

Chapter 4 - Findings and Discussion

4.1 Research Overview

In the ever-evolving digital age, the fashion industry is leveraging technology to reach consumers through interactive and personalized digital advertising. One strategic approach that is gaining increasing attention is the use of emotional intelligence in designing digital advertising content. Emotional intelligence in this context refers to the ability to recognize, understand and manage emotions, both on the part of advertisers in delivering messages, and on the part of consumers in receiving and responding to advertisements. This research examines how elements of emotional intelligence, such as empathy, emotional self-awareness and emotion regulation, play an important role in increasing consumers' purchase intentions for digitally marketed fashion products.

4.2 Data Analysis Results

a. Respondent Characteristics

Table 4.1
Gender

Gender	Frequency	Percentage
Female	239	54.2
Male	202	45.8
Total	441	100.0

Based on Table 4.1 regarding the gender distribution of respondents, it is known that of the total 441 respondents, the majority were female as many as 239 people or 54.2%, while male respondents amounted to 202 people or 45.8%. This data shows that the participation of respondents in this study is dominated by women.

Table 4.2

Age

Age	Frequency	Percentage
18-22	140	31.7
23-27	144	32.7
28-32	128	29.0
33-40	29	6.6
Total	441	100.0

Based on Table 4.2 regarding the age distribution of respondents, it is known that of the total 441 respondents, the age group 23-27 years is the largest with 144 respondents or 32.7%. Followed by the age group 18-22 years as many as 140 respondents (31.7%), then the age group 28-32 years as many as 128 respondents (29.0%), and the least is the age group 33-40 years as many as 29 respondents (6.6%).

Table 4.3

Status

Status	Frequency	Percentage
High School Student	41	9.3
University Student	117	26.5
Employee	186	42.2
Entrepreneur	94	21.3
Other	3	.7
Total	441	100.0

Based on Table 4.3 regarding the status of respondents, of the total 441 respondents involved in this study, the majority were employees or workers (employees) as many as 186 people or 42.2%. Furthermore, respondents who are students as many as 117 people (26.5%), followed by entrepreneurs as many as 94 people (21.3%), high school students as many as 41 people (9.3%), and the remaining 3 people (0.7%) have other statuses that are not specifically listed.

Table 4.4

Active in Using SocMed

Active in Using SocMed	Frequency	Percentage
No	1	0.2
Yes	440	99.8
Total	441	100.0

Based on Table 4.4 regarding the respondents' activeness in using social media, it is known that out of a total of 441 respondents, almost all of them, namely 440 respondents or 99.8%, stated that they were active in using social media. Only 1 respondent or 0.2% stated that they were not active.

Table 4.5
Brand Acknowledgement

Brand Acknowledgement	Frequency	Percentage
Never	1	0.2
Ever	440	99.8
Total	441	100.0

Based on Table 4.5 regarding brand acknowledgement, it is known that out of a total of 441 respondents, 440 respondents or 99.8% stated that they had known or recognized the brand referred to in the study, while only 1 respondent or 0.2% had never known it.

Table 4.6
Buying Shoes

Buying Shoes	Frequency	Percentage
Never	4	0.9
Ever	437	99.1
Total	441	100.0

Based on Table 4.6 regarding shoe purchasing behavior, out of a total of 441 respondents, 437 respondents or 99.1% stated that they had bought shoes, while only 4 respondents or 0.9% had never bought shoes.

b. Convergent Validity

According to Chin (1998; in Hock and Ringle, 2006: 195) states that convergent validity is viewed from the outer loadings and Average

Variance Extracted (AVE) values where the cut off value for each value, namely: for outer loadings / loading factors the required value is 0.7 but for early stage research, a value of 0.5–0.7 is still declared to pass the convergent validity test (Ghozali and Latan, 2015, p. 74). Then Hair et al (2011) suggest that Convergent Validity is considered fulfilled if the Average Variance Extracted (AVE) value is ≥ 0.5 . The results of the convergent validity test are as follows:

Table 4.7

Outer Loadings Results

	Emotional Intelligence Empathy	Emotional Intelligence Motivation	Emotional Intelligence Self Awareness	Emotional Intelligence Self Regulation	Emotional Intelligence Social Skills	Purchase Intention
x1.1			0.887			
x1.2			0.878			
x1.3			0.873			
x1.4			0.888			
x2.1				0.911		
x2.2				0.901		
x3.1		0.880				
x3.2		0.838				
x3.3		0.879				
x3.4		0.912				
x4.1	0.899					
x4.2	0.862					
x4.3	0.870					
x4.4	0.910					
x5.1					0.877	
x5.2					0.813	
x5.3					0.855	
x5.4					0.849	
x5.5					0.867	
x5.6					0.893	
x5.7					0.903	

y.1						0.904
y.10						0.900
y.2						0.840
y.3						0.857
y.4						0.860
y.5						0.887
y.6						0.876
y.7						0.887
y.8						0.891
y.9						0.888

Source: SmartPLS

Based on table 4.7 above, it can be seen that all outer loading values for all variables have a value > 0.7 . So that all variable items pass the outer loading test.

Table 4.8

Average Variance Extracted Results

Variable	AVE	Critical Value	Description
Emotional Intelligence Empathy	0.784	$> 0,5$	Valid
Emotional Intelligence Motivation	0.770	$> 0,5$	Valid
Emotional Intelligence Self Awareness	0.777	$> 0,5$	Valid
Emotional Intelligence Self Regulation	0.821	$> 0,5$	Valid
Emotional Intelligence Social Skills	0.750	$> 0,5$	Valid
Purchase Intention	0.773	$> 0,5$	Valid

Source: SmartPLS

Table 4.8 shows that the three variables used in this study are valid because they produce an AVE value > 0.5 .

