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The Influence of Digital Advertising Interactivity on Generation Z's Purchasing Intensity in the Fashion and Beauty Industry

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ABSTRACT

The rapid growth of digital marketing has increased the importance of interactive advertising in influencing consumer behavior, particularly among Generation Z consumers in the fashion and beauty industry. This study aims to analyze the influence of digital advertising interactivity on purchase intensity, with attitude toward digital advertising serving as a mediating variable. This study employed a quantitative approach using data collected from 312 Generation Z respondents who actively use social media platforms and are frequently exposed to digital advertising. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicate that digital advertising interactivity has a positive and significant effect on attitude toward digital advertising (beta = 0.68; $p < 0.001$) and purchase intensity (beta = 0.21; $p = 0.002$). In addition, attitude toward digital advertising significantly affects purchase intensity (beta = 0.54; $p < 0.001$) and partially mediates the relationship between digital advertising interactivity and purchase intensity (beta = 0.37; $p < 0.001$; VAF = 63.8%). The study concludes that interactive digital advertising strategies play an important role in enhancing consumer engagement and encouraging purchasing behavior among Generation Z consumers in the fashion and beauty industry.

Keywords: Consumer Attitude; Digital Advertising Interactivity; Fashion and Beauty Industry; Generation Z; Purchase Intensity

INTRODUCTION

The proliferation of digital technology has fundamentally transformed marketing communication across industries, particularly in sectors characterized by symbolic consumption, rapid trend cycles, and high visual orientation, such as the fashion and beauty industry (Rathore, 2021; Sumarlinah, 2022; Xu, 2025). Digital advertising has evolved beyond static persuasive messages into interactive ecosystems that enable real-time engagement, co-creation, and transactional immediacy (Araujo et al., 2020; Gusic & Stallone, 2020; Wang, 2021). Platforms such as Instagram, TikTok, and YouTube integrate algorithmic personalization, live commerce, augmented reality filters, and embedded purchase links, thereby blurring the boundary between communication and transaction. Within these environments, consumers are no longer passive recipients of promotional messages but active participants who evaluate, respond to, and disseminate brand-related content (Niamath Sultana et al., 2025; Singh, 2025). This transformation requires a broader understanding of advertising effectiveness that extends beyond engagement metrics toward measurable behavioral outcomes, including purchase intensity.

The fashion and beauty industry provides a relevant context for examining this phenomenon. Unlike durable goods markets, fashion and beauty consumption is characterized by short product life cycles, frequent innovation, hedonic value orientation, and identity construction motives (Casciani et al., 2022; Castro-López et al., 2021; Krywalski-Santiago, 2024). Purchasing behavior in this sector is often repetitive and socially influenced, making purchase intensity an important performance indicator (Karaaslan & Doğrul, 2025; Zamroji Almursyid et al., 2024). Digital campaigns increasingly rely on interactive features such as live product demonstrations, influencer-led interactions, comment-based social validation, and personalized recommendation systems. Although these features generate high engagement, engagement alone does not necessarily guarantee repeated purchasing behavior (Afridi & Hidayat, 2024; Han & Jo, 2025; Madlberger & Kraemmer, 2019; Yamuna et al., 2025). Therefore, empirical investigation is necessary to determine whether perceived interactivity in digital advertising significantly influences purchase intensity, particularly among Generation Z consumers who dominate social media usage patterns (Juniarty & Gunawan, 2021; Theocharis, 2025; Wardana, 2025).

Generation Z represents a distinct consumer cohort characterized by high digital literacy, strong social media engagement, and reliance on peer-generated information. Previous studies indicate that Generation Z consumers prioritize authenticity, inclusivity, and experiential engagement in brand interactions (Fatima & Ishrat, 2025; Prasanna & Priyanka, 2024; Shreevamshi & Veenashree, 2025). In fashion and beauty contexts, they frequently use social media for product discovery, style inspiration, and peer comparison. However, continuous exposure to digital promotions may also create advertising skepticism and cognitive overload. Although interactive advertising is generally assumed to enhance persuasion among digitally literate consumers, empirical evidence linking interactivity to intensified purchasing behavior within this generation remains fragmented (Özbakır Umut, 2024).

