Research Article

Exploring The Role of Emotional Triggers and Advertising Authenticity on Purchase Intention Through Short Video Marketing in Indonesia

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ABSTRACT

This study aims to explore how advertising authenticity and emotional triggers influence consumer purchase intention through emotional engagement in the context of short-form video advertising in Indonesia. To achieve this objective, this study uses a quantitative approach with a survey design. Respondents consisted of active TikTok and Instagram Reels users in Indonesia who, in the past three months, have watched or interacted with short-form video advertisements. Data collection was conducted online using a structured questionnaire, then analyzed using the Structural Equation Modeling (SEM) technique. The results showed that advertising authenticity and message relevance significantly increased emotional arousal and nostalgia. Both affective responses were shown to drive emotional engagement, leading to increased purchase intentions. Emotional arousal was identified as the strongest predictor of engagement and impulsive decisions. This study extends the Cognitive–Affective–Conative (CAC) model to short video marketing and highlights nostalgia as a culturally relevant emotion in Indonesia. Despite these findings, the study's cross-sectional design limits causal interpretation; future studies should adopt longitudinal approaches. Brands are advised to focus on authentic storytelling and emotionally charged narratives within brief short video formats.

Keywords: Advertising authenticity, Emotional arousal, Nostalgia, Emotional engagement, Short videos, digital marketing, Purchase intention, Indonesia

Background

The rapid growth of short video content through platforms like TikTok and Instagram Reels has created a significant transformation in the digital marketing landscape in Indonesia. According to a recent report, Indonesia has one of the highest short video consumption rates in Southeast Asia, with daily viewing time continuing to increase along with internet penetration and widespread smartphone use

(Trilestari et al., 2025). In this context, short videos are not only a means of entertainment but also a strategic medium for conveying emotional and persuasive marketing messages. The rapid growth of short video content through platforms like TikTok and Instagram Reels has transformed the digital marketing landscape in Indonesia. Short videos are now strategic media for delivering emotional and persuasive marketing messages. The effectiveness of such messages depends not only on visual design but also on perceived authenticity and emotional triggers. In Indonesia, cultural values such as family closeness and nostalgia are key emotional levers. This study applies the Cognitive–Affective–Conative (CAC) model to analyze how advertising authenticity and message relevance (cognitive factors) influence emotional arousal and nostalgia (affective factors), which in turn drive emotional engagement and purchase intention (conative outcome).

However, the effectiveness of messages in short videos does not depend solely on visual aspects and duration. Research shows that perceptions of advertising authenticity (perceived authenticity) Authenticity and emotional triggers play a crucial role in shaping consumer engagement and driving spontaneous purchasing decisions (Ariesca & Saputro, 2025; Irsyad et al., 2025). In Indonesia, emotional approaches to marketing often leverage local values such as family closeness, collective nostalgia, and trust in public figures perceived as authentic. These elements provide a strong foundation for exploring how emotional strategies in short video advertisements influence consumer behavior.

However, most studies related to digital consumer behavior in Indonesia are still limited to the stimulus-response model and have not examined in depth the role of psychological processes involving sequential cognitive, affective, and conative stages. The Cognitive - Affective - Conative (CAC) model developed by Bagozzi & Phillips (1982) and enhanced by (Aisyah, 2023; Hirschman & Holbrook, 1982) provides a relevant conceptual framework to unravel these dynamics. Using this model, this study examines how advertising authenticity and message relevance as cognitive triggers influence emotional arousal and nostalgia as affective responses, ultimately driving emotional engagement and purchase intention.

This research not only seeks to fill a gap in the literature on digital consumer behavior in Indonesia but also offers an approach sensitive to the cultural context and local media practices. Thus, the results are expected to provide an empirical contribution to the development of emotion-based marketing theory, while also providing a practical foundation for industry players in designing more effective advertising content in the era of short video-based marketing.

Literature Review
Perceived Ad Authenticity
Advertising authenticity refers to the extent to which consumers perceive promotional content to reflect honesty, integrity, and sincerity in its delivery (Afifah et al., 2025; Gelsha, 2025). In the era of digital marketing, particularly through short video formats, perceptions of authenticity depend heavily on how the narrative is structured and who delivers it. Ariesca & Saputro (2025) showed that advertisements delivered by influencers perceived as authentic can increase trust in the brand and strengthen emotional attachment. This is particularly important in Indonesia, where consumers tend to judge content based on honesty and genuine expression.