Discriminant Validity

Discriminant validity aims to assess the extent to which a construct is empirically distinct from other constructs within the model. This is indicated by low correlations between constructs that are theoretically unrelated. The assessment of discriminant validity is conducted using three methods: the Fornell-Larcker Criterion, Cross Loadings, and the Heterotrait-Monotrait Ratio of Correlations (HTMT).

Fornell-Larcker Criterion

The Fornell-Larcker Criterion is a method used to assess discriminant validity by comparing the square root of a construct's Average Variance Extracted (AVE) with its correlations with other constructs in the model. A construct is considered to have good discriminant validity if the square root of its AVE is greater than its correlations with other constructs. This indicates that the construct shares more variance with its own indicators than with other constructs. The results of the Fornell-Larcker Criterion test are presented in Table 4.9.

Table 4.9
Fornell-Larcker Criterion

	X1	X2	X3	X4	X5	Y
X1	0.890					
X2	0.693	0.905				
X3	0.680	0.612	0.886			
X4	0.816	0.722	0.701	0.890		
X5	0.804	0.760	0.697	0.814	0.868	
Y	0.780	0.706	0.670	0.805	0.833	0.879

The Fornell-Larcker results indicate that all variables satisfy the requirements for discriminant validity, as the diagonal values (square roots of AVE) exceed the inter-construct correlations.

Cross Loading

The cross loading test is used to assess discriminant validity by checking whether each indicator loads higher on its intended construct than on other constructs. An indicator is considered valid if it has the highest loading on the construct it is supposed to measure and lower loadings on other constructs. If an indicator loads higher on a different construct, it may indicate a problem with

discriminant validity. The cross loading values should be higher than the correlations with other latent variables in the same column. The results of the cross loading test are shown in Table 4.10.

Table 4.10
Cross Loading

	X1	X2	X3	X4	X5	Y
X1.1	0.897	0.636	0.621	0.743	0.738	0.709
X1.2	0.889	0.619	0.606	0.740	0.701	0.700
X1.3	0.881	0.601	0.576	0.696	0.710	0.686
X1.4	0.895	0.611	0.618	0.728	0.714	0.680
X2.1	0.631	0.912	0.558	0.659	0.715	0.660
X2.2	0.624	0.898	0.551	0.648	0.659	0.617
X3.1	0.614	0.503	0.894	0.636	0.627	0.628
X3.2	0.568	0.538	0.843	0.591	0.591	0.559
X3.3	0.617	0.579	0.887	0.638	0.638	0.591
X3.4	0.608	0.553	0.917	0.619	0.614	0.593
X4.1	0.734	0.647	0.638	0.903	0.748	0.738
X4.2	0.701	0.617	0.600	0.868	0.710	0.712
X4.3	0.741	0.641	0.614	0.874	0.716	0.702
X4.4	0.730	0.666	0.645	0.915	0.723	0.714
X5.1	0.722	0.705	0.641	0.742	0.877	0.745
X5.2	0.673	0.620	0.547	0.659	0.819	0.686
X5.3	0.682	0.652	0.611	0.693	0.859	0.722
X5.4	0.690	0.633	0.595	0.712	0.856	0.712
X5.5	0.680	0.651	0.588	0.681	0.863	0.719
X5.6	0.713	0.682	0.622	0.740	0.894	0.729
X5.7	0.724	0.672	0.631	0.716	0.905	0.743
Y.1	0.744	0.664	0.649	0.737	0.780	0.904
Y.10	0.693	0.622	0.625	0.741	0.750	0.900
Y.2	0.660	0.584	0.538	0.678	0.699	0.838
Y.3	0.653	0.603	0.580	0.674	0.713	0.857
Y.4	0.680	0.624	0.594	0.710	0.711	0.862
Y.5	0.685	0.599	0.567	0.711	0.748	0.887
Y.6	0.675	0.603	0.577	0.679	0.711	0.875
Y.7	0.672	0.623	0.558	0.715	0.720	0.887
Y.8	0.705	0.651	0.600	0.736	0.752	0.892
Y.9	0.682	0.632	0.596	0.692	0.729	0.887

The cross loading analysis demonstrates that each measurement item loads more strongly on its associated construct than on any other construct, indicating appropriate discriminant validity across the study variables.

Heterotrait-Monotrait Ratio of Correlations (HTMT)

According to Hair et al. (2019), a model is considered to have adequate discriminant validity if the HTMT value is below the threshold of 0.90. If the HTMT value exceeds this limit, it may indicate an issue in distinguishing between constructs, suggesting potential conceptual overlap. The HTMT values between constructs in this study are presented in Table 4.11 below:

Table 4.11
Heterotrait-Monotrait (HTMT)

	X1	X2	X3	Y	Z
X1					
X2	0.545				
X3	0.744	0.398			
Y	0.741	0.491	0.655		
Z	0.613	0.441	0.541	0.810	

Based on the results shown in Table 5.10, the research model meets the criteria for adequate discriminant validity. All Heterotrait-Monotrait Ratio of Correlations (HTMT) values are below the threshold of 0.90, as recommended by Hair et al. (2019). This indicates that the indicators used to measure each construct do not strongly correlate with different constructs. Therefore, each construct in the model is empirically distinct, showing good measurement validity in distinguishing between the concepts.

