

# Exploring The Mediating Role of Emotional Advertising in The Relationship Between Consumer Decision Styles and Oat Milk Purchase Intention in Indonesia

Muthia Auralia<sup>1\*</sup>, Titik Ekowati<sup>1</sup>, Dinda Ayu Sekarnurani<sup>1</sup>

<sup>1</sup>Department of Agriculture, Faculty of Animal and Agricultural Sciences Universitas Diponegoro, Semarang 50275, Central Java, Indonesia.

\*correspondent email: muthiaauralia@lecturer.undip.ac.id

## Abstract

Increasing business competition encourages companies to implement advertising strategies that effectively attract consumer attention and influence purchasing decisions. One widely used approach is emotional advertising, which aims to evoke consumers' emotional responses and enhance purchase intention. This study examines the effect of Consumer Style Inventory (CSI) on Purchase Intention (PI) by considering the mediating roles of Emotional Appeal (EA) and Consumer Attitudes (CA). A quantitative research approach was employed using a survey method. Data were collected from 642 respondents who had been exposed to the advertisement of the selected product and were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results indicate that Consumer Style Inventory has a positive and significant effect on Purchase Intention and Emotional Appeal. Emotional Appeal positively and significantly affects Consumer Attitudes, while Consumer Attitudes positively and significantly influence Purchase Intention. These findings suggest that the effectiveness of emotional advertising in enhancing purchase intention is influenced by consumers' decision-making styles and its ability to foster positive attitudes toward the brand. This study contributes to the literature on consumer behavior and emotional advertising while providing practical implications for companies in designing more effective marketing communication strategies.

**Keywords:** Consumer Style Inventory, Emotional Appeal, Consumer Attitudes, Purchase Intention, Emotional Advertising, SEM-PLS.

## 1. Introduction

Recent shifts in global consumption patterns reveal a rising public interest in plant-based diets (Andersson & Thondhlana, 2025). This trend is not confined to developed nations; it is also gaining ground in various developing countries, including Indonesia. Such a transition is largely attributed to growing public awareness of personal health, environmental sustainability, and animal welfare (Sharma et al., 2024). As a result, the plant-based food market has experienced notable expansion over the past few years (de Castro Carvalho et al., 2025).

In response to shifting consumer patterns, the food industry has introduced innovations in plant-based product manufacturing, including meat analogues and dairy alternatives (Marques et al., 2026). Among these, oat milk has emerged as one plant-based option (Ashkanani, 2023). It is widely regarded as having experienced faster market development than other alternative milks. Globally, the oatmilk market has recorded a compound annual growth rate (CAGR) of 13.78% (Mordor Intelligence, 2025). In Indonesia, the market for oat milk has also expanded, with a CAGR exceeding 10%. This growth points to changing consumer preferences and a rising interest in products that combine functionality with perceptions of health and sustainability (Alam et al., 2025). The successful marketing of oat milk in Indonesia can be explained by a strategy that targets the urban market, maintains competitive pricing, and relies on large-scale promotion through collaborations with coffee shops as a key entry point for new customers (Halabi et al., 2024). Partnerships with modern coffee shops, such as national chain cafes and independent outlets allow consumers to try oat milk for the first time in a plant-based coffee drink (Halme et al., 2023). This approach has proven effective, as it gives consumers a direct experience of product quality before they decide to purchase household-sized packaging. The business-to-business (B2B) marketing strategy adopted by the company to promote oat milk products helps capture consumer attention and thereby increases product awareness (Purmonen et al., 2023). This approach is implemented to align with consumer expectations and satisfaction levels (Cortez & Johnston, 2025). In turn, those expectations and satisfaction levels can serve as evaluative feedback for the company, which subsequently pursues business-to-consumer (B2C) marketing. Once product acceptability has been demonstrated through B2B channels, the company launches direct marketing efforts aimed at retail consumers via digital advertising, social media, online stores, and modern retail outlets to increase brand awareness and appeal (Auliya et al., 2025; Christiani, 2026). These efforts allow the company to shape consumer purchase intentions by tailoring advertisements to various consumer decision-making styles (Sharma et al., 2023). Consumer characteristics in purchase decisions

can be divided into two types: those who buy products impulsively and those who make deliberate, well-considered choices (Garg et al., 2023).

An understanding of consumer behavior is expected to help increase the likelihood of purchase intention (Abdullah-All-Tanvir et al., 2023). One factor that companies use to shape consumer purchase intention is emotion. Advertisements that carry high emotional intensity tend to influence how consumers seek information from product ads, which in turn deepens their emotional connection with a brand (Garg et al., 2023).

Intense business competition has been accompanied by the evolution of marketing practices that now incorporate consumer emotions into advertising appeals as a means of capturing consumer attention (Wu & Chen, 2016). Marketers typically draw on both positive and negative emotions that consumers experience, using these emotional responses to influence and persuade them about a product (Hall, 2002; Raj et al., 2023). The combination of increasingly fierce market competition and shifting consumer behavior calls for research that explores the emotional constructs shaping consumers' purchasing decisions (Wu & Chen, 2016; Garg et al., 2023). To address this need, the present study aims to analyze the factors influencing purchase intention by examining consumer decision-making styles in relation to consumer knowledge, emotional appeals in advertising, and subsequent attitudinal and intentional responses.

The selection of research variables was guided by a gap in previous studies, which tended to focus only on socio-psychographic aspects without accounting for other, more complex constructs. This study is expected to offer additional insights for oat milk companies regarding consumers' emotional states during the decision-making process and how those emotions relate to purchase intentions. The research problem addressed in this study is as follows:

RQ1: What causal relationships exist among the constructs of Consumer Style Inventory (CSI), Emotional Appeal (EA), Consumer Attitudes (CA), and Purchase Intention (PI)?

RQ2: Do Emotional Appeal (EA) and Consumer Attitudes (CA) act as full or partial mediators in the relationship between Consumer Style Inventory (CSI) and Purchase Intention (PI)?

This study is organized into eight sections. The first section presents the introduction and the research questions. The second section provides a review of the literature and outlines the research model. The third section describes the research methodology. The fourth section reports the statistical analysis. The fifth section offers a discussion of the findings. The sixth section covers the theoretical and managerial implications. The seventh section presents the conclusions of the study, and the eighth section discusses the research limitations and suggests directions for future research.

## **2. Literature review, hypotheses formulations, and research framework**

The grand theory underpinning this study is the Affect Infusion Theory, originally proposed by Forgas (1995). Effectively delivered information can shape consumers' purchase considerations, and this shaping is mediated by the consumer's emotional state (Forgas, 1995). According to this theory, consumer purchasing decisions are influenced by a combination of target-related, individual, and situational factors (Mohamed & Zouaoui, 2026). Consumers make purchase choices by processing product information through four distinct routes: direct processing, heuristic processing, substantive processing, and motivated processing. These high-infusion strategies involve some degree of open, constructive thinking (Fiedler, 1990; Fiedler, 2020; Forgas, 1992) in which affect is able to either indirectly through primed associations (Forgas & Bower, 1988) or directly inform the judgmental outcome (Schwarz & Clore, 1988).

Consumers engage in direct information processing when the product on offer is already familiar (Garg et al. 2023). In such cases, consumers invest little effort. Heuristic processing, by contrast, involves consumers drawing on their current emotional state and mood (Clore et al., 1994). Substantive processing occurs when consumers consider multiple factors, including their prior memory of the product, their affective response to it, and comparisons with alternative products (Forgas, 1995). Finally, motivated processing leads consumers to make purchasing decisions through deliberate, focused cognitive effort; in this mode, consumers tend to be more selective in choosing which products to consume.

