

Attitudinal and Behavioral Loyalty and Impulse Buying: Mediated Moderation of Fan-Co Creation and Satisfaction

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Abstract

Aim: The study investigated IKEA brand customers in Portugal, focusing on attitudinal loyalty, behavioral loyalty on impulse buying, the mediating role of fan co-creation, the moderating role of fan satisfaction, and the social identity theory involved.

Methodology: The data were collected from 320 employees from IKEA customers in Portugal and analyzed through structural equation modeling with Smart-PLS. Employing a cross-sectional approach with attitudinal loyalty and behavioral loyalty has a significant impact on impulse buying.

Findings: Furthermore, the study reveals the mediating effect of fan co-creation between attitudinal loyalty, behavioral loyalty, and impulse buying, in addition to the moderating effect of fan satisfaction on fan co-creation and impulse buying. Integrating social identity theory enriches the theoretical framework, providing a deeper understanding of the mechanisms shaping consumer loyalty and co-creation behaviors. While offering valuable insights, the study acknowledges its limitations and suggests avenues for future research to enhance the generalizability and depth of the findings.

Implications/Novel Contribution: By fusing brand encounters' sensory, intellectual, emotive, and behavioral elements, IKEA is also a brand connection builder. Anecdotal data also suggests that the IKEA brand has been successful in emotionally connecting with customers over the years through its groundbreaking retail brand experience, technical advancements, and environmental innovations, in addition to its memorable marketing campaigns. Overall, this research contributes to understanding consumer behavior and offers practical implications for businesses aiming to cultivate brand loyalty, encourage co-creation, and capitalize on impulse buying behaviors among their customer base. As such, every hypothesis that was proposed during the investigation was confirmed.

Keywords: Attitudinal Loyalty, Behavioral Loyalty, Fan Co-Creation, Impulsive Buying, Fan Satisfaction, Social Identity Theory

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INTRODUCTION

With a high degree of brand internalization across markets Rodrigues and Brandão (2021), IKEA is a prime example of a worldwide retailer that takes a standardized approach to every international market it enters (Choi & Kim, 2020). The retail brand's corporate brand image is heavily shaped globally by its perception as one of the global leaders in corporate social responsibility (Ferm & Thaichon, 2021; Han, Yu, Lee, & Kim, 2019; Rodrigues & Brandão, 2021; Utama, SAWITRI, HARYANTO, & WAHYUDI, 2021). More significantly, according to Rodrigues and Brandão (2021), "the IKEA corporate brand provides the company with a strategic direction, based on its vision and brand values, which, in combination with the product range and people involved in delivering these values, create a powerful brand identity as a driving force for shaping the market." By fusing brand encounters' sensory, intellectual, emotive, and behavioral elements, IKEA is also a brand connection builder. Additionally, anecdotal data suggests that the IKEA brand has succeeded in emotionally connecting with customers throughout the years through innovative retail brand experiences, technology advancements, sustainable innovations, and memorable marketing campaigns (Behnam, Dickson, Delshab, Gerke, & Savari Nikou, 2023; Rodrigues & Brandão, 2021; Rodríguez-Rad & del Río-Vázquez, 2023). Stated differently, IKEA's innovative approach to branding has served as a potent means of maintaining an advantage and prospering in the fiercely competitive global retail scene. It is important to remember that the relationships and interactions between three branding elements, the products,

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the store, and the company, impact how consumers perceive IKEA (Behnam et al., 2023). To be more precise, according to Rodrigues and Brandão (2021), the retail store "represents the visible, tangible, intangible and experiential expression of the retailer as a brand." Advantageous from a robust corporate brand image, the largest home furnishings retailer globally has established its reputation for providing design furniture, appliances, and kitchenware that are reasonably priced, fashionable, and contemporary (i.e., perceived functional value) to provide "a better everyday life for the many people" (i.e., perceived hedonic value). To put it another way, people view Ikea's mission and culture as combining a focus on enhancing people's lives and societal issues with a desire to maximize profits and reduce manufacturing costs (Utama et al., 2021).

The corporation, the shop, and the products interact dynamically to influence consumer impressions of IKEA (Han et al., 2019; Rodrigues & Brandão, 2021; Utama et al., 2021). Apriyanto, Purmono, and Rosnani (2023) highlight that the conversation about IKEA is not centered on the names of specific products. Discussions instead center on IKEA as a business idea that includes take-out furniture, self-assembly, and the renowned catalog, as well as a store destination (referred to as "going to IKEA," not "the big blue and yellow furniture store") (Ferm & Thaichon, 2021; Han et al., 2019). The retail store is described as the experiential, intangible, and tactile embodiment of the retailer as a brand (Barroso, 2018; Bi, Liu, Fan, & Zhang, 2020). The largest home furnishings shop in the world, IKEA, has built its brand name on providing reasonably priced, fashionable, and modern appliances, kitchenware, and furniture by leveraging a strong corporate image. This focus on perceived functional value aligns with the perception of hedonic worth and advances the ultimate goal of "a better everyday life for many people." IKEA's vision and culture are essentially seen as a combination of practical business factors, such as financial success and cost-effective production, and societal awareness, which focuses on improving people's lives (Ahrholdt, Gudergan, & Ringle, 2019; Cheah, Thurasamy, Memon, Chuah, & Ting, 2020; Chen, Chen, & Lin, 2023; Lee & Hur, 2019). This integrated strategy highlights IKEA's accomplishments in creating a brand that appeals to customers on several levels.

