

**THE EFFECT OF IDENTIFICATION WITH PRODUCT AND
CULTURAL MOTIVATION ON OBJECT-BASED AUTHENTICITY
AND ITS INFLUENCE ON PURCHASE INTENTION FOR NTT
WOVEN FABRICS**



THESIS

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INSTITUTE IPMI

JAKARTA

2026

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WOVEN FABRICS**

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**Submitted in a partial fulfilment of the requirements for the degree of
Bachelor of Business Administration**

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NON-PLAGIARISM DECLARATION FORM

This Thesis is a presentation of our original study work. Wherever contribution of others is involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative study and discussions. Also, this work is being submitted in partial fulfilment of the requirements for the Bachelor of Business Administration degree and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Jakarta, July 9th, 2026



Ningsi Selan

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ACKNOWLEDGEMENT

First and foremost, I would like to express my deepest gratitude to God for His endless blessings, guidance, and strength throughout my academic journey and the completion of this thesis.

I would like to sincerely thank:

1. My beloved mother, for her unconditional love, prayers, sacrifices, encouragement, and continuous support throughout my studies. Your strength and dedication have always been my greatest inspiration.
2. My supervisor Dr. Liza Agustina Maureen Nelloh, for the valuable guidance, constructive feedback, patience, and support provided throughout the study and writing process. Your expertise and encouragement have greatly contributed to the completion of this thesis.
3. IPMI International Business School, my beloved institution, for providing a supportive academic environment, quality education, and meaningful learning experiences throughout my academic journey.
4. Plan Indonesia, for providing valuable opportunities, support, and empowerment programs that have contributed significantly to my personal and academic development.
5. The Alumni IPMI 2007 Scholarship Donors, for generously providing the living allowance scholarship, which greatly supported my educational journey and enabled me to pursue my studies with greater focus and determination.
6. My fellow Girls Fund Awardees from the 2022, 2023, 2024, and 2025 batches, especially Ocha, Zahra, and Tasya, for their friendship, inspiration, motivation, and shared experiences, which have made this journey more meaningful and empowering.
7. My beloved cousins: Rini, Erci, Santi, Ayu, Reni, Engge, and Dewi, for their love, encouragement, prayers, and unwavering support throughout this journey. Your presence and constant belief in me have been a source of strength and motivation.
8. Finally, I extend my heartfelt appreciation to everyone who has been part of this journey. Your support, kindness, and belief in me have made this achievement possible.

ABSTRACT

In recent years, Nusa Tenggara Timur (NTT) woven fabrics have attracted increasing public attention through cultural preservation initiatives and their growing presence in the fashion industry. However, this growing popularity does not always translate into consumers' purchase intention, highlighting the need to better understand the psychological factors influencing purchasing decisions. Previous studies have primarily focused on purchase outcomes while paying limited attention to the psychological mechanisms shaping consumers' perceptions of authenticity, particularly in Indonesian traditional textiles. Grounded in Social Identity Theory, this study examines the effects of Identification with Product and Cultural Motivation on Object-Based Authenticity and its influence on Purchase Intention toward NTT woven fabrics. A quantitative approach was employed using a survey of 130 respondents from across Indonesia who were familiar with or had experience with NTT woven fabrics. Data analyzed was using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS version 4.1.1.8. The findings indicate that Identification with Product does not significantly influence Object-Based Authenticity, whereas Cultural Motivation has a strong positive effect on Object-Based Authenticity. Furthermore, Object-Based Authenticity significantly enhances Purchase Intention, indicating that consumers are more willing to purchase woven fabrics when they perceive them as genuine representations of NTT's cultural heritage. This study extends the application of Social Identity Theory in the context of Indonesian traditional cultural products and highlights the importance of authenticity in shaping consumer behavior. The findings suggest that artisans, SMEs, cultural organizations, and policymakers should emphasize traditional craftsmanship, authentic production processes, cultural storytelling, and educational campaigns to strengthen authenticity perceptions and increase consumers' purchase intention.

Keywords: Identification with Product, Cultural Motivation, Object-Based Authenticity, Purchase Intention, NTT Woven Fabrics, SEM-PLS.

