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THE EFFECT OF ADVERTISING ATTRACTIVENESS ON PURCHASE INTENTION ON TAOBAO E-COMMERCE WITH BRAND IMAGE AS AN INTERVENING VARIABLE REVIEWED IN ISLAMIC BUSINESS PERSPECTIVE (CASE STUDY ON GENERATION Z IN TAIWAN)

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Abstract

This study aims to analyze the effect of advertising attractiveness on purchase intention in Taobao e-commerce, with brand image as a mediating variable. A quantitative approach was employed using Partial Least Squares – Structural Equation Modeling (PLS-SEM). Data were collected through an online questionnaire completed by 100 respondents aged 15–30 years in Taiwan who have a Taobao account, have shopped online, and are familiar with or have used the Taobao website. Based on the background of this article, the method used in this study is a descriptive method with a quantitative approach. Data were obtained through research on Generation Z in Taiwan. The results indicate that advertising attractiveness has a positive and significant influence on both brand image and purchase intention. Furthermore, brand image mediates the relationship between advertising attractiveness and purchase intention. These findings suggest that advertising attractiveness enhances interactive shopping experiences and builds a strong consumer perception of the brand in online shopping. From an Islamic business perspective, advertising attractiveness contributes to transparency and honesty, thereby increasing purchase intention. This study recommends further development of advertising features to make them more realistic in order to maximize their effectiveness in digital marketing.

Keywords: Advertising Attractiveness, Purchase Intention, Brand Image

INTRODUCTION

The rapid development of the Times has resulted in business competition in the current era of globalization is increasingly tight, not only provide challenges to companies but also provide enormous opportunities. The development of jugs technology has changed human behavior in communicating, buying products, and accessing entertainment content (Febriyantoro, 2020). Online shopping has become a new lifestyle in society in recent years and become one of the major behavioral changes in modern society (Brilianaza & Sudrajat, 2022).

Generation Z, born between 1995 and 2010, represent a significant portion of the global population, and are experiencing a period of shaping themselves in an era marked by widespread globalization (Lin, 2024). The Gen-Z group is also a segment of consumers who are technologically literate and rely heavily on social media and online presence in their purchasing behavior (Ameen et al., 2022). Therefore, it is important to study the interaction of Generation Z on the attractiveness of advertising and brand image delivered through various digital platforms, as well as how these interactions affect their buying intentions.

E-commerce is any activity or buying and selling transactions carried out using electronic media (internet). E-commerce (EC) refers to the use of the Internet and other networks (e.g., intranets) to buy, sell, transport, or trade data, goods, or services (Uchamballi et al., 1999). Menurut Ni (2022) the growth of e-commerce is driving mass entrepreneurship and innovation. Additionally Gessner and Snodgrass (2015) in (Narayan, 2023) e-commerce also creates opportunities for small and medium-sized businesses to discover and develop new external markets.

E-Commerce has achieved tremendous success and provided significant economic as well as social benefits in developed countries; however, in developing countries, the situation is quite different. Many challenges in this economy are hindering the growth of e-commerce (Peña-García et al., 2020). The number of e-commerce platforms is currently one of the challenges for each platform to be an option for potential consumers or buyers. In Taiwan itself, some of the existing e-commerce platforms include Shopee, Momoshop, 7-11, Taobao and Books.com. Taobao.com is one of Taiwan's electronic commerce companies. The company was listed on April 21, 2003 by Alibaba Cloud Computing (Beijing) Co., Ltd. (Wikipedia, 2022)

The development of digital technology has driven the rapid growth of e-commerce globally, including in Taiwan, where platforms such as Taobao are Generation Z's choice for online shopping. In this competitive environment, the attractiveness of advertising plays an important role in shaping consumers' perceptions and purchase intentions, especially among the younger generation who are responsive to visual and digital content. However, buying intentions are not only influenced by advertising alone, but also by the brand image that is formed through the consistency of the company's value, quality and reputation. In the context of Islamic business, it is important to review the extent to which these elements are in line with the principles of honesty, fairness, and expediency.

According to data released by SimilarWeb.com about the top 5 marketplaces in Taiwan in October 2024, Taobao ranked 3rd. Then in December 2024 with the same category showed that Taobao decreased and was ranked 4 and continued to decrease at Level 5 in February 2025 (Similarweb, 2025). Although it has been established for almost 21 years, but

when compared to other e-commerce such as Shopee, which has only been established for 9 years, the level of victory is still very far. In Taiwan, Shopee platform goes live in 2015 (Wikipedia, 2024). Although still new, the development of shopee is very rapid, This is evidenced by the achievement of the highest total e-commerce website visits by being ranked first in Taiwan.