Cronbach's Alpha and Composite Reliability

Cronbach's Alpha and Composite Reliability are used to assess the internal consistency or reliability of indicators measuring a latent construct. These values ensure that the items within each construct consistently reflect the same concept. According to Hair et al. (2019), both values

should be greater than 0.70 to be considered reliable. The Cronbach's Alpha and Composite Reliability values in this study are shown in Table 4.12:

Table 4.12
Cronbach's Alpha Result

Variable	Cronbach's Alpha	Composite Reliability	Critical Value	Description
Emotional Intelligence Empathy	0.908	0.936	>0.7	Reliable
Emotional Intelligence Motivation	0.900	0.930	>0.7	Reliable
Emotional Intelligence Self Awareness	0.904	0.933	>0.7	Reliable
Emotional Intelligence Self Regulation	0.782	0.902	>0.7	Reliable
Emotional Intelligence Social Skills	0.944	0.954	>0.7	Reliable
Purchase Intention	0.967	0.971	>0.7	Reliable

Source: SmartPLS

Table 4.9 shows that all variables used in this study are reliable because they produce a Cronbach's alpha value > 0.7. It is concluded that the data has passed the reliability test, so the data can be continued to the next analysis.

c. Collinearity Statistics (VIF)

The collinearity test is used to assess whether there are high correlations among independent variables that might distort the results of the analysis. In SmartPLS, this is evaluated using the Variance Inflation Factor (VIF). According to the rule of thumb, if the VIF value is below 3.3, it indicates that multicollinearity is not a concern. Based on the collinearity statistics shown in Table 4.13, all VIF values for the constructs in the model are below 3.3. Therefore, it can be concluded that there is no indication of multicollinearity among the independent variables in this study.

Table 4.13 VIF

	VIF
X1 -> Y	3.741
X2 -> Y	2.602
X3 -> Y	2.240
X4 -> Y	4.135
X5 -> Y	4.275

d. Goodness of Fit (GoF)



Goodness of Fit (GoF) aims to determine the level of suitability and feasibility of a research model. In the GoF value, there are three value criteria for drawing conclusions, namely: a value of 0.10 then the level of feasibility is small (GoF small), then a value of 0.25 then the level of feasibility is medium (GoF medium), finally, a value of 0.36 then the level of feasibility is large (GoF large). The results of the GoF value in this study are as follows:

Table 4.14

The results of the average AVE value and the average R²

Variable	Average Variance Extracted (AVE) Value	R ²
Emotional Intelligence Empathy	0.784	0.967
Emotional Intelligence Motivation	0.770	
Emotional Intelligence Self Awareness	0.777	

Emotional Intelligence Self Regulation	0.821	
Emotional Intelligence Social Skills	0.750	
Purchase Intention	0.773	
Rata-Rata	0.584	0,967

Source: SmartPLS

$$GOF = \sqrt{AVE \times R^2} = \sqrt{0.584 \times 0.967} = 0.7514$$

The results of the above calculations show that the GoF value generated by this research model is 0.7514, which concludes that the overall performance of the prediction model in terms of the level of fit between the inner model and the outer model has a large level of feasibility because it produces a GoF value above 0.36.

d. Coefficient of Determination

The data analysis will be presented first regarding the results of the structural model test (inner model) on the coefficient of determination (R²). In determining the coefficient of determination / R-square (R²), the value ranges from 0 to 1 and is divided into three assessment criteria, the first for the R-square (R²) value (1 - 0.75) including substantial / strong, the second for the R-square (R²) value (0.74 - 0.5) including moderate / moderate, the third for the R-square (R²) value (0.49 - 0.25) including weak. The coefficient of determination generated by this study is as follows:

Table 4.15

R-Square Value Result

Variable	R Square
Purchase Intention	0.967

Source: SmartPLS

Based on the results of the coefficient of determination (r square) value produced by the

research construct as follows:

1. Based on the processed data in Table 4.11, it is known that the R-Square (R^2) value for the Purchase Intention variable is 0.967. This value indicates that 96.7% of Purchase Intention variability can be explained by the five dimensions of Emotional Intelligence, namely Self Awareness, Self Regulation, Motivation, Empathy, and Social Skills.



