentage of being included in the sample. The 2 subtypes: judgmental sampling and snowball sampling is adopted in this study.

For the judgemental sampling, which is also known as purposive sampling or deliberate sampling, sample members are chosen based on the objective of the study (Bhardwaj, 2019). The judgmental sampling technique was applied because this study required respondents who were able to match specific requirements, which are the K-pop fans who have previous experience of purchasing idol-endorsed products or shown tendencies toward impulsive purchases of idol-endorsed products.

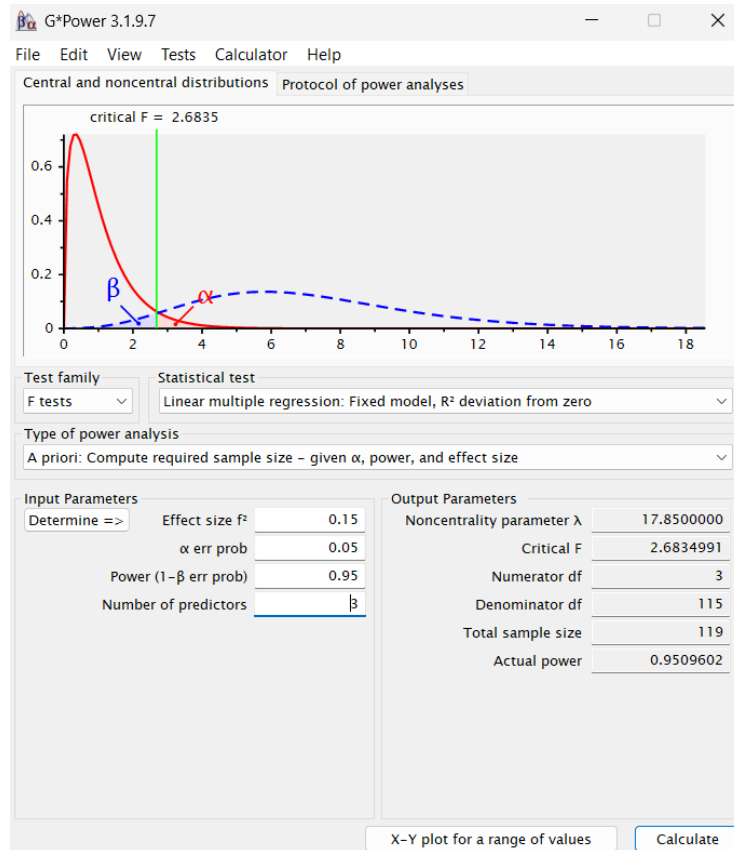
Additionally, according to Bhardwaj (2019), snowball sampling, sometimes known as chain sampling or sequential sampling, is a process in which an initial

respondent refers other potential participants within their social network, including friends, family, or acquaintances. Snowball sampling was applied in this study is because the majority of K-pop fans are interacting in social community groups such as Telegram, Instagram, the initial respondents can assist in identifying more potential participants who meet the requirement. Therefore, this referral-based technique can increase the likelihood of receiving valid and reliable suggestions that support the objective of this study.

3.2.5 Sampling Size

Sampling size denotes the number of respondents or observations selected from the population to take part in the research. According to Ahmed (2024), selecting the sample size is essential for research to get accurate and trustworthy results. When estimating population means or proportions, employing the appropriate equation minimizes error and ensures that the sample is equivalent to the population. In order to confirm the specific needed sample size to obtain, G-power software is used for the sample size checking. Based on the g-power calculation, the minimum sample size of 119 respondents is enough for this research. 200 responses were collected in this study to obtain more generalisable findings; however, due to the requirement of 20 set questionnaire responses were needed for the pilot testing, so there were only 180 set of questionnaires are being used for the data analysis. Among all 180 questionnaires, there are 35 questionnaires are invalid for the research as not passing the screening question. Therefore, only the remaining 145 questionnaire responses will be analysed. The G-power test result is shown in Figure 3.1 below.

Figure 3.1 : G-Power Calculation Result



Source: Developed for the research

3.3 Data Collection Methods

The data collection method is a long-term, realistic, competitive, and actionable method that adopted by scholars to achieve their research aims. It is a methodical, scholarly, and scientific methods to collect data information from the samples or units of analysis in order to address the research issue (Ganesha & Aithal, 2022). Based on Mazhar et al. (2021) words, data can be classified into primary and secondary data; primary data collection method is used to offer answer to research questions and evaluate hypotheses.

3.3.1 Primary Data

According to Ajayi (2023), primary data means information obtained directly by the researcher. The primary data are regarded as more reliable and provided greater confidence in decision-making, as a trustworthy analysis having a clear connection with the actual events (Sileyew, 2019). The primary data sources are from surveys, observations, questionnaires, focus groups, case study and interviews (Ajayi, 2023). The primary data source that used in this study for the data collection is questionnaires to get more information about the respondents that participated in the questionnaire.

In order to get the necessary data from the target responses population, which are K-pop fans, an online questionnaire will be distributed via Google Form. After the data collected, the data will be analysed statistically and data collection process will be done through the respondents' self administered. This study findings will be summarised once the data collection and data analysis process is done

3.4 Research Instrument

This study has adopted the method of issuing questionnaire and the questionnaire design has used fixed choice questions to make it simple and convenience for the respondents to respond. The questionnaire is organized into four parts: Section A, Section B, Section C, and Section D.

The questions listed in Section A correspond to the target respondent's demographics. The questions indicated are having general and specific characteristics. For the general questions indicated such as gender, age, educational level, etc whereas for the specific questions indicated were related to their experience as K-pop fans such as time

durations of being a K-pop fan etc. Throughout these demographic questions, more information will be known and ensure questions answered are more emphasis on the objectives of this study.

The questionnaire for Section B, Section C and Section D are the respondents' level of agreements toward independent variables, mediator and dependent variable of this study. These three sections of the questionnaire used a five-point Likert scale rating, which is an interval scale with five options: strongly disagree, disagree, neutral, agree, and strongly agree.

3.4.1 Pilot Test

A pilot test is carried out in order to make sure that the reliability is obtained in every study. It is described as a pre-test version of a research tool applied before carry out the real investigation (Gani et al., 2020). For survey research, a pilot study is typically carried out in order to determine whether a study instrument or questionnaire is appropriate for the research. This is frequently the scenario for surveys which use newly created questionnaires or validate formerly validated questionnaires. The purpose of this survey pilot study is to determine whether the participants can accurately understand the questionnaire and whether they are able to respond logically to each question to provide accurate and trustworthy feedback. (Bujang et al., 2024).

According to Thepha et al. (2021), it was stated that the participants range between 10 to 30 are sufficient for a pilot study. Therefore, 20 participants are being chosen for this pilot test. To apply the pilot test, SPSS software is used for the pilot testing and the Cronbach's Alpha calculation will be made. Cronbach's Alpha analyzes the internal consistency of a questionnaire or, more specifically, its domain(s) for the questionnaire

reliability testing. The response variable is typically measured in an interval format that is based on a Likert scale (Bujang et al., 2024). Daud et al. (2018) state that a Cronbach Alpha value of 0.60 or below indicates low reliability and is unsatisfactory, whereas a value between 0.60 and 0.80 indicates moderate and acceptable dependability. Lastly, a Cronbach Alpha value above 0.8 to 1.00 indicates a very good value. The table below shown the Cronbach Alpha calculation result for this research:

Table 3.1: Result of Cronbach Alpha Calculation (Reliability Test)

Variables	Cronbach's Alpha	Number of Items
Celebrity Credibility	0.794	5
Ideal Self Congruence	0.896	3
Hedonic Value	0.654	3
Brand Attachment	0.766	4
Impulse Purchase	0.947	5

Source: Developed for the research

3.5 Construct Measurement

Measurement refers to assigning a characteristic to an object or event to enable it can be compared to similar ones. To verify the reliability and validity of study, all measurement items were modified from validated scales used in earlier research. The original questionnaire has been modified by adding K-pop idol-endorsed product wording inside so that the questionnaire will be more suited to this study. All the variables for this study were measured, and the sources used to generate the questionnaire are listed in the table below.

3.5.1 Scale of Measurement

There are four types of scale types that usually used for the measurements. These four measurement scales are nominal scale, ordinal scale, interval scale, and ratio scale (Stevens, 1946). In this study, nominal scale, ordinal scale and interval scale are being used for the questionnaire.

3.5.1.1 Nominal Scale

According to Idika, Owen and Agama (2023), the nominal scale classifies the events or observations into distinct categories according to common qualitative characteristics, where the number will only be used as labels, without implying magnitude or order. This scale is used in my questionnaire's section A to identify each respondent's demographic information such as gender, types of idol endorsed products that K-pop fans usually purchase etc.

3.5.1.2 Ordinal Scale

An ordinal scale ranks the categories in a meaningfully while also classifying the variables to highlight differences between the different categories. The ordinal scale is applied to variable where the categories are to be arranged based on a preference (Sekaran & Bougie, 2016). This scale is applied in section A of my questionnaire also to identify the demographic information of every respondent such as age, amount spent on purchasing products K-pop idols endorsed products etc.

3.5.1.3 Interval Scale

For interval scale, the Likert scale is the tool commonly used to collect this type of data. This measurement scale is used to collect the data that cannot be obtained using traditional measures, because the data collected are the subjective experience of the respondents (Tastle & Wireman, 2006). This scale is used in Section B, Section C and Section D of this questionnaire, which are the main research constructs of this study. The main research constructs that involved in this measurement scale are Celebrity Credibility, Ideal Self Congruence, Hedonic Value, Brand Attachment and Impulse Purchase. These main research constructs are using the Five-point Likert Scale for the measurement.

