
THE INFLUENCE OF NEUROMARKETING AND EMOTIONAL MARKETING ON THE PURCHASE INTENTION OF THE CIREBON COMMUNITY IN THE FASHION INDUSTRY



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Abstract

This study aims to examine how Cirebon people's purchasing intentions in the fashion industry are affected by neuromarketing and emotional marketing. Purchase intentions arise in response to marketing strategies designed by businesses, especially in the context of online shopping. Neuromarketing and emotional marketing strategies are applied to attract attention and build emotional attachments with consumers, who have evolving digital consumption habits. This study used a quantitative approach, namely residents of Cirebon City aged 14 to 54 years. Sampling using the Slovin formula and obtained 400 respondents. Data analysis with (PLS-SEM) approach. The study shows that emotional marketing has more influence on the purchase intention of Cirebon people in the fashion industry. This is because emotional marketing is able to build strong emotional relationships, create attachment to the brand, and present a more personalized and relatable experience for consumers. Meanwhile, neuromarketing also contributes to increasing purchase intention through psychology and neuro-science-based approaches that influence consumers' decision-making processes. These findings contribute to businesses in the fashion industry in determining a more effective marketing strategy for the people of Cirebon. Emotional marketing and neuromarketing-based strategies can be used to enhance consumer experience, strengthen brand loyalty, and drive purchasing decisions.

Keywords: Neuromarketing, Emotional Marketing, Purchase Intention

INTRODUCTION

Digital marketing is growing rapidly and becoming one of the main trends in modern business, driven by technological advances, especially the internet and mobile devices. According to research (Adhitya, et al, 2024; Haryanto et al., 2024; Rivaldi et al, 2024) companies can now reach a wider audience more efficiently and effectively. In addition, research (Basnet & Auliya, 2022) identified various digital marketing strategies, such as marketing through social media, email marketing, SEO optimization, content-based marketing, and data-based advertising.

Figure 1
Data Digital Marketing in Indonesia

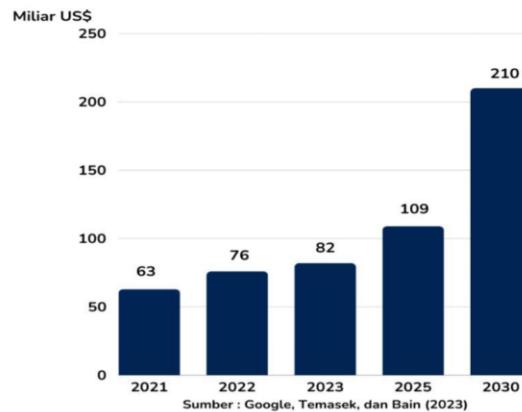


Figure 1 shows that the development of digital marketing is expected to continue increasing every year until 2030. This is due to changes in consumer behavior patterns that rely on digital technology in daily activities. Research by (Mianto et al, 2023) confirms that this shift encourages consumers to engage in digital marketing by using digital platforms for information, communication, and transactions. The advancement of digital marketing also brings new challenges, such as the need for accurate data, advanced analytics, and adaptation to changes in digital platform procedures (Arianis, 2021)

Digital marketing development provides convenience in various areas, including production and marketing (Natania & Dwijayanti, 2024). One industry that is helped by digital marketing is fashion. According to (Evyta, 2021) fashion has evolved in both design and marketing methods. Overall, digital marketing presents a significant opportunity for the

fashion industry to reach a broader audience, although it also requires readiness to face the challenges of rapidly evolving technology.