Advertisements that are perceived as overly polished or too "salesy" often fail to build an emotional connection. Conversely, when advertisers use everyday language, share personal experiences, or show their human side, consumers tend to be more receptive and feel more connected (Alam, 2025; Utoyo, 2024). In a related study in Southeast Asia, Jannah et al. (2025) emphasized that authenticity is a key factor in community-based marketing. Therefore, authenticity is not just a stylistic element, but also a strategic factor in creating a psychological impact on the audience. Advertising authenticity reflects the degree of honesty and sincerity perceived by consumers. Authentic messages and relatable influencers enhance trust and emotional attachment. Message relevance, meanwhile, determines how closely an advertisement aligns with audiences'

personal experiences and cultural values. Emotional arousal represents immediate and intense emotional reactions, while nostalgia involves reflective emotions linked to past memories. Both influence emotional engagement, which functions as the psychological bridge between affective responses and behavioral outcomes. The CAC model underpins this sequential process: Cognitive (Authenticity, Relevance) → Affective (Arousal, Nostalgia) → Conative (Purchase Intention, mediated by Emotional Engagement).

Relevance of Messages in Short Videos

the audience's needs, interests, and personal experiences. The more relevant a message is, the more likely it is to be responded to positively by consumers (Lestari & Ahmadi, 2024). In the context of short videos, content that touches on everyday life, local cultural values, or current social conditions is more easily accepted and shared by audiences. For example, videos that highlight stories about family life, economic struggles, or nostalgic childhood experiences in Indonesia are more likely to trigger emotional resonance.

A study by Ohara et al. (2025) stated that consumers feel more engaged when they see themselves in the story conveyed by an advertisement. This is also supported by research by Usadi et al. (2024), which shows that content relevance is positively correlated with audience attention and emotional engagement in short-form videos. Message relevance also plays a role in accelerating decision-making because consumers do not need to think much to interpret the message. Therefore, in a short-form video strategy, brands need to adapt narratives, visuals, and cultural elements to align with the daily lives of local audiences.

Arousal Emotion and Nostalgia as Affective Responses

arousal is a dimension of the intensity of emotional reactions caused by exposure to a marketing stimulus. In the context of short videos, elements such as upbeat music, fast visual tempo, or strong emotional expressions can trigger high arousal reactions (Aminullah & Wusko, 2025; Hirschman & Holbrook, 1982).

Iswan (2025) found that consumers experiencing emotional arousal tend to act impulsively in decision-making, including unplanned purchases. On platforms like TikTok, and Instagram Reels, content is visually and auditorily designed to create a shock or emotional jolt that amplifies the response.

Besides arousal, nostalgia is also a significant affective response, especially in markets like Indonesia that are rich in traditional values and collective memories. According to Batcho (2013), nostalgia not only evokes memories but also creates a sense of comfort and deep emotional connection. When advertisements include visual or audio elements reminiscent of the past, such as 90s music, village house scenes, or childhood toys, consumers are more likely to engage with and even purchase the products offered. This combination of arousal and nostalgia creates a broad spectrum of emotional responses, which are important to analyze within the Cognitive - Affective - Conative framework.

Emotional Involvement Engagement)

Emotional engagement describes a person's psychological and affective attachment to the content or brand they consume. In digital marketing, particularly through short videos, this engagement is not only measured by how long someone watches the content but also by the affective reactions such as emotion, laughter, or empathy it evokes (Hollebeek et al., 2014). A study by Sung et al. (2021) shows that emotional engagement is an important intermediary between marketing stimuli and behavioral intentions, including purchase intentions. Consumers who feel emotionally connected are more likely to form brand loyalty and are more willing to share content organically.

In the Indonesian context, where the digital community is very active and social values such as togetherness and mutual cooperation are still highly valued, emotional engagement is a key component in building virality. and trust. Content that touches on the human side, such as inspiring stories of struggle or success, often triggers emotional responses that indirectly influence purchase intentions. Therefore, understanding how emotional engagement is formed

in short video formats is a strategic step in designing marketing communications that are not only engaging but also impactful.

Cognitive – Affective – Conative (CAC) Model

Cognitive - Affective - Conative (CAC) model explains that consumer behavior is the result of a gradual process that begins with cognitive perception, continues with emotional reactions, and ends with conative actions such as purchase intentions (Ayu Lestari et al., 2025; Bagozzi & Phillips, 1982). Holbrook and Hirschman (1982) later expanded this model by emphasizing the importance of experience and symbolism in consumption, especially for hedonic or emotional products. In short video marketing, CAC becomes a very relevant framework because the content is not only designed to provide information, but also to evoke certain feelings and encourage immediate action.

