

The Effect of Emotional Consumer Insight on Purchase Intention with Brand Trust and Emotional Attachment as Mediator Variables

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ABSTRACT

This study aims to determine the influence of emotional consumer insight on purchase intention with brand trust and emotional attachment as mediator variables in women skincare users. This study uses a quantitative approach with an explanatory correlational design. The research sample consisted of 200 female skincare users aged 18–30 years using purposive sampling techniques. Data collection was carried out using the Likert scale and analyzed using a mediation test with the help of JASP software. The results of the reliability test showed that all variables had good reliability, namely emotional consumer insight ($\alpha = .889$), purchase intention ($\alpha = .861$), brand trust ($\alpha = .839$), and emotional attachment ($\alpha = .880$). The results of the mediation analysis showed that emotional consumer insight had a positive and significant effect on purchase intention ($\beta = .364$; $p < .001$). In addition, brand trust was able to mediate the influence of emotional consumer insight on purchase intention significantly ($\beta = .427$; $p < .001$). However, emotional attachment was unable to mediate the relationship ($\beta = .011$; $p = .143$). These findings show that women who use skincare are more likely to consider trust in brands than emotional attachment in forming the intention to buy skincare products.

Keywords: *Emotional Consumer Insight, Brand Trust, Emotional Attachment, Purchase Intention, Skincare*

1. INTRODUCTION

Industry development Skincare in Indonesia has experienced a very rapid increase, especially among young women who actively use social media. Competition between skincare brands makes companies not only focus on product quality, but also try to build an emotional connection with consumers through an approach Emotional Consumer Insight. This approach is carried out so that consumers feel understood, cared for, and have an emotional closeness to the brand used. In the context of skincare, the emotional aspect becomes important because the use of beauty products is often related to self-confidence, self-care, and women's personal identity (Mulyana & Layman, 2025).

The increasing use of social media such as TikTok and Instagram also affects consumer behavior in determining skincare purchase decisions. Consumers no longer only consider the benefits of the product functionally, but also consider the emotional experience provided by the brand. Research Mulyana & Layman (2025), showing that the emotional value felt by consumers can increase interest in skincare products and encourage the emergence of purchase intention.

In addition, the emergence of purchase intention is also influenced by the level of consumer trust in the brand or Brand Trust. In skincare products, trust is an important factor because the product is used directly on the skin and has certain risks if the product quality is not as expected. Consumers who have trust in brands tend to feel safer and more confident to make a purchase. Role Brand Trust directly have a positive effect on purchase intention also evidenced by Jolie & Panjaya (2024) and Thessalonian & Promise (2025) which shows that Brand Trust has a positive influence on purchase intention to local skincare consumers. Research Subarkah et al (2025), also shows the role Brand Trust as a mediator between Content Marketing and purchase intention in skincare users The Originote proved significant.

Not only trust, the emotional attachment of consumers to the brand or emotional attachment It is also a factor that can increase consumer purchase intention. Skincare consumers who feel fit, comfortable, and have a positive experience with a brand tend to build stronger emotional connections. In this study, Brand Trust and emotional attachment is positioned as a mediator variable because both are thought to be psychological mechanisms that explain how Emotional Consumer Insight can affect purchase intention. Consumers who feel emotionally understood by a brand tend to build trust in the brand, then develop into an emotional attachment that ultimately increases the desire to buy the product. Recent research Prabowo & Arif (2026), showing that an emotional connection with a brand can be formed through digital marketing experiences, influencers, and social media interactions that are able to create a sense of closeness

between consumers and brands. In addition, their research also found that consumer trust is able to mediate the relationship between digital marketing credibility and emotional brand attachment. This shows that the consumer's emotional connection to the brand does not arise directly, but develops through the trust that consumers have in the brand. Even Anggun et al (2025), also indicates that emotional attachment has a mediating role in the relationship between marketing strategy and purchase intention in the skincare and cosmetics industry. Even research Khuong et al (2023), showing consumer knowledge or insight about the product emotionally by adding emotional interest can trigger the consumer's intention to buy a product

Research on purchase intent in skincare consumers has been conducted, but most of the previous research focused more on marketing factors such as social media marketing, brand image, electronic word of mouth, and celebrity endorser. Meanwhile, research that discusses the influence of emotional consumer insight on purchase intention is still relatively limited, especially in women skincare users. In fact, in the beauty industry, the emotional aspect has an important role because consumers not only buy products based on function, but also based on emotional experiences and a sense of connection with the brand.

