

Chapter 2 - Literature Review

2.1 Theoretical Framework

This study is grounded in two primary theoretical frameworks: Emotional Intelligence Theory and the Elaboration Likelihood Model (ELM). These theories provide a conceptual basis for understanding how emotional intelligence operates within digital advertising to influence consumer decision-making and purchase intentions.

2.1.1 Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM), developed by Petty and Cacioppo (1986), explains how individuals process persuasive messages through two distinct routes: the **central route** and the **peripheral route**. The central route involves deep cognitive processing, where individuals carefully evaluate the message's content, while the peripheral route relies on emotional cues and superficial characteristics, such as visuals, music, or the emotional tone of the message.

In digital advertising, particularly in the fashion industry, the peripheral route is often more influential due to the emotional and aesthetic nature of fashion products. Emotional intelligence plays a key role in enhancing the peripheral cues by incorporating emotionally engaging visuals, narratives, and appeals that resonate with consumers' emotions. Research shows that emotionally charged advertisements processed through the peripheral route can significantly impact consumer attitudes and behavior, even if the cognitive evaluation of the product is minimal (Morris et al., 2002).

2.1.2 Emotional Intelligence Theory

Emotional Intelligence (EI) Theory, first introduced by Salovey and Mayer (1990), defines EI as the ability to perceive, understand, regulate, and influence emotions in oneself and others. Goleman (1995) later expanded the concept, emphasizing the role of EI in interpersonal relationships, leadership, and communication. In the context of digital advertising, EI is crucial

because it enables marketers to craft messages that evoke specific emotions, such as joy, trust, or excitement, which can enhance consumer engagement and influence decision-making.

Fashion digital advertising often relies on emotionally charged content to create a sense of identity and aspiration. Applying EI theory, this study posits that advertisements employing emotionally intelligent strategies such as empathetic storytelling, emotional resonance, and personalized content are more likely to foster positive emotional responses and increase purchase intention (Mayer et al., 2008). By understanding how EI functions in advertising, marketers can better predict and influence consumer behavior.

Emotional Intelligence (EI), also referred to as Emotional Quotient (EQ), is the capacity to identify, comprehend, regulate, and influence both personal emotions and those of others. The concept was popularized by psychologist Daniel Goleman, who highlighted its significance in achieving success in both personal and professional settings, often outweighing cognitive intelligence (IQ) (Goleman, 1995). EI comprises five fundamental elements: self-awareness, self-regulation, motivation, empathy, and social skills. Self-awareness pertains to recognizing and understanding one's emotions, strengths, and limitations, while self-regulation involves managing emotional impulses and adapting to different situations. Motivation is the internal drive to accomplish goals beyond external incentives, whereas empathy enables individuals to connect with and understand the emotions of others. Lastly, social skills facilitate effective communication, relationship management, and conflict resolution (Goleman, 1998; Harvard Business Review, 2021).

2.1.3 Purchase Intention

Purchase intention refers to a consumer's likelihood or plan to buy a particular product based on their perceptions, emotional responses, and evaluations. In the context of digital fashion advertising, emotional content significantly influences the consumer's decision making journey.

The Digital Buying Behavior Model outlines a typical five stage journey:

1. Awareness: The consumer is introduced to emotionally engaging shoe advertisements on platforms like Instagram or TikTok, often triggered by compelling visuals or influencer

content.

2. Interest: The consumer seeks more information, attracted by design, comfort, or brand story. Emotionally intelligent content increases engagement at this stage.
3. Consideration: The consumer compares options. Emotional branding elements such as social proof, reviews, and identity alignment enhance the evaluation process.
4. Intent: The consumer develops the intention to purchase based on the emotional connection to the product or brand (e.g., feeling empowered or confident in the shoes).
5. Action (Purchase): The final step involves completing the purchase. While this study focuses on intention, emotional content at every prior stage can drive conversion likelihood.



