



Factors affecting online purchase intention of handcraft products: moderation of lifestyle

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<https://doi.org/10.46367/iqtishaduna.v14i1.2446>

Received: Apr 18, 2025. **Revised:** Jun 13, 2025. **Accepted:** Jun 17, 2025. **Published:** Jun 26, 2025.



Abstract

Purpose – This study aims to analyze the influence of digital marketing, brand image, and product variety on online purchase intentions of handicraft products moderated by lifestyle.

Method – This study uses a quantitative method and a causally associative approach. Customers who made purchases of handcraft products in PT. Indo Risakti was the population in this study. The research sample comprised 155 respondents, measured using the Hair et al. approach and the purposive sampling technique. The survey method is used in data collection by providing online questionnaires to respondents to fill out. The data analysis technique used partial least squares-structural equality modeling (PLS-SEM) with SmartPLS as a statistical tool. **Findings** – The research findings show that brand image and lifestyle positively affect the interest in buying handicraft products online. In contrast, digital marketing and product variants do not affect the interest in buying handicraft products online. Lifestyle can strengthen the influence of digital marketing, brand image, and product variations on the interest in buying handicraft products online. **Implications** – Theoretically, this research has implications for enriching scientific literature on consumer behavior in online shopping, especially for handicraft products. Practically, it can guide business actors to develop more effective marketing strategies. Market segmentation based on lifestyle can help businesses target more appropriate and relevant consumers.

Keywords: digital marketing, brand image, product variation, lifestyle, purchase intention.

Introduction

One segment of Indonesia's creative industries is the handicraft sector. The handicraft industry boosts the nation's global economy (Hendayana et al. 2024). Handicrafts are now a viable business and an alternative to many lifestyle choices, and many people prefer to use handcrafted goods (Utomo et al. 2022). Like other regions of the nation, Yogyakarta's handicraft sector is struggling with a decline in sales, making it difficult for them to stay in business. Revenue measures the viability of a small to medium-sized business that ultimately results in acquisition (Pramudyastuti et al. 2023). In the report of Statistics Indonesia (2022), in the DIY province, it was found that 40.3 percent of business actors, micro and small industry actors experienced difficulties in marketing; this was due to the concentration of existing resources at IMK on production activities which are not matched by marketing, and promotion. More than 55% of consumers have no access to handicraft products, approximately 80% of DIY handicraft still require the proper platform to market their goods online, and 44% of them have chosen to lay off employees (Muslikhati, Mukti, and Indra



2022). In Yogyakarta, most SMEs are engaged in the handicraft sector, culinary sector, agricultural industry, and varied services. It shows that about 80% of the DIY handicraft sector lacks the proper digital marketing platform and is still lacking in innovation and the drive to enhance quality through digital means. Other factors that contribute to a decrease in sales turnover are the handicraft industry's inherent traits, which include low capital, incomplete licensing, a lack of awareness regarding tax payment, a lack of innovation, and a low adoption rate of technology (Resmi, Pahlevi, and Sayekti 2021; Widyasari et al. 2024).

The decline in sales for most craft business actors is due to low intentions and decisions to purchase crafts from consumers. Before making purchase decisions, consumers show buying intentions (Sulistiyawan, Arisiya, and Hapsery 2022). After reaffirming their decision to purchase, the consumer will purchase the desired items. Digital marketing is a crucial component of business that can affect consumers' intentions to buy (Hien and Nhu 2022a). The adaptability of consumer requirements reflects the company's capacity to identify and satisfy market needs. After large companies implemented marketing innovations, it is now the right time for handicraft businesses to follow suit (Oduro and Williams 2023). The capacity of a business to grow and uphold strategic partnerships with all pertinent supply chains is measured by its digital marketing performance. Market orientation makes understanding customer needs and desires possible by offering solid guidelines for taking competitive and customer feedback to heart on how businesses compete through the application of market performance, which will impact the outcome of the visit (Natoil, Sopi, and Hartarini 2023). Based on research by Bouwman, Nikou, and de Reuver (2019); Hien and Nhu (2022b), digital marketing significantly affected online purchase intentions. Meanwhile, the research of Firmanza and Artanti (2022); Lim and Kesumahati (2022) shows that digital marketing does not affect online purchase intentions.

Besides digital marketing, brand image factors are essential in increasing the consumer's purchase intention. To get a customer to buy a product, a businessperson needs to know what makes it appealing. A businessperson must be aware of the benefits or distinctiveness of the store or company name communicated to potential customers in addition to emphasizing the product's distinctive appeal or features that set it apart from competitors so that potential customers would remember the company's product in the future (Arindaputri and Santoso 2023). Customers' perceptions of a brand's dependability and ability to serve their interests and safety are the foundation of their trust in its interactions. The image of products may impact the customer's purchase intention in the online business environment (Kusdayanti and Nugroho 2023). Consumers' willingness to trust a brand despite all its risks stems from their expectations that it will deliver positive outcomes. Customers will readily accept a brand with a positive image. Business actors find it difficult to draw in new customers and hold on to their current customers without a strong and positive brand image (Zhong, Tang, and Lan 2023). In a study by Yusniawati and Prasetyo (2022); Tulipa, Sulisty, and Mellifan (2023), brand image significantly affects online purchase intentions. In contrast, Tsabitah and Anggraeni (2021); Juliana and Sijabat (2023) study showed that brand image did not significantly affect online purchases.

