THE INFLUENCE OF SELF-CONGRUENCE, CONSUMER, INFLUENCER, AND PRODUCT CONGRUENCE ON IMPULSE BUYING

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Abstract: A perfect and charming appearance is the desire of everyone. The growing awareness of the importance of self-care has fueled the growth of the beauty industry. Cosmetic companies are thriving, and many local cosmetic brands have begun to emerge. This study aims to analyze the impact of self, consumer, product, and influencer congruence on impulse buying of cosmetic products. The sampling technique used was non-probability sampling, specifically purposive sampling. The sample for this study consisted of 120 female teenagers in Jakarta who have purchased cosmetic products. Data was collected by distributing questionnaires via Google Forms to a sample of regular coffee shop customers in West Jakarta. The data were analyzed using the Structural Equation Modeling (SEM) method with the SmartPLS 4.0 software application. The results of the study showed that Self–Congruence and Influencer–Product Congruence had a positive and significant influence, while Consumer–Influencer Congruence and Consumer–Product Congruence had a positive but insignificant effect. These findings provide valuable insights into how the concept of congruence can affect impulse buying behavior among female teenagers in Jakarta, and these results can be used by local cosmetic companies to enhance their marketing strategies.

1.   Introduction

A perfect and charming appearance is the desire of everyone. The growing awareness of the importance of self-care has driven the growth of the beauty industry in the country. Cosmetic companies are rapidly expanding, and many local cosmetic brands are beginning to emerge. According to data from the National Food and Drug Monitoring Agency (BPOM), the number of cosmetic businesses increased from 819 in 2021 to 913 in 2022, showing a growth of 20.6% in 2022. In 2023, the cosmetic industry in Indonesia grew by 21.9%, with the number of companies rising from 913 in 2022 to 1,010 companies.

Based on the data above, the beauty industry in Indonesia has experienced rapid growth, which proves that the demand for beauty products continues to increase in the country. This also indicates a shift in consumer behavior towards greater awareness of skin health and beauty, making beauty products viewed not only as secondary needs but also as primary needs. Consumers are increasingly seeing beauty products as a means of self-expression and

a tool to enhance self-confidence.

The growth of the cosmetics and skincare industry is inseparable from changes in consumer behavior, particularly with the development of digital technology and social media. One consumer behavior that frequently occurs in retail outlets is impulse buying. Impulse buying refers to spontaneous, intense, and passionate actions involving a strong desire to make a purchase, with the consumer usually disregarding the consequences of that purchase (Zhang et al., 2022). This leads to a shift in consumer behavior from planned to unplanned shopping. Impulse buying has become an increasingly common phenomenon in recent times. Impulse buying in the context of beauty products is becoming more relevant due to easy access to information, various product promotions through social media, and the significant influence of influencers in recommending products. Social media not only functions as a platform for sharing content but also as an effective marketing tool to capture consumers' attention and drive spontaneous purchases of cosmetic and skincare products. In today's technological era, society is inseparable from social media. Every day, people use social media to share or read specific information. Social media now plays a crucial role as an information provider in buying and selling activities (Prastio & Rodhiah, 2021).

One approach used to understand impulse buying is through the concept of congruence, which describes how well the elements of a marketing interaction align with the preferences, values, or expectations of consumers. Several types of congruence are relevant in this context, including consumer-influencer congruence, consumer-product congruence, and influencer-product congruence.

This concept of congruence was previously studied by Koay & Lim (2024), with results showing that consumer–influencer congruence and influencer–product congruence did not affect impulse buying intention. However, consumer–product congruence had a positive and significant effect on impulse buying intention. That study focused specifically on influencers from the Instagram platform. Therefore, this study replicates the research model by using a broader and more varied sample of influencers. Additionally, this study includes the variable of self-congruence, which is often considered a factor that influences brand attachment (Shimul, 2022). Overall, self-congruence plays a role in understanding how the relationship between consumers, influencers, and products can influence purchasing decisions.

2. Literature review

2.1. Self-Congruence

Self-congruence refers to the self-actualization of each customer in relation to themselves by purchasing a brand that aligns with their self-concept (Islam et al., 2019). While self-congruence is defined in different ways, all definitions describe the similarity between certain aspects of a brand and the customer's self-concept. The self-concept is the understanding or perception that a customer has about themselves. Some aspects of a brand can include the symbolic meaning of the product, the brand's personality traits, or the image of the product's users. Self-congruence is defined as the alignment between the customer's self-concept and the symbolic meaning of the product (Suyoto & Tannady, 2022).