Recent research in the context of digital marketing has confirmed the validity of this model. (Iswan, 2025a; Yuli, 2024) applied the CAC model to explain how visual stimuli in live commerce influence arousal and impulse buying. Muhamad et al. (2025) identified that CAC can be used to map the influence of fear of missing out (FOMO) as an affective response to advertisements that display time constraints. Using CAC in the Indonesian context, this study seeks to explain how perceptual and emotional elements work sequentially in shaping purchasing decisions in fast-paced and emotional digital situations.

The Influence of Advertising Authenticity on Arousal Emotional and Nostalgic

Advertising authenticity is the perception that promotional content is delivered honestly, sincerely, and without exaggeration. In the context of short videos, authenticity can be achieved through the use of personal narratives, unpretentious expressions, and delivery that resembles everyday communication (Fajar Iqbal, 2025; Utama Dewayani, 2024). Several studies have shown that content perceived as authentic can generate higher emotional arousal than content that is overly commercial or structured (Sujianti & Devica, 2025; Wang & Oscar, 2024). Arousal Emotional arousal is a psychophysiological reaction that indicates emotional involvement with a particular stimulus, such as an advertisement. When consumers perceive that an advertisement reflects their personal values or real-life experiences, they will experience a more intense affective reaction.

Besides triggering arousal, authenticity is also closely related to the experience of nostalgia. According to Schindler & Holbrook (2003), nostalgia tends to arise when content reflects elements of the past that are perceived as authentic and personal. In the Indonesian context, advertisements featuring traditional home settings, childhood songs, or family figures often evoke emotionally touching memories of the past. A study by Batcho (2013) also supports that authenticity in message delivery is a prerequisite for the emergence of deep nostalgia. Therefore, when short video advertisements feature authentic and emotionally close content, not only does arousal increase, but also the likelihood of nostalgia emerging as an affective response.

Based on this review, the hypothesis proposed is:
- H1a: Advertising authenticity has a positive effect on emotional arousal.
- H1b: Advertising authenticity has a positive effect on nostalgia.

The Effect of Message Relevance on Emotional Arousal and Nostalgia

Message relevance in the context of digital marketing is defined as the extent to which advertising content aligns with the audience's personal needs, values, and experiences. When advertising messages are perceived as relevant, consumers are more likely to pay attention and respond affectively. In a study by Safitri et al. (2024), it was found that short video advertisements depicting real-life experiences or local cultural values were more effective in evoking emotional responses. This suggests that relevance not only influences cognitive processing but also creates deeper emotional experiences.

In the context of emotional arousal, message relevance can act as a key trigger. When consumers perceive that advertising content depicts their reality or reflects values that are

important to them, they are more likely to feel moved and engaged (Iswan, 2025). Furthermore, message relevance is also related to the likelihood of nostalgia, especially if the content reflects childhood experiences, family memories, or familiar cultural symbols. Batcho (2013) states that nostalgia is more easily evoked when the stimulus provided is relevant to a person's past personal experiences.

In the Indonesian context, short videos depicting traditional market scenes, 90s children's games, or regional language dialogue can trigger strong emotional resonance and nostalgia. Therefore, it can be assumed that the more relevant an advertising message is to its audience, the more likely they are to experience arousal. and nostalgia.

Based on this explanation, the hypothesis proposed is:
- H2a: Message relevance has a positive effect on emotional arousal.
- H2b: Message relevance has a positive effect on nostalgia.

The Influence of Emotional Arousal and Nostalgia on Emotional Engagement

arousal is a psychological state that reflects a person's level of arousal or excitement in response to a particular stimulus. In the context of digital marketing, arousal High arousal is often an early determinant of deep emotional involvement (Hirschman & Holbrook, 1982). Consumers who experience arousal are more likely to pay attention to, like, and share content that they find interesting or thought-provoking. Iswan (2025) found that in live commerce and short videos, arousal is a strong link between initial perception and spontaneous purchasing behavior, especially in content that presents visual intensity or emotional narrative.

In addition to arousal, nostalgia also plays a significant role in shaping emotional engagement. Nostalgia is a form of reflective emotion that arises from pleasant and meaningful past memories (Batcho, 2013; Ulum, 2025). This emotion can increase consumers' psychological affiliation with content, as they feel "seen" or recognized through emotionally relevant representations. In a study by Nathadiharja et al., (2024), nostalgia was shown to increase empathy, feelings of warmth, and a willingness to engage further with the brand or message being conveyed.

Emotional engagement itself refers to the extent to which a person feels emotionally connected to a stimulus, which can ultimately influence subsequent behavior such as purchase intention or brand loyalty (Hollebeek et al., 2014; Thien Duc & Mujahida, 2024). Therefore, it can be assumed that both emotional arousal and nostalgia play a significant role in driving emotional engagement.