Product variety is also one of the factors that can affect decisions to make purchases online (Miftahudin 2024). Product variation is the process of developing a product to offer different options. Product diversity encompasses the variety of brands sold, the availability of goods sold, the completeness of the sold items and products, and the sizes of the sold things (Lestari and Novitaningtyas 2021). Businesses use product variety to pique customers' interest and satisfaction with their offers. The range of products offered as part of the brand sustainability initiative shows how successful the business is in marketing (Ningsih and Amirulmukminin 2020). Offering various products can boost customers' interest in making purchase decisions. The more people are exposed to a product, the more sales it can generate.

A study by Diksen and Husda (2024); Murtianingsih and Fitriani (2024) found that product variations significantly affect purchase intention. While Emiliana, Prastowo, and Syah (2023); Fadhillah, Cahya, and Regindratama (2023) found that product variation did not affect purchase intentions.

Purchases are made repeatedly by consumers so that they create habits that make it a lifestyle. A person's behavior, especially how he lives, spends his money and manages his time, is reflected in his lifestyle. Activities, interests, and beliefs often characterize a person's way of life (Rahmah and Satyaninggrat 2023). Naturally, a person with a high enough income will lead a different lifestyle than someone with a low income, influencing how they tend to buy a product. Most online shoppers have a wired lifestyle, which means they have spent years using the internet. Individuals with more time constraints and a more wired lifestyle are more likely to purchase online (Nalendra, Winarno, and Priadi 2023). From an economic point of view, lifestyle refers to how people spend their money, both in terms of how much they spend on various goods and services and how they choose to spend it within this group. Lifestyles are behavioral patterns that are influenced by people's inner values. A person's lifestyle is determined by their innate personal traits that have been molded and developed via social interaction as they progress through life (Amaral and Djuang 2023). Research by Abriandi and Puspa (2023); Lukiyana and Simadewa (2023) found that lifestyle significantly affects online purchase intentions. Meanwhile, Therok, Saerang, and Wangke (2021) found that lifestyle does not affect online purchase intentions.

Previous research on factors influencing purchase intention shows inconsistent results, thus creating a research gap. Therefore, the factors influencing purchase intention must be re-examined by adding lifestyle variables as moderating variables. Previous research that raised lifestyle as moderation was dominated by health, finance, and banking research, which included different factors from this research. Meanwhile, in consumer behavior when making purchases, using lifestyle variables as moderation is rarely found. Research conducted by Payanti, Imbayani, and Prayoga (2023); Mu'ah, Ramadhani, and Masram (2024) used lifestyle to moderate factors influencing impulsive purchases. Meanwhile, research conducted by Hapsari and Lisdayanti (2023); Musyarrofah (2024) used lifestyle to moderate factors that influence purchasing decisions, and the independent variables are different from those in this study. This shows that lifestyle as moderation is a novelty for factors influencing purchase intentions, especially handicraft products online. This research aims to analyze the effects of digital marketing, brand image and product variations on online purchase intention of handicraft products with lifestyle moderation. This research broadens academic insight and provides real contributions to local business actors in the digital era.

Literature review

Theory of planned behavior (TPB)

The theory of planned behavior (TPB) was developed by Ajzen (1991), which states that the intention to perform a behavior is the main predictor of the behavior. This intention is influenced by three main components: attitude toward the behavior, subjective norm, and perceived behavioral control. TPB connects beliefs and behavior and extends the idea of reasoned action. Belief is often defined as a mental condition in which a consumer believes something is true without supporting evidence. Consumers' perceptions determine how attitudes about the goods, perceived behavioral control, and subjective norms are formed; all three factors together significantly influence purchases (García et al. 2020). Purchases done for personal use by individuals and households are included in consumer behavior (Putri and Hanafi 2023). Consumer behavior shows how a person chooses to spend the time, money, and effort available to buy consumption-related goods. Consumer behavior is influenced by

cultural, social, personal, and psychological variables. Social class, culture, and subcultures are examples of cultural factors. Social elements include role, status, family, and reference group. Personal characteristics include age, occupation, lifestyle, economic status, personality, and life stage. Psychological elements include motivation, perception, the learning process, beliefs, and attitudes (Sakina and Ali 2021).

Purchase intention

The attitude of a customer's interest and likelihood of buying a particular product or brand is known as purchase intention, and it can be a helpful indicator for predicting consumer behavior (Schiffman and Wisenblit 2019). Purchase intention can also refer to a person's inclination to associate with the brand by engaging in purchasing behavior and a deliberate plan to try to buy a brand (Hidayat, Sulistiyawan, and Rahman 2020). Purchase decisions reflect customers' strong self-confidence or conviction that they make the right choices, including evaluating products by examining data obtained from any platform (Santy and Iffan 2023). Several factors influence purchase decisions, including details about product types, brands, prices, quality, payment schedules, and payment methods. Customers who are willing and intend to make purchases online are said to have online buying intents (Dewi, Mohaidin, and Murshid 2019). Customers plan their online purchases to satisfy their needs, including how many products they will require to fulfil those needs. Transaction interest occurs when someone is stimulated by a product they see and then becomes interested in purchasing it. If customers are already drawn to the seller's offerings or respond favorably to them, interest in transactions will naturally develop on its own (Pasharibu, Soerijanto, and Jie 2020).

