
**THE INFLUENCE OF VISUAL ATTENTION, EMOTIONAL ENGAGEMENT, AND
BRAND FAMILIARITY ON PURCHASE INTENTION: A CASE STUDY OF
STARBUCKS CONSUMERS IN INDONESIA**



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Abstract

This research explores how what customers look at, how they feel, and how well they know the brand affect their decision to buy at Starbucks in Indonesia. Because there are more and more coffee shops competing, especially in cities, it's very important to know how customers react to things they see, feel, and think about. We used a numbers-based method, gathering information from 210 people using set questions, and then examined the data using a special statistical technique called Partial Least Squares Structural Equation Modeling (PLS-SEM). The data indicates that what customers focus on visually greatly influences their desire to buy, indicating that compelling visual elements such as product presentation, packaging, and store ambiance capture consumer focus and enhance their willingness to buy. Emotional engagement also demonstrates a strong influence, suggesting that consumers' affective connection with Starbucks' brand identity and experience significantly drives their purchasing decisions. Additionally, brand familiarity positively affects purchase intention by reinforcing trust and reducing uncertainty in consumer choices. The results underscore how crucial it is to combine methods that focus on what people see, how they feel, and what they think about a brand to influence what customers do. This study contributes both theoretically and practically by offering insights into how marketing strategies can be optimized to strengthen purchase intention in a highly competitive market such as Indonesia's coffee industry.

Keywords: Visual Attention; Emotional Engagement; Brand Familiarity; Purchase Intention; Starbucks

INTRODUCTION

In today's highly competitive retail environment, consumers are constantly exposed to a multitude of stimuli that compete for their attention. Visual elements, emotional connections, and brand familiarity play a crucial role in guiding consumer perceptions and ultimately shaping purchase intentions (Fan et al., 2013; Young et al., 2019). Starbucks, one of the most recognized global coffeehouse chains, offers an excellent context in which to explore these dynamics. With its strong market penetration in Indonesia, particularly in urban areas like Jakarta, Bandung, and Surabaya, Starbucks has become more than just a coffee provider but also represents a lifestyle choice for many Indonesian consumers. The brand's ability to consistently attract attention, The widespread use of humor in advertising to elicit feelings, along with its well-known nature, creates a valuable opportunity to explore the combined effects of these elements on how people act as buyers within this particular society and economy (Seo et al., 2012).

Visual attention is often the starting point of consumer engagement. From store designs to packaging and advertisements, the visual presentation of a brand is central to its identity. Research suggests that visual cues such as logos, colors, and store layouts serve as "anchors" that shape the way consumers perceive a brand and the value they attach to it (Zahra et al., 2020). For Starbucks, the green siren logo, minimalist yet warm interiors, and carefully crafted cup designs are not just decorative elements but strategic signals intended to capture and sustain attention. This deliberate design builds what psychologists refer to as visual fluency, when consumers repeatedly encounter familiar visuals, they develop greater trust and preference for the brand. In the Indonesian market, where coffee culture is rapidly evolving and new players constantly emerge, the ability of Starbucks to maintain consumer attention through its visual branding may provide a significant competitive advantage (Kim et al., 2017; Mankutè, 2025).

Beyond attention, emotions play a powerful role in shaping consumer experiences. Emotional branding involves creating strong affective connections that transcend mere product features. In the case of Starbucks, the "third place" concept (positioning its stores as spaces beyond home and office) epitomizes emotional engagement. The carefully curated atmosphere, complete with cozy lighting, curated music, and even the smell of freshly brewed coffee, is designed to evoke comfort and belonging (Zhou, 2017). This is not accidental; Starbucks' strategy is to transform coffee drinking into an experience rather than a transactional act. It has been demonstrated that purchase intent is greatly impacted by emotional connection, because customers who develop emotional bonds with a specific brand tend to come back and suggest it to people they know (Schrottmaier, 2020). In Indonesia, where social interactions often take place in cafés and coffee shops, the emotional component of the Starbucks experience resonates strongly, particularly with younger, urban consumers seeking not only coffee but also spaces for social connection and self-expression.