3.5.2 Origin of Construct

Table 3.2: Research Instruments and Measurement Scales of Section A

Question	Options	Construct Measurements
Name	-	Nominal
Age	<input type="checkbox"/> 20 years or below <input type="checkbox"/> 21-30 <input type="checkbox"/> 31-40 <input type="checkbox"/> 41-50 <input type="checkbox"/> 51-60 <input type="checkbox"/> 60 or above	Ordinal
Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female	Nominal
Ethnicity	<input type="checkbox"/> Malay <input type="checkbox"/> Chinese <input type="checkbox"/> Indian	Nominal

	<input type="checkbox"/> Others	
Education Background	<input type="checkbox"/> Primary Education <input type="checkbox"/> Secondary Education <input type="checkbox"/> Foundation <input type="checkbox"/> Diploma <input type="checkbox"/> Bachelor Degree <input type="checkbox"/> Master	Ordinal
Occupation	<input type="checkbox"/> Student <input type="checkbox"/> Employed <input type="checkbox"/> Self-employed <input type="checkbox"/> Unemployed <input type="checkbox"/> Others	Nominal
Monthly Income	<input type="checkbox"/> No income <input type="checkbox"/> Below RM1000 <input type="checkbox"/> RM1,001 – RM3000 <input type="checkbox"/> RM3,001 – RM5,000 <input type="checkbox"/> RM5,001 or above	Ordinal
How many year/years have you been a K-pop Fans?	<input type="checkbox"/> Less than 1 year <input type="checkbox"/> 1-3 years <input type="checkbox"/> 4-6 years <input type="checkbox"/> 7-9 years <input type="checkbox"/> More than 9 years	Ordinal
Do you purchase products endorsed by your favourite K-pop idols?	<input type="checkbox"/> Yes <input type="checkbox"/> No	Nominal
Which of the following products endorsed by your favourite K-pop idols do you usually purchase?	<input type="checkbox"/> Cosmetic <input type="checkbox"/> Beverage <input type="checkbox"/> Clothing <input type="checkbox"/> Electronics <input type="checkbox"/> Others	Nominal

How much do you usually spend on purchasing products endorsed by your favourite K-pop idols?	<input type="checkbox"/> Less than RM100 <input type="checkbox"/> RM101 – RM300 <input type="checkbox"/> RM301 – RM500 <input type="checkbox"/> RM501 – RM700 <input type="checkbox"/> RM701- RM1,000 <input type="checkbox"/> RM1,000 or above	Ordinal
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Source: Developed for the research

Table 3.3: Research Instruments and Measurement Scales of Section B, Section C and Section D

Variables	Construct	Construct Measurements	Sources
Celebrity Credibility	<p>My favourite K-pop idol who endorses this product is trustworthy.</p> <p>My favourite K-pop idol who endorses this product is reliable.</p> <p>My favourite K-pop idol who endorses this product is knowledgeable about the product or brand.</p> <p>My favourite K-pop idol is highly</p>	Interval	Hossain et al., 2025.

		<p>compatible with the product they endorse.</p> <p>My favourite K-pop idol behaves ethically when endorsing products.</p>		
Ideal Self Congruence		<p>The product endorsed by my favourite K-pop idol reflects the person I would like to be.</p> <p>The product endorsed by my favourite K-pop idol is similar to the person I would like to be.</p> <p>The product endorsed by my favourite K-pop idol is consistent with how I would like to be.</p>	Interval	Lim et al., 2020
Hedonic Value		The products endorsed by my	Interval	Lim et al., 2020

	<p>favourite K-pop idol is fun are use</p> <p>The products endorsed by my favourite K-pop idol are pleasant</p> <p>The products by my favourite K-pop idol are enjoyable</p>		
Brand Attachment	<p>Self Brand Connection</p> <p>The product that endorsed by my favourite K-pop idol is part of me and who I am</p> <p>I feel personally connected to the products endorsed by my favourite K-pop idol</p> <p>Brand Prominence</p> <p>My thoughts and feelings about the products endorsed by my favourite K-pop idol pattern</p>	Interval	Park et al., 2010

	<p>come to mind automatically</p> <p>My thoughts and feelings about the products endorsed by my favourite K-pop idol pattern come to me naturally and instantly</p>		
Impulse Purchase	<p>When I see products endorsed by my favourite K-pop idol, I often purchase them even I had not planned to</p> <p>I am a person who makes unplanned purchases on products endorsed by my favourite K-pop idol</p> <p>When I see a product endorsed by my favourite K-pop idol that really interests me, I purchase it without</p>	Interval	Weun et al., 1998

	<p>considering the consequences.</p> <p>It is fun for me to purchase products endorsed by my favourite K-pop idol spontaneously</p> <p>I do not avoid purchasing products endorsed by my favourite K-pop idol that are not in my shopping list</p>		
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Source: Developed for the research

3.6 Proposed Data Analysis Tools

3.6.1 Descriptive Analysis

According to Allanson & Notar (2020), descriptive analysis first arranges the data from the entire population into a graphical representation before summarizing the facts in order to gain a general knowledge. Descriptive analysis is just simply defines and organizes data about the population under study without drawing conclusions. Besides that, descriptive statistics can be presented as numerical data, graphs, charts, or tables. Therefore, the results of

the questionnaire survey were analysed in this study using Microsoft Excel to determine the demographic information of the respondents.

3.6.2 Inferential Analysis

According to Allanson and Notar (2020), they define inferential analysis as the use of formal procedures to draw conclusions from sample data and make inferences about the wider population. It extrapolates data to the entire population from a small representative sample, allowing to make predictions and draw conclusions. Moreover, the findings of inferential statistical analyses are given as a range of possible figures with a margin of error. In this case, the tools that used for inferential analysis in this study included partial least squares structural equation modelling (PLS-SEM).

3.6.2.1 Partial Least Squares Structural Equation Modelling

This study adapts structural equation modeling (SEM) to conduct the analysis of the direct and indirect effects of celebrity credibility, ideal self-congruence, and hedonic value on impulse purchase through the brand attachment as mediator, SEM enables the evaluation of latent constructs and their interrelationships (Loon, 2008; Hair Jr. et al., 2019). PLS-SEM is used among the two main SEM techniques, covariance-based SEM (CB-SEM) and partial least squares SEM (PLS-SEM), since it is suitable for small sample sizes, complicated models, and predictive research objectives (Hair et al., 2021). Therefore, the software that used in this study is SMARTPLS 4.

3.6.2.2 Measurement Model Assessment

According to Vinzi et al. (2010), the measurement models describe the relationship between latent variable and their corresponding manifest variables with the direction of the relationships determine the model type. Measurement model are categories into two types, which are reflective measurement models and formative measurement models. The reflective measurement models are evaluated based on the individual items' reliability, convergent validity and discriminant validity whereas formative measurement models emphasize content validity, as their indicators are not required to be highly correlated with one another (Vinzi et al., 2010). The measurement model that applied in this study is reflective measurement models.

3.6.2.3 Structural Model Assessment

The evaluation of the structural model results comes after the measurement model's validity and reliability have been established. This process includes investigating the prediction capabilities of model as well as the links between the constructs (Hair et al., 2021). Hair et al. (2021) state that evaluating a structural model involves assessing the explanatory and predictive capacities of the model, the significance and relevance of path coefficients, and the collinearity among sets of predictors. In conclusion, structural model assessment is applied to determine the effectiveness and validity of the proposed PLS-SEM model.

3.7 Conclusion

In conclusion, research methodology of this study have been proceed and explained in this chapter. Firstly, the quantitative research is adopted for research design and the

sampling design components were confirmed before creating the questionnaire. Next, primary data method is adopted through distributing questionnaire via Google Form in this research and the questions asked under this section are related to demographic characteristic of respondents, celebrity credibility, ideal self-congruence, hedonic value, brand attachment and impulse purchase. At the same time, pilot test was being conducted in this section also to confirm the variable' Cronbach's Alpha value are acceptable. Besides that, for scale of measurement, there are three scales are being used for the questionnaire. Lastly, descriptive and inferential analysis were done also in this research, and under inferential analysis, PLS-SEM analysis was being conducted by using SMARTPLS 4 software and going to use for next chapter of study.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In this chapter, the data collected through the questionnaire will be analysed. In this chapter, the descriptive analysis and structural analysis by using the SMARTPLS 4 software will be done to obtain the required data for this study to conduct the analysis on it.

4.1 Data Screening

In this section, the action of the data section is to remove those respondents who answered no to the screening question of the questionnaire. Throughout this process, there are 35 respondents have been removed from the original total of 180 respondents. After the removal, there are still 145 responses available for the data analysis.

4.2 Descriptive Analysis

4.2.1 Demographic Characteristic of Respondents

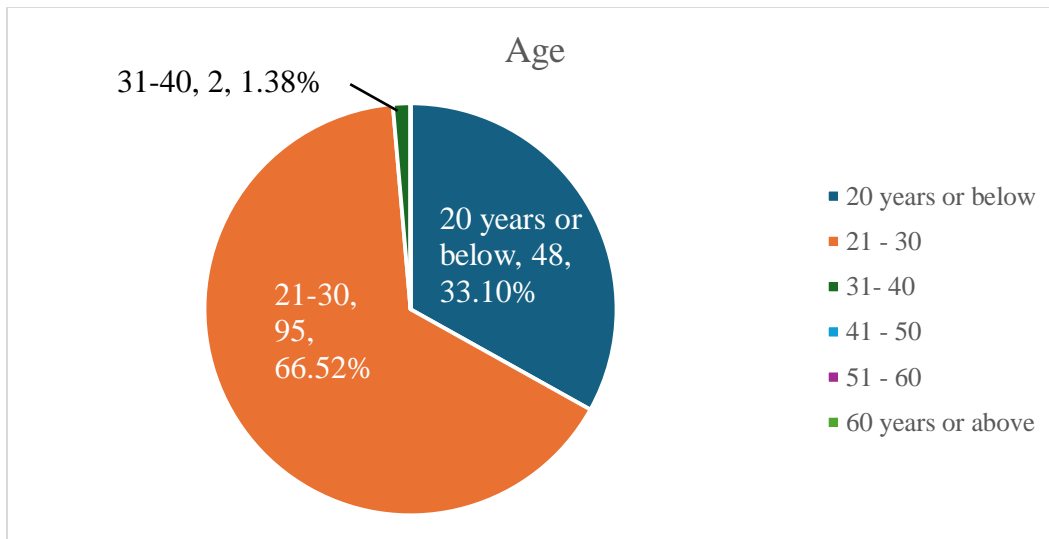
In this section, the demographic characteristic information of 145 respondents will be discussed.

4.2.1.1 Age

Table 4.1 : Age

Age	Frequency	Percentage
20 years or below	48	33.10%
21-30	95	65.52%
31-40	2	1.38%
41-50	0	0%
51-60	0	0%
60 years or above	0	0%

Figure 4.1: Age



Source: Developed of the research

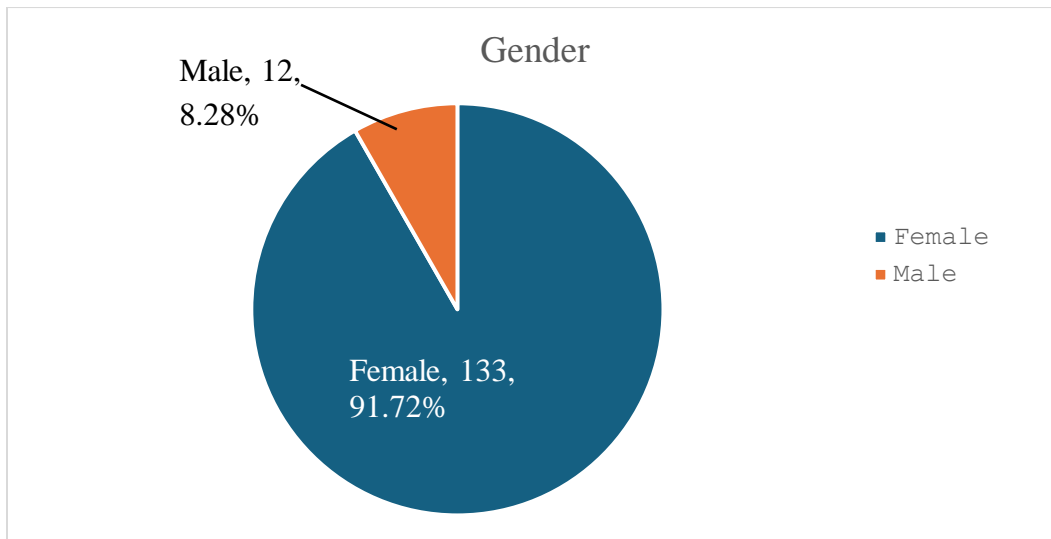
Table and Figure above show the age of the respondents. 48 respondents are 20 years old or below (33.10%), 95 respondents are 21 years old – 30 years old (66.25%), and 2 respondents are 31 years old – 40 years old (1.38%). As for the age of 40-51, 51-60 and 60 or above, there are no respondents under these three age sections.

