



Article Type: Research Paper

# Optimizing Marketing Strategies to Boost Purchase Intentions and Behaviors in the Creative Economy

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## THIS ARTICLE IS AVAILABLE IN:

<http://journal.umy.ac.id/index.php/mb>

DOI: 10.18196/mb.v16i1.23027

## CITATION:

Agustin, A. P., & Isa, M. (2025). Optimizing Marketing Strategies to Boost Purchase Intentions and Behaviors in the Creative Economy. *Jurnal Manajemen Bisnis*, 16(1), 1-18.

## ARTICLE HISTORY

### Received:

02 Jul 2024

### Revised:

11 Nov 2024

25 Nov 2024

01 Jan 2025

10 Jan 2025

### Accepted:

16 Jan 2025



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## Abstract

**Research aims:** This study aimed to analyze the influence of store image, brand image, and advertising on consumers' purchase intentions and behaviors.

**Design/Methodology/Approach:** Data were collected through an online survey targeting visitors of Ngarsopuro Night Market, using purposive sampling. A total of 200 respondents participated, corresponding with the sample size recommended in previous studies. Moreover, the analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) method, processed via SmartPLS version 3.

**Research findings:** The results showed that brand image, store image, and advertising significantly impacted purchase intentions. Even though brand image and advertising influenced purchasing behaviors, store image did not have a significant effect. The result also showed that purchase intentions fully mediated the relationship between brand image, store image, advertising, and purchasing behaviors.

**Theoretical Contribution/Originality:** The Theory of Planned Behavior (TPB) was refined by emphasizing the importance of brand-related attributes over traditional factors like store image, which was found to be insignificant in this context.

**Practitioners/Policy Implications:** The recommendation was to improve the competitiveness of traditional markets in the creative economy by strengthening brand image with local cultural elements, improving store aesthetics, leveraging advertising strategies, and fostering vendor innovation through training and collaborations.

**Research Limitations/Implications:** This study had a limited sample size and used an online survey method. Therefore, it is crucial to expand the geographical scope of the study and combine online surveys with direct interviews to obtain more accurate and detailed information.

**Keywords:** Advertising; Brand Image; Purchase Behaviors; Purchase Intentions; Store Image

## Introduction

The creative economy relates to an economic sector centered on creative and cultural activities, including art, design, film, music, publishing, technology, and others. The concept explains the importance of creativity and innovation in producing economic value, emphasizing that creative endeavors can serve as a significant catalyst for economic growth. In the creative economy, creativity and innovation are the primary drivers of

economic value (Bangsawan, 2023). According to data from the Ministry of Tourism and Creative Economy (Kemenparekraf), the Gross Domestic Product (GDP) in Indonesia's creative economy sector has continued to increase following the Covid-19 pandemic. The GDP value of Indonesia's creative economy in 2023 surpassed IDR 1,300 trillion and created more than 22 million jobs (Ahdia, 2024). The creative economy sector in Indonesia is regulated under the Creative Economy Law No. 24 of 2019, a policy product from Kemenparekraf. Furthermore, it includes 17 subsectors, namely performing arts, fashion, crafts, and music. Based on the expert survey "Tourism and Creative Economy Outlook 2023/2024" conducted by Kemenparekraf with 84 experts and leaders from academia, government, and industry, the culinary was predicted to be the fastest-growing creative economy subsector in 2023-2024, followed by FAV (Film, Animation, Video), fashion, applications, crafts, game developers, music, photography, and performing arts (Kemenparekraf, 2023). According to Mustika (2024), Kemenparekraf planned to develop green tourism and sustainable tourism in the Nusantara Capital City (Ibu Kota Nusantara/IKN), using Jakarta and Solo as benchmarks in implementing IKN tourism policies. In the previous year, Solo or administratively known as Surakarta, joined the UNESCO Creative Cities Network, with one of the attractions that draws local and international tourists to the city being Ngarsopuro Night Market. In this context, Ngarsopuro Night Market is not only a shopping destination but an entertainment spot, offering unique items and delicious culinary experiences in an appealing atmosphere. Surakarta city government facilitates the continuity of the market to increase community income and reinforce Solo identity as a cultural city. This is carried out by showcasing and selling cultural and artistic products such as paintings and handicrafts (BPPD, 2023). This night market also helped revive the local economy, as the arrival of visitors has a positive effect on micro, small, and medium enterprises (MSMEs) (Setiawan, 2023).

The return of the Ngarsopuro Night Market was enthusiastically welcomed by several media outlets like detikcom and Solopos, which shared pamphlets and information about its reopening. Even though the market is always crowded and positively impacts MSMEs, some visitors still express concerns about safety and cleanliness at the location. In addition, the variety of product categories offered or facilitated by the organizers influences visitors' perceptions, typically impacting sustainability and participation levels in the future. Potential visitors feel that promotions and advertisements are lacking, leading to many locals being unaware of the market's existence. Store booths often face challenges in building a positive image in consumers' minds. Factors such as cleanliness, product arrangement, seller friendliness, and store ambiance also significantly affect consumers' perceptions.