According to studies by Choi and Kim (2020), Ferm and Thaichon (2021), citeAhan2019impact;, and Nabela and Albari (2023), attitude loyalty refers to the propensity to hold onto or suggest a good, service, or brand. It is difficult to define loyalty; more precisely, several kinds of "loyalty" might be shown toward a particular good, service, or company. These vary in psychological depth from superficial to profound brand attachment. Rodríguez-Rad and del Río-Vázquez (2023), the method used matters when trying to "create customer loyalty." From an attitudinal perspective, "attitudinal loyalty" is a strong desire to stick with a specific vendor, item, or brand (Ismail & Rohman, 2019; Kunkel, Lock, & Doyle, 2021).

Additionally, "the consumer's predisposition towards a brand as a function of psychological processes" is implied by attitude loyalty. This involves a predilection for and dedication to the brand regarding attitude (Soedarto, Kurniawan, & Sunarsono, 2019). Customer loyalty is mainly determined by the factors influencing their decision to continue this relationship. It can be the case that the brand is on par with or superior to others in its class. This can be due to its excellent product selection, the best prices, or the retailers in the most practical areas. It can be the case that transferring suppliers is challenging due to high switching prices. All these could be factors in the desire to keep the relationship going. Customers who exhibit attitudinal loyalty are emotionally invested in the product, as is the case, for instance, with IKEA brands.

Other scholars, such as Molinillo, Aguilar-Illescas, Anaya-Sánchez, and Liébana-Cabanillas (2021), have emphasized the difference between "true/intentional loyalty," which goes beyond a person's frequent brand purchases, and "spurious loyalty," which is represented by behavioral patterns. In a more contemporary study, Molinillo et al. (2021) proposed that a crucial first stage in building loyalty is consumer happiness, which is generated through product utilization (Abdelsalam, Salim, Alias, & Husain, 2020; Liu, Liu, Mo, Zhao, & Zhu, 2020). However, its significance decreases as loyalty starts to take hold due to other factors like individual fortitude (i.e., the extent to which the customer withstands pressure from competitors to switch brands) and social bonding (i.e., the extent to which the community or society supports the consumer to remain loyal) (Abdelsalam et al., 2020). Although there is no universal agreement on the best way to measure brand loyalty, a review of the relevant literature reveals that the measurements fall into two categories: behavioral and attitudinal. As a result, it is recognized that loyalty is a multidimensional concept (Rodríguez-Rad & del Río-Vázquez, 2023). Consumers' brand loyalty can

be influenced by various things, including their attitudes and/or behaviors.

Fan co-creation is a dynamic and evolving phenomenon that has become increasingly significant in shaping the relationship between brands and their fan communities (Behnam et al., 2023). Additional studies on co-creational experiences in the IKEA customer brands, according to Behnam et al. (2023), should concentrate on how co-creation strategies are applied to leverage social focus and how co-creation experiences integrated into brand contexts advance social goals and improve the quality of life for customers. This illustrates little about the social component of brands and fan communities: the significance of gathering and connecting with fans. Bi et al. (2020) study used attitudinal and behavioral loyalty to get insights on fans and fan communities, as well as their demands and experiences connected to an IKEA brand (Behnam et al., 2023; Edlom & Karlsson, 2021; Erhardt, Martin-Rios, & Chan, 2019).

According to Yun, Rosenberger III, and Sweeney (2021), customer satisfaction is a general sentiment derived from customers' experiences after purchasing goods or using services. A "judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfillment," according to Shin, Fan, and Lehto (2021). Numerous elements, including pricing, product and service quality, contextual and personal circumstances, and price, might influence a person's level of satisfaction (Prayag, Mills, Lee, & Soscia, 2020). Customer satisfaction is considered an antecedent of loyalty Soedarto et al. (2019) and Solihah (2021) is linked to several business benefits, including customer retention and positive word-of-mouth (Solihah, 2021). Behnam et al. (2023)) contended that behavioral intention to return or repeat consumption is significantly influenced by satisfaction.

The present study determines that attitudinal and behavioral loyalty impacts impulse buying and mediated moderation of fan-co creation and fan satisfaction, as well as the social identity theory involved. There are two components to social identity theory. The first, more fundamental psychological section explains the cognitive mechanisms underlying social identity and the motivational premise that individuals aspire to have a positive social identity (Harwood, 2020). The second section, which is socio-structural, explains how people deal with having a bad social identity. Scheepers (2019) define social identity as the aspect of an individual's self-concept that originates from their sense of affiliation with a particular social group or group. This self-concept is strongly linked to the significance and emotional worth they have to belonging to those groups. According to social identity theory, individuals select social groups to identify with if they believe them to be superior or equal to their own self-concept (Raskovic, 2021). Social identities have a big impact on how people see themselves in relation to the groups they belong to and how much value they place on such connections. According to Harwood (2020), identity theory is concerned with an individual's position within a social framework.