4.2.1.2 Gender

Table 4.2: Gender

Gender	Frequency	Percentage
Male	12	8.28%
Female	133	91.72%

Figure 4.2: Gender



Source: Developed for the research

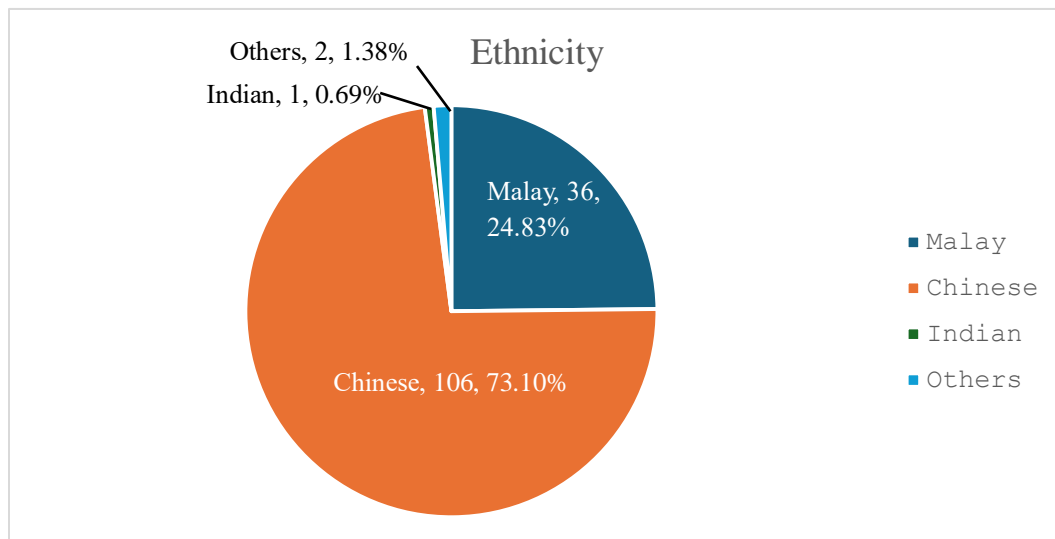
Table and Figure above show the ratio of gender involved. There are 133 respondents who are female (91.72%), whereas there are 12 respondents who are male (8.28%). The female respondents have over-taken the most part of the chart.

4.2.1.3 Ethnicity

Table 4.3: Ethnicity

Ethnicity	Frequency	Percentage
Malay	36	24.83%
Chinese	106	73.10%
Indian	1	0.69%
Others	2	1.38%

Figure 4.3: Ethnicity



Source: Developed for the research

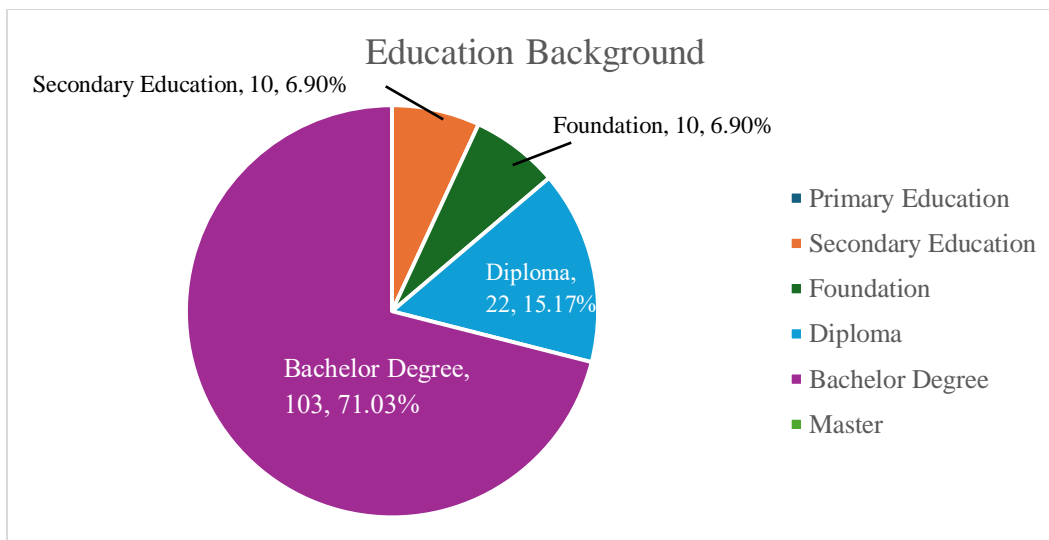
Table and Figure above demonstrate the ethnicity of the 145 respondents involved. The majority of the respondents are Chinese respondents which are 106 in number (73.10%), followed by Malay, which are 36 respondents (24.83%). Next, Indians and others are having 1 respondent (0.69%) and 2 respondents (1.38%), respectively.

4.2.1.4 Education Background

Table 4.4: Education Background

Education Background	Frequency	Percentage
Primary Education	0	0.00%
Secondary Education	10	6.90%
Foundation	10	6.90%
Diploma	22	15.17%
Bachelor Degree	103	71.03%
Master	0	0.00%

Figure 4.4: Education Background



Source: Developed for the research

Both Table and Figure above indicate the educational background of the 145 respondents involved. There are 103 respondents who have having Bachelor Degree as their educational background, which is the highest proportion in the chart (71.03%). Next, following the education background of Diploma, there are 22 respondents in this category (15.17%). Besides that, the education background of Secondary Education and Foundation has the same number of 10 respondents (6.9%). Lastly, there is no

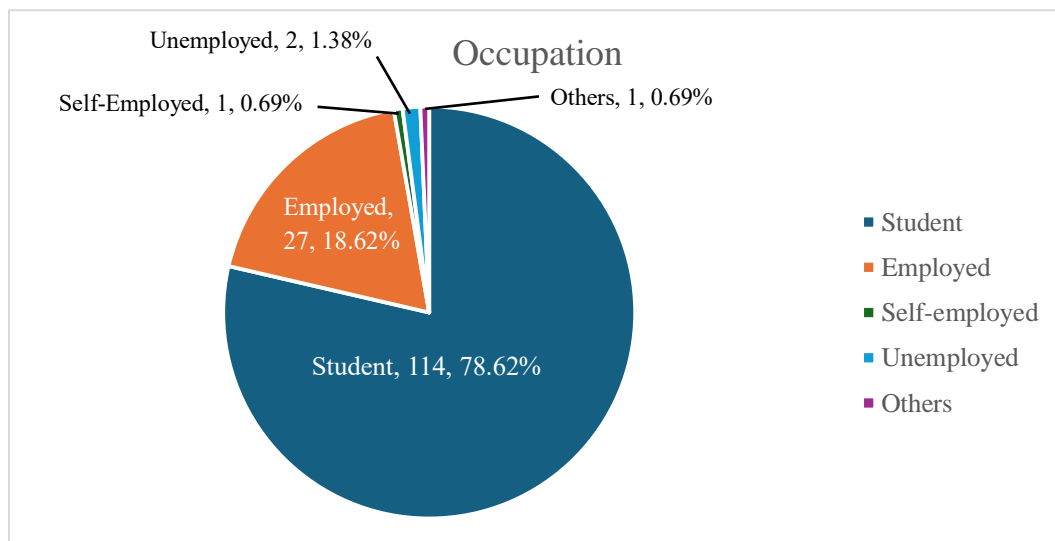
respondent who has a primary education and a Master degree as their educational background (0%).

4.2.1.5 Occupation

Table 4.5: Occupation

Occupation	Frequency	Percentage
Student	114	78.62%
Employed	27	18.62%
Self-employed	1	0.69%
Unemployed	2	1.38%
Others	1	0.69%

Figure 4.5: Occupation



Source: Developed for the research

The 145 respondents' occupations are displayed in Table and Figure above. Firstly, the student category has the largest portions of the chart, which are 114 respondents (78.62%), while the number of respondents that are in employed categories is 27 respondents (18.62%). Next, the unemployed category has only 2 respondents (1.38%)

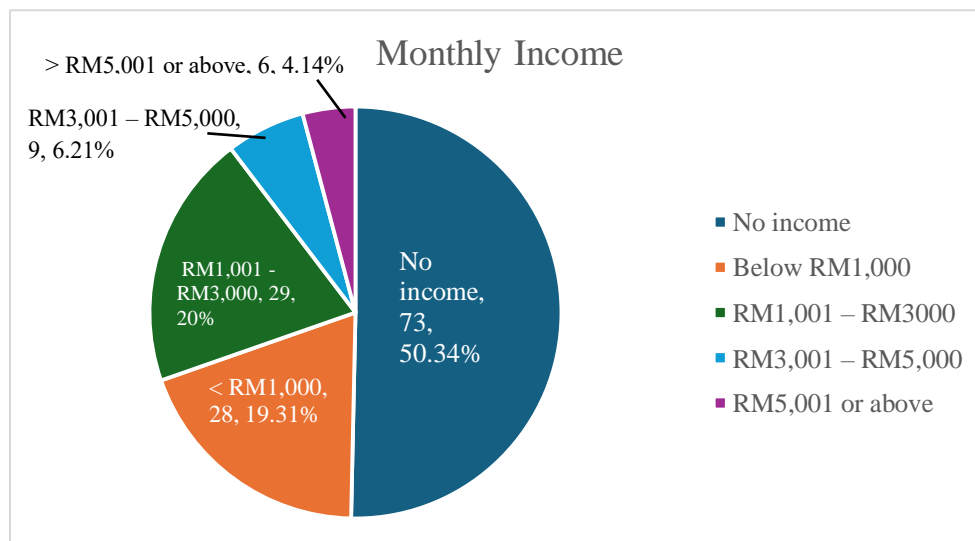
in total, and the rest occupation categories, which are self-employed and others, have only 1 respondent (0.69%).