Figure 2
Data on the Development of Fashion in Indonesia

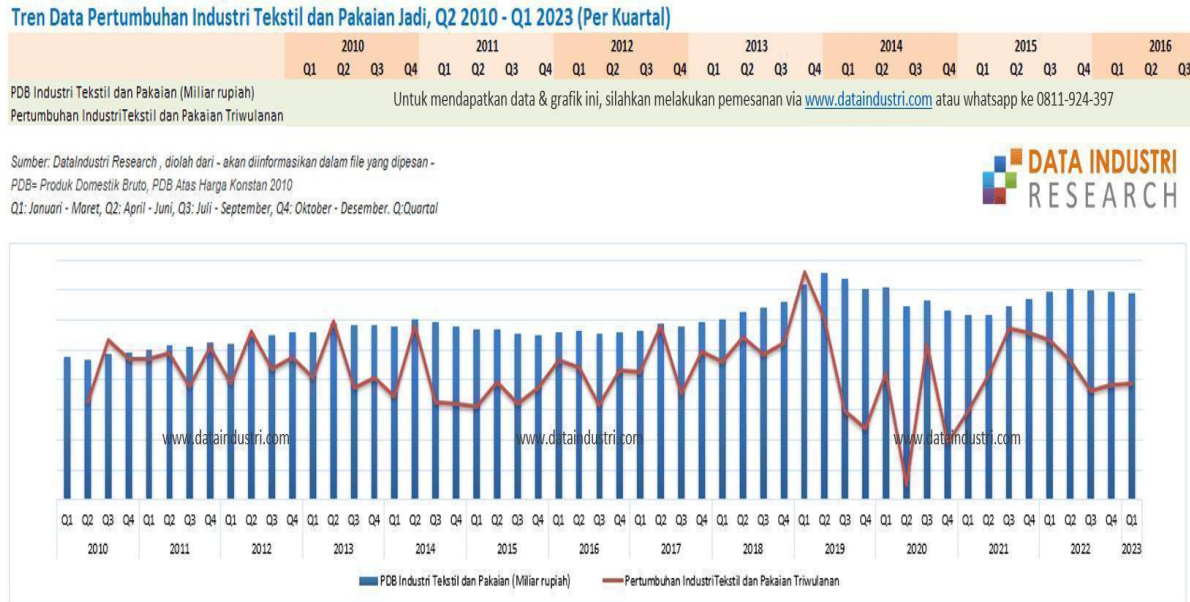


Figure 2 illustrates how the growth of digital marketing has contributed to the rise of the fashion sector, driven by the ease with which consumers can now find fashion products that match their needs and preferences. According to (Marcelina et, 2023; Syarafa et al, 2020) fashion serves as a means to express lifestyle, identity, and social status. As a result, the fashion industry particularly in clothing is increasingly competitive, striving to innovate in design and maintain high product quality. Overall, digital marketing not only facilitates consumer access to fashion but also pushes fashion brands to be more adaptive, creative, and responsive to consumer demands in a highly dynamic market landscape.

According (Imani et al, 2022) to create innovation in the fashion sector because competition is increasingly competitive by offering fashion through various brands so that business actors continue to create more effective strategies in presenting relevant, attractive consumer experiences, to create emotional feelings of consumers in shopping, as explained by research (Fatimah et al, 2022) that fierce competition in the business world requires business actors to adapt immediately. Creating emotional feelings of shopping by

encouraging consumer neuromarketing to move the mind and see design, color, texture, and other visual elements (Vermeir & Roose, 2020).

Product innovation helps companies fulfill customer desires, gain a competitive advantage, and improve marketing (Fatimah et al, 2024). Through neuromarketing that combines neuroscience with marketing to reveal how the human brain responds to various visual and emotional stimuli (Berčík et al, 2025). According to (Jajuli, 2020), neuromarketing is brain activity that will drive marketing stimuli. The encouragement of marketing stimuli by characterizing brain activity by means of fMRI (functional magnetic resonance imaging) and EEG (electroencephalogram) (Aliyah, 2020).

Neuromarketing is an approach to consumers that will build consumer emotional connections that will create consumer purchase intentions (Salqaura, 2024). Visual elements such as color, design, and texture are also designed to trigger certain emotions, such as happiness, confidence, or nostalgia. Through emotional marketing, it will drive consumer purchase intentions for fashion products (Yu et al, 2024). Marketing campaigns that use emotional marketing often utilize social media and influencers to deliver authentic and personalized messages by creating consumer engagement so that emotional marketing consumers will be encouraged to make purchase intentions (Mulyadi et al., 2024). With these activities, according to (Andronicus, Tahura Chairunnisa and Br. Sinaga, 2022) consumers are affected by emotional marketing which arouses their desire to purchase fashion products that match their desires and needs. Using neuromarketing and emotional marketing is expected to generate consumer buying interest for fashion (Henni & Sondari, 2024).