Theoretically, this study is grounded in the Stimulus–Organism–Response (S–O–R) framework and the Theory of Planned Behavior (TPB). The S–O–R model explains that environmental stimuli influence consumers' internal cognitive and affective states, which subsequently shape behavioral responses (Ric & Benazić, 2022; Shrivastava et al., 2020). In digital advertising contexts, interactivity functions as a stimulus that includes active control, two-way communication, and synchronicity (Liu & Shrum, 2002; Wang &

Nadda, 2015). Meanwhile, TPB suggests that attitudes, subjective norms, and perceived behavioral control influence behavioral outcomes (Ajzen, 1991). Interactive advertising environments frequently incorporate social proof mechanisms such as comments, ratings, and peer endorsements, which may strengthen consumer attitudes and purchasing behavior (Hwang & Youn, 2023; Siagian & Gui, 2024; Sutrisno et al., 2025).

Previous studies have widely documented positive relationships between digital advertising interactivity and outcomes such as engagement, brand attitude, and purchase intention (Fan et al., 2025; Yousaf et al., 2023). Interactive features have also been associated with trust and emotional attachment in social commerce settings (Morgan-Thomas et al., 2020). Nevertheless, findings concerning direct behavioral outcomes remain inconsistent. Some studies argue that interactivity strengthens loyalty and repeated purchasing behavior, while others suggest that excessive interactivity may reduce advertising effectiveness due to information overload or persuasion knowledge activation (Yang & Shen, 2018). Furthermore, many prior studies focus on purchase intention rather than actual purchasing behavior or purchase intensity. This limitation is important because purchase intention does not always translate into actual purchasing behavior, particularly in hedonic product categories such as fashion and beauty (Alhur et al., 2025; Widyarini & Gunawan, 2015).

Another limitation concerns the treatment of interactivity as a unidimensional construct. Prior studies often aggregate diverse interactive features into a single index, potentially obscuring the distinct effects of active control, responsiveness, and communication reciprocity (Estlein & Theiss, 2020; Farrell et al., 2023; Xu, 2025). In addition, most empirical investigations focus on Western contexts, limiting contextual generalizability. Emerging economies such as Indonesia have experienced rapid growth in social commerce and digital consumption; however, quantitative studies examining the behavioral effects of advertising interactivity in these contexts remain limited (Huwaida et al., 2024; Prastica, 2024; Vidyanata, 2022).

Based on these gaps, this study aims to investigate the influence of digital advertising interactivity on the purchase intensity of Generation Z consumers in the fashion and beauty industry. Specifically, this study examines whether multidimensional interactivity significantly influences purchase intensity and explores the mediating role of attitude toward digital advertising. Using a quantitative survey design and multivariate statistical analysis, this study positions interactivity as a multidimensional stimulus influencing behavioral outcomes through cognitive and attitudinal mechanisms.

This study contributes to digital marketing literature in three ways. First, it refines the conceptualization of advertising interactivity by operationalizing its multidimensional characteristics within the fashion and beauty industry. Second, it extends the behavioral outcome from purchase intention to purchase intensity, thereby providing stronger behavioral implications. Third, it enriches the literature by examining Generation Z consumers in an emerging market context. From a managerial perspective, the findings are expected to provide guidance for fashion and beauty marketers in designing interactive digital advertising strategies that effectively translate consumer engagement into sustained purchasing behavior.

LITERATURE REVIEW

Digital Advertising Interactivity and Attitude toward Digital Advertising

Digital advertising interactivity refers to the extent to which consumers can actively participate in modifying the content and flow of communication within a real-time digital

environment (Lin et al., 2024; Rannen et al., 2020). The concept is commonly understood as a multidimensional construct consisting of active control, two-way communication, and synchronicity. Within the Stimulus–Organism–Response (S–O–R) framework, interactivity functions as an environmental stimulus that influences consumers' internal psychological states before generating behavioral responses (Hochreiter et al., 2023; Kuo & Chen, 2023; Kwon et al., 2020; Ric & Benazić, 2022).