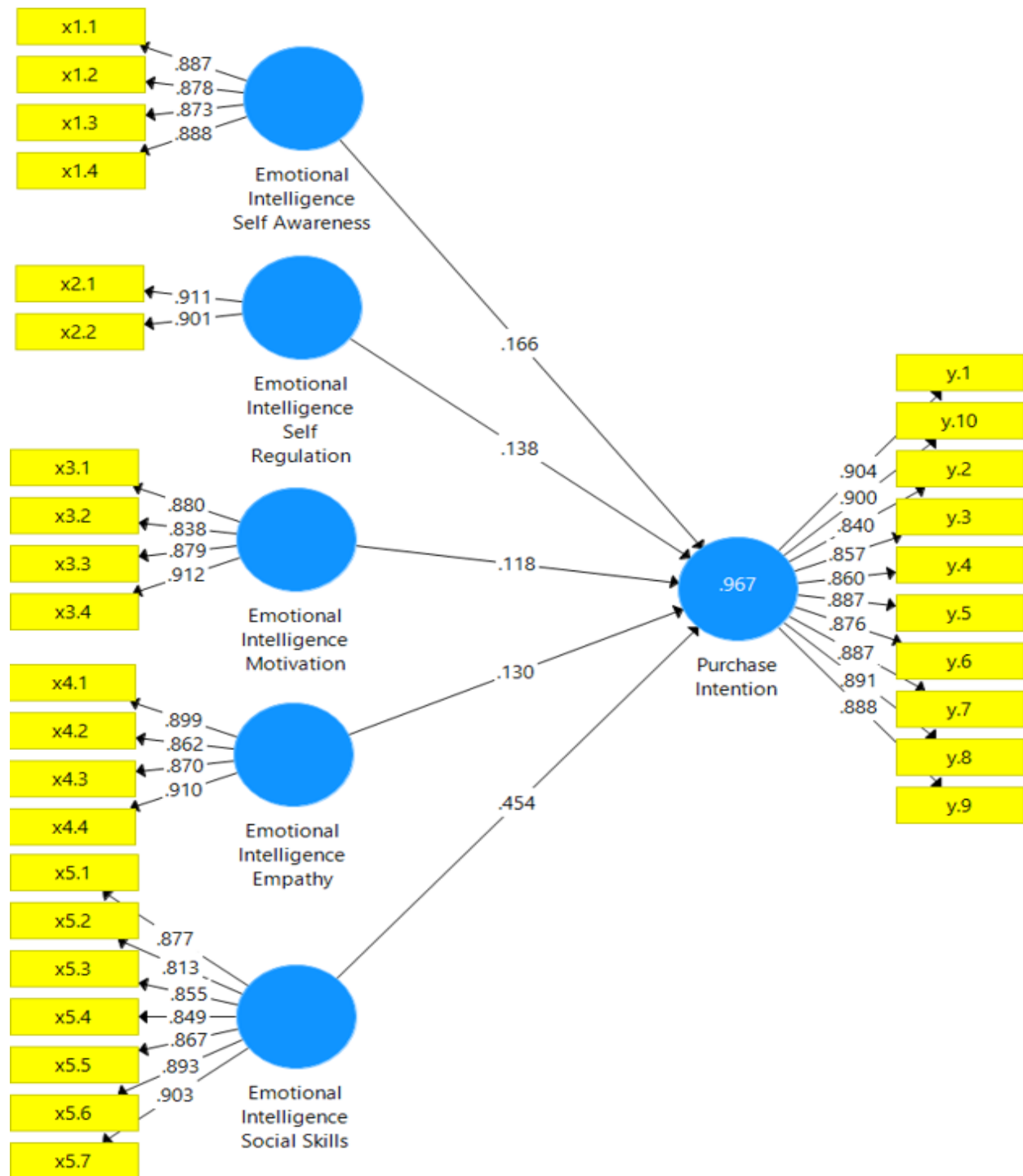


Figure 4.1
PLS Algorithm

e. F-Square

The effect size (f^2) test is conducted to assess the extent to which each independent variable contributes to the dependent variable within the structural model. According to the criteria by Hair et al. (2019), f^2 values are categorized into three levels: an $f^2 > 0.02$ indicates a weak effect, $f^2 > 0.15$ indicates a moderate effect, and $f^2 > 0.35$ indicates a strong effect. Higher f^2 values reflect greater contributions from an exogenous construct to an endogenous construct in the model. The results of the effect size calculations in this study are presented in Table 4.16

Table 4.16
F-Square Results

	f^2 Value	Category
Emotional Intelligence Empathy	0.031	Weak
Emotional Intelligence Motivation	0.028	Weak
Emotional Intelligence Self Awareness	0.054	Weak
Emotional Intelligence Self Regulation	0.084	Weak
Emotional Intelligence Social Skills	0.325	Moderate

f. Predictive Relevance Value



In determining the value of predictive relevance (Q^2), the value ranges from 0 to 1. If the value of $Q^2 > 0$ then it shows the model used in the study has predictive relevance and if the value of $Q^2 \leq 0$ then it shows the model used in the study has less predictive relevance. The value of predictive relevance is closer to 1, meaning that the research model has a high predictive model.

Table 4.17
Predictive Relevance Results (Q^2)

Variabel Depend	Q^2 Square
Purchase Intention	0.741

Source: SmartPLS

Based on the results of the predictive relevance value (q square) generated by the research construct is 0.741 on the Purchase Intention variable. So that this value is greater than the value of 0, distributive justice to Y has predictive relevance.