Thus, the hypothesis proposed is:
- H3a: Emotional arousal has a positive effect on emotional engagement.
- H3b: Nostalgia has a positive effect on emotional involvement.

The Influence of Emotional Involvement on Purchase Intention

Emotional engagement is a key indicator of how emotionally connected consumers feel to a piece of content or brand. In the context of short videos, this engagement is reflected in the attention, awe, and positive emotions that arise during and after viewing the content. A study by Hollebeek et al. (2014) showed that consumers who experience high emotional engagement tend to exhibit more active behaviors such as sharing content, providing positive reviews, and showing interest in purchasing related products.

In the context of digital marketing in Indonesia, emotional engagement is becoming increasingly relevant given the high penetration of social media and the culture of participation. Short video content that successfully taps into audiences' emotional well-being tends to trigger stronger behavioral responses than conventional advertising. Sung et al. (2021) suggest that emotional engagement not only strengthens purchase intentions but also enhances the perceived value of a product.

Another study by Calder et al. (2009) showed that emotionally engaging content drives deeper engagement and creates positive brand perceptions. This is consistent with the assumption that emotions are a catalyst in consumer decision-making. Therefore, the higher

the perceived emotional engagement, the greater the likelihood that consumers will have purchase intentions.

Based on this literature, the hypothesis proposed is:
- H4: Emotional involvement has a positive effect on purchase intention.

The Influence of Mediation

Within the CAC framework, emotional engagement is an affective-conative stage that bridges emotional reactions to stimuli with specific behavioral intentions. Emotional arousal and nostalgia serve as initial affective responses that do not always directly trigger purchasing actions, but need to be mediated by a deeper psychological process, namely emotional engagement (Bagozzi & Phillips, 1982; Hollebeek et al., 2014).

arousal, as a form of excitement or captivation, tends to generate intense but temporary attention. Subsequent emotional engagement can strengthen consumers' associations with advertising content, making it more meaningful and influential on purchasing decisions. A study by Irsyad et al. (2025) supports the important role of intense emotions as a trigger for engagement, but emphasizes that purchasing decisions are more stable when associated with reflective and affective engagement.

Nostalgia, as a reflective emotion, can create feelings of closeness and a sense of identity. However, for nostalgia to become a driver of behavior, emotional engagement is necessary, transforming memories into action intentions (Nathadiharja et al., 2024; Syarifuddin et al., 2025). In this context, emotional engagement acts as a mechanism that strengthens the transition from personal emotions to concrete purchase intentions.

Thus, the two mediation hypotheses proposed are:
- H5a: Emotional involvement mediates the effect of emotional arousal on purchase intention.
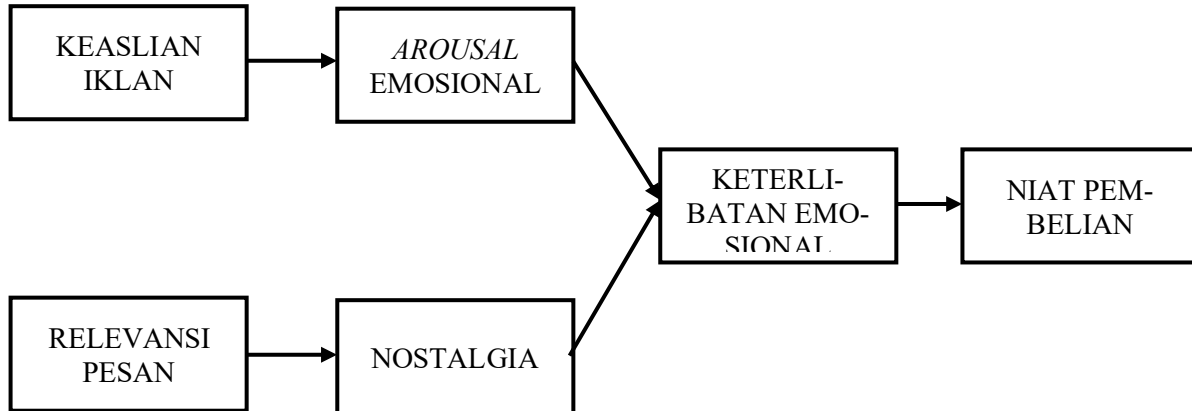- H5b: Emotional involvement mediates the effect of nostalgia on purchase intention.