Previous empirical studies consistently demonstrate the importance of interactivity in shaping consumer evaluations of advertising. Oh and Sundar (2015) found that higher levels of interactivity enhance cognitive elaboration, which subsequently leads to more favorable advertising evaluations. Similarly, Fahmy and Ghoneim (2016) reported that perceived interactivity significantly influences attitude toward website advertising. In the context of social media platforms, Antoniadis et al. (2021) and Lee et al. (2020) showed that interactive features such as comments, reactions, and real-time responses increase engagement and improve brand attitudes. Moreover, research conducted in Asian e-commerce settings indicates that digital interactivity enhances perceived enjoyment and perceived value, which ultimately strengthen positive attitudes toward brands (Dobre et al., 2021; Vredenburg et al., 2020). Collectively, these findings suggest that interactivity is not merely a technological attribute but also a psychological mechanism that shapes consumer attitudes.

Despite substantial evidence linking interactivity to positive attitudinal outcomes, prior studies frequently treat interactivity as a unidimensional construct and position attitude as the final outcome rather than as part of a broader behavioral mechanism. Accordingly, this study extends the literature by conceptualizing interactivity as a multidimensional construct and examining its influence on attitude within a model that ultimately predicts actual purchasing behavior.

Based on the theoretical arguments and empirical findings discussed above, the following hypothesis is proposed:

H1: Digital advertising interactivity positively influences attitude toward digital advertising.

Attitude toward Digital Advertising and Purchase Intensity

Attitude toward digital advertising represents consumers' overall evaluation of their interaction experience with digital advertisements, encompassing both cognitive and affective components. The cognitive component includes perceptions of informativeness, usefulness, and credibility, while the affective component reflects enjoyment, excitement, and emotional engagement (Henkhaus et al., 2020). According to the Theory of Planned Behavior (Ajzen, 1991), attitude is a key determinant of behavior, as individuals are more likely to engage in actions consistent with their positive evaluations.

Empirical evidence supports the significant relationship between attitude and purchasing behavior. Karaaslan and Doğrul (2025) demonstrated that attitude toward advertising significantly influences purchase intention and brand preference. Basu and Sondhi (2024) found that favorable attitudes toward advertising and brand credibility contribute to purchase decisions and brand loyalty. In digital marketing contexts, Sargın and Koçer (2024) reported that attitude toward mobile advertising significantly affects actual purchasing behavior on digital platforms. Additional studies conducted in social commerce environments have shown that positive attitudes toward promotional digital content enhance repeat purchasing behavior and customer retention.

However, most prior studies rely on purchase intention as the primary dependent variable, which captures motivational readiness but does not necessarily reflect actual behavioral commitment. This limitation highlights the importance of investigating purchase intensity, defined as the frequency and consistency of actual purchasing behavior over time. By focusing on purchase intensity, this study contributes a more behaviorally grounded outcome variable with stronger managerial relevance.

Based on these theoretical and empirical considerations, the following hypothesis is formulated:

H2: Attitude toward digital advertising positively influences purchase intensity.

Digital Advertising Interactivity and Purchase Intensity
In addition to influencing attitudes, digital advertising interactivity may also directly affect purchasing behavior. Within the S–O–R framework, although behavioral responses are generally mediated by internal psychological states, certain stimuli that directly facilitate action may exert immediate behavioral effects.

Empirical studies provide evidence supporting this direct relationship. Islam et al. (2019) found that website interactivity significantly enhances behavioral engagement associated with purchasing behavior. Narayana and C (2025) demonstrated that interactivity in online retail environments increases purchase behavior by strengthening perceived convenience and trust. In the context of live-streaming commerce, Aulia (2024) reported that interactive features such as real-time chat and live demonstrations significantly increase actual transaction volume. These findings suggest that interactivity can reduce psychological barriers, accelerate decision-making processes, and create seamless purchasing experiences.

Nevertheless, limited research has examined digital advertising interactivity as a multidimensional construct influencing purchase intensity as an actual behavioral outcome. Therefore, this study extends the existing literature by investigating the direct impact of digital advertising interactivity on purchase intensity.