Digital marketing

Digital marketing uses electronic media by marketers to promote products or services to the market to attract customers and enable them to interact with companies through digital media (Armutcu et al. 2023). Thus, digital marketing effectively increases the range of customer perceptions and buyers' behavior (Bachri et al. 2023). Using digital platforms and media, such as email marketing, social media, mobile websites and applications, and search engines, to interact with audiences and enhance their businesses, goods, services, and so on is the focus of digital marketing. Numerous business advantages, including cost savings, improved brand recognition and development, and increased profitability, drive their interest in social media activities. What matters most about digital marketing efforts on social media is how consumers are impacted by promotional content (Delbaere, Michael, and Phillips 2021). One advantage of the company's sustainability is integrating social media marketing with internet technology. For sustainable marketing performance, businesses must keep enhancing their capabilities and digital marketing techniques to increase prospects and performance while providing customers with value (Ao et al. 2023).

Brand image

Brand image refers to the general impression or perception that consumers have of a brand, which helps them gauge the features or outcomes of a product or service (Tjahhaningsih et al. 2022). In many situations, brand image is significant in determining worthiness assessments when making purchase decisions because a well-known brand will be considered and translated into the best performance. Consumers are more likely to want to use their preferred brand once they strongly identify with it (Purwianti and Niawati 2022). Brands have emotional and functional values, and they carry symbolic meaning. In addition to referring to how consumers relate to specific brand goods or services, brand image is an important aspect of marketing and a vital element in strengthening the bond between a

company and its customers (Solihin and Ahyani 2022). A brand's image comprises characteristics and advantages that make it stand out from its rivals. A company's brand and image are competitive advantages that create premium and considerable value. Many promotional activities are conducted online in the digital age, and consumers' perceptions of social media activity will influence how they view the brand (Suryani, Fauzi, and Nurhadi 2021).

Product variation

Product variation refers to various product offerings with variations in appearance, price and product size (Murtianingsih and Fitriani 2024). Product variations are important for businesspeople because they provide an opportunity for more potential consumers to buy the product provided by businesspeople. Product diversity and completeness, including size and quality, are product variety (Alfanur and Kadono 2021). Proper marketing is directed and carried out when the goal is to benefit from the efficiency of the product to compete with businesses and businesspeople according to product standards or comparable products. Product variations can be achieved by creating new products based on size, price, and appearance. This will encourage and motivate customers to purchase products that meet their needs naturally by considering the elements of product variation. In efforts to launch new products, marketers frequently use product diversity. It will undoubtedly be impossible for the product to compete with other products if it is not diverse (Diksen and Husda 2024).

Lifestyle

Lifestyle refers to how people construct the framework of their lives and how their intrinsic worth is manifested in various actions (Herawati, Prajanti, and Kardoyo 2019). Lifestyle items in this study explain people's daily activities, interests, and opinions (AIO) of individuals in everyday life. To characterize the lifestyle of general people, the activities, skills, and viewpoints of individuals are identified. For the lifestyle profile to explain both individual lifestyles and demographic characteristics, Akkaya (2021) extended this idea by introducing new variables, such as individual demographic characteristics. This allowed the lifestyle profile to be identified with demographic characteristics. Numerous studies have been conducted using concepts that differ from the original ideas presented by earlier research. For example, Anggraeni and Gunawan (2024) employed the widely recognized lifestyle, value, and lifestyle (VALS) paradigm. This method is intended to measure consumers' attitudes, beliefs, views, hopes, fears, prejudices, wants, and expectations. It is regarded as superior to the earlier idea and is applied as a psychological notion in consumer behavior because it integrates individual and AIO values.

Hypothesis development

Within the context of creative industries, digitalization has become a transformative force. Their adoption and integration of digital technology into business operations can significantly impact creative industries' performance. The impact that proponents of digital marketing have on customer attitudes and norms might ultimately impact their purchase decisions, claims TPB. Businesses can build positive customer relationships by implementing digital marketing programs that increase customer satisfaction. Digital technology allows for the use of digital marketing channels like online advertising, e-mail marketing, social media, mobile services, etc., which can enhance the shopping experience of customers during the buying phase by simplifying the ordering process and paying for products, thereby saving money, time, and effort that customers must spend (Aziz, Abdulqadir, and Amin 2023). Therefore, digital marketing can offer various benefits and advantages for companies. The various features or tools offered by digital marketing can help consumers purchase the

products because digital marketing makes it easier for them to shop. The results of a study by Bouwman, Nikou, and de Reuver (2019); Hien and Nhu (2022b) found the impact of digital marketing on purchase intentions. The following hypothesis is formulated:

H1: digital marketing positively affects purchase intentions.

Brands are crucial in helping a company differentiate its products from its competitors. A brand ensures that a product will perform consistently and offers any advantage (in the form of reputation or prestige) buyers seek when purchasing particular goods. According to TPB, a strong brand image can positively affect consumer beliefs and opinions, ultimately resulting in more people making purchases. Customers are likelier to adopt a good attitude toward a product when they have a favorable brand opinion. Brand image is frequently the first factor buyers look at before considering other factors like quality, cost, and benefits (Tanveer et al. 2021). A strong brand image will help consumers easily identify and encourage them to purchase a product. Consumers with positive opinions about a good's quality, price, and brand are more inclined to purchase it. A study conducted by Benhardy et al. (2020); Çavuşoğlu et al. (2021) proves that brand image significantly affects purchase intention. The following hypothesis is formulated:

H2: brand image positively affects purchase intention.