LITERATURE REVIEW

Hypothesis Development

The psychological propensity a person has for a certain brand is known as attitude loyalty (Choi & Kim, 2020). Even in the face of lower prices from competitors, it serves as a deterrent to moving to rival brands and illustrates the strength of customers' opinions about a particular brand (Dandis & Wright, 2020; Ferm & Thaichon, 2021; Nabela & Albari, 2023). Customers are willing to pay more for this steadfast devotion, which also makes them brand ambassadors (Ismail & Rohman, 2019; Kunkel et al., 2021). Trust is essential to keeping this relationship going (Nabela & Albari, 2023; Song & Kim, 2022). Rodríguez-Rad and del Río-Vázquez (2023) and Soedarto et al. (2019) have shown that online shopping significantly reduces impulsive purchases. The affective and cognitive aspects of relationships are represented by attitude loyalty, which promotes emotional attachment and strengthens enduring bonds as well as favorable word-of-mouth and referrals (Nabela & Albari, 2023; Han et al., 2019). Unexpected, strong, and persistent wants to make a purchase are the hallmarks of impulsive buying, which Ferm and Thaichon (2021) defined as an unplanned purchase made on the spur of the moment after being exposed to a stimulus. A subset of this behavior is online impulsive buying, which entails spontaneous purchases made without prior planning (Dandis & Wright, 2020). These hedonistic online purchase behaviors are characterized by intense emotional attachments, impulsiveness, and a frequent disregard for alternative assessments, product details, and repercussions (Ismail & Rohman, 2019; Kunkel et al., 2021). Online businesses need to understand how important it is to have well-designed and managed websites in order to give customers a positive online

buying experience. This satisfying experience has a direct impact on consumer purchasing habits, which in turn causes impulsive online purchases (Han et al., 2019). The substantial beneficial influence of attitudinal loyalty on online impulsive buying has been demonstrated in earlier studies by (Kunkel et al., 2021); and Nabela and Albari (2023), highlighting the interdependent nature of customer loyalty and impulsive purchasing behavior in the online environment. A consumer who exhibits attitude loyalty will always be willing to return for their favorite goods or services in the future, regardless of situational or competing marketing effects (Rodríguez-Rad & del Rio-Vázquez, 2023). This type of loyalty denotes a distinct and distinctive relationship between clients and the suppliers of the goods or services and is firmly anchored in psychological and emotional ties (Song & Kim, 2022). According to Choi and Kim (2020), attitudinal loyalty is defined as customers' willingness to uphold a long-term relationship with businesses, giving this relationship precedence over concerns about cost and having a propensity to refer others to the goods or services. According to Utama et al. (2021), there are a number of variables that can be used to assess loyalty in the context of e-commerce. Customers who routinely choose their favorite e-commerce sites over rivals, stick to a buying routine on these sites and actively refer these favored online platforms to others are examples of this. Together, these metrics encapsulate the core of attitude loyalty in the e-commerce space, highlighting the strong, deeply felt connections that consumers make with their go-to online retailers (Pandey & Bharti, 2019; Ratih & Rahanatha, 2020). A prevalent misunderstanding is that more profitability is directly correlated with greater customer loyalty (Ahrholdt et al., 2019). Within the brand sector, loyalty is frequently promoted by offering exclusive bargains to repeat customers, recording consumer preferences consistently, and implementing reward programs (Apriyanto et al., 2023). Since visitors are hotels' main source of income, their loyalty directly and significantly influences revenue growth (Bashar, 2020). Understanding and fostering consumer loyalty is essential for internet firms to succeed financially.

Academics, Nabela and Albari (2023) and Han et al. (2019) think that a customer's devotion to a brand of interest can be captured via recurring purchases. Ahrholdt et al. (2019) and Dandis and Wright (2020), contend that attitude has little bearing on a consumer's brand loyalty. Their study is predicated only on the idea that there is no "true" definition of brand loyalty and that it is a "waste of time" to debate the subject. The presence of situational factors, like stock outs and unavailability, intrinsic factors, like personal resilience, or socio-cultural factors, like social bonding, that can distinguish between brand loyalty and repeat purchases has prompted recent works to call for an understanding and operationalization of brand loyalty that goes beyond behavioral measures. Dandis and Wright (2020), for instance, emphasized the necessity of expanding the definition of brand loyalty to consider attitudinal factors. Many academics have felt that in order to establish brand loyalty, "attitude" must be included in addition to behavior. Ahrholdt et al. (2019) and Yun et al. (2021) may have been the first to identify and explain this need. Ahrholdt et al. (2019) and Yun et al. (2021) then upheld the notion of brand loyalty proposed by Ahrholdt et al. (2019) and Yun et al. (2021). Six requirements were listed as essential and together sufficient to define this term. As per their assertions, (1) the biased (i.e., nonrandom) (2) a behavioral response or purchase; (3) expressed over time; (4) by a decision-making unit; (5) in relation to one or more alternative brands among a group of similar brands; and (6) as a result of psychological processes involved in decision-making and evaluation. The sixth condition, according to the writers, is what causes someone to become committed to a brand: the evaluation process (Han et al., 2019; Kunkel et al., 2021; Nabela & Albari, 2023; Liu et al., 2020). They maintained that the fundamental premise for distinguishing brand loyalty from other types of recurring purchase behavior is this idea of commitment. Brand loyalty is taken into account by behavioral loyalty. A brand's loyal customers are those who consistently purchase from it (Ferm & Thaichon, 2021). Recurring purchases are one way that a consumer can demonstrate their behavioral devotion to a company (Song & Kim, 2022). Nevertheless, behavioral measurements are insufficient to explain how and why a consumer develops brand loyalty (Yun et al., 2021). They also prevent the study from determining whether situational factors or other complex psychological causes other than habitual actions are the source of repeated purchases (Liu et al., 2020). Purchase loyalty is another term for behavioral loyalty.

H1: Attitudinal loyalty has a significant impact on impulse buying.

H2: Behavioural loyalty has a significant impact on impulse buying.