Accordingly, the following hypothesis is proposed:

H3: Digital advertising interactivity positively influences purchase intensity.

The Mediating Role of Attitude toward Digital Advertising
The integration of the S–O–R framework and the Theory of Planned Behavior positions attitude as a mediating mechanism between environmental stimuli and behavioral responses. Digital advertising interactivity, as a stimulus, shapes consumers' internal evaluations, which subsequently influence their purchasing behavior.

Previous studies support the mediating role of attitudinal responses in digital environments. Lazaris et al. (2022) found that affective responses mediate the relationship between website atmosphere and purchase behavior. Jokhu (2022) and Kouser et al. (2018) reported that attitude toward a website mediates the relationship between website quality and purchase intention. In social media marketing contexts, Bergel et al. (2019), Ganesan and Kumar (2024), and Raajpoot and Ghilni-Wage (2019) demonstrated that attitude mediates the influence of customer engagement on behavioral intention. These studies collectively indicate that behavioral outcomes often occur through internal evaluative mechanisms rather than direct stimulus effects alone.

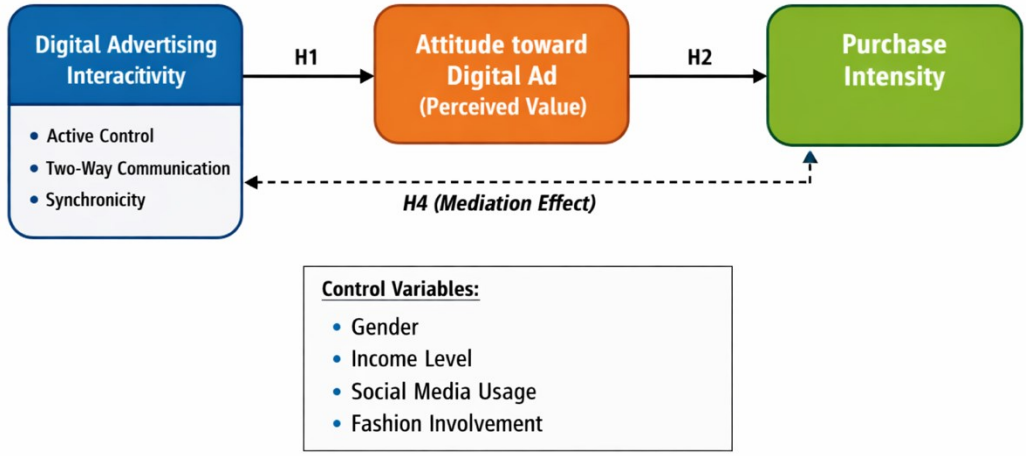
However, the mediating role of attitude in the relationship between digital advertising interactivity and purchase intensity as an actual behavioral outcome remains underexplored. By testing this mediation model, the present study contributes to a deeper understanding of the psychological processes that translate interactive advertising features into sustained purchasing behavior.

Based on these arguments, the following hypothesis is formulated:

H4: Attitude toward digital advertising mediates the relationship between digital advertising interactivity and purchase intensity.

Conceptual Framework
The study framework model is depicted in Figure 1.

Figure 1. Research Framework



RESEARCH METHOD

This study employed a quantitative explanatory research design using a cross-sectional survey method to examine the relationships among Digital Advertising Interactivity, Attitude toward Digital Advertising, and Purchase Intensity. The research model was theoretically grounded in the Stimulus–Organism–Response (S–O–R) framework and the Theory of Planned Behavior.

Sampling
The target population consisted of Generation Z consumers in Indonesia, defined as individuals born between 1997 and 2012. The study focused on respondents who had actively used social media for at least one year and had made at least one online purchase in the fashion or beauty category within the past six months after exposure to digital advertising. The unit of analysis in this study was the individual consumer.

This study employed purposive sampling because respondents were required to meet specific experiential criteria relevant to interactive digital advertising exposure. Screening questions were included at the beginning of the questionnaire to verify respondent eligibility. Data collection produced 347 responses, of which 312 valid responses were retained after data screening. The final sample size exceeded the minimum requirement suggested by the ten-times rule and statistical power analysis for PLS-SEM.

