Exploring the Influence of Materialism and Tourism Brand Attachment on Compulsive Travel Purchases Among Young Consumers in Post-COVID-19 Indonesia

Ardik Praharjo[1*], Kardina Yudha Parwati[2], Khusnul Rofida N[3]

[1] Departement of Management, Faculty og Economics and Business, Universitas Muhammadiyah Malang, 65144, Indonesia

[2] Departement of Management, Faculty of Economics and Business, Universitas Barwijaya, 65145, Indonesia

[3] Business School, The University of Queensland, Brisbane, Australia

*Corresponding author e-mail: ardikpraharjo@umm.ac.id

ABSTRACT

This study aims to examine the influence of materialism and tourism brand attachment on compulsive buying for travel among generations Y and Z in Indonesia. Additionally, it investigates the antecedents of materialism and compulsive buying, including SNS advertisements, celebrity endorsements, and ideal self-congruence. An explanatory research design with a quantitative approach was employed, using a survey with structured questionnaires to collect primary data. The population consisted of all Indonesian generations Y and Z, and purposive non-probability sampling was applied, targeting respondents born in 1981 or later and active users of social media, to ensure relevance to SNS-related variables. A total of 200 respondents participated in the study, consisting of individuals from Generation Z and Generation Y. Data were analysed using PLS-SEM. The results indicate that materialism and tourism brand attachment positively and significantly influence compulsive buying, while SNS advertisements and celebrity endorsements significantly affect materialism. Moreover, ideal self-congruence significantly influences tourism brand attachment. These findings highlight the roles of psychological and marketing factors in shaping impulsive travel behaviours and provide theoretical and managerial implications for tourism marketing strategies targeting young consumers.

Keywords: Compulsive Buying; Materialism; Tourism Brand Attachment; Young Customers

INTRODUCTION

The tourism sector has long been recognized as one of the primary engines of Indonesia's economy, yet it was among the hardest hit during the Covid-19 pandemic. In the aftermath of this disruption, the industry requires rapid and large-scale recovery efforts. One potential approach is to stimulate consumers' compulsive buying behaviour in relation to travel during the post-pandemic period. Generations Y and Z together account for 53.81% of Indonesia's total population, according to the 2020 Population Census, making them a highly promising target market for the domestic tourism industry

(Ade Irma, 2025). This demographic is characterized by an ambitious drive to pursue new experiences (Bhatia, 2019). As a result, they tend to consume not merely to meet functional needs but also to satisfy aspirations and personal ambitions. For these generations, travel increasingly becomes a perceived necessity, serving as a means of self-actualization, social recognition, and identity expression. Such motivations often foster materialistic values that, in turn, encourage compulsive travel-related purchases. These observations align with prior studies indicating that materialism exerts a significant and positive influence on compulsive buying (Bhatia, 2019; Tarka et al., 2022). Recent industry reports further underscore this pattern, showing that Indonesia's post-pandemic tourism rebound has been fuelled primarily by domestic travel among younger consumers (Simanjorang & Deliana, 2025). These trends highlight the urgency of exploring consumer psychology, particularly compulsive buying behaviour in tourism.

Generations Y and Z are also widely recognized for their technological fluency (Bush et al., 2004). Their heavy reliance on digital technologies, the internet, and social media shapes both daily routines and consumption patterns. When making purchasing decisions, they often rely on online information sources, reviews, and endorsements from celebrities or influencers they admire. In the context of tourism, exposure to social network service (SNS) advertisements such as those on Instagram and Facebook frequently introduces them to destinations promoted through celebrity endorsements. Such exposure not only sparks interest but also helps these young consumers construct idealized self-concepts. These idealized selves then serve as reference points for assessing the congruence between their identities and the values represented by tourist destinations. The stronger the perceived fit, the greater the likelihood of intention to visit. Recent research highlights the evolving role of social media algorithms and influencer credibility in shaping consumer engagement with tourism brands (Puseletso, et al. 2023). Accordingly C. Tsai (2023), the application of self-congruence theory to the influence of SNS advertising must be re-examined within the realities of today's dynamic digital environment.

State of the Art

Intensified exposure to SNS advertisements, celebrity endorsements, and the process of aligning consumers' ideal self-concepts with such promotional content are expected to strengthen brand attachment to tourism destinations. In turn, this attachment may trigger compulsive purchasing decisions to visit those destinations. Prior research has demonstrated that strong brand attachment increases the likelihood of compulsive buying among young consumers (Japutra et al., 2019; Jean et al., 2019). Nevertheless, findings remain inconclusive. Yasin and Anandya (2023) for example, reported a negative relationship between actual self-congruence and impulsive buying, alongside a positive effect of materialism. Building on these insights, the present study seeks to examine the impact of materialism and tourism brand attachment on compulsive travel buying among Generations Y and Z in Indonesia, while also investigating antecedents such as SNS advertising, celebrity endorsement, and ideal self-congruence.

Despite growing attention to these topics, important gaps remain in the literature. First, few studies have focused explicitly on compulsive buying within the context of post-pandemic tourism recovery, especially in emerging markets such as Indonesia. Second, existing evidence on self-congruence remains fragmented, with some studies emphasizing positive effects and others suggesting limitations. Third, little research has simultaneously incorporated materialism, brand attachment, and digital influences to explain compulsive buying among young travellers. To address these shortcomings, this study proposes a holistic framework that integrates these constructs, offering both theoretical advancement and practical guidance for tourism marketing strategies in Indonesia.