One of the main marketing techniques of business promotion strategies is advertising, which can be print, radio, television, or digital advertising, and must attract consumer attention and suit the target audience. In addition, sales promotions, such as discounts and free gifts, also influence consumer purchasing decisions without damaging profit margins (Fatimah, & Curatman, 2024) The problem in this study lies in the difficulty of arousing consumer buying interest in the fashion industry due to the increasingly intense competition, especially in clothing products from both domestic and international markets. Therefore, it is necessary for business actors to implement special strategies, such as the use of Neuromarketing, which leverages insights into how the brain processes purchasing

decisions, and Emotional Marketing, which aims to build an emotional connection between consumers and the brand through storytelling, brand values, and personal experiences that evoke feelings.

REVIEW OF LITERATURE

Neuromarketing

Neuromarketing applies neuroscience to understand consumer behavior, market dynamics, and decision-making processes (Bhardwaj et al., 2024). Neuromarketing involves measuring physiological and neural responses to uncover customer insights, motivations, preferences, and decision-making processes (Šola et al., 2024). This approach helps businesses refine creative advertising, product innovation, pricing strategies, and overall marketing efforts. In addition, neuromarketing provides deeper insights into consumer behavior, which includes the subconscious aspects of a person's emotional response to a brand (Alsharif et al., 2023)

To learn about consumer behavior and develop successful marketing strategies, researchers analyze brain mechanisms to connect neural activity with consumer decision making. Neuromarketing employs two primary methods Electroencephalography (EEG) and functional magnetic resonance imaging (fMRI) are used for brain scanning (Ishomi, 2025). fMRI detects cerebral blood flow to set prices and strengthen branding, while EEG records electrical signals to improve brand recall (Khakim & Kusrohmaniah, 2021) These two methods complement each other in analyzing how the brain responds to marketing stimuli. Indicators used to measure neuromarketing include detailed emotional responses (eye and facial responses), level of engagement, and recall ability (Devianto et al., 2024).

Emotional Marketing

According to (Aminah & Ernawati, 2024) emotional marketing is a key strategy in capturing consumer attention by leveraging emotions to enhance brand connections. It should be (Wungkana et al., 2022) explains the meaning of emotional, namely the value associated with individual feelings, where a product or service can increase the perceived social value. In the contemporary marketing era, companies are increasingly realizing how important it is to establish emotional relationships with consumers (Darmawanto, 2023).

Emotional marketing, as a new approach, aims to create a deeper attachment between brands and their consumers (Ramona & Yusnaldi, 2024)

Robinette and brand reveal an emotional marketing model called the Value start model. Where the value start model has two dimensions of rational and emotional (Lengkawati, 2021). The rational dimension is a dimension that affects logical aspects, there are money indicators, such as competitive and reasonable prices, and product indicators, such as products or services that meet people's needs with the right quality standards, useful while the emotional dimension is an aspect that affects consumers, has 3 indicators such as equity (in the form of trust obtained by the brand from its consumers which is the foundation of the relationship to achieve loyalty), experience (includes customer experience with the brand) and energy (describes the ease of purchase, convenience, and effectiveness of the product (Cahyani & Artanti, 2023; Khusuma & Utomo, 2021; Purwanto, et al, 2022)

Purchase intention

(Khoahar & Hermanto, 2024) define purchase intention as a consumer's tendency to buy a product, influenced by needs, attitudes, and brand perception. Then according to (Arianis, 2021) purchase intention is influenced by four factors, namely, great attention to the product, interest or concentration of attention on the product, the desire to buy, and belief or belief in the quality, benefits, and benefits obtained from a product.

Research (Saifullah & Asnawi, 2024) explains that in the field of marketing, understanding purchase intention is needed to design effective strategies to attract consumer attention. Purchase intention reflects how likely a person is to buy a product or service, which is influenced by various factors. Dimensions Transactional intention, which is a person's tendency to buy a product with indicators (intending to collect product information and intending to purchase a product), A person's propensity to recommend the product to others is known as referential intention with indicators (getting references from others, getting references from social Media), Preferential intention refers to a person's tendency to like a particular product, as indicated by their evaluation of the brand and perceived benefits. Explorative intention, on the other hand, describes a person's behavior in actively seeking

information about a product of interest, including details about the product itself and the benefits it offers (Syamsurya & Ahmad, 2023).