The respondent profile indicates that 58.3% were female and 41.7% were male. Most respondents (72.4%) were aged between 18–23 years. Regarding online purchasing behavior, 64.1% reported making online purchases at least once per month. Instagram and TikTok were identified as the primary platforms for exposure to digital advertising.

Data Collection

Data were collected using a structured online questionnaire distributed through Google Forms over a four-week period. The survey link was disseminated through social media platforms, including Instagram and TikTok, as well as academic and peer networks. Prior to the main survey, a pilot study involving 30 respondents was conducted to ensure clarity and reliability of the measurement items.

To minimize common method bias, respondents were assured of anonymity and confidentiality, and questionnaire items were organized into separate sections. Harman's single-factor test indicated that common method variance was not a significant concern, as the first factor accounted for less than 50% of the total variance.

Measures

All constructs were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was administered in Bahasa Indonesia using a back-translation procedure to maintain semantic equivalence.

Digital Advertising Interactivity was measured as a multidimensional construct consisting of active control, two-way communication, and synchronicity using nine items adapted from previous studies. Attitude toward Digital Advertising was measured using five items reflecting cognitive and affective evaluations of digital advertisements. Purchase Intensity was measured using four items representing the frequency and consistency of purchasing behavior influenced by digital advertising exposure.

Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. The measurement model was evaluated using outer loadings, Cronbach's Alpha, Composite Reliability, Average Variance Extracted (AVE), and Heterotrait–Monotrait ratio (HTMT). The structural model was assessed using path coefficients, bootstrapping, R^2, f^2, Q^2, and mediation analysis through the Variance Accounted For (VAF) approach.

RESULTS

Descriptive Statistics

A total of 312 valid responses were included in the analysis. The demographic profile indicates that 58.3% of respondents were female and 41.7% were male. The majority of respondents (72.4%) were aged between 18–23 years, reflecting the dominant segment of early Generation Z consumers. Regarding online purchasing behavior, 64.1% reported making online purchases at least once per month, while 28.8% reported purchasing products two to three times per month. Instagram and TikTok were identified as the most frequently used platforms for exposure to digital advertising.

Table 1. Demographic Profile of Respondents

Response	Frequency	Percentage (%)
Gender		
Female	182	58.3
Male	130	41.7
Age		

18–23 years	226	72.4
24–26 years	86	27.6
Online Purchase Frequency		
≥1 time per month	200	64.1
2–3 times per month	90	28.8
>3 times per month	22	7.1
Primary Advertising Platform		
Instagram	134	42.9
TikTok	121	38.8
Others	57	18.3

Descriptive statistics for the main constructs indicate that respondents generally reported moderate to high levels of perceived digital advertising interactivity (Mean = 3.87, SD = 0.64), positive attitudes toward digital advertising (Mean = 3.94, SD = 0.59), and relatively strong purchase intensity (Mean = 3.76, SD = 0.71). These preliminary findings suggest that Generation Z consumers exhibit favorable responses toward interactive digital advertisements.

Table 2. Descriptive Statistics

Construct	N	Mean	Standard Deviation	Minimum	Maximum
Digital Advertising Interactivity	312	3.87	0.64	2.10	5.00
Attitude toward Digital Advertising	312	3.94	0.59	2.30	5.00
Purchase Intensity	312	3.76	0.71	1.95	5.00

Measurement Model Evaluation

The measurement model was evaluated using Partial Least Squares Structural Equation Modeling (PLS-SEM). Indicator reliability was first assessed through outer loadings. All indicators demonstrated loadings above the recommended threshold of 0.70, ranging from 0.72 to 0.89, indicating satisfactory indicator reliability.

Table 3. Outer Loadings

Construct	Indicator	Outer Loading
Digital Advertising Interactivity (DAI)	DAI1	0.84
	DAI2	0.89
	DAI3	0.76
	DAI4	0.72
Attitude toward Digital Advertising (ATDA)	ATDA1	0.87
	ATDA2	0.83
	ATDA3	0.79
Purchase Intensity (PI)	PI1	0.88
	PI2	0.85
	PI3	0.81

Internal consistency reliability and convergent validity were subsequently assessed. Cronbach's Alpha values ranged from 0.82 to 0.91, while Composite Reliability values ranged from 0.87 to 0.93, exceeding the recommended threshold of 0.70. In addition, the Average Variance Extracted (AVE) values ranged from 0.58 to 0.71, indicating satisfactory convergent validity.

