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The Influence of Drift Garage Content as an Automotive Influencer on Social Media on Interest in Buying Car Modification Products

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Garasi Drift, Mega , Influencer, Impulsive Buying, Social Media.

Abstract

This study, entitled The Influence of Garasi Drift's Content as an Automotive Influencer on Social Media toward Purchase Intention of Car Modification Products, aims to analyze the influence of Garasi Drift's content as a Mega Influencer on consumers' impulsive buying interest in automotive modification products. The research object consists of social media followers of Garasi Drift who actively engage with automotive-related digital content. This study employs a quantitative approach using an online survey method distributed to 250 respondents selected through purposive sampling. The collected data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the SmartPLS software. The findings indicate that the congruence between consumers, influencers, and products has a positive effect on impulsive buying intention, and the Wishful Identification factor strengthens this relationship. The study concludes that content created by mega automotive influencers such as Garasi Drift can shape consumer perception, emotional attachment, and stimulate spontaneous purchase behavior toward modification products. The results contribute theoretically to the development of digital marketing studies and provide practical implications for automotive brands and influencers in designing more effective communication and content strategies.

INTRODUCTION

The development of social media has not only changed communication patterns, but also shaped people's consumption behavior, especially in the context of the automotive industry. Automotive content on social media is no longer just informative, but also serves as a means of entertainment and reference in making purchase decisions. This increase in digital automotive content consumption shows a shift in consumer behavior from conventional information search to influencer-based recommendations.

The development of social media has significantly changed the landscape of marketing communications. In today's digital era, consumers are no longer completely dependent on traditional advertising, but rather get more information and inspiration through influential public figures in cyberspace. The phenomenon of influencer social media is an effective marketing strategy because it is able to create emotional closeness between influencers and audiences (Lim et al., 2020). Through authentic and relevant content, influencers have the ability to shape consumer perceptions, preferences, and purchasing decisions in a more personalized and convincing way.

In recent years, Indonesia's automotive sector has also undergone a digital transformation through the presence of automotive influencer content such as Garasi Drift, which has millions of followers and a strong reputation among automotive enthusiasts. The content uploaded includes reviews, car modifications, and vehicle maintenance tips that are packaged in an attractive and

educational manner. This not only expands the range of automotive information, but also builds buying interest in car modification products, both in the form of accessories, body kits, and performance parts. According to the Katadata report (2024), the increase in user interaction and engagement with automotive content on YouTube and Instagram has increased by more than 35% in the last two years, showing the great potential of the digital economy in the automotive sector.

This phenomenon shows how influencer marketing plays an important role in influencing consumer behavior, especially in the context of impulse purchases. Online impulse buying is defined as the tendency of consumers to make spontaneous and unplanned purchases after seeing a certain stimulus in digital media (Chen et al., 2019). One of the triggering factors is Wishful Identification, which is the consumer's desire to imitate the lifestyle or social identity of the admired influencer (Tukachinsky & Stever, 2019). When consumers feel that they have the same values or character as influencers (consumer–influencer congruence), or see the compatibility between influencers and products being promoted (Influencer–Product Congruence), the chances of impulse purchases are higher (Ki et al., 2020).

In addition, Consumer–Product Congruence also plays an important role in creating emotional appeal to the products displayed. The perceived compatibility between consumer self-image and product characteristics can increase the acceptance of marketing messages and strengthen purchase intent (Belanche et al., 2021). In the context of automotive content like Garage Drift, the combination of influencer credibility, the visual appeal of the content, and the product's suitability with its audience can create a strong emotional boost to spontaneous purchasing decisions. However, there is still a gap in research on how the relationship between congruence and wishful identification simultaneously affects impulsive purchase intent in the context of mega influencers in the automotive industry. Most of the previous research focused more on the fashion, beauty, and lifestyle sectors (Lim et al., 2020; Ki et al., 2020), while the automotive context is still rarely explored in depth. In fact, the characteristics of automotive audiences are different because they involve elements of technical rationality as well as lifestyle aspirations.

The trend of increasing digital content consumption shows continuity with previous data that confirms that social media users increasingly rely on visual content and personal narratives in evaluating products. This condition strengthens the urgency of research related to the role of influencers in influencing buying interest, especially in products with high levels of engagement such as car modification products.