This study contributes to the literature in two key ways. Theoretically, it extends existing research on compulsive buying by integrating materialism, tourism brand attachment, and digital influences factors that are often examined in isolation into a single explanatory framework. By doing so, it provides a more comprehensive understanding of the psychological mechanisms underlying travel-related consumption among young generations. Practically, the findings are expected to guide tourism stakeholders in designing more effective marketing strategies that leverage social media dynamics and celebrity endorsements while also acknowledging the role of consumers' self-concept in shaping travel motivations.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Materialism is defined as the importance individuals place on possessions and their acquisition as a means to achieve life goals and desired status (Sabah, 2017). (Richins & Dawson, 1992) describe materialistic values as the centrality of possessions in life, the use of wealth to assess success, and the belief that ownership leads to happiness and life satisfaction. In the context of Generation Y (Gen Y) and Generation Z (Gen Z), these materialistic tendencies are amplified by digital exposure and social media, which often equate possessions with success and happiness. The COVID-19 pandemic has further intensified these materialistic values, with increased media consumption and heightened stress levels contributing to a greater endorsement of materialism (Moldes et al., 2022; Sudiyandi et al., 2024). This environment fosters compulsive buying behaviour, particularly among younger consumers seeking to fulfil emotional needs and social status through material possessions. The tourism industry, with its emphasis on experiences and status symbols, becomes a significant arena for such behaviours. Therefore, the hypothesis posits that materialism positively influences compulsive buying behaviour in the tourism sector, especially among Gen Y and Gen Z consumers.

Hypothesis 1: Materialism Positively Influences Compulsive Buying behaviour

Brand attachment refers to the emotional bond between consumers and a brand, encompassing affection, passion, and connection (Thomson & Park, 2005). In the tourism industry, this attachment can manifest as a strong desire to visit specific destinations that resonate emotionally with consumers. Studies have shown that compulsive consumers often exhibit high emotional attachment to particular brands

(Alshamrani et al., 2023). For Gen Y and Gen Z, who are heavily influenced by digital content and social media, brand attachment can lead to impulsive travel decisions and compulsive buying behaviours. The post-pandemic era has seen a resurgence in travel, with younger generations eager to reconnect with experiences that align with their emotional and social identities. This attachment is further reinforced by destination branding that aligns with their values and aspirations. Therefore, the hypothesis suggests that tourism brand attachment positively influences compulsive buying behaviour among Gen Y and Gen Z consumers.

Hypothesis 2: Tourism Brand Attachment Positively Influences Compulsive Buying behaviour

Celebrity endorsements have long been a tool for influencing consumer behaviour, and their impact is particularly pronounced among younger generations. Gen Z, despite expressing anti-capitalist sentiments, are highly susceptible to celebrity influence, often associating endorsed products with status and desirability (Jo Allen, 2025). In the tourism industry, celebrity endorsements can elevate the perceived value of destinations, making them more appealing to Gen Z consumers who seek experiences that enhance their social status and identity. The allure of visiting destinations endorsed by celebrities can drive materialistic behaviours, as consumers aspire to emulate the lifestyles of their idols. This dynamic underscore the hypothesis that celebrity endorsements positively influence materialism in the context of tourism.

Hypothesis 3: Celebrity Endorsements Positively Influence Materialism

Social media platforms have become powerful tools for advertising, particularly among Gen Z consumers who spend a significant amount of time online. Studies indicate that a substantial portion of Gen Z consumers have made purchases via social media, with many discovering new brands through these platforms (El-Shihy & Awaad, 2025; Maximillian Garely, 2025). Advertisements on social media can stimulate materialistic values by showcasing products and experiences that align with consumers' desires for status and success. In the tourism sector, social media advertising can create a sense of urgency and exclusivity, prompting impulsive and materialistic buying behaviours. The post-pandemic digital landscape has further amplified this effect, with increased online engagement leading to heightened materialistic tendencies. Therefore, the hypothesis posits that social media advertising positively influences materialism among Gen Y and Gen Z consumers in the tourism industry.

Hypothesis 4: Social Media Advertising Positively Influences Materialis

Ideal self-congruence refers to the alignment between a consumer's ideal self-image and the brand's identity. When there is a strong match, consumers are more likely to develop an emotional attachment to the brand (Aaker, 1999). In the tourism industry, destinations that align with the aspirational identities of Gen Y and Gen Z consumers can foster strong brand attachment. This alignment is particularly significant in the post-pandemic era, where consumers seek experiences that reflect their desired lifestyles

and social identities. Studies have shown that self-congruence plays a crucial role in developing destination brand attachment (Huang et al., 2017). For younger consumers, destinations that embody their ideal self-concept become more attractive, leading to increased brand attachment and, consequently, compulsive buying behaviours. Therefore, the hypothesis suggests that ideal self-congruence positively influences tourism brand attachment among Gen Y and Gen Z consumers.

Hypothesis 5: Ideal Self-Congruence Positively Influences Tourism Brand Attachment