Given the above description, the Affect Infusion Theory appears relevant to this study, as the research incorporates not only external consumer attributes but also emotional and situational factors. From a theoretical standpoint, the theory holds that consumer emotions are linked to arousal, which in turn can shape cognitive processes during purchase decisions (Mohamed & Zouaoui, 2026). Moreover, the Affect Infusion Theory assumes that emotionally charged advertising exerts a stronger influence on consumer purchasing decisions, operating through the principle of mood as information.

### **2.1. Linkage of consumer-style inventory and purchase intention**

Consumer decision-making style refers to the mental orientation that characterizes how a consumer approaches choice (Sam & Chatwin, 2015). This style can be divided into two dimensions: cognitive and affective. Three ways to characterize consumer choice-making styles, including the psychographic or lifestyle approach, the consumer typology approach, and the consumer characteristics approach (Sprotles & Kendall, 1986). When combined, these three approaches suggest that consumers draw on fundamental decision-making styles when shopping, such as rational buying, price consciousness, quality awareness, and impulsive buying (Akturan et al., 2011). As such, these approaches help identify different consumer decision-making styles as core aspects of the choice process. Subsequently, Sprotles & Kendall, 1986 developed the Consumer Style Inventory (CSI) as a measurement tool to describe consumer tendencies in making specific shopping decisions (Eom et al., 2020).

The Consumer Style Inventory relates to the knowledge and emotional dimensions of consumers that shape their shopping and purchasing patterns for a given product (Sprotles & Kendall, 1986). They emphasized that this inventory captures a basic aspect of consumer personality, which ultimately guides consumer decision-making (Kavkani et al., 2011). Decision-making styles as measured by the Consumer Style Inventory are understood as prevailing considerations that develop into strong underlying influences on consumers' purchase decisions (Garg et al., 2023). Sprotles & Kendall, 1986 proposed a model comprising eight distinct decision-making styles: quality consciousness, brand consciousness, novelty consciousness, recreational and hedonistic consciousness (shopping for pleasure), price and value consciousness, impulsiveness, confusion caused by overchoice, and habitual or brand-loyal orientation (Kavkani et al., 2011).

The Consumer Style Inventory (CSI) model has been applied across various cultural contexts in different countries. Lysonski et al. (1996) identified three decision-making styles, brand awareness, novelty and fashion awareness, and habit orientation with brand loyalty in two developed countries (the United States and New Zealand) and two developing countries (India and Greece). Mitchell & Bates (1998) studied UK consumers and uncovered two additional styles not originally included by Sproles and Kendall: time- and energy-saving shoppers, and store-loyal shoppers. Nevertheless, previous studies have not examined the affective characteristics of consumers in relation to the emotional dimensions of advertising that shape purchase decisions. To address this gap, the present study was conducted to analyze the influence of CSI on emotional advertising appeals, which in turn affect purchasing decisions (purchase intention). There is a positive and significant influence between CSI and emotional advertising appeals on purchase intentions.

## **2.2. Linkage of emotional appeal in advertising and consumer-style inventory**

Advertising emotional appeal can be understood as a persuasive strategy designed to encourage consumers to make a purchase by triggering affective responses, whether positive emotions like happiness, joy, or nostalgia, or negative ones such as fear, sadness, or guilt (Garg et al., 2023). Within the marketing literature, emotional appeals have been grouped into several main categories, including humor, romance, fear, guilt, warmth, and nostalgia (Cutler & Javalgi, 1993; Zhang et al., 2014). Each type carries distinct characteristics and varies in effectiveness depending on the product context and the traits of the target audience (Madhusani & Dissanayake, 2024).

The Consumer Style Inventory (CSI), developed by Sprotles & Kendall, 1986, measures eight consumer decision-making styles: perfectionist or high-quality conscious, brand-conscious with price-equals-quality, novelty- and fashion-conscious, recreational or hedonistic, price-conscious or value-for-money, impulsive or careless, confused by over-choice, and habitual or brand-loyal (Leo et al., 2005; Jamal et al., 2006; Akturan et al., 2011). Different decision-making styles tend to elicit different responses to emotional advertising appeals (Zhang et al., 2014). That is, how well an emotional appeal shapes consumer attitudes and purchase intentions varies not universally but according to each consumer's decision-making style (Kiran et al., 2025).

The AIDA model (Attention, Interest, Desire, Action) was introduced by Elmo Lewis and remains one of the oldest and most widely applied hierarchy-of-effects frameworks in advertising and marketing (Tristante et al., 2023). The model outlines the psychological stages consumers go through, starting from initial ad exposure and ending with an actual purchase (Barry & Howard, 1990; Vakratsas & Ambler, 1999). In examining the link between emotional advertising appeals and the Consumer Style Inventory (CSI), the AIDA model offers a systematic, stage-by-stage lens for understanding how emotional appeals interact with consumers' decision-making styles at each phase of forming a purchase intention (Garg et al., 2023). Past research has shown that the CSI influences responses to, and attitudes toward, advertising appeals (Handa et al., 2017). According to the affect infusion model, emotions embedded in advertising serve as a form of affect that assists consumers during decision (Zulkifly & Firdaus, 2014; Mehta & Purvis, 2006). Different decision-making styles, in turn, function as cognitive styles shaped by the affect processing strategies generated through emotionally charged advertising.

## **2.3. Linkage of emotional appeal, attitude, and purchase intention**

Advertising does more than convey information; it also acts as an affective stimulus that can shape how consumers evaluate a product or brand. Emotional appeal in advertising refers to a communication strategy designed to trigger affective responses in consumers, such as happiness, fear, warmth, or sadness with the aim of influencing their attitudes and purchasing behavior (Cutler & Javalgi, 1993). Theoretically, emotional appeals in advertising first evoke affective components, and these components then shape consumer evaluations of a product or brand (Mancham et al., 2025). This process suggests that positive emotions can strengthen consumer attitudes by helping them interpret emotional appeals, which in turn affects their preferences and assessments of an advertisement.

Within the context of social media advertising, studies focusing on emotional appeals in Instagram advertisements have found that such appeals significantly affect consumers' emotional responses, namely pleasure, arousal, and dominance, which subsequently drive both engagement and purchase intentions. Emotional advertising, more broadly, helps forge psychological and social connections between consumers and products by evoking either positive or negative emotions that encourage purchase behavior (Kotler & Armstrong, 2012). The conceptual framework of variables consumer decision-making styles shown in Figure 1.

In this context, we conceptualize the following framework (Fig. 1) and research postulate:

H1: Consumer style inventory (CSI) has a positive impact on consumers' purchase intention (PI).

H2: Consumer style inventory (CSI) has an impact on consumer's response toward Emotional advertising (EA)

H3: Consumer style inventory (CSI) has a positive impact on consumers' purchase intention mediating through emotional advertising (EA) and consumers' attitude (CA) toward advertising.

H4: Emotional advertising (EA) has an impact on Consumer's attitude towards advertising (CA).

H5: Emotional advertising (EA) has an impact on consumer's attitudes toward advertising

H6: Consumer's attitude (CA) towards advertising has an impact on consumer's purchase intention (PI).

H7: Emotional advertising (EA) has an impact on consumer's purchase intention (PI) mediating through Consumer's attitude towards advertising (CA)

### 3. Research methodology

#### 3.1. Measures

The data for this study came from two sources, including primary data collected through a questionnaire administered to 642 respondents, and secondary data drawn from literature studies relevant to the research topic. The questionnaire was designed using the Consumer Style Inventory (CSI) scale to capture eight consumer decision-making styles, along with responses to emotional appeal (EA) in advertising and purchase intention (PI) (Garg et al., 2023). A 7-point Likert scale was used, ranging from 1 to 7. A 7-point Likert scale offers a high degree of accuracy and lower measurement error (Hair & Alamer, 2022). Response options on the Likert scale ranged from "strongly agree" to "strongly disagree."