In addition, this study also has novelty because it combines two mediator variables at once, namely brand trust and emotional attachment. Previous research generally only used one mediator variable, while this study tried to explain a more complete psychological process of how consumers who feel understood by brands can build trust and emotional attachment which then increases purchase intention. Another novelty lies in the focus of research aimed at women who use local skincare in the era of social media. Women skincare users are a group of consumers who have a high emotional involvement with beauty products, so it is interesting to study from the perspective of consumer psychology and emotional marketing. This research is expected to provide a new understanding of the psychological mechanisms that affect consumers' purchase intentions for skincare products.

The purpose of this study is to determine the influence of emotional consumer insight on purchase intention in women skincare users. In addition, this study also aims to determine the role of brand trust and emotional attachment as mediator variables in the relationship between emotional consumer insight and purchase intention.

1.1. The effect of emotional consumer insight on purchase intention

Emotional consumer insight is a brand's understanding of consumers' needs, feelings, and emotional experiences. In the skincare industry, consumers not only consider the benefits of the product functionally, but also how the brand is able to understand their emotional state. When consumers feel understood by the brand, there will be a sense of comfort, interest, and emotional closeness that can increase the desire to buy the product. According to Gobé (2001), emotional relationships built through emotional branding are able to create consumer attachment to the brand so as to encourage purchasing behavior. Recent research by Kim & Sullivan (2019), also shows that the emotional connection between consumers and brands has a positive effect on consumer purchase intentions. According to Kotler, P., & Keller, K. L. Armstrong (2019), purchase intention is the tendency of consumers to make a purchase of a product after conducting a positive evaluation of the product or brand. Aspects purchase intention Referring to the theory Kotler, P., & Keller, K. L. Armstrong (2019), namely:

- a. Desire to buy a product
- b. Interest in trying products
- c. Plans to make a purchase
- d. Possibility of making a repurchase

Variable Emotional Consumer Insight based on the concept emotional branding from Marc Gobé who explains that the emotional connection between brands and consumers is formed through a deep understanding of consumer emotions. Aspects Emotional Consumer Insight In this study, it refers to the concept of emotional branding according to Gobé (2001) namely:

- a. Brands understand consumers' emotional needs
- b. Consumers feel emotionally close to the brand
- c. Brand messages feel relevant to consumers' feelings
- d. Consumers feel cared for and understood by brands

Therefore, the higher the emotional consumer insight felt by consumers, the higher the purchase intention for skincare products.

H1 = Emotional consumer insight has a positive effect on purchase intention

1.2. *The influence of emotional consumer insight on brand trust*

Brands that are able to understand consumers' emotional needs tend to gain consumer trust more easily. Consumers will feel that brands are not only focused on profit, but also care about their needs and convenience. In the context of skincare, the emotional understanding provided by brands can make consumers feel safe and confident in the quality of the products used. According to Delgado-Ballester (2004), trust in a brand arises when consumers believe that the brand is able to meet expectations and has good intentions towards consumers. Research by Rather et al (2019), also explains that consumers' emotional experiences have a significant influence on the formation of Brand Trust. According to Delgado-Ballester (2004), Brand Trust It has two main aspects, namely:

a. Brand Reliability

The ability of a brand to fulfill the value or promise offered so that consumers feel that the brand is reliable.

b. Brand Intentions

Consumers' belief that brands will act with the interests and well-being of consumers in mind when faced with unexpected problems or situations

c. Thus, the higher the emotional consumer insight, the higher the consumer's brand trust in skincare brands.

H2: Emotional consumer insight has a positive effect on brand trust.

