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Shopping Orientation and Self-Congruence in Shaping Emotional Brand Attachment Among Uniqlo customers in Indonesia

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Abstract: This study analyzes the impact of shopping habits and brand attachment on brand liking among Indonesian Uniqlo customers. The study utilized quantitative data gathered by 220 respondents who do have purchased or used Uniqlo products. The outcomes, fulfilled through Partial Least Squares Structural Equation Modeling (PLS-SEM), draw that customers exhibiting strong task-oriented and experiential shopping orientations tend to form deeper emotional bonds by Uniqlo, as their shopping occasions align closely by their expectations and preferences. Furthermore, when customers perceive a strong congruence among the brand and their actual self, ideal self, social self, or ideal social self, they occasion heightened keepings of pride, correlation, and loyalty toward the brand. The R-squared of 0.800 draws that these issues describe 80% of the variance in emotional brand attachment. These findings handle fill some gaps in earlier studies, that rarely looked at these issues together, especially inside of Indonesia's fashion market. The study draws that Uniqlo could boost customer loyalty by creating shopping occasions and messages that connect by how customers shop and how they see themselves. Overall, this study offers useful ideas both for theory and for real-world fashion brands working in emerging markets.

Keywords: Shopping Orientation, Self-Congruence, Emotional Brand Attachment

INTRODUCTION

The fashion industry in Indonesia has been growing steadily, influenced by lifestyle changes and the growing desire of consumers to express their identities through fashion. According to Statista (2024), Indonesia's fashion market is expected to revery around USD 14.87 billion this year and is predicted to grow by roughly 3.5% annually. This growth isn't just about meeting practical needs; fashion also acts as a way for people to drawn their social status and individuality (McKinsey, 2023). The competition is fierce, seen in the rapid expansion of global brands like H&M, Zara, and Uniqlo, all working hard to strengthen their presence in Indonesia.

By this rapid growth, customer buying behavior has become more complex. Nowadays, customers don't just think about practical benefits—they also pay attention to how shopping

makes them keep and whether a brand fits by their personal identity (Ma, 2021). One important concept to understand their motivation is shopping orientation, that includes two main types: utilitarian orientation, focused on efficiency and achieving purchase goals, and hedonic orientation, that highlights the enjoyment and emotional satisfaction of the shopping occasion. (Ratnasari et al., 2021). Understanding shopping orientation is important because it impacts how customers see a brand's value and how they may develop an emotional correlation to it (Li & Chang, 2024)

In addition to shopping preferences, how closely a brand's image aligns by a person's own self-image employs a crucial role (Zogaj et al., 2021). People tend to choose brands that reflect their true selves or the person they strive to become (Ebrahimi et al., 2020). In the fashion world, self-congruence impacts what people prefer to buy, how they perceive a brand's symbolic value, and their loyalty to that brand (Shimul & Phau, 2023). Mähner et al. (2023) The study figured out that stronger self-congruence tends to build deeper emotional bonds, especially when people use products to express their social identity.

One international brand that has seen strong growth in Indonesia is Uniqlo, that has expanded substancially since opening its first store in 2013. Fast Retailing reports that by November 2024, Uniqlo had launched over 75 stores throughout the country. In April 2024, Uniqlo opened a new store in the Unimas District of Waru, by plans to revery 77 stores by 2025. For the fiscal year 2024, Uniqlo's total sales in Southeast Asia hit about ¥540.5 billion (approximately IDR 56.22 trillion), marking a 20.2% improve by the previous year. This growth was mainly driven by strong demand for key products like Heattech and fleece. However, despite this sales success, emotional brand attachment (EBA) among Indonesian customers remains less than ideal. According to NielsenIQ, while 68% of Indonesian shoppers say emotional issues such as trust and brand identity are important for loyalty, only 35% drawn a strong emotional attachment to international retail brands like Uniqlo. This gap highlights an opportunity for brands to deepen their emotional correlation by customers.

This challenge is reinforced by a study published by Prakasa et al. (2024), that figured out that Uniqlo faces difficulties in fostering deep emotional bonds among local customers. A survey of 500 respondents by 10 major cities in Indonesia figured out that 72% of customers were satisfied by Uniqlo. However, 58% saw Uniqlo primarily as a practical option rather than a brand that reflects their personal emotions, suggesting low self-congruence, that affects emotional brand attachment (EBA). Furthermore, a report by Kadence highlighted that retention rates for international brands in Indonesia dropped by 5–7% in 2023, particularly among younger customers who tend to favor local brands that offer a stronger emotional correlation.