The success of selling creative economy products relies on effective marketing efforts and high product quality. The internet serves as a valuable resource for business owners to learn success strategies from prominent entrepreneurs in marketing products (Arrizal & Sofyantor, 2020). Moreover, social media engagement positively correlates with purchase intentions and acts as a mediator between differentiation-oriented content and purchase interest (Khan et al., 2022). The relationship between advertising appeal and product type enables consumers to efficiently recognize and comprehend advertising

messages, resulting in a more favorable response to the appeal presented in the advertisement and subsequently influencing purchase intentions (Zhao, 2024).

According to Rakib et al. (2022), there is a significant positive influence of brand image on purchase intentions, although L. Chen et al. (2021) found positive insignificant results. Consumers are more aware of the brand image, brand recognition, and past brand experiences and consider these factors before making a purchase. To build or improve brand image, "sophisticated" and "creative" qualities should be promoted (Kato, 2021). Store credibility or reputation plays a crucial role in motivating and guiding consumers in decision-making process, significantly and positively influencing purchase intentions.

Furthermore, competitive pricing, a convenient location, effective and friendly customer service, an inviting store ambiance, and cleanliness all positively impact purchasing decisions (Imtiyaz et al., 2022). Watanabe et al. (2019) found a positive but insignificant influence of store image on purchase intentions, while Imtiyaz et al. (2022) found a significant positive influence. According to Arief et al. (2023), the hypothesis that "advertising appeal positively influences purchase decisions" does not support the theoretical perspective. The absence of a relationship between advertising appeal and purchase decisions shows that consumers perception in purchase decisions is influenced by other factors, especially physical appeal. In contrast, Bilal et al. (2023) and Hosain & Mamun (2023) found that advertising had a significant positive influence on purchase intentions.

The gap or difference in these results forms the basis of the current study. Does store and brand image, advertising, packaging, and product information positively influence purchasing behaviors with purchase intentions as mediator? This study investigated how store image, brand image, and advertising influence consumers behaviors in the unique cultural context of Ngarsopuro Night Market, with purchase intentions as mediator. In addition, it emphasizes the role of localized advertising and cultural dynamics in shaping purchasing decisions, offering actionable strategies for vendors to improve competitiveness and correspond with consumers expectations in traditional markets.

## **Literature Review and Hypotheses Development**

### **Theory of Planned Behavior (TPB)**

Theory of Planned Behavior (TPB) offers a valuable framework for comprehending the complexities of human social behaviors. Moreover, it integrates and frames fundamental concepts from social and behavioral sciences to facilitate the prediction and comprehension of specific behaviors within defined contexts. Ajzen (1991) explains that when attitudes and subjective norms toward behaviors become more favorable, and perceived behavioral control is stronger, individuals' intentions to perform the considered behaviors are generally stronger. According to Ajzen & Madden (1986), TPB suggests that an individual's intentions is the primary determinant of behaviors, with intentions being influenced by attitudes toward behaviors, subjective norms, and perceived behavioral

control. The theory establishes the relationships between beliefs, attitudes, norms, intentions, and behaviors. Moreover, it suggests that the intentions to engage in behaviors are influenced by three key factors, namely attitude toward behaviors, subjective norms, and perceived behavioral control (Fishbein & Ajzen, 2011).

Within the scope of this study, TPB framework is integrated to relate the key variables, namely brand image, store image, and advertising, with purchase intentions and behaviors. Each variable corresponds to a specific TPB construct. In this context, brand image represents attitudes, as consumers' favorable perceptions of the brand positively shape purchase intentions. Advertising corresponds with subjective norms, as promotional messages, influencer endorsements, and social proof exert social pressure on consumers to purchase. Store image corresponds to perceived behavioral control, as a clean, organized, and accessible store environment improves perception of ease and control in making a purchase. These three factors collectively influence purchase intentions, which, as TPB asserts, is the strongest predictor of purchase behaviors. In addition, the integration of TPB framework can provide a clear path to understanding how brand image, store image, and advertising collectively influence consumers behaviors.

### **The Influence of Brand Image on Purchase Intentions and Behaviors**

Brand image is the overall impression in consumers' mind formed from all sources of communication and interaction with a brand (Kapreffer, 2012). It refers to the perception of a brand, formed by the associations stored in consumers' memories (Rio et al., 2001). Brand image creates value in various aspects, as it aids consumers in processing information, distinguishes a brand from competitors, provides reasons to purchase, triggers positive emotions, and serves as a basis for brand extensions (Aaker, 1991). Moreover, brand image exists in the minds of consumers based on functional and psychological attributes (Martineau, 1959). Paul et al. (2016) extended TPB to consumers purchase intentions, showing how attitude and perceptions of a brand's image could influence both intentions and actual purchase behaviors. Brand image improves positive attitudes and beliefs about a brand, fostering trust that strengthens purchase intentions and typically leads to purchase behaviors (Keller, 1993).