#### 3.2. Data

Data for this study in the survey were collected by distributing questionnaires to 642 respondents across Indonesia. The respondents met specific research criteria and came from diverse social, economic, and cultural backgrounds to represent the broader population. The questionnaire was administered online via the Google Forms platform. In terms of gender, 73% of respondents were female and 27% male. The largest group of respondents consisted of students (95%), with the majority being 20 years of age (70%).

#### 3.3. Statistical analysis

This study employed a quantitative approach with descriptive analysis. A quantitative approach refers to a research method that relies on numerical data and statistical techniques for data collection and analysis (Hair et al., 2017). The quantitative data analysis was performed using Structural Equation Modeling with Partial Least Squares (SEM-PLS). The SEM-PLS analysis proceeded through three stages: measurement model evaluation, structural model evaluation, and hypothesis testing. All analyses were conducted using SmartPLS version 4.1.1.6. Evaluation of the measurement model with validity and reliability tests shown in Table 1.

### 4. Data analysis and results

#### 4.1. Measures

The measurement model evaluation showed that all indicator factor loadings exceeded 0.70, confirming that each item met the convergent validity criteria (Garg et al., 2023). Construct reliability was assessed using Cronbach's alpha, with all variables producing values above 0.70. The consistency of variable indicators can be determined from Cronbach's alpha, with a recommended lower bound of 0.70 for research constructs (Hair & Alamer, 2022). The average variance extracted (AVE) for each variable was greater than 0.50. A PLS model is considered to have achieved convergent validity when the AVE of each construct exceeds 0.50 (Ghozali, 2014). In addition, all variance inflation factor (VIF) values remained below 3.5, indicating that collinearity did not affect the structural model results (Mittal et al., 2023).

#### 4.2. Evaluation of Structural model

The measurement model statistics shown in Figure 2 and the bootstrapping results in Figure 3. As summarized in Figure 3, it is revealed several significant paths. Consumer Style Inventory (CSI) had a significant effect on Emotional Appeal (EA) ( $p = 0.000$ ). EA, in turn, significantly influenced Consumer Attitudes (CA) ( $p = 0.000$ ). CA showed a significant effect on Purchase Intention (PI) ( $p = 0.004$ ). Additionally, CSI had a direct and significant effect on PI ( $p = 0.000$ ). Consequently, all proposed hypotheses were supported. Regarding the coefficient of determination, CSI explained 31.9% of the variance in EA. EA accounted for 25.8% of the variance in CA. Together, CSI and CA explained 26.6% of the variance in PI. The remaining variance in each case is attributable to factors outside the research model.

As shown in Table 3, all proposed hypotheses were supported, with  $p$ -values below 0.05 and  $t$ -statistics exceeding 1.96. Specifically, Consumer Style Inventory (CSI) exerted a positive and significant direct effect on Purchase Intention (PI) ( $\beta = 0.370$ ,  $t = 5.552$ ,  $p = 0.000$ ). CSI also had a positive and significant direct effect on Emotional Appeal (EA) ( $\beta = 0.565$ ,  $t = 14.697$ ,  $p = 0.000$ ). The indirect effect of CSI on PI through EA and Consumer Attitudes (CA) was significant ( $\beta = 0.056$ ,  $t = 2.504$ ,  $p = 0.012$ ). Moreover, CSI showed a significant indirect effect on CA via EA ( $\beta = 0.287$ ,  $t = 7.446$ ,  $p = 0.007$ ). EA had a positive and significant direct effect on CA ( $\beta = 0.508$ ,  $t = 11.833$ ,  $p = 0.000$ ). In turn, CA positively and significantly influenced PI ( $\beta = 0.197$ ,  $t = 2.860$ ,  $p = 0.004$ ). Finally, the indirect effect of EA on PI through CA was also significant ( $\beta = 0.100$ ,  $t = 2.678$ ,  $p = 0.007$ ).

The findings of this study support all proposed hypotheses. Consumer Style Inventory (CSI) exerts a significant direct influence on both Emotional Appeal (EA) and Purchase Intention (PI). Furthermore, EA significantly affects Consumer Attitudes (CA), and CA in turn significantly affects PI. The mediation analysis further reveals that EA and CA mediate the relationship between CSI and PI, both partially and in combination. Consequently, raising CSI not only strengthens PI directly but also indirectly through improvements in the mediating variables, namely EA and CA.

### 5. Discussion and findings

This study aimed to identify factors influencing consumer purchase intention toward a given product. To address gaps in prior research, socio-psychographic variables related to consumer awareness and the effectiveness of emotional advertising were incorporated. Discriminant validity analysis from CFA shown in Table 2 and hypothesis result shown in Table 3. As summarized in Table 3, all research hypotheses were supported. The findings indicate that consumers base their decisions not only on rational considerations but also on the emotional responses triggered when they encounter advertising messages (Batra & Ray, 1986). Moreover, the results show that responses to emotional advertising help foster more favorable consumer attitudes, which in turn lead to higher purchase intentions (Zhang et al., 2014).

The results show that the Consumer Style Inventory (CSI) exerts a positive and significant influence on Purchase Intention. This suggests that consumers' decision-making styles play an important role in shaping their purchase intentions (Alavi et al., 2016). Those who are more inclined to evaluate information, consider product quality, and pay attention to brand value also show a stronger tendency to make a purchase (Sprotles & Kendall, 1986; Bakewell & Mitchell, 2006). Within the realm of emotional advertising, decision-making style affects how consumers process ad messages and then turn those messages into purchase intentions (Holbrook & Batra, 1987). A direct link between the consumer style inventory and purchase intention, particularly when consumers react positively to advertisements that incorporate emotional elements (Garg et al., 2023).

The findings also indicate that CSI has a positive and significant effect on Emotional Appeal. This suggests that consumers' decision-making styles shape how they respond to emotional appeals in advertising. Consumers with particular characteristics tend to be more readily moved by messages that evoke feelings such as happiness, hope, pride, nostalgia, or empathy (Yang et al., 2021; Vrtana & Krizanova, 2023). From a marketing standpoint, emotional advertising works by forging an affective link between consumers and brands, which makes the message more memorable (Akbari, 2015; Yang et al., 2021). Consequently, the stronger a consumer's decision-making traits are, the more likely they are to respond favorably to emotional advertising. responses to

emotional advertising are shaped by consumers' decision-making styles and serve as an important factor in forming purchase intentions (Garg et al., 2023).

Emotional Appeal have a positive and significant effect on Consumer Attitudes. This suggests that the more emotional appeal consumers perceive in an advertisement, the more favorable their attitude becomes toward the advertised product or brand (Yang et al., 2021; Lee & Heere, 2018). When an advertisement successfully triggers positive emotions, consumers tend to develop a better brand evaluation because the message is processed not only cognitively but also affectively (Bhargavi, 2024). Within advertising appeal theory, emotions act as a stimulus that can heighten attention, increase engagement, and foster positive brand evaluations (Weng et al., 2021). emotionally oriented advertisements generate more positive attitudes toward both the advertisement itself and the brand than do purely rational approaches (Lee & Heere, 2018).