4.2.1.6 Monthly Income

Table 4.6 Monthly Income

Monthly Income	Frequency	Percentage
No income	73	50.34%
Below RM1000	28	19.31%
RM1,001 – RM3000	29	20.00%
RM3,001 – RM5,000	9	6.21%
RM5,001 or above	6	4.14%

Figure 4.6 Monthly Income



Source: Developed for this research

Table and Figure above are showing the outcome of monthly income of 145 respondents involved in. The category of no income has the half portions of the chart, which is 73 respondents under this category (50.34%). Next, following the category of RM1,000-RM3000 and below RM1,000, these two categories have very similar

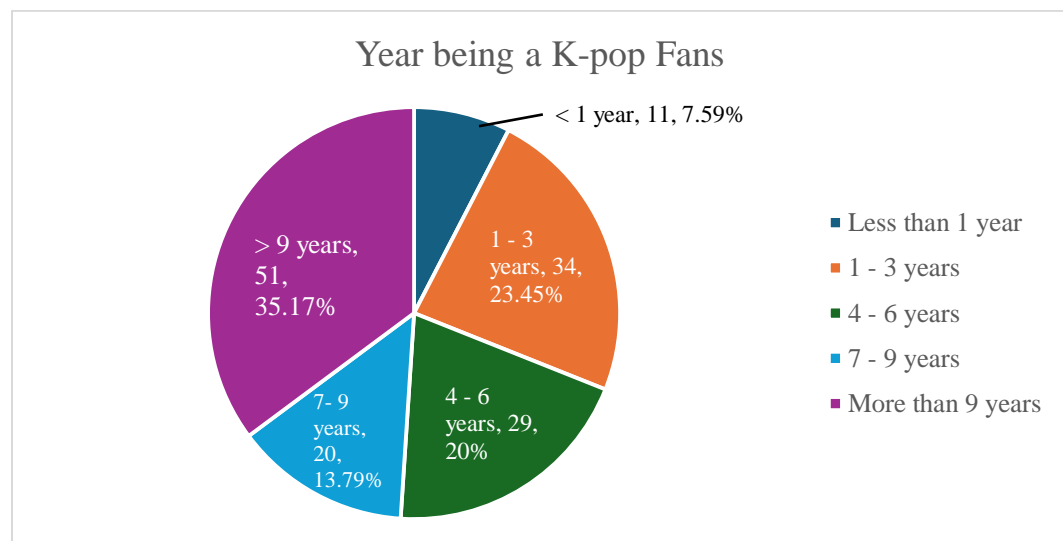
portions in this chart, which are 29 respondents (20%) and 28 respondents (19.31%) fall under these two categories, respectively. Lastly, the respondents that having RM3,001 – RM5,000 and RM5,001 or above as their monthly income only numbered in single-digit numbers, which are 9 respondents (6.21%) and 6 respondents (4.14%), respectively.

4.2.1.7 Year being a K-pop Fans

Table 4.7: Year being a K-pop Fans

Years	Frequency	Percentage
Less than 1 year	11	7.59%
1 - 3 years	34	23.45%
4 - 6 years	29	20.00%
7 - 9 years	20	13.79%
More than 9 years	51	35.17%

Figure 4.7: Year being a K-pop Fans



Source: Developed for the research

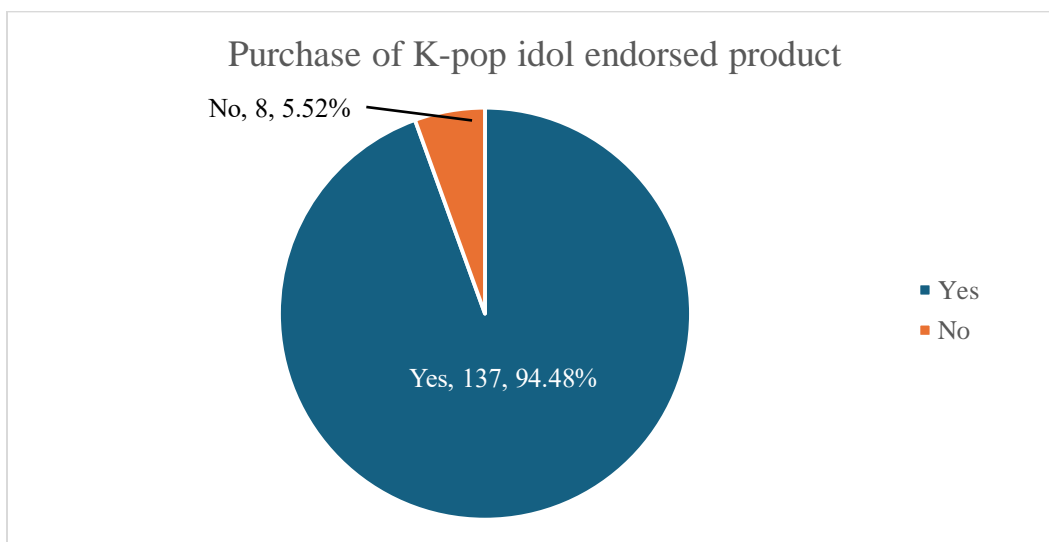
Table and Figure above show the results of the year being a K-pop fan of 145 respondents involved. Firstly, the largest portion of this chart falls under the category of more than 9 years being a K-pop fan, which is 51 respondents (35.17%). Secondly, the category of 1 to 3 years has the second largest portion in this chart, which is 34 respondents involved (23.45%). Next, the respondents amount of 4 to 6 years and 7 to 9 years is ranging between 20-30 respondents, which are 29 respondents (20%) and 20 respondents (13.79%), respectively. Lastly, the year being a K-pop fan who is less than 1 year has only 11 respondents in this category (7.59%).

4.2.1.8 Purchase of K-pop idol endorsed product

Table 4.8 Purchase of K-pop idol endorsed product

Purchase of K-pop idol endorsed product	Frequency	Percentage
Yes	137	94.48%
No	8	5.52%

Figure 4.8: Purchase of K-pop idol endorsed product



Source: Developed for the research

The results of purchasing K-pop idol-endorsed products are displayed in Table and Figure above. With 137 respondents making up the greatest amount of the chart (94.48%), the majority of respondents have experience buying K-pop idol-endorsed products, while only 8 respondents (5.52%) have never done so.

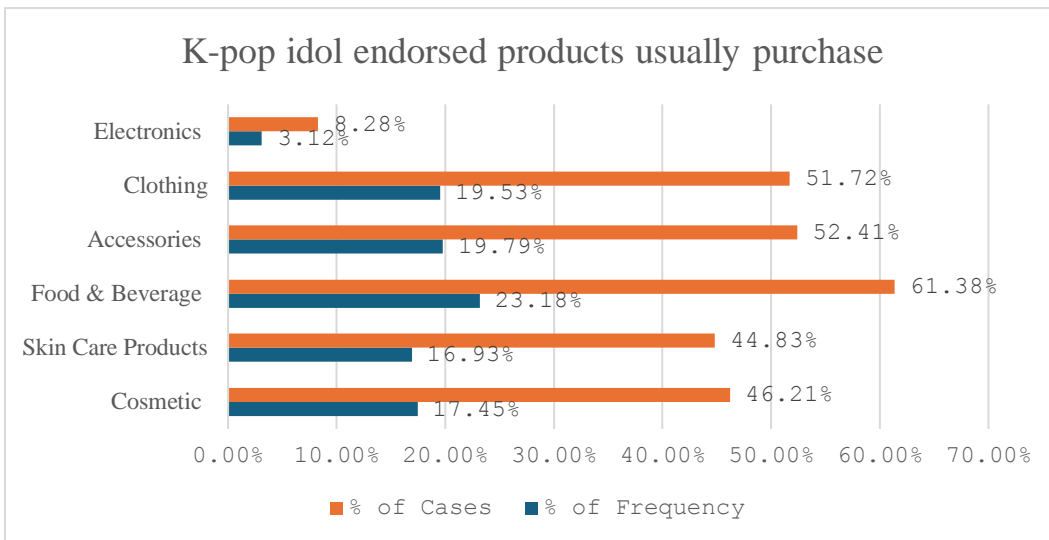
4.2.1.9 K-pop Idol endorsed product usually purchase

Table 4.9: K-pop Idol endorsed product usually purchase

Purchase of K-pop idol endorsed product	Frequency	Percentage of frequency	Percentage of cases
Cosmetic (Foundation, Lipstick, Eyeshadow, Concealer)	67	17.45%	46.21%
Skin Care Products (Toner, Sunscreen, Facial Cleanser, Moisturizer)	65	16.93%	44.83%
Food & Beverage (Coffee, Carbonated Drink, Biscuit, Snack)	89	23.18%	61.38%

Accessories (Bags, Sunglasses, Watches, Hats)	76	19.79%	52.41%
Clothing (T-shirts, Jeans, Jackets, Hoodies)	75	19.53%	51.72%
Electronics (Smartphone, Earphones, Tablets, Smartwatches)	12	3.12%	8.28%
Total	384	100%	

Figure 4.9: K-pop Idol endorsed product usually purchase



Source: Developed for the research

Table and Figure above demonstrate K-pop idol-endorsed products usually purchased by K-pop fans. Based on the result above, the K-pop idol endorsed product that has the highest frequency is food and

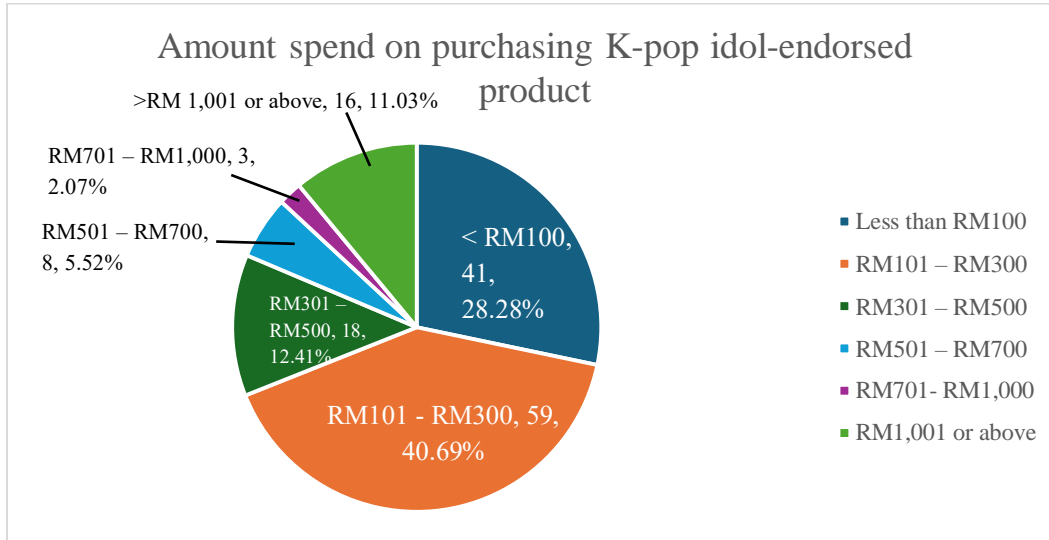
beverage, with 89 respondents (23.18% of responses and 61.38% of cases). Next, followed by accessories and clothing have similar respondents amount which are 76 respondents and 75 respondents, accounting for 19.79% and 19.53% of all responses and appealing to 52.41% and 51.72% of cases, respectively. Besides that, the K-pop idol endorsed cosmetic products and skin care products are having similar respondents involved, which are 67 respondents and 65 respondents (17.45% and 16.93% of responses, 46.21% and 44.83% of cases), respectively. Lastly, the electronic products, as K-pop idol endorsed products, have the fewest respondents, with only 12 respondents involved, with 3.12% of responses and 8.28% of cases.

