

PROPOSAL OF THESIS

THE ROLE OF EMOTIONAL INTELLIGENCE IN FASHION DIGITAL ADVERTISING ON
CUSTOMER PURCHASE INTENTION

By

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I propose to the Advisors and to the Committee Members a study of the aforementioned topic to
be carried out in partial fulfilment of the requirements for the

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

THE ROLE OF EMOTIONAL INTELLIGENCE IN FASHION DIGITAL ADVERTISING ON CUSTOMER PURCHASE INTENTION

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This study aims to analyze how the application of the five key dimensions of Emotional Intelligence (EI) self-awareness, self-regulation, motivation, empathy, and social skills affects consumers' purchase intentions for fashion products, particularly footwear, in the digital environment. Utilizing a quantitative approach, data was collected from 441 respondents aged 18–45 who actively engage with social media platforms such as Instagram, Facebook, and TikTok, and have prior experience with digital fashion advertisements, especially those promoting shoes. The data was processed using Structural Equation Modeling (SEM) with the assistance of SmartPLS software. The findings reveal that three EI dimensions self-awareness, self-regulation, and social skills significantly influence purchase intention. Among these, social skills emerged as the most impactful factor, emphasizing the critical role of social interactions between brands and consumers, including influencer marketing, in shaping buying behavior. Conversely, the empathy and motivation dimensions demonstrated a positive correlation with purchase intention but did not show a significant direct influence. These results highlight the need for fashion brands to prioritize not just emotional appeal in design, but also meaningful social engagement through personalized, interactive, and empathetic communication. By leveraging Emotional Intelligence in digital advertising strategies, particularly in the footwear

sector, brands can strengthen emotional connections, improve campaign effectiveness, and foster long-term customer loyalty.

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DEDICATION

This thesis is dedicated to my parents and my advisor for their unwavering support and encouragement throughout the thesis journey



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