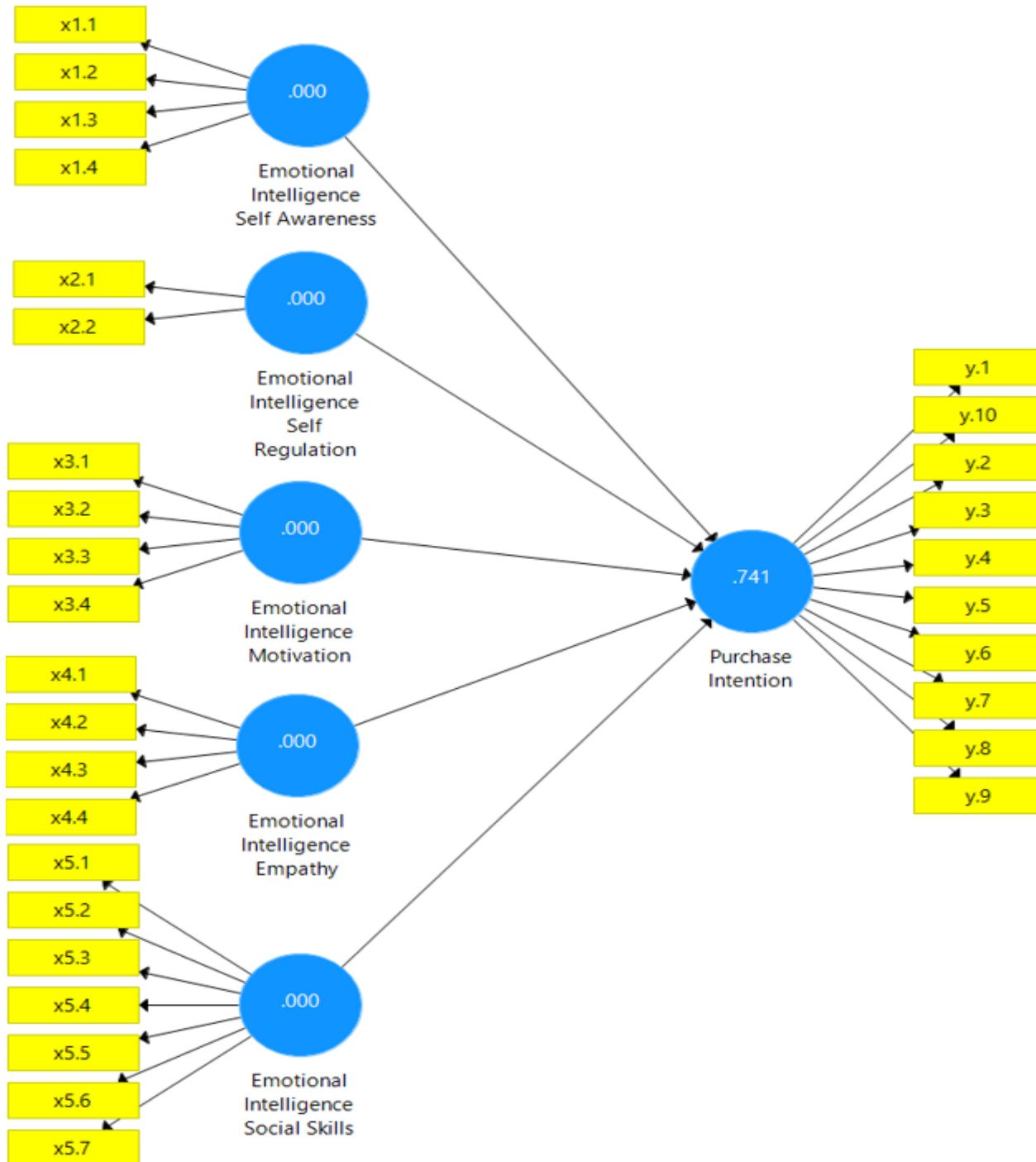


Figure 4.2

Predictive Relevance Results

g. FIT Model

Table 4.18

FIT Model Results

	Saturated Model	Estimated Model
SRMR	0.027	0.027
d_ULS	0.365	0.365
d_G	0.846	0.846
Chi-Square	1796.938	1796.938
NFI	0.896	0.896

The fit model test can be seen from the SRMR value of the model. In the pls model, it is declared to have met the criteria if the SRMR value is <0.10 . From the table above, it is known that the SRMR value is 0.027 (<0.10), so the model is declared fit and suitable for use to test the hypothesis. Then the NFI value ranging from 0 - 1 is derived from the comparison between the hypothesized model and a certain independent model. The model has a high fit if the value is close to 1. Based on the table above, the NFI value is 0.896, which means that it has a model fit that can be declared good.

4.3 Hypothesis Test Results Direct effect

a. Significance Test

Hypothesis Results with sig Test

The criteria in this significance test include:

- If the probability value > 0.05 , then there is no influence between the independent variable and the dependent or H_0 is accepted and H_a is rejected.
- If the probability value < 0.05 , then there is an influence between the independent variable and the dependent or H_0 is rejected and H_a is accepted.

Table 4.19

Bootstrapping Calculation Results Analysis

Cod e	Hypothesis	Original Sample	T statistics	P values	Conclusion
H1	Emotional Intelligence Empathy to Purchase Intention	0.130	1.716 < 1,96	0.087 > 0,05	There is no significant influence between variables
H2	Emotional Intelligence Motivation to Purchase Intention	0.118	1.804 < 1,96	0.072 > 0,05	There is no significant influence between variables
H3	Emotional Intelligence Self Awareness to Purchase Intention	0.166	3.193 > 1,96	0.001 < 0,05	There is a significant positive influence between variables
H4	Emotional Intelligence Self Regulation on Purchase Intention	0.138	3.404 > 1,96	0.001 < 0,05	There is a significant positive influence between variables
H5	Emotional Intelligence Social Skills on Purchase Intention	0.454	7.770 > 1,96	0.000 < 0,05	There is a significant positive influence between variables