*H<sub>1</sub>: The influence of brand image on purchase intentions.*

*H<sub>2</sub>: The influence of brand image on purchase behaviors.*

### **The Influence of Store Image on Purchase Intentions and Behaviors**

According to Martineau (1958), store image refers to how a store is perceived in the minds of consumers, comprising its functional quality and psychological attributes. Consumers' perception of the store primarily influences store selection. Store image is defined by how a store is viewed in the shopper's mind, including its physical characteristics, products variety, service level, and overall shopping experience (Levy & Weitz, 2004). The formation of store image is influenced by the perception of various aspects of the store, shaped by different retailers, products, and target markets. According to Mazursky &

Jacoby (1986), store image is the mental picture of consumers, formed through the interaction of various store attributes such as atmosphere, merchandise, pricing, service quality, and convenience. In TPB, a positive attitude toward the store image (e.g., ambiance, layout, and customer service) can increase purchase intentions. In addition to intentions, store image can influence perceived behavioral control by making the purchase experience feel easier or more reliable. Store image affects purchase intentions by shaping positive perceptions of the shopping environment, influencing subjective norms and social perceptions about the store (Grewal & Baker, 1994).

*H<sub>3</sub>: The influence of store image on purchase intentions.*

*H<sub>4</sub>: The influence of store image on purchase behaviors.*

### **The Influence of Advertising on Purchase Intentions and Behaviors**

Advertising is a form of paid marketing communication delivered through various media channels to promote or market products, services, or ideas to a target audience. Advertisements are often designed to influence consumers behaviors or build a specific brand image (Belch & Belch, 2018). Advertising can be seen as a form of communication aimed at influencing consumers purchase behaviors through strategic messages (Dahlen et al., 2014). Furthermore, it is a text, a framing of text, and the contribution of messages by “observers” who consider the message to have promotional meaning in the specific framing created by the observers (Karimova, 2012). Advertising is a strategy that motivates individuals to share marketing messages with others, potentially leading to exponential growth in message exposure (Kirby, 2005). It is also a form of promotion, which is the face of a company, and the objective is to ensure that target consumers are aware of and favor a company’s products (Glowa, 2002). Advertising is a marketing communication tool that uses paid, non-personal messages to reach audiences through various media to persuade consumers to take immediate or future actions (Arens et al., 2013). It plays a significant role by affecting both attitude and social norms, fostering positive beliefs, and creating social proof that encourages purchase intentions (Fishbein & Ajzen, 1975). Consumers tend to buy specific products when highly supported or purchased, leading to higher tendency of actual purchasing.

*H<sub>5</sub>: The influence of advertising on purchase intentions.*

*H<sub>6</sub>: The influence of advertising on purchase behaviors.*

### **The Influence of Purchase Intentions on Purchase Behaviors**

According to Sandra et al. (2024), purchase intentions are key indicators of consumers behaviors, determining the tendency of consumers to buy specific products. Purchase intentions are important indicators of consumers behaviors, typically providing insights into consumers' readiness to make a transaction and the commitment to follow through with a purchase decision (Schiffman & Kanuk, 2000). High purchase intentions could result