This study addresses a critical and timely topic by examining the complex relationships between materialism, tourism brand attachment, and compulsive buying behaviour among Gen Y and Gen Z consumers in the post-pandemic tourism industry. Understanding these dynamics is increasingly important as younger consumers, heavily influenced by digital media and celebrity culture, play a pivotal role in driving domestic tourism recovery. By integrating contemporary theories and recent empirical findings, this research sheds light on the psychological and behavioural mechanisms that underpin travel-related consumption, providing valuable insights for marketers and policymakers aiming to engage and motivate the next generation of travellers effectively.
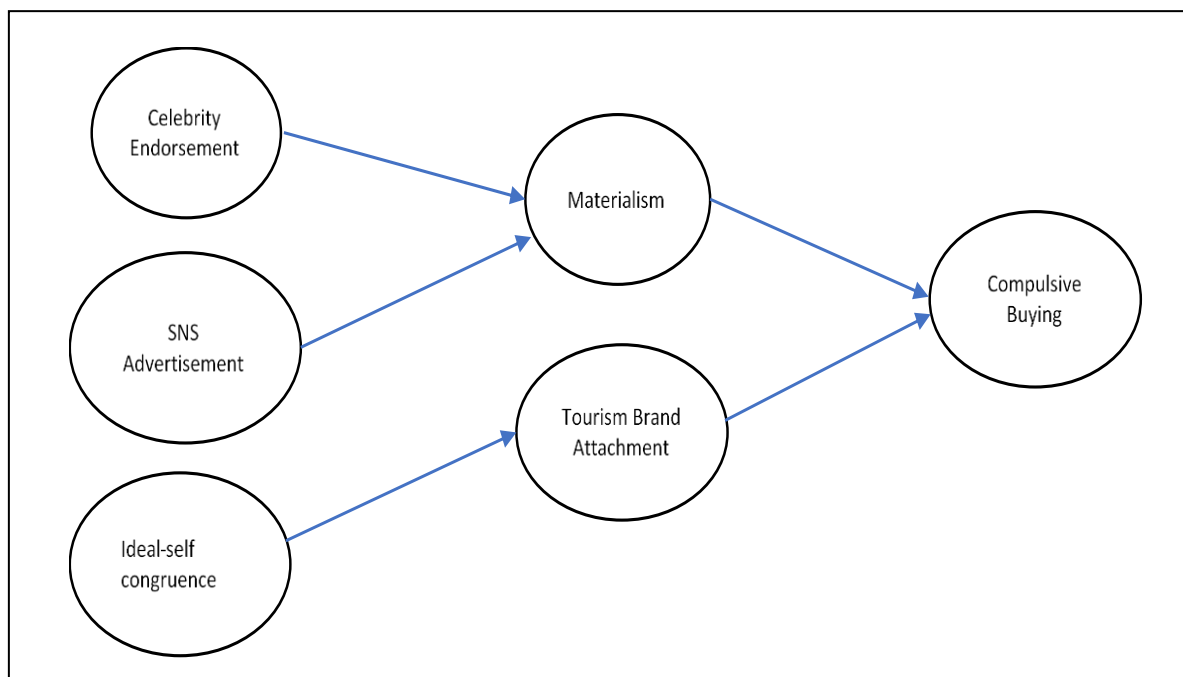

Figure 1: Research Framework
Source: Developed by the author (2025)

METHODOLOGY

This study employs an explanatory quantitative approach to examine the relationships between materialism, tourism brand attachment, and compulsive buying behaviour among Generations Y and Z in Indonesia. Primary data were collected via online and

offline surveys using structured questionnaires with a 5-point Likert scale. The population includes all individuals belonging to Generations Y and Z, but due to the uncertain total population size, purposive sampling was used to select respondents with specific characteristics: (1) born in 1981 or later, ensuring they belong to the target generational cohorts, and (2) active social media users, as the study examines variables such as SNS advertising, celebrity endorsements, and ideal self-congruence. According to Hair, Joseph (2014), a minimum sample of 200 respondents was adopted to ensure robust structural model estimation. Therefore, this study employed a sample of 200 respondents consisting of Generation Z and Generation Y.

Measurement instruments were adapted from validated scales in prior research. Ideal self-congruence was measured using three indicators: (1) "This brand reflects who I would like to be," (2) "This brand matches my ideal self-image," and (3) "This brand represents the person I aspire to become" ((Japutra et al., 2019; Sirgy et al., 1997). Celebrity endorsement was measured using four indicators: (1) "The celebrity endorser is attractive," (2) "The celebrity endorser is trustworthy," (3) "The celebrity endorser is credible," and (4) "The celebrity endorser fits well with the brand" (Sheldon et al., 2003). Social networking site (SNS) advertising was measured using four indicators: (1) "The advertisements on SNSs are entertaining," (2) "The advertisements on SNSs are informative," (3) "The advertisements on SNSs are credible," and (4) "The advertisements on SNSs are appealing" (Moschis & Moore, 1982; Tarka et al., 2022). Materialism was measured using six indicators: (1) "I admire people who own expensive homes, cars, and clothes," (2) "The things I own say a lot about how well I am doing in life," (3) "I like to own things that impress people," (4) "I enjoy spending money on things that aren't practical," (5) "Buying things gives me a lot of pleasure," and (6) "I place much importance on material possessions" (Richins & Dawson, 1992; Tarka et al., 2022). Tourism brand attachment was measured using nine indicators: (1) "I feel personally connected to this tourism brand," (2) "This tourism brand reminds me of who I am," (3) "I would be sorry if I could no longer visit this tourism brand," (4) "I feel emotionally attached to this brand," (5) "I feel bonded with this tourism brand," (6) "I have a strong sense of belonging to this tourism brand," (7) "This tourism brand has a special meaning for me," (8) "I feel a strong connection with this tourism brand," and (9) "This tourism brand is part of me"(Thomson & Park, 2005). Compulsive buying was measured using five indicators: (1) "I often feel an urge to buy things even when I don't need them," (2) "I buy things I hadn't intended to buy," (3) "I feel anxious or restless if I can't shop," (4) "I feel a rush of excitement when making a purchase," and (5) "I sometimes buy things to improve my mood" (Kusumasondjaja et al., 2012; Tarka et al., 2022).