1.3. *The effect of emotional consumer insight on emotional attachment*

An emotional understanding of the brand can create a closer psychological connection between the consumer and the brand. Consumers who feel emotionally understood will find it easier to build an emotional attachment to a particular brand. In the use of skincare, this relationship can arise because consumers feel comfortable, suitable, and have a positive experience with the brand. According to Thomson et al (2005), emotional attachment formed through a deep emotional experience between the consumer and the brand. Recent research by Japutra et al. (2022) shows that consumers' emotional experiences have a positive influence on formation emotional attachment.

Therefore, the higher the emotional consumer insight felt by consumers, the stronger the emotional attachment to skincare brands.

H3: Emotional consumer insight has a positive effect on emotional attachment

1.4. *The influence of brand trust on purchase intention*

Trust in brands is an important factor in increasing consumer purchase intention, especially in skincare products that are used directly on the skin. Consumers tend to buy products from brands that are considered safe, quality, and trustworthy. When consumers have confidence that the brand is able to provide benefits as expected, then consumers will be more confident to make a purchase. According to Delgado-Ballester (2004), Brand Trust can reduce the sense of uncertainty and risk in purchasing decisions. Role Brand Trust directly have a positive effect on purchase intention also evidenced by Jolie & Panjaya (2024) and Thessalonian & Promise (2025) which shows that Brand Trust has a positive influence on purchase intention to local skincare consumers.

Therefore, the higher the consumer's brand trust in skincare brands, the higher the consumer's purchase intention

H4: Brand trust has a positive effect on purchase intention

1.5. *The effect of emotional attachment on purchase intention*

Consumers who have an emotional attachment to brands tend to show higher loyalty and desire to buy. Emotional attachment makes consumers feel close, comfortable, and difficult to move to another brand. In the context of skincare, positive experiences and a sense of belonging to the product can strengthen the consumer's emotional connection with the brand. According to Thomson et al (2005), consumers who have an emotional attachment to a brand will be more motivated to maintain a relationship with the brand through purchasing behavior. Research by Chen & Yang (2023), also shows that emotional attachment has a significant effect on consumer purchase intention. Emotional attachment It is an emotional bond between the consumer and the brand that is formed through a deep affective experience. Aspects emotional attachment based on Thomson et al (2005), namely:

- a. Feeling close to the brand
- b. Feel comfortable using the brand
- c. Feelings of belonging to the brand
- d. Difficult to switch to another brand
- e. An emotional connection with the brand

Thus, the higher the emotional attachment of consumers to skincare brands, the higher the consumer's purchase intention.

H5: Emotional attachment has a positive effect on purchase intention

1.6. The role of brand trust as a variable mediator

Brand trust It acts as a mediator variable because the emotional understanding provided by the brand can increase consumer trust, then that trust encourages the emergence of buying intentions. Consumers who feel emotionally understood by brands will have more confidence in the quality and goodwill of the brand, so they are more confident to buy skincare products. Research Subarkah et al (2025), also shows the role Brand Trust as a mediator between Content Marketing and purchase intention in skincare users The Originote proved significant.

H6: Brand trust mediates the influence of emotional consumer insight on purchase intention

1.7. The role of emotional attachment as a variable mediator

In addition to building trust, emotional consumer insights can also create consumers' emotional attachment to brands. Consumers who feel they have an emotional connection with the brand will be more motivated to buy and use products on an ongoing basis. Research Khuong et al (2023), showing consumer knowledge or insight about the product emotionally by adding emotional interest can trigger the consumer's intention to buy a product Therefore, emotional attachment acts as a mediator in the relationship between emotional consumer insight and purchase intention, because emotional attachment is able to strengthen consumers' desire to buy skincare products.

H7: Emotional attachment mediates the influence of emotional consumer insight on purchase intention

2. RESEARCH METHOD

This study uses a quantitative approach with the type of explanatory correlational research. This study focuses on the influence of emotional consumer insight on purchase intention with brand trust and emotional attachment as mediator variables in women skincare users. The most suitable sampling technique for this study is purposive sampling. The sample criteria in this study can be determined as follows:

- a. Women.
- b. Aged 18–30 years.
- c. Using skincare products.
- d. Have bought skincare products that have been used at least twice in the last 6 months.
- e. Actively use social media such as TikTok or Instagram, FB etc.
- f. Have you ever seen information, promotions, reviews, or content about skincare products through social media.