Emotional Appeal have a positive and significant effect on Consumer Attitudes. This suggests that the more emotional appeal consumers perceive in an advertisement, the more favorable their attitude becomes toward the advertised product or brand (Dehghani et al., 2016; Lou & Yuan, 2019). When an advertisement successfully triggers positive emotions, consumers tend to develop a better brand evaluation because the message is processed not only cognitively but also affectively (Voorveld et al., 2018). Within advertising appeal theory, emotions act as a stimulus that can heighten attention, increase engagement, and foster positive brand evaluations. Emotionally oriented advertisements generate more positive attitudes toward both the advertisement itself and the brand than do purely rational approaches (Lee & Heere, 2018).

Emotional appeal serves as a significant mediator in the relationship between Consumer Style Inventory (CSI) and consumer attitudes. This suggests that consumer decision-making styles shape attitudes not only directly but also through the emotional responses that advertisements trigger (Le et al., 2024; Shukla, 2023). Put differently, consumers who exhibit particular decision-making traits are more likely to perceive emotional appeals in advertising, and these emotional experiences subsequently lead to more positive product attitudes (Garg et al., 2023). These results support the view that emotion acts as an important psychological mechanism linking information processing to consumer brand evaluations (Thamilselvan & Rakeshyanand, 2024).

Consumer attitudes were found to significantly mediate the relationship between emotional appeal and purchase intention. Emotional advertising does not directly lead to purchase intention; rather, it first cultivates a positive attitude toward the product or brand (Wang et al., 2017; Samanta et al., 2025); Cheah et al., 2015; Khuong & Tram, 2015). Only once that positive attitude has been established do consumers show a tendency to buy. Consumer attitudes represent a key pathway through which emotional appeals in advertising influence subsequent purchasing decisions (Ho Nguyen et al., 2022).

The test results indicate that the mediation pathway  $CSI \rightarrow EA \rightarrow CA \rightarrow PI$  is significant. This finding stands out as one of the most important outcomes of the study, as it reveals the mechanism through which emotional advertising operates (Garg et al., 2023). Consumers with particular decision-making styles tend to respond more favorably to emotional appeals in advertisements. That emotional response, in turn, leads to a more positive brand attitude (Loureiro et al., 2019; Nguyen et al., 2025), and this positive attitude ultimately boosts purchase intention (Cheah et al., 2015; Mancham et al., 2025). In other words, purchase intention does not form instantaneously; rather, it develops through psychological stages that begin with an emotional reaction and progress to an attitudinal evaluation (Shizhen et al., 2025). Emotional advertising and consumer attitudes act as mediators between the consumer style inventory and purchase intention (Garg et al., 2023).

## 6. Implications of the study

### 6.1. Theoretical implications

This study offers a theoretical contribution to the evolving body of consumer behavior literature, specifically concerning the relationships among Consumer Style Inventory (CSI), Emotional Appeal (EA), Consumer Attitudes (CA), and Purchase Intention (PI) within the context of emotional advertising. The findings demonstrate that the Consumer Style Inventory not only affects Purchase Intention directly but also exerts an indirect influence through Emotional Appeal and Consumer Attitudes. These results extend current understanding of consumer decision-making theory by illustrating how characteristics of decision-making styles shape the effectiveness of emotional advertising messages in forming purchase intentions.

### 6.2. Managerial implications

To increase purchase intention, simply providing product information is not enough. Companies need to design emotional advertisements that connect with consumers' feelings, because the emotions generated by advertising lead to more favorable consumer attitudes, which in turn drive purchase intention. Consequently, the most effective marketing strategy is one that combines an understanding of consumer decision-making styles (CSI) with the use of strong emotional appeals to build positive brand attitudes and boost purchase intention.

## 7. Conclusions

All of the proposed hypotheses were supported by the results of this study. The Consumer Style Inventory was found to influence Purchase Intention both directly and indirectly through Emotional Appeal and Consumer Attitudes. These findings suggest that emotional advertising capable of eliciting positive affective responses and fostering favorable brand attitudes can, in turn, raise consumers' purchase intentions. This study provides evidence that the Consumer Style Inventory, Emotional Appeal, and Consumer Attitudes are all important factors shaping Purchase Intention. Taken together, the results confirm that the effectiveness of emotional advertising in boosting purchase intention depends not only on the emotional appeal employed but also on consumers' decision-making styles and the attitudes they form toward the product or brand. Therefore, companies should design advertising strategies that evoke positive emotions while taking consumer characteristics into account, so as to cultivate positive attitudes and encourage purchase intention more effectively.

## 8. Limitations and future scope of research

This study has several limitations. First, the research was confined to a single geographic setting, namely Indonesia. Second, there are limitations concerning the choice of research variables and the contextualization of the product under investigation. Accordingly, future studies are encouraged to broaden the sample coverage to include more diverse product categories and geographic regions in order to enhance the generalizability of the findings. In addition, researchers may wish to incorporate other variables, such as price sensitivity, brand trust, and the influence of influencers.

### Ethics statement

The authors declare that their Institutional Ethics Committee confirmed that no ethical review was required for this study. Written informed consent for participation was not required because all participants' data was anonymized before the statistical analyses were done.

### Funding

This study was funded by Diponegoro University through institutional research funding (DIPA) under contract number 266/UN7.F5/PP/II/2026. The authors are solely responsible for the findings and any limitations of the study.

### Declaration of Conflicting Interest

The authors declared no potential conflicts of interest with respect to the research, authorship and/or publication of this article.

### Acknowledgements

The authors thank all enumerators for their support during data collection and all respondents for their participation.

## References

1. Abdullah-All-Tanvir, Khandokar, I. A., Islam, A. K. M. M., Islam, S., & Shatabda, S. (2023). A gradient boosting classifier for purchase intention prediction of online shoppers. *Heliyon*, 9(4), e15163. <https://doi.org/10.1016/j.heliyon.2023.e15163>
2. Akbari, M. (2015). Different impacts of advertising appeals on advertising attitude for high and low involvement products. *Global Business Review*, 16(3), 478–493. <https://doi.org/10.1177/0972150915569936>
3. Akturan, U., Tezcan, N., & Vignolles, A. (2011). Segmenting young adults through their consumption styles: a cross-cultural study. *Young Consumers*, 12(4), 348–360. <https://doi.org/10.1108/17473611111185896>
4. Alam, M. W., Kumar, J. V., Awad, M., Saravanan, P., Al-Sowayan, N. S., Rosaiah, P., & Nivetha, M. S. (2025). Emerging trends in food process engineering: integrating sensing technologies for health, sustainability, and consumer preferences. *Journal of Food Process Engineering*, 48(1). <https://doi.org/10.1111/jfpe.70035>
5. Alavi, S. A., Rezaei, S., Valaei, N., & Wan Ismail, W. K. (2016). Examining shopping mall consumer decision-making styles, satisfaction and purchase intention. *The International Review of Retail, Distribution and Consumer Research*, 26(3), 272–303. <https://doi.org/10.1080/09593969.2015.1096808>
6. Andersson, C., & Thondhlana, G. (2025). Plant-based diets among students at Rhodes University, South Africa: prevalence, motivations, and barriers. *Frontiers in Sustainable Food Systems*, 9. <https://doi.org/10.3389/fsufs.2025.1429770>