Figure 1. Research Framework

Research Methods

This study uses a quantitative approach with a cross-sectional survey design to analyze the relationship between cognitive, affective, and conative variables in the context of short video marketing in Indonesia. The main focus of this approach is to identify and measure the extent to which advertising authenticity and message relevance can influence consumer purchase intentions through the mechanisms of emotional arousal , nostalgia, and emotional engagement. Data collection was conducted from March to April 2025 through an online questionnaire distributed to active TikTok users. and Instagram Reels who have watched short video ads in the last three months. This study used a quantitative, cross-sectional survey design. Data were collected online from

March to April 2025 among active TikTok and Instagram Reels users in Indonesia (n = 220) who had viewed short video ads in the past three months. The purposive sampling criteria included being at least 17 years old and domiciled in Indonesia. All measurement items were translated and culturally adapted to the Indonesian context through back-translation and pilot-tested among 30 respondents to ensure clarity and reliability. The final instrument used a 7-point Likert scale. The sample size was determined based on the minimum requirement for Partial Least Squares Structural Equation Modeling (PLS-SEM), which recommends at least ten times the maximum number of inner paths leading to a construct (Hair et al., 2021), ensuring adequate statistical power.

A total of 220 respondents met the inclusion criteria and their data were declared valid for analysis. The sampling technique was purposive , with the main criteria being domiciled in Indonesia, at least 17 years old, and active users of short video social media platforms. The research questionnaire consisted of two parts. The first part collected basic demographic data, while the second part contained measurements of the research constructs using a seven-point Likert scale , from 1 (strongly disagree) to 7 (strongly agree).

Each construct is measured using a number of items adapted from instruments validated by previous research. All indicators and their sources of development can be seen in Table 1 below:

Table 1. Variable Items and Sources

Variables	Statement Items	Source
Authenticity of Advertising	This ad looks honest and not fake.	(Angela & Loisa, 2023; Matthew & Stefan, 2024; Ningrum et al., 2025)
	The messenger appears sincere when delivering the content of the advertisement.	
	This advertisement conveys information authentically.	
Message Relevance	The content of the advertisement is according to my current needs.	(Ananta et al., 2024; Haryani et al., 2023; Karimah & Kusumawati, 2024)
	This advertisement touches on my personal life experience.	
	The message conveyed by this advertisement is very relevant to my life.	
Emotional *Arousal*	I felt emotionally moved while watching this commercial.	(Bagozzi & Phillips, 1982; Hirschman & Holbrook, 1982)
	This ad evokes intense emotional feelings.	
	This ad makes me excited or stimulated.	
Nostalgia	This ad reminds me of my childhood.	Batcho (2013) Pascal et al. (2002) (Schindler & Holbrook, 2003)
	The content of this advertisement evokes pleasant memories of the past.	
	I feel nostalgic when I watch this ad.	
Emotional Involvement	I feel emotionally connected to the content of this ad.	(Calder et al., 2009; Hollebeek et al., 2014; Sung et al., 2021)
	I feel an emotional connection to this ad.	
	I feel emotionally involved with the brand being advertised.	
Purchase Intention	I intend to purchase the advertised product after seeing this advertisement.	(Hollebeek et al., 2014; Peng et al., 2024; Sung et al., 2021)
	I will consider purchasing this product in the near future.	
	Most likely I will buy this product.	

The collected data was analyzed using SmartPLS 4 software with a Structural approach. Equation Partial- based Modeling Least Squares (PLS-SEM). The analysis stage begins with testing the measurement model (outer model) which includes tests of convergent validity, discriminant validity, and construct reliability. Convergent validity is assessed through factor values. loading, Average Variance Extracted (AVE), and Composite Reliability (CR), with the recommended threshold being loading > 0.70, AVE > 0.50, and CR > 0.70. The construct reliability is strengthened by the Cronbach's value alpha which must also exceed 0.70.

Once the measurement model meets the instrument quality criteria, the next stage is to test the structural model (inner model). This analysis includes testing the path coefficients. coefficient), R- square value for endogenous variables, and the significance of the relationship between variables tested using bootstrapping with 5000 resamplings. In addition to the direct effect, a mediation effect analysis was also conducted to determine whether emotional involvement significantly mediates between affective responses (arousal and nostalgia) and purchase intention. The model was also tested in terms of goodness - of -fit through the SRMR index and the predictive value of Q-square.

Through this analytical approach, the research is expected to provide an in-depth empirical understanding of the psychological mechanisms underlying consumer behavior in responding to short video advertising content in Indonesia.

Results and Discussion

Table 2 presents descriptive statistics for the six main variables in this study. The average score for all variables ranged from 5.60 to 5.91 on a maximum scale of 7, indicating that respondents' perceptions of short video content were relatively high for each dimension measured. The highest score was achieved by the purchase intention construct (Mean = 5.91, SD = 0.74), indicating that respondents generally had a strong intention to purchase the product after being exposed to the short video advertisements studied.