This study primarily uses Partial Least Squares SEM (PLS-SEM). PLS-SEM was chosen because it is better suited for exploratory and predictive research involving complex models, is robust against deviations from normality, and accommodates relatively small to medium sample sizes effectively. The analysis was conducted in three stages: (1) assessment of the outer model to ensure reliability and validity of indicators, (2) evaluation of the inner model to examine structural relationships, and (3) hypothesis

testing using t-statistics and significance levels. In summary, the combination of purposive sampling and PLS-SEM is both methodologically and epistemologically justified: purposive sampling ensures focus on respondents with relevant characteristics for understanding Gen Y and Z behaviour, while PLS-SEM provides a robust framework for modelling complex relationships and predicting compulsive buying behaviour in the tourism context.

RESULTS

To establish the representativeness of the study sample, demographic data were obtained from 200 young consumers in Indonesia. As shown in Table 1, the respondents consisted of individuals from Generation Z and Generation Y, who are recognized as the most active and digitally connected segments of the tourism market in the post-COVID-19 era. This demographic composition was chosen because these generations exhibit distinctive consumption patterns characterized by high materialistic tendencies, social media engagement, and a strong interest in travel experiences. The detailed demographic profile of the respondents, including generation, gender, age group, and main activity, is presented at Table 1

Table 1. Demographic Respondent (N = 200)

Demographic Variable	Category	Frequency (N)	Percentage (%)
Generation	Generation Z (born 1997–2012)	120	60.0
	Generation Y (born 1981–1996)	80	40.0
Gender	Male	86	43.0
	Female	114	57.0
Age Group	18–22 years	65	32.5
	23–27 years	55	27.5
	28–32 years	45	22.5
	33–38 years	35	17.5
Main Activity	Student	90	45.0
	Employee	70	35.0
	Entrepreneur	25	12.5
	Other	15	7.5

Source: Data processed (2025)

The inferential statistical analysis approach in this study is Partial Least Square (PLS) which will be calculated using SmartPLS 3.0 software. PLS is an equation model of the Structural Equation Model (SEM) which has changed from covariant-based to variant-based (Ghozali, 2016). PLS can be used to confirm a theory and can be used to build relationships that do not yet have a theoretical basis. PLS analysis will be carried out by eliciting two models, namely the outer model and the inner model, the results of the two models are as follows: The criteria used in this study are if the outer loading coefficient or loading factor is above 0.5, then the item is declared valid and suitable for use in

research. Table 1 shows that the loading factor value of all items for each latent variable is more than 0.5. This means that all items in this study are valid.

Table 2. Convergent Validity Result

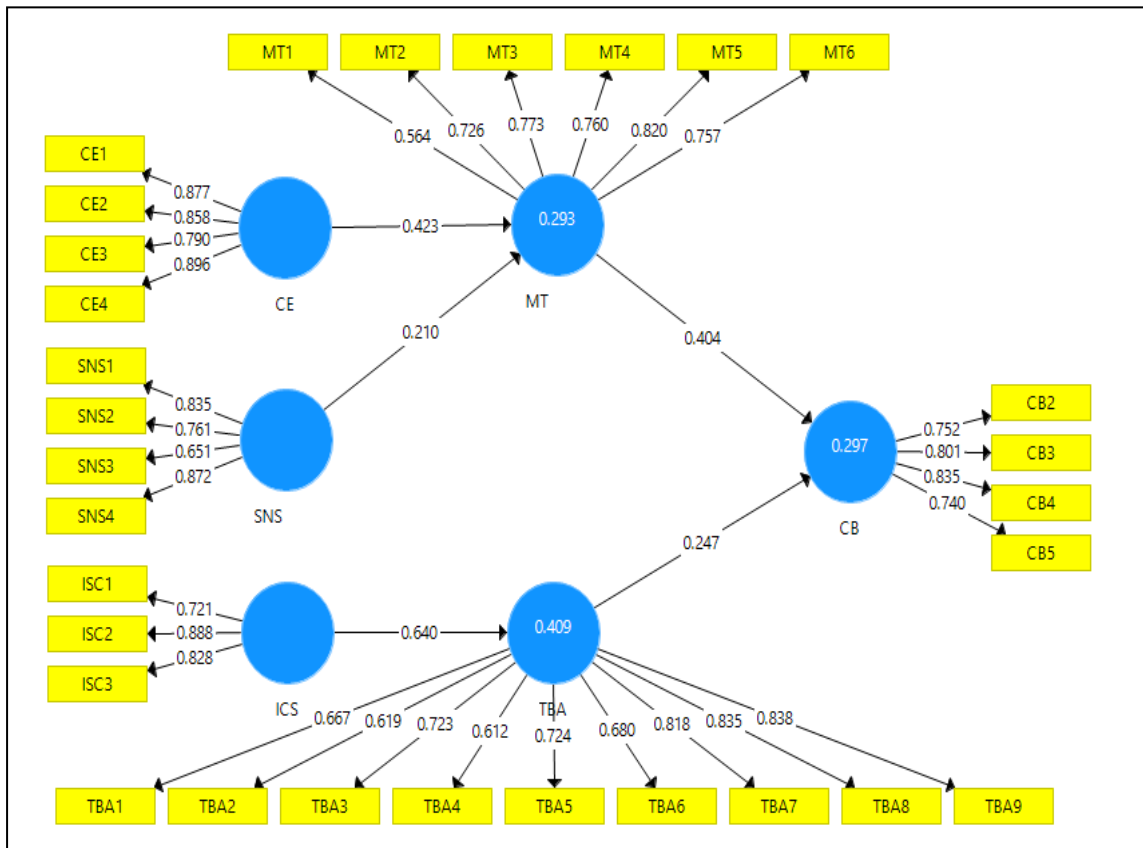|	Original Sample (O)	Standard Deviation (Stdev)	T Statistics (|O/Sterr|)	P-Value
CB2 <- Compulsive Buying	0.752	0.752	0.052	14.492
CB3 <- Compulsive Buying	0.801	0.798	0.041	19.403
CB4 <- Compulsive Buying	0.835	0.830	0.044	19.050
CB5 <- Compulsive Buying	0.740	0.732	0.074	10.046
CE1 <- Celebrity Endorsement	0.877	0.877	0.024	36.949
CE2 <- Celebrity Endorsement	0.858	0.855	0.042	20.636
CE3 <- Celebrity Endorsement	0.790	0.788	0.051	15.413
CE4 <- Celebrity Endorsement	0.896	0.894	0.023	38.213
ISC1 <- Self Image Congruence	0.721	0.709	0.151	4.779
ISC2 <- Self Image Congruence	0.888	0.891	0.024	36.653
ISC3 <- Self Image Congruence	0.828	0.828	0.058	14.157
MT1 <- Materialism	0.564	0.573	0.091	6.214
MT2 <- Materialism	0.726	0.732	0.056	12.936
MT3 <- Materialism	0.773	0.765	0.069	11.194
MT4 <- Materialism	0.760	0.744	0.113	6.727
MT5 <- Materialism	0.820	0.808	0.063	12.956
MT6 <- Materialism	0.757	0.750	0.068	11.083
SNS1 <- SNS Advertisement	0.835	0.826	0.062	13.527
SNS2 <- SNS Advertisement	0.761	0.755	0.089	8.528
SNS3 <- SNS Advertisement	0.651	0.634	0.144	4.509
SNS4 <- SNS Advertisement	0.872	0.869	0.039	22.445
TBA1 <- Tourism Brand Attachment	0.667	0.680	0.064	10.470
TBA2 <- Tourism Brand Attachment	0.619	0.616	0.119	5.188
TBA3 <- Tourism Brand Attachment	0.723	0.721	0.070	10.287
TBA4 <- Tourism Brand Attachment	0.612	0.605	0.132	4.649
TBA5 <- Tourism Brand Attachment	0.724	0.715	0.112	6.460
TBA6 <- Tourism Brand Attachment	0.680	0.668	0.106	6.417
TBA7 <- Tourism Brand Attachment	0.818	0.820	0.036	22.734
TBA8 <- Tourism Brand Attachment	0.835	0.834	0.034	24.782
TBA9 <- Tourism Brand Attachment	0.838	0.838	0.037	22.409