A business owner must focus on a wide range of products to attract customers. Product variety is crucial for influencing customers' buying decisions, provided that the items offered satisfy their needs. The TPB contends that a person's propensity to take a specific activity is impacted by their perspective on the behavior and the opinions of others. When it comes to handicrafts, consumers are more inclined to purchase if they have a positive attitude toward a handicraft item and believe that others will approve of their choice. One reason consumers seek variety is to reduce boredom by purchasing new products (Liang, Huang, and Su 2023). The company offers a wide selection and a variety of products, and consumers are motivated to purchase because of the variety of products available. Research conducted by Diksen and Husda (2024); Murtianingsih and Fitriani (2024) proves that product variations significantly affect purchase intention. The following hypothesis is formulated:

H3: product variations positively affect purchase intention.

In some ways, the lifestyle of consumers influences their behavior and the steps they take when making a purchase. To meet the lifestyle demands of their customers, businesspeople must have a thorough understanding of the evolving lifestyle in society. According to TPB, consumer attitudes and conventions are influenced by lifestyle, which can ultimately impact their intention to buy. The way that consumers of handicraft products live has changed significantly in the digital age. Technological advancements and widespread internet access have altered how people locate, purchase and use handicrafts. The way that consumers of handicrafts look for information has changed significantly. Previously, customers could only view handicraft options through physical stores or catalogues. However, now that e-commerce platforms have emerged, customers can quickly browse various handicraft brands, models and styles using digital devices. According to a study by Abriandi and Puspa (2023); Lukiyana and Simadewa (2023), lifestyle significantly affects online purchase intentions. The following hypothesis is formulated:

H4: lifestyle positively affects purchase intention.

The rise of internet marketing has altered people's lifestyles. Numerous features offered by the internet make it simple for users to access various information and facilitate their usage of various facilities. According to TPB, customers are more inclined to buy when they feel comfortable making a handcrafted purchase. Furthermore, by influencing attitudes and subjective standards, lifestyle can stimulate interest, influence decision-making, and influence purchase intentions. As knowledge and technology advance, consumers' lifestyles are increasingly encouraged because social media makes it easier to satisfy their consuming

needs (Siddiqui et al. 2022). Customers will purchase handicraft products to achieve an eco-friendly lifestyle. Interest in purchasing handcrafted goods rises as lifestyle choices emphasize the value of living sustainably. The following hypothesis is formulated:

H5: lifestyle strengthens the effect of digital marketing on purchase intention.

In addition to an eco-friendly lifestyle, a positive brand image for the products also influences consumer preference for handcrafted goods: a positive brand image and an active lifestyle influence people's purchase of handcrafted goods. According to TPB, lifestyle is crucial in boosting consumers' interest and empowering them to make purchase decisions. Since status-seeking consumers would be inspired to impress others by the status encoded in the brand, excellent quality is vital for brand prestige. A powerful brand with high brand equity will be able to demand premium pricing. High standards of perfection, exclusivity, superior quality, high cost, and connections to success or riches are some traits that define status (Kapferer and Florence 2021). Since consumers are more inclined to pay for a brand's expressive or symbolic worth than its functional value, brand valuation is mainly determined by consumers' evaluations of both material and symbolic value. The following hypothesis is formulated:

H6: lifestyle strengthens the effect of brand image on purchase intention.

Consumers with high involvement in handicrafts tend to enjoy products presented in a coordinated manner and can easily vision be using the products in everyday scenarios. In the context of handicrafts, the shopping lifestyle can act as a moderator that strengthens the relationship between product variation and purchase decisions, especially for consumers who highly value the shopping experience as a form of self-expression. TPB suggests that attitudes toward behavior and subjective norms significantly shape lifestyle. Consumers with an active shopping lifestyle will likely be more sensitive to visual and aesthetic cues presented through product variation (Ryu and Ryu 2021). Consumers with independent shopping preferences will enjoy the visual experience that offers flexibility in mixing and matching separately presented products, positively influencing their purchase decisions. The following hypothesis is formulated:

H7: lifestyle strengthens the effect of product variation on purchase intention.

The research model based on the hypotheses developed in this study is shown in Figure 1.