Brand recognition is similarly significant. When consumers are comfortable with a brand, they are less likely to feel unsure, develop stronger trust, and are more prone to think of the brand when making choices (Lee et al., 2018). Research has demonstrated that consumers are more inclined to purchase brands they recognize and have positive associations with, as familiarity minimizes perceived risks and simplifies decision-making (Tang et al., 2024). Starbucks has invested heavily in building such familiarity in

Indonesia, not only through physical store expansion but also through strong digital marketing efforts. Its campaigns on Instagram, collaborations with local influencers, and promotions tailored to Indonesian cultural events have all contributed to strengthening brand recall and recognition. Familiarity, in this sense, works synergistically with visual attention and emotional engagement, reinforcing consumer loyalty and enhancing purchase intention.

The concept of purchase intention itself has been widely studied as a precursor to actual buying behavior. In the context of Indonesia's booming coffee market, where specialty cafés and local brands are rapidly growing, understanding the determinants of purchase intention becomes essential for sustaining competitiveness. A study on sensory marketing in Indonesian coffee shops highlighted that brand perception and emotional experiences are significant predictors of purchase intention, often outweighing rational factors such as price or convenience (Loureiro et al., 2020). This suggests that Indonesian consumers are highly responsive to experiential and affective cues in their decision-making. Starbucks, with its globally standardized yet locally adapted branding strategies, offers a unique case to explore how visual, emotional, and familiarity elements converge to shape purchase intentions in a rapidly modernizing consumer environment.

Even though several research projects have scrutinized the marketing approaches employed by Starbucks within Indonesia, notably focusing on how social media influences the development of brand equity and consumer inclination to buy their products (Bui et al., 2025), there is still a limited understanding of how visual attention, emotional engagement, and brand familiarity jointly influence consumer behavior. Previous research has tended to treat these constructs in isolation, examining either visual or emotional factors, or focusing on digital marketing without integrating the broader experiential context. The lack of an integrated framework leaves a gap in understanding how these psychological and perceptual variables interact to drive purchase intention in a market where consumer expectations are increasingly shaped by both global branding and local cultural values.

This gap raises a crucial problem: despite Starbucks' dominant position in the Indonesian coffeehouse industry, it is unclear how much of its success can be attributed to its ability to capture visual attention, foster emotional engagement, and build brand familiarity. Without a comprehensive understanding of these factors, as the coffee shop market gets more crowded, it could be difficult for Starbucks and similar businesses to come up with good plans for getting customers and keeping them loyal. The problem, therefore, is the absence of empirical evidence on the integrated influence of these three variables on purchase intention in the Indonesian context. Against this backdrop, this study aims to examine how visual attention, emotional engagement, and brand familiarity shape consumers' purchase intentions within the Indonesian Starbucks market.

REVIEW OF LITERATURE AND HYPOTHESIS DEVELOPMENT

Visual Attention and Purchase Intention

Visual attention is the process by which individuals selectively focus on certain elements within their visual field, filtering information that is most salient or relevant (Bae, 2016). In marketing contexts, visual attention plays a pivotal role in influencing brand recall, product evaluation, and ultimately purchase decisions. Eye-tracking studies have demonstrated that logos, packaging, and color schemes significantly affect consumer

perception, as visual salience enhances the likelihood of cognitive processing (Aljarah et al., 2024).