7. Ashkanani, R. (2023). A comparative study of the use of cow's milk and plant-based alternatives such as almond milk and oat milk on diabetic rats. *International Journal of Food Sciences*, 6(1), 50–64. <https://doi.org/10.47604/ijf.2212>
8. Auliya, D., Ismunandar, I., & Aryani, F. (2025). The influence of content marketing and product completeness on purchasing decisions at holly mart bima. *Journal of Innovative and Creativity (Joecy)*, 5(2), 11453–11464. <https://doi.org/10.31004/joecy.v5i2.1679>
9. Bakewell, C., & Mitchell, V.-W. (2006). Male versus female consumer decision making styles. *Journal of Business Research*, 59(12), 1297–1300. <https://doi.org/10.1016/j.jbusres.2006.09.008>
10. Barry, T. E., & Howard, D. J. (1990). A review and critique of the hierarchy of effects in advertising. *International Journal of Advertising*, 9(2), 121–135. <https://doi.org/10.1080/02650487.1990.11107138>
11. Batra, R., & Ray, M. L. (1986). Affective Responses Mediating Acceptance of Advertising. *Journal of Consumer Research*, 13(2), 234. <https://doi.org/10.1086/209063>
12. Bhargavi, L. M. (2024). The role of emotional appeal in modern advertising: a study on role of e-advertisement on consumer buying behaviour. *ShodhKosh: Journal of Visual and Performing Arts*, 5(1). <https://doi.org/10.29121/shodhkosh.v5.i1.2024.1697>
13. Cheah, I., Phau, I., & Liang, J. (2015). Factors influencing consumers' attitudes and purchase intentions of e-deals. *Marketing Intelligence & Planning*, 33(5), 763–783. <https://doi.org/10.1108/MIP-05-2014-0081>
14. Christiani, S. (2026). Analysis of digital marketing strategies in increasing brand awareness for retail companies in Banten. *Journal Civics And Social Studies*, 9(2), 232–242. <https://doi.org/10.31980/journalcss.v9i2.3549>
15. Clore, G. L., Schwarz, N., & Conway, M. (1994). Affective causes and consequences of social information processing. In R. S. Wyer & T. K. Srull (Eds.), *Handbook of social cognition* (2nd ed., Vol. 1, pp. 323–419). Hillsdale, NJ: Erlbaum.
16. Cortez, R. M., & Johnston, W. J. (2025). Deploying the B2B customer journey: a pragmatic framework for implementation. *Journal of Business & Industrial Marketing*, 40(5), 1241–1259. <https://doi.org/10.1108/JBIM-02-2025-0106>
17. Cutler, B. D., & Javalgi, R. G. (1993). Analysis of print ad features: services versus products. *Journal of Advertising Research*, 33(2), 62–70. <https://doi.org/10.1080/00218499.1993.12466883>
18. de Castro Carvalho, G., Carneiro, J. de D. S., Rocha, R. A. R., & Pereira, E. (2025). Plant-based trends: consumer's perception and factors that influence the purchase of plant-based products. *British Food Journal*, 127(9), 3396–3426. <https://doi.org/10.1108/BFJ-08-2024-0830>
19. Dehghani, M., Niaki, M. K., Ramezani, I., & Sali, R. (2016). Evaluating the influence of YouTube advertising for attraction of young customers. *Computers in Human Behavior*, 59, 165–172. <https://doi.org/10.1016/j.chb.2016.01.037>
20. Eom, H. J., Youn, N., & Lee, M. (2020). Validation of Consumer Styles Inventory for consumer-decision making- styles. *Journal of Consumer Affairs*, 54(3), 836–853. <https://doi.org/10.1111/joca.12305>
21. Fiedler, K. (1990). Mood-dependent selectivity in social cognition. *European Review of Social Psychology*, 1(1), 1–32. <https://doi.org/10.1080/14792779108401855>
22. Fiedler, K. (2020). On the task, the measures and the mood in research on affect and social cognition. In *Emotion and Social Judgments* (pp. 83–104). Garland Science. <https://doi.org/10.4324/9781003058731-6>
23. Forgas, J. P. (1992). Affect in social judgments and decisions: a multiprocess model (pp. 227–275). [https://doi.org/10.1016/S0065-2601\(08\)60285-3](https://doi.org/10.1016/S0065-2601(08)60285-3)
24. Forgas, J. P. (1995). Mood and judgment: The affect infusion model (AIM). *Psychological Bulletin*, 117(1), 39–66. <https://doi.org/10.1037/0033-2909.117.1.39>
25. Forgas, J. P., & Bower, G. H. (1988). Affect in social judgments. *Australian Journal of Psychology*, 40(2), 125–145. <https://doi.org/10.1080/00049538808259077>
26. Garg, P., Raj, R., Kumar, V., Singh, S., Pahuja, S., & Sehwat, N. (2023). Elucidating the role of consumer decision making style on consumers' purchase intention: The mediating role of emotional advertising using PLS-SEM. *Journal of Economy and Technology*, 1, 108–118. <https://doi.org/10.1016/j.ject.2023.10.001>
27. Ghozali, I. 2014. *Structural Equation Modeling, Alternative Method with Partial Least Square (PLS)*, 4th Edition. Universitas Diponegoro Publishing Agency, Semarang.
28. Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3), 1–16. <https://doi.org/10.1016/j.rmal.2022.100027>
29. Hair, J. F., Hult, T. M., Ringle, C. M., & Sarstedt. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publication, United States.