RESEARCH METHOD

This study uses a quantitative methodology to examine the relationship between variables through statistical analysis. The research population consists of 212,778 residents of Cirebon City aged between 14 and 54 years as this age range represents active consumers and the productive age group relevant to consumption-related decision-making. The sample size of 400 individuals was determined using the Slovin formula with a 5% margin of error to ensure accuracy and representativeness. The data collection process employed structured questionnaires based on the Likert scale, which consists of five levels of agreement: Strongly Disagree, Disagree, Moderately Agree, Agree, and Strongly Agree. The questionnaires were designed to measure variables in a systematic and objective manner, thereby enabling the testing of pre-formulated hypotheses. The primary data collected was processed and analyzed using the Structural Equation Modeling (SEM) method, specifically Partial Least Squares Structural Equation Modeling (PLS-SEM), utilizing the SmartPLS software. This software was selected due to its capability to accommodate complex models and its suitability for relatively small sample sizes (Yudhistyra & Srinuan, 2024). The quantitative approach employed in this study ensures objectivity and accuracy in data interpretation, supported by the utilization of advanced statistical methods through SmartPLS software.

RESULTS AND DISCUSSION

This study involved 400 respondents from Cirebon City, with most respondents being female (64.2%) and predominantly aged between 14 and 25 years (91.9%) because this age group is more active on digital media, highly responsive to marketing, and plays a significant role in shaping trends and consumer behavior. The majority of respondents have a college-level education (64.2%) and prefer domestic fashion brands (88.1%), with formal clothing being the most favored type (62.7%). These findings reflect the characteristics of Cirebon City residents, where the younger generation shows a preference for local products, especially formal attire.

Table 1
Data Fit Test

	Saturated Model	Estimated Model
SRMR	0,069	0,069
NFI	0,760	0,760
RMS Theta	0,143	

Source: Data processed by the author, 2025

The model fit was evaluated using several indicators, including SRMR, NFI, and RMS Theta. The SRMR value of 0.069 and RMS Theta of 0.143 indicate that the model has an acceptable fit. Although the NFI value of 0.760 does not meet the recommended threshold of 0.9, the model still demonstrates adequate fit for explaining the relationship between variables.

The measurement model's reliability and validity were evaluated using outer loading, AVE, Cronbach's alpha, and composite reliability. All loading factors exceeded the threshold of 0.7, and AVE values were greater than 0.5, demonstrating good convergent validity. Additionally, Cronbach's alpha and composite reliability values were above 0.7, indicating reliable and consistent measurement constructs.

Table 2
Convergent Validity Test Values

Variable	Indicator	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability
Neuromarketing	X1.1	0.881	0.777	0.943	0.954
	X1.2	0.900			
	X1.3	0.879			
	X1.4	0.867			
	X1.5	0.861			
	X1.6	0.901			
Emotional Marketing	X2.1	0.854	0.667	0.944	0.952
	X2.10	0.714			
	X2.2	0.840			
	X2.3	0.875			
	X2.4	0.815			
	X2.5	0.885			
	X2.6	0.798			
	X2.7	0.807			
	X2.8	0.826			
X2.9	0.737				
	Y1	0.830	0.663	0.966	

Purchase Intention	Y10	0.821			0.969
	Y11	0.791			
	Y12	0.776			
	Y13	0.748			
	Y14	0.869			
	Y15	0.762			
	Y16	0.754			
	Y2	0.850			
	Y3	0.838			
	Y4	0.855			
	Y5	0.792			
	Y6	0.819			
	Y7	0.844			
	Y8	0.792			
	Y9	0.866			

Source: Data processed by the author, 2025

The measurement model's reliability and validity were evaluated using outer loading, AVE, Cronbach's alpha, and composite reliability. All loading factors exceeded the threshold of 0.7, and AVE values were greater than 0.5, demonstrating good convergent validity. Additionally, Cronbach's alpha and composite reliability values were above 0.7, indicating reliable and consistent measurement constructs.