Source: Data processed (2025)

Figure 2. Convergent Validity Test Results
Source: Data processed (2025)

The criterion for an item can be said to have good discriminant validity in this study, namely the cross loading value of the items on the constructed construct must be greater than the cross loading value on the other constructs. Table 2 shows that the cross loading value of each item for each of the latent variables it forms has the highest value compared to the cross loading values of these items on other latent variables in the study, thus all of these statement items have high discriminant validity.

Table 3. Discriminant Validity Test Result

	Celebrity Endorsement	Compulsive Buying	Materialism	SNS Advertisement	Self Image Congruence	Tourism Brand Attachment
CB2	0.385	**0.752**	0.402	0.446	0.325	0.409
CB3	0.198	**0.801**	0.408	0.132	0.259	0.334
CB4	0.249	**0.835**	0.387	0.203	0.211	0.242
CB5	0.196	**0.740**	0.335	0.191	0.157	0.208
CE1	**0.877**	0.319	0.498	0.295	0.372	0.282
CE2	**0.858**	0.176	0.395	0.312	0.290	0.210
CE3	**0.790**	0.257	0.347	0.410	0.370	0.270
CE4	**0.896**	0.378	0.467	0.358	0.369	0.249
ISC1	0.244	0.328	0.396	0.370	**0.721**	0.398
ISC2	0.359	0.283	0.408	0.449	**0.888**	0.636
ISC3	0.385	0.174	0.405	0.400	**0.828**	0.493
MT1	0.158	0.553	**0.564**	0.378	0.319	0.336
MT2	0.328	0.541	**0.726**	0.294	0.239	0.242
MT3	0.482	0.203	**0.773**	0.285	0.419	0.251
MT4	0.325	0.334	**0.760**	0.107	0.360	0.229
MT5	0.484	0.263	**0.820**	0.215	0.407	0.275
MT6	0.469	0.186	**0.757**	0.333	0.438	0.248
SNS1	0.356	0.269	0.294	**0.835**	0.377	0.440
SNS2	0.255	0.178	0.305	**0.761**	0.310	0.269
SNS3	0.235	0.272	0.212	**0.651**	0.377	0.338
SNS4	0.375	0.299	0.350	**0.872**	0.501	0.367
TBA1	0.317	0.130	0.264	0.291	0.473	**0.667**
TBA2	0.149	0.141	0.164	0.225	0.329	**0.619**
TBA3	0.059	0.241	0.150	0.119	0.385	**0.723**
TBA4	0.151	0.232	0.191	0.472	0.393	**0.612**
TBA5	0.122	0.365	0.217	0.299	0.380	**0.724**
TBA6	0.211	0.330	0.212	0.228	0.406	**0.680**
TBA7	0.233	0.342	0.360	0.379	0.561	**0.818**
TBA8	0.321	0.370	0.367	0.389	0.566	**0.835**
TBA9	0.298	0.342	0.355	0.457	0.606	**0.838**

Source: Data processed (2025)

The next test is to look at construct reliability or latent variables. The test is based on two criteria, namely the value of composite reliability and Cronbach alpha. Construct measuring instruments are declared reliable if the composite reliability value and the Cronbach alpha value are above 0.70. Table 4 shows that the composite reliability and Cronbach alpha values of all latent variables in this study have values above 0.7, so it can be said that the measurement instruments for all latent variables in this study are reliable. The AVE values for the four latent variables studied also have a value greater than 0.5, so it can be concluded that the model measurement evaluation has good discriminant validity.