Source: SmartPLS

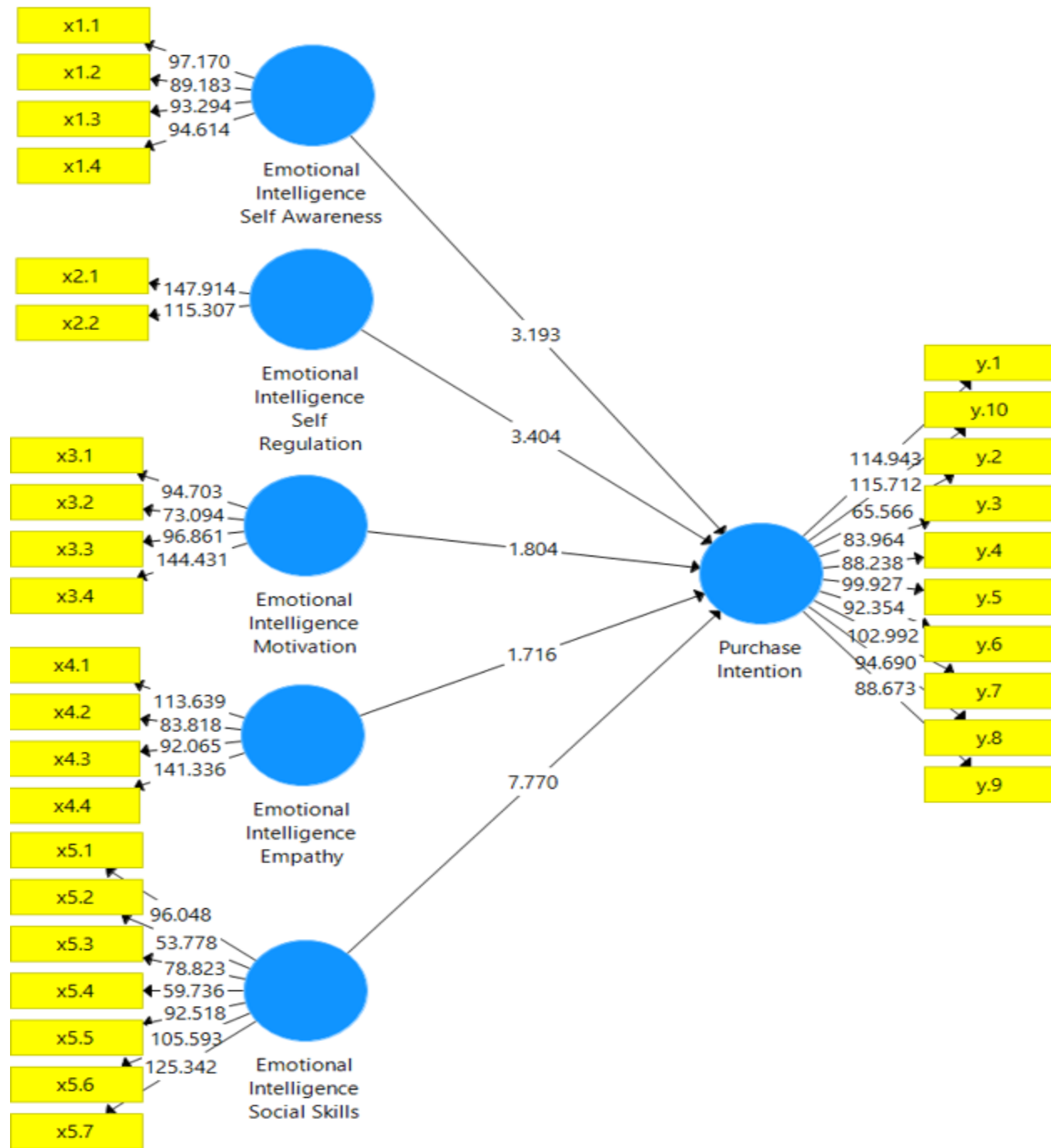


Figure 4.3
Botstrapping Results

Correlation

Table 4.20
Bootstrapping Calculation Results

		Correlations					
		EI Self Awareness	EI Self Regulation	EI Motivation	EI Empathy	EI Social Skills	Purchase Intention
EI Self Awareness	Pearson Correlation	1	.907**	.945**	.951**	.955**	.960**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	441	441	441	441	441	441
EI Self Regulation	Pearson Correlation	.907**	1	.899**	.903**	.913**	.926**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	441	441	441	441	441	441
EI Motivation	Pearson Correlation	.945**	.899**	1	.951**	.955**	.955**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	441	441	441	441	441	441
EI Empathy	Pearson Correlation	.951**	.903**	.951**	1	.956**	.958**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	441	441	441	441	441	441
EI Social Skills	Pearson Correlation	.955**	.913**	.955**	.956**	1	.975**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	441	441	441	441	441	441
Purchase Intention	Pearson Correlation	.960**	.926**	.955**	.958**	.975**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	441	441	441	441	441	441

** . Correlation is significant at the 0.01 level (2-tailed).

The hypothesis results with the correlation test are as follows:

1. There is a correlation or relationship between the EI Self Awareness variable and Purchase Intention, because the Significance value is $0.000 < 0.05$.
2. There is a correlation or relationship between the EI Self Regulation variable and Purchase Intention, because the Significance value is $0.000 < 0.05$.
3. There is a correlation or relationship between the EI Motivation variable and Purchase Intention, because the Significance value is $0.000 < 0.05$.
4. There is a correlation or relationship between the EI Empathy variable and Purchase Intention, because the Significance value is $0.000 < 0.05$.

5. There is a correlation or relationship between the EI Social Skills variable and Purchase Intention, because the Significance value is $0.000 < 0.05$.

4.4 Discussion

1. The Effect of Emotional Intelligence Empathy on Purchase Intention

Based on the results of hypothesis testing shown in Table 4.14, it is known that the P-value for the effect of Emotional Intelligence Empathy on Purchase Intention is 0.087 (> 0.05), with a t-statistics value of 1.716 (< 1.96). These results statistically indicate that there is no significant influence between empathy in emotional intelligence on consumer purchase intention. This finding is surprising, given that empathy is conceptually often associated with the ability to understand and respond to consumer emotions, which is assumed to build emotional closeness between brands and consumers.

Based on the results of research that has been analyzed empirically and theoretically, it can be concluded that there is a significant relationship between Emotional Intelligence (EI) Empathy and Purchase Intention, although this relationship is not proven to be significant directly through hypothesis testing. The correlation results show a positive relationship between empathy in emotional intelligence and purchase intention, which is supported by a significance value of 0.000 ($p < 0.05$). This indicates that when consumers feel that a brand understands their emotions and needs through empathic approaches such as through emotional narratives, socially inclusive representations, or touching messages, there is a higher tendency to develop purchase intentions towards the product.

According to the theory of Emotional Intelligence by Goleman (1995), empathy is one of the five core dimensions of EI that enables individuals to sense and understand the emotions of others. In the context of digital marketing, empathy is often translated into emotional and human-centered advertisements, such as the use of touching narratives or the representation of social diversity. However, the insignificance of empathy's influence in this study may indicate that digital consumers, particularly in the fashion industry, may not be sufficiently responsive to empathetic aspects that are implicit or not effectively communicated in the advertisements they encounter.

Referring to the Elaboration Likelihood Model (Petty & Cacioppo, 1986), empathy, as part of emotional cues, should function as a peripheral route that enhances the persuasive power

of advertisements. However, if empathetic elements are not strong enough, not relevant, or not aligned with the emotional needs of the audience, the empathetic message conveyed is likely to be overlooked during the decision-making process.

In the digital fashion industry, as described in the Digital Buying Behavior Model, purchase decisions are often driven more by aspirational motivation, visual aesthetics, and identity-based narratives rather than the empathetic depth of a brand. This means that while empathy can help build a brand image that is warm and humanistic, in the context of fashion products—which are symbolic and aspirational in nature—other EI dimensions such as motivation, social skills, and self-awareness have a more direct impact on purchase intention.