Additionally, Kotler's (2020) Consumer Decision making Model and the Emotional Branding Theory (Thompson et al., 2006) emphasize that brands that successfully tap into emotional needs and personal aspirations are more likely to drive long term brand loyalty and repeated purchase behavior.

2.1.4 Relevance to the Study

This study is highly relevant as it integrates the Elaboration Likelihood Model (ELM), Emotional Intelligence (EI) Theory, and models of digital consumer buying behavior to analyze how emotionally intelligent fashion advertising especially for shoes affects purchase intention in the digital landscape.

1. ELM highlights how peripheral emotional cues (e.g., visuals, tone, music) in shoe advertisements can influence consumers more effectively than logical arguments, particularly in social media settings.

2. EI Theory explains how marketers can use emotional awareness, empathy, and social skills to build meaningful and personalized advertising campaigns that resonate with consumers emotionally and enhance engagement.
3. The Digital Buying Behavior Model provides a practical understanding of how emotional content supports the consumer journey from awareness to purchase, emphasizing how each stage is influenced by emotional intelligence.

Contribution of the Study

By integrating these theoretical frameworks, the study contributes to academic literature and industry practice by:

1. Providing Empirical Evidence: Investigating the relationship between EI based advertising strategies and purchase intention in the digital shoe fashion industry.
2. Improving Digital Advertising Practices: Offering actionable insights for brands on using emotionally intelligent techniques in campaigns, particularly across social media platforms.
3. Linking Emotions and Buying Behavior: Bridging psychological concepts of emotion and digital consumer behavior to enhance understanding of emotional influences in online shopping.

Conclusion

This study advances knowledge on the intersection of Emotional Intelligence, consumer emotion, and digital advertising in fashion specifically shoe advertising. By applying the ELM, Emotional Intelligence Theory, and the digital buying behavior model, the research offers

insights into how emotional appeals in online marketing can shape consumer behavior and increase purchase intentions.

2.2 State of Art

The evolving landscape of digital advertising in the fashion industry highlights the increasing importance of emotional intelligence (EI) as a tool for influencing consumer behavior. This section reviews the latest research, trends, and methodologies in the field, linking these advancements to the study's research problem and objectives.

Recent studies emphasize the growing role of EI in consumer behavior, particularly in the digital marketing domain. Kidwell, Hardesty, and Childers (2008) demonstrated that emotional calibration enhances consumer responsiveness, suggesting that emotionally intelligent marketing strategies can improve the persuasiveness of advertisements. Furthermore, Mehta and Purvis (2021) explored the use of emotionally intelligent content in social media advertising, finding that such content increases consumer engagement and strengthens brand loyalty.

The application of EI in advertising is particularly pertinent to the fashion industry, where emotional appeals such as identity formation, aspiration, and aesthetic pleasure play a central role in consumer decision-making. Bagozzi, Gopinath, and Nyer (2017) found that emotional connections with fashion brands significantly influence purchase intention, indicating that consumers are more likely to engage with brands that evoke positive emotions through digital advertising.

There are some emerging Trends in Fashion Digital Advertising, as follow:

1. Personalization and Emotional Customization:

The integration of artificial intelligence (AI) and data analytics in digital advertising allows brands to deliver highly personalized content tailored to individual emotional preferences. According to Chaffey and Ellis-Chadwick (2022), personalized ads that align with consumers' emotional needs enhance engagement and conversion rates.

2. Narrative Advertising and Storytelling:

Storytelling has emerged as a powerful tool in fashion advertising, with brands using

emotionally resonant narratives to create memorable experiences. Research by Escalas (2007) highlights that narrative transportation, the process of becoming immersed in a story enhances the emotional impact of advertisements and drives purchase behavior.

3. Visual and Emotional Aesthetics:

Fashion advertising increasingly relies on visual aesthetics and emotional imagery to captivate audiences. Research by Schroeder and Zwick (2004) indicates that emotionally rich visuals are more likely to be processed through the peripheral route, leading to higher emotional engagement and purchase intention.

