

Chapter 5 - Conclusion and Recommendations

5.1 Conclusion

Based on the results of the research that has been carried out, the following conclusions are below:

- a. The results show that the Empathy dimension of Emotional Intelligence does not have a significant direct effect on purchase intention, based on a p-value that exceeds the 0.05 significance limit. However, the correlation results show that the relationship between empathy and purchase intention remains positive and significant. This indicates that although empathy does not have a direct impact, its presence in brand communication can still strengthen consumers' emotional attachment implicitly, especially through humanistic and inclusive narratives.
- b. Hypothesis testing results also show that the Motivation dimension in Emotional Intelligence does not have a significant direct influence on purchase intention, although the correlative relationship is confirmed to be positive and significant. This means that although the motivational content in advertisements is not strong enough to directly drive purchasing decisions, the emotional drive in the form of aspirations and idealism still contributes to forming positive perceptions of the brand. This factor seems to be influenced by the characteristics of digital fashion advertising, which prioritizes visual and social aspects over abstract personal narratives.
- c. The Self Awareness variable is proven to have a positive and significant influence on purchase intention. This suggests that digital ads that are able to authentically reflect consumers' identities, personal values and aspirations tend to be more effective in shaping purchasing decisions. This finding reinforces the understanding that in the fashion industry, the emotional connection built through self-mirroring is very important because fashion products are often considered as a form of personal identity expression.
- d. Self Regulation variable shows a positive and significant influence on purchase intention. Consumers with good emotional regulation skills tend to be more rational in making purchasing decisions and appreciate brands that convey messages honestly and are not manipulative. In the digital context, this emphasizes the importance of presenting advertising

content that is not only emotionally seductive, but also makes room for consumers' rational considerations.

- e. The Social Skills variable has the strongest and most significant influence on purchase intention. This proves that in the digital era, a brand's ability to establish effective communication, build positive social interactions, and utilize relationships with influencers or communities has a crucial role in driving purchases. Social engagement through social media, interactive comments, and consumer participation in digital campaigns have proven to be the key to successful digital fashion marketing.

5.2 Suggestion

Based on the results of the research that has been done, the following suggestions are made:

- a. Empathy variables have no effect on purchase intention but still have a positive correlation, so the authors suggest that digital fashion businesses maintain empathic elements in their marketing communications. This can be done through narratives that touch the emotional side of consumers, such as representations of diversity, social inclusiveness, and the use of storytelling that reflects brand attention to consumers' emotional needs.
- b. Motivation variables also do not have a significant effect on purchase intention but still have a positive relationship, so communication strategies that use motivational messages should be tailored to the lifestyle and actual needs of the target audience.
- c. Self Awareness variables affect purchase intention, so the authors suggest that brands develop content that actively reflects the identity, values, and lifestyle of the target audience. Strategies such as ad personalization, campaigns that raise relevant social issues, and visualizations that reflect consumer aspirations can strengthen emotional connections with brands.
- d. The Self Regulation variable has a significant positive effect on purchase intention, so it is recommended that digital fashion brands not only emphasize the emotional aspect or urgency of purchase, but also include rational and transparent information.
- e. Social Skills variables affect purchase intention, so it is very important for digital fashion brands to improve their social skills in communicating with consumers. This can be done

through responsive social media management, the use of influencers that match brand values, and community-based campaigns that involve active consumer participation.