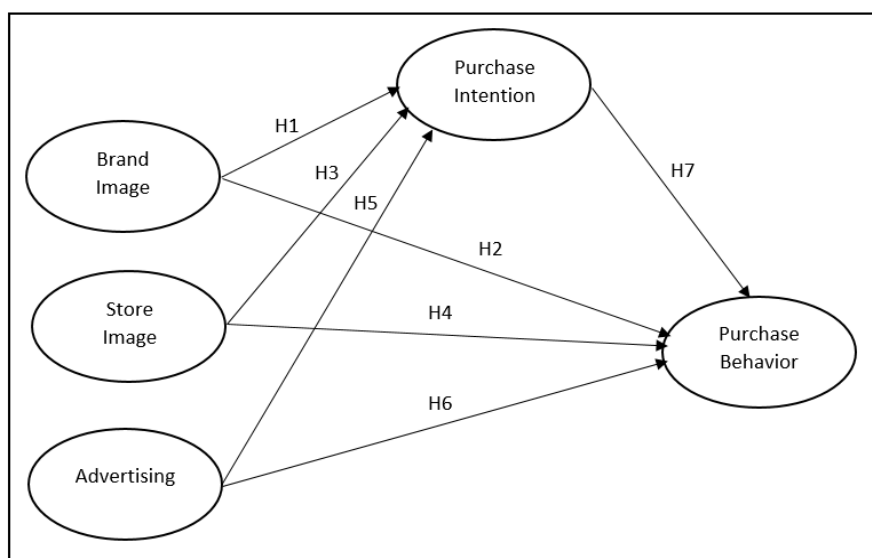
in actual purchases, establishing a positive relationship between purchase intentions and behaviors. (Dodanwala & Weerasekera, 2023). Meanwhile, purchase behaviors are the consumers decisions when buying products or services. This includes research, product selection, and purchase to post-purchase evaluation. Purchase behaviors are influenced by various factors, including individual preferences, previous experiences, prices, promotions, and environmental factors (Kotler & Keller, 2009). These behaviors refer to the actual actions of consumers in buying or not buying specific products, or the culmination of the decision-making process where consumers translate intentions into actions. Purchase behaviors are influenced by various factors, including personal preferences, social influences, marketing messages, and situational conditions (Loudon & Della Bitta, 1993). According to Solomon (2004), purchase behaviors refer to the actions and decisions involved in buying and using products. Therefore, understanding purchase behaviors is crucial for marketers as it helps in predicting how consumers respond to products and marketing strategies. TPB provides a framework to examine how purchase intentions influence purchase behaviors and mediate the relationship between various factors and purchase behaviors. In TPB, purchase intentions are primary predictors of purchase behaviors and motivational factor that drive individuals' actions (Ajzen, 1991).

*H<sub>7</sub>: The influence of purchase intentions on purchase behaviors.*

*H<sub>8</sub>: Purchase intentions mediate the relationship between brand image and purchase behaviors.*

*H<sub>9</sub>: Purchase intentions mediate the relationship between store image and purchase behaviors.*

*H<sub>10</sub>: Purchase intentions mediate the relationship between advertising and purchase behaviors.*



**Figure 1** Research Model

## **Research Methods**

This study used a quantitative method, with analysis conducted based on numerical or quantitative data. Sampling is the process of selecting a representative subset from a population, enabling the generalization of the sample's characteristics or attributes to the entire population (Sekaran, 2017). The population in this study comprised visitors to Ngarsopuro Night Market over the past two years. However, due to the lack of valid data on the number of visitors, purposive sampling was used to select representative samples.

The sample comprised residents from the Solo Raya area who had visited Ngarsopuro Night Market. Purposive sampling was chosen as it helps in the selection of respondents deemed most suitable and relevant to the research topic. Therefore, the data obtained were more accurate and reflective of the actual conditions of the population investigated. The study involved 200 respondents, as (Hair et al., 2010) stated that the adequate sample size for statistical analysis, especially in Structural Equation Modeling (SEM), ranged from 100 to 200.

The measurement items consisted of 4 for brand image, 4 for store image, 5 for advertising, 5 for purchase intentions, and 5 for purchase behaviors. The brand image items were sourced from (Imtiyaz et al., 2022), (Li et al., 2024), those for advertising were from (Arief et al., 2023) and (Imtiyaz et al., 2022), and all measurement items for store image were from (Imtiyaz et al., 2022). Meanwhile, the items for purchase intentions were obtained from (Bilal et al., 2023), (Arachchi, 2022), (Li et al., 2024), and those for purchase behaviors were from (Bukhari et al., 2023), (Yadav & Pathak, 2017), and (Venciute et al., 2023).

Data collection was carried out through an online survey using a Likert scale questionnaire ranging from 1 to 5. The Likert scale measures the level of agreement or disagreement of respondents with the provided statements, enabling quantitative data analysis. The questionnaire was designed to gather information on visitors' perceptions, satisfaction, and experiences with Ngarsopuro Night Market. An online survey was selected for its efficiency and ability to reach a wide audience in a relatively short period. For data analysis, this study utilized SmartPLS version 3 software. This model was selected for the ability to handle complex data, including latent variables and indirect relationships between variables. It is particularly suited for exploratory study where data distribution assumptions might not be met, and where smaller sample sizes were sufficient for reliable analysis (Hair et al., 2019). SmartPLS 3 further improved analysis depth and accuracy, making the model highly appropriate for deriving meaningful insights (Hanseler et al., 2015).

## **Results and Discussion**

The analysis of the respondents data presented in Table 1 provides a general overview of the investigated population. The collected data covered several important aspects, such

as gender, age, occupation, income, and residential address of the respondents. Out of a total of 200 respondents, there were 161 females (80.5%) and only 39 males (19.5%).