4.2.1.10 Amounts spent on purchasing K-pop idol endorsed product

Table 4.10: Amount spent on purchasing K-pop idol endorsed product

Amounts spent on purchasing K-pop idol endorsed product	Frequency	Percentage
Less than RM100	41	28.28%
RM101-RM300	59	40.69%
RM301-RM500	18	12.41%
RM501-RM700	8	5.52%
RM701-RM1,000	3	2.07%
RM1,001 or above	16	11.03%

Figure 4.10: Amounts spent on purchasing K-pop idol-endorsed product



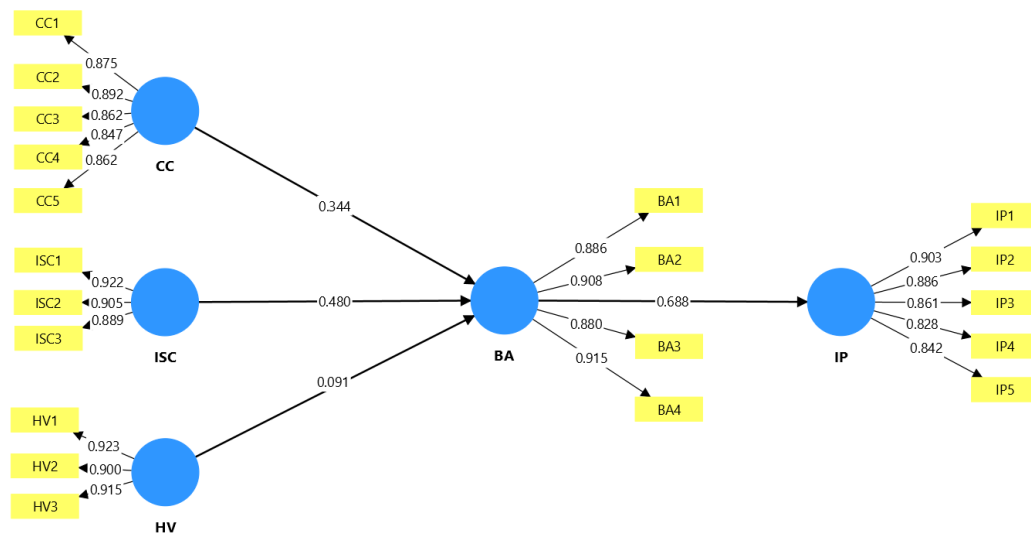
Source: Developed for the research

Table and Figure above show the amounts spent on purchasing K-pop idol-endorsed products by K-pop fans. First, the category of RM 101- RM300 amount spent is the largest portion of the chart by having 59 respondents involved (40.69%), followed by the category of less than RM100 amount spent is the second largest portion in the chart, with 41 respondents involved. Next, the categories of RM301 – RM500 and RM1,001 or above have similar portions in the chart, with 18 respondents (12.41%) and 16 respondents (11.03%) involved. Lastly, the rest categories involved only single-digit respondents involved respectively, which are 8 respondents (5.52%) and 3 respondents (2.07%) only.

4.3 Inferential Analysis

4.3.1 Measurement Model Assessment

Figure 4.11: PLS-SEM Model Diagram from SMART-PLS 4



Source: Developed for the research

4.3.1.1 Construct reliability and validity

Table 4.11: Convergent Validity

Constructs	Factor Loading	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average variance extracted (AVE)
CC1	0.875	0.918	0.919	0.938	0.752

CC2	0.892				
CC3	0.862				
CC4	0.847				
CC5	0.862				
ISC1	0.922				
ISC2	0.905	0.890	0.894	0.931	0.819
ISC3	0.889				
HV1	0.923				
HV2	0.900	0.900	0.907	0.937	0.833
HV3	0.915				
BA1	0.886				
BA2	0.908	0.919	0.921	0.943	0.805
BA3	0.880				
BA4	0.915				
IP1	0.903				
IP2	0.886				
IP3	0.861	0.916	0.925	0.937	0.748
IP4	0.828				
IP5	0.842				

Source: Developed for the research

Table 4.11 shows the convergent validity for this research and all constructs demonstrated good convergent validity. This is because all factor loading for variables are all more than 0.7 which means that all factors are having strong validity for the corresponding construct (Maskey et al., 2018; Cheung et al., 2024). Subsequently, all constructs' Cronbach's Alpha values reached the 0.7 criterion, and all constructs' composite reliability (rho_a and rho_c) values exceeded the 0.6 threshold (Vinzi et al., 2010). Additionally, the average variance extracted (AVE) for all variables have all exceeds 0.5, which means that the convergent validity is achieved (Vinzi et al., 2010).

4.3.1.2 Discriminant Validity

Table 4.12: HTMT criterion

	BA	CC	HV	IP	ISC
BA					
CC	0.817				
HV	0.738	0.769			
IP	0.739	0.739	0.570		
ISC	0.870	0.792	0.803	0.698	

Source: Developed for the research

Table 4.12 shows the discriminant validity of this study. The discriminant validity was assessed using the heterotrait–monotrait ratio (HTMT) of correlations. Based on the result provided above, all variables meet the threshold value of $HTMT < 0.90$, demonstrating discriminant validity has been achieved (Ringle et al., 2023).

4.3.2 Structural Model Assessment

To address any multicollinearity issues among the variables, it is essential to examine the Variance Inflation Factor (VIF) before proceeding to structural model assessment.

4.3.2.1 Collinearity statistics (VIF) & Common Method Bias

Table 4.13: Collinearity statistics (VIF)

	VIF
Brand Attachment -> Impulse Purchase	1.000
Celebrity Credibility -> Brand Attachment	2.423
Hedonic Value -> Brand Attachment	2.409
Ideal Self Congruence -> Brand Attachment	2.533

Source: Developed for the research

Table 4.13 shows that all VIF values fall between 1.000 and 2.533. This indicates that the VIF value in this study is $VIF = 1$ and $1 < VIF < 5$. This indicates that the independent variables are unrelated, the variables are moderately associated with each other, and no multicollinearity issues among the variables. Therefore, it is determined that there are no errors and the structural model assessment can be proceed (Shrestha, 2020).

Next, the data of Table 4.13 is also used for common method bias. According to Kock (2015), a model may be determined free of common method bias if all VIFs from a complete collinearity test are equal to or less than 3.3, while a VIF of more than 3.3 suggests both pathological collinearity and the potential that a model has been impacted by common method bias. Therefore, all VIF values in table 4.13 are less than 3.3, indicating that the research model is determined as free of common method bias.

4.3.2.2 Path Coefficient Analysis

In this research, 10,000 bootstrap samples have been conducted with one tailed test settings. The result is presented in Table 4.14.

Table 4.14: Path Coefficient and Hypotheses Testing

Hypotheses	β	T value	P values	Confidence Intervals Bias-Corrected	Decisions
H1: CC -> BA	0.344	3.763	0.000	(0.196, 0.498)	Supported
H2: ISC -> BA	0.480	5.991	0.000	(0.348, 0.611)	Supported
H3: HV -> BA	0.091	1.009	0.157	(-0.068, 0.232)	Not supported
H4: BA -> IP	0.688	12.649	0.000	(0.580, 0.764)	Supported

Source: Developed for the research

For path coefficient analysis, the correlations found are significant if the bootstrapping t-value is greater than 1.96 (Ghorbani et al., 2019). Next, the significance threshold is set to 0.05 in order to compare it to the probability of significance, or p-value in many studies so if the p-value is less than 0.05, it is considered “significant” (Kwak, 2023). Besides that, the confidence intervals should not cross over zero, within 0.05-0.95.

In table 4.14, it shows the result of t value and p value for H1, H2 and H4 have meet the threshold value, indicating a strong statistical significance. Additionally, the 95% confidence intervals bias- corrected for these three hypothesis are all within 0.05-0.95, which does not

crosses zero, showing further support. Therefore, the hypotheses of H1, H2 and H4 are supported in this study.

Conversely, in table 4.14, it shows the result of T value and p value of H3 does not meet the threshold value, indicating that the effect is not statistically significance. Moreover, the 95% confidence intervals bias-corrected for this hypothesis is between (-0.068, 0.232), which is not within 0.05-0.95 and has cross zero so there is no further support for this hypothesis. Therefore, the H3 is not supported in this study.

4.3.2.3 Mediation Analysis

For mediation analysis of this research, 10,000 bootstrap samples have been conducted with one tailed test settings. The settings is set to examine whether brand attachment mediates the relationships between celebrity credibility, ideal self congruence, hedonic value and impulse purchase of K-pop idol-endorsed products. The findings are shown in Table 4.16.

Table 4.15: Indirect Effect

Indirect Effect	β	T value	P values	Confidence Intervals Bias-Corrected	Decisions
H5a: CC -> BA -> IP	0.237	3.445	0.000	(0.129, 0.353)	Supported
H5b: ISC -> BA -> IP	0.331	5.245	0.000	(0.230, 0.436)	Supported

H5c: HV -> BA -> IP	0.063	0.999	0.159	(-0.048, 0.161)	Not supported
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Source: Developed for the research

The p value must be less than 0.05 and the T value must be larger than 1.96 for mediation analysis. In addition, the confidence intervals should fall between 0.05 and 0.95 and not exceed zero.

As result shows in table 4.16, the T value and p value of H5a and H5b have meet the threshold value, indicating that the effect is not statistically significance. Furthermore, the 95% confidence intervals bias- corrected for both hypotheses do not cross zero also, showing further support for this hypothesis. In this case, H5a and H5b are supported in this study.

In contrast, the T value and p value of H5c does not meet the threshold value, indicating that the effect is not statistically significance. Moreover, the 95% confidence intervals bias- corrected for this hypothesis has cross zero (-0.048, 0.161), so there is no further support for this hypothesis. Therefore, the H5c is not supported in this study.

4.3.2.4 Coefficient of Determination (R² Value)

Table 4.16: R square

	R-square	Result
BA	0.701	Moderate
IP	0.474	Weak

Source: Developed for the research

R² can be used to evaluate the structural model's explanatory power. According to Hair et al. (2021), higher R², ranging from 0 to 1, indicate greater explanatory power. R² values of 0.75, 0.50, and 0.25 are considered substantial, moderate, and weak, respectively, according to the general recommendations.

According to the finding result in table 4.15, the R² values of brand attachment is 0.701, which indicating moderate explanatory power. This means that the exogenous variables such as celebrity credibility, ideal self congruence and hedonic value, together represent 70.1% of the variance of brand attachment.

Next, the R² values of impulse purchase is 0.474, which indicating moderate to substantial explanatory power, which indicating weak explanatory power. This means that the exogenous variable such as brand attachment, is representing 47.4% of the variance of impulse purchase.