2. The Effect of Emotional Intelligence Motivation on Purchase Intention

The results of hypothesis testing in Table 4.14 show that the Emotional Intelligence Motivation variable does not have a significant effect on Purchase Intention, characterized by a t-statistics value of 1.804 (< 1.96) and a p-value of 0.072 (> 0.05). This means that emotional encouragement derived from motivation in advertising content does not directly influence consumer purchase intentions for digital fashion products.

Based on the results of the study, it is known that there is a positive relationship between the Emotional Intelligence (EI) Motivation variable and Purchase Intention, as indicated by the significant correlation results ($p < 0.05$). This shows that the higher the emotional motivation embedded in the advertising content, for example through inspirational messages, encouragement to be the best version of oneself, or achieving an ideal lifestyle, the higher the likelihood of consumers to have the intention to buy the product offered. Theoretically, motivation as one of the dimensions of emotional intelligence plays a role in directing one's behavior towards certain goals. In the context of digital fashion marketing, emotional motivation can create a psychological bond between brands and consumers, forming the perception that the product is able to help consumers achieve their personal or social aspirations.

According to the Emotional Intelligence Theory by Goleman (1995), motivation is one of the five core components of EI, referring to an individual's internal drive to achieve goals, including the ability to maintain enthusiasm and optimism despite obstacles. Based on the

Elaboration Likelihood Model (Petty & Cacioppo, 1986), motivation can function through the central route when consumers actively process message content that conveys values, aspirations, and life goals. However, in the fast-paced and visually driven digital fashion industry, consumers are more likely to rely on the peripheral route when processing information, where elements like visuals, colors, and styles dominate over motivational narratives. This explains why motivation, as a dimension of EI, does not significantly influence purchase intention—it may simply not align with the consumer's preferred style of information processing in this context.

In the fashion industry—particularly within digital platforms like Instagram or TikTok—consumer behavior is largely driven by aesthetic value, trend-following behavior, and social proof rather than motivational storytelling. Advertisements that overly emphasize personal motivation may fail to resonate with the emotional preferences of the target audience, which tends to prioritize social connection, lifestyle alignment, and visual identity.

Theoretically, these findings reinforce the notion that the influence of each EI dimension on purchase intention is not uniform, but highly context-dependent on industry dynamics and communication style. Practically, digital fashion brands should avoid relying too heavily on broad or abstract motivational messages and instead focus on other EI dimensions, such as social skills or self-awareness, which have shown more significant influence.

3. The Effect of Emotional Intelligence Self Awareness on Purchase Intention

Based on the hypothesis test results in Table 4.14, it is known that the Emotional Intelligence Self Awareness variable has a positive and significant effect on Purchase Intention, as indicated by the t-statistics value of 3.193 (> 1.96) and a p-value of 0.001 (< 0.05). This means that the higher the level of self-awareness in digital fashion advertising messages, the higher the tendency of consumers to have the intention to buy the product. Self awareness as part of emotional intelligence helps consumers recognize their emotions, values, and self identity.

The results showed that there is a positive and significant relationship between the Emotional Intelligence Self Awareness variable and Purchase Intention. This is shown through the t-statistics value of 3.193 (> 1.96) and a p-value of 0.001 (< 0.05), which indicates that the higher the level of emotional self-awareness reflected in the advertising message, the greater the

tendency of consumers to intend to buy the product. Self awareness as part of emotional intelligence describes a person's ability to understand their emotions, values, and personal identity. In the context of digital fashion advertising, content that is able to evoke consumer self-awareness for example through the representation of relevant lifestyles, aspirations, or social values will create a strong sense of emotional connection, thus encouraging purchase intentions.

According to the Emotional Intelligence theory developed by Salovey & Mayer (1990) and later expanded by Goleman (1995), **self-awareness** refers to an individual's ability to understand and recognize their own emotions, including personal values, strengths, and motivations. In the context of digital advertising, content that reflects a consumer's values and identity will feel more relevant and personal, thereby triggering deeper emotional engagement.

The Elaboration Likelihood Model (Petty & Cacioppo, 1986) explains that in decision-making, consumers may process messages through the **central route** when the advertisement is perceived as highly personally relevant. Self-awareness plays a crucial role in this process as it allows consumers to evaluate whether a product aligns with their self-image or personal values. In this case, advertisements that evoke consumer self-awareness—such as those representing lifestyle, gender identity, or sustainability values—can stimulate greater cognitive involvement and ultimately increase purchase intention.

The fashion industry in general, and digital fashion in particular, is closely tied to self-expression and personal identity. Fashion products are not only seen as functional needs but also as symbols of who the consumer is. Therefore, when self-awareness elements appear in advertisements—for example, through inclusive campaigns, diverse styles, or authentic representation—consumers tend to feel more understood and accepted. This creates a strong emotional bond that underlies purchasing intention.

Theoretically, these findings reinforce the validity of Emotional Intelligence theory in the context of digital consumer behavior, specifically showing that self-awareness is an EI element that significantly influences purchasing decisions. Practically, the results offer important recommendations for digital fashion brands to prioritize marketing strategies that focus on understanding and reflecting consumer identity. This can be achieved through personalized content, psychographic segmentation, and storytelling that highlights experiences or values relevant to the audience.

4. The Effect of Emotional Intelligence Self Regulation on Purchase Intention

The hypothesis test results in Table 4.14 show that the Emotional Intelligence Self Regulation variable has a significant positive effect on Purchase Intention, with a t-statistics value of 3.404 (> 1.96) and a p-value of 0.001 (< 0.05). This means that the higher the ability of consumers to regulate and manage emotions when interacting with digital fashion advertisements, the greater their intention to make a purchase.