The age of the respondents varied significantly, with the most represented age category being the 20-25 years range, accounting for 73% of the total respondents. This age group generally falls into the young adult category, who tends to be energetic, highly curious, and eager to explore. Furthermore, a total of 37 respondents (18.5%) were under 20 years, 12 (6%) between 25-30 years, and 5 (2.5%) over 30 years. The occupations of the respondents were also diverse, with a total of 144 (72%) being students, 26 (13%) working as private employees, 1 (0.5%) being self-employed, and the remaining 29 (14.5%) working in various other fields. Meanwhile, income data showed that a total of 87 respondents (43.5%) had an income in the range of IDR500,000 – IDR1,500,000, 53 (26.5%) earned between IDR1,500,000 – IDR3,000,000, 51 (25.5%) earned below IDR500,000, and 9 (4.5%) earned above IDR3,000,000 per month.

**Table 1** Respondent's Data

Information	Frequency	Percentage
Gender		
Female	161	80.5%
Male	39	19.5%
Age		
< 20	37	18.5%
20 – 25	146	73%
25 – 30	12	6%
> 30	5	2.5%
Occupation		
Students	144	72%
Employees	26	13%
Business Owners	1	0.5%
Others	29	14.5%
Monthly Income		
< IDR500.000	51	25.5%
IDR500.000 – IDR1.500.000	87	43.5%
IDR1.500.000 – IDR3.000.000	53	26.5%
> IDR3.000.000	9	4.5%
Address (City/Regency)		
Surakarta	90	45%
Karanganyar	56	28%
Sragen	11	5.5%
Wonogiri	4	2%
Boyolali	16	8%
Sukoharjo	19	9.5%
Klaten	4	2%
Frequency of night tours in a month		
< 2 kali	59	29.5%
2 – 5 kali	115	57.5%
> 5 kali	26	13%
How did you find out about Ngarsopuro Night Market?		
TikTok	56	28%
Instagram	49	24.5%
Friend/Family	71	35.5%
Others	24	12%

Source: author's own creation, 2024.



Ngarsopuro Night Market is located in the center of Solo City. Respondents data showed that a significant portion of individuals outside the city were aware and had visited the market. Approximately half of the respondents (45%) resided in Surakarta, while 65% came from outside Surakarta. Specifically, 90 respondents lived in Surakarta, 56 (28%) in Karanganyar, 11 (5.5%) in Sragen, 19 (9.5%) in Sukoharjo, 16 (8%) in Wonogiri, and 4 (2%) each in Boyolali and Klaten. The frequency of night market visits also varied, with a total of 115 (57.5%) visiting 2-5 times, 59 (29.5%) less than twice, and 26 (13%) more than 5 times a month. Respondents learned about Ngarsopuro Night Market from various information sources, with a total of 71 (35.5%) hearing from friends or family, 49 (24.5%) from Instagram, 56 (28%) from TikTok, and 24 (12%) from other information sources.

The data obtained were processed and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) to validate the research construct model with SmartPLS version 3 software. According to Jogiyanto (2011), a structural research model with many dependent variables can use SEM (Achmad, 2023).

The outer model can be used to assess the validity and reliability of the model (Achmad, 2023). Hair et al. (2006) and Chin (1995), as cited in (Achmad, 2023), state that convergent validity in PLS with reflective indicators is evaluated based on the loading factor of each indicator that measures the construct, with an outer loading value  $> 0.7$ , communality  $> 0.5$ , and AVE  $> 0.5$ . VIF values below 5 are considered to show no significant multicollinearity issues. The ideal Composite Reliability (CR) value is above 0.70, confirming very good reliability when above 0.80. An ideal AVE is above 0.50, showing that the construct explains more than 50% of the variance in its indicators (Ghozali, 2014) Cronbach's Alpha measures the internal consistency of indicators within a construct, with an ideal value above 0.70, although values between 0.60 – 0.70 are still acceptable (Priyatno, 2013).

**Table 2** Composite Reliability Test Result

Variables	Composite Reliability
Advertising	0.873
Brand Image	0.824
Purchase Behaviors	0.910
Purchase Intentions	0.891
Store Image	0.810

Source: Data processed using SmartPLS, 2024.

Based on Table 2, the Composite Reliability (CR) values for all constructs in the SEM-PLS model were above 0.7, confirming good internal consistency across each construct. This showed the indicators within each construct reliably measured the respective concepts. Therefore, all constructs confirmed sufficient reliability for further analysis, such as examining the relationships between constructs.