The number of samples used in this study is 200 people. The data collection method uses a psychological scale with a Likert scale model to measure all research variables, namely emotional consumer insight, brand trust, emotional attachment, and purchase intention. The hypothesis test in this study was carried out using mediation analysis with the help of JASP software version 0.95.4.0. The characteristics of the respondents in this study can be seen in Table.1

Table.1 Tabulation of Respondent Demographic Data

Respondent Characteristics	Categories	Frequency	Percentage
Age	18–20 years old	58	29%
	21–23 years old	72	36%

Respondent Characteristics	Categories	Frequency	Percentage
Types of Skincare Used	24–26 years old	41	20,5%
	27–30 years old	29	14,5%
	Facial Wash/Cleanser	200	100%
	Moisturizer	185	92,5%
	Sunscreen	178	89%
	Serum	165	82,5%
	Toner	142	71%
	Face Masks	128	64%
	Acne Treatment	96	48%
Intensity of Social Media Use	Exfoliating Product	84	42%
	Very Active (>5 hours/day and often viewing skincare content)	108	54%
	Active (3–5 hours/day and see skincare content quite often)	71	35,5%
	Moderately Active (1–2 hours/day and occasionally viewing skincare content)	21	10,5%
Skincare Products Purchased in the Last 6 Months	Somethinc	63	31,5%
	Skintific	52	26%
	Wardah	34	17%
	Scarlett	21	10,5%
	The Originote	18	9%
	"Glad to Glad"	12	6%

3. RESULTS AND DISCUSSIONS

The loading factor value in each indicator shows the relationship between the indicator and the latent variable it measured. In the Emotional Consumer Insight variable, the loading factor value ranges from 0.75–0.88, which shows that all indicators have a good contribution in measuring the construct. The Purchase Intention variable has a loading factor of 0.70–0.82, while Brand Trust has a loading factor of 0.72–0.78. In the Emotional Attachment variable, the loading factor is in the range of 0.75–0.83. In general, all indicators have a loading factor value above 0.50 so that it can be said to be valid in representing latent variables. Based on the results of the analysis of the relationship between variables, it is known that emotional consumer insight has a positive and significant influence on purchase intention ($\beta = 0.802$; $p < .001$), so that H1 is accepted. This shows that the higher the emotional understanding of consumers towards skincare brands, the higher the intention to buy skincare products. In addition, emotional consumer insight also has a positive and significant effect on brand trust ($\beta = 0.810$; $p < .001$), so H2 is accepted. However, emotional consumer insight had no significant effect on emotional attachment ($\beta = 0.130$; $p = .062$), so H3 was rejected. Furthermore, brand trust had a positive and significant effect on purchase intention ($\beta = 0.527$; $p < .001$), so H4 was accepted. Meanwhile, emotional attachment also had a significant positive effect on purchase intention ($\beta = 0.084$; $p = .020$), so H5 was accepted, although the effect was relatively small. In the mediation test, brand trust was proven to be able to mediate the influence of emotional consumer insight on purchase intention significantly ($\beta = 0.527$; $p < .001$), so H6 was accepted. In contrast, emotional attachment was unable to mediate the relationship ($\beta = 0.011$; $p = .143$), so H7 was rejected.