Individuals form their identities through their perceptions of other people and themselves, as well as

by their affiliations with other social groups (Soedarto et al., 2019). Social identity and the decision made by consumers to join online discussion boards are related (Ismail & Rohman, 2019). This contradiction could manifest as exhilarating feelings or other unfavorable outcomes from impulsive purchases, like financial consequences. Ahrholdt et al. (2019) and Yun et al. (2021) recently examined customer knowledge in sports organizations with a focus on understanding consumer needs and preferences. In this context, the term "fan knowledge" refers to the opinions, expertise, and preferences held by Ahrholdt et al. (2019) and Yun et al. (2021). Specifically, we define fan knowledge as recommendations or remarks from fans that could help develop new services or enhance those that are presently available (Behnam et al., 2023; Soedarto et al., 2019). A fan's knowledge of the club includes their understanding of its past, current issues, ongoing projects, and other supporters. This type of data is particularly crucial since co-creation functions best when customers are knowledgeable about the business (Bi et al., 2020; Solihah, 2021; Yun et al., 2021). The central concept of the framework, co-creation between fans, can be seen as a critical path that mediates attitudes of loyalty, behavioral loyalty, and impulse buying. In this case, fan co-creation provides a gateway for comprehending these complexities (Soedarto et al., 2019). Attitudinal loyalty serves as a basis for fan co-creation due to the strong emotions and commitment that customers develop towards their preferred brands. Positively inclined customers will participate in co-creation through active engagement in activities such as contributing ideas, feedback, or valuable insights to the brand community (Yun et al., 2021). Loyalty behavior can be defined as observable acts and a consistently supportive pattern. In a wider sense, fan co-creation plays an intermediary role between behavioral loyalty and the larger community of fans, which makes active participation and cooperation possible (Behnam et al., 2023; Soedarto et al., 2019). By contributing to the co-creation process with such meaning, fans who show behavioral loyalty create a more strongly shared sense of ownership and reinforce their commitment to the brand. In this dynamic nature of interplay, impulse buying, and fan co-creation become mediators that direct impulsive and unprepared purchasing behaviors toward collaborative and interactive experiences.

H3: Fan co-creation has a mediating impact between attitudinal loyalty and impulse buying.

H4: Fan co-creation has a mediating impact between behavioral loyalty and impulse buying.

Loyalty, particularly for sports fans, needs a longitudinal measurement throughout time (Fan, Xiao, Zhang, & Guo, 2021; Shin et al., 2021; Solihah, 2021; Song & Kim, 2022). Because supporters can consider their whole experience over a longer period, the overall view becomes relevant for evaluating happiness with a brand (Lee & Hur, 2019; Maxton, 2019; Prayag et al., 2020). Researchers use fan pleasure as the foundation for analysis in this study. Fan satisfaction acts as a forerunner to loyalty, as demonstrated by the well-established association between satisfaction and loyalty that has been reported in previous research (Ata & Sezer, 2021; Bi et al., 2020; Fan et al., 2021; Ismail & Rohman, 2019). In the case of brands, we suggest that fan pleasure is shown to be a more robust predictor of loyalty compared to transaction-specific satisfaction (Ahrholdt et al., 2019; Ata & Sezer, 2021; Bi et al., 2020). According to Ahrholdt et al. (2019) and Yun et al. (2021), there is typically a direct link between fan satisfaction and attitudinal as well as behavioral fan loyalty. This approach allows for the understanding of fan loyalty in terms of satisfaction that continuously varies over time. Transaction-specific satisfaction and cumulative satisfaction are two different conceptualizations of consumer satisfaction that have developed over time (Ismail & Rohman, 2019; Pandey & Bharti, 2019; Rodríguez-Rad & del Río-Vázquez, 2023). While the latter is "an overall evaluation based on the total purchase and consumption experience with a good or service over time," the former is concerned with the immediate post-purchase evaluation of people's experiences with and reactions to a specific purchase (Lee & Hur, 2019; Ratih & Rahanatha, 2020; Waheed & Jam, 2010). When examining the relationship between satisfaction and loyalty, conceptualizing satisfaction as the result of a single transaction may be too restrictive. Loyalty, especially among sports fans Ahrholdt et al. (2019) and Yun et al. (2021), needs to be measured over time (Song & Kim, 2022). Since supporters can use their full experience throughout time Ismail and Rohman (2019); Lee and Hur (2019), the cumulative view is ideal for satisfaction with a brand (Ata & Sezer, 2021). This is why fan satisfaction was employed in the research. The correlation between satisfaction and loyalty has been extensively studied (Bi et al., 2020; Fan et al., 2021; Solihah, 2021). According to Ismail and Rohman (2019) and Lee and Hur (2019), fan satisfaction precedes loyalty. We contend that in the context of sports, where research has found cumulative satisfaction to be positively related to attitudinal and behavioral fan loyalty Ahrholdt et al.

(2019) and Yun et al. (2021), fan satisfaction is a better predictor of loyalty than transaction-specific satisfaction (Ata & Sezer, 2021; Bi et al., 2020). These include encouraging repeat business and favorable word-of-mouth, as research by Ismail and Rohman (2019), Lee and Hur (2019), Maxton (2019), Prayag et al. (2020), and Shin et al. (2021) have shown. Furthermore, it is acknowledged that fan happiness is a critical precondition for patron loyalty (Fan et al., 2021; Solihah, 2021). Ismail and Rohman (2019) and Lee and Hur (2019), underscore the crucial significance of pleasure as a fundamental factor influencing behavioral intentions, particularly the inclination to partake in repeat consumption or return. Fan satisfaction is fundamental to corporate success because it has a significant impact on customers' attitudes, actions, and perceptions.