CHAPTER I

INTRODUCTION

1.1 Background of the Research

The rapid growth of global tourism has significantly increased demand for cultural and heritage products. The United Nations World Tourism Organization (UNWTO) predicts that the number of international arrivals will hit 1.4 billion by 2024, showcasing a robust revival in the tourism sector globally after the COVID-19 crisis. More travelers now seek out diverse locations and cultural activities worldwide, driving this growth. Tourists want genuine cultural encounters, ones that let them engage directly with local customs and traditions. As a result, heritage items such as traditional garments, crafts, and other local artistic creations have gained prominence in cultural tourism and production economies across many nations (Putrajip., 2025). These items fulfill practical needs and carry cultural stories, symbolic meanings, and historical importance rooted in the communities that produce them. The global market now recognizes heritage items as both cultural assets and economic resources (Vinod et al., 2026). Countries with rich cultural diversity contribute to this global cultural economy. Indonesia stands out, with its long tradition of producing cultural heritage items.

Indonesia holds a diverse cultural heritage, most visible in crafted traditional items such as batik, woven fabrics, and other artisanal creations (Hidayani., 2024). These items strengthen the national creative economy and help maintain cultural heritage (Hidayat et al., 2021). Traditional weaving takes place in many areas, including West Sumatra, Bali, South Sulawesi, and East Nusa Tenggara. Each location produces textiles with distinct cultural values and artistic features. East Nusa Tenggara stands out: it has preserved traditional weaving practices that still carry the philosophical values embedded in the fabrics. Traditional woven textiles now carry economic weight in local and global markets alongside their cultural importance. National export statistics show Indonesia's woven fabric exports reached about US\$1.19 billion in 2023, a 32% increase from the previous year. This upward trajectory highlights the rising worldwide interest in Indonesian cultural products and illustrates that traditional textiles should be recognized not merely as cultural treasures but as valuable economic resources (Wang et al., 2025). This situation emphasizes the need to comprehend consumer behavior and the elements that affect the intent to purchase traditional textile items.

East Nusa Tenggara (NTT) is renowned for its traditional textiles, with 62 cultural expressions recognized as intangible cultural heritage by 2025. This traditional craft, which

requires considerable effort, is closely linked to the community's social, cultural, and economic elements (Antara Communications, 2023). In the past, textiles from NTT have been significant in traditional events such as weddings, funerals, and communal ceremonies. Each design in these fabrics holds philosophical significance related to ancestry, cosmology, and social hierarchy (Rodliyah., 2024). Thus, textiles are viewed not merely as clothing materials but also as cultural emblems that embody the identity and values of the community (Rodliyah., 2024).



Figure 1.1 Traditional NTT Woven Fabric Production Process

The Bureau of Statistics (BPS) announced that over 800,000 local travelers went to North Tibet (NTT) in 2024, primarily visiting areas such as Kota Kupang, West Manggarai, and the End region. Specific periods showed significant spikes in visitor numbers, suggesting that tourism is thriving throughout the year and is reaching a broader audience. The expansion of the weaving industry in NTT has played a vital role in maintaining the area's cultural legacy while also fostering economic development in the region.

Table 1.1 Number of Nusantara Tourist Visits to East Nusa Tenggara (2024)