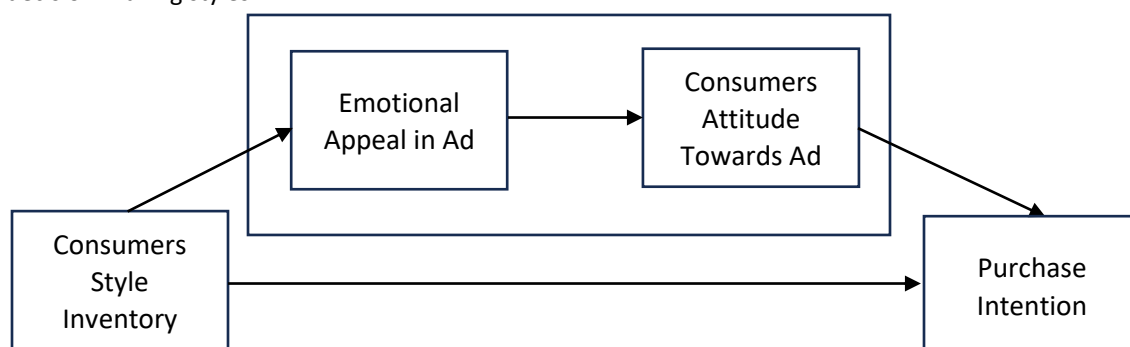
30. Halabi, N., Hristova, V., & Vlaev, I. (2024). Milking the alternatives: understanding coffee consumers' preferences for non-dairy milk. *Behavioral Sciences*, 14(7), 569. <https://doi.org/10.3390/bs14070569>
31. Hall, B. F. (2002). A new model for measuring advertising effectiveness. *Journal of Advertising Research*, 42(2), 23–32. <https://doi.org/10.2501/jar-42-2-23-31>
32. Halme, M., Pirttilä-Backman, A.-M., & Pham, T. (2023). The perceived value of oat milk and the food-choice motives of young, urban people. *British Food Journal*, 125(13), 375–389. <https://doi.org/10.1108/BFJ-03-2022-0238>
33. Handa, T., Jhagra, S., Bhagat, S., Bharatam, P. V., Chakraborti, A. K., & Singh, S. (2017). Molecular insight into atypical instability behavior of fixed-dose combination containing amlodipine besylate and losartan potassium. *Journal of Pharmaceutical and Biomedical Analysis*, 136, 66–80. <https://doi.org/10.1016/j.jpba.2016.12.035>
34. Ho Nguyen, H., Nguyen-Viet, B., Hoang Nguyen, Y. T., & Hoang Le, T. (2022). Understanding online purchase intention: the mediating role of attitude towards advertising. *Cogent Business & Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2095950>
35. Holbrook, M. B., & Batra, R. (1987). Assessing the role of emotions as mediators of consumer responses to advertising. *Journal of Consumer Research*, 14(3), 404. <https://doi.org/10.1086/209123>
36. Jamal, A., Davies, F., Chudry, F., & Al-Marri, M. (2006). Profiling consumers: A study of Qatari consumers' shopping motivations. *Journal of Retailing and Consumer Services*, 13(1), 67–80. <https://doi.org/10.1016/j.jretconser.2005.08.002>
37. Kavkani, S. A. M., Seyedjavadin, S., & Saadeghvaziri, F. (2011). Decision-making styles of young Iranian consumers. *Business Strategy Series*, 12(5), 235–241. <https://doi.org/10.1108/17515631111166870>
38. Khuong, M. N., & Tram, V. N. B. (2015). The effects of emotional marketing on consumer product perception, brand awareness and purchase decision - A study in Ho Chi Minh City, Vietnam. *Journal of Economics, Business and Management*, 3(5), 524–530. <https://doi.org/10.7763/JOEBM.2015.V3.240>
39. Kiran, P., Banerjee, J., Vasudevan, M., & Kishore, S. V. K. (2025). Influence of advertisement's controversial element and emotional appeal on customer intention to buy. *International Journal of Business and Globalisation*, 39(3/4), 415–441. <https://doi.org/10.1504/IJBG.2025.144861>
40. Kotler, P., & Armstrong, G. (2012). *Principles of marketing*. Pearson education.
41. Le, M. T. H., Thanh, N. T. H., Le Bao Ngan, P., Thien, P. H., & Lam, P. N. (2024). Emotional appeal in social advertising on consumer attitude and purchase intentions. (pp. 287–298). [https://doi.org/10.2991/978-94-6463-583-6\\_14](https://doi.org/10.2991/978-94-6463-583-6_14)
42. Lee, S., & Heere, B. (2018). Exploring the relative effectiveness of emotional, rational, and combination advertising appeals on sport consumer behavior. *Sport Marketing Quarterly*, 27(2), 82–92. <https://doi.org/10.32731/smq.272.062018.02>
43. Leo, C., Bennett, R., & Härtel, C. E. J. (2005). Cross-cultural differences in consumer decision-making styles. *Cross Cultural Management: An International Journal*, 12(3), 32–62. <https://doi.org/10.1108/13527600510798060>
44. Lou, C., & Yuan, S. (2019). Influencer marketing: how message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58–73. <https://doi.org/10.1080/15252019.2018.1533501>
45. Loureiro, S. M. C., Bilro, R. G., & Japutra, A. (2019). The effect of consumer-generated media stimuli on emotions and consumer brand engagement. *Journal of Product & Brand Management*, 29(3), 387–408. <https://doi.org/10.1108/JPBm-11-2018-2120>
46. Lysonski, S., Durvasula, S., & Zotos, Y. (1996). Consumer decision-making styles: a multi-country investigation. *European Journal of Marketing*, 30(12), 10–21. <https://doi.org/10.1108/03090569610153273>
47. Madhushani, V. I., & Dissanayake, D. M. R. (2024). Application of emotional advertising appeal on consumer brand trust towards consumer electronic brand sector: examining the mediating role of attitude towards advertisements. *Department of Marketing Management, University of Kelaniya Sri Lanka*
48. Mancham, L., Gummella, K., & Vabilisetty, S. (2025). Examining the effectiveness of emotional advertising on customer purchase intentions. *International Journal of Research in Marketing Management and Sales*, 7(1), 168–172. <https://doi.org/10.33545/26633329.2025.v7.i1b.224>
49. Marques, J. M. R., Torres, A. P., Marques, F. M. F. R., Pivaral, K. O., & Spaulding, A. D. (2026). Inside the hearts and minds of oat milk enthusiasts: consumer preferences and values. *British Food Journal*, 128(13), 1–15. <https://doi.org/10.1108/BFJ-08-2025-1127>
50. Mehta, A., & Purvis, S. C. (2006). Reconsidering recall and emotion in advertising. *Journal of Advertising Research*, 46(1), 49–56. <https://doi.org/10.2501/S0021849906060065>

51. Mitchell, & Bates, L. (1998). UK consumer decision-making styles. *Journal of Marketing Management*, 14(1–3), 199–225. <https://doi.org/10.1362/026725798784959345>
52. Mittal, A., Gupta, P., Kumar, V., Antony, J., Cudney, E. A., & Furterer, S. L. (2023). TQM practices and their impact on organisational performance: the case of India's deming-award industries. *Total Quality Management & Business Excellence*, 34(11–12), 1410–1437. <https://doi.org/10.1080/14783363.2023.2177148>
53. Mohamed, F., & Zouaoui, S. K. (2026). The influence of entrepreneurial passion on the commitment of social enterprises in toward sustainability: resilience and risk perception role. *Social Enterprise Journal*, 1–31. <https://doi.org/10.1108/SEJ-02-2025-0037>
54. Nguyen, H. T., Nguyen, T. V. T., Le, N. Q., Nguyen, T. T. T., & Do, T. D. (2025). Exploring the associations between multicultural experience and creative teaching: the potential roles of cultural intelligence and fear of failure. *Thinking Skills and Creativity*, 58, 101924. <https://doi.org/10.1016/j.tsc.2025.101924>
55. Purmonen, A., Jaakkola, E., & Terho, H. (2023). B2B customer journeys: Conceptualization and an integrative framework. *Industrial Marketing Management*, 113, 74–87. <https://doi.org/10.1016/j.indmarman.2023.05.020>
56. Raj, R., Singh, A., Kumar, V., & Verma, P. (2023). Analyzing the potential benefits and use cases of ChatGPT as a tool for improving the efficiency and effectiveness of business operations. *BenchCouncil Transactions on Benchmarks, Standards and Evaluations*, 3(3), 100140. <https://doi.org/10.1016/j.tbench.2023.100140>
57. Sam, K. M., & Chatwin, C. (2015). Online consumer decision-making styles for enhanced understanding of Macau online consumer behavior. *Asia Pacific Management Review*, 20(2), 100–107. <https://doi.org/10.1016/j.apmr.2014.12.005>
58. Samanta, P., Amir, M., Alfehaid, M. M., Ahmad, V., Johri, A., & Sayal, A. (2025). Influencer marketing and purchase intention: the role of consumer attitude. *F1000Research*, 14, 1045. <https://doi.org/10.12688/f1000research.169945.1>
59. Schwarz, N., & Clore, G. L. (1988). How do I feel about it? The informative function of affective states. In K. Fiedler & J. P. Forgas (Eds.), *Affect, cognition, and social behavior* (pp. 44–62). Gottingen, Germany: Hogrefe.
60. Sharma, N., Yeasmen, N., Dube, L., & Orsat, V. (2024). Rise of plant-based beverages: a consumer-driven perspective. *Food Reviews International*, 40(10), 3315–3341. <https://doi.org/10.1080/87559129.2024.2351920>
61. Sharma, P., Ueno, A., Dennis, C., & Turan, C. P. (2023). Emerging digital technologies and consumer decision-making in retail sector: Towards an integrative conceptual framework. *Computers in Human Behavior*, 148, 107913. <https://doi.org/10.1016/j.chb.2023.107913>
62. Shizhen, L., Hussain, K., Ari Ragavan, N., & Nisar, Q. A. (2025). The role of destination brand experience, emotions and brand credibility in influencing destination brand equity. *Journal of Hospitality and Tourism Insights*, 8(5), 1743–1763. <https://doi.org/10.1108/JHTI-09-2024-1000>
63. Shukla, A. (2023). Impact of emotional advertising on consumer purchase buying behavior in Delhi/NCR. *International Journal of Financial Management and Economics*, 6(1), 201–205. <https://doi.org/10.33545/26179210.2023.v6.i1.196>
64. Sprotles, G. B., & Kendall, E. L. (1986). A methodology for profiling consumers' decision-making styles. *Journal of Consumer Affairs*, 20(2), 267–279. <https://doi.org/10.1111/j.1745-6606.1986.tb00382.x>
65. Thamilselvan, R., & Rakeshyanand, N. (2024). The role of emotions in consumer decision-making: analyze how emotional appeal in marketing affects consumer behavior. *Interantional Journal Of Scientific Research In Engineering And Management*, 08(10), 1–5. <https://doi.org/10.55041/IJSREM37988>
66. Tristante, T. A., Hurriyati, R., Dirgantari, P. D., & Elyusufi, A. M. (2021). AIDA model as a marketing strategy to influence consumer buying interest in the digital age. *Budapest International Research and Critics Institute-Journal*, 4(4), 12575–12586. <https://doi.org/10.33258/birci.v4i4.3319>
67. Vakratsas, D., & Ambler, T. (1999). How advertising works: what do we really know? *Journal of Marketing*, 63(1), 26–43. <https://doi.org/10.1177/002224299906300103>
68. Voorveld, H. A. M., van Noort, G., Muntinga, D. G., & Bronner, F. (2018). Engagement with social media and social media advertising: the differentiating role of platform type. *Journal of Advertising*, 47(1), 38–54. <https://doi.org/10.1080/00913367.2017.1405754>
69. Vrtana, D., & Krizanova, A. (2023). The power of emotional advertising appeals: examining their influence on consumer purchasing behavior and brand–customer relationship. *Sustainability*, 15(18), 13337. <https://doi.org/10.3390/su151813337>
70. Wang, J., Bao, J., Wang, C., & Wu, L. (2017). The impact of different emotional appeals on the purchase intention for green products: The moderating effects of green involvement and Confucian cultures. *Sustainable Cities and Society*, 34, 32–42. <https://doi.org/10.1016/j.scs.2017.06.001>