Table 2. Descriptive Statistics of Research Variables

No.	Variables	Number of Items	Average	Elementary School	Min.	Max.
1	Authenticity of Advertising	3	5.72	0.82	2.00	7.00
2	Message Relevance	3	5.65	0.85	1.00	7.00
3	Emotional *Arousal*	3	5.88	0.76	1.00	7.00
4	Nostalgia	3	5.60	0.91	3.00	7.00
5	Emotional Involvement	3	5.79	0.80	2.00	7.00
6	Purchase Intention	3	5.91	0.74	2.00	7.00

Arousal Emotional also showed a fairly high score (Mean = 5.88), indicating that respondents experienced strong emotional arousal when watching the advertisement. Advertisement authenticity and emotional engagement showed average values above 5.70, indicating that the advertisement content was considered quite authentic and capable of creating an emotional bond. Meanwhile, nostalgia had the lowest average score (Mean = 5.60) with the highest standard deviation (SD = 0.91), indicating that nostalgic experiences varied more among respondents.

The minimum score recorded was 1.00, while the maximum score for all variables reached 7.00. This indicates that the measurement scale was able to capture the diversity of respondents' perceptions effectively and that there were no ceiling issues. effect and floor extreme effect. Thus, the data collected meets the requirements for further analysis using Structural Equation Modeling.

Table 3. Construct Validity and Reliability

Variables	Item	*Loading Factor*	*Cronbach's Alpha*	CR	AVE
Authenticity of Advertising	KI1	0.812	0.822	0.886	0.722
	KI2	0.863			
	KI3	0.875			
Message Relevance	RP1	0.854	0.839	0.902	0.755
	RP2	0.877			
	RP3	0.884			
Emotional *Arousal*	AE1	0.826	0.811	0.879	0.709
	AE2	0.873			
	AE3	0.847			
Nostalgia	NS1	0.805	0.825	0.890	0.730
	NS2	0.873			
	NS3	0.881			
Emotional Involvement	KE1	0.861	0.844	0.905	0.762
	KE2	0.885			
	THE 3RD	0.872			
Purchase Intention	NP1	0.832	0.823	0.891	0.732
	NP2	0.886			
	NP3	0.865			

All items have loading values above 0.80, indicating that each indicator has a very good contribution to its respective construct. Cronbach's Alpha for all variables was above the minimum threshold of 0.70, indicating strong internal consistency between items within a construct.

Composite Value Reliability (CR) ranges from 0.879 to 0.905, indicating excellent construct reliability. Meanwhile, the Average Variance Extracted Average Average (AVE) values all exceeded the threshold of 0.50, meaning that more than 50 percent of the variance in the indicators can be explained by the respective latent constructs. Overall, the results of the measurement model evaluation indicate that the research instrument meets the convergent validity and construct reliability criteria required for further testing of the structural model.

Table 4. HTMT Results Between Constructs

Construct	1	2	3	4	5	6
1. Authenticity of Advertisement	–					
2. Message Relevance	0.624	–				
3. Emotional *Arousal*	0.532	0.581	–			
4. Nostalgia	0.598	0.610	0.663	–		
5. Emotional Involvement	0.512	0.594	0.735	0.676	–	
6. Purchase Intention	0.548	0.627	0.748	0.701	0.791	–

The HTMT results in Table 4 show that all ratio values between constructs are below the threshold of 0.90. This indicates that discriminant validity is met, meaning that each construct in this model can be distinguished theoretically and empirically from the other constructs.

The highest value was found between emotional engagement and purchase intention at 0.791, which is still within the tolerable limits and theoretically reasonable, given the close relationship between the two in the conative model. Meanwhile, the lowest value was recorded between advertising authenticity and

emotional engagement at 0.512, which indicates a moderate relationship but remains separate constructs.

Thus, this model shows that all constructs have adequate discriminatory power, and there is no redundancy between constructs that could interfere with the structural validity of the model.

Hypothesis Testing

The test results showed that advertising authenticity significantly influenced emotional arousal (β = 0.298, p < 0.001) and nostalgia (β = 0.336, p = 0.002). This indicates that the higher consumers' perceptions of an advertisement's authenticity, the more likely they are to experience emotional arousal and feelings of nostalgia. Emotional arousal includes feelings of surprise, excitement, or awe when viewing content perceived as honest and unfabricated. Meanwhile, nostalgia emerges as a form of reflective emotional response when advertising content reminds consumers of pleasant past times. This finding is consistent with a study by Anggraeni (2024) which showed that perceived authenticity can significantly increase the intensity of affective responses. In the Indonesian context, where honesty and simplicity are highly valued in visual communication, authenticity plays an important role as an emotional trigger.