Number of Nusantara Tourist Travels by Destination Regency/Municipality to East Nusa Tenggara						
Region	Quartel (January-June)		Quartel (July-December)		Total (Year)	
	Total	%	Total	%	Total	%
Sumba Barat	83,596	2.18%	92,341	2.23%	175,937	2.20%
Sumba Timur	129,429	3.37%	130,197	3.14%	259,626	3.25%
Kupang	328,747	8.57%	356,485	8.60%	685,232	8.58%
Timor Tengah Selatan	259,140	6.75%	273,020	6.59%	532,160	6.67%
Timor Tengah Utara	189,282	4.93%	215,717	5.20%	404,999	5.07%
Belu	190,885	4.97%	200,511	4.84%	391,396	4.90%
Alor	127,661	3.33%	127,423	3.07%	255,084	3.20%
Lembata	99,305	2.59%	99,781	2.41%	199,086	2.49%
Flores Timur	185,236	4.83%	181,139	4.37%	366,375	4.59%
Sikka	190,770	4.97%	185,685	4.48%	376,455	4.72%
Ende	214,903	5.60%	221,845	5.35%	436,748	5.47%
Ngada	152,176	3.97%	165,445	3.99%	317,621	3.98%
Manggarai	231,937	6.04%	269,518	6.50%	501,455	6.28%
Rote Ndao	87,406	2.28%	84,033	2.03%	171,439	2.15%
Manggarai Barat	271,015	7.06%	299,375	7.22%	570,390	7.14%
Sumba Tengah	47,469	1.24%	54,324	1.31%	101,793	1.28%
Sumba Barat Daya	113,466	2.96%	111,255	2.68%	224,721	2.81%
Nagekeo	149,598	3.90%	164,241	3.96%	313,839	3.93%
Manggarai Timur	164,583	4.29%	178,520	4.31%	343,103	4.30%
Sabu Raijua	22,812	0.59%	19,163	0.46%	41,975	0.53%
Malaka	141,496	3.69%	155,098	3.74%	296,594	3.72%
Kota Kupang	456,949	11.91%	575,891	13.89%	1,032,840	12.94%
Nusa Tenggara Timur	3,837,861	100.00%	4,145,386	100.00%	7,983,247	100.00%

Source: Mobile Positioning Data, East Nusa Tenggara (2025)

More specifically, the weaving industry in NTT has become an important sector that integrates cultural preservation with regional economic development. Various initiatives have been implemented to support the development of the woven textile industry in the region. For instance, cultural promotion programs such as the Exotic Tenun Fest have involved more than 50 local small and medium enterprises (SMEs) and generated significant economic transactions, Antara NTT. (2025). In addition, government support through village funding programs has allocated approximately IDR 5.74 billion in 2025 to strengthen the creative industries in NTT, particularly in supporting woven fabric production, NTT Government Report. (2025). These initiatives demonstrate that traditional weaving has significant potential to contribute to both cultural sustainability and local economic growth.

Despite growing recognition and institutional support, the market performance of NTT's woven fabrics remains variable (Rodliyah., 2024). Although recognition is crucial, favorable perception does not always lead to actual purchasing behavior (Rodliyah., 2024). Consumer purchasing intentions for traditional woven fabrics in NTT are impacted not only by quality, but also by psychological and symbolic elements (Li et al., 2023).

Therefore, understanding the elements driving consumer behavior is vital to explaining why a positive view of cultural products does not necessarily convert into actual purchase decisions. From a consumer behavior standpoint, purchasing decisions are influenced by the interplay of cognitive, emotional, and social aspects (Liu et al., 2024). Consumers often evaluate items not just based on their functional benefits but also on their symbolic connotations, which represent their particular beliefs and identities (Nirupama et al., 2025). This is particularly crucial in the context of cultural items, where symbolic value can become a key factor in the decision-making process. Cultural heritage items have the potential to establish an emotional connection and a sense of cultural pride among consumers (Fitria et al., 2025). These symbolic and emotional connections make cultural meaning an important factor in shaping consumers' purchase intention toward traditional products (Zong et al., 2023).

Furthermore, one aspect of consumer behavior, namely purchase intention toward cultural products, can be explained by social identity theory, which posits that individuals tend to choose products that reflect their identity, values, and group affiliations (Li et al., 2023). Traditional woven fabrics, as cultural products, can serve as symbols of cultural identity, belonging, and pride. When consumers perceive that these products reflect their personal values or cultural identity, they are more likely to develop an emotional connection with them (Liu et al., 2024).