Table 1
Top E-Commerce and Shopping Websites in Taiwan Ranking Analysis for December 2024

Rank	Website
1	Shopee.tw
2	Momoshop.com.tw
3	7-11.com.tw
4	Books.com.tw
5	Taobao.com

Sources: Similarweb

According to information from the Ministry of Economic Affairs Ministry of Economic Affairs (MOEA), Taiwan's e-commerce is expected to continue to experience rapid growth in 2024. MOEA also revealed that online sales in the first half of 2024 have recorded an annual growth of 3 percent, reaching NT$313.9 billion (US$9.6 billion) (OCAC, 2024). This represents a major change in the way people shop online, with a significant increase in Taiwan.

One of the factors that influences the purchase intention of a consumer in the era of globalization is the attraction of advertising. Kotler and Armstrong see promotional activities as a form of communication of product benefits and invite customers as potential buyers of their merchandise. If examined, promotion is a combination of advertising, public relations, promotion and marketing tools utilized in attracting consumer interest (Fachrina & M.Nawawi, 2022). Advertising plays a crucial role in attracting people's purchase intentions by displaying innovative and creative ads with unique characteristics and appeal, serving as a reminder and leaving a lasting impression in the minds of the public to increase their purchase intentions.

Other influences from the lack of visitors and consumer purchase intention in Taobao are also influenced by brand image. According to Keller (1998) in terms Ofbusi, brand image is defined as the way consumers perceive a brand and reflects the association formed in their minds towards the brand (Al Halbusi & Tehseen, 2018). If a brand image is well known by the public both in terms of Service, uniqueness and satisfaction felt by the public in his experience then this will be a good brand image and will always be remembered in the minds of consumers so that interest in buying will increase (Rohmawati et al., 2021).

Brand image is also considered one of the most important intangible assets and has an effect on consumer perception of the company (Martínez et al., 2014). Today, society often encourages consumption behavior based on status, where consumers tend to use reputable brands (Agmeka et al., 2019). Interest in advertising plays an important role in encouraging consumer purchase intention, especially by seeing the growth of e-commerce and the business world in Taiwan which shows positive developments. When an advertisement is able to convey a message effectively, it will form a positive brand image in

the minds of consumers. It is this strong brand image that can ultimately increase purchase intention, which is one of the main goals of online buying and selling platforms.

In Islamic teachings, belief in the existence of Allah SWT becomes the main basis, including in terms of ownership and management of businesses that are not absolute mandate. All forms of ownership belong to Allah, while man only acts as a manager (caliph). Therefore, business activity in Islam is aimed at realizing the benefit, both for individuals and for society at large.

Islam teaches that in fulfilling the needs of life, man should be moderate, that is, balanced and not excessive. Islam also emphasizes the importance of self-control, where each individual is encouraged to direct his desires to positive things. Not only does it benefit the life of this world, but it is also a provision for the life to come. In addition, the importance of the principle of moderation (wasathiyah) in spending and consumer purchase intention is a reminder that buying decisions should not be driven by lust alone, but also consider the usefulness and value of blessings. When an advertisement is prepared with an interesting and informative strategy and there is no element of fraud in it, indirectly the advertisement is able to form a positive brand image in the minds of consumers. Within the framework of Islamic business, the brand image not only reflects the quality of the product, but also reflects the values of honesty, transparency, and trustworthiness instilled by the company.

REVIEW OF LITERATURE

Theory Reasoned Action

The Theory of Reasoned Action (TRA), first introduced by Martin Fishbein and Icek Ajzen in 1980, is based on the assumption that individuals behave in a conscious manner, taking into account available information as well as the implications of their actions (Permana et al., 2022). This theory connects beliefs, attitudes, intentions, and behavior. It posits that a person's beliefs can influence their attitudes and social norms, which in turn shape their behavioral intentions—either in a deliberate or spontaneous manner (Widjaja & Nurjanah, 2025).

In this study, the Theory of Reasoned Action (TRA) is used as the primary theoretical foundation because it helps explain how an individual's intention to perform a behavior, such as purchasing a product, is formed by their attitudes and perceived social influences. Advertising attractiveness plays a role in shaping positive attitudes toward the product, while brand image reflects consumer perceptions that can strengthen the relationship between advertising and purchase intention. In other words, TRA provides a framework for understanding how attractive advertising can help build a strong brand image, ultimately driving consumers' purchase intention.