4.3.2.6 Effect Size (f² value)

Table 4.17: F square

	f²	Result
CC -> BA	0.163	Medium
ISC -> BA	0.304	Medium
HV -> BA	0.012	No effect
BA -> IP	0.901	High

Source: Developed for the research

According to Cohen (1988), the f^2 effect size of 0.02, 0.15 and 0.35 are regarded to small, medium and high effects respectively. Based on the effect size result in table 4.16, there is a high effect of brand attachment on impulse purchase with the value of 0.901. Following by the medium effect size of 0.163 and 0.304, represent the effect size of celebrity credibility and ideal self congruence on brand attachment, respectively. However, the effect size of hedonic value on brand attachment is 0.012, which does not meet the small effect size value of 0.02, therefore there is no effect for hedonic value on brand attachment.

4.3.2.5 Predictive Relevance (Q^2 Value)

Table 4.18: Q square

	Q^2predict
BA	0.676
IP	0.463

Source: Developed for the research

According to Hair et al.(2011), an endogenous construct exhibits predictive relevance if the cross-validated redundancy value for that particular endogenous latent variable is greater than zero. Based on Table 4.17, all Q^2 predict values are greater than zero, which indicates predictive significance between exogenous and endogenous constructs.

4.4 Conclusion

As conclusion, the result and analysis of 4 sections in the questionnaire of this study were provided. Under descriptive analysis, the demographic characteristic of respondents data were being analysed under this section. For inferential analysis, as mentioned in previous chapter that PLS-SEM analysis is conducted by using SMARTPLS 4 software, the measurement model assessment and structural model assessment were under this analysis. Based on the result provided, the majority of proposed hypotheses were supported except for the H3 and H5c. Therefore, by understanding these research results, the following chapter will explore deeper into these findings.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATION

5.0 Introduction

The summary of the discussion and the findings of this research, which discusses also the limitations, implications and the recommendations for future research.

5.1 Discussion of Major Findings

Table 5.1: Summary of Hypotheses Testing

Hypotheses	Result	Decision
H1: There is a significant positive relationship between Celebrity Credibility and Brand Attachment	t=3.763 p=0.000	Supported
H2: There is a significant positive relationship between Ideal Self Congruence and Brand Attachment	t=5.991 p=0.000	Supported
H3: There is a significant positive relationship between Hedonic Value and Brand Attachment	t=1.009 p=0.157	Not Supported
H4: There is a significant positive relationship between Brand Attachment and Impulse Purchase of idol-endorsed products among K-pop fans	t=12.649 p=0.000	Supported
H5: Brand Attachment mediates the relationships between Celebrity Credibility, Ideal Self Congruence, Hedonic Value and Impulse Purchase of K-pop idol-endorsed products.		Partially Supported

H5a: Brand Attachment mediates the relationships between Celebrity Credibility and Impulse Purchase of K-pop idol-endorsed products.	t=3.445 p=0.000	Supported
H5b: Brand Attachment mediates the relationships between Ideal Self Congruence and Impulse Purchase of K-pop idol-endorsed products.	t=5.245 p=0.000	Supported
H5c: Brand Attachment mediates the relationships between Hedonic Value and Impulse Purchase of K-pop idol-endorsed products.	t=0.999 p=0.159	Not Supported

Source: Developed for the research

5.1.1 There is a significant positive relationship between Celebrity Credibility and Brand Attachment

According to the hypotheses testing result in Table 5.1, the t value and p-value of H1 achieved the threshold requirement, therefore, hypothesis 1 is supported in this study. The result of analysis of H1 is same with the result from Namrata & Parmar (2021) and Gunawan & Daulay (2023). According to Namrata & Parmar (2021), the three dimensions of celebrity credibility, which are attractiveness, expertise and trustworthiness are positively related with brand attachment, thereby strengthen the brand attachment. As a result, celebrity connections are transferred from the celebrity endorser to the brand, leading to brand attachment. These results are in line with the meaning transmission model (McCracken, 1989) and associative network theory (Keller, 1993), which described how celebrity characteristics are ingrained in brand perceptions. Hence, marketers can improve brand attachment by strategically leveraging celebrity credibility characteristics in advertising and the present study further contributes to improve the selection and positioning of celebrity endorsements

5.1.2 There is a significant positive relationship between Ideal Self Congruence and Brand Attachment

According to the hypotheses testing result in Table 5.1, the t value and p-value of H2 achieved the threshold requirement, therefore, hypothesis 2 is supported in this study. This result of analysis is consistence with the result from Japutra et al. (2019) and Vania et al. (2024). According to Vania et al. (2024), the speaking of a brand that influences ideal self-congruence shows that it has succeeded in presenting the brand according to what is demanded by ideal self-congruence. Besides that, their research mentioned brand attachment is controlled by self-driven motivation, which involves a desire inside toward having enjoyment and fulfill one's own needs. In this instance, consumers become attracted to brands that make them feel emotionally secure and fulfilled (Vania et al., 2024).

5.1.3 There is a significant positive relationship between Hedonic Value and Brand Attachment

According to the hypotheses testing result in Table 5.1, the t value and p-value of H3 does not achieved the threshold requirement, therefore, hypothesis 3 is not supported in this study. This analysis result is consistence with the analysis study from Lim et al. (2020). According to their research, they found out that hedonic customers are more highlight on the external characteristics such as the store environment and layout. Furthermore, consumers that are hedonic oriented frequently purchase for self-satisfaction instead of simply accomplishing a task, such as they enjoy the process of buying. Lastly, hedonic value depends more on the in-store experience during the purchasing process (Lim et al., 2020).

5.1.4 There is a significant relationship between Brand Attachment and Impulse Purchase of idol-endorsed products among K-pop fans

Based on the hypotheses testing result in Table 5.1, the t value and p-value of H4 achieved the threshold requirement, therefore, hypothesis 4 is supported in this study. The results of this study analysis are in line with the results of study from Vania et al. (2024), which states also that there is a positive relationship between brand attachment and impulse purchase. As supported by Vania et al. (2024), strong attachment can inspire individuals to invest more in a brand. Besides that, the study indicates also the stronger a consumer's attraction to a certain brand, the more impulsive purchases happen (Vania et al., 2024).

5.1.5 Brand Attachment mediates the relationships between Celebrity Credibility, Ideal Self Congruence, Hedonic Value and Impulse Purchase of K-pop idol-endorsed products.

Based on the hypotheses result on Table 5.1, the decision of hypothesis 5 is partially supported by this study. This is because H5 is the comprises of the H5a, H5b and H5c and the happen of break down is for the mediation testing. As can be seen from table 5.1, the hypothesis results for H5a and H5b are supported, but the result for H5c are not supported. Therefore, the decision for the H5 is partially supported.

5.1.5a Brand Attachment mediates the relationships between Celebrity Credibility and Impulse Purchase of K-pop idol-endorsed products

According to the hypotheses testing result provided in Table 5.1, the t value and p-value for H5a achieved the threshold requirement, so hypothesis H5a is supported in this study. Although there is no study that having the same hypothesis path, but based on the result of analysis from Gunawan & Daulay (2023) and Vania et al. (2024), their research are showing the result of celebrity credibility can affect the brand attachment and brand attachment can affect impulse purchase respectively, so it is approximately that brand attachment mediates the relationships between celebrity credibility and impulse purchase of K-pop idol-endorsed products. If the K-pop idol itself owns celebrity credibility characteristic in public image, K-pop fans will have more trust on that endorsed product. Once the trust toward the endorsed product is formed due to the K-pop idol's celebrity credibility, this will lead to the build of brand attachment with the brand, thereby stimulate impulse purchase happen.

5.1.5b Brand Attachment mediates the relationships between Ideal Self Congruence and Impulse Purchase of K-pop idol-endorsed products.

According to the hypotheses testing result provided in Table 5.1, the t value and p-value for H5b achieved the threshold requirement, so hypothesis H5b is supported in this study. This result of analysis is match with the result of analysis from Japutra et al. (2019), when a K-pop fan recognize a K-pop idol endorsed product match consistently with the ideal self that he/she want to become, it is easier for them to build brand attachment with that product. As they are having brand attachment with the K-pop idol endorsed product, the

impulse purchase of K-pop idol endorsed products can be stimulated among K-pop fans.

5.1.5c Brand Attachment mediates the relationships between Hedonic Value and Impulse Purchase of K-pop idol-endorsed products.

According to the hypotheses testing result in Table 5.1, the t value and p-value for H5c does not achieved the threshold requirement, so hypothesis H5c is not supported in this study. The result of analysis is line up with the result of analysis from Lim et al., (2020). Based on their study, utilitarian buyers are more motivated to obtain better value from their purchases than hedonistic customers who shop for self-satisfaction. Hence, consumers who are more likely to associate with a specific brand when they perceive a high degree of utilitarian value during the purchasing process (Lim et al., 2020).

5.2 Implication of Study

The implication of study is formed by theoretical implication and practical implication.

5.2.1 Theoretical Implications

From academic perspectives, the underlying theory that applied in this study is Stimulus-Organism-Response (S-O-R) Model. This model is applies to investigate how the external stimuli of this study, which are celebrity credibility, ideal self congruence and hedonic value influence the organism, brand attachment, then lead to the response of impulse purchase of K-pop idol

endorsed products among K-pop fans. Although this model has been used for investigation in other sector like luxury brand, but the research that using this model to investigate in K-pop idol endorsed products is very less. Consequently, this study enhances the theoretical understanding of K-pop fans' purchasing behavior by investigating how celebrity credibility, ideal self congruence, hedonic value influence brand attachment, then how brand attachment mediates the effect on impulse purchase of K-pop idol endorsed product. Furthermore, this study has shown a strong relationship between brand attachment and impulse buying in context of K-pop Idol endorsed product. Overall, these findings broaden the scope of use of the S-O-R model to K-pop idol-endorsed products, providing fresh insights into the mechanisms that drive impulse purchases of K-pop fans

5.2.2 Practical Implications

As celebrity credibility was prove to significantly increase brand attachment and cause impulse purchase of K-pop idol endorsed products among K-pop fans, marketers can continue their contract with the K-pop idol that endorsed their products. When the brand company noticed the endorsed products by this K-pop idol able to produce strong brand attachment among the K-pop fans, the company can consider to continue the contract with this K-pop idol with the identity as spokesperson or brand ambassador. The duration of contract for these two identities is longer compared to a general endorser. Therefore, as contract continued, brand company can enjoy the benefit of endorsement that K-pop idol bring, which brand attachment toward their products will last longer or able to attract more K-pop fans to build brand attachment toward their products, thereby stimulating impulse purchase among K-pop fans

For second practical implication, as ideal self congruence was prove to significantly improve brand attachment and cause impulse buying of K-pop idol

endorsed products among K-pop fans, marketers can produce advertisement by designing the advertising messages and brand visual that closely reflect the ideal self of the K-pop fans. K-pop fans are more likely to develop an emotional bond with a brand when they believe that the products endorsed by K-pop idols represent the person they aspire to be, such as being self-assured, successful, or fashionable. To achieve this, marketers will have to portray the K-pop idol in a way that reflects the desirable attributes that K-pop fans desire, such as confidence, lifestyle, personal beliefs, and appearance. Advertisements that feature the K-pop idol as a symbol of K-pop fans' ideal selves allow K-pop fans to psychologically project themselves onto the brand, improving their feelings of congruence as well as strengthening brand attachment and impulse purchase

5.3 Limitation of Study and Recommendations for Future Research

The first limitation found in this study is that only K-pop fan respondents in Malaysia were involved in the questionnaire of this study. Although Malaysia has a quite number of population that is interested in K-pop but as mentioned previously that the influence of K-pop is globally around the world. Therefore, as a recommendation for it, conducting a cross-cultural validation with a bigger and more varied sample from multiple countries would be useful to assess how K-pop fans from multiple countries, who have different cultural perceptions of K-pop idol-endorsed products, develop brand attachment and engage in impulse purchase (Lim et al., 2020; Bismo et al., 2024).