H5: Fan satisfaction has a moderating impact on fan co-creation and impulse buying.

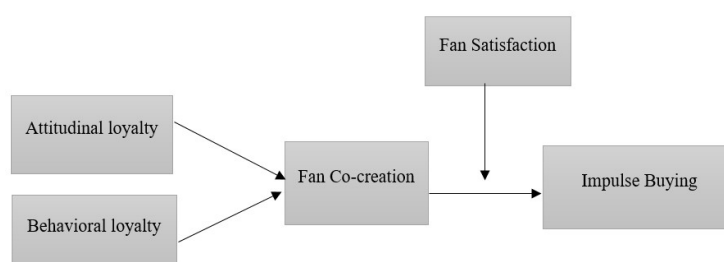


Figure 1. Conceptual framework

METHODOLOGY

The research aimed to explore the relationships among attitudinal loyalty, behavioral loyalty, and fan co-creation, with fan satisfaction as a moderating variable and impulse buying as the outcome variable. The study followed a quantitative and descriptive approach, utilizing primary data collected from 320 IKEA brand customers in Portugal who were actively engaged during the new design development and creation process. The research design of this study adopted a cross-sectional design, as data was collected at a single point in time. The population is unknown; a non-probability sampling technique, specifically the convenience method, was employed to select participants. After gathering the data for data analysis, Smart PLS was employed for data analysis, a technique well-suited for structural equation modeling. This allowed the exploration of complex relationships between variables, considering the mediating and moderating effects in the proposed model. To maintain the ethical considerations, participants were fully informed about the study's purpose and provided with a comprehensive understanding to enhance response quality. Confidentiality was assured, emphasizing that the collected data would remain secure and not be shared for any purpose other than the research. The study's cross-sectional nature limits the ability to establish causality.

The purpose of the study was to look into different facets of consumer loyalty and purchase patterns in relation to a particular brand. The Independent variable, attitudinal loyalty, was measured by Soedarto et al. (2019). Four scale items were used to measure attitudinal loyalty with a 5-point Likert scale. Another independent variable was measured by Soedarto et al. (2019). Four scale items were used to measure behavioral loyalty with a 5-point Likert scale. The mediating variable, fan co-creation, was measured on five-scale items by Behnam et al. (2023) with a 5-point Likert scale. Moderating variable fan co-creation was measured on five-scale items by Solihah (2021) with a 5-point Likert scale. The dependent variable was measured by Soedarto et al. (2019). Four scale items were used to measure impulse buying loyalty with a 5-point Likert scale.

RESULTS AND DISCUSSION

Measurement Model

There are two types of validity in partial least square-structural equation modeling (PLS-SEM): discriminant and convergent. Factor loading and Average Variance Extracted (AVE) analysis can be used to measure convergent validity; indicators are deemed valid if their factor loading value is more than 0.70 (Cheah et al., 2020; Hair Jr, Howard, & Nitzl, 2020; Purwanto, Asbari, & Santoso, 2021).

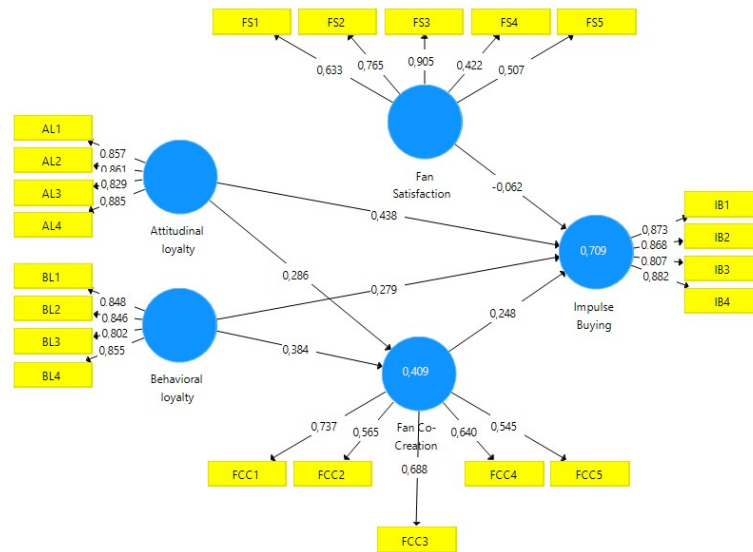


Figure 2. Measurement model

Additionally, in order for convergence validity to be considered satisfactory in AVE, each construct's AVE value must be greater than the minimal criterion of 0.50 (Cheah et al., 2020; Hair Jr et al., 2020). The factor loading values in this study range from 0.701 to 0.92, as shown in Table III. Additionally, each construct's AVE values varied from 0.534 to 0.597. Every variable in this study is deemed legitimate, according to Table III, which presents the results of the AVE and factor loading analysis.

Table 1: Reliability and Validity

Construct	CA	Rho-A	CR	AVE
Attitudinal loyalty	0.881	0.882	0.918	0.737
Behavioral loyalty	0.860	0.870	0.904	0.703
Fan Co-Creation	0.742	0.824	0.773	0.509
Fan Satisfaction	0.813	0.799	0.791	0.548
Impulse Buying	0.880	0.884	0.918	0.736

The Fornell-Larcker Criterion is one set of criteria used to evaluate discriminant validity. (Cheah et al., 2020; Hair Jr et al., 2020; Purwanto et al., 2021). Table 3 results from the Fornell & Larcker technique demonstrated that each variable was a valid discriminant for its validity because the correlation between the constructs was more strongly correlated with the square root of the AVE. Furthermore, according to Hair Jr et al. (2020), the squared correlations between any two constructs were less than the AVE for each construct. As a result, discriminant validity was proved.