Advertising Attractiveness

Advertising attractiveness is an approach with the aim of attracting attention and influencing consumer perceptions of a product (Kotler & Philip, 2012). Advertising is a form of non-personal communication and is used to promote ideas, products, or services financed by a specific or recognizable sponsor (Effendi et al., 2022). According to Kotler and Keller in (Yunita & Indriyatni, 2022), advertising is a method of presenting and promoting ideas, products, or services that is carried out indirectly by a particular sponsor using payment.

The appeal of advertising is very important in displaying advertising messages that

are able to convince, arouse, and maintain consumer memories of the products offered, it takes an attractiveness to the target audience because it will increase the success of communication with the audience (Ikawati et al., 2021). According to Kshetri in (Al-Adwan et al., 2025) analyzing purchase intentions is crucial in marketing because it helps companies identify ways to get value from consumers. the more attractive the advertising promotion and the greater the advertising attractiveness of a product, the greater the likelihood of a purchase intention, and vice versa (Yunita & Indriyatni, 2022).

According to Kotler & Armstrong in (Alamsyah & Sofyan, 2021) advertising attractiveness indicators can be divided into three, namely the first is meaningful (attractiveness is meaningful) advertising needs to convey meaning about the benefits of the product to make it more attractive and desirable to consumers. Then the second is distinctive (the attractiveness must be distinctive/different) advertising is more effective when compared to other brand ads, because it can provide clearer and more interesting information for consumers, and build a stronger attractiveness to choose the product. And the last is believable (the advertising message must be trustworthy) consumers will benefit in accordance with the promised in the advertising message.

Islam has regulated all aspects of human life including ethical issues in economics. In many verses of the Qur'an and Hadith, Islam discusses the consequences of economic activity (Syahputra et al., 2023). Every action that is done must be in accordance with the rules that have been set to achieve the pleasure of Allah Swt. Yusuf Qardhawi, in Edwar (2021), explained several important things that need to be considered in advertising, including: the first, namely advertising is not allowed to spread untrue information with the aim of manipulating consumers. In this case, society and consumers should not be harmed just by being affected by certain advertisements that encourage them to buy the product. Secondly, advertising should convey all relevant information about the product, especially with regard to the safety and security of users. Thirdly, it should not lead to coercion, especially in a rough or direct way. Fourth, advertising should not encourage behavior contrary to moral values, such as violence, fraud, sexual harassment, discrimination, humiliation of human dignity and others.

Purchase Intention

According to Spears and Singh in (D. T. Nguyen & Vu, 2022), purchase intention refers to a person's conscious plan to make an effort in purchasing a brand. Purchase intention is the process by which consumers assess their knowledge of a product, compare it with other similar products, and ultimately make a decision about which product to buy (Purwianti & Ricarto, 2018). Chen et al. in (Agmeka et al., 2019) explaining purchase intention is an important variable that measures the potential for action to be chosen by consumers. Understanding consumers ' buying intentions allows companies to better understand the market and customize the products or services they offer, which in turn can increase sales as well as profits.

Indicators of purchase intention can be identified as follows (Ferdinand, 2002): the first is transactional interest, which is the tendency of a person to continue to buy products over and over again. Second, referential interest is a person's tendency to recommend a product to others. Thirdly, preferential interest describes the behavior of a person who has a primary preference for the product. These preferences will only change if there are significant changes in the selected products. Fourth, explorative interest describes the behavior of a

person who actively seeks information about the product of interest and seeks to find information that supports the positive properties of the product.

Purchase intention can be defined as the motivation or internal drive within an individual to acquire a product, which encourages them to make efforts to obtain it (Kotler & Keller, 2009). The decision to purchase a product is influenced by two main factors: needs and wants. Needs refer to essential aspects that must be fulfilled for a product or service to be optimally utilized. In contrast, wants reflect emotional desires that are not necessarily related to the primary function of the product. From the perspective of Islamic business, fulfilling both needs and wants is permissible as long as it is done proportionally, without excessiveness (*israf*), and in accordance with shariah principles, including halal standards, goodness (*thayyib*), and freedom from harmful or detrimental elements.

Brand Image

Brand image is how consumers perceive a particular brand and store the information associated with that brand in their subconscious C. Nguyen et al., 2025). Brand image is the desire of consumers to think, feel and act on the brand (Utara, 2019). Brand image, as explained by (M. Guliyev, 2023) in (Sarpong & PraiseGod Zungu, 2025) is the consumer's perception and impression of a brand, which includes their feelings, attitudes, beliefs, and associations with the brand. Therefore, it proves that the more famous and the better the quality of the brand, the higher the consumer's purchase intention in the product (Dhaefina et al., 2021).