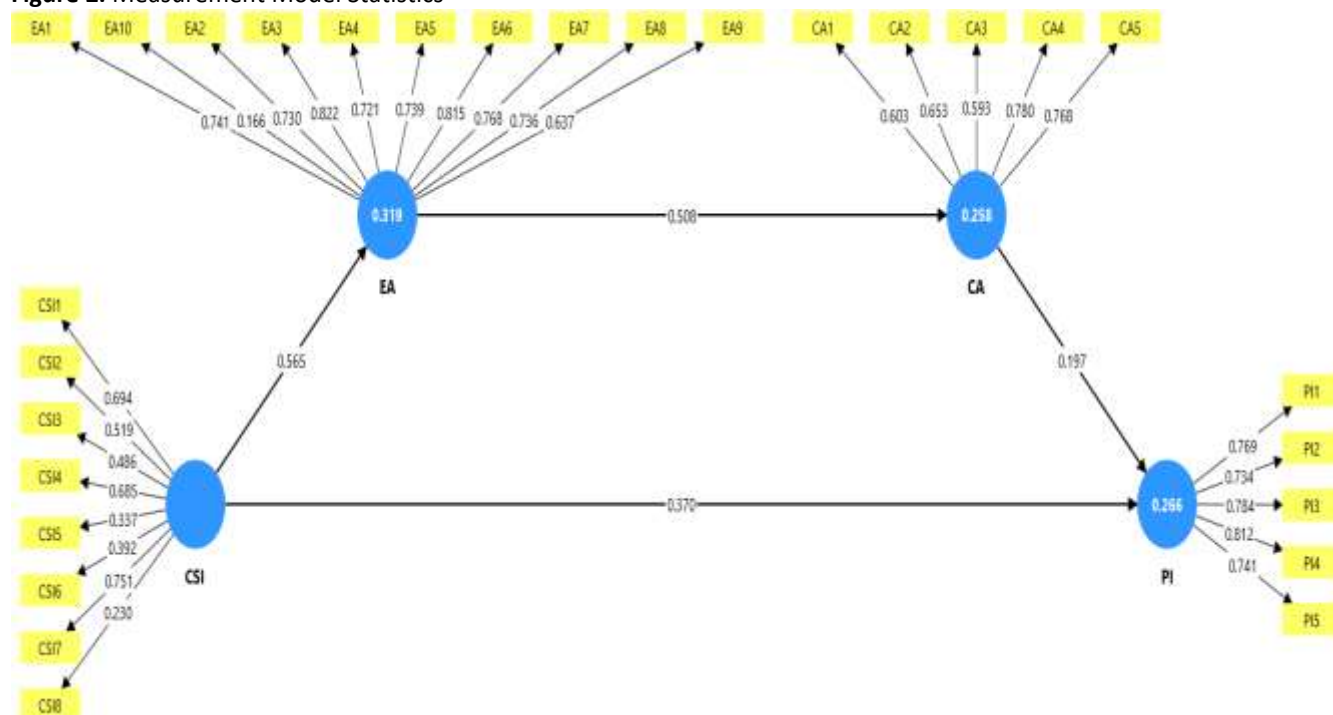
71. Weng, L., Huang, Z., & Bao, J. (2021). A model of tourism advertising effects. *Tourism Management*, 85, 104278. <https://doi.org/10.1016/j.tourman.2020.104278>
72. Wu, Y.-L., & Chen, P.-C. (2016). The synesthesia effects of online advertising stimulus design on word-of-mouth and purchase intention: from the perspective of consumer olfactory and gustatory. *Americas Conference on Information Systems*. <https://api.semanticscholar.org/CorpusID:12267937>
73. Yang, B., Hwang, Y., & Mattila, A. S. (2021). Feelings of uncertainty and powerlessness from Covid-19: Implications for advertising appeals in the restaurant industry. *International Journal of Hospitality Management*, 97, 103017. <https://doi.org/10.1016/j.ijhm.2021.103017>
74. Zhang, H., Sun, J., Liu, F., & G. Knight, J. (2014). Be rational or be emotional: advertising appeals, service types and consumer responses. *European Journal of Marketing*, 48(11/12), 2105–2126. <https://doi.org/10.1108/EJM-10-2012-0613>
75. Zulkifly, H. Z., & Firdaus, N. (2014). Persuasion and the online consumers: investigating copywriting strategies in native advertisements. *International Journal of Social Science and Humanity*, 4(6), 430–434. <https://doi.org/10.7763/IJSSH.2014.V4.393>