Therefore, this study aims to analyze the influence of Garasi Drift content as an automotive mega influencer on impulsive buying interest in car modification products. In particular, this study seeks to answer two main questions: (1) the extent to which the suitability between consumers, influencers, and products affects impulse buying interest; and (2) how the role of Wishful Identification is in strengthening the relationship between conformity and impulsive buying interest. The results of this study are expected to make a theoretical contribution to the development of influencer marketing studies and consumer behavior in the digital era, as well as provide practical implications for automotive industry players and content creators in designing effective and emotional marketing communication strategies on social media.

Garasi Drift was chosen as the object of research because it is one of the automotive mega influencers in Indonesia that consistently presents car modification content with a high level of engagement. The content presented not only displays the technical aspects of the product, but also

personal experiences and lifestyles, so that it has the potential to form the audience's psychological attachment to the influencer and the product displayed

The Influence of Consumer-Influencer Congruence on Online Impulse Buying Intention

Consumer Influencer Congruence refers to the degree of compatibility between an influencer's characteristics, values, and lifestyle and consumer self-perception. This level of suitability plays an important role in shaping consumers' positive perceptions of the influencers they follow Previous research has shown that compatibility between consumers and influencers can increase the trust, credibility, and emotional attachment of audiences to influencers. Influencers who are perceived to have something in common with the audience tend to be more receptive and considered relevant in conveying marketing messages.

Therefore, the higher the level of consumer-influencer congruence, the more likely it is that consumers will develop Wishful Identification towards the influencer, which is the desire to resemble or identify with the figure

H1: Consumer Influencer Congruence has a positive effect on Online Impulse Buying Intention.

The Influence of Consumer-Product Congruence on Online Impulse Buying Intention

Therefore, the higher the level of consumer-influencer congruence, the more likely consumers are to develop Wishful Identification towards influencers, which is the desire to resemble or identify with the figure. Previous research has shown that the compatibility between consumers and products can increase emotional engagement and affection towards the products displayed. Products that are considered to be in accordance with the consumer's self-identity tend to generate greater interest and increase psychological closeness to the context of consumption displayed in digital content. In the context of automotive influencer content, the fit between the consumer and the car modification products displayed can encourage consumers to identify with the lifestyle represented. Therefore, Consumer–Product Congruence is estimated to have a positive effect on the formation of Wishful Identification

H2: Consumer–Product Congruence has a positive effect on Online Impulse Buying Intention

The Influence of Influencer-Product Congruence on Online Impulse Buying Intention

Influencer Product Congruence refers to the degree of compatibility between the influencer's image and the product being promoted. This suitability is reflected in how authentic the influencer is in using, understanding, and representing the product in the content presented. Previous studies have revealed that the fit between influencers and products can improve the credibility of messages as well as the perception of content authenticity. Influencers who are considered to have a high compatibility with the product will be more trusted and able to convey marketing messages more persuasively. When automotive influencers display modified products that align with their image and expertise, audiences tend to identify more easily with the influencer. Therefore, Influencer-Product Congruence is assumed to have a positive effect on Wishful Identification.

H3: Influencer Product Congruence has a positive effect on Online Impulse Buying Intention

The Influence of Mega Influencers on Consumer-Product Congruence

Wishful Identification is a psychological condition when consumers have the desire to resemble or adopt the characteristics of an admired influencer. This identification is not only cognitive, but also emotional and aspirational. Previous research has shown that Wishful Identification can increase consumer engagement with content and influence attitudes and behavioral intent. Consumers who have a high level of identification tend to be more responsive to recommendations provided by influencers.

In the context of online shopping, psychological attachment to influencers can trigger spontaneous purchase decisions without careful planning. Therefore, Wishful Identification is estimated to have a positive effect on Online Impulse Buying Intention.

H4: Mega Influencers have a positive effect on Consumer–Product Congruence

The Influence of Mega Influencers on Online Impulse Buying Intention

The compatibility between consumers and influencers reflects the degree of similarity in values, preferences, and lifestyles perceived by consumers to the influencers they follow. The compatibility between consumers and influencers reflects the degree of similarity in values, preferences, and lifestyles perceived by consumers to the influencers they follow. Previous studies have revealed that this suitability can increase trust and affection towards influencers, making the message conveyed easier to receive and internalize by the audience.