Table 5. Hypothesis Test Results

Hypothesis	Relationship between variables	β	t- stat	p -value
H1a	Advertising Authenticity → Emotional *Arousal*	0.298	5,212	0.001
H1b	Advertising Authenticity → Nostalgia	0.336	4,831	0.002
H2a	Message Relevance → Emotional *Arousal*	0.314	4,507	0.006
H2b	Message Relevance → Nostalgia	0.287	3,988	0.012
H3a	*Arousal* → Emotional Engagement	0.379	6,478	0.001
H3b	Nostalgia → Emotional Engagement	0.291	3,765	0.015
H4	Emotional Engagement → Purchase Intention	0.425	7,328	0.001
H5a	*Arousal* → Emotional Engagement → Purchase Intention	0.161	3,985	0.019
H5b	Nostalgia → Emotional Engagement → Purchase Intention	0.124	3.112	0.026

Message relevance also had a positive and significant effect on emotional arousal (β = 0.314, p = 0.006) and nostalgia (β = 0.287, p = 0.012). These results indicate that consumers who perceive the content of an advertising message as aligned with their personal needs, experiences, or values are more likely to experience emotional engagement and activation of past memories. Emotional arousal arises when consumers feel that the advertising content "speaks" directly to their current situation, while nostalgia is triggered when the message depicts familiar moments or symbols from the past. Studies by Engelbert (2025) and Hajar & Syaesti (2024) support that personality and relevant cultural context increase the effectiveness of messages in evoking affective responses. In the context of Indonesian society, which is highly heterogeneous but bound by a strong collective memory, culturally relevant messages have a higher emotional impact.

arousal significantly impacts emotional engagement (β = 0.379, p < 0.001), and nostalgia also contributes significantly (β = 0.291, p = 0.015). This indicates that both intense (arousal) and reflective (nostalgia) emotions directly enhance consumers' emotional attachment to the content and brands presented. Emotional arousal facilitates a rapid response of attention and fascination, while nostalgia deepens psychological resonance with positively remembered past values or experiences. A study by Arzaqi (2025) shows that both types of affective responses are equally relevant in shaping a profound emotional experience towards advertising. Thus, emotional engagement is formed not only from the intensity of the stimulus, but also from the depth of meaning that consumers associate with the advertising message.

Emotional engagement proved to be the strongest predictor of purchase intention (β =

0.425, p < 0.001). These results indicate that consumers who feel emotionally connected to advertising content will be more motivated to purchase the product offered. Emotional engagement reflects the level of psychological closeness and affective attention to the advertisement, which strengthens the perception of value and encourages purchase action. Studies by Istiqomah et al. (2024) and Kustiawan et al. (2025) found a similar pattern, where strong emotional bonds can influence consumer intention to take action, even in the context of unplanned purchases. In Indonesia's highly competitive digital landscape dominated by visual content, building emotional engagement is key to increasing the effectiveness of short video ads.

The mediation effect test showed that emotional involvement significantly mediated the influence of emotional arousal ($\beta = 0.161$, p = 0.019) and nostalgia ($\beta = 0.124$, p = 0.026) on purchase intention. These results suggest that although arousal and nostalgia can indirectly influence purchase intention, the effect will be stronger when consumers feel truly emotionally involved. This process illustrates the sequential psychological stages as described in the Cognitive – Affective – Conative model. Studies by Bagozzi & Phillips (1982) and Schindler & Holbrook (2003) have emphasized that emotional involvement often serves as a bridge between initial affective experiences and behavioral intentions. In this context, consumers are not necessarily motivated to purchase simply because they feel moved or emotionally touched, but because they build a strong affective connection to the content, which then influences the purchase decision.

Descriptive results indicated high mean values across constructs (5.60–5.91 on a 7-point scale), suggesting positive perceptions of short video content. Emotional arousal had the strongest predictive effect on emotional engagement ($\beta = 0.379$, p < 0.001). Nostalgia showed the lowest mean (M = 5.60, SD = 0.91), indicating more personal and variable emotional responses. While both emotions significantly influenced engagement, arousal was more immediate and universal, making it the most critical factor for impulsive decisions in fast-paced digital contexts.

The findings confirm that emotional arousal and nostalgia act as affective mediators linking advertising perceptions with behavioral intention. Emotional engagement functions as the affective–conative bridge in the CAC framework, translating emotions into purchasing behavior. Practically, marketers should design emotionally charged yet authentic short videos that resonate with Indonesian cultural values. Theoretically, this study broadens the CAC model by contextualizing nostalgia as a culturally nuanced affective dimension.