Furthermore, Two psychological elements shape purchase intention for cultural products: product identification and cultural motivation. According to Xi et al., (2022). define product identification as how consumers see a product as a reflection of their personality and personal values. Cultural motivation refers to consumers' desire to connect with cultural heritage, customs, and historical continuity through consumption (Li et al., 2023). Both elements shape how customers judge object-related authenticity: how much they see a product as a genuine expression of traditional craftsmanship, authentic materials, and cultural roots (Singh et al., 2024). When customers perceive a high level of authenticity, they are more likely to create trust in the product and a stronger emotional connection, both of which contribute to

increased buy intent (Sun et al., 2024). As a result, these links are critical for building successful marketing strategies for traditional cultural products. Based on these factors, the current study investigates the effect of product identification and cultural motivation on object-based authenticity, and hence consumer purchase intentions for woven fabrics from Nusa Tenggara Timur. These links matter for building marketing strategies for traditional cultural products. Based on these factors, this study examines how product identification and cultural motivation affect object-based authenticity, and in turn consumer purchase intentions for woven fabrics from Nusa Tenggara Timur.

1.2 Research Problem and Research Gap

1.2.1 Research Problem

Previous research shows authenticity shapes consumer choices for culturally diverse items (Li et al., 2023). But for traditional Indonesian textiles, few studies examine how psychological elements, particularly product identity and cultural motives, shape perceptions of authenticity. Most prior work has focused on purchasing outcomes, leaving the underlying cognitive processes largely unexplored. This study addresses that gap by examining the consumer decision-making process, from product identification to purchasing intention. Understanding this process matters for the long-term sustainability of the weaving industry in Nusa Tenggara Timur (Maitimu et al., 2025).

1.2.2 Research Gap

Based on the review of previous studies (Li et al., 2023), there are various gaps in the literature on consumer purchasing intent for traditional cultural products, which form the foundation of this study.

1. **Theoretical Gap:** Previous research relies heavily on social identity theory to explain consumer purchase intent, but few studies connect this theory to object-based authenticity, especially in research on traditional craft heritage. Prior work also focuses on purchase outcomes rather than how psychological elements like product identity and cultural motivation shape customers' perceptions of authenticity.
2. **Empirical Gap:** Studies on purchase intent for cultural heritage products and tourism-related commodities are plentiful, but empirical evidence on the mediating effect of object-based authenticity remains scarce. Few studies examine how object-based

authenticity mediates the relationship between psychological characteristics such as product identification and cultural motivation and consumer purchasing intent, specifically for traditional handwoven textiles.

3. **Population Gap:** Most research on authenticity and cultural consumption has taken place in international contexts, particularly in traditional craft markets in China and Europe. Indonesian consumers, particularly those who buy traditional textiles from East Nusa Tenggara province, have received insufficient attention.

Therefore, this study examines the mediating role of object-based authenticity in the relationship between identification with product, cultural motivation, and consumers' purchase intention toward woven fabrics from Nusa Tenggara Timur.

1.3 Research Question

Based on the problem identification and study gap, three study questions can be proposed:

1. How does Identification with product influence consumers' perceived Object-Based Authenticity toward woven fabrics from Nusa Tenggara Timur?
2. How does Cultural Motivation influence consumers' perceived Object-Based Authenticity toward woven fabrics from Nusa Tenggara Timur?
3. How does Object-Based Authenticity influence consumers' Purchase Intention toward woven fabrics from Nusa Tenggara Timur?

1.4 Research Objective

The main objective of this study is to investigate the factors influencing consumers' purchase intentions toward NTT woven fabrics. To achieve this goal, the specific objectives are:

1. To analyze the influence of Identification with product on consumers' perceived Object-Based Authenticity toward woven fabrics from Nusa Tenggara Timur.
2. To analyze the influence of Cultural Motivation on consumers' perceived Object-Based Authenticity toward woven fabrics from Nusa Tenggara Timur.
3. To analyze the effect of Object-Based Authenticity on consumers' Purchase Intention toward woven fabrics from Nusa Tenggara Timur.