2.2. Consumer–Influencer Congruence

Consumer-Influencer Congruence refers to the alignment between the characteristics of consumers and the characteristics of the influencers they follow. In the world of digital marketing, influencers play a significant role in influencing consumer purchasing decisions. When consumers feel that they share similar values, lifestyles, or preferences with an

influencer, they are more likely to trust product recommendations from that influencer. This can trigger impulse buying due to the trust formed based on that congruence (Belanche et al., 2021).

2.3. Consumer–Product Congruence

Consumer–Product Congruence describes how well a product's characteristics align with a consumer's preferences or needs. When a promoted product is seen as relevant or appealing to consumers, they are more likely to be tempted to make an impulse purchase. This relevance is reinforced by various factors such as product design, features, price, and how the product is communicated (Belanche et al., 2021).

2.4. Influencer–Product Congruence

Influencer–Product Congruence is the alignment between an influencer and the product they promote. Consumers are more likely to make an impulsive purchase if they believe that the product fits with the influencer they respect and follow. The credibility and authenticity of an influencer depend on how well the product they endorse aligns with the image and values they project (Belanche et al., 2021).

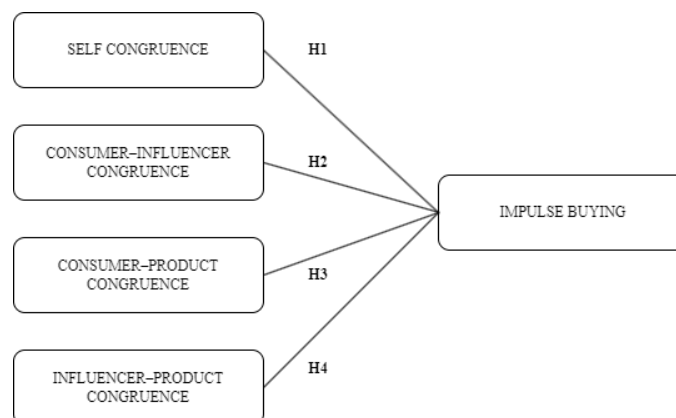From several studies before, a research model was formed as following:

Figure 1. Research Models

Research Hypothesis:
H1: Self–Congruence has an effect on Impulse Buying.
H2: Consumer–Influencer Congruence has an effect on Impulse Buying.
H3: Consumer–Product Congruence has an effect on Impulse Buying.
H4: Influencer–Product Congruence has an effect on Impulse Buying.

3. Research Method

This study uses a quantitative research approach. Sampling employs a non-probability technique, specifically purposive sampling, where the researcher selects respondents based on specific characteristics (Firmansyah et al., 2022). In this study, 120 respondents were selected, all of whom were young women in Jakarta who had purchased cosmetic products. This study variables include: Self-Congruence using 6 statement items; Consumer-Influencer Congruence using 5 statement items; Consumer-Product Congruence using 4 statement items; Influencer-Product Congruence using 5 statement items; and Impulse Buying using 5 statement items. Research data processing using PLS-SEM version 4 software, which consists of two analyses,

namely the outer model and the inner model.

4. Results and Discussion
4.1. Results
Respondent Profile

Subject in this study, the subjects being researched are teenage girls in Jakarta who have purchased cosmetic products. Regarding the description of the research subjects, the sample size collected involves 120 respondents. Based on the data received, the majority of respondents engage in this activity with a moderate frequency of 2-3 times per month (65%).

Outer Model

Based on the results of the measurement model (outer model analysis), it is known that all indicators used for the measure variable study have valid and reliable results, so the results of the study can be trustworthy and reliable.

a. Convergent Validity

Table 1. Results of AVE

Variables	*Average Variance Extracted (AVE)*
Self–Congruence	0.559
Consumer–Influencer Congruence	0.540
Consumer–Product Congruence	0.591
Influencer–Product Congruence	0.660
Impulse Buying	0.689

Table 1 show the results of the Average Variance Extracted (AVE) test presented in Table 1 indicate that each variable used in this study has a value above 0.50 (>0.50). Therefore, these variables meet the criteria for convergent validity based on the AVE analysis.

b. Composite Reliability

Table 2. Cross Loading Analysis Results

Variable	*Cronbach's Alpha*	*Composite Reliability*
Self–Congruence	0.842	0.883
Consumer–Influencer Congruence	0.789	0.853
Consumer–Product Congruence	0.770	0.851
Influencer–Product Congruence	0.829	0.886
Impulse Buying	0.887	0.917

From the results of the reliability analysis in this study can be seen in Table 2. According to the rule of thumb, the Composite Reliability value should be greater than 0.7, and the Cronbach's alpha value should also exceed 0.7 (Ghozali, 2021).