In the fashion industry, building an emotional correlation by customers is crucial. Such bonds foster loyalty, encourage word-of-mouth recommendations, reduce price sensitivity, and often head to spontaneous purchases (Gokarna, 2021). Liu et al. (2022) Argue that in fashion product quality, EBA can be a key differentiator among brands offering similar product quality. Marsasi and Yuanita (2023) highlighted that emotional brand attachment (EBA) makes customers keep favourable, that handles create strong and lasting correlations among customers and brands. For Uniqlo, understanding EBA is especially important to maintain growth in a market that is becoming more competitive every day.

Emotional brand attachment is the psychological correlation that makes customers keep close to, proud of, and emotionally tied to a brand (Indraswari et al., 2023). Other studies do have figured out that emotional brand attachment is formd by favourable occasions, how customers perceive the brand's image, and the symbolic value of the products (Agustin & Sari, 2023). Barreda et al. (2020) also figured out that emotional brand attachment employs an especially important role in fashion because it is closely linked to self-expression and how

people are perceived socially. However, when it comes to Uniqlo in Indonesia, there is still a lack of detailed empirical study assessing how this emotional correlation develops.

Aboulnasr & Tran (2020) drawed that EBA substancially impacts loyalty in the global fashion industry. Kalra et al. (2024) Also drawned that EBA favourablely correlates by satisfaction and retention among customers of fashion brands by strong symbolic images. Koskie & Locander. (2023) Emphasized that EBA is related not only to perceived product quality but also to emotional occasions by brands. Also, Koskie et al. (2024) discovered that a strong emotional correlation handles describe how a person's view of a brand's value affects their loyalty. However, most of these studies were conducted in East Asia or Europe, so they may not fully reflect the behavior of Indonesian customers. Additionally, previous study has mostly focused on loyalty and brand image, devoid of thoroughly exploring how emotional brand attachment develops in international retail fashion brands like Uniqlo. Therefore, more study is needed to investigate the psychological issues involved. Few studies do have looked at these variables together in relation to emotional brand attachment among fashion customers, especially Uniqlo's customers in Indonesia.

METHOD

Research Approach

This study uses a quantitative approach to explore shopping orientation, self-congruence, and emotional brand attachment among Uniqlo customers. By utilizing surveys by questionnaires, it systematically gathers numerical data to analyze the correlations among these issues through statistical methods.

Data Collection

This study gathered data by 220 respondents through an online survey utilizing Google Forms. The questionnaire used a five-point Likert scale, spanning by "strongly disagree" to "strongly agree." Data was gathered by the first to the third week of June 2025. The respondents were chosen intentionally, focutilizing on Indonesians who knew about Uniqlo and had bought or used its products before. Most of the respondents were women (75.6%, or 167 people), and most were among 22 and 26 years old (70.1%, or 155 people). Also, 70.6% (156 people) had figured out the Uniqlo brand for more than two years. Most respondents bought Uniqlo products mainly by offline stores (75.6%, or 167 people). The minimum number of respondents was calculated based on five times the number of indicators for every concept measured. (Hair et al., 2022)

Data Analysis

We used Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software to analyze the data. This method is good for studying cause-and-impact relationships, especially when the sample size is small (Hair et al., 2022). The analysis included a assess for convergent validity. In this assess, issue loadings should be more than 0.7, and the Average Variance Extracted (AVE) should be more than 0.5. We also assessed discriminant validity to make sure each construct is different from the others. To check if the questionnaire is reliable, we used Cronbach's Alpha. The value should be bigger than 0.6 to drawn good consistency (Malhotra et al., 2021). We checked the structural model by seeking at the R-squared values and seeing if the correlations between variables were strong (Hair et al., 2006)

Variable Operationalization

The shopping orientation variable was measured based on Li & Chang. (2024), by dimensions of task orientation (focus on purchase efficiency) and experiential orientation (enjoyment of the shopping occasion). The idea of "self-congruence" came by Le et al. (2024).

This includes how well something matches your current self (actual self-congruence), the person you strive to be (ideal self-congruence), how you believe others perceive you (social self-congruence), and how you want others to perceive you (ideal social self-congruence). We measured "emotional brand attachment" utilizing the method by Koskie & Locander. (2023), by dimensions of affection (keepings of affection), correlation (sense of correlation), and passion (keepings of passion).