Table 2: Reliability and Validity

	AL	BL	FCC	FS	IB
Attitudinal loyalty	0.859				
Behavioral loyalty	0.813	0.838			
Fan Co-Creation	0.599	0.617	0.639		
Fan Satisfaction	0.259	0.217	0.626	0.669	
Impulse Buying	0.798	0.775	0.644	0.267	0.858

Structural Model

The most popular method for evaluating the structural model when using Partial Least Square (PLS) is the coefficient of determination, which is a measure of the model's predictive accuracy and is computed as the squared correlation between the actual and predicted values of a particular endogenous construct (Cheah et al., 2020; Hair Jr et al., 2020; Purwanto et al., 2021).

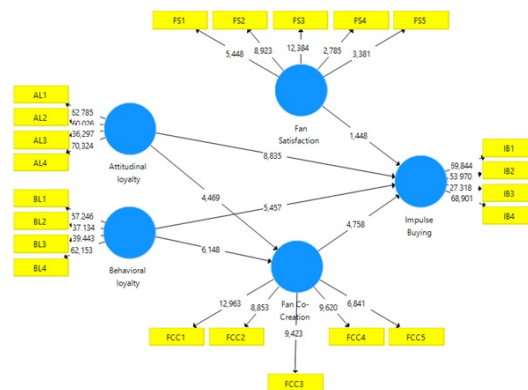


Figure 3. Structural Model

Figure 2 displays the structural model for the investigation. The direct and indirect correlations between the variables were the subject of a thorough investigation by this model. Hair Jr et al. (2020) performed a bias-corrected bootstrapping study using a 2000-bootstrap sample and a 90% confidence range in order to investigate the indirect effects that indicate mediation. The results of our mediation analysis show that the association between impulse buying and attitudinal loyalty is mediated by fan co-creation. Additionally, further investigation into mediation uncovers that Fan co-creation also mediates the connection between behavioral loyalty and impulse buying. Notably, considering the long-term importance of the direct effect, these results solidly validate our mediation theory. Our mediation study conforms with the technique described by Hair Jr et al. (2020), wherein the rules indicate, "Rule Z mediates the link between X and Y if the direct path between X to Z and Z to Y is significant." Furthermore, in cases where the indirect path is significant, and the direct path is insignificant, Hair Jr et al. (2020) suggest full mediation. When both the direct and indirect channels are significant, partial mediation is acknowledged.

The researcher hypothesizes that Hypothesis 5 (H5) can explain the moderating effect of Fan satisfaction on the relationship between Fan co-creation and impulse buying. To examine this moderating effect, we used Andrew F. Hayes' bootstrapping method, utilizing 5000 iterations within Smart PLS 3.0 for mediation analysis, as directed by Hair Jr et al. (2020). The findings show that Fan satisfaction does, in fact, have a moderating effect on the relationship between Fan co-creation and impulse buying. The positive relationships shown in Table 7 highlight the moderating influence of fan satisfaction. The moderator's impact on a relationship is significant when the p-value difference between the two categories of the moderating variable.

Table 3: Direct Relation

	Original Sam- ple	T Statistics	p Values	Decision
Attitudinal loyalty -> Impulse Buying	0.438	8.835	0.000	Supported
Behavioral loyalty -> Impulse Buying	0.279	5.457	0.000	Supported
Attitudinal loyalty -> Fan Co-Creation -> Impulse Buying	0.071	3.127	0.002	Supported
Behavioral loyalty -> Fan Co-Creation -> Impulse Buying	0.095	4.013	0.000	Supported
Moderating Effect 1 -> Impulse Buying	-0.132	3.448	0.008	Supported

Our findings align with existing research in the field of fan satisfaction, particularly in the examination of the relationship between fan co-creation and impulse buying, with fan satisfaction considered as a moderating factor. Specifically, our study reveals that as levels of fan satisfaction increase, there is a corresponding rise in impulse buying. In such instances, a simple slope line with a moderate slope suggests that the impact of fan satisfaction is not as pronounced (Hair Jr et al., 2020; Purwanto et al., 2021).

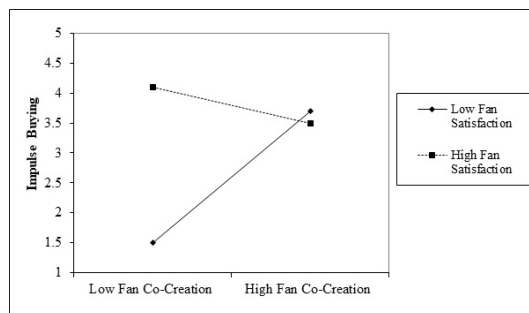


Figure 4. Moderating Effect

DISCUSSION

The current study finds that social identity theory, mediating influence of fan co-creation and moderating effect of fan happiness, behavioral loyalty on impulse purchases, and attitude toward loyalty all played a part. All hypotheses (H1, H2, H3 and H4) were accepted.