For the advancements in methodologies, innovative methodologies are being employed to measure the emotional impact of digital advertising. Neuromarketing techniques, such as eye-tracking, facial emotion recognition, and electroencephalography (EEG), provide insights into consumers' emotional responses to advertising content. For instance, Plassmann, Venkatraman, Huettel, and Yoon (2015) demonstrated that neuromarketing tools could accurately capture emotional engagement, offering valuable data for optimizing emotionally intelligent advertising strategies.

The advancements in EI research, personalization, and neuromarketing methodologies align with this study's objectives by providing a robust framework for exploring the role of EI in fashion digital advertising. These developments address the research problem by offering insights into how emotionally intelligent content influences consumer purchase intentions and how demographic factors may moderate this relationship. By leveraging these trends and methodologies, the study aims to fill the existing gap in understanding the strategic use of EI in fashion digital advertising.

2.3 Review of Previous Studies

Emotional intelligence (EI) has been recognized as a significant factor in enhancing customer engagement. Prior research highlights that advertisements designed with EI can evoke positive emotions and spark interest, leading to a higher level of customer engagement (Gountas et al., 2014). This engagement manifests in customers' willingness to interact with the brand, resulting in stronger emotional connections and loyalty (Dwivedi et al., 2020).

Customer engagement has also been identified as a key precursor to brand trust. Studies suggest that when customers feel emotionally connected to a brand through meaningful and personalized engagement, their trust in the brand increases substantially (Chaudhuri & Holbrook, 2001). Such trust stems from the perception of authenticity and reliability, which builds a foundation for long-term relationships between the brand and its customers.

Further, brand trust plays a pivotal role in influencing purchase intentions. Prior research consistently emphasizes that trust is a central determinant in the decision-making process, bridging the gap between customer consideration and actual purchase (Morgan & Hunt, 1994). Customers who trust a brand are more likely to perceive its products as valuable and align with their expectations, ultimately leading to purchase decisions.

Lastly, there is strong evidence to support the direct link between EI and brand trust. Advertisements infused with emotional intelligence portray the brand as empathetic, reliable, and relatable, fostering a favorable perception among customers (Hwang & Kandampully, 2012). This alignment of emotional messaging with customer values enhances the overall credibility of the brand. Together, these studies provide a robust framework for understanding the relationships between EI, customer engagement, brand trust, and purchase intention.

2.4 Gaps in the Literature

Despite the significant body of research on emotional intelligence (EI) and digital advertising, several critical gaps persist. These gaps reveal areas where additional exploration is needed, particularly in the context of fashion digital advertising and consumer purchase intention.

Limited Focus on the Fashion Industry in EI Research

Most studies on EI in advertising have concentrated on general consumer goods, services, or luxury markets, leaving the fashion industry underexplored (Kidwell et al., 2008; Lajante & Ladhari, 2019). The unique characteristics of fashion marketing such as its emphasis on

aesthetics, identity formation, and emotional resonance demand a more targeted investigation into how EI influences consumer responses in this sector. This research addresses this gap by focusing specifically on the role of EI in fashion digital advertising.

Inadequate Examination of the Integration Between EI and Cognitive Processing Models

Although the Elaboration Likelihood Model (ELM) offers a well established framework for understanding how consumers process persuasive messages, few studies have explored the intersection between EI and ELM in digital advertising (Petty & Cacioppo, 1986). There is a need to investigate how emotional cues generated by emotionally intelligent advertising interact with cognitive processing routes central and peripheral to shape purchase intentions. This study seeks to fill this gap by integrating EI Theory with the ELM to provide a more nuanced understanding of consumer decision-making.