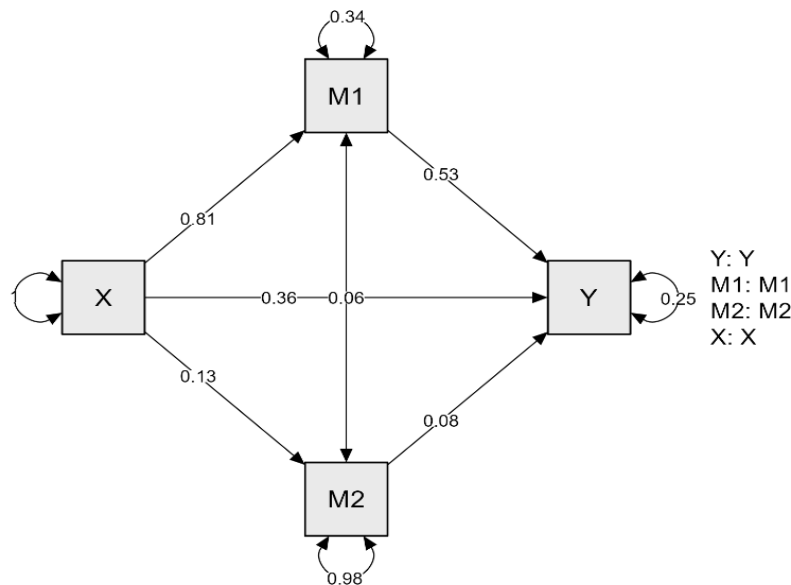


Figure.1 Mediation Model Diagram

Based on the results of mediation analysis, it is known that emotional consumer insight has a positive influence on purchase intention both directly and indirectly through the mediator variable. This shows that the higher the consumer's emotional understanding of the skincare brand, the higher the consumer's intention to buy the skincare product. Consumers tend to gravitate toward brands that are able to understand their needs, feelings, and emotional experiences.

The results of the analysis also show that brand trust has a stronger mediating role than emotional attachment. This can be seen from the coefficient of the influence of emotional consumer insight on brand trust of $\beta = .81$ and the influence of brand trust on purchase intention of $\beta = .53$. The findings show that skincare consumers consider trust in the brand more before deciding to buy the product. This trust can arise because consumers feel that the brand is able to provide product quality, safety of use, and benefits that meet expectations. Research by Subarkah et al (2025), also shows that the role of brand trust as a mediator between content marketing and purchase intention in skincare users of The Originote has proven to be significant. Research by Rather et al (2019), also explains that consumers' emotional experiences have a significant influence on the formation of brand trust

Meanwhile, the influence of Emotional Consumer Insight against emotional attachment is relatively low, which is $\beta = .13$, and the influence of emotional attachment against purchase intention It is also relatively small, which is $\beta = .08$. These results show that the emotional understanding of brands is not yet strong enough to form a deep emotional attachment to skincare consumers. Consumers are likely to focus more on functional aspects such as product quality, skin compatibility, material safety, and usability rather than building an emotional connection with one particular brand. This is reinforced by research Squirting (2024) who found that attachment to celebrity does not have a significant direct effect on purchase intention. The research shows that consumers' emotional attachment does not necessarily directly encourage product purchase intent if consumers consider other factors such as quality and brand attractiveness. In addition, the high trend of skincare and the large selection of products on social media make it easier for consumers to try various new brands so that emotional attachment to one brand becomes less stable. These conditions cause emotional attachment not being a strong mediator in the relationship between Emotional Consumer Insight and purchase intention. The findings of this study are also supported by previous research that shows that skincare consumers consider brand reputation and functional factors more than emotional factors in shaping purchase intention (Claudia, J., & Ruslim, 2026).

Based on the R^2 value, the purchase intention (Y) variable has a value of $R^2 = .749$. This shows that 74.9% of the variation in purchase intention can be explained by emotional consumer insight, brand trust, and emotional attachment, while the remaining 25.1% are influenced by other factors outside the research model. This value shows that the research model has a strong ability to explain the purchase intention variable.

Furthermore, the brand trust variable (M1) has a value of $R^2 = .656$, which means that 65.6% of brand trust variations can be explained by emotional consumer insight. These results show that consumers' emotional understanding has a considerable contribution in forming trust in skincare brands. Meanwhile, the emotional attachment variable (M2) has a value of $R^2 = .017$. This suggests that only 1.7% of emotional attachment variations can be explained by emotional consumer insight, while most are influenced by other factors outside of the study. This value reinforces the previous

results that emotional consumer insight has not been able to form strong emotional attachment in women skincare users. Overall, the results of the study show that brand trust is the psychological factor that plays the most role in increasing purchase intention in women skincare users compared to emotional attachment.

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