The result shows that attitudinal loyalty and behavioral loyalty have a significant impact on impulse buying. Song and Kim (2022) stated their opinion that attitudes, in addition to behaviors, should be included in the behavioral definitions of loyalty in order to improve understanding of brand loyalty. Their theory is that it is possible to connect behavioral segments to the underlying attitudes toward brands once consumers have been categorized behaviorally (based on their patterns of loyalty). (Apriyanto et al., 2023) and Song and Kim (2022) investigate two facets of brand loyalty, namely purchase and attitudinal loyalty, as interrelated variables in the chain of events that link brand affect and brand trust to brand performance (market share and relative pricing). The findings of their study show that brand affect and brand trust work together to predict attitudinal and purchase loyalty when product- and brand-level characteristics are taken into account. Attitude loyalty results in a higher relative price for the brand, and purchase loyalty leads to a larger market share. Song and Kim (2022) noted in another important article on brand loyalty that behavioral measurements of loyalty were not sufficient to comprehend the reasons that underlie brand-loyal purchase behavior. It was felt that the behavioral criteria fell short of providing a satisfactory explanation for how and why brand loyalty develops and/or changes. Thus, the idea that brand loyalty includes both customer attitude and recurrent purchase behavior informed their conceptual work. Song and Kim (2022) provided more support for this viewpoint, arguing that although a customer's continued support of a brand over time is an indication of their loyalty, it is not complete without a good attitude toward the brand. Some authors argue against the use of a single brand loyalty metric, such as Ismail and Rohman (2019), Rodríguez-Rad and del Río-Vázquez (2023), and Shin et al. (2021). They propose categorizing the measurements into three markets: services, durable commodities, and consumable products. They contend that behavioral measurements are suited for forecasting future levels of brand loyalty in consumer goods markets, which are generally stable, have a high rate of brand switching, and minimal participation and risk. On the other hand, consumers do not regularly move between brands for IKEA's durable goods. The results of this study demonstrated that brand affect had no discernible impact on behavioral loyalty, in contrast to Apriyanto et al. (2023) and Song and Kim (2022) findings, which indicate that brand affect positively influences both behavioral and attitude loyalty. Therefore, we have assumed that brand effect has no discernible impact on the behavioral loyalty of customers of IKEA brands. Consumer research literature mentions attitude as a factor that influences behavior. This study suggests that behavioral loyalty is positively and significantly impacted by attitudinal loyalty. Given the circumstances, it might be argued that this finding is consistent with studies by Ahrholdt et al. (2019), Dandis and Wright (2020), Kunkel et al. (2021) and Yun et al. (2021) showing the relationship between attitudinal and behavioral loyalty.

The result shows that fan co-creation has a mediating impact between attitudinal loyalty and impulse buying. By examining the connection between impulse buying and fan co-creation, we expand on earlier studies on the topic (Liu et al., 2020; Mandolfo & Lamberti, 2021; Thanyasunthornsakun, Sornsakda, & Boonmee, 2016). Our results are consistent with the research of Prayag et al. (2020), who found a link between co-creating rituals and impulse buying. Though research on this behavior is becoming more and more significant Rodrigues and Brandão (2021), relatively few have looked at the connection between fan co-creation and impulse buying. Our research highlights the significant role that fans co-creation activities have in the phenomena of impulsive purchasing. This aligns with the broader literature that recognizes the mediating role of various factors in the relationship between loyalty and consumer actions (Wang, Liu, Du, & Wang, 2021; Yun et al., 2021; Jam, Khan, Zaidi, & Muzaffar, 2011). Fan co-creation, in essence, acts as a bridge connecting the emotionally charged realm of attitudinal loyalty with the spontaneous and impulsive act of making unplanned purchases. Fans who actively engage in co-creation activities with the brand are likely to experience a strengthened sense of connection and identification, fostering a proclivity for impulse buying. This result contributes to the growing body of knowledge that emphasizes the role of participatory experiences in shaping consumer decisions and responses (Rodríguez-Rad & del Río-Vázquez, 2023). The result shows that fan co-creation has a mediating impact between behavioral loyalty and impulse buying. As a result, our findings support H3. Although other research by Ratih and Rahanatha (2020) and Rodrigues and Brandão (2021) has established links between behavioral loyalty and co-creation, the indirect impacts of behavioral loyalty on impulse buying through fan co-creation have not been investigated. Consumers who are aware of the company Cheah et al. (2020) are more willing to collaborate with the company on fan co-creation projects. This engagement, in turn, develops behavioral loyalty by combining resources from diverse actors, such as co-creation in the stadium setting (Dandis & Wright, 2020; Anoop & Rahman, 2025).

The result shows that fan satisfaction has a moderating impact on fan co-creation and impulse buying. An increasing amount of research suggests that fan delight is usually responsible for favorable impulse purchases Bi et al. (2020), a closer bond with a brand Ferm and Thaichon (2021), and brand loyalty Ahrholdt et al. (2019). Lee and Hur (2019) looked into the connection between IKEA brand pleasure and impulsive purchasing. Fan et al. (2021) examined the affective factors of brand attitudinal and behavioral loyalty for an IKEA customer brand. Their findings demonstrated that hedonistic experiences have a major impact on fan satisfaction, which in turn affects the connections between impulse buying and brand behavior and attitude loyalty. Using the theory that satisfaction is the emotional response to a customer's buying experience, Edlom and Karlsson (2021) investigated the IKEA brands and discovered that brand loyalty follows satisfaction. They recommended always striving to produce an appealing overall experience in order to increase the level of customer satisfaction. Yun et al. (2021) analysis states that their study on the effects of fan satisfaction led to fan co-creation and impulse purchase.