Table 4. Internal Consistency Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Digital Advertising Interactivity	0.91	0.93	0.71
Attitude toward Digital Advertising	0.86	0.90	0.65
Purchase Intensity	0.82	0.87	0.58

Discriminant validity was evaluated using the Heterotrait–Monotrait (HTMT) ratio. All HTMT values were below 0.90, indicating adequate discriminant validity among the constructs.

Table 5. Discriminant Validity (HTMT Ratio)

Constructs	DAI	ATDA	PI
DAI	—		
ATDA	0.74	—	
PI	0.68	0.81	—

These findings confirm that the measurement model satisfies the reliability and validity requirements, allowing further evaluation of the structural model.

Structural Model Evaluation

Prior to hypothesis testing, collinearity was examined using the Variance Inflation Factor (VIF). All VIF values were below 3.5, indicating that no multicollinearity issues were present among the predictor constructs.

Table 6. Collinearity Assessment (VIF)

Structural Path	Predictor Construct	VIF	Interpretation
DAI → ATDA	Digital Advertising Interactivity	1.00	No collinearity
DAI → PI	Digital Advertising Interactivity	1.87	No collinearity
ATDA → PI	Attitude toward Digital Advertising	1.87	No collinearity

The coefficient of determination (R^2) was examined to evaluate the explanatory power of the structural model. The R^2 value for Attitude toward Digital Advertising was 0.46, indicating that Digital Advertising Interactivity explains 46% of the variance in consumer attitude. Meanwhile, the R^2 value for Purchase Intensity was 0.52, suggesting that Digital Advertising Interactivity and Attitude toward Digital Advertising collectively explain 52% of the variance in purchase intensity. These findings indicate moderate explanatory power.

Table 7. Coefficient of Determination (R^2)

Endogenous Construct	R^2	Adjusted R^2	Interpretation
Attitude toward Digital Advertising	0.46	0.45	Moderate
Purchase Intensity	0.52	0.51	Moderate

Hypothesis Testing

The hypothesis testing results indicate that Digital Advertising Interactivity has a positive and significant effect on Attitude toward Digital Advertising (beta = 0.68; t = 14.72; $p < 0.001$). This finding suggests that higher levels of perceived digital advertising interactivity lead to more favorable consumer attitudes toward digital advertising.

Furthermore, Attitude toward Digital Advertising has a positive and significant effect on Purchase Intensity (beta = 0.54; t = 9.83; p < 0.001). This result indicates that favorable attitudes toward digital advertising encourage stronger purchasing behavior among Generation Z consumers in the fashion and beauty industry.

In addition, Digital Advertising Interactivity has a positive and significant direct effect on Purchase Intensity (beta = 0.21; t = 3.12; p = 0.002). Although this effect is smaller than the indirect pathway through consumer attitude, the findings indicate that digital advertising interactivity can directly influence purchasing behavior.

Overall, all proposed hypotheses are empirically supported, indicating that the structural model adequately explains the relationships among Digital Advertising Interactivity, Attitude toward Digital Advertising, and Purchase Intensity.

Table 8. Path Coefficients and Hypothesis Testing Results

Hypothesis	Structural Path	Path Coefficient (beta)	t-value	p-value	Decision
H1	Digital Advertising Interactivity → Attitude toward Digital Advertising	0.68	14.72	<0.001	Supported
H2	Attitude toward Digital Advertising → Purchase Intensity	0.54	9.83	<0.001	Supported
H3	Digital Advertising Interactivity → Purchase Intensity	0.21	3.12	0.002	Supported

Mediation Analysis

The mediation analysis results show that the indirect effect of Digital Advertising Interactivity on Purchase Intensity through Attitude toward Digital Advertising is statistically significant (beta = 0.37; t = 8.41; p < 0.001). This finding indicates that consumer attitudes toward digital advertising play an important role in explaining how digital advertising interactivity influences purchasing behavior.