Brand image indicators can be described as follows (Sondakh, 2014): first, strength refers to brand excellence that includes physical and non-physical attributes that other brands do not have, so as to provide more value and distinguish it from competitors. Second, uniqueness indicates the ability of a product to perform differently in the market through distinctive attributes such as variety of services, price differences, and other distinguishing elements that provide more value than competitors. Third, favouritism reflects how easily a brand is recognized and remembered by consumers. Preferred brands usually have a name that is easy to pronounce, an image that matches consumer expectations, and leaves a positive impression, thereby strengthening loyalty and relationships with customers.

In Islam, the brand reflects the reputation or good name that becomes the identity of individuals and companies. Prophet Muhammad, known as Al-Amin (the trusted), set an example in building a positive image through honesty, integrity, and behavior that fit Islamic values. When trading, he always takes care of his appearance and never cheats in terms of quality or quantity, thus building trust and brand equity in the eyes of his customers.

RESEARCH METHOD

Based on the background of this article, the method used in this study is a descriptive method with a quantitative approach. The descriptive method with quantitative approach is suitable for this study because it allows measuring the causal relationship between advertising attractiveness, brand image, and purchase intention in Gen Z in Taiwan statistically, as well as analyzing the extent to which Islamic Business Principles influence these perceptions, thus providing an objective and measurable picture.

Descriptive method is used to provide a systematic, factual, and accurate description of the facts and properties of the population or object under study, without manipulating variables. The quantitative approach was chosen because the study focused on collecting and

analyzing statistically measurable numerical data, thus enabling researchers to identify patterns and trends occurring among Generation Z in Taiwan regarding advertising attractiveness, brand image, and purchase intention on the Taobao e-commerce platform. This approach also supports the objectivity of research and provides results that can be generalized more broadly.

Data were obtained through research on Generation Z in Taiwan. Sampling was carried out using purposive sampling method with criteria : First, Generation Z with an age range of 15-30 years in Taiwan. Second, active or have used Taobao e-commerce applications or platforms. The implementation time of this research is four months, namely in September-December 2024.

Through this study, researchers wanted to see the extent to which the attractiveness of advertising affects purchase intentions on Taobao e-commerce, as well as see the extent to which brand image affects the relationship between the attractiveness of advertising to purchase intentions. The object in this study is the attraction of advertising as an independent variable, purchase intention as a dependent variable, and brand image as a mediating variable. In this study, data were collected through a questionnaire method, with a total population of Generation Z living in Taiwan about 3,775,000 people (Statista, 2025). The sample taken will use the Slovin formula as follows:

$$N = \frac{N}{1+Ne^2}$$

Description:
n = number of samples
N = total population
e = percent allowance for inaccuracy due to sampling errors that are still tolerable or desirable at 10%.
So as to obtain,

$$n = \frac{3.775.000}{1+3.775.000(0,1)^2}$$

= 99,97 rounded to 100 respondents

Data was collected through an online questionnaire using Google Form, with questions based on a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). In addition to the primary data from the questionnaire, This study also relied on literature as a source of secondary data that supports the analysis of findings such as books, data reports, journals, and scientific articles. The Model in this study was analyzed through two stages of testing, namely testing the outer model and inner model.

In the first stage, the outer model is used to evaluate several aspects, namely convergent validity (with outer loading > 0.6 and AVE > 0.5), construct reliability (with Composite Reliability and Cronbach's Alpha > 0.7), and discriminant validity assessed through HTMT < 0.9. After all indicators meet these criteria, the analysis proceeds to the inner model stage. This stage aims to measure the relationship between latent variables using the path coefficient value (③) and evaluate the strength of the model through the value of R-Square (R2). The value of R2 is classified into three levels, namely low (0.19), medium (0.33), and high (0.67). The effect of mediation is considered significant if the value of $p < 0.05$. The entire analysis process was carried out using SmartPLS 4 software (Hair et al., 2023).

RESULTS AND DISCUSSION

Characteristics Of Respondents

This study involved 100 respondents from Generation Z residing in Taiwan. Generation Z was chosen as the focus of the study because they are a digitally active consumer group and have a great influence on current consumption trends. Data was collected through the dissemination of questionnaires, which included information regarding the respondent's profile, such as age, gender, occupation, and monthly income.