H5: Mega Influencers have a positive effect on Online Impulse Buying Intention

The Effect of Wishful Identification on Consumer-Influencer Congruence

Consumer–Product Congruence describes the compatibility between product image and consumer self-concept, which plays a role in shaping the perception of product value and relevance. Previous research has shown that products that are perceived to fit the consumer's self-identity tend to trigger stronger interest and increase purchase intent, particularly in the context of symbolic consumption. In online purchases, these conformities can speed up the decision-making process and trigger impulse purchases. Therefore, Consumer–Product Congruence is estimated to have a positive effect on Online Impulse Buying Intention

H6: Wishful Identification has a Positive Effect on Consumer–Influencer Congruence

The Effect of Wishful Identification on Consumer-Product Congruence

The fit between the influencer and the product reflects the extent to which the promoted product is considered relevant and authentic to the influencer's image. This condition can encourage consumers to make spontaneous purchases because the product is perceived as a credible recommendation. Therefore, Influencer-Product Congruence is estimated to have a positive effect on Online Impulse Buying Intention.

H7: Wishful Identification has a positive effect on Consumer–Product Congruence.

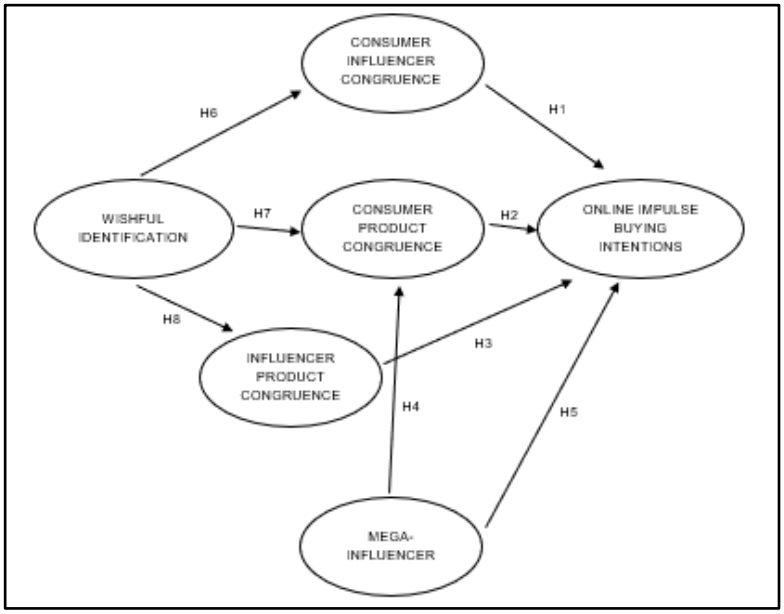
The Influence of Wishful Identification on Influencer-Product Congruence

In this study, Wishful Identification was positioned as a mediating variable that bridged the relationship between the suitability of consumer influencers, product consumers, and product influencers to online impulse purchase intentions. In this study, Wishful Identification was positioned as a mediating variable that bridged the relationship between the suitability of consumer influencers, product consumers, and product influencers to online impulse purchase intentions. Previous studies have shown that psychological processes such as identification and emotional

attachment often play a role as a mechanism that explains how marketing stimuli affect consumer behavior.

H8: Wishful Identification berpengaruh positif terhadap Influencer Product Congruence.

Thus, this research is expected to make a theoretical contribution to the development of influencer marketing studies and consumer behavior in the digital era, as well as provide practical implications for automotive industry players and content creators in designing effective marketing communication strategies on social media.



Source : Primary Data By Researchers (2025)

Figure 1. Research Model

METHODS

Types of Research

This study aims to examine the influence of conformity between consumers, influencers, and products on Wishful Identification and its implications for Online Impulse Buying Intention. To achieve this goal, this study uses a quantitative approach with a survey method. This study uses a quantitative approach with an explanatory type (explanatory research), which aims to explain the causal relationship between variables through hypothesis testing (Sugiyono, 2019). The method used was a questionnaire-based online survey, which was distributed to respondents who were active users of social media who followed automotive creator content, especially Garasi Drift as a representation of mega influencers in Indonesia. This approach was chosen because it is able to describe the phenomenon of the influence of suitability between consumers, influencers, and products on impulsive buying interest empirically.