To determine the mediation type, the Variance Accounted For (VAF) value was calculated by comparing the indirect effect to the total effect. The VAF value of 63.8% indicates that more than half of the influence of digital advertising interactivity on purchase intensity occurs through consumer attitudes. Based on the VAF interpretation criteria, the findings indicate partial mediation, meaning that Digital Advertising Interactivity influences Purchase Intensity both directly and indirectly through Attitude toward Digital Advertising.

Table 9. Mediation Analysis

Indirect Path	Indirect Effect (beta)	t-value	p-value	VAF (%)	Mediation Type
Digital Advertising Interactivity → Attitude toward Digital Advertising → Purchase Intensity	0.37	8.41	<0.001	63.8%	Partial Mediation

Effect Size and Predictive Relevance

Effect size analysis indicates that Digital Advertising Interactivity has a large effect on Attitude toward Digital Advertising (f^2 = 0.86). Meanwhile, the direct effect of Digital Advertising Interactivity on Purchase Intensity is relatively small to moderate (f^2 = 0.07). In contrast, Attitude toward Digital Advertising demonstrates a moderate effect on Purchase Intensity (f^2 = 0.39), suggesting that consumer attitude plays an important role in shaping purchasing behavior within digital advertising environments.

Table 10. Effect Size (f^2)

Relationship	f^2 Value	Effect Size Interpretation
Digital Advertising Interactivity → Attitude toward Digital Advertising	0.86	Large Effect
Digital Advertising Interactivity → Purchase Intensity	0.07	Small to Moderate Effect
Attitude toward Digital Advertising → Purchase Intensity	0.39	Moderate Effect

The blindfolding procedure produced Q^2 values greater than zero for all endogenous constructs, indicating that the structural model possesses adequate predictive relevance. Specifically, Attitude toward Digital Advertising (Q^2 = 0.31) and Purchase Intensity (Q^2 = 0.36) demonstrate moderate predictive capability, confirming satisfactory out-of-sample predictive power.

Table 11. Predictive Relevance (Q^2)

Endogenous Construct	Q^2 Value	Predictive Relevance
Attitude toward Digital Advertising	0.31	Medium Predictive Relevance
Purchase Intensity	0.36	Medium Predictive Relevance

DISCUSSION

Digital Advertising Interactivity and Attitude toward Digital Advertising

The findings indicate that Digital Advertising Interactivity has a positive and significant effect on Attitude toward Digital Advertising (beta = 0.68; $p < 0.001$). This result suggests that interactive advertising features such as responsiveness, user control, and two-way communication encourage consumers to develop more favorable evaluations of digital advertisements. This finding supports the concept of advertising interactivity proposed by Bucy and Tao (2007), which explains that interactive communication environments increase consumer engagement and cognitive involvement.

The findings are also consistent with previous studies conducted by Deshwal (2016) and Hu and Wise (2020), which found that perceived interactivity positively influences consumer attitudes toward digital advertising. For Generation Z consumers, who are highly familiar with interactive digital platforms, immersive advertising experiences can strengthen emotional and cognitive engagement with advertisements. Within the Stimulus–Organism–Response (S–O–R) framework, Digital Advertising Interactivity functions as the external stimulus that shapes consumers' internal psychological responses, represented by Attitude toward Digital Advertising.

Attitude toward Digital Advertising and Purchase Intensity

The findings further demonstrate that Attitude toward Digital Advertising positively and significantly influences Purchase Intensity (beta = 0.54; $p < 0.001$). This result is consistent with the Theory of Planned Behavior proposed by Ajzen (1991), which states

that positive attitudes encourage behavioral actions. Consumers who perceive digital advertisements as informative, entertaining, and relevant are more likely to engage in purchasing behavior.