Table 4. Relability Test Result

	AVE	Composite Reliability	Cronbach Alpha
Celebrity Endorsement	0.879	0.896	0.917
Compulsive Buying	0.791	0.796	0.863
Materialism	0.830	0.828	0.876
SNS Advertisement	0.789	0.816	0.863
Self Image Conguence	0.749	0.795	0.855
Tourism Brand Attachment	0.889	0.906	0.910

Source: Data processed (2025)

The Goodness of Fit Model test is intended to find out how well exogenous variables can explain the endogenous variables in the research. The Goodness of Fit Model research test can be by looking at the Q-Square predictive relevance value. Q-Square predictive relevance is calculated based on the R-Square (R2) value of all the dependent variables in the study. The Q-Square predictive relevance value is in the range $0 < Q2 < 1$, where the closer to 1, the better the research model. The magnitude of Q2 has the same value as the total determination coefficient in path analysis. Table 4 shows the R-Square value of the dependent variable in this study.

Tabel 5. R Square Results

Variable	R Square
Compulsive Buying	0.297
Materialism	0.293
Tourism Brand Attachment	0.409

Source: Data processed (2025)

Nilai Q^2 $= 1 - (1 - R_1^2)(1 - R_2^2)(1 - R_3^2)$

$= 1 - (1 - 0.297) \times (1 - 0.293) \times (1 - 0.409)$

$= 0.706$

The result of this calculation is Q2 with a value of 0.706. This figure shows that the diversity of data generated from the structural model examined in this study is 70.6%, and the remaining 29.4% is explained by other variables outside the research model. Knowing the relationship between variables in this study, it can be seen from the significance of the estimated parameters. The statistical test for testing the hypothesis is the t-test. The results of hypothesis testing in this study can be seen in Table 6.

Table 6. Result of Direct Influence Hypothesis Testing

Hypothesis	Variable	Coefficient	t-statistic	p-value	Information
H1	Materialism -> Compulsive Buying	0.404	5.059	0.000	Significant
H2	Tourism Brand Attachment -> Compulsive Buying	0.247	2.049	0.041	Significant
H3	Celebrity Endorsement -> Materialism	0.423	3.673	0.000	Significant
H4	SNS Advertisement -> Materialism	0.210	2.125	0.034	Significant
H5	Self Image Congruence -> Tourism Brand Attachment	0.640	10.542	0.000	Significant

Source: Data processed (2025)

The t-test in testing the hypothesis is carried out by comparing the value of the t-statistic with the t-table, if the t-statistic is greater than the t-table then the research hypothesis is declared acceptable, and if the t-statistic is smaller than the t-table then the research hypothesis will be rejected. T-table in this study is 1.96. The hypothesis is also accepted if the p-value is less than 0.05, and rejected if the p-value is more than that value.

DISCUSSION

The results of this study indicate that materialism has a positive and significant effect on compulsive buying among young consumers visiting tourist destinations. The stronger the materialistic tendencies of young consumers, the higher their likelihood of engaging in impulsive purchases related to travel experiences. This finding is consistent with previous studies by, and (Bhatia, 2019; Joung, 2013; Tarka et al., 2022), which show that high materialistic values correlate with higher compulsive buying behaviour. Theoretically, this supports Consumer behaviour Theory, which suggests that personal values and internal motivations strongly influence consumption behaviour. Practically, tourism managers can utilize this insight to design promotional strategies that ethically enhance consumer engagement, such as offering exclusive packages or limited merchandise aligned with the travel experience.

The study also found that tourism brand attachment positively and significantly affects compulsive buying. The stronger the consumer's attachment to a tourism brand, the greater their tendency to engage in impulsive purchasing. This finding aligns with research by (Japutra et al., 2019; Kaufmann et al., 2016) and (Jean et al., 2019) reinforcing the Brand Attachment Theory, which posits that emotional attachment to a brand can drive more intense consumption behaviours. Practically, tourism operators are encouraged to strengthen consumer-brand interactions through loyalty programs, compelling storytelling, and personalized travel experiences. Celebrity endorsements were found to have a positive and significant influence on materialism. The more attractive and relatable the endorsing celebrity, the stronger the materialistic values

among young consumers. This finding is consistent with (Chan et al., 2013), (Davis, 2025) and (Adam & Hussain, 2017). Theoretically, this can be explained through Social Learning Theory, which suggests that young consumers tend to emulate the behaviours, values, and lifestyles of admired public figures. Practically, destination marketers should carefully select celebrities whose image aligns with the target audience's aspirations to maximize marketing effectiveness. Similarly, SNS advertisements positively and significantly influence materialism. Increased exposure to social media promotions about tourist destinations raises young consumers' materialistic tendencies toward travel. This result supports prior studies by (Buijzen & Valkenburg, 2003; Chan, 2003) and (Adam & Hussain, 2017) which highlight the short- and long-term effects of advertising on materialistic values. Tourism managers should therefore optimize SNS content to be interactive, engaging, and aligned with the self-concept of young consumers.