**Table 3** Validity and Reliability Test Result

Variables	Instruments	Factor loadings
Brand Image (Cronbach's Alpha 0.714)	The product prices at Ngarsopuro Night Market are competitive and affordable compared to other places.	0.666
	The quality of products offered at Ngarsopuro Night Market meets consumers expectations.	0.766
	The reputation of products sold at Ngarsopuro Night Market is good and inspires consumers trust.	0.776
	Ngarsopuro Night Market has a unique appeal compared to other places.	0.725
Store Image (Cronbach's Alpha 0.688)	The location of Ngarsopuro Night Market provides convenience for shopping and other activities.	0.825
	The service provided by vendors at Ngarsopuro Night Market is friendly and good.	0.664
	The atmosphere at Ngarsopuro Night Market creates a pleasant and entertaining experience.	0.660
	It feels safe to shop and engage in activities at Ngarsopuro Night Market.	0.719
Advertising (Cronbach's Alpha 0.819)	The content of Ngarsopuro Night Market advertisements provides relevant and useful information for potential customers.	0.793
	Ngarsopuro Night Market advertisements are very informative and accurate about the products and services offered.	0.736
	The product presentation in Ngarsopuro Night Market advertisements captures attention and makes individuals want to visit.	0.734
	Interactive advertisements for Ngarsopuro Night Market allow for good interaction with viewers as potential customers.	0.743
	Promotional offers in Ngarsopuro Night Market advertisements are very appealing.	0.799
Purchase Intentions (Cronbach's Alpha 0.846)	Recommending Ngarsopuro Night Market to friends and family as a shopping place with many creative products.	0.697
	Willing to buy products at Ngarsopuro Night Market in the future due to their quality.	0.807
	Planning to continue purchasing or subscribing at Ngarsopuro Night Market in the near future.	0.801
	Most likely to choose Ngarsopuro Night Market as a place to shop for creative products in the future.	0.839
	Considering buying products at Ngarsopuro Night Market because of their quality and reputation.	0.790
Purchase Behaviors (Cronbach's Alpha 0.877)	Frequently making purchases at Ngarsopuro Night Market due to their quality.	0.810
	Tending to choose shopping at Ngarsopuro Night Market because of the quality of products and services compared to other places.	0.847
	Prioritizing shopping at Ngarsopuro Night Market for creative and unique products over other places.	0.789
	Regularly purchasing at Ngarsopuro Night Market during visits.	0.826
	Tending to make purchases at Ngarsopuro Night Market because of the positive experience.	0.819

Source: Data processed using SmartPLS, 2024.

HTMT test was specifically used for discriminant validity testing. The ideal HTMT value should be below 0.90 to indicate good discriminant validity (Ghozali, 2014). This can be seen in the Table 4.

**Table 4** HTMT Test

	Advertising	Brand Image	Purchase Behaviors	Purchase Intentions	Store Image
Advertising					
Brand Image	0.821				
Purchase Behaviors	0.692	0.722			
Purchase Intentions	0.735	0.800	0.812		
Store Image	0.872	0.936	0.616	0.837	

Source: Data processed using SmartPLS, 2024.

According to Gujarati (1978),  $R^2$  represents the proportion (percentage) of the total variation in Y accounted for by the regression model. An  $R^2$  value ranging from 0.50 to 0.75 is considered to have moderate explanatory power (Ghozali, 2014). The  $R^2$  test results showed values of 0.551 for Purchase Behaviors and 0.514 for Purchase Intentions, confirming that the model was fairly good at explaining the variability in purchase behaviors and intentions, although additional influential variables could be improved.

The inner bootstrapping test in SEM PLS is a technique used to test hypotheses regarding the relationships between variables in the structural model and can help assess the statistical significance of these relationships (Ghozali, 2014). Path coefficients represent the strength and direction of relationships between latent variables in the model, ranging from -1 to 1, with values closer to 1 or -1 confirming a strong relationship. The p-value is used to test the statistical significance of path coefficients, with values less than 0.05 generally considered significant (Ghozali, 2014). The current study specifically used 200 samples and 500 subsamples.

Table 5 explains the relationships between dependent, mediator, and independent variables. Brand image, store image, and advertising significantly influence purchase intentions with p-values of 0.000, 0.001, and 0.002, confirming that H1, H3, and H5 were supported. The impact of brand image, advertising, and purchase intentions on purchase behaviors was significant with p-values of 0.021, 0.001, and 0.000, hence H2, H6, and H7 were supported. Store image did not significantly influence purchase behaviors, with a p-value of 0.175, hence H4 was not supported. Furthermore, the mediating effect of purchase intentions on the relationship between the independent and dependent variables was examined. Based on analysis, purchase intentions significantly mediated brand image, store image, and advertising with p-values of 0.003, 0.001, and 0.014, confirming the full mediation of H11, H12, and H13.