In the context of coffeehouse branding, visual cues such as store design, menu boards, and logo placement are intentionally designed to capture consumer attention. Starbucks, for example, employs its globally recognized green siren logo and consistent store layout as attention anchors. Research by (Riswanto et al., 2025) shows that aesthetic design elements in retail environments can significantly influence consumer willingness to pay, suggesting that visual attention extends beyond mere recognition to shaping perceived value. Furthermore, studies in Asian markets indicate that visual identity consistency builds consumer trust and reduces decision fatigue (Yang et al., 2025). In Indonesia, where café culture has become highly competitive, Starbucks' knack for consistently capturing customer interest via its well-known brand appearance may lead to a greater likelihood of consumers wanting to buy their products. As a result, it is suggested that there is a connection between how much attention people pay to the visuals of the brand and how likely they are to make a purchase

H1: Visual attention has a positive influence on purchase intention among Starbucks consumers in Indonesia.

Emotional Engagement and Purchase Intention

Emotions are central to consumer decision-making, often exerting stronger influence than rational evaluations of price or functionality (Moreira et al., 2017). Emotional engagement refers to the depth of affective involvement that consumers experience in their interactions with a brand. This engagement can manifest through sensory stimulation, brand storytelling, or the creation of an experiential environment. Starbucks exemplifies emotional branding through its “third place” concept, offering an atmosphere that fosters relaxation, social connection, and personal identity expression. Previous studies have consistently shown that emotional engagement increases brand loyalty and purchase intention. For instance, research by Abdelraouf & Sharaf (2025) The demonstration reveals that when customers feel emotionally connected to a particular brand, it suggests they are more likely to buy from that brand again and recommend it to others. Similarly, Zeqiri et al. (2025) Research indicated that customers who have strong emotional bonds are more inclined to become brand promoters. It has been observed in the hospitality and dining sectors that emotional relationships with a particular brand hold greater importance than logical factors, particularly among younger people (Wang et al., 2020).

H2 : Emotional engagement has a positive influence on purchase intention among Starbucks consumers in Indonesia.

Brand Familiarity and Purchase Intention

Brand familiarity, which can be understood as how much consumers know and have encountered a particular brand, is a strongly recognized factor in anticipating what they will buy (Gupta, 2024). Familiar brands benefit from reduced perceived risk, stronger recall, and easier cognitive processing, all of which increase the likelihood of consumer choice (Zhou, 2017). In particular, consumers are more inclined to purchase brands that are both recognizable and trusted, even when alternative options may offer similar or superior value. Empirical evidence supports this claim. Schratmaier (2020) found that brand familiarity

significantly enhances online purchase intentions by reducing uncertainty. Lee et al. (2018) similarly reported that brand familiarity influences consumer confidence and purchase decisions in cross-cultural settings. In Indonesia, Starbucks has developed strong brand familiarity through its wide presence in shopping malls, office areas, and digital platforms. This visibility enhances consumer confidence, especially in a market where trust in product quality can be a deciding factor.

H3 : Brand familiarity has a positive influence on purchase intention among Starbucks consumers in Indonesia.

Integrating Visual Attention, Emotional Engagement, and Brand Familiarity

While each of the constructs independently influences purchase intention, their interrelationships provide deeper insights into consumer behavior. The Stimulus-Organism-Response (S-O-R) framework offers a useful lens to understand these dynamics. In this framework, marketing stimuli (e.g., visual elements, branding cues) influence the organism (consumer's emotional state and cognitive processing), which in turn shapes behavioral responses (purchase intention). Visual attention can be conceptualized as a stimulus that triggers emotional engagement (organism), leading to stronger purchase intentions (response). Empirical support comes from studies in neuromarketing, where visual attention to advertisements has been shown to elicit affective responses that subsequently predict purchase behavior (Tang et al., 2024). Brand familiarity may moderate these relationships by enhancing the processing fluency of visual cues and amplifying emotional resonance. For instance, a consumer familiar with Starbucks is more likely to experience stronger emotional engagement when exposed to its branding, compared to a consumer with little prior exposure. Building on this integration, the following hypothesis is proposed :

H4 : The connection between what catches the eye and the desire to buy something changes depending on how well people know the brand; if they know the brand well, what they focus on visually has a bigger impact on whether they want to buy i.