Table 2
Sample Characteristics

No.		Characteristics	Frequency	Percentage (%)
1	Age	15-20 year	14	14%
		21-25 year	66	66%
		26-30 year	20	20%
2	Gender	Men	31	31%
		Female	59	59%
		Choose not to tell	10	10%
3	Jobs	Students	64	64%
		Private Employees	16	16%
		Cans	1	1%
		Self-employed	14	14%
		Other	5	5%
4	Monthly Income	< 10.000 NTD	31	31%
		11.000 ~ 20.000 NTD	33	33%
		21.000 ~ 30.000 NTD	17	17%
		31.000 ~ 40.000 NTD	11	11%
		41.000 ~ 50.000 NTD	8	8%

Source: Data Processed By Researchers (2025)

Based on the characteristics of the sample, the majority of respondents were young people aged 21-25 years (66%) and dominated by women (59%). Most of the respondents are university students (64%), with the most monthly income ranges in the range of 11,000-20,000 NTD (33%) and less than 10,000 NTD (31%), indicating that the sample tends to consist of academically active lower-middle income individuals.

Test Outer Model

Outer model testing is done to ensure that the indicators used are really valid and reliable in representing latent constructs. There are three main aspects that are analyzed in this stage, namely: convergent validity (which shows how strong the relationship between indicators is in one construct), discriminant validity (to ensure clear differences between constructs), and construct reliability (which describes the internal consistency of these indicators). The analysis process is carried out using the help of SmartPLS software, with the aim of ensuring that the measurement model is feasible and can be continued to the next stage of analysis, namely the inner model. The complete results of the outer model test can be seen in the following figure.

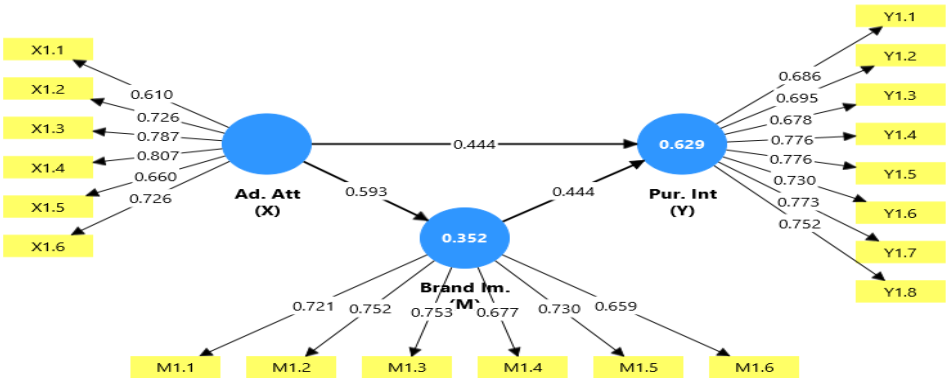

Figure 1.
Evaluation of the Outer Model
Source: Data Processed by Researchers (2025)

Convergent Validity Test

Convergent validity was tested using the loading factor and Average Variance Extracted (AVE). The indicator is considered valid if it has a loading factor > 0.60 and AVE > 0.50. The Loading factor shows the strength of the relationship between the indicator and the construct, while the AVE describes how much variance the indicator can account for by the construct.

Table 3
Loading Factor

Indicator	Variabel		
	X	M	Y
X1.1	0.610		
X1.2	0.726		
X1.3	0.787		
X1.4	0.807		
X1.5	0.660		
X1.6	0.726		
M1.1		0.721	
M1.2		0.752	
M1.3		0.753	
M1.4		0.677	
M1.5		0.730	
M1.6		0.659	
Y1.1			0.686
Y1.2			0.695
Y1.3			0.678
Y1.4			0.776
Y1.5			0.776
Y1.6			0.730
Y1.7			0.773
Y1.8			0.752

Source: Data Processed by Researchers (2025)

Table 4
Average Variance Extracted

Variabel	Average Variance Extracted	Keterangan
Advertising Attractiveness	0.522	VALID
Brand Image	0.513	VALID
Purchase Intention	0.539	VALID

Source: Data Processed by Researchers (2025)

The results of the analysis showed that all indicators have a loading factor > 0.60 and AVE > 0.50, so that the validity of convergent in this study has been met.

Descriptive Validity Test

Discriminant validity was tested using Heterotrait-Monotrait Ratio (HTMT), with tolerance limit < 0.90.

Table 5
Heterotrait-Monotrait Ratio (HTMT)

Variabel	Brand Image	Advertising Attractiveness	Purchase Intention
Brand Image			
Advertising Attractiveness	0.701		
Purchase Intention	0.823	0.827	

Source: Data Processed by Researchers (2025)

The results showed that all HTMT values, namely between advertising attractiveness and purchase intention (0.827), advertising attractiveness and brand image (0.701), and brand image and purchase intention (0.823), were still within the recommended limits. Thus, the discriminant validity of the model has been established.