The study also shows that ideal self-congruence positively affects tourism brand attachment. The more aligned a consumer's self-concept is with the image of a tourist destination, the stronger their attachment to the brand. This finding corroborates research by (Jean et al., 2019) and (Japutra et al., 2019). Practically, tourism managers can design branding and experiences that resonate with consumers' aspirations, such as aspirational storytelling, visualizations of exclusive experiences, and personalized travel packages. Materialism may act as a mediator between celebrity endorsements/SNS advertisements and compulsive buying, meaning that celebrity and advertising influence consumption behaviour through the formation of materialistic values. This study provides empirical support for Social Learning Theory and Self-Concept Theory in the tourism context. Highlights the role of materialism and brand attachment as psychological constructs mediating the relationship between marketing promotions and consumer behaviour. Provides a foundation for future research to explore mediation or moderation models to understand more complex consumer behaviour in tourism. Tourism destinations can leverage celebrities that match the target audience's image to enhance brand attachment and encourage impulsive purchases. SNS advertising should be creative, aligned with the consumer's self-concept, and convey aspirational values. Personalized and exclusive tourism experiences that resonate with consumers' identity can ethically enhance materialism and brand attachment, thereby fostering loyalty and increasing consumer spending.

CONCLUSIONS

The conclusion from this study is that materialism and tourism brand attachment can influence generations Y and Z to show compulsive buying behaviour in post-pandemic Covid-19 travel. This study also found that the materialism attitude of Y and Z generations for post-pandemic tourism was influenced by celebrity endorsers who provided information about interesting things from a tourist spot as well as exposure to SNS advertisements that contained information on the uniqueness of these tourist attractions. Meanwhile, tourism brand attachment to generations Y and Z can be

influenced by ideal self-congruence or compatibility between the self-concept desired by generations Y and Z and the image of a tourist destination.

Limitations and recommendations

This study only analyses the dependent variable using cognitive factors. It is recommended that further research be able to elaborate on how affective factors such as emotions, moods, stress levels influence the behaviour of visitors to tourist attractions after the Covid-19 pandemic. This research is also limited to researching only generations Z and Y, further research is suggested to be able to examine the demographics of visitors to broader tourist attractions.

REFERENCES

Aaker, J. L. (1999). The Malleable Self: The Role of Self-Expression in Persuasion. *Journal of Marketing Research, 36*(1), 45–57. https://doi.org/10.2307/3151914

Adam, M. A., & Hussain, N. (2017). Impact of Celebrity Endorsement on Consumer Buying Behavior. *British Journal of Marketing Studies, Vol 5.* https://doi.org/10.52633/jms.v2i1.23

Ade Irma. (2025). *BPS: Penduduk Indonesia didominasi generasi Z dan milenial.* Antaranews. https://www.antaranews.com/berita/1960808/bps-penduduk-indonesia-didominasi-generasi-z-dan-milenial

Alshamrani, M., Alharthi, ✉ Sager, Helmi, M., & Alwadei, T. (2023). Journal of Business and Management Studies Determinants of Employee Retention in Pharmaceutical Companies: Case of Saudi Arabia. *Determinants of Employee Retention in Pharmaceutical Company: Case of Saudi Arabia, 2709–0876,* 8–22. https://doi.org/10.32996/jbms

Bhatia, V. (2019). Impact of fashion interest, materialism and internet addiction on e-compulsive buying behaviour of apparel. *Journal of Global Fashion Marketing, 10*(1), 66–80. https://doi.org/10.1080/20932685.2018.1544502

Buijzen, M., & Valkenburg, P. M. (2003). The effects of television advertising on materialism, parent–child conflict, and unhappiness: A review of research. *Journal of Applied Developmental Psychology, 24*(4), 437–456. https://doi.org/https://doi.org/10.1016/S0193-3973(03)00072-8

Bush, A., Martin, C., & Bush, V. (2004). Sports Celebrity Influence On The Behavioral Intentions Of Generation Y. *Journal of Advertising Research, 44,* 108–118. https://doi.org/10.1017/S0021849904040206

Chan, K. (2003). Materialism among Chinese children in Hong Kong. *Young Consumers, 4*(4), 47–61. https://doi.org/10.1108/17473611311325564

Chan, K., Ng, Y. L., & Luk, E. K. (2013). Impact of celebrity endorsement in advertising on brand image among Chinese adolescents. *Young Consumers: Insight and Ideas for* https://doi.org/10.1108/17473611311325564

Davis, L. & W. (2025). Celebrity Worship and Materialism: A Focus on Narcissism and Perceived Similarity with a Celebrity. *International Journal of Psychology.* https://doi.org/10.1002/ijop.70067

El-Shihy, D., & Awaad, S. (2025). Leveraging social media for sustainable fashion: how brand and user-generated content influence Gen Z's purchase intentions. *Future Business Journal*, 11(1), 113. https://doi.org/10.1186/s43093-025-00529-3

Firman Ilmi Hartawan, Ketut Arjaya, & Citrawati, L. P. (2022). Pengaruh Motivasi Kerja terhadap Kinerja Karyawan pada PT. MASTURA BERDIKARI Jakarta. *Jurnal Kajian Pariwisata*, 4(2), 1–12. https://doi.org/10.34833/panorama.v2i1.6096

Ghozali, I. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23* (Edisi 8). Badan Penerbit Universitas Diponegoro. https://dn721500.ca.archive.org/0/items/ebook-dan-novel-indonesia-volume-106/Aplikasi%20Analisis%20Multivariete%20Dengan%20Program%20IBM%20SPSS%2023%20-%20Dr%20H%20Imam%20Ghozali.pdf

Hair, Joseph, et al. (2014). *A Primer on Partial Least Square Structural Equation Modeling*. Lowokwaru, Blimbing, Klojen, Sukun dan Kedung Kandang. https://www.researchgate.net/publication/354331182_A_Primer_on_Partial_Least_Squares_Structural_Equation_Modeling_PLS-SEM

Huang, Z. (Joy), Zhang, C., & Hu, J. (2017). Destination brand personality and destination brand attachment – the involvement of self-congruence. *Journal of Travel & Tourism Marketing*, 34(9), 1198–1210. https://doi.org/10.1080/10548408.2017.1330171