**Table 5** Hypothesis Test Result

	Hypothesis	Path Coeff	STDEV	T Value	P Value
H1	Brand Image → Purchase Intentions	0.261	0.068	3.828	0.000
H2	Brand Image → Purchase Behaviors	0.178	0.077	2.308	0.021
H3	Store Image → Purchase Intentions	0.304	0.093	2.275	0.001
H4	Store Image → Purchase Behaviors	-0.120	0.088	1.359	0.175
H5	Advertising → Purchase Intentions	0.254	0.082	3.083	0.002
H6	Advertising → Purchase Behaviors	0.235	0.071	3.326	0.001
H7	Purchase Intentions → Purchase Behaviors	0.524	0.091	5.774	0.000
H8	Brand Image → Purchase Intentions → Purchase Behaviors	0.137	0.045	3.036	0.003
H9	Store Image → Purchase Intentions → Purchase Behaviors	0.159	0.049	3.231	0.001
H10	Advertising → Purchase Intentions → Purchase Behaviors	0.133	0.054	2.455	0.014

Source: Data processed using SmartPLS, 2024.

In the creative economy, integrating TPB can clarify how various factors—such as brand image, store environment, and advertising—play a role in influencing consumers’ purchase intentions and behaviors. According to TPB, three core components—attitude toward behaviors, subjective norms, and perceived behavioral control—shape consumers intentions and, consequently, actual purchasing actions.

Firstly, attitude toward behaviors is highly relevant when examining brand image and packaging. The role of brand image in shaping purchase intentions and purchase behaviors is well-documented in previous studies. For instance, Paul et al. (2016) found that a positive brand image fostered favorable consumers attitude, which, according to TPB, directly influenced purchase intentions. This was supported by current study, where brand image had a significant positive impact on both purchase intentions and behaviors. Consumers develop positive beliefs and trust toward brands with a good image, further influencing purchase intentions (Keller, 1993). Similar studies by Rakib et al. (2022) and Chen et al. (2021) showed that brand image served as a determinant of purchase intentions, although Chen et al. (2021) found no significant effect in some contexts, emphasizing the role of context-specific factors. A positive brand image cultivates a favorable attitude toward a product, making consumers more likely to develop purchase intentions. Similarly, attractive and well-designed packaging improves perceived quality, contributing to a positive attitude and increasing consumers’ interest

in owning or experiencing a product. In the creative economy, these elements set initial expectations, creating a mental impression that influences how consumers feel before interacting with a product.

Secondly, subjective norms, or social influences, shape consumers behaviors by relating it with the expectations or opinions of others. The influence of advertising on purchase intentions and behaviors has been studied extensively, with mixed results. While Arief et al. (2023) and Zhao (2024) found no significant relationship between advertising and purchase intentions, Bilal et al. (2023) and Hosain & Mamun (2023) reported a significant positive influence. The current study supported the mixed results, confirming that advertising significantly affected purchase behaviors but did not significantly impact purchase intentions. In the creative economy, subjective norms are reinforced through word-of-mouth, peer reviews, and social media. When a brand or product is perceived as popular or well-regarded among consumers' social circle, the consumers feel a social pull to consider making a purchase. For example, a store with a strong reputation for customer satisfaction may encourage positive recommendations, thereby strengthening purchase intentions. Furthermore, growing awareness of environmental sustainability means that brands perceived as eco-friendly may attract consumers with these values, improving purchase intentions due to positive social pressure.

The third component of TPB, perceived behavioral control, influences the tendency of consumers to complete the purchasing process. Imtiyaz et al. (2022) and Watanabe et al. (2019) presented mixed results regarding the impact of store image on purchase intentions. Imtiyaz et al. (2022) found that a positive store image significantly influenced purchase intentions, while Watanabe et al. (2019) reported a non-significant effect. The current study supported Watanabe et al. (2019), confirming that store image did not have a significant influence on purchase behaviors. Store environment and accessibility significantly affected this factor by either facilitating or complicating consumers experience. A customer-centric, organized store environment improves perceived control by making products accessible and the purchasing process more enjoyable. However, potential challenges—such as high prices or mismatched product expectations due to misleading advertising—can reduce perceived control, discouraging consumers from following through with the purchase despite having a favorable attitude or positive social influence.

Purchase intentions as mediator of behaviors corresponded closely with TPB's assertion that intentions serve as bridge between influential factors and actions. As discussed, elements like brand image, store image, and advertising can drive purchase intentions, but these intentions do not always convert into actions without supporting factors. Consumers may feel an initial desire to purchase based on positive brand image and social validation but only complete the transaction when the product's perceived value corresponds with its actual quality and consumer's expectations. This aspect of TPB emphasizes that while intentions are essential, translating into behaviors also depends on elements reinforcing perceived control and satisfaction.

Considering advertising, TPB suggests that consumers are less likely to act on intentions when the information provided lacks relevance or clarity. Advertising that fails to target consumers preferences may not influence purchase intentions effectively. Market research and personalized, engaging content are critical to producing relevant advertisements that connect emotionally with consumers, typically strengthening purchase intentions and making behaviors more likely to follow.