Table 3
Output R Square and Adjusted R Square

Model	R Square	R Square Adjusted
X1 and X2 to Y	0.684	0.683

Source: Data processed by the author, 2025

The model's structural analysis shows an R-squared value of 0.684, indicating that Neuromarketing and Emotional Marketing variables explain 68.4% of the variance in Purchase Intention. The f-squared values of 0.408 for Neuromarketing and 0.433 for Emotional Marketing indicate a strong influence of both variables on purchase intention.

Figure 1
Output Path Analysis

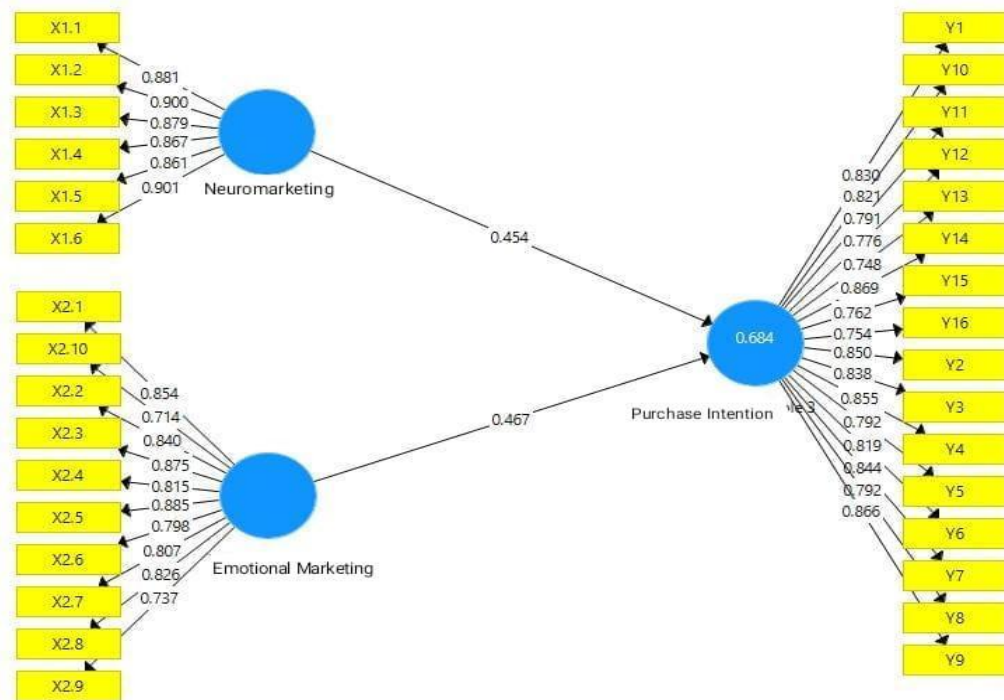


Table 4
Hypothesis Testing

Hypothesis	Variable	Path Analysis	T Value	P value
H1	Neuromarketing to Purchase Intention	0.454	10.986	0.000
H2	Emotional Marketing to Purchase Intention	0.467	10.237	0.000
H3	Neuromarketing and Emotional Marketing to Purchase Intention	0.684	-	-

Source: Data processed by the author, 2025

The calculations in the path coefficient table indicate that Hypothesis 1 (H1) Neuromarketing has a positive effect on Purchase Intention can be accepted. Based on the data in Table 6, the path coefficient shows a value of 0.454 with a T-statistic value of 10.986, which is greater than 1.96 (the T-table value from $Z\alpha = 0.05$), or a P-Value of 0.000, which is less than 0.05. This indicates a significant and positive result. These findings demonstrate that neuromarketing significantly and positively influences purchase intention. This result is consistent with previous research that also found neuromarketing strategies effectively

increase consumer buying interest, highlighting the importance of applying neuromarketing techniques to enhance consumer engagement and decision-making processes.