Japutra, A., Ekinci, Y., & Simkin, L. (2019). Self-congruence, brand attachment and compulsive buying. *Journal of Business Research*, 99, 456–463. https://doi.org/https://doi.org/10.1016/j.jbusres.2017.08.024

Jean, L., Cheah, J.-H., Cham, T.-H., Ting, H., & Memon, M. (2019). Compulsive Buying of Branded Apparel, its Antecedents and the Mediating Role of Brand Attachment. *Asia Pacific Journal of Marketing and Logistics*, ahead-of-p. https://doi.org/10.1108/APJML-03-2019-0126

Jo Allen. (2025). *Celebrity beauty is still winning Gen Z in 2025, but how?* https://cosmeticsbusiness.com/celebrity-beauty-wins-GenZ

Joung, H.-M. (2013). Materialism and clothing post-purchase behaviors. *Journal of Consumer Marketing*, 30. https://doi.org/10.1108/JCM-08-2013-0666

Kaufmann, H. R., Loureiro, S. M. C., & Manarioti, A. (2016). Exploring behavioural branding, brand love and brand co-creation. *Journal of Product and Brand Management*, 25(6), 516–526. https://doi.org/10.1108/JPBM-06-2015-0919

Kusumasondjaja, S., Shanka, T., & Marchegiani, C. (2012). Credibility of online reviews and initial trust: The roles of reviewer's identity and review valence. *Journal of Vacation Marketing*, 18(3), 185–195. https://doi.org/10.1177/1356766712449365

Maximillian Garely. (2025). *Gen Z Spending: Social media and Consumerism*. https://doi.org/https://doi.org/10.1002/mar.21627

Moldes, O., Dineva, D., & Ku, L. (2022). Has the COVID-19 pandemic made us more materialistic? The effect of COVID-19 and lockdown restrictions on the endorsement of materialism. *Psychology \& Marketing*, 39(5), 892–905. https://doi.org/https://doi.org/10.1002/mar.21627

Moschis, G. P., & Moore, R. L. (1982). A Longitudinal Study of Television Advertising Effects. *Journal of Consumer Research*, 9(3), 279–286. https://doi.org/10.1086/208923

Richins, M., & Dawson, S. (1992). A Consumer Values Orientation for Materialism and Its

Measurement. *Journal of Consumer Research*, 19, 303–316. https://doi.org/10.1086/209304

Sabah, S. (2017). The impact of self-construal and self-concept clarity on socially motivated consumption: The moderating role of materialism. *Journal of Global Scholars of Marketing Science*, 27, 31–45. https://doi.org/10.1080/21639159.2016.1265321

Sehahabane, P., Chuchu, T., & Maziriri, E. T. (2023). Local Tourists' Perceptions on City Rejuvenation, Destination Image, City Brand Identity and Intention to Recommend Johannesburg, South Africa. *Journal of Indonesian Tourism and Development Studies*, 11(1), 11–20. https://doi.org/10.21776/ub.jitode.2023.011.01.02

Sheldon, K., Turban, D., Brown, K., Barrick, M., & Judge, T. (2003). Applying Self-Determination Theory to Organizational Research. *Research in Personnel and Human Resources Management*, 22, 357–393. https://doi.org/10.1016/S0742-7301(03)22008-9

Simanjorang, F., & Deliana, M. (2025). *Journal of Sumatera Sociological Indicators Post-Pandemic Travel Decisions on Domestic Tourism Destinations for Young People*. 04(01), 341–347. https://doi.org/https://doi.org/10.32734/jssi.v4i1.16072

Sirgy, M. J., Grewal, D., Mangleburg, T. F., Park, J., Chon, K. S., Chon, K. S., Claiborne, C. B., Johar, J. S., & Berkman, H. W. (1997). Assessing the predictive validity of two methods of measuring self-image congruence. *Journal of the Academy of Marketing Science*, 25, 229–241. https://doi.org/10.1177/0092070397253004

Sudiyandi, S., Praharjo, A., Parwati, K. Y., & Alam, A. (2024). Materialism and Tourism Brand Attachment in Influencing Compulsive Buying for Generations Y And Z Travel in the Post-Covid 19 Pandemic Period. *Journal of Economics Research and Social Sciences*, 8(2), 242–255. https://doi.org/10.18196/jerss.v8i2.21994

Tarka, P., Kukar-Kinney, M., & Harnish, R. J. (2022). Consumers' personality and compulsive buying behavior: The role of hedonistic shopping experiences and gender in mediating-moderating relationships. *Journal of Retailing and Consumer Services*, 64(October 2021), 102802. https://doi.org/10.1016/j.jretconser.2021.102802

Thomson, M., & Park, C. (2005). The Ties That Bind: Measuring the Strength of Consumers' Emotional Attachments to Brands. *Journal of Consumer Psychology - J CONSUM PSYCHOL*, 15, 77–91. https://doi.org/10.1207/s15327663jcp1501_10

Tsai, C.-M., & Hsin, S.-P. (2023). The Influence of Influencer Marketing on the Consumers' Desire to Travel in the Post-Pandemic Era: The Mediation Effect of Influencer Fitness of Destination. *Sustainability*, 15(20), 14746. https://doi.org/10.3390/su152014746

Tsai, C. (2023). *The Influence of Influencer Marketing on the Consumers' Desire to Travel in the Post-Pandemic Era: The Mediation Effect of Influencer Fitness of Destination*. https://doi.org/https://doi.org/10.3390/su152014746

Yasin, G. S., & Anandya, D. (2023). *Pengaruh Self-Congruence, Materialism, Shopping Value Terhadap Brand Attachment*. 4(2), 779–789. https://doi.org/10.55681/jige.v4i2.842