**Inner Model**
Coefficient of Determination Test (R^2)

Table 3. Coefficient of Determination Test (R^2)

Variable	*R-square adjusted*	Description
Impulse Buying	0.714	*Moderate*

Based on the results of the coefficient of determination analysis shown in Table 4, the adjusted R-square value for the Impulse Buying variable is 0.714, which means it has a value of 71.4%. This indicates that the dependent variable, Impulse Buying, is influenced by the selected independent variables, namely self-congruence, consumer–influencer congruence, consumer–product congruence, and influencer–product congruence, by 71.4%. The remaining 28.6% is likely influenced by other independent variables that were not selected to affect the dependent variable in this study.

Inner Model Test
Results from the bootstrapping is:
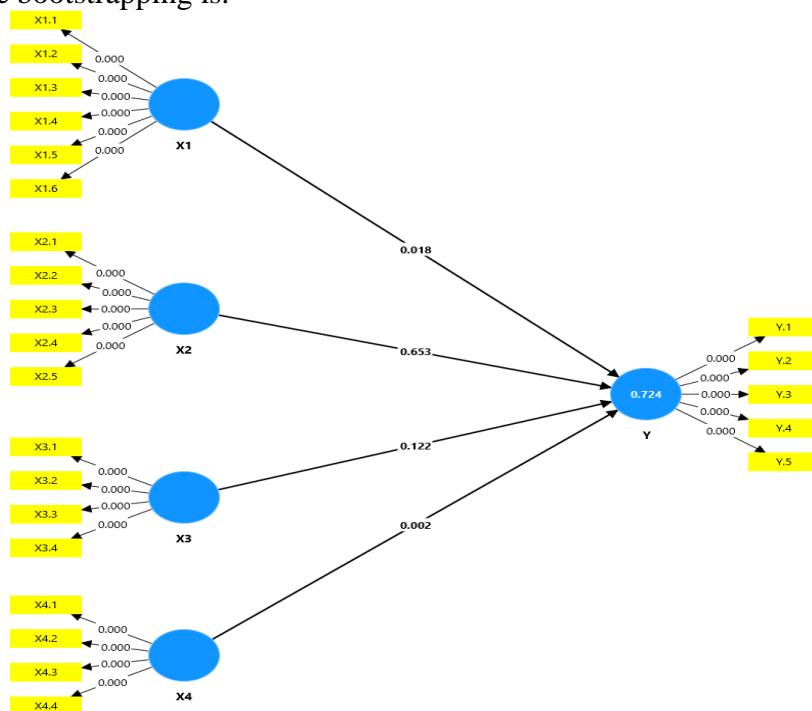
Figures 2. PLS Model Specifications

Table 4. Results of Direct Effect Significance Test

Variable	*Path coefficients*	*P values*	Description
Self–Congruence → Impulse Buying	0.316	0.018	Significant
Consumer–Influencer Congruence → Impulse Buying	0.053	0.653	Not Significant
Consumer–Product Congruence → Impulse Buying	0.158	0.122	Not Significant
Influencer–Product Congruence → Impulse Buying	0.393	0.002	Significant

Table 5 shows that hypothesis can be accepted if the path coefficient values range between -1 and +1, and the p-value must be less than 0.05 (<0.05). Below is the description and explanation of each hypothesis.

Based on results testing, the above hypothesis was obtained, and results testing revealed the following:

H1: Self–Congruence has an effect on Impulse Buying of cosmetic products among teenage girls in Jakarta. Based on the results of the first hypothesis test shown in Table 5, Self-Congruence has a positive effect on Impulse Buying, as the path coefficient value is positive, at 0.316. This positive effect is accompanied by a significant relationship, as the p-value is smaller than 0.05, at 0.018. Based on these results, it can be concluded that hypothesis H1 is accepted.

H2: Consumer–Influencer Congruence has an effect on Impulse Buying of cosmetic products among teenage girls in Jakarta. Based on the results of the second hypothesis test shown in Table 4.11, Consumer–Influencer Congruence has a positive effect on Impulse Buying, as the path coefficient value is positive, at 0.053. However, this positive effect is not accompanied by a significant relationship, as the p-value is greater than 0.05, at 0.653. Based on these results, it can be concluded that hypothesis H2 is rejected.