Sample and Population

The population in this study is active social media users in Indonesia who follow content creators or influencers in the automotive sector, especially Garasi Drift. The sample was determined by purposive sampling technique, which is the selection of respondents based on certain criteria that are in accordance with the research objectives (Sugiyono, 2019). Respondents' criteria include: (1) at least 17 years old, (2) have an active account on social media platforms such

as Instagram, TikTok, or YouTube, (3) follows at least one automotive influencer, and (4) has watched or paid attention to content related to car modifications, primarily from Drift Garage.

Based on the recommendations of Partial Least Squares–Structural Equation Modeling (PLS-SEM), the minimum number of samples is 10 times the number of indicators in the research model (Hair et al., 2019). With a total of 25 indicators, the minimum number of samples needed is 250 respondents. Therefore, this study involved 253 valid respondents, who were considered to have met the eligibility criteria for structural model testing.

Data Collection Techniques

Data collection was carried out through the distribution of online questionnaires using the purposive sampling method. The questionnaire was distributed online through social media, the digital automotive community, and discussion groups on the WhatsApp and Telegram platforms. The online method was chosen because it is efficient, widespread, and in accordance with the characteristics of the population that is active on social media. Respondents were asked to fill out the questionnaire independently through the link provided. The confidentiality and anonymity of respondents are fully maintained during the data collection process. The data obtained was used as the basis for analyzing the relationship between latent variables using a PLS-SEM-based quantitative approach.

Research Instruments

The research instrument used was a closed questionnaire with a five-point Likert scale (1 = strongly disagree to 5 = strongly agree). This questionnaire consists of two parts. The first section includes respondent demographic data, such as age, gender, last education, social media platforms used, and frequency of viewing Drift Garage content.

The second part contains indicator statements from six research variables, namely Consumer–Influencer Congruence, Consumer–Product Congruence, Influencer–Product Congruence, Wishful Identification, Online Impulse Buying Intention, and Mega Influencer.

All indicators were adapted from previous research, including Ki et al. (2020), Schouten et al. (2020), Lee & Kim (2020), Rook & Fisher (1995), and Wu et al. (2023), then adjusted to the context of the automotive content of the Drift Garage. The instrument was designed to measure respondents' perceptions of the suitability of influencer content with themselves and impulse buying behavior tendencies towards car modification products.

Teknik Analisis Data

The data analysis in this study was carried out using the Partial Least Squares–Structural Equation Modeling (PLS-SEM) approach using SmartPLS software. This method was chosen because it is suitable for testing models with complex causal relationships, involving latent variables, and can be used despite abnormal data distribution and moderate-scale sample sizes (Hair et al., 2019).

The analysis process is carried out through two main stages, namely the testing of the measurement model (outer model) and the testing of the structural model (inner model). In the measurement model testing stage, convergent validity tests were carried out (through the Average Variance Extracted value ≥ 0.50), discriminant validity (through cross-loading values and HTMT ratio), and construct reliability (as seen from Cronbach's Alpha and Composite Reliability values ≥ 0.70) to ensure that each indicator measured the construct in question consistently.

The next stage is structural model testing to assess the relationship between latent variables by looking at the path coefficient, R^2 value (determination coefficient), and significance test using a bootstrapping procedure to obtain t-statistics and p-values. The results of this analysis are the basis for testing hypotheses and drawing conclusions about the influence between the variables studied.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents in this study amounted to 253 people who were active users of social media and followed the content of Garasi Drift. Of the total 264 questionnaires distributed, only 253 could be used because 11 respondents were not eligible and were excluded from the analysis. The majority of respondents were male (222 respondents or 84.09%), while 42 respondents were female (15.91%). Based on the level of education, respondents were dominated by 205 D4/S1 graduates (77.65%), while the rest had high school education (7.95%), D3 (4.17%), and S2/S3 (10.23%). In terms of the intensity of Garasi Drift content consumption, the majority of respondents stated that they often (54.17%) and very often (30.30%) watched the content on social media. So based on the findings, most of the respondents are automotive enthusiasts who actively follow the development of vehicle modifications and often watch Drift Garage content on YouTube and Instagram. This characteristic shows that the audience of Garage Drift is dominated by young people who have a high interest in the automotive world and digital lifestyle.