Next, the second limitation is this study examine only impulse purchase as the dependent variable, which represent one type within the broader construct of compulsive buying behaviour. According to Lim et al. (2020) and Japutra et al. (2019), the compulsive buying behavior variable has a wider perspective as it is a comprehensive construct that includes impulsive buying and obsessive–compulsive

buying, which were studied together in their research. In this instance, a more thorough and in-depth understanding of K-pop idol-endorsed products among K-pop fans can be obtained by studying the entire compulsive buying behavior variable construct, which encompasses obsessive-compulsive buying and impulsive buying.

Lastly, the third limitation is examines brand attachment as the only mediator variable in the relationship between celebrity credibility, ideal self-congruence, hedonic value, and impulse purchase as there are other psychological or social factors could influence impulse purchase, such as hedonic shopping motivation, parasocial interaction. So, if only focuses on brand attachment, the study may be underestimating the impact of other variables and providing an insufficient explanation of the impulse purchase of K-pop fans. Therefore, the recommendation for this limitation is apply other variables as mediator in future research. Based on previous research articles, the other variables, such as hedonic shopping motivation, parasocial interaction, and positive affect as mediator could provide different perspectives on impulse purchase of K-pop idol endorsed products among K-pop fans (Coelho et al., 2023; Deng et al., 2023; Muhammad et al., 2024).

5.4 Conclusion

In conclusion, this study explores the mediating effect of brand attachment on impulse purchase of K-pop idol endorsed products among K-pop fans. The Stimulus-Organism-Response (SOR model) is applied, celebrity credibility, ideal self congruence and hedonic value as stimulus, brand attachment as organism and impulse purchase as response. The findings indicate the relationships of the variables under stimulus such as celebrity credibility and ideal self congruence have a strong positive effect on brand attachment, but hedonic value does not.. Additionally, the relationship between certain antecedent variables and impulse purchases is partially mediated by brand attachment. Despite some limitations that provide chances for future research, this study broadens

the application of the S-O-R model to the context of K-pop idol-endorsed products, with theoretical and practical implications for marketers looking to improve brand attachment and encourage impulse purchases among K-pop fans.

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No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
12.	Workforce Motivator Amongst Millennials and Centennials	Lim Wei Ming	Dr Komathi a/p Munusamy	16 October 2025 – 15 October 2026
13.	Exploring Job Seekers' Experiences and Intention to Use AI Technologies in Recruitment in Malaysia	Nyew Shuen Yee	Dr Mahendra Kumar a/l Chelliah	
14.	The Role of Emotional Marketing on Instagram in Shaping Generation Z's Purchase Intention toward Pop Culture Collectibles	Chu Hor Yin	Dr Malathi Nair a/p G Narayana Nair	
15.	The Impact of Cross-Cultural Human Resource Management Practices on Employee Performance in Multinational Corporation (MNCs)	Pang Yun Ling	Dr Cheah Lee Fong	
16.	Factors that Influence Consumers' Purchase Intention Based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia	Chaw Khun Thin	Dr Sia Bee Chuan	
17.	The Impact of Marketing on Customer Behaviour: Fashion and Daily Clothing	Reyes Loh Chang Le	Dr Law Kian Aun	
18.	Factors Influencing Purchase Intention on Plant-Based Food in Malaysia	Tan Guan Ming	Pn Faridah Hanum Binti Amran	
19.	Factors Influencing Consumers' Intention to Participate in Racquet Sports	Pang Poh Yee	Dr Cheah Lee Fong	
20.	Factors of Hybrid Workplace that Affect Employees' Work Performance	Tan Ling Zi	Ms Hooni Pik Hua @ Rae Hooni	
21.	The Influence of TikTok on Consumer Purchase Decisions for Beauty and Personal Care (BPC) Products Among Generation Z in Malaysia	Lim Zhi Qing	Dr Sia Bee Chuan	
22.	False Feedback, Real Consequences: The Effect of Fake Reviews on E-commerce Trust and Credibility	Lee Kar Man	Ms Low Suet Cheng	
23.	The Impact of Delivery Service, Time, Security and Privacy, and Price on Consumer Satisfaction Towards Online Food Delivery Services in Malaysia	Loy Hew Lam		
24.	To Assess the Digital Literacy of Great Eastern Life Assurance Policyholders to use E-Connect	Jank Eng Jian Yee	Pn Ezatul Emilia Binti Muhammad Arif	
25.	Factors Influencing the Consumer Purchasing Intention on Instagram	Tan Shi Wei	Dr Foo Meow Yee	
26.	The Impact of Social Media Influencers on Gen Z's Purchase Decisions	Ling Keng Hong	Dr Law Kian Aun	
27.	Exploring the Influence of Loyalty Program on Customer Loyalty Among University Students in the Food and Beverage Industry	Liew Lok Xuan	Mr Low Choon Wei	
28.	A Comparative Study on the Impact of Social Media Marketing on Anti-Corruption Awareness Between Millennials and Generation Z in Malaysia	Heng Kian Hoo	Dr Abdullah Sallehuddin bin Abdullah Salim	
29.	The Influence of Cultural Sensitivity on Purchase Intention in Malaysia	Leong Sin Yee	Dr Yeong Wai Mun	
30.	Factors Influencing Academic Dishonesty Through AI Tools Among Business Undergraduates Students	Pang Wan Qing	Dr Lim Wan Leng	
31.	Exploring the Drivers of Willingness to Pay for Sustainable Fashion Brand Among Young Adults	Ng Kai Er	Dr Malathi Nair a/p G Narayana Nair	
32.	The Impact of Social Media Influencers on Brand Trust and Consumer Purchase Intentions of Skincare Product Among Generation Z	Chu Kah Fei	Dr Cheah Lee Fong	
33.	Social Media as a Tool for Creating Environmental Awareness to the Public	Yap Hong Jin	Dr Abdullah Sallehuddin bin Abdullah Salim	
34.	Examining the Influence of Government Incentives and Perceived Value on Green Purchase Intentions for Electric Vehicles Among Consumers in Klang Valley	Heng Yan Xiang		
35.	Building Brand Equity in the Global Food and Beverage (F&B) Industry: A Study of the Influence of Selected Marketing and Branding Activities on University Students' Perception	Chua Seow Wern	Ms Goh Poh Jin	

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia

Tel: (605) 468 8888 Fax: (605) 466 1313

Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia

Tel: (603) 9086 0288 Fax: (603) 9019 8868

Website: www.utar.edu.my



No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
36.	The Impact of Alibaba's Global E-Commerce Training (GET) Program Towards UTAR Students	Low Zhi Qing	Pn Ezatul Emilia Binti Muhammad Arif	16 October 2025 – 15 October 2026
37.	The Impact of Micro-Influencer Attributes On Consumer Choices in Social Media	Chan Qiao En	Ms Tai Lit Cheng	
38.	Gen Z's Cross-Border Shopping Habits in Malaysia: Why They Buy Global Brands Online	Lim Ze Jun	Dr Law Kian Aun	
39.	Examining Green Governance on How Corporate Governance Influences Environmental Responsibility in International Business	Khor Yong Li	Dr Abdullah Sallehuddin bin Abdullah Salim	
40.	Perception of Young Adults Towards Coffee as a Lifestyle Product Influencing Purchase Intention	Lee Wei Jien	Ms Goh Poh Jin	
41.	The Role of Instagram Reels in Shaping Young Adults Buying Behavior	Ow Jia Ming Clement		
42.	Live Streaming and Female Empowerment in Malaysia: Impact on Brand Building and Consumer Purchase Intention	Liew Le Yo	Pn Ezatul Emilia Binti Muhammad Arif	
43.	Lazy or Revolutionary? The Impact of Perceived Effort on the Overall Perception of Quality of Using AI in Digital Marketing	Yap Shao Qian		
44.	The Influence of Digitalization on Supply Chain Efficiency in Malaysian SMEs	Neng Wei Bin	Dr Komathi a/p Munusamy	
45.	Factors Affecting SMEs' Performance in Malaysia	Brandon Cheong Zhun Hin	Dr Law Kian Aun	
46.	The Influence of Socio-Psychological and Social Environment Stimuli on Impulse Buying Behaviour Among Generation Z Consumers in the Fast Fashion Market: A Stimulus-Organism-Response Approach	Georgina Adrianna Stalin Jerah	Ms Puvaneswari a/p Veloo	
47.	Factors Affecting Malaysian Consumers' Purchase Intention Green Products	Loh Chun Hong	Dr Foo Meow Yee	
48.	Blind Box: The Factor Influencing Generation Z	Chooi Qiao Yi		
49.	Influential Factors of Buying Behavior of Generation Z Towards the Blind Boxes Industry in Malaysia	Aw Ho Yi		
50.	Exploring the Relationship Between Brand Attachment and Impulse Purchase among K-pop Fans	Cheong Yik Lum	Dr Yeong Wai Mun	
51.	Factors Influencing Digital Marketing Effectiveness: An Analysis of Campaign Performance	Ling Zhi Bin	Pn Ezatul Emilia Binti Muhammad Arif	
52.	Determinants of Electric Vehicle Purchase Intentions Among Malaysian Consumers	Teoh Khai Hong	Pn Faridah Hanum Binti Amran	
53.	The Impact of Influencer Marketing on Gen Z Purchase Decision	Tan Joey	Ms Hooi Pik Hua @ Rae Hooi	
54.	Determinants of AI Components that Influences Employees Productivity	Lam Kah Fei	Dr Mahendra Kumar a/l Chelliah	
55.	Coping with Rising Costs: A Correlational Study of Mental Accounting, Financial Management Practices, and BNPL Spending on Essential and Non-Essential Goods by Malaysian Urban Households	Florence Chan Yu Jiao	Mr Lee Yoon Heng	
56.	How Integrated Marketing Communication (IMC) Strategies Influence UTAR Students' Trust And Loyalty Toward Local Brand	Foo Chwan Jiumn	Dr Law Kian Aun	
57.	Sustainable Supply Chain Practices in Last-Mile Delivery	Lee Guy Hoe	Dr Komathi a/p Munusamy	
58.	How FoMO-AI and Technology Acceptance Factors Affect the Intention to Learn Artificial Intelligence	Choo Min Xin	Dr Corrinne Lee Mei Jyin	
59.	Does Emotional Branding Affect Consumer Purchase Intention	Hang Wei Jun	En Khairul Anuar Bin Rusli	
60.	How Influencer Marketing Influences Online Buying Intention of Gen Z.ers in Selangor	Lee Zixuan		

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia
Tel: (605) 468 8888 Fax: (605) 466 1313
Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia
Tel: (603) 9086 0288 Fax: (603) 9019 8868
Website: www.utar.edu.my



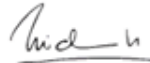
The conduct of this research is subject to the following:

- (1) The participants' informed consent be obtained prior to the commencement of the research;
- (2) Confidentiality of participants' personal data must be maintained; and
- (3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.
- (4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,



Professor Dr Zuraidah Abd Manaf
Chairman
UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Accountancy and Management
 Director, Institute of Postgraduate Studies and Research



Appendix B: Online Survey Questionnaire

Dear respondents,

I am Cheong Yik Lum, a final year undergraduate student pursuing a **Bachelor of International Business (Hons)** at **Universiti Tunku Abdul Rahman (UTAR)**. Currently, I am conducting a Final Year Project with the topic of **Exploring the Mediating Effect of Brand Attachment on Impulse Purchase of Idol-Endorsed Products Among K-POP Fans**. The purpose of the study is to investigate, explore and evaluate the factors that lead to brand attachment and subsequently influence impulse purchase among K-pop fans' toward their favourite idol endorsed products.