H3: Consumer–Product Congruence has an effect on Impulse Buying of cosmetic products among teenage girls in Jakarta. Based on the results of the third hypothesis test shown in Table 4.11, Consumer–Product Congruence has a positive effect on Impulse Buying, as the path coefficient value is positive, at 0.158. However, this positive effect is not significant, as the p-value is greater than 0.05, at 0.122. Based on these results, it can be concluded that hypothesis H3 is rejected.

H4: Influencer–Product Congruence has a positive effect on Impulse Buying of cosmetic products among teenage girls in Jakarta. Based on the results of the fourth hypothesis test shown in Table 4.11, Influencer–Product Congruence has a positive effect on Impulse Buying, as the path coefficient value is positive, at 0.393. This positive effect is also accompanied by a significant relationship, as the p-value is smaller than 0.05, at 0.002. Based on these results, it can be concluded that hypothesis H4 is accepted.

4.2. Discussion

The outer model test, which includes validity and reliability analysis, shows valid and reliable results. The Average Variance Extracted (AVE) passes the convergent validity test. Additionally, the composite reliability and Cronbach's alpha values obtained also meet the established standards, indicating that the instruments used in this study are considered reliable.

Based on the results of the first hypothesis test (H1), Self-Congruence has a positive effect on Impulse Buying, as the path coefficient value is positive at 0.361. This positive effect is accompanied by a significant relationship, as the p-value is smaller than 0.05, at 0.018. The effect size analysis shows that Self-Congruence has an effect size of 0.083, indicating a small effect on impulse buying decisions. Chauhan et al. (2021) also mentioned that Self-Congruence influences consumer shopping behavior, such as impulse buying.

For the second hypothesis (H2), Consumer–Influencer Congruence has a positive effect on Impulse Buying, as the path coefficient value is positive at 0.053. However, this positive effect is not accompanied by a significant relationship, as the p-value is greater than 0.05, at 0.652. Based on the effect size analysis, consumer–influencer congruence has an extremely

small effect size (0.002). This is consistent with the study conducted by Koay & Lim (2024), which found that consumer–influencer congruence, despite high alignment, fails to drive impulse buying intentions.

For the third hypothesis (H3), Consumer–Product Congruence has a positive effect on Impulse Buying, as the path coefficient value is positive at 0.158. However, this positive effect is not significant, as the p-value is greater than 0.05, at 0.122. The effect size analysis shows that consumer–product congruence has a small effect size of 0.019, reflecting a minor influence on impulse buying. This finding is in line with the research by Bastrygina et al. (2024), which stated that consumer–product congruence positively influences impulse buying intentions.

The fourth hypothesis (H4) shows that Influencer–Product Congruence has a positive effect on Impulse Buying, as the path coefficient value is positive at 0.393. This positive effect is also accompanied by a significant relationship, as the p-value is less than 0.05, at 0.002. The effect size analysis shows that influencer–product congruence has the largest effect size of 0.151, indicating a medium effect on impulse buying. Therefore, hypothesis H4 is accepted. Influencer–Product congruence influences source credibility, which not only increases purchase intention but can also drive impulse buying. In this process, influencer credibility plays a central role by building trust and emotional appeal, accelerating consumer purchase decisions without much rational consideration (Maisaroh et al., 2022).

5.   Conclusion

The Self-congruence has a positive and significant effect on impulse buying of cosmetic products, indicating that the alignment between consumers' self-image and the image of cosmetic products can increase the likelihood of impulsive purchases. Meanwhile, consumer–influencer congruence also shows a positive but insignificant effect, suggesting that the alignment between consumers and influencers is not yet strong enough to drive impulse buying, possibly due to the critical attitudes of young consumers toward influencer promotions. On the other hand, consumer–product congruence shows a similar positive but insignificant effect, reaffirming that the product's fit with the consumer's lifestyle has not yet become a major factor in impulse buying. In contrast, influencer–product congruence has a positive and significant effect, where the alignment between the influencer and the product being promoted enhances consumer trust and triggers impulse buying, especially among young women in Jakarta.

For future research, it is recommended to use qualitative methods to explore consumer motivations and perceptions of influencers and products more deeply, so that emotional and psychological aspects, which are not captured in quantitative surveys, can be identified. Furthermore, businesses are advised to consider the social media platforms used by influencers, as differences in platforms such as Instagram, TikTok, or YouTube may affect the level of impulse buying differently.

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