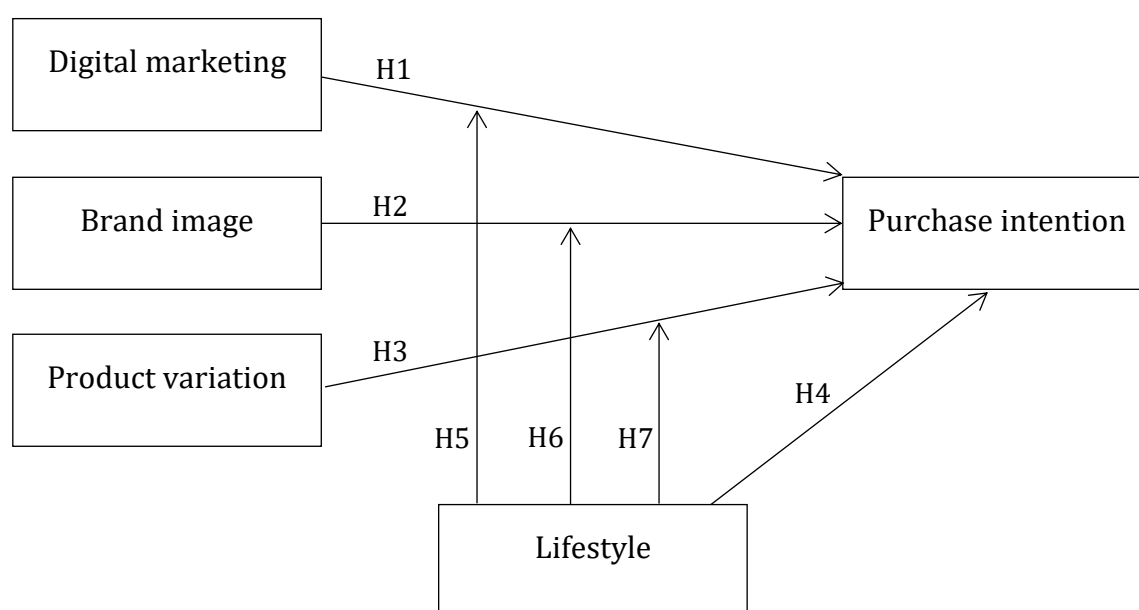


Figure 1 research model

Method

PT. Indo Risakti is the focus of this study since it is the most widely used online environmentally friendly product in Indonesia and is believed to have many advantages over competitors. This study uses a quantitative approach and is causally associated. Primary data are obtained from the survey to address study questions and accomplish exploratory, descriptive, or causal study objectives. The target population is customers who have purchased handicraft products from PT. Indo Risakti in Yogyakarta, where the exact number is unknown. Sampling measurement uses the Hair et al. (2017) approach, where the number of indicators is multiplied by a value of 5 to 10. In this study, the number of indicators was 26 multiplied by 6, resulting in a sample size of 156. So, 156 questionnaires were distributed to several customers; finally, 155 usable responses were collected from respondents. Purposive sampling is a technique used to obtain elements representative of the population under study.

The samples collected were in line with the criteria of this study, that is, people who make purchases of handicraft Indo Risakti at least two times and aged over 21 years because at that age already have their income; in addition, it was at that age still love shopping and domiciled in Yogyakarta. The measurement tool used in questionnaires in this study was the Likert scale, and each respondent's response was evaluated on a 5-level scale. Surveys were disseminated online through Google Forms to customers and filtered questions based on respondent characteristics. The research variables consist of digital marketing, brand image, and product variation as independent variables, purchase intentions as dependent variables, and lifestyle as moderating variables; more details can be seen in Table 1. The data analysis technique used partial least squares-structural equation modeling (PLS-SEM) with the help of statistical tools in SmartPLS software. The testing stages start with the composite reliability test and Cronbach's alpha reliability. The instrument test includes convergent validity, discrimination, and AVE tests. Then, determinant coefficient and hypothesis testing are carried out. Hypothesis testing requirements are applied when the t-statistic value is ≥ 1.96 and the probability value is ≤ 0.05 to ensure whether the exogenous variable significantly affects the endogenous variable.

Table 1 operational variables

Variables	Indicators	Statements	Scale
Digital marketing (DM)	1. Site design	1. The site design is neatly arranged	Likert
	2. Information recombination	2. Digital marketing facilitates checking and updating of information	
	3. Service interaction	3. The user interface design is easy to use	
	4. Relevance	4. Digital marketing makes it easy to communicate with customers	
	5. Usability	5. Using digital marketing can provide clear information	
	6. Accuracy		
	(Bachri et al. 2023)		
Brand image (BI)	1. Saliency in brand image	1. The product produced by innovative company	Likert
	2. Reputation in brand image	2. Using the product makes me feel confident	
	3. Familiarity in brand image	3. People who use the product reflecting up-to-date consumer	
	4. Trust in brand image	4. The goods made by a reliable business	
	5. Service excellence	5. The product functions fit with consumer needs	
	(Rosari and Simamora 2024)		

Variables	Indicators	Statements	Scale
Product variation (PV)	1. Diverse product size	1. The handicraft product is good size	Likert
	2. Diverse product types	2. The handicraft product evokes a sense of novelty	
	3. Diverse product materials	3. The handicraft product has a high level of craftsmanship	
	4. Diverse product designs	4. The handicraft product is well-designed	
	5. Diverse product quality	5. The handicraft product possesses a certain level of artistic quality	
	(Lyons, Um, and Sharifi 2020)		
Lifestyle (LS)	1. Education	1. I have knowledge about lifestyles	Likert
	2. Life experience	2. Lifestyle provides opportunities for new models and trends	
	3. Activity in lifestyle	3. Seeking prestige in every lifestyle activity	
	4. Interest lifestyle	4. Shopping lifestyles find items of high personal value	
	5. Opinion in lifestyle	5. Shopping lifestyle is motivated by a positive mood	
	(Anggraeni and Gunawan 2024)		
Purchase intentions (PI)	1. Transactional intent	1. I am very likely to buy handicraft products in PT. Indo Risakti	Likert
	2. Purchase quantity	2. I have bought handicraft products PT. Indo Risakti several times.	
	3. Explorative intent	3. I will consider purchasing handicraft products	
	4. Referential intention	4. I will advise people to buy handcrafted goods	
	5. Preferential intention	5. If similar products were available, I would give buying handcrafted goods top priority	
	(Zahid and Ruswanti 2024)		

Results and discussion

After the questionnaire was distributed, 155 valid survey responses were obtained. Therefore, the respondents' data can be classified based on the characteristics in Table 2.