RESULT AND DISCUSSION

outcomes (Outer Model)

Validity assess

In this study, we applied confirmatory issue analysis utilizing Smart-PLS to verify the validity of our measurement model. Indicators were considered valid if their outer loading values exceeded 0.7, and if the mean Variance Extracted (AVE) for every construct was above 0.5, as recommended by Hair et al. (2022). We initially used 35 indicators in our measurement tool, but six of them (SO6, SC1, SC3, SC4, SC5, and EBA5) did not meet the outer loading threshold of 0.7 and were therefore removed by the analysis. These excluded indicators do not appear in Table 1 and were not included in the final model estimation. As drawn in Table 1, only indicators by outer loadings above 0.7 were retained to ensure they met the category for convergent validity. To check discriminant validity, we used the Fornell-Larcker method. This method compares the square root of the Average Variance Extracted (AVE) of each construct with how much it relates to other constructs (Fornell & Larcker, 2021). The outcomes in Table 2 drawn that the square root of the AVE for each construct was bigger than its links with other constructs. This means the model has good discriminant validity.

Reliability assess

We assessed the reliability of our study instrument utilizing Cronbach's Alpha and Composite Reliability. These assesss evaluate how consistently the different items measure the same concept. Scores of 0.7 or bigger on both assesss draw that the instrument is reliable. (Hair et al,. 2022). As drawn in Table 1, all latent variables had scores of 0.7 or bigger for both Cronbach's Alpha and Composite Reliability. This means the questionnaire is consistent and reliable for measuring shopping orientation, self-congruence, and emotional brand attachment.

Table 1. Validity and Measurement

Code Measurement Items		Loading Factor
Variable (X1, Shopping Orientation): α=0.875, CR = 0.880, AVE = 0,570		
Dimension-1 Task Orientation		
SO1	When shopping at Uniqlo, I focus on my main goal of buying the items I need	0.765
SO2	When shopping at Uniqlo, I tend to do it in an efficient manner	0.738
SO3	I usually shop at Uniqlo according to a plan I have made in advance	0.703

SO4	When shopping at Uniqlo, I am not easily tempted by items I do not need	0.766
Dimension-2 Experiential Orientation		
SO5	I enjoy shopping at Uniqlo even if I do not have any specific need to buy something	0.741
SO7	I often shop at Uniqlo just to relieve boredom	0.792
SO8	Sometimes I shop at Uniqlo simply because I am curious to see the latest product collections	0.779
Variable (X2, Self-Congruence): α=0.919, CR = 0.932, AVE = 0,578		
Dimension-1 Actual Self-Congruence		
SC2	Using products from the Uniqlo brand reflects who I really am	0.744
Dimension-2 Ideal Self-Congruence		
SC6	Using products from the Uniqlo brand helps me become the version of myself that I want to be	0.746
SC7	I choose the Uniqlo brand because I want to appear like the person I admire	0.754
Dimension-3 Social Self-Congruence		
SC8	I believe that the Uniqlo brand personality (e.g., simple, minimalist, modern, professional) aligns with how others perceive me	0.738
SC9	I feel that other people see me as the type of person who uses the Uniqlo brand	0.784
SC10	People around me often associate me with the style offered by the Uniqlo brand (e.g., simple, neat, minimalist)	0.774
SC11	I choose the Uniqlo brand because I want to appear in line with social expectations without looking excessive (e.g., appropriate, polite, and understated)	0.733
Dimensions-4 Ideal Social Self-Congruence		
SC12	I use the Uniqlo brand because I want others to see me as a stylish yet simple person, just like the impression commonly conveyed by the Uniqlo brand	0.774
SC13	I hope that others will perceive me in the same way they perceive Uniqlo users (for example, as someone who appears simple, near, and elegantly up-to-date)	0.796
SC14	I choose the Uniqlo brand because I want to create a certain impression in the eyes of others, such as looking professional yet relaxed	0.756
Variable (Y, Emotional Brand Attachment): α=0.936, CR = 0.937, AVE = 0,587		
Dimensions-1 Affection		