Reliability Test

A construct reliability test was conducted by referring to three measures, namely Cronbach's Alpha, Composite Reliability, and rho_A. A construct is said to be reliable if the three values exceed 0.70, as recommended by (Hair et al., 2023). This provision is used to ensure that the indicators in a construct have good internal consistency.

Table 6
Composite Reliability

Variabel	Cronbach's Alpha	rho_A	Composite Reliability
Brand Image	0.811	0.813	0.863
Advertising Attractiveness	0.815	0.825	0.867
Purchase Intention	0.878	0.880	0.903

Source: Data Processed by Researchers (2025)

The analysis showed that the construct of advertising attractiveness, brand image, and purchase intention has a high value of Cronbach's Alpha and rho_A, and the value of Composite Reliability is in the range of 0.863 to 0.903. This indicates that the entire construct has a very good level of reliability and is suitable for use in the analysis process. Based on testing of convergent validity, discriminant validity, and construct reliability, it can be concluded that the instruments in this study have met the criteria of validity and reliability. Thus, the model can be continued to be analyzed at the inner stage of the model.

Analysis of the Inner Model

After the measurement model (outer model) is declared to meet the criteria of validity and reliability, the analysis proceeds to the structural model (inner model). This stage aims to evaluate the relationship between latent variables in the model, both direct (direct effect) and indirect (indirect effect). Assessment is done by looking at the value of the path coefficient, t-statistic, and p-value to test the statistical significance of the relationship between the analyzed constructs.

Direct Effect

Direct effect refers to the impact exerted by the independent variable on the dependent variable without going through the intermediary of the mediator variable. This effect reflects a direct cause-and-effect relationship in the structural model, thus showing how much the independent variable contributes to the dependent variable directly.

Table 7
Direct Effect

Relationship	Path Coefficient β	t-statistic	p-value	Description
AA→BI	0.593	9.447	0.000	Significant
AA→PI	0.444	5.460	0.000	Significant
BI→PI	0.444	5.649	0.000	Significant

Source: Data Processed by Researchers (2025)

Based on the results of direct effect testing, all hypotheses in this study were accepted. The first hypothesis (H1) shows that the attraction of advertising has a positive and significant effect on purchase intention, with coefficient values of 0.444, t-statistic of 5.460, and p-value of 0.000. These findings indicate that the delivery of the message in the ad well able to increase consumer interest in making a purchase.

The second hypothesis (H2) is also supported by the data, where the attractiveness of advertising was shown to have an effect on brand image with a coefficient of 0.593 and a p-value of 0.000. This means that the use of advertising can form a positive consumer perception of the product or brand. Furthermore, the third hypothesis (H3) which states that brand image has a significant effect on purchase intention, is also proven, with a coefficient of 0.444 and a p-value of 0.000. This confirms that a positive perception and belief in the product encourages consumers to have purchase intentions.

Indirect Effect

Indirect effect is the influence of the independent variable on The Dependent through the mediator variable, which helps to understand the mechanism of the relationship between variables.

Table 8
Indirect Effect

Relationship	Path Coefficient β	t-statistic	p-value	Description
AA→BI→PI	0.264	4.863	0.000	Signifikan

Source: Data Processed by Researchers (2025)

The indirect effect of advertising attractiveness on purchase intention or purchase intention through brand image is significant with coefficient 0.264, t-statistic 4.863, and p-value 0.000. A p-value of 0.000 between the variables of advertising attractiveness and purchase intention indicates that the brand image partially mediates the relationship. That is,

the attractiveness of advertising still has a direct effect on purchase intention, but this influence is strengthened through brand image. Thus, the fourth hypothesis (H4) is accepted.

Coefficient Of Determination (R2)

To see the strength of the model in explaining the dependent variable, testing of the value of R-Square (R2).

Table 9
Nilai R-Square

	R-Square	R-Adjust Square
Purchase Intention	0.629	0.621
Brand Image	0.352	0.345

Source: Data Processed by Researchers (2025)

The results show that purchase intention has an R2 of 0.629, which means that 62.9% of the variables are explained by advertising attractiveness and brand image. Meanwhile, the brand image has an R2 of 0.352, which means that 35.2% is influenced by advertising attractiveness.

The Effect of Advertising Attractiveness on Purchase Intention

The results of this study showed that the advertising attractiveness affects purchase intention. Statistically, the advertising attractiveness has been shown to have a significant influence on consumer purchase intention ($p < 0.05$). The value of AVE obtained more than 0.5 in all constructs indicates that the latent factor is able to explain at least half the variance of each indicator. In addition, the values of Cronbach's Alpha and Composite Reliability (rho_c) in all variables are above 0.70, so that all variables can be said to be reliable.

