

Chapter 3 - Research Method

3.1 Research Design

This study employs a quantitative research design to examine the role of emotional intelligence (EI) in fashion digital advertising specifically focusing on footwear/shoe and its impact on customer purchase intention. The quantitative approach is appropriate for this research because it allows for the measurement of relationships between variables using statistical tools, providing objective insights into the proposed hypotheses.

Surveys will serve as the research method for data collection, as they enable the efficient collection of large scale data from diverse respondents. By targeting consumers who engage with digital advertising for fashion shoes, the study will gather insights on how emotionally intelligent messaging such as personalized promotions, empathy driven storytelling, and motivational visuals shapes consumer attitudes and influences their intention to purchase footwear online. This method aligns with prior studies, such as those by Hollebeek et al. (2014), which used quantitative surveys to explore consumer engagement in digital environments, and is particularly relevant for analyzing shoe brands that rely heavily on visual and emotional appeal in digital platforms.

3.2 Population and Sample

3.2.1 Target Population

The target population for this study consists of individuals aged 18 to 45 who engage with digital advertising from fashion brands particularly those focused on shoes or footwear and have access to social media, such as Instagram, Facebook, and Tiktok. This demographic is chosen because they represent the primary consumers of digital advertisements in the fashion industry (Statista, 2023), and are more likely to engage with emotionally driven content, especially when it comes to fashion products like shoes, which often carry lifestyle and identity significance. A total of 300 respondents will be targeted for the survey, ensuring a sufficient sample size for statistical analysis while capturing diverse consumer perspectives within the shoe focused segment of the fashion industry.

3.2.2 Sample Size

To determine the appropriate sample size, this research use sample size calculator (calculator.net) to count minimal size required. Since the population is unknown, with confidence level at 95% and margin of error at 5%, the minimum required size is 385 respondents as show in the picture below.

Find Out The Sample Size

This calculator computes the minimum number of necessary samples to meet the desired statistical constraints.

Result

Sample size: 385

This means 385 or more measurements/surveys are needed to have a confidence level of 95% that the real value is within $\pm 5\%$ of the measured/surveyed value.

Confidence Level: ? 95% ▾

Margin of Error: ? 5 %

Population Proportion: ? 50 % Use 50% if not sure

Population Size: ? Leave blank if unlimited population size.

Calculate ▶

Clear

Figure 3.1. Source: [Calculator.net](https://www.calculator.net)

This study targets a sample of 385 respondents aged 18 to 45 who actively engage with digital fashion advertising, particularly footwear-related content. The minimum age of 18 was set to ensure participants are legally recognized adults, capable of providing informed consent and making independent purchasing decisions. The maximum age of 45 was selected based on digital consumption trends and consumer behavior studies, which show that individuals in this age range are the most engaged with fashion content on digital platforms like Instagram, TikTok, and Facebook (Statista, 2023; Pew Research Center, 2022). Users above 45 are generally less active

on these visually driven platforms and tend to have different shopping patterns and lower responsiveness to emotionally driven advertising, especially in fashion categories like footwear. Including only those aged 18 to 45 ensures the study focuses on a demographic that not only frequently encounters digital fashion ads but is also more likely to respond emotionally and behaviorally to such content. The chosen sample size of 385 is considered sufficient for statistical reliability while capturing a wide range of emotional responses, preferences, and online behaviors within this focused age group.

3.3.3 Sampling Technique

A nonprobability purposive sampling technique will be employed in this study to ensure that the selected participants meet specific criteria that align with the research objectives. This sampling method is particularly effective for targeting individuals with relevant experiences and characteristics that contribute meaningful insights into the role of emotional intelligence in fashion digital advertising specifically within the footwear segment.

To qualify for participation, respondents must meet the following criteria:

1. Age: Between 18 and 45 years old, as this demographic is the most active in online fashion consumption and digital platform engagement (Statista, 2023).
2. Exposure to Footwear Digital Ads: Must have been exposed to at least three fashion related digital advertisements focusing on shoes or footwear within the past year, through social media platforms such as Instagram, Facebook, or TikTok.
3. Purchase Behavior: Must have made at least one footwear purchase within the past year, indicating active consumer behavior and relevance to the study of purchase intention.
4. Platform Usage: Must be active users of social media and digital platforms where fashion brands advertise, particularly Instagram, Facebook, and TikTok, as these are primary channels for footwear promotions.

This purposive sampling approach ensures that data is gathered from individuals who are not only part of the target market for digital fashion advertising but also have recent, relevant interactions with shoe-focused ads. This method increases the validity of the findings and aligns with prior digital consumer behavior research, which stresses the importance of selecting participants based on behavioral relevance rather than random inclusion (Malhotra & Birks, 2017).

3.3 Data Collection Methods

Primary Data Collection

Data will be collected through structured online surveys distributed via Google Forms and social media platforms. The survey will include closed ended questions to measure the key constructs of emotional intelligence, customer engagement, purchase intention, and emotional appeal. Each construct will be assessed using a 5 point Likert scale (1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree). This method is widely used in digital advertising research for its ability to capture attitudes and perceptions quantitatively (Fishbein & Ajzen, 1975).