Measurement Model Test Results (Outer Model)

The evaluation of the measurement model is carried out through the validity and reliability testing of the construct. The testing stages include testing outer loading, composite reliability, average variance extracted (AVE), and discriminant validity to ensure that each indicator is able to accurately represent the measured construct. The initial stage of analysis in this study was carried out through external model testing to ensure that all indicators used have an adequate level of validity and reliability. The testing of this measurement model includes four main aspects, namely convergent validity, internal consistency reliability, discriminant validity, and multicollinearity (VIF) testing. The results of the convergent validity test showed that all indicators in each construct had an outer loading value above 0.70 and an Average Variance Extracted (AVE) value greater than 0.50, so it can be concluded that all indicator items are able to explain the latent construct well. The high AVE value indicates that most of the variance of the indicator can be explained by the latent construct measured, so that the convergent validity in this model has been met.

Table 1. Convergent Validity Testing

Variabel	Indikator	Faktor Loading	Composite Reliability	AVE
Wishful Identification	WisId1	0.8112	0.8904	0.6700
	WisId2	0.8357		
	WisId3	0.8164		
	WisId4	0.8107		
Mega-Influencer	Meg1	0.8636	0.9202	0.7936
	Meg2	0.9005		
	Meg3	0.9078		
Consumer Influencer Congruence	ConIn1	0.5735	0.9051	0.6173

	ConIn2	0.8190		
	ConIn3	0.7722		
	ConIn4	0.8224		
	ConIn5	0.8520		
	ConIn6	0.8400		
Consumer Product Congruence	ConPr1	0.7580	0.9026	0.6993
	ConPr2	0.8652		
	ConPr3	0.8341		
	ConPr4	0.8822		
Influencer Product Congruence	InfPr1	0.8309	0.9031	0.7567
	InfPr2	0.8788		
	InfPr3	0.8986		
Online Impulse Buying Intentions	OnlIm1	0.8613	0.8988	0.6450
	OnlIm2	0.8594		
	OnlIm3	0.8393		
	OnlIm4	0.5538		
	OnlIm5	0.8564		

Furthermore, the internal consistency reliability test was carried out by referring to the Composite Reliability (CR) and Cronbach's Alpha (CA) values. Based on the test results, all constructs have CR and CA values above 0.70 which indicates that each construct has good internal consistency. This indicates that each indicator in a single construct is able to measure the same concept consistently.

Table 2. Internal Consistency Reliabilty

Variabel	Cronbach Alpha	Remarks
Consumer Influencer Congruence	0.8736	Excellent
Consumer Product Congruence	0.8551	Excellent
Influencer Product Congruence	0.8395	Excellent
Mega-Influencer	0.8705	Excellent
Online Impulse Buying Intentions	0.8552	Excellent
Wishful Identification	0.8361	Excellent

In addition, the results of the discriminant validity test conducted using the Fornell–Larcker Criterion method and the Heterotrait–Monotrait ratio (HTMT) showed that the square root of the AVE in each construct was higher than the correlation between constructs, and the overall HTMT value was below the threshold of 0.90. These findings confirm that each construct in the model is unique and that there is no overlap between the variables measured.

Table 3. Discriminant Validity Fornell-Larcker

Variabel	Wishful Identification	Mega-Influencer	Consumer Influencer Congruence	Consumer Product Congruence	Influencer Product Congruence	Online Impulse Buying Intentions
Wishful Identification	0.8186					
Mega-Influencer	0.5860	0.8908				
Consumer Influencer Congruence	0.5750	0.5641	0.7857			
Consumer Product Congruence	0.6126	0.6383	0.7303	0.8362		
Influencer Product Congruence	0.6166	0.6611	0.7227	0.7493	0.8699	