Your cooperation in answering this questionnaire is highly important to us as it will greatly assist us in the completion of our study and the achievement of its objective. All of the information obtained regarding this study will be kept completely **PRIVATE** and **CONFIDENTIAL**. Your response will be solely used for academic purposes and not be identified in any data or report.

This questionnaire will roughly takes **10 - 15 minutes** to complete. We truly appreciate your participating and cooperation in answering the questionnaires.

If you have any questions regarding this survey, please do not hesitate to contact me at **venuscheong0806@1utar.my**.

Thank you for your time in contributing your efforts to this research.

Personal Data Protection Statement

Please be informed that in accordance with Personal Data Protection Act 2010 (“PDPA”) which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (“UTAR”) is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

1. Personal data refers to any information which may directly or indirectly identify a person

which could include sensitive personal data and expression of opinion. Among others it includes:

- a) Name
- b) Identity card
- c) Place of Birth
- d) Address
- e) Education History
- f) Employment History
- g) Medical History
- h) Blood type
- i) Race
- j) Religion
- k) Photo
- l) Personal Information and Associated Research Data

2. The purposes for which your personal data may be used are inclusive but not limited to:

- a) For assessment of any application to UTAR
- b) For processing any benefits and services
- c) For communication purposes

- d) For advertorial and news
- e) For general administration and record purposes
- f) For enhancing the value of education
- g) For educational and related purposes consequential to UTAR
- h) For replying any responds to complaints and enquiries
- i) For the purpose of our corporate governance
- j) For the purposes of conducting research/ collaboration

3. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purpose and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

4. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

5. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes

Consent:

6. By submitting or providing your personal data to UTAR, you had consented and agreed for your personal data to be used in accordance to the terms and conditions in the Notice and our relevant policy.

7. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

Acknowledgement of Notice*

-I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.

-I disagree, my personal data will not be processed.

Section A: Screening Profile Section

In this section, if you are a K-pop fan who have previous experience of purchasing idol-endorsed products or shown tendencies toward impulsive purchases of idol-endorsed products, you may continue to proceed and fill up this questionnaire as this research is focused on this specific population. For those who are not K-pop fans that have previous experience of purchasing idol-endorsed products or shown tendencies toward impulsive purchases of idol-endorsed products, thank you for your time, and you may select "NO" and submit this questionnaire.

Please kindly answer the following questions:

Are you a K-pop fan who have previous experience of purchasing idol-endorsed products or shown tendencies toward impulsive purchases of idol-endorsed products

-Yes

-No

Section B: Demographic Characteristics

In this section, you will need to fill up your demographic information. Please state and select the most suitable option.

Age

- 20 years or below

-21-30

-31-40

-41-50

-51-60

-60 or above

Gender

- Male
- Female

Ethnicity

- Malay
- Chinese
- Indian
- Others

Education Background

- Primary Education
- Secondary Education
- Foundation
- Diploma
- Bachelor Degree
- Master

Occupation

- Student
- Employed
- Self-employed
- Unemployed
- Others

Monthly Income

- No income
- Below RM1000

- RM1,001 – RM3000
- RM3,001 – RM5,000
- RM5,001 or above

How many year/years have you been a K-pop Fans?

- Less than 1 year
- 1-3 years
- 4-6 years
- 7-9 years
- More than 9 years

Do you purchase products endorsed by your favourite K-pop idols?

- Yes
- No

Which of the following products endorsed by your favourite K-pop idols do you usually purchase?

- Cosmetic (Foundation, Lipstick, Eyeshadow, Concealer)
- Skin Care Products (Toner, Sunscreen, Facial Cleanser, Moisturizer)
- Food & Beverage (Coffee, Carbonated Drink, Biscuit, Snack)
- Accessories (Bags, Sunglasses, Watches, Hats)
- Clothing (T-shirts, Jeans, Jackets, Hoodies)
- Electronics (Smartphone, Earphones, Tablets, Smartwatches)

How much do you usually spend on purchasing products endorsed by your favourite K-pop idols?

- Less than RM100
- RM101 – RM300

-RM301 – RM500

-RM501 – RM700

-RM701- RM1,000

-RM1,000 or above

Section C: Independent Variables, Section D: Mediator Variable, Section E: Dependent Variable

Based on your most favourite K-pop idol and a product/products that they endorse, answer the following items on a scale of 1 to 5. There is no right or wrong answers.

Note: Strongly Disagree (SD) = 1, Disagree (D) = 2, Neutral = 3, Agree = 4, Strongly Agree = 5

Variables	Construct	Sources
Celebrity Credibility	<p>My favourite K-pop idol who endorses this product is trustworthy.</p> <p>My favourite K-pop idol who endorses this product is reliable.</p> <p>My favourite K-pop idol who endorses this product is knowledgeable about the product or brand.</p> <p>My favourite K-pop idol is highly compatible with the product they endorse.</p>	Hossain et al., 2025.

	My favourite K-pop idol behaves ethically when endorsing products.	
Ideal Self Congruence	<p>The product endorsed by my favourite K-pop idol reflects the person I would like to be.</p> <p>The product endorsed by my favourite K-pop idol is similar to the person I would like to be.</p> <p>The product endorsed by my favourite K-pop idol is consistent with how I would like to be.</p>	Lim et al., 2020
Hedonic Value	<p>The products endorsed by my favourite K-pop idol is fun are use</p> <p>The products endorsed by my favourite K-pop idol are pleasant</p> <p>The products by my favourite K-pop idol are enjoyable</p>	Lim et al., 2020
Brand Attachment	Self Brand Connection	Park et al., 2010

	<p>The product that endorsed by my favourite K-pop idol is part of me and who I am</p> <p>I feel personally connected to the products endorsed by my favourite K-pop idol</p> <p>Brand Prominence</p> <p>My thoughts and feelings about the products endorsed by my favourite K-pop idol pattern come to mind automatically</p> <p>My thoughts and feelings about the products endorsed by my favourite K-pop idol pattern come to me naturally and instantly</p>	
Impulse Purchase	<p>When I see products endorsed by my favourite K-pop idol, I often purchase them even I had not planned to</p> <p>I am a person who makes unplanned purchases on</p>	Weun et al., 1998

	<p>products endorsed by my favourite K-pop idol</p> <p>When I see a product endorsed by my favourite K-pop idol that really interests me, I purchase it without considering the consequences.</p> <p>It is fun for me to purchase products endorsed by my favourite K-pop idol spontaneously</p> <p>I do not avoid purchasing products endorsed by my favourite K-pop idol that are not in my shopping list</p>	
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Appendix C: Raw Data Result Generated from SMARTPLS

Outer loadings - Matrix					
	BA	CC	HV	IP	ISC
BA1	0.886				
BA2	0.908				
BA3	0.880				
BA4	0.915				
CC1		0.875			
CC2		0.892			
CC3		0.862			
CC4		0.847			
CC5		0.862			
HV1			0.923		
HV2			0.900		
HV3			0.915		
IP1				0.903	
IP2				0.886	
IP3				0.861	
IP4				0.828	
IP5				0.842	
ISC1					0.922
ISC2					0.905
ISC3					0.889

Construct reliability and validity - Overview

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (...)
HV	0.900	0.907	0.937	0.833
ISC	0.890	0.894	0.931	0.819
BA	0.919	0.921	0.943	0.805
CC	0.918	0.919	0.938	0.752
IP	0.916	0.925	0.937	0.748

Discriminant validity - Heterotrait-monotrait ratio (HTMT) - Matrix

	BA	CC	HV	IP	ISC
BA					
CC	0.817				
HV	0.738	0.769			
IP	0.739	0.739	0.570		
ISC	0.870	0.792	0.803	0.698	

Collinearity statistics (VIF) - Inner model - List

	VIF
BA -> IP	1.000
CC -> BA	2.423
HV -> BA	2.409
ISC -> BA	2.533

Path coefficients - Mean, STDEV, T values, p values

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O /STDEV)	P values
BA -> IP	0.688	0.694	0.054	12.649	0.000
CC -> BA	0.344	0.344	0.091	3.763	0.000
HV -> BA	0.091	0.095	0.090	1.009	0.157
ISC -> BA	0.480	0.479	0.080	5.991	0.000

Path coefficients - Confidence intervals bias corrected

	Original sample (O)	Sample mean (M)	Bias	5.0%	95.0%
BA -> IP	0.688	0.694	0.005	0.580	0.764
CC -> BA	0.344	0.344	0.000	0.196	0.498
HV -> BA	0.091	0.095	0.004	-0.068	0.232
ISC -> BA	0.480	0.479	-0.001	0.348	0.611

Specific indirect effects - Mean, STDEV, T values, p values

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	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O /STDEV)	P values
CC -> BA -> IP	0.237	0.239	0.069	3.445	0.000
HV -> BA -> IP	0.063	0.066	0.063	0.999	0.159
ISC -> BA -> IP	0.331	0.333	0.063	5.245	0.000

Specific indirect effects - Confidence intervals bias corrected

	Original sample (O)	Sample mean (M)	Bias	5.0%	95.0%
CC -> BA -> IP	0.237	0.239	0.003	0.129	0.353
HV -> BA -> IP	0.063	0.066	0.003	-0.048	0.161
ISC -> BA -> IP	0.331	0.333	0.002	0.230	0.436

R-square - Overview

	R-square	R-square adjusted
BA	0.701	0.694
IP	0.474	0.470

f-square - List

	f-square
BA -> IP	0.901
CC -> BA	0.163
HV -> BA	0.012
ISC -> BA	0.304

PLSpredict LV summary - PLS-SEM

	Q²predict	RMSE	MAE
BA	0.676	0.580	0.396
IP	0.463	0.744	0.562