Discussion

The results of this study provide a deep understanding of how perceptions of short video advertisements can shape consumer impulsive behavior in Indonesia through complex emotional mechanisms. The findings reinforce the basic assumptions of the Cognitive - Affective - Conative (CAC) model, which states that consumers' cognitive experiences trigger emotional reactions that then drive purchase intentions. This study concludes that advertising authenticity and message relevance significantly influence emotional responses—emotional arousal and nostalgia—which in turn drive emotional engagement and purchase intention. Emotional arousal emerged as the strongest predictor, emphasizing its importance in short video marketing strategies. As a cross-sectional study, it captures associative rather than causal relationships; future research should apply longitudinal or experimental designs to explore causation. Overall, the findings highlight the strategic value of authentic, emotionally resonant storytelling in Indonesia's evolving digital marketing landscape.

First, the results show that advertising authenticity has a significant influence on emotional arousal and nostalgia. This finding is consistent with Nizam's (2024) study, which emphasized that perceptions of honesty and sincerity in digital marketing communications can increase the intensity of emotional engagement. In a local context, these results reflect the characteristics of Indonesian consumers who highly value authentic and non-manipulative communication. Studies by Utami (2025) and Yuliawati et al. (2025) also confirmed that authenticity drives deeper affective reactions

because it is perceived as representing personal values and trust.

Furthermore, message relevance has been shown to influence emotional arousal and nostalgia. This aligns with research by Ohara et al. (2025) , who found that advertising content tailored to the audience's cultural context and life experiences is more capable of triggering emotional resonance. In Indonesia's pluralistic context, rich in local values, personal connection to content acts as a highly effective affective trigger. This finding also supports Irsyad et al.'s (2025) assertion that message relevance not only strengthens understanding of advertising content but also simultaneously enhances emotional and cognitive responses.

Another crucial finding is that both emotional arousal and nostalgia contribute significantly to emotional engagement. This underscores the importance of both forms of emotion as a link between perception and action. (Iswan, 2025b) found that arousal triggered by fast-paced and dynamic visualizations in short videos contributes to consumer behavioral intentions. However, this study adds a new dimension by demonstrating that nostalgia, as a more reflective and personal emotion, also plays a significant role in driving affective engagement. These findings expand the view (Schindler & Holbrook, 2003) on the role of past emotions in influencing current consumer behavior.

Emotional engagement has been shown to be the most powerful variable influencing purchase intention. This finding aligns with Harita et al. (2025) and Ohara et al. (2025) , who emphasized that consumers who feel emotionally connected to content are more likely to exhibit positive purchasing behavior. In a digital context, this engagement reflects not only product appeal but also the experience of viewing the advertisement itself. This research supports the argument that emotional content in short videos forms a short-term affective connection strong enough to influence purchase decisions, even when consumers have no initial purchase intention.

What is interesting about this finding is the mediating role of emotional involvement in the relationship between affective response and purchase intention. Studies by Bagozzi & Phillips (1982) and Hirschman & Holbrook (1982) have previously suggested that emotions are not direct predictors of action, but require psychological involvement to strengthen the transition from feeling to response. This study reinforces these findings by showing that consumers who feel aroused or reminded by an advertisement are not automatically motivated to purchase unless they feel truly emotionally involved.

Overall, the results of this study provide in-depth empirical evidence regarding the importance of cognitive and affective dimensions in shaping digital consumer behavior in Indonesia. These findings not only strengthen the existing literature but also offer a more contextual approach to how short video ads can be strategically leveraged in emotion-based digital marketing.

Conclusion

This study concludes that advertising authenticity and message relevance in short video content play a significant role in shaping consumers' emotional responses, particularly in the form of emotional arousal and nostalgia. Both forms of emotion have been shown to increase emotional engagement, which ultimately significantly influences consumer purchase intentions in Indonesia. These results support the Cognitive - Affective - Conative (CAC) model, where cognitive perception of advertising triggers affective reactions, which then lead to behavioral intentions. These findings enhance understanding of consumer psychological mechanisms in a dynamic and emotional digital context and highlight the importance of authentic and culturally relevant communication strategies.

Furthermore, emotional engagement has been shown to be a crucial mediator in the transition from emotion to purchase intention. This suggests that building an emotional bond between consumers and content not only enhances the viewing experience but also drives behavioral conversion. Thus, this study not only contributes theoretically to the development of the CAC model in the context of digital marketing but also presents practical implica-

tions for brands and industry players in designing effective, emotional, and meaningful short video advertisements for Indonesian consumers.

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