**Figure. 1.** The Conceptual Framework of Variables

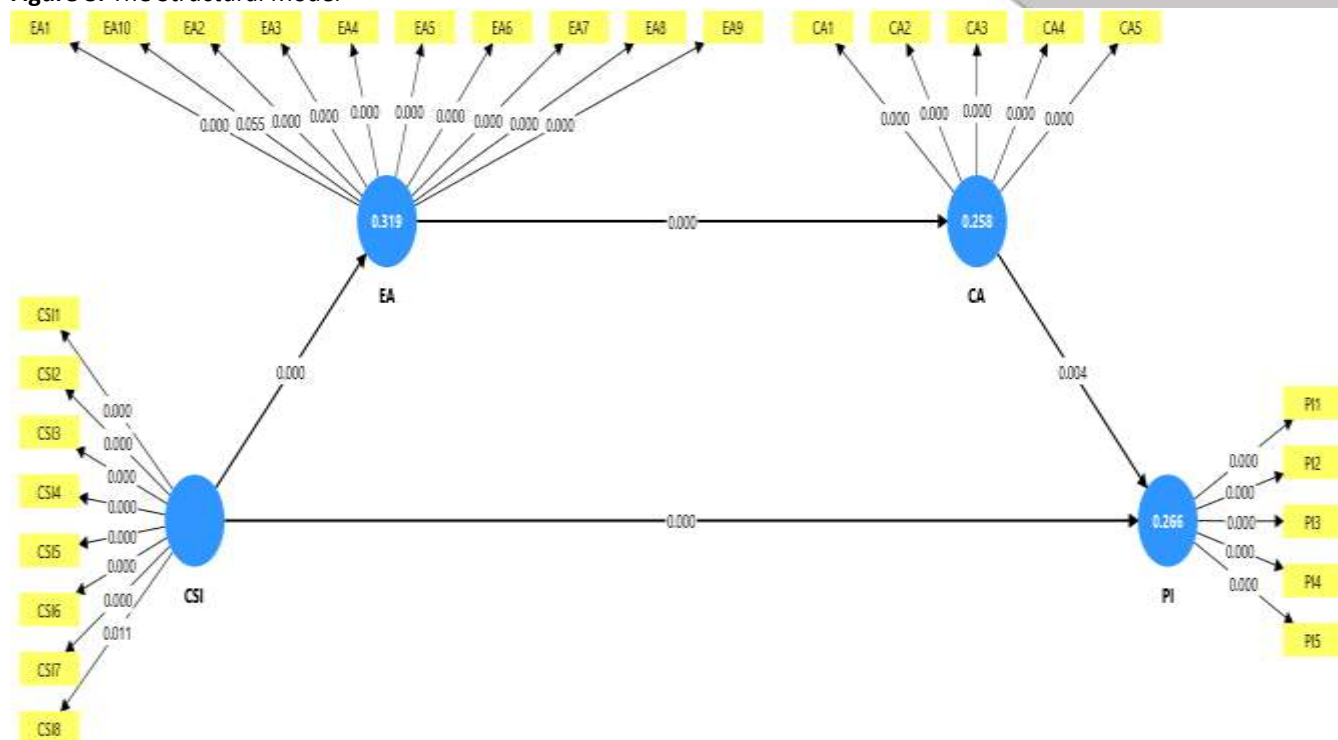
Consumer decision-making styles



**Figure 2.** Measurement Model Statistics



**Figure 3.** The Structural Model



**Table 1.** Evaluation of the measurement model with validity and reliability tests

|                               | CR    | Factor Loading | Mean  | SD    | AVE   | Reliability | VIF   |
|-------------------------------|-------|----------------|-------|-------|-------|-------------|-------|
| Consumers Style Inventory     | 0.748 |                | 2.766 | 0.119 | 0.593 | 0.740       |       |
| CSI1                          |       | 0.794          | 3.184 | 0.753 |       |             | 1.293 |
| CSI2                          |       | 0.719          | 2.589 | 0.875 |       |             | 1.466 |
| CSI3                          |       | 0.786          | 2.969 | 1.038 |       |             | 1.448 |
| CSI4                          |       | 0.785          | 2.807 | 0.813 |       |             | 1.438 |
| CSI5                          |       | 0.737          | 2.417 | 0.986 |       |             | 1.219 |
| CSI6                          |       | 0.792          | 2.187 | 0.939 |       |             | 1.226 |
| CSI7                          |       | 0.751          | 3.093 | 0.700 |       |             | 1.344 |
| CSI8                          |       | 0.730          | 2.879 | 0.954 |       |             | 1.240 |
| Emotional Appeal in Ad        | 0.905 |                | 2.956 | 0.723 | 0.505 | 0.878       |       |
| EA1                           |       | 0.741          | 3.050 | 0.772 |       |             | 1.946 |
| EA2                           |       | 0.730          | 2.966 | 0.716 |       |             | 1.904 |
| EA3                           |       | 0.822          | 2.928 | 0.722 |       |             | 2.593 |
| EA4                           |       | 0.721          | 2.751 | 0.789 |       |             | 1.912 |
| EA5                           |       | 0.739          | 2.801 | 0.800 |       |             | 1.951 |
| EA6                           |       | 0.815          | 3.140 | 0.725 |       |             | 1.547 |
| EA7                           |       | 0.768          | 3.293 | 0.652 |       |             | 1.224 |
| EA8                           |       | 0.736          | 3.100 | 0.638 |       |             | 1.972 |
| EA9                           |       | 0.737          | 3.255 | 0.604 |       |             | 1.702 |
| EA10                          |       | 0.766          | 2.277 | 0.832 |       |             | 1.109 |
| Cpnsumers Attitude Towards Ad | 0.813 |                | 2.903 | 0.106 | 0.568 | 0.725       |       |

|                    | CR    | Factor Loading | Mean  | SD    | AVE   | Reliability | VIF   |
|--------------------|-------|----------------|-------|-------|-------|-------------|-------|
| CA1                |       | 0.703          | 2.660 | 0.865 |       |             | 1.344 |
| CA2                |       | 0.753          | 3.031 | 0.744 |       |             | 1.278 |
| CA3                |       | 0.793          | 2.458 | 0.896 |       |             | 1.384 |
| CA4                |       | 0.780          | 3.131 | 0.657 |       |             | 1.496 |
| CA5                |       | 0.768          | 3.234 | 0.691 |       |             | 1.394 |
| Purchase Intention | 0.878 |                | 3.328 | 0.026 | 0.590 | 0.826       |       |
| PI1                |       | 0.769          | 3.321 | 0.670 |       |             | 1.815 |
| PI2                |       | 0.734          | 3.364 | 0.627 |       |             | 1.714 |
| PI3                |       | 0.784          | 3.364 | 0.637 |       |             | 1.765 |
| PI4                |       | 0.812          | 3.321 | 0.660 |       |             | 2.021 |
| PI5                |       | 0.741          | 3.271 | 0.691 |       |             | 1.571 |

**Table 2.** Discriminant validity analysis from CFA

|     | CA    | CSI   | EA    | PI |
|-----|-------|-------|-------|----|
| CA  |       |       |       |    |
| CSI | 0.778 |       |       |    |
| EA  | 0.616 | 0.651 |       |    |
| PI  | 0.486 | 0.531 | 0.592 |    |

**Table 3.** Hypothesis result

| Hypothesis | Relationship             | Estimates ( $\beta$ ) | SE.   | t-value | p-value | Result    |
|------------|--------------------------|-----------------------|-------|---------|---------|-----------|
| H1         | CSI - > PI               | 0.370                 | 0.067 | 5.552   | 0.000   | Supported |
| H2         | CSI - > EA               | 0.565                 | 0.038 | 14.697  | 0.000   | Supported |
| H3         | CSI - > EA - > CA - > PI | 0.056                 | 0.023 | 2.504   | 0.012   | Supported |
| H4         | CSI - > EA - > CA        | 0.287                 | 0.039 | 7.446   | 0.007   | Supported |
| H5         | EA - > CA                | 0.508                 | 0.043 | 11.833  | 0.000   | Supported |
| H6         | CA - > PI                | 0.197                 | 0.069 | 2.860   | 0.004   | Supported |
| H7         | EA - > CA - > PI         | 0.100                 | 0.037 | 2.678   | 0.007   | Supported |