Questionnaire Structure

The questionnaire structure will be adapted from validated scales:

1. Emotional Intelligence in Advertising: Items adapted from the Wong and Law Emotional Intelligence Scale (WLEIS) (Wong & Law, 2002).
2. Purchase Intention: Scale derived from Ajzen's (1991)

The following are the questions that will be asked to respondents based on the main survey

Section: Emotional Intelligence – Self Awareness in Digital Advertising

Operational Definition: *How advertisements align with consumers' self-perception and identity*
Self-awareness helps consumers determine whether an advertisement reflects their own values, identity, or lifestyle. Ads that are perceived as personally relevant or that represent the

consumer's aspirational self-image are more likely to generate emotional engagement and resonance. Self Awareness can be defined operationally as “How advertisements align with consumers' self perception and identity”, measured by:

- Personal Relevance (Choi, S. M., & Rifon, N. J., 2012).
- Identity Representation (Aaker, J. L., 1997)
- Visual and aesthetic appeal (Jin, S. V., Muqaddam, A., & Ryu, E., 2019).
- Music and tone of voice (Liljander, V., Gummerus, J., & Söderlund, M., 2015).

In digital fashion, this could mean using visuals, models, styles, and tones that mirror a consumer's own preferences, cultural background, or values, thereby increasing their engagement and likelihood to purchase.

Section: Emotional Intelligence – Self Regulation in Digital Advertising

Operational Definition: *The role of emotional control in influencing impulse buying and planned purchases.* Self-regulation refers to how consumers control their emotional responses—especially under persuasive tactics like urgency or scarcity. A consumer with strong self-regulation evaluates the rational value of a product and avoids emotionally driven, impulsive behavior. Self Regulation can be defined operationally as “The role of emotional control in influencing impulse buying and planned purchases”, measured by:

- Impulse control (Islam, T., Pitafi, A. H., & Wang, Y., 2020).
- Purchase planning behavior (Wang & Wang, 2021).

This aspect is especially relevant when ads use triggers like “limited stock” or flash sales. Consumers with higher self-regulation will weigh such stimuli more carefully, leading to deliberate decision-making.

Section: Emotional Intelligence – Motivation in Digital Advertising

Operational Definition: *The impact of goal-driven and aspirational messaging on consumer purchasing behavior.* Motivation in EI refers to the consumer's internal drive to act toward

achieving a goal. In advertising, motivational messages can tap into aspirations, such as success, fitness, or confidence, thereby triggering emotionally charged behaviors aligned with these goals. Motivation can be defined operationally as “The impact of goal-driven and aspirational messaging on consumer purchasing behavior”, measured by:

- Goal alignment (Islam & Rahman, 2022).
- Action oriented response (Duan, Y., Deng, Z., & Wang, Y., 2020).

In fashion ads, this may include aspirational visuals or language like “dress for success” or “step into confidence,” which align product use with a consumer’s life ambitions.

Section: Emotional Intelligence – Empathy in Digital Advertising

Operational Definition: *How emotional connections in advertising create trust and relatability with consumers.* Empathy allows consumers to emotionally connect with the story or message being told in the advertisement. When brands show understanding of consumer emotions or social realities, they build trust and relatability. Empathy can be defined operationally as “How emotional connections in advertising create a sense of trust and relatability with consumers”, measured by:

- Perceived understanding (Escalas & Bettman, 2019).
- Trust through empathy (Ladhari, Gonthier, & Lajante, 2019).
- Emotional storytelling (Escalas, J. E., 2004).

Empathy is especially powerful in campaigns that address social issues or tell human stories, making consumers feel seen or understood, which can strengthen brand loyalty.

Section: Emotional Intelligence – Social Skills in Digital Advertising

Operational Definition: *The effectiveness of influencer marketing, interactive content, and brand engagement in influencing purchase decisions.* Social skills in advertising refer to a brand’s ability to communicate, engage, and build relationships with its audience. In a social media context, this includes using influencers, interactive tools, and conversational messaging to create a sense of community and trust. Social Skills can be defined as “The effectiveness of influencer

marketing, interactive content, and brand engagement in influencing purchase decisions”, measured by:

- Social influence activation (Erkan, I., & Evans, C., 2021).
- Conversational marketing style (Pino, G., Peluso, A. M., & Guido, G., 2022).

This dimension is especially relevant to your research, as social engagement is a dominant force among younger, digitally active consumers. Brands that converse, comment, and respond effectively on social platforms often gain higher trust and conversion rates.

Section: Purchase Intention from Digital Advertising

Purchase intention in digital advertising refers to a consumer’s conscious plan or willingness to buy a product as a result of emotional, cognitive, and behavioral responses evoked during their digital buying journey. The Digital Buying Behavior Model outlines a five stage journey: awareness, interest, consideration, intent, and action.®

- Awareness (Kotler, P., & Keller, K. L, 2016).
- Interest (Solomon, M. R., 2018).
- Consideration of options (Chaffey, D., & Ellis-Chadwick, F., 2019).
- Intent (Schiffman, L. G., & Wisenblit, J., 2019).
- Conversion Likelihood (Action Readiness) (Chaffey, D., & Ellis-Chadwick, F., 2019).

Secondary Data Collection

Secondary data from market research reports, digital advertising trends, and consumer behavior analyses will complement primary data to provide contextual understanding.

3.4 Data Analysis Techniques

Quantitative Data Analysis

The collected data will be analyzed using statistical techniques to test the proposed hypotheses.

Descriptive Statistics: Used to summarize demographic data (age, gender, frequency of digital ad interactions).

Cronbach's Alpha: Used to validate the constructs and assess the reliability of the survey instrument.

Structural Equation Modeling (SEM): Applied to test the hypothesized relationships between emotional intelligence (Self awareness, Self regulation, Motivation, Empathy, and Social skills) and purchase intention. SEM is suitable for evaluating complex relationships between latent variables (Hair et al., 2010).

Software Tools

Data analysis will be conducted using:

SPSS for descriptive statistics and reliability testing.

AMOS or SmartPLS for Structural Equation Modeling (SEM). These tools are widely used in marketing research for their ability to handle latent variable modeling (Malhotra & Birks, 2017).