EBA1	I feel proud to be a customer of the Uniqlo brand	0.756
EBA2	Feelings about the Uniqlo brand often arise spontaneously	0.739
EBA3	The Uniqlo brand feels so familiar to me, as if it understands my everyday style	0.730
EBA4	I feel that the Uniqlo brand has a special meaning, so I always want to own it	0.750
Dimensions-2 Connection		
EBA6	I feel that I have a special connection with the Uniqlo brand, as if there is a bond that makes me feel close to it	0.809
EBA7	I feel deeply attached to the Uniqlo brand, as if it has become part of my identity	0.799
EBA8	My attachment to the Uniqlo brand has grown stronger because of personal experiences that have made me remain loyal to it (for example, feeling satisfied with Uniqlo products during important moments such as job interviews or vacations)	0.772
EBA9	I feel the Uniqlo brand has accompanied my life journey, as it has been part of many significant moments (for example, often wearing Uniqlo during different life phases such as college, work, or family events)	0.787
Dimensions-3 Passion		
EBA10	The Uniqlo brand always manages to capture my attention and makes me want to keep exploring each of its latest collections	0.720
EBA11	I feel very enthusiastic every time I use the Uniqlo brand	0.818
EBA12	I admire Uniqlo because it offers minimalist designs that reflect my style while providing maximum comfort	0.708
EBA13	Seeing other people wearing Uniqlo products makes me feel happy and as if I am represented, too	0.784
Notes: α: Cronbach's alpha; CR: composite reliability; AVE: average variance extracted		

Source: Primary data is processed using SmartPLS

Table 2. Discriminant Validity

	EBA	SC	SO
Emotional Brand Attachment	0.809		
Self-Congruence	0.734	0.696	
Shopping Orientation	0,508	0.549	0.507

Source: Primary data is processed using SmartPLS

According to the Fornell-Larcker category, the mean variance a construct shares by its indicators should exceed its correlations by any other construct. (Fornell & Larcker, 2021). The outcomes drawn that each concept has good discriminant validity because the square root of the AVE is bigger than the correlations between different concepts. This means that all items relate more to their own construct than to others, which supports the model's discriminant validity.

Structural Model assessing (Inner Model)

After checking the outer model, the next step is to check the inner model. The inner model is based on theory and looks at how independent (external) and dependent (internal) variables are connected to each other. The importance of the independent variables is measured using the R-squared value. Lastly, we assess how the independent variables affect the dependent variables to finish the evaluation.

Table 3. R-Square Value

	R-square	R-square adjusted
Emotional Brand Attachment	0,800	0,799

Source: Primary data is processed using SmartPLS

The R2 value, also figured out as the coefficient of determination, is deemed weak by a score of 0.25, moderate by a score of 0.50, and strong when it reveryes 0.75 (Hair et al., 2022). As drawn in Table 3, the R-squared value draws that Shopping Orientation and Self-Congruence together describe 80% of the variation in Emotional Brand Attachment. This is considered a strong degree of explanation, meaning that only 20% of the differences in Emotional Brand Attachment are due to issues outside the scope of this study.