This finding is a positive result because it shows that the attractiveness of advertising makes a strong contribution to the increase in consumer purchase intention. Attractive advertisements are proven to influence consumers in considering products that suit their needs and preferences, especially in the ready-to-eat food category. When advertising is presented creatively and informatively, consumers become more interested and have a higher tendency to buy the product. This is reinforced by the statement (Anggia, 2021) that the appeal of effective advertising is able to convey the main message clearly and interestingly, so that it can attract the attention of consumers. These findings show that the higher the attractiveness of an advertisement, the greater the effect on consumer purchase intention, which proved to be significant in the test results.

The Theory of Reasoned Action (TRA) explains that a person's intention to perform an action, including buying a product, is influenced by two main factors, namely attitude to behavior and subjective norms. The attractiveness of advertising, such as its visual appearance, message, and emotional elements, can shape a consumer's positive attitude toward a product. This attitude arises when the consumer feels that the product is interesting, useful, or suits his needs. In addition, social elements in advertising, such as testimonials or public figures, help shape subjective norms by creating the perception that others support the purchase of the product. Thus, the attractiveness of advertising affects purchase intention through the formation of positive subjective attitudes and norms.

A number of previous studies have shown that the attractiveness of interactive and innovative advertising can increase consumers' intentions to pay attention and respond to marketing content, which ultimately has an impact on increased purchase intention (Piyoh et

al., 2024). Attractive elements in advertising such as strong visuals, persuasive messages, and ease of understanding product information, are known to be able to form positive consumer attitudes towards products. In addition, effective advertising also plays a role in helping consumers make more informed decisions (Nardo & Prasetiyo, 2022).

Based on this, this study confirms that the advertising attractiveness is not only as a medium of information delivery, but also as a strategic means of building trust and purchase intention. Therefore, optimization of creative and innovative visual quality, relevant messages, and ease of access to advertising are key in increasing the effectiveness of promotions and sales conversions.

The Effect of Advertising Attractiveness on Brand Image

The advertising attractiveness is an important element in a marketing strategy aimed at attracting the attention of consumers and forming a positive perception of the brand. Various studies have shown that elements in advertising, such as eye-catching visuals, persuasive messages, and the use of humor or celebrity, can affect the brand's image in the eyes of consumers.

The outer model test in this study showed that all indicators have met the criteria of validity and reliability. The test results showed that the attractiveness of advertising has a positive and significant effect on brand image with a path coefficient of 0.593 and p-value of 0.000 with an outer loading value above 0.6, and the value of Average Variance Extracted (AVE) > 0.5 and Composite Reliability above 0.7. That is, the higher the attractiveness of an advertisement, the stronger the positive perception of consumers towards the brand. The message conveyed in a visually appealing, informative, and emotional advertisement is proven to be able to create a strong brand image in the minds of consumers.

These findings are supported by research (Ikawati et al., 2021), which states that the attractiveness of advertising has a significant effect on brand image. (Hussain et al., 2020) also mention that visual and narrative elements in advertising can shape the perception of a brand directly and deeply. Thus, ads that have high appeal can serve as a strategic tool in building and strengthening brand image, especially in the e-commerce industry. Ads designed with attractive visual elements, relevant messages, and creative and emotional delivery are able to create a positive impression that is embedded in the minds of consumers. When consumers are exposed to advertising that is able to touch their rational and emotional aspects, it will indirectly form a stronger and credible brand image.

Overall, these findings confirm that advertising attractiveness plays a crucial role in shaping and strengthening brand image. Ads designed with engaging elements can increase consumers ' positive perception of a brand, ultimately driving purchase intention and purchasing decisions. Therefore, companies need to pay attention to their advertising design and content to build a strong brand image in a competitive market.

The Effect of Brand Image on Purchase Intention

Inner model analysis shows that brand image has a significant effect on purchase intention with a coefficient value of 0.444, and p-value of 0.000, and T-statistic value of 5.649. This confirms that consumers ' positive perception of the brand increases their propensity to buy the product. A strong brand image creates a sense of trust, expected quality, and an emotional connection that encourages consumers to make a purchase.

This is in line with research (Dea Khoirunnisa & Albari, 2023) and (Li & Setiowati, 2023) which states that brand image significantly increases consumer buying intention. When a brand is able to position itself as a representation of quality, trust, and value, then consumers will feel confident and interested in buying the products offered. A positive brand image has a major influence on consumer purchase intention. When consumers view a brand positively, they tend to put faith in the quality and reliability of the product or service offered. Trust is important because consumers want to feel confident that they are making the right choice. In addition, a good brand image is able to evoke positive emotions and create harmony with the values or lifestyle of consumers, thus increasing their preference for the brand. This statement is confirmed by research conducted (Saputra & Aprilia, 2023) and (Wakhidah & Frianto, 2023) indicates that the brand image has a positive and significant influence on consumer purchase intention.