Furthermore, assessments of attitudinal loyalty shed more light on the potential causes of a customer's behavioral loyalty. Customers could be motivated, for instance, by price, quality, or functional features. Brand managers can gain insight into two key areas with the aid of attitude loyalty measures: (1) the reasons for customers' purchases of their brands and those of their rivals and (2) the advantages and disadvantages of their brands. Thanks to these insights, they will be able to plan their marketing campaigns more efficiently. For instance, a manager may take into account a number of corrective measures, like (1) wrapping the product in plastic, (2) printing a certificate from a legitimate testing agency, and (3) providing an extended product warranty if they discover that the majority of their customers have a low perception of their brand's quality. Price discounts (like cents-off coupons, shelf price markdowns, etc.) and volume discounts (like "buy one, get the second at half price" promotions and large-pack discounts) may be offered if the customers are price-driven. In order to maintain client privacy, frontline managers should try to keep their word and safeguard personal information. This will foster prospects for recurring business and increase customer loyalty toward the hotel's management. Understanding the positive impacts of behavioral and attitudinal loyalty on impulsive buying patterns might assist marketers in developing targeted programs that enhance customer loyalty. By fostering positive attitudes and repeat behaviors, businesses may be able to enhance impulse spending among their fan base and thereby improve sales and revenue. According to the research, these clients are more likely to regularly interact with the brand and use its services. In essence, the study highlights the need to encourage favorable attitudes and actions in clients, stressing their part in raising the possibility of repeat

business. In the end, the research suggests that relationship marketing elements be included in IKEA's customer literature in order to improve spontaneous purchases by fostering a favorable brand-consumer relationship.

CONCLUSION

This study uses fan satisfaction as a moderating variable and impulsive buying to investigate the effects of attitudinal loyalty, behavioral loyalty, and fan co-creation. Utilizing primary data gathered from 320 IKEA brand customers in Portugal who were actively involved in the new design research and production process, the study used a quantitative and descriptive methodology. The application program Smart PLS version 3.0 was used for data analysis and hypothesis testing. The research's conclusions can be derived from the analysis and discussion above, which include the following: fan pleasure serves as a moderating variable, impulse buying, behavioral and attitude loyalty, and fan co-creation as a mediator. Additionally, the incorporation of social identity theory enriched our understanding of the underlying mechanisms shaping consumer loyalty and co-creation behaviors. While these findings provide valuable insights, it is crucial to acknowledge the limitations associated with the sample size and the cross-sectional nature of the study. Future research endeavors could explore more diverse samples, employ longitudinal designs, and integrate qualitative methodologies for a comprehensive understanding. Overall, this study contributes to the existing literature on consumer behavior, offering practical implications for businesses aiming to foster brand loyalty, encourage co-creation, and capitalize on impulse buying behaviors among their customer base. Our findings generally show that brand consumers in Portugal, especially those with higher levels of education, are more enthusiastic and passionate about the IKEA brand. Moreover, it is suggested that behavioral and attitude loyalty have a substantial impact on impulse buying. Impulse buying may be encouraged when consumers have a strong sense of brand loyalty and are suitably exposed to the goods or services they value. When it comes to the presentation and assortment of products, marketers need to be very careful to match them with the traits and inclinations of their target market. This strategy seeks to promote impulsive purchases and increase total profitability.

It is important to acknowledge the limitations of this study. Although the current study offers insightful information about the dynamics of consumer behavior in the context of Portuguese IKEA brand customers, there are a number of limitations to be aware of, as well as potential directions for further research. First off, the results might not be as applicable to a larger segment of the consumer base, given their dependence on a sample of 320 IKEA brand customers. A more representative and diversified sample might be used in future studies to improve the results' external validity. There may be less room for the results to be applied to the larger target group because of this study's convenience sampling technique. Second, due to time and resource limitations, the eligible questionnaires for the respondent sample size were limited to 320. As such, the sample size limitation limits the inferences that can be made from our findings. Furthermore, the only people from whom the research's data were gathered were IKEA customers in Portugal, which means that the findings might not fairly represent the views and actions of the country's overall population. Furthermore, it is important to note that this study employed a quantitative approach based on a sample, and as such, the findings may not be fully representative of the entire target population. The study also emphasized a cross-sectional research design, which aimed to take a momentary picture of the attitudes and behaviors of consumers. A more dynamic comprehension of these components' changes over time might be possible with a longer-term viewpoint.

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APPENDIX

Table 4: Appendix

Variables	Items	Source
Attitudinal loyalty	1. I consider myself a loyal visitor of this brand. 2. My next visit will most likely be to this brand. 3. I would recommend this brand to people who seek my advice. 4. I would tell other positive things about this brand.	(Soedarto et al., 2019)
Behavioral loyalty	1. I intend to re-book this brand in the future. 2. I am likely to come back to this brand. 3. I am looking forward to returning to this brand. 4. It is convenient to return to this brand.	(Soedarto et al., 2019)
Fan Co-creation	1. I often suggest how the brand can improve its services 2. I am actively involved when the brand develops new solutions for me 3. The brand encourages fans to create solutions together 4. I help brands by sharing information/comments/photos/videos 5. I help the brand by disseminating songs/choreographies that are part of its history.	(Behnam et al., 2023)
Fan Satisfaction	1. The entertainment value of the games of your favorite team that you watched. 2. The effort put in by the players of your favorite team. 3. The excellence of the contest (i.e., the quality/standard of play by both teams). 4. Overall, how satisfied are you with your favorite team? 5. Team performance (i.e., quality of play by your team).	(Solihah, 2021)
Impulse Buying	1. Mood Management 2. Cognitive Deliberation 3. Unplanned Buying 4. Disregard for the Future	(Soelton et al., 2021)