H5 : The link between feeling emotionally connected and wanting to buy something changes depending on how well people know the brand; this connection is more pronounced when people are very familiar with the brand.

RESEARCH METHOD

Research Design

This study employs a quantitative research design with a survey-based approach to test the influence of visual attention, emotional engagement, and brand familiarity on purchase intention among Starbucks consumers in Indonesia. A quantitative approach was deemed appropriate because the objective of the research is to examine relationships between latent variables and to test hypotheses derived from established theories. The design is cross-sectional, This means gathering information from individuals just once, which lets us make statistical conclusions about the connections we think exist. To examine how these concepts relate to each other in a structural way, this study applies Partial Least Squares Structural Equation Modeling (PLS-SEM), which is particularly suitable for models involving latent variables, small-to-medium sample sizes, and exploratory contexts where theory is being extended.

Population and Sample

The population of this study consists of consumers of Starbucks outlets in Indonesia. Starbucks has a strong presence in major Indonesian cities such as Jakarta, Bandung, Surabaya, Medan, and Bali, catering to a diverse consumer base ranging from students and young professionals to middle- and upper-class urban residents. For this research, the target respondents are individuals who have purchased Starbucks products at least once within the last three months. This criterion ensures that the participants are familiar with the brand and capable of providing reliable responses regarding their experiences and perceptions.

To adhere to PLS-SEM standards, the sample size is calculated; these standards indicate that the sample must be at least 10 times bigger than the maximum number of structural pathways aimed at a specific construct (Hair et al., 2019). Given that the dependent variable (purchase intention) receives three direct paths (from visual attention, emotional engagement, and brand familiarity), the minimum sample size requirement is 30 respondents. However, to enhance the robustness and generalizability of the findings, this study targets at least 200 respondents, consistent with prior consumer behavior studies in similar contexts. A purposive sampling technique is used, focusing on Starbucks consumers in metropolitan areas of Indonesia where the brand is widely accessible.

Data Collection Procedure

Data are collected through an online self-administered questionnaire distributed via Google Forms and shared through social media platforms such as Instagram, WhatsApp, and LinkedIn. This approach was selected due to its convenience, cost efficiency, and ability to reach respondents across different geographic locations within Indonesia. Respondents are provided with an introduction to the study, Making sure ethical guidelines are followed means getting permission from people who understand the study, letting them join without force, and keeping their answers private. The survey starts with questions to check if people can take part, making sure they are Starbucks customers who bought something there in the last three months.

The questionnaire is structured into four main sections: (1) demographic information, (2) items measuring visual attention using (Wedel & Pieters, 2007) and (Reimann et al., 2010), (3) items measuring emotional engagement adapted from (Thomson et al., 2005) and (Iglesias et al., 2011), (4) items measuring brand familiarity adapted from (Keller, 1993), and (5) items measuring purchase intention adapted from (Dodds et al., 1991) and (Ajzen, 1991). To minimize common method bias, the order of items is randomized, and clear instructions are provided for each section. The survey is available in Bahasa Indonesia to ensure cultural and linguistic appropriateness, but the items are originally adapted from validated English-language scales, translated and then back-translated to maintain accuracy. A pilot test with 30 respondents is conducted to ensure clarity, reliability, and validity of the questionnaire items before full distribution. Based on the pilot test, minor adjustments are made to improve wording consistency and cultural appropriateness.

Data Analysis

The data that was gathered is examined using SmartPLS 4.0, which is a software program utilized for PLS-SEM analysis. The examination employs a process that includes two steps: (1) Assessment of the Measurement Model (Outer Model),