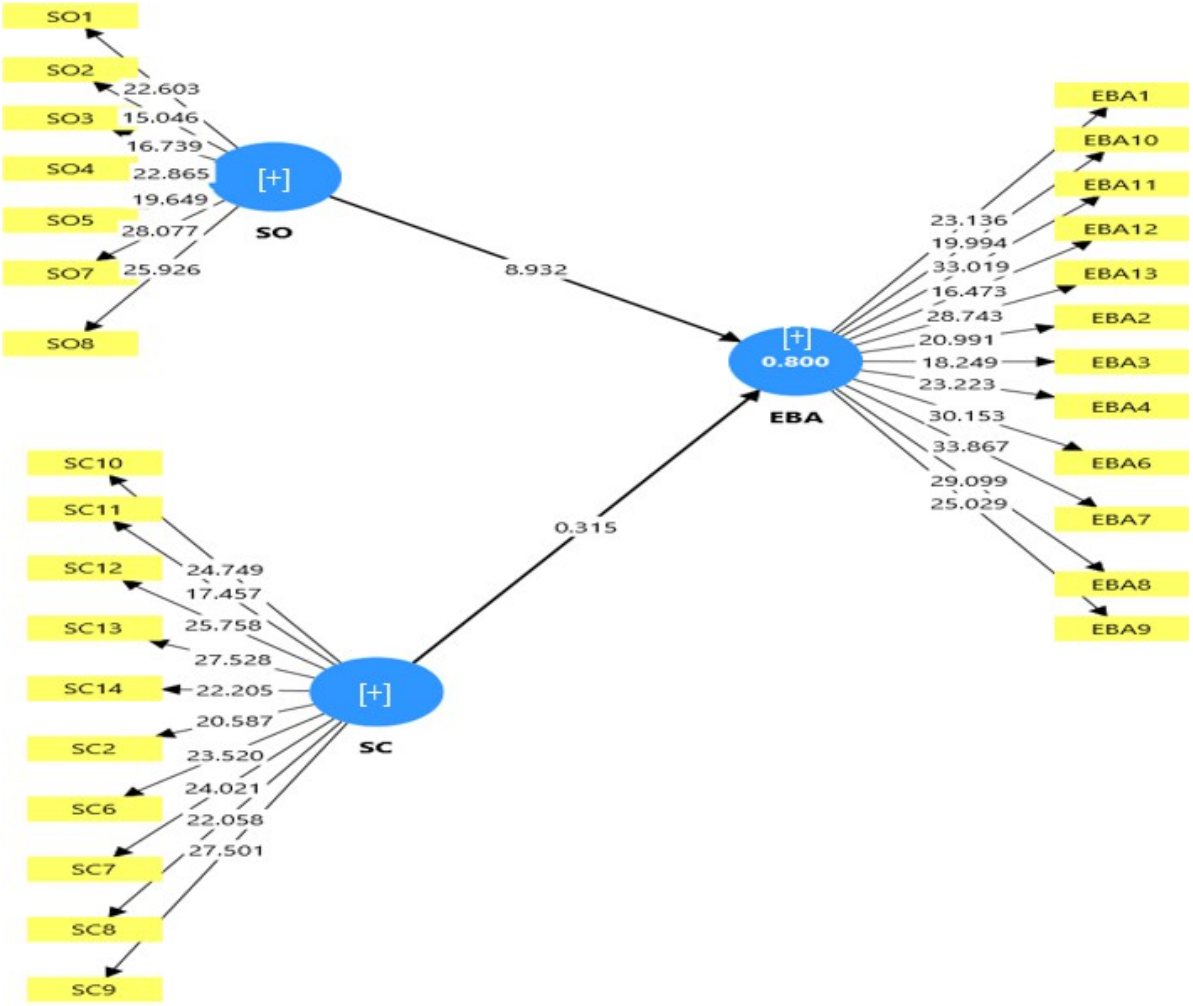
Hypothesis assess

In this study, we used SmartPLS software and a method mentioned bootstrapping to assess our hypotheses. We used a 95% confidence degree and set the significance degree (alpha) at 0.05. A hypothesis was accepted if the T-value was bigger than 1.96.

Table 4. Hypothesis assess outcome

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
SC -> EBA	0,750	0,749	0,046	8.932	0,000
SO -> EBA	0,168	0,172	0,053	0.315	0,002

Source: Primary data is processed utilizing SmartPLS



Source: Primary data is processed using SmartPLS

Figure 1. Bootstraping Test Results

The outcomes drawn that shopping orientation (X1) has a coefficient of 0.168, while self-congruence (X2) has a much bigger coefficient of 0.750. Both variables do have p-values well below the 0.05 significance degree—0.000 for shopping orientation and 0.002 for self-congruence—indicating that the hypotheses are supported. These outcomes drawn that both shopping orientation and self-congruence have a positive and strong impact on emotional brand attachment. This highlights how important shopping habits and self-alignment are in strengthening customers' emotional correlation to the Uniqlo brand. A more detailed analysis will follow in the discussion section.

The impact of Shopping Orientation on Emotional Brand Attachment

This study demonstrates that shopping orientation has a strong, favourable impact on how emotionally connected Uniqlo customers keep to the brand. In other words, the more focused customers are on either task-oriented or experiential shopping, the stronger their emotional attachment to Uniqlo tends to be.

by a theoretical perspective, shopping orientation impacts how people go through the shopping process, by searching for information and evaluating options to making a purchase. customers by an experiential orientation look for enjoyment, relaxation, and emotional fulfillment during shopping. When a brand offers these kinds of occasions, it creates strong

favourable correlations that foster keepings of closeness, affection, and pride toward the company (Kumar & Kashyap, 2021).

Additionally, customers by a task-oriented approach can develop emotional attachment when they perceive that the brand makes shopping easier, more efficient, and better suited to their needs (Choi et al., 2024). When people find shopping useful, convenient, and enjoyable, they tend to see the brand as more valuable, that improves their liking for it (Murray et al., 2022)

This agrees by what (Thangavel et al., 2021) figured out: When shopping meets people's preferences, they keep that the brand truly understands them. favourable shopping occasions that make people keep good, relaxed, and happy often head to a strong emotional correlation by the brand.