Online Impulse Buying Intentions	0.4565	0.4533	0.6916	0.5629	0.5388	0.8031

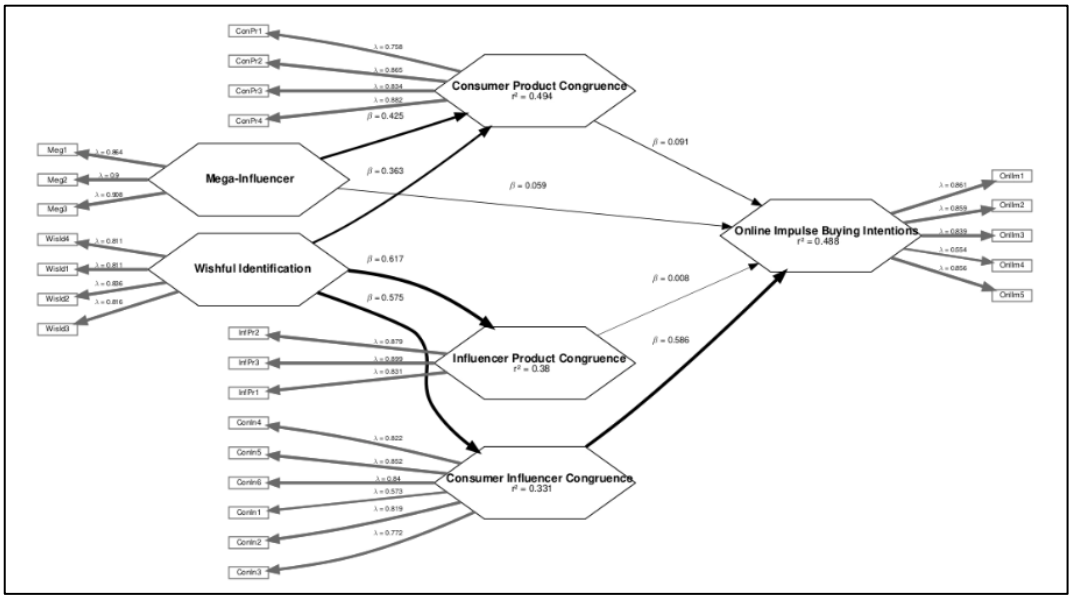
Table 4. HTMT Discriminant Validity Testing

Variabel	**Wishful Identification**	**Mega-Influencer**	**Consumer Influencer Congruence**	**Consumer Product Congruence**	**Influencer Product Congruence**	**Online Impulse Buying Intentions**
Wishful Identification						
Mega-Influencer	0.6845					
Consumer Influencer Congruence	0.6602	0.6372				
Consumer Product Congruence	0.7233	0.7339	0.8440			
Influencer Product Congruence	0.7256	0.7711	0.8299	0.8830		
Online Impulse Buying Intentions	0.5427	0.5086	0.7762	0.6507	0.6229	

In addition, the results of the analysis show that all indicators have a Variance Inflation Factor (VIF) value below 5.0. This indicates the absence of multicollinearity problems between indicators, so that each construct can be considered free from excessive high correlation (Hair et al., 2019). Thus, all test results show that the measurement model (outer model) in this study has met the required validity and reliability criteria, so that it can be continued to the structural model testing stage (inner model).

Structural Model Test Results (Inner Model)

In addition to the R-square value, the evaluation of the structural model is also carried out by looking at the effect size value (F-square). The test results showed that some variables had a moderate to large category influence, which signifies a significant contribution to endogenous constructs in the research model. This model tests the causal relationship between several constructs, namely Mega Influencer and Wishful Identification as independent variables, Consumer–Product Congruence, Influencer–Product Congruence and Consumer–Influencer Congruence, as intervening variables, and Online Impulse Buying Intentions as dependent variables. The analysis was carried out using the bootstrapping technique of 1000 iterations to test the significance of the relationship between constructs.



Source: Primary Data By Researchers (2025)

Figure 2. Structural Model Testing

After the measurement model meets the criteria, an internal test of the model is carried out to assess the strength of the relationship between latent variables. The R-square value (R^2) indicates that the constructs of Consumer–Influencer Congruence (0.3306), Consumer–Product Congruence (0.4941), and Influencer–Product Congruence (0.3802) are included in the moderate category, while Online Impulse Buying Intentions (0.4876) are also in the medium category. This shows that the model used has a fairly good ability to explain variations in online impulse buying behavior.

Table 5. R Square Test Results

Dependent	R-Square	R-Square Adjusted	FCVIF	Status
Consumer Influencer Congruence	0.3306	0.3281	1.494	Weak
Consumer Product Congruence	0.4941	0.4902	1.977	Moderate
Influencer Product Congruence	0.3802	0.3778	1.613	Moderate
Online Impulse Buying Intentions	0.4876	0.4797	1.952	Moderate

Hypothesis Test Results (Bootstrapping Test)

Hypothesis testing was carried out using the bootstrapping method to assess the significance of the relationship between variables. The summary results are as follows:

Table 6. Hypothesis Testing Results

Hipotesis	Original Sample	Standard Deviation	T-Test	Status
Consumer Influencer Congruence → Online Impulse Buying Intentions	0.5857	0.0819	7.1498	Signifikan
Consumer Product Congruence → Online Impulse Buying Intentions	0.0913	0.0920	0.9915	Insignificant
Influencer Product Congruence → Online Impulse Buying Intentions	0.0080	0.0939	0.0850	Insignificant
Mega-Influencer → Consumer Product Congruence	0.4253	0.0550	7.7355	Signifikan
Mega-Influencer → Online Impulse Buying Intentions	0.0593	0.0864	0.6869	Insignificant

Wishful Identification → Consumer Influencer Congruence	0.5750	0.0523	11.0032	Signifikan
Wishful Identification → Consumer Product Congruence	0.3634	0.0599	6.0620	Signifikan
Wishful Identification → Influencer Product Congruence	0.6166	0.0388	15.8910	Signifikan

Based on the results of the above test, it can be seen that only the relationship between Consumer–Influencer Congruence → Online Impulse Buying Intention is directly significant, while Consumer–Product Congruence and Influencer–Product Congruence have no direct effect on impulse buying interest. Meanwhile, the Wishful Identification variable has a significant influence on all three suitability constructs, demonstrating the important role of these variables as a mediation mechanism.

DISCUSSION

Based on the test results, Wishful Identification has proven to be the variable that has the strongest influence on Online Impulse Buying Intention. This shows that consumers' psychological attachment to influencers plays a key role in driving impulse buying decisions online.

The results of this study show that of the eight hypotheses proposed, five of them were proven to be significant, while the other three were insignificant. These findings provide new insights into how the influence of Garasi Drift content as an automotive mega influencer can affect consumers' impulsive buying interest in car modification products through various dimensions of conformity and psychological identification.

First, the Wishful Identification variable has been shown to significantly affect all three forms of congruence: consumer–influencer congruence, Consumer–Product Congruence, and Influencer–Product Congruence. These findings support the theory that consumers' desire to be like admired influencers drives perceptions of similarity in values and preferences between consumers and the influencer and the products featured. It also shows that wishful identification plays an important foundation in forming an emotional connection between followers and influencers.

Second, only the consumer-influencer congruence construct was proven to have a significant influence on Online Impulse Buying Intentions, while Consumer-Product Congruence and Influencer-Product Congruence did not show a significant influence. This confirms that consumers' perception of similarities with influencers is stronger in triggering spontaneous purchasing decisions than conformity to the product or influencers to the product. In the context of Garage Drift content, a personal connection with the creator proved to be more impactful than mere product ratings.

Third, the direct influence of Mega Influencers on Online Impulse Buying Intentions is also not significant, but Mega Influencers have been shown to have a significant effect on Consumer-Product Congruence. This shows that the existence of big figures like Garasi Drift is indeed able to shape the perception of product suitability, but it does not necessarily encourage impulse purchases directly. So that the role of mega influencers is stronger in shaping product opinions than in encouraging purchase actions.

Overall, these results show that psychological forces in the form of identification and emotional relationships (Wishful Identification and Consumer–Influencer Congruence) have a more important role in influencing purchasing impulses than product congruence factors or

influencer status itself. Therefore, marketing strategies that involve influencers should focus on building authentic relationships and emotional identification with the audience.

CONCLUSION

This study aims to analyze the influence of Garasi Drift content as a mega influencer on impulsive buying interest in car modification products, taking into account the role of Wishful Identification and three forms of congruence (conformity between consumers, influencers, and products). Based on the results of structural model analysis using the PLS-SEM approach, several main conclusions were obtained that Wishful Identification has a significant effect on Consumer-Influencer Congruence, Consumer-Product Congruence, and Influencer-Product Congruence. Furthermore, Consumer-Influencer Congruence has a significant effect on Online Impulse Buying Intentions. Meanwhile, Consumer–Product Congruence, Influencer–Product Congruence, and mega influencers have no direct effect on Online Impulse Buying Intentions. On the other hand, Mega Influencers have a significant effect on Consumer-Product Congruence. From these results, it can be concluded that emotional involvement and psychological relationships between consumers and influencers (in this case Drift Garage) play a more dominant influence in driving impulsive buying interest than just the product suitability factor or the status of the influencer itself. This shows that personal closeness and aspirational identification with influencers are important factors in shaping impulse buying behavior in the digital marketing era. Further research is recommended to examine other automotive influencers or compare several types of cross-platform influencers. In addition, the use of qualitative approaches or experimental methods can provide a deeper understanding of the psychological processes of consumers in online impulse purchases.

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