In conclusion, a positive brand image plays an important role in influencing consumer purchase intention. This is reflected in its ability to build trust, create emotional connections, increase perception value, and encourage brand loyalty. In addition, a strong brand image also helps simplify the decision-making process and reduce the risk perceived by consumers. For companies, building and maintaining a positive brand image is a strategic step, because brand image has a great influence on consumer behavior and their preferences in choosing a product.

Brand Image Mediates the Influence of Advertising Attractiveness on Purchase Intention

Based on the results of the indirect effect test in this study, it was found that brand image significantly mediates the relationship between advertising attractiveness and purchase intention, with a coefficient value of 0.264, p-value of 0.000 and niali t-statistic of 4.863 which shows that in addition to providing direct influence, advertising attractiveness also has an indirect impact on purchase intention through the formation of a positive brand image. In this case, the brand image plays the role of a link that strengthens the connection between the advertising message and the consumer's purchase intention. When advertising is able to create a strong and credible brand perception, consumers tend to have higher confidence to make a purchase (Erawati et al., 2023).

Brand image acts as a bridge of perception that reinforces the influence of advertising attractiveness on purchase intention. When an advertisement is able to form a strong and convincing brand perception, consumers will feel more confident in making their choices. This is in line with research by (Octaviawati et al., 2024) which shows that advertising and brand image have a positive and significant effect on purchase intention. Further, research by (Putra & Soenarmi, 2025) found that brand image has a significant influence on purchase interest and purchase intention, and acts as a mediating variable in the relationship between price perception and service quality to purchase intention. This finding confirms that brand image plays an important role in shaping consumer purchase intention through the influence of attractive advertising to create positive perceptions. This positive perception then builds a strong brand image in the minds of consumers. Consumers who have a good view of a brand tend to feel more confident, comfortable, and emotionally connected, so they are more driven to make a purchase.

Theoretically, this corresponds to the principle in the stimulus-organism-response (SOR) model, in which advertising acts as a stimulus, brand image as an internal (organism)

response, and purchase intention as the final response. In this context, the brand image becomes a catalyst that turns the perception of advertising into an impulse to buy. In the growing context of digital marketing, it is important for companies to not only focus on creating visually appealing advertising but also ensure that the message conveyed is able to form a positive and consistent brand image. Thus, effective advertising not only attracts the attention of consumers but also strengthens brand identity and encourages higher purchase intention.

CONCLUSION

Based on an analysis of PLS-SEM data from 100 Gen Z respondents in Taiwan who are familiar with Taobao, the study shows that the attractiveness of advertising positively and significantly affects brand image and purchase intention. These findings underscore the crucial role of advertising in shaping consumer perception; the more creative and innovative an advertisement is, the more effectively the message is conveyed, which in turn enhances the brand image in the minds of consumers. It is proved that advertising serves not only as a marketing tool, but also as the main driver of the formation of consumer perceptions and beliefs. Thus, a well-designed advertisement not only attracts attention, but also builds trust and directs buying behavior, an aspect that is aligned with the principles of transparency and honesty in Islamic business.

Furthermore, the study reveals that brand image effectively mediates the relationship between advertising attractiveness and purchase intention. That is, the advertising attractiveness does not directly encourage purchase intentions, but also through the formation of a strong brand image. When advertising manages to create a positive perception of a brand, consumers tend to have more trust, which then encourages them to make a purchase. In the context of Islamic business, this means that creating a positive brand image through honest and ethical advertising is fundamental. A brand image built on the values of kindness and integrity will not only attract purchase intention, but also build long-term relationships with consumers, in line with the values of sustainability and blessing in Islamic business transactions.

This study has some limitations that need to be considered in the development of subsequent studies. First, the object of research is only limited to Generation Z of Taobao e-commerce users located in Taiwan, so the generalization of results to other regions or e-commerce is still limited. Second, this study used only three main variables without considering other variables such as brand loyalty, consumer satisfaction, E-WOM, product quality, or promotion. Therefore, it is suggested that future research can expand the scope of the region, involve a variety of platforms and products, and add other supporting variables in order to produce a more comprehensive understanding of the effectiveness of the use of advertising attractiveness in increasing purchase intention in line with Sharia business principles.

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