In the case of Uniqlo, the brand is recognized for offering a simple, comfortable, and consistent shopping occasion both in-store and online. The easy-to-navigate store layouts, well-organized product disemploys, and straightforward purchasing process handle customers keep emotionally connected because the occasion matches their expectations. This positive effect is evident in how shoppers perceive Uniqlo as a brand that aligns with their shopping preferences. For task-oriented customers, Uniqlo provides efficiency through well-organized stores, easy access to product information, and quick checkout processes, that foster satisfaction and trust. At the same time, experiential-oriented shoppers enjoy exploring the collections and appreciating the minimalist, modern store atmosphere, that creates keepings of enjoyment and attachment. Together, these different shopping orientations handle build stronger emotional brand attachment, as seen in customers' growing pride, closeness, and loyalty to Uniqlo over time.

These findings not only support the theoretical link among shopping orientation and emotional brand attachment but also offer new empirical insights specifically about Uniqlo customers in Indonesia. This study fills a gap in prior study, that has seldom explored how both utilitarian and hedonic shopping orientations contribute to building emotional correlations by international fashion brands. Moreover, the outcomes highlight practical implications, suggesting that Uniqlo can strengthen emotional attachment and encourage long-term loyalty by enhancing both in-store and online occasions to better match customers' shopping motivations.

The impact of Self-Congruence on Emotional Brand Attachment

The outcomes of this study drawn that self-congruence has a positive impact on customers' emotional correlation to the Uniqlo brand. This means that the more people keep their identity matches Uniqlo's brand image, the stronger their emotional bond becomes..

In this study, all four dimensions of self-congruence employed a role. Actual self-congruence was especially important, as many customers saw Uniqlo as reflecting their own personality—simple, practical, and unpretentious. This perception provides psychological comfort and deepens their emotional correlation to the brand (Meeprom & Fakfare, 2021).

Ideal self-congruence employs a role by reinforcing the idea that Uniqlo handles customers express the person they strive to be—whether that's professional, modern, or confident. This correlation fosters keepings of pride, satisfaction, and emotional attachment.

Social self-congruence enhances the correlation by making customers keep that Uniqlo handles them meet social expectations. In different settings, wearing Uniqlo boosts their confidence and strengthens their emotional bond by the brand.

Ideal social self-congruence refers to how customers want others to see them. When they keep that Uniqlo handles create a favourable image—appearing neat, tasteful, and stylish devoid of being flashy—it generates pride and a sense of social approval. This satisfaction in achieving their desired image forms a strong figured outation for emotional attachment (Liu et

al., 2022)

Uniqlo is figured out for being simple, high-quality, and useful. This makes many different people keep that the brand suits them. When someone that Uniqlo matches who they really are, it is mentioned actual self-congruence. When the brand handles someone become who they want to be, it is mentioned ideal self-congruence. Social self-congruence and ideal social self-congruence are about making others see them in a good way. All these types of self-congruence handle describe why people keep strong emotions like pride, confidence, and loyalty toward Uniqlo.

These outcomes agree by Chauhan et al. (2021), who demonstrated that a close match among how people see themselves and a brand's image outcomes in stronger keepings and loyalty towards the brand.

These findings not only back up the idea that matching a person's self-image by their keepings for a brand is important, but they also give new insights about Uniqlo shoppers in Indonesia, who do not have been studied much before. This study drawns how the four parts of self-image work together to form how people emotionally connect by fashion brands. Also, the outcomes highlight how important it is for Uniqlo to keep sharing a brand image that fits by customers' real and ideal selves, as well as how they see themselves socially. Doing this can handle Uniqlo build stronger emotional bonds and keep customers loyal for whole time.

CONCLUSION

This study finds that both how people like to shop and how well they keep a brand matches them employ a big role in how emotionally connected Indonesian Uniqlo customers are to the brand. Customers who enjoy shopping and keep that the brand reflects who they are or who they want to become tend to form a stronger emotional bond by Uniqlo. This bond drawns up as pride, satisfaction, and loyalty. These outcomes drawn why it's important for brands to match their occasions by what customers need psychologically to stay competitive. For Uniqlo, Focusing on clear brand values and creating shopping experiences that suit diverse customer styles can help build stronger emotional ties and keep customers loyal for the long term.

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