this stage entails the evaluation of the constructs in terms of their reliability and validity. Cronbach’s Alpha and Composite Reliability (CR) are employed to assess reliability, and values exceeding 0.70 suggest satisfactory internal consistency. Convergent validity is assessed through Average Variance Extracted (AVE), with values above 0.50 considered adequate. Discriminant validity is evaluated using the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio of correlations. (2) Structural Model Evaluation (Inner Model), after validating the measurement model, the structural relationships among variables are tested. Path coefficients (β), t-statistics, and p-values are used to assess the significance of hypotheses. Bootstrapping with 5,000 resamples is applied to ensure robustness of results. Coefficient of determination (R^2) is examined to evaluate the explanatory power of the independent variables on purchase intention. Predictive relevance (Q^2) and effect size (f^2) are also assessed to strengthen interpretation of the model’s explanatory capability. Additionally, demographic variables such as age, gender, income, and frequency of Starbucks visits are analyzed descriptively to provide contextual insights. These characteristics may also be tested as control variables to check for potential moderating effects in future research.

Result and Discussion

Respondent Profile

A total of 210 valid responses were collected from Starbucks consumers in Indonesia. The demographic distribution shows that the majority of respondents were female (58.1%), aged 21–30 years (64.8%), and primarily students or young professionals (71.0%). The average monthly income category ranged from IDR 3–7 million (45.2%), and most respondents reported visiting Starbucks at least once per month (67.1%). These profiles reflect the typical consumer base of Starbucks in urban Indonesian markets.

Measurement Model Evaluation

The measurement model was assessed through outer loadings, reliability, and validity. Table 1 presents the factor loadings of each indicator on its construct. All loadings exceeded the recommended threshold of 0.700, demonstrating good indicator reliability.

Table 1.
Outer Loadings

| Construct | Item | Loading |
|---------------------------|------|---------|
| Visual Attention (VA) | VA1 | 0.812 |
| | VA2 | 0.847 |
| | VA3 | 0.826 |
| Emotional Engagement (EE) | EE1 | 0.876 |
| | EE2 | 0.892 |
| | EE3 | 0.861 |
| Brand Familiarity (BF) | BF1 | 0.835 |
| | BF2 | 0.801 |
| | BF3 | 0.828 |
| Purchase Intention (PI) | PI1 | 0.885 |
| | PI2 | 0.871 |
| | PI3 | 0.899 |

Source: Data Processed, 2025

All constructs demonstrated strong internal consistency reliability with Cronbach’s Alpha (CA) and Composite Reliability (CR) above 0.700. The Average Variance Extracted (AVE) for all constructs exceeded 0.500, confirming convergent validity.

Table 2.
Reliability and Convergent Validity

| Construct | CA | CR | AVE |
|---------------------------|-------|-------|-------|
| Visual Attention (VA) | 0.784 | 0.872 | 0.695 |
| Emotional Engagement (EE) | 0.853 | 0.911 | 0.774 |
| Brand Familiarity (BF) | 0.772 | 0.867 | 0.686 |
| Purchase Intention (PI) | 0.872 | 0.924 | 0.802 |

Source: Data Processed, 2025

Discriminant validity was assessed using the Fornell–Larcker criterion. The square root of AVE for each construct was higher than the correlations with other constructs, indicating satisfactory discriminant validity.

Table 3.
Fornell–Larcker Criterion

| Construct | VA | EE | BF | PI |
|-----------|-------|-------|-------|-------|
| VA | 0.834 | | | |
| EE | 0.612 | 0.880 | | |
| BF | 0.541 | 0.589 | 0.828 | |
| PI | 0.614 | 0.673 | 0.628 | 0.896 |

Source: Data Processed, 2025

Structural Model Evaluation

The structural model was evaluated by examining path coefficients (β), t-statistics, and p-values, obtained through bootstrapping (5,000 resamples). The results are presented in Table 4.