Table 2 respondent characteristics

Characteristics	Criteria	Frequency	Percentage
Gender	Male	48	30.9
	Female	107	69.1
Age	21-26 years	23	14.8
	27-32 years	63	40.6
	33-38 years	37	23.9
	39-45 years	23	14.8
	>46 years	9	5.9
Occupation	Students	25	16.1
	Civil Service	36	23.2
	Self-employment	30	19.3
	Entrepreneurial	59	38.1
	Housewife	5	3.3
Monthly income	IDR 1,000,000 – IDR 3,000.000	33	21.2
	IDR 3,000,000 – IDR 5,000.000	56	36.1
	IDR 5,000,000 – IDR 7,000.000	42	27.1
	>IDR 7,000,000	24	15.6

Source: primary data (processed, 2025)



Table 2 shows that female respondents are more numerous than male respondents, which is 69.1% of the total respondents. Respondents aged 27 to 32 are more dominant, 40.6% of the total respondents. Entrepreneurs make up most respondents, which is 38.1%. Most participants' income is between IDR 3,000,000 and IDR 5,000,000, which is 36.1%.

Outer model (measurement model)

Convergent validity is evaluated using the correlation with one another. If a construct's size is more than 0.700, and its scores are correlated with item scores, the construct is said to be large. For early-stage research applications, a value of 0.500 to 0.600 is considered sufficient. The AVE value of an indicator must be greater than 0.500 to determine whether it has a greater correlation than the others. The accuracy and dependability of the instrument for assessing a particular construct were assessed in the interim using a composite reliability analysis. It is deemed reliable if the composite reliability rating is more than 0.700.

Table 3 measurement model results

Variables	Indicators	Factor loading	Cronbach's alpha	Composite reliability	AVE
Digital marketing (DM)	DM.1	0.781	0.871	0.903	0.609
	DM.2	0.854			
	DM.3	0.770			
	DM.4	0.708			
	DM.5	0.749			
	DM.6	0.814			
Brand image (BI)	BI.1	0.779	0.863	0.895	0.630
	BI.2	0.805			
	BI.3	0.822			
	BI.4	0.771			
	BI.5	0.790			
Product variation (PV)	PV.1	0.844	0.806	0.861	0.555
	PV.2	0.730			
	PV.3	0.714			
	PV.4	0.719			
	PV.5	0.710			
Lifestyle (LS)	LS.1	0.833	0.881	0.893	0.601
	LS.2	0.799			
	LS.3	0.788			
	LS.4	0.701			
	LS.5	0.748			
Purchase intention (PI)	PI.1	0.724	0.854	0.896	0.632
	PI.2	0.831			
	PI.3	0.815			
	PI.4	0.783			
	PI.5	0.818			

Source: primary data (processed, 2025)

Table 3 shows that each indicator's factor loading value is more than 0.7, so it is stated that all indicators are valid. The Cronbach's alpha and composite reliability values, higher than 0.7, stated that all indicators are reliable. It was found that each variable was reliable and that each indicator's construct reliability differed. Additionally, all these indicators satisfy the criteria for strong convergence, as indicated by AVE values more than 0.5, which shows the degree of convergence.



Inner model (model structural)

The degree to which an independent variable can influence dependent variables is expressed using the R-squared metric. Table 4 shows the R-square results; the impact of digital marketing, brand image, product variation and lifestyle on online purchase intentions is 0.544 or 54.4 percent; other unrelated factors influence the remaining 45.6 percent.

Table 4 R-square

	R-square (R^2)	adjusted R-square
Purchase intention (PI)	0.544	0.470

Source: primary data (processed, 2025)

Bootstrapping was used to determine if the variables are associated. The test requirements are met when both the t-statistic value (1.960) and the alpha (0.050) are below the probability value. It is asserted that external factors have a substantial impact on endogenous variables.

Table 5 hypothesis test results

Hypothesis	Original sample	Sample mean	Standard deviation	T-statistics	P-values
H1: DM \rightarrow PI	-0.216	-0.135	0.183	1.181	0.186
H2: BI \rightarrow PI	0.395	0.386	0.125	3.379	0.009
H3: PV \rightarrow PI	-0.105	-0.092	0.195	1.431	0.132
H4: LS \rightarrow PI	0.385	0.380	0.115	3.445	0.004
H5: DM*LS \rightarrow PI	0.428	0.420	0.179	2.335	0.049
H6: BI*LS \rightarrow PI	0.380	0.378	0.104	3.644	0.001
H7: PV*LS \rightarrow PI	0.388	0.383	0.118	3.505	0.005

Source: primary data (processed, 2025)