This finding aligns with previous studies conducted by Fikri and Risqiani (2023) and Ranta et al. (2025), which demonstrated that positive advertising attitudes significantly influence purchasing behavior in digital environments. Within the S–O–R framework, attitude represents the internal psychological evaluation that mediates the relationship between external stimuli and behavioral responses. Positive attitudes toward advertising reduce consumer resistance and increase openness toward promotional messages, thereby encouraging purchasing behavior.

Direct Influence of Digital Advertising Interactivity on Purchase Intensity

The results also show that Digital Advertising Interactivity directly influences Purchase Intensity (beta = 0.21; p = 0.002), although the effect size is smaller than the indirect effect through consumer attitudes. This finding indicates that interactive advertising features can directly encourage purchasing behavior by simplifying decision-making processes and increasing consumer engagement.

Interactive features such as clickable content, real-time product demonstrations, and social commerce integration may stimulate immediate purchasing actions among Generation Z consumers. This finding is supported by engagement theory in digital marketing, which suggests that interactive environments increase consumers' cognitive, emotional, and behavioral engagement with brand-related content. Therefore, digital advertising interactivity not only shapes attitudes but also directly affects purchasing behavior.

Mediating Role of Attitude toward Digital Advertising

The mediation analysis confirms that Attitude toward Digital Advertising partially mediates the relationship between Digital Advertising Interactivity and Purchase Intensity (beta = 0.37; p < 0.001; VAF = 63.8%). This result suggests that the influence of advertising interactivity on purchasing behavior occurs largely through the formation of positive consumer attitudes.

This finding supports the Stimulus–Organism–Response (S–O–R) framework, where Digital Advertising Interactivity acts as the stimulus, Attitude toward Digital Advertising represents the organism, and Purchase Intensity reflects the behavioral response. The presence of partial mediation indicates that Digital Advertising Interactivity can influence purchasing behavior both directly and indirectly through consumers' attitudes toward digital advertisements.

Predictive Power of the Structural Model

The structural model demonstrates moderate explanatory power, with R^2 values of 0.46 for Attitude toward Digital Advertising and 0.52 for Purchase Intensity. These findings indicate that Digital Advertising Interactivity and Attitude toward Digital Advertising explain a substantial proportion of variance in purchasing behavior among Generation Z consumers.

In addition, the Q^2 values of 0.31 and 0.36 indicate adequate predictive relevance, confirming that the proposed model has satisfactory predictive capability. These findings highlight the importance of integrating interactive advertising strategies with positive consumer experiences to encourage sustained purchasing behavior in the fashion and beauty industry.

CONCLUSION

This study concludes that Digital Advertising Interactivity plays an important role in influencing Purchase Intensity among Generation Z consumers in the fashion and beauty industry. Interactive advertising features such as responsiveness, user control, and participatory communication contribute to the formation of positive consumer attitudes toward digital advertising, which subsequently encourage purchasing behavior. The findings also indicate that Attitude toward Digital Advertising partially mediates the relationship between Digital Advertising Interactivity and Purchase Intensity, suggesting that consumer psychological evaluation is an important mechanism in explaining purchasing behavior in digital environments.

The findings provide empirical support for the Stimulus–Organism–Response (S–O–R) framework by confirming that interactive digital advertising acts as a stimulus that shapes consumer attitudes and behavioral responses. From a managerial perspective, companies in the fashion and beauty industry are encouraged to develop more interactive advertising strategies through platforms such as Instagram and TikTok to improve consumer engagement and purchasing behavior.

Despite its contributions, this study has several limitations. The research focuses only on Generation Z consumers and the fashion and beauty industry, which may limit the generalizability of the findings to other consumer groups and product categories. In addition, the cross-sectional research design limits the ability to observe behavioral changes over time. Therefore, future studies are recommended to examine different generations, additional product categories, and other variables such as trust, social influence, and consumer engagement using longitudinal or experimental approaches.

Overall, this study contributes to the digital marketing literature by providing a better understanding of how Digital Advertising Interactivity influences consumer attitudes and purchasing behavior in contemporary digital environments.

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DECLARATION OF CONFLICTING INTERESTS

The author declares no conflict of interest related to the research, authorship, or publication of this article. This study was conducted independently without any commercial or financial relationships that could be construed as a potential conflict of interest.

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