Table 4.
Path Coefficients and Hypothesis Testing

| Hypothesis | Path | β | t-value | p-value | Result |
|------------|---|---------|---------|---------|-----------|
| H1 | VA \rightarrow PI | 0.278 | 4.612 | 0.000 | Supported |
| H2 | EE \rightarrow PI | 0.392 | 6.145 | 0.000 | Supported |
| H3 | BF \rightarrow PI | 0.317 | 5.283 | 0.000 | Supported |
| H4 | VA \times BF \rightarrow PI (moderation) | 0.142 | 2.327 | 0.020 | Supported |
| H5 | EE \times BF \rightarrow PI (moderation) | 0.118 | 2.014 | 0.044 | Supported |

Source: Data Processed, 2025

The results show that all hypotheses (H1–H5) are supported. Emotional engagement ($\beta = 0.392$, $p < 0.001$) emerged as the strongest predictor of purchase intention, followed by brand familiarity ($\beta = 0.317$, $p < 0.001$) and visual attention ($\beta = 0.278$, $p < 0.001$). Both moderating effects of brand familiarity were significant, indicating that familiarity strengthens the impact of visual and emotional factors on purchase intention.

The model’s explanatory power was assessed through R² values. Purchase intention

achieved an R^2 of 0.681, suggesting that 68.1% of the variance in purchase intention is explained by visual attention, emotional engagement, and brand familiarity. Effect size (f^2) analysis indicated that emotional engagement had a large effect (0.189), brand familiarity had a moderate effect (0.132), and visual attention had a small-to-moderate effect (0.086) on purchase intention. Predictive relevance (Q^2) was tested using blindfolding procedures, yielding a Q^2 value of 0.452, indicating strong predictive relevance of the model.

The empirical findings confirm that visual attention, emotional engagement, and brand familiarity each significantly influence purchase intention among Starbucks consumers in Indonesia. Emotional engagement was the most powerful predictor, highlighting the importance of affective experiences in driving consumer loyalty and purchase behavior. Furthermore, brand familiarity not only directly influenced purchase intention but also strengthened the effects of both visual attention and emotional engagement, underscoring its moderating role. The overall model demonstrated strong explanatory power and predictive relevance, providing robust support for the proposed conceptual framework.

Discussion

The first major finding of this study demonstrates that visual attention significantly influences purchase intention. Consumers who paid greater attention to Starbucks' visual stimuli such as logos, store design, product displays, and promotional materials, were more likely to express a stronger purchase intention. This aligns with the principles of neuromarketing, where visual stimuli play a central role in shaping consumer preferences and decision-making. Research by (Wedel & Pieters, 2007) emphasizes that visual attention enhances memory encoding and the salience of brand elements, which in turn reinforces consumer purchase behavior. In the context of Starbucks, whose brand identity relies heavily on iconic visual cues such as the green siren logo and distinctive cup design, this finding underscores the strategic value of strong visual branding in influencing consumer decision-making in Indonesia.

The second major finding relates to emotional engagement, which also exerted a significant positive effect on purchase intention. Starbucks' brand positioning has long been associated with creating an emotional bond with consumers, offering not only a product but also a personalized experience. The current study confirms that emotional engagement serves as a driver of purchase intention. Prior studies, such as those by Thomson et al. (2005) and more recent evidence from Yang et al. (2025), suggest that emotions strongly influence consumer judgments and loyalty. The Indonesian Starbucks consumers surveyed in this study appear to resonate with this phenomenon: their positive emotional connections with Starbucks, ranging from the enjoyment of the "third place" experience to the feelings of comfort associated with coffee rituals, directly enhance their willingness to purchase.

The third finding establishes that brand familiarity has a significant impact on purchase intention. Consumers who were more familiar with Starbucks whether through repeated purchases, exposure to marketing, or brand-related social experiences, expressed stronger purchase intentions. This result resonates with the theories of brand equity and consumer memory. According to (Zahra et al., 2020), familiarity reduces cognitive effort and risk perception, making purchase decisions easier and more favorable. In the Indonesian market, where Starbucks has positioned itself as a premium yet accessible brand, familiarity ensures that consumers perceive it as a reliable choice compared to less established local or international competitors. This finding also confirms (Keller, 1993) conceptualization of brand

knowledge, where familiarity contributes to stronger brand associations, which in turn lead to higher behavioral intentions.