Table 5 shows that the p-value of 0.186 for the first hypothesis is greater than 0.050, a t-statistic of 1.181 less than 1.96, and a coefficient of -0.216; digital marketing did not affect online purchase intention, so H1 is rejected. With a p-value of 0.009, the second hypothesis is less than 0.05, t-statistics 3.379 greater than 1.96, and a coefficient of 0.395, brand image positively and significantly affects online purchase intentions, so H2 is accepted. The third hypothesis, with t-statistics 1.431 and p-value 0.132 greater than 0.05, is that product variation did not affect online purchase intention, so H3 is rejected. The fourth hypothesis, with t-statistics 3.445 greater than 1.96 and a p-value of 0.004 less than 0.05, is that lifestyle positively and significantly affects purchase intention, so H4 is accepted. The fifth hypothesis, with a p-value of 0.049 less than 0.05 and t-statistics of 2.335 greater than 1.96, is that lifestyle can strengthen the effect of digital marketing on purchase intention, so H5 is accepted. The sixth hypothesis, with t-statistics of 3.644 greater than 1.96 and p-value of 0.001 less than 0.05, is that lifestyle can strengthen the effect of brand image on purchase intention, so H6 is accepted. The seventh hypothesis, with a p-value of 0.005 lower than 0.05 and a t-statistic of 3.505 greater than 1.96, is that lifestyle can strengthen the effect of product variety on purchase intention, so H7 is accepted.

The effect of digital marketing on online purchase intention

Based on the analysis, digital marketing does not affect the purchase intention of handcrafted products in PT. Indo Risakti. This indicates that digital marketing content does



not directly increase consumers' purchase intentions for the products offered. This aligns with the theory of planned behavior and digital marketing content in PT. Indo Risakti fails to meet consumer needs and fails to meet consumer confidence, resulting in no interest in purchasing the displayed product. Customers' dissatisfaction stems from PT. Indo Risakti product stock vacuum, a bestseller, occurs when customers want to make transactions but cannot complete transactions repeatedly. Companies must understand that not all digital marketing content will automatically create purchase intentions. Factors such as relevance, quality and consumer needs must be considered in content development (Kshetri et al. 2024). Companies need to understand their target audience's preferences better and need to create more engaging and relevant content. This research is supported by Firmanza and Artanti (2022); Lim and Kesumahati (2022), who state that digital marketing did not significantly affect online purchase intention. Digital marketing is not a universal approach. For handicraft products that have high aesthetic and cultural value, marketing needs to be adjusted to the characteristics of consumers and products. If digital marketing does not work, business actors should consider a more contextual and community-based

The effect of brand image on online purchase intention

Based on the analysis, brand image positively affects online purchase intention for handcrafted products in PT. Indo Risakti. This implies that improving brand perception will raise purchasing intent. The theory of planned behavior supports the result of this study: purchase intentions are influenced by a good brand image, which improves consumer attitudes, lowers perceived risks, and increases consumer confidence. Stronger purchase intention and consumer decisions are associated with consumers' more favorable perceptions of a brand's benefits. Customers' perceptions of a brand are reflected in its image, which can be used to forecast their purchasing decisions or help them make up their minds. Indo Risakti products have a good brand image in customers' minds and have different characteristics than other products; they always have a different design for each release of their new products. A product with a good image will benefit the company because customers will subconsciously recommend these products to other people, thereby increasing sales (Nguyen, Pham, and Nguyen 2025). Maintaining a positive brand image will increase purchases and become the most important asset for the company. Evidence supports a study by Yusniawati and Prasetyo (2022); Tulipa, Sulisty, and Mellifan (2023) that shows that brand image is important in forming consumers' purchase intentions. Consumers will find it easier to learn about a product and become interested in purchasing if the brand has a positive reputation. Brand image is a key success factor in online sales of handicraft products. The implication is that business actors must allocate resources for branding and reputation management and consistently communicate brand values to consumers.

The effect of product variation on online purchase intention

The data analysis results show that product variation did not affect online purchase intention. It indicates the different needs of each consumer of handcraft products, which is why consumers do not pay much attention to the variety of products offered. In line with the theory of planned behavior, customers have more conservative preferences and tend to choose products they are already familiar with. Consumers tend to choose the same products each time they shop. Customers' cognitive commitment to purchasing products from other brands is influenced by several factors, such as their curiosity and disinterest in previously used products. As a result, they must look for alternatives or variations of other products. The desire to try to avoid boredom by purchasing new products is one of the reasons why consumers seek diversity (Stasiuk, Bochyńska, and Śliwińska 2021). Variations of products that are getting better and better do not always translate into increased interest in buying

them. The findings of this investigation correlate with previous research conducted by Emiliana, Prastowo, and Syah (2023); Fadhilah, Cahya, and Regindratama (2023). A wide variety of products does not necessarily increase online buying interest in handicraft products. The implication is that business actors must focus more on strengthening brand image, visual quality, communication of cultural values, and ease of transactions rather than simply increasing product choices.

The effect of lifestyle on online purchase intention

Based on the results of data analysis, lifestyle positively affects online purchase intention of handicraft products. It indicates that lifestyle plays a significant role in consumers purchasing intentions and functions as a highly effective segmentation variable for every product with a distinct market. In line with the theory of planned behavior, the component and motivating factors resulting from lifestyle motivate consumers to make a purchase; the more a high lifestyle, the higher the desire to make purchases. By combining activities, interests, and opinions, the lifestyle attitude will generate a quantitative evaluation that will influence the decision to buy and encourage purchases. People's lifestyles are crucial in helping consumers make decisions, so PT. Indo Risakti must always learn about them and investigate the motives behind purchasing decisions. Lifestyle is an instrumental segmentation variable since every product has a distinct market, allowing it to develop targeted and focused strategies. This study's results align with research by Abriandi and Puspa (2023); Lukiyana and Simadewa (2023); lifestyle significantly affects online purchase intention. The positive influence of lifestyle on online shopping interest shows that consumers buy handicraft products not just because of the shape or price but because the product represents who they are. Therefore, business strategies must focus more on understanding consumer psychographics and creating product narratives that fit their lifestyles.