Insufficient Exploration of Demographic Moderators

While demographic variables such as age, gender, and cultural background are known to influence consumer responses to advertising, there is limited research on how these factors moderate the impact of emotionally intelligent advertising (Hofstede, 2011; Yu & Dean, 2001). Understanding how different demographic groups respond to EI driven advertising is critical for creating more targeted and effective marketing strategies. This study aims to explore these demographic moderators in greater depth to offer tailored insights for fashion marketers.

Lack of Practical Guidance for EI in Fashion Digital Advertising

Although many studies highlight the effectiveness of emotional appeals, few provide actionable guidelines for how marketers in the fashion industry can apply EI principles in digital advertising campaigns (Bagozzi et al., 2017; Sheinin et al., 2011). This research addresses the need for practical recommendations by investigating the specific techniques and strategies that can enhance the emotional appeal and effectiveness of digital advertisements in the fashion sector.

2.5 Research Model/Framework

This study explores how Emotional Intelligence (EI) in fashion digital advertising influences customer purchase intention. Specifically, it examines the role of five key EI components: self awareness, self regulation, motivation, empathy, and social skills in shaping consumer purchasing behavior in the fashion industry.



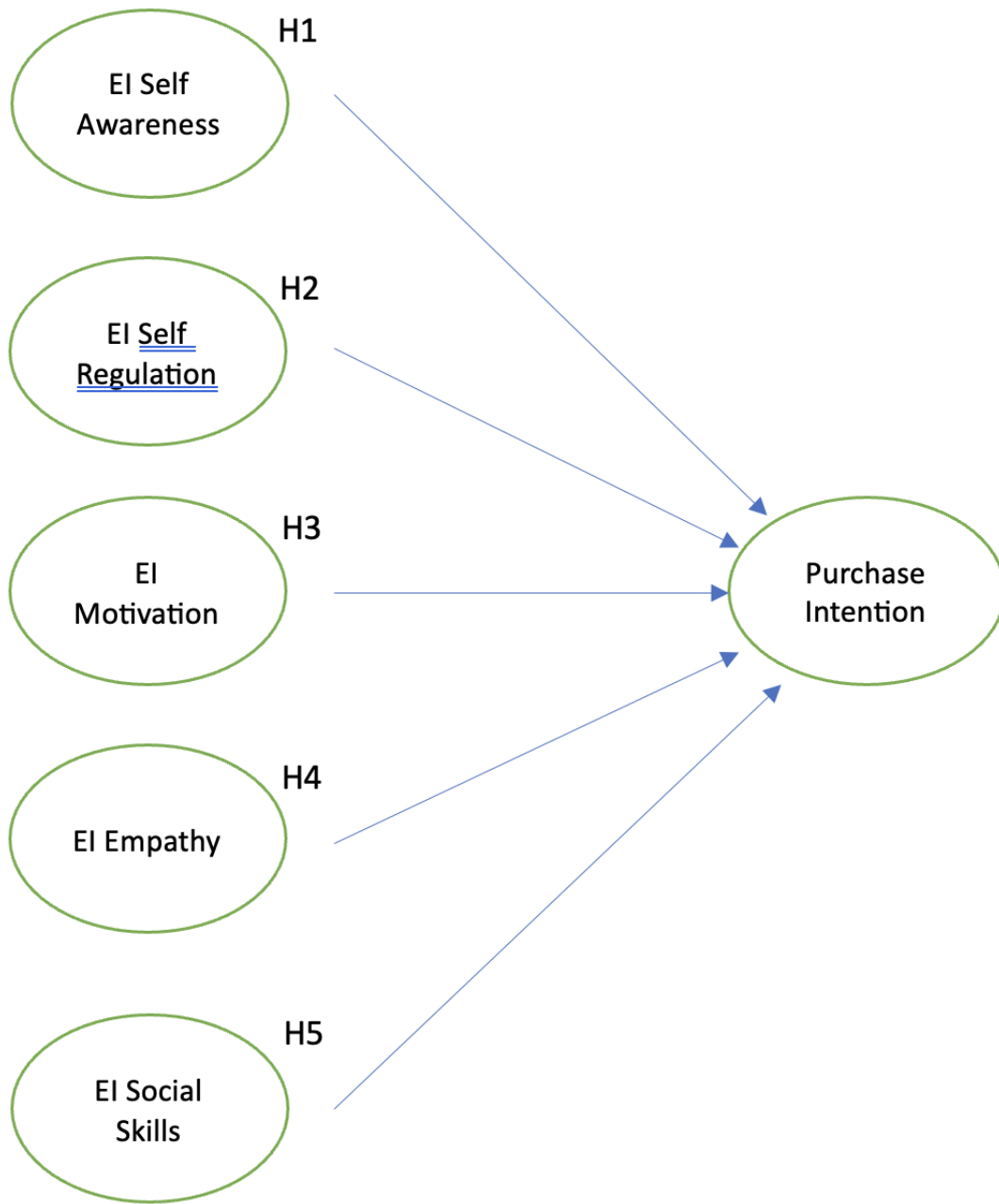


Figure 2.1 Research Model

2.5.1 Identify Key Variables

Independent Variables (IVs): Emotional Intelligence (EI) Components in Fashion Digital Advertising

Self Awareness: How advertisements align with consumers' self-perception and identity.

Self Regulation: The role of emotional control in influencing impulse buying and planned purchases.

Motivation: The impact of goal driven and aspirational messaging on consumer purchasing behavior.

Empathy: How emotional connections in advertising create a sense of trust and relatability with consumers.

Social Skills: The effectiveness of influencer marketing, interactive content, and brand engagement in influencing purchase decisions.

Dependent Variable (DV): Customer Purchase Intention

The likelihood of a consumer making a purchase based on their emotional response to digital advertising.

2.5.2 Framework Visualizations