1.5 Research Benefit

The findings of this study are expected to contribute to both theory and practice in the following ways:

1. **For Local SMEs and Weavers in NTT:** This study provide on how product identity and cultural motivation influence consumers' perceptions of authenticity. Highlighting cultural identity and true traditional workmanship will attract new customers and boost sales.
2. **For Policy Makers and Regional Governments:** The findings are designed to help regional governments and institutions involved in cultural promotion by offering insights that may be used to improve location marketing and regional economic initiatives like the "Exotic Tenun Fest." By turning appreciation into actual purchasing behavior, authorities can devise more effective methods to support traditional woven fabrics and boost the area creative economy.
3. **For Marketing Study:** This study adds the literature on consumer behavior and cultural heritage marketing by using social identity theory to explain how perceptions of authenticity emerge in the setting of cultural products. It investigates the mediating role of object-based authenticity in the relationship between psychological characteristics and customer purchase intentions, focusing on traditional Indonesian woven fabrics.

1.6 Research Process

The study process is conducted through several systematic stages to ensure the validity and reliability of the findings:

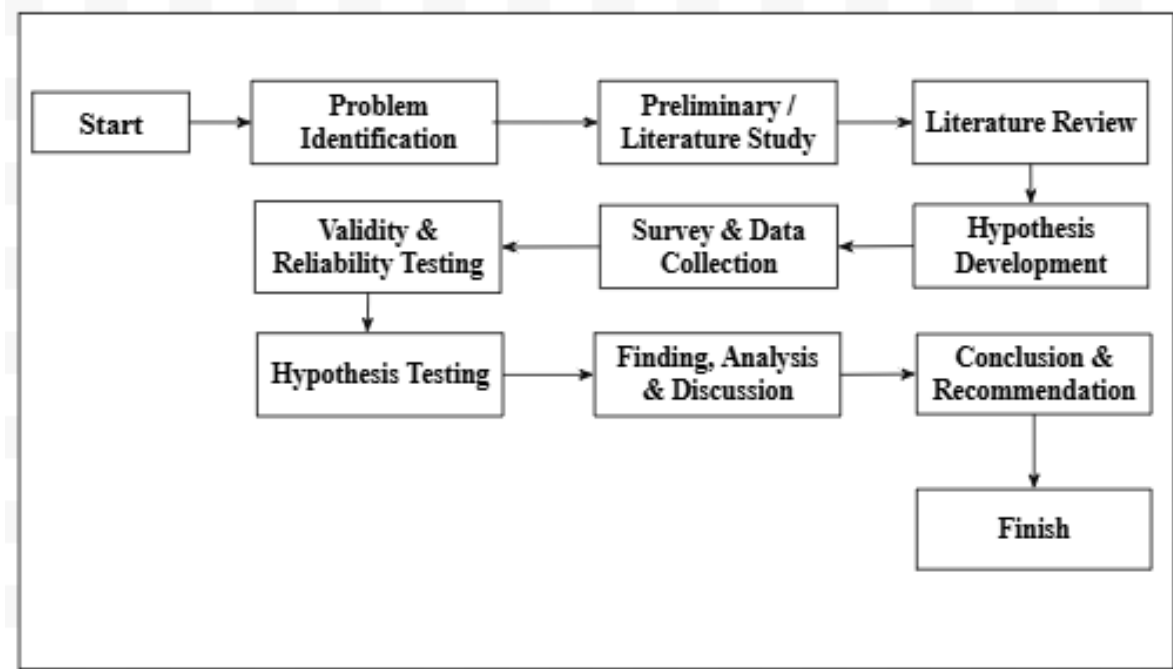


Figure 1.2 Research Process

1.7 Research Outline

This thesis consists of five chapters.

Chapter One-Introduction: This chapter covers the background, research problem, research gap, research questions, objectives, and benefits of the study. It also defines the scope and outlines the thesis structure.

Chapter Two-Literature Review: This chapter examines the theoretical foundations of consumer behavior, social identity theory, product identification, cultural motivation, object-based authenticity, and purchase intention, and reviews prior studies on these topics. It then presents the conceptual framework and develops the hypotheses that guide the research.

Chapter Three: Study Methodology: This chapter describes the research design, population, and sample, along with the data collection methods and operational definitions of variables. It also details the questionnaire structure and the data analysis techniques.

Chapter Four-Findings, Analysis, and Discussions: This chapter presents the findings from the collected data and the results of the statistical analyses, interpreting them against the study's objectives, hypotheses, and the theories covered in the literature review.