The empirical results show that there is a positive and significant relationship between the Emotional Intelligence Self Regulation variable and Purchase Intention, as evidenced by the t-statistics value of 3.404 (> 1.96) and a p-value of 0.001 (< 0.05). This indicates that the higher the ability of consumers to manage and control their emotions when interacting with digital fashion advertisements, the greater their tendency to have purchase intentions. Self regulation as one of the main dimensions of emotional intelligence refers to an individual's ability to resist impulsive urges, adjust emotional responses appropriately, and consider decisions rationally. In the context of digital advertising, especially in the fashion industry which often displays emotionally seductive content, this ability becomes important in shaping purchasing decisions that are not only impulsive, but also based on consideration of personal values and needs.

Within the framework of Emotional Intelligence Theory (Salovey & Mayer, 1990; Goleman, 1995), **self-regulation** refers to an individual's ability to control negative emotional impulses and adjust emotional responses in changing situations. In the context of digital fashion advertising, consumers who are able to regulate their emotions tend to respond more wisely to the temptations of discounts, fast-changing trends, or impulsive purchase calls. Instead, they are more likely to consider product value, suitability with their needs, and personal goals before making a purchase.

According to the **Elaboration Likelihood Model** (Petty & Cacioppo, 1986), self-regulation facilitates information processing through the **central route**, which involves deeper cognitive thinking and rational evaluation of the ad content. Consumers with strong emotional regulation are less likely to be swayed by emotional triggers alone and tend to critically assess the relevance and benefits of the fashion products being advertised.

In practice, many digital fashion campaigns rely on emotional appeal strategies such as urgency (e.g., limited-time offers), large discounts, or idealized lifestyles to drive quick decisions. However, consumers with high self-regulation tend not to respond impulsively. Instead, they value advertising campaigns that offer honest information, product transparency, and emotional approaches that are not manipulative.

Theoretically, these findings reinforce the importance of self-regulation as a crucial component of Emotional Intelligence that significantly influences digital consumer behavior, especially in forming purchase intention. Practically, digital fashion brands can utilize this insight by designing ad content that not only evokes emotions but also provides space for consumers to reflect, compare, and feel confident in making purchase decisions.

5. The Effect of Emotional Intelligence Social Skills on Purchase Intention

The results of the hypothesis analysis listed in Table 4.14 show that the Emotional Intelligence Social Skills variable has a positive and significant effect on Purchase Intention. This is indicated by the t-statistics value of 7.770 (> 1.96) and a p-value of 0.000 (< 0.05). This finding means that social skills displayed in digital fashion advertisements for example through two-way communication, interaction with consumers, or cooperation with influencers contribute significantly to increasing consumer purchase intention.

The results showed a positive and significant relationship between the Emotional Intelligence Social Skills variable and Purchase Intention, as reflected by the t-statistics value of 7.770 (> 1.96) and a p-value of 0.000 (< 0.05). This finding indicates that the higher the social skills displayed in digital advertising such as active interaction with consumers, the use of influencers, and responsive and humanistic communication, the greater the tendency of consumers to have the intention to buy the fashion products offered. Social skills in the context of Emotional Intelligence refer to the ability to build interpersonal relationships, positively influence others, and create effective communication. In digital advertising, this ability is realized through features such as interactive comments, community-based storytelling, and endorsements from public figures trusted by the audience.

The demographic profile of this research—consisting mainly of individuals aged **18–45 years**, who are **active users of social media platforms** such as Instagram, TikTok, and

Facebook—has a strong correlation with the significance of **social skill** as the most influential Emotional Intelligence (EI) dimension on **purchase intention**.

Younger demographics, particularly **Millennials and Gen Z**, are digital natives who value **interactivity, social proof, and peer influence** in their online experiences. These groups are highly responsive to marketing efforts that demonstrate strong **social engagement**, such as influencer collaborations, interactive content (e.g., polls, live shopping), and responsive brand communication. Their purchase decisions are often shaped by **community validation**, brand relatability, and emotionally resonant social narratives, rather than by purely informational or motivational content.

Therefore, the finding that **social skill** significantly influences purchase intention aligns well with the behavioral tendencies of the study's demographic. This audience is more likely to be persuaded through **peripheral cues** (Petty & Cacioppo, 1986) such as the **credibility of influencers, engagement levels, and social identity alignment**. As such, the effectiveness of social skill in advertising—reflected through brand responsiveness, authentic storytelling, and influencer-based strategies—is particularly relevant and impactful for this demographic group.

According to Goleman (1995), social skills in the context of Emotional Intelligence refer to the ability to build relationships, communicate effectively, collaborate, and influence or inspire others. In digital marketing, this social competence is reflected in responsive interactions on social media, the use of credible testimonials or influencers, and open, empathetic communication.

Referring to the Elaboration Likelihood Model (Petty & Cacioppo, 1986), social skills in digital advertising play an important role as peripheral cues. Even consumers who do not deeply process information can still be influenced by social elements in advertising, such as brand friendliness, social media popularity, or the endorsement of trusted figures (e.g., influencers or public personalities).

In the digital fashion industry, social engagement is a key factor in marketing success. Brands that actively interact through comments, live shopping, or community-based campaigns tend to create a strong emotional appeal. Today's digital consumers are not only buying products—they seek social experiences. They want to be heard, appreciated, and included.

Strong social skills from a brand can transform the consumer–product relationship from a simple transaction into a lifestyle and community connection.

Theoretically, these findings reinforce the concept that social skills are a vital dimension of Emotional Intelligence that significantly contributes to consumer behavior in digital contexts. Practically, digital fashion brands should prioritize strengthening social interactions with consumers through authentic and communicative approaches. Strategies such as building loyal communities, collaborating with influencers who represent brand values, and using interactive features on digital platforms can effectively enhance purchase intention.