The research framework illustrates the relationship between Emotional Intelligence (EI) components in digital advertising and Customer Purchase Intention. The framework is structured as follows:

1. Independent Variables (IVs) Emotional Intelligence (EI) Components

- EI Self Awareness (H1): Consumers' ability to recognize and understand their emotions in response to advertisements can shape their purchasing decisions.
- EI Self-Regulation (H2): The control over impulsive responses to emotional advertising influences whether a purchase is immediate or well-thought-out.
- EI Motivation (H3): Motivational elements in fashion advertisements, such as aspirational messaging, inspire consumers to make a purchase.
- EI Empathy (H4): Emotionally relatable content strengthens brand connection, increasing the likelihood of purchase.
- EI Social Skills (H5): Interaction with influencers, brand communication, and social engagement impact consumer purchase decisions.

2. Dependent Variable (DV) Purchase Intention

- All five EI components influence the consumer's likelihood of purchasing fashion products after exposure to digital advertisements.
- Arrows indicate direct cause-effect relationships between the EI factors and purchase intention, suggesting that emotional engagement in fashion digital advertising plays a critical role in driving consumer decisions.

2.6 Hypotheses Development

Based on the research model/framework above mentioned, the hypotheses in this study are: examines how Emotional Intelligence (EI) components in fashion digital advertising influence consumer purchase intention.

1. Emotional Intelligence (H1) in fashion digital advertising influence consumer purchase intention.
2. Self-Awareness (H2): Ads that align with consumer's self perception and identity positively impact purchase intention.

3. Self-Regulation (H3): Emotionally controlled ads affect impulse buying and planned purchase decisions.
4. Motivation (H4): The effectiveness of goal driven, and aspirational throughout consumer purchase intentions..
5. Empathy (H5): Emotionally resonant ads enhance trust and relatability towards purchase intention.
6. Social Skills (H6): The effectiveness of influencer marketing, interactive content, and brand engagement in influencing purchase decisions.

These hypotheses establish a framework linking EI driven advertising strategies with consumer behavior in the fashion industry.