Furthermore, Hypothesis 2 (H2) Emotional Marketing has a positive effect on Purchase Intention can also be accepted. The path coefficient for emotional marketing shows a value of 0.467 with a T-statistic value of 10.237, which is also higher than 1.96, and a P-Value of 0.000, which is less than 0.05. This positive and significant outcome indicates that emotional marketing plays an essential role in shaping consumer purchase intention. These findings are aligned with previous studies that have demonstrated the effectiveness of emotional marketing strategies in building a strong connection between consumers and brands.

Moreover, Hypothesis 3 (H3) Neuromarketing and Emotional Marketing simultaneously have a positive effect on Purchase Intention can be accepted as well. The combination of both independent variables shows a significant positive impact on purchase intention, as evidenced by the correlation coefficient value of 0.684. This result suggests that implementing both neuromarketing and emotional marketing strategies concurrently can enhance consumer purchase intention more effectively than employing either strategy individually.

The results of this study highlight the significant role of neuromarketing and emotional marketing in influencing consumer buying interest. By applying both strategies together, businesses can create a more comprehensive marketing approach that resonates with consumers on both a rational and emotional level. This finding has practical implications for marketers aiming to maximize consumer engagement and purchasing behavior through the integration of cognitive and emotional appeal strategies.

The findings indicate that neuromarketing significantly influences consumer interest in fashion products, particularly among the residents of Cirebon City. By understanding how the brain processes stimuli, fashion businesses can optimize visual elements, such as color and design, to evoke emotional responses that enhance buying interest. The research by (Putu & Wasista, 2020) supports this, stating that color factors can elicit sensations, emotions, and feelings that affect consumer perceptions. Neuromarketing also enables manufacturers to understand consumer preferences regarding fashion designs and styles, resulting in more

appealing products. Therefore, optimizing neuromarketing strategies in fashion marketing is crucial for increasing consumer attraction and sales.

Emotional marketing also plays a vital role in shaping purchase intentions, as it fosters emotional bonds between brands and consumers. Through storytelling that evokes emotions such as happiness, nostalgia, or empathy, brands create connections that make consumers feel part of the brand's story. As stated by (Wulandari et al 2021) environments that evoke positive and calming emotions can encourage purchases. Additionally, Yasmir & Ariyanto (2025) developed a model integrating emotional interaction theory and purchase intention, demonstrating a strong link between the two and emphasizing the importance of emotional engagement in digital commerce.

The combination of neuromarketing and emotional marketing has proven to be highly effective in increasing consumer interest in fashion products in Cirebon City. Neuromarketing enhances understanding of consumer perceptions, while emotional marketing builds lasting emotional connections. Muna & Ma'ruf (2021) emphasized that emotional bonds positively influence purchase intentions, and deeper connections result in higher consumer willingness to buy. This dual approach is particularly relevant in Cirebon City, where local cultural elements influence consumer preferences and perceptions of fashion products.

Nevertheless, this study's findings differ from those of Rahmawati (2017), which raised ethical considerations regarding the extensive use of consumer psychology insights for marketing purposes. The study highlighted potential risks related to undermining individual identity and subjectivity when brands exploit consumer behavior data. Furthermore, the results did not fully align with initial expectations, suggesting that demographic and cultural differences among Cirebon City consumers may influence the effectiveness of marketing strategies. Future research should explore how these contextual factors affect consumer responses to both neuromarketing and emotional marketing strategies.

CONCLUSION

The results showed that Cirebon City consumers' interest in buying fashion goods was significantly influenced by neuromarketing and emotional marketing. Neuromarketing plays an important role in utilizing visual and psychological elements that can stimulate consumer brain responses, such as color and design, which affect product perception and attractiveness. Meanwhile, emotional marketing has proven to be effective in building emotional bonds between brands and consumers by utilizing storytelling that touches on emotional aspects such as happiness, togetherness, and self-aspiration. Nonetheless, the results also show discrepancies, which could be caused by contextual factors or other unmeasured variables, which need to be further analyzed. More in-depth research is needed to gain a deeper understanding of the Cirebon City fashion market's consumer behavior dynamics. In light of the research findings, it is recommended that future studies incorporate a greater number of variables, such as cultural and demographic factors that may affect Cirebon City consumers' purchase decisions. Changes in market trends and other external variables that may influence consumer reactions to marketing tactics should also be taken into account in future research.

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