In line with TPB's holistic framework, relating attitude, subjective norms, and perceived control is necessary to maximize purchase behaviors. A collective work of brand, store environment, and targeted advertising work can create a cohesive influence that makes consumers act on purchase intentions. For instance, a brand that is environmentally friendly (positive attitude), widely endorsed (subjective norm), and offers a convenient shopping experience (perceived control) has more tendency to convert intentions into actual purchasing behaviors. This holistic strategy ensures brand image, store experience, and consumers interaction points reinforce each other to influence purchase intentions and actions.

Generally, creative economy products require a comprehensive method in marketing strategy. Brand image, store image, and advertising all play crucial roles in influencing consumers' purchase intentions and behaviors. By effectively understanding and managing these elements, companies can create a positive perception in consumers' minds, increase purchase intentions, and typically drive the desired purchase behaviors. Moreover, companies should continually adapt to changing trends and consumers needs to remain relevant and competitive in an ever-evolving market.

Another important factor is the role of localized advertising and cultural dynamics in shaping purchasing decisions. Understanding the unique preferences, values, and traditions of a target market allows vendors to tailor messaging and offerings effectively. Incorporating culturally relevant themes and leveraging local languages can foster stronger connections with consumers. Building trust through community engagement and collaborations with local influencers can improve brand credibility. In addition, staying attuned to cultural nuances and evolving consumer preferences enables vendors to relate strategies with market expectations, improving competitiveness and ensuring relevance in traditional markets.

In both creative economy and traditional markets, store image may have a negative but insignificant influence on purchase behaviors because consumers prioritize factors like product quality, price, and uniqueness over the shopping environment. In these contexts, the appeal of innovative products or affordability often outweighs store aesthetics, and similar market environments make store image a less decisive factor in purchasing decisions. Therefore, while a positive store image can improve experience, it is secondary to product-related priorities in driving consumers behaviors.

The creative economy demands a multifaceted and dynamic strategy to marketing. Success depends on a brand's ability to create a compelling brand image, provide a positive store experience, deliver relevant advertising, and offer high-quality products at

competitive prices. By addressing these factors holistically and staying attuned to evolving consumers preferences and market trends, companies can effectively influence purchase intentions and behaviors, driving growth and success in the creative economy. Furthermore, TPB provides a structured perspective on how each marketing element—brand image, store environment, and advertising—shapes consumers attitude, fulfill social expectations, and ease the purchase process. By managing these elements effectively within TPB framework, companies in the creative economy can foster robust intentions with the tendency of leading to desired purchasing behaviors.

## **Conclusion**

In conclusion, this study showed purchase intentions were significantly influenced by brand image, store image, and advertising, with purchase behaviors significantly influenced by brand image and advertising. However, store image had a negative but insignificant influence on purchase behaviors. The analysis also showed that brand image, store image, and advertising were fully mediated by purchase intentions in relation to purchase behaviors.

The results contributed significantly to understanding consumers purchase behaviors and intentions in the context of creative economy products. Therefore, several key strategies should be implemented to foster the competitiveness of traditional markets like Ngarsopuro Night Market in the creative economy. For instance, it was crucial to strengthen the brand image by incorporating local cultural elements into branding, such as Javanese symbols and languages, and collaborating with local influencers to promote products. Store image could also be improved by encouraging visually appealing stalls, uniform merchandising, and interactive storefronts featuring live demonstrations.

Advertising strategies, including vibrant social media campaigns, on-site banners, and a dedicated market website should be implemented to showcase unique offerings. Consumers purchase intentions could be fostered through exclusive discounts, loyalty programs, and cultural events to improve shopping experience. In addition, vendor training programs should focus on creative entrepreneurship and customer service, specifically fostering product innovation with modern twists on traditional items. Encouraging collaborations between vendors and local artists or designers could further enrich the market's offerings, ensuring a competitive edge in the creative economy. Specific actions included organizing weekly themed nights (e.g., "Heritage Crafts Night"), providing templates for stall design to create a cohesive look, and running a market-wide social media campaign featuring "Vendor of the Week" spotlights to build excitement and loyalty among consumers.

This study provided significant contributions not only in the academic context but also in business practice. With the conclusions and recommendations provided, business owners were expected to focus more on creating a positive brand image, improving store image, and optimizing advertising strategies. This was anticipated to improve consumers purchase intentions and behaviors at Ngarsopuro Night Market and surrounding areas.

Improving these aspects could be relevant for creative economy products, relying on uniqueness, innovation, and cultural values to attract consumers. By strengthening these elements, creative economy business players could be more competitive and thrive in an increasingly competitive market.

This study was limited by a small sample size and reliance on an online survey method. Therefore, future studies were recommended to expand to other areas, such as Java Island, for more representative results and better generalization. Combining online surveys with direct interviews would also provide more accurate and detailed information, with investigations of additional relevant variables such as impulse buying and brand awareness further enriching the results.

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