The effect of digital marketing on online purchase intention moderated by lifestyle

This study found that lifestyle strengthens the effect of digital marketing on online purchase intention of handicraft products in PT. Indo Risakti. It indicates that consumers' lifestyles become a deciding factor when purchasing and that businesses use digital marketing techniques to supply their products. In the present era, life exhibits patterns that cause individuals or sets of people to notice patterns. The ability to keep up with the times makes one enjoy shopping. TPB theorists support the result of this research; as knowledge and technology advance, consumers' lifestyles are encouraged more and more because social media makes it easier for them to satisfy their consuming needs. Customers who enjoy shopping will concentrate on online products and service details and enjoy the online purchasing experience (Gulfraz et al. 2022). As lifestyle strengthens the influence of digital marketing on online shopping interest, the key to marketing success is not only the digital channel used, but how relevant the digital message is to the consumer's lifestyle. This emphasizes the importance of a personalized and value-based strategy in selling handicraft products online.

The effect of brand image on online purchase intention moderated by lifestyle

This study found that lifestyle strengthens the effect of brand image on online purchase intention of handicraft products in PT. Indo Risakti. This indicates that for consumers with a more focused or analytical shopping lifestyle, brand images allow them to pay more attention to the individual details of each product. This shopping style encourages them to take more time evaluating their choices, and separate brand images allow them to delve into each product in detail. For consumers who prioritize functional and utilitarian values in shopping, the brand image may provide the in-depth trust they need before

deciding. TPB supports the result of this research. High quality is crucial for the brand image because consumers looking for status will be inspired to impress others by the company's status symbol. Among the traits that signify status are superior quality, high cost, exclusivity, a standard of perfection, and connections to success or riches. Customers are more prepared to spend money on a brand's expressive value or symbolic advantages than on its practical value, which is primarily based on consumers' assessments of brand value and material value (Sahin and Nasir 2022). The finding that lifestyle moderates the influence of brand image on online purchase intention suggests that branding success in the digital handicraft market depends on the fit of consumers' lifestyles. Business actors must build brands known and perceived as relevant to consumers' identities.

The effect of product variation on online purchase intention moderated by lifestyle

This study found that lifestyle is proven to strengthen the effect of product variation on online purchase intention of handicraft products in PT. Indo Risakti. This indicates that the product variations presented in an appealing and well-thought-out manner can increase a shopper's likelihood of purchasing impulsively. Businesses must make the right choices about the variety of goods they offer. Offering a range of brands, sizes, and qualities can encourage impulsive or unplanned customer purchases, which is in line with the state of the industry today. This is due to one of their shopping habits, which is known as impulse buying, and it happens when a customer enters a mall and sees things that look wonderful even though they were not planned for earlier. The theory of planned behavior supports the result of this research. Consumers with an active shopping lifestyle will likely be more sensitive to visual and aesthetic cues presented through product variation. Conversely, consumers with a more independent and selective shopping lifestyle are predicted to value the freedom to mix and match handicraft items individually (Birau 2025). Consumers with independent shopping preferences will enjoy the visual experience that offers flexibility in mixing and matching separately presented products, positively influencing their purchase decisions.

Conclusions

The findings of this study show that brand image and lifestyle significantly influence online purchase intention. Digital marketing and product variation did not significantly affect the intention to purchase handcrafted products online in PT. Indo Risakti. The lifestyle strengthens the effect of digital marketing, brand image and product variation on online purchase intention. To sustain customers' growth, the providers must keep an eye on the quality of digital marketing and the brand image that circulates on the platform. Keeping users informed about their needs is essential for modern electronic commerce. Competition in the handicraft industry makes it easy for consumers to find product information; the consumers usually choose an online shop that markets their products through digital marketing with better quality. Consumers who get accurate, complete and reliable information about handicraft products through online media are likely to buy.

The research findings have implications for PT. Indo Risakti can help the company meet the growing demands of its customers, achieve business performance, and increase future revenue. The management company that sells handcrafted goods can utilize this study as assessment material to focus more on brand image and product variation to facilitate digital marketing with a broader audience and boost consumer buying intention. The findings of this study have practical implications that are so important for entrepreneurs, especially for entrepreneurs who have not yet carried out business transformations using digital media, particularly changes to digital-based strategies for marketing. Companies and marketers can increase consumer decisions by using various digital marketing strategies. By using digital

marketing, consumers will be less likely to put in the effort necessary to search for product information or make a purchase, ultimately leading to increased customer satisfaction.

Moreover, this study has limitations regarding the sample; we recommend increasing sample sizes because this research only identified a small number of Indonesian respondents. To produce more in-depth discussions, further research is needed to compare online and offline purchase intentions. Finally, the researcher advises future authors to use different testing techniques, develop other factors or variables, and employ larger-scale study items to understand and extrapolate more general findings comprehensively. Future research is expected to enrich the theoretical framework by viewing from a different theory, choosing different but similar research objects to describe the condition of other objects serving as comparison and increasing the scope to a broader range of generalization. Future research is expected to be done longitudinally or continuously in the long term so that the research result will be based on the ongoing changes occurring to the object or the subject of the research.

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