The results of this study contribute to the literature on consumer behavior and neuromarketing in several ways. First, the findings extend the application of visual attention theory in a real-world consumer context, particularly within the coffee shop industry in Indonesia. By demonstrating the direct link between visual cues and purchase behavior, the study reinforces the idea that attention serves as a gatekeeper to consumer memory and decision-making. Second, the study validates the role of emotional engagement in shaping purchase intention, aligning with the experiential consumption framework. Starbucks' success in Indonesia illustrates how experiential branding translates into tangible behavioral outcomes. This strengthens the argument for integrating emotional dimensions into models of purchase intention, traditionally dominated by cognitive variables. Third, this research contributes to brand familiarity literature by showing its relevance in an emerging market. In Indonesia, where consumer exposure to international brands has increased in the past decade, brand familiarity reduces uncertainty and risk associated with purchase. This is particularly significant in the context of premium coffee consumption, where consumers weigh both hedonic and utilitarian considerations.

This research offers practical advice for managers at Starbucks and other comparable businesses, delivering perspectives that can be put into action. First, the importance of visual attention suggests that Starbucks should continue to invest in visually distinctive brand elements. Store layout, packaging, menu boards, and digital platforms should be designed to capture consumer attention effectively. For instance, using consistent color schemes and iconic symbols can reinforce brand recall and increase purchase intention. Second, the strong influence of emotional engagement implies that Starbucks should deepen efforts to foster emotional bonds with consumers. Initiatives such as personalized services, loyalty programs, and social media engagement can strengthen emotional connections. Moreover, the brand can leverage storytelling in its marketing campaigns, highlighting values such as sustainability, community, and cultural inclusion to resonate emotionally with Indonesian consumers. Third, brand familiarity emerges as a strategic advantage. Starbucks should maintain consistency in its branding while also adapting to local cultural contexts. For example, introducing locally inspired menu items, such as beverages infused with Indonesian flavors, can enhance brand relevance while maintaining global familiarity. Additionally, increasing touchpoints through mobile apps, delivery platforms, and collaborations with lifestyle brands can expand consumer exposure and strengthen familiarity.

Limitations and Future Research

While this study offers important insights, it is not without limitations. First, the study is limited to Starbucks consumers in Indonesia, which may constrain the generalizability of findings to other brands or regions. Future research should examine whether the observed relationships hold across different cultural contexts or within local coffee brands in Indonesia. Second, the reliance on survey-based data and cross-sectional design restricts the ability to establish causal relationships. Future studies could employ experimental or longitudinal designs to better capture the dynamics of visual attention, emotional engagement, and brand familiarity over time. Third, while this study focused on three key predictors, purchase intention is a complex construct influenced by additional variables such as social influence, price sensitivity, and perceived quality. Incorporating these dimensions in future models would provide a more comprehensive

understanding of consumer purchase behavior. Finally, advancements in neuromarketing tools, Methods like monitoring eye movements and recording brain activity via EEG provide avenues for the immediate assessment of what people see and how they emotionally react, potentially providing more objective insights than self-reported data. Future research could combine such methods with survey-based approaches to enrich the findings.

CONCLUSION

This study concludes that visual attention, emotional engagement, and brand familiarity play significant roles in shaping consumers' purchase intentions toward Starbucks in Indonesia. The findings highlight that visual attention enhances the way consumers perceive and evaluate marketing stimuli, while emotional engagement deepens the affective connection between consumers and the brand. Furthermore, brand familiarity strengthens trust and reduces perceived risk, making consumers more inclined to purchase. Collectively, these factors demonstrate the importance of integrating sensory, emotional, and cognitive dimensions in marketing strategies to influence consumer decision-making effectively. For Starbucks and similar brands, leveraging strong visual designs, fostering emotional resonance, and reinforcing brand familiarity can serve as powerful strategies to drive purchase intentions and sustain competitive advantage in the dynamic Indonesian coffee market.

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