Chapter Five: Conclusion and Recommendations: This chapter summarizes the key findings, discusses their theoretical and managerial implications, acknowledges the study's limitations, and offers recommendations for practitioners and future research.

CHAPTER II

LITERATURE REVIEW

2.1 Social Identity Theory

Social identity theory explains how people shape their self-perception within a larger social environment, particularly through membership in groups such as culture, ethnicity, nationality, and community (Bryant et al., 2023). People define themselves through personal features and through group affiliations, which give them a sense of belonging, meaning, and identity. Identity, in this view, forms through interactions within social settings. Identifying with a group means adopting its shared norms and values, which then shape attitudes and behaviors.

Henri Tajfel introduced social identity theory in 1979, emphasizing the role group belonging plays in shaping human behavior and social interactions. People categorize themselves and others into social groups to reduce the complexity of the social environment and create a sense of order. This classification process internalizes social norms, values, and beliefs into a person's self-identity. People then form strong psychological bonds with their groups, which shapes how they see themselves and others, and how they read social reality and respond to situations.

Social identification and social comparison describe how people classify themselves and others into groups based on shared traits like cultural heritage and social standing, while internalizing societal expectations as part of their identity (Wu et al., 2024). This process helps people preserve a favorable self-image. In consumer behavior, social identity theory explains why people choose items that reflect their identity and connect them to social groups (Wicaksono et al., 2025). These items let individuals show who they are or aspire to be. Products become markers of personal identity, social rank, and group membership, and choosing a product becomes a way of expressing that identity.

Social identity theory also explains consumer responses to cultural and traditional products carrying deep symbolic meaning and shared traditions (Dong et al., 2025). People who feel a strong connection to a cultural group develop emotional ties to products representing their heritage. This attachment raises the product's perceived worth and increases favorable behaviors like purchase intent. Consumers also judge cultural items by how well they represent

genuine cultural features, including traditional skill and symbolic significance, so identity-rooted perceptions shape how people interpret and assess cultural goods.

When consumers see a product as closely tied to their cultural identity, they regard it as more authentic and significant. This view rests on the product's physical attributes and the symbolic message it carries. Identity-based evaluations shape how consumers judge a product's authenticity and worth, which reinforces that authenticity is a concept society constructs, shaped by cultural affiliation and personal identity. Social identity theory captures how consumers arrive at these perceptions of authenticity for cultural items.

Social identity theory also clarifies how social factors and group behavior shape purchasing habits across different contexts (Rodliyah., 2024). People seek acceptance from their social groups and align their consumption habits with those groups' norms and expectations. This behavior reflects a wish to stay connected to a community and avoid social alienation, and it shapes buying choices. Consumption becomes an activity embedded in social contexts, where individual decisions respond to shared values and social interactions. Consumer behavior, then, connects to the surrounding social landscape rather than standing as a purely individual act. Social influence explains a real part of how consumers make decisions.

Social identity theory offers a framework for examining how identity, social interactions, and group belonging shape consumer behavior. Consumers who see products as representations of their identity show more favorable attitudes, stronger emotional bonds, and a higher likelihood of purchasing. These dynamics matter for cultural goods, where symbolism and identity drive consumer choices. This study uses social identity theory as its core framework to explore the connections between product identification, cultural motivation, object authenticity, and purchase intentions.

2.2 Identification with Product

Product identification refers to the extent consumers see a product as reflecting their personal identity, values, and social background (Li et al., 2023). This idea rests on the aspiration to belong and the symbolic meanings a product carries, and it explains how consumers form connections with the items they use. Product identification links closely to self-concept theory, which holds that people favor products that resonate with their self-perception. This symbolic role deepens the product's emotional importance and strengthens the bond between consumers and their chosen items.

Researchers recognize product identification as a key factor in product assessment and purchasing choices (Bryant & Basu., 2023). Consumers who identify with a product tend to view it favorably and show greater trust and loyalty (Wicaksono et al., 2025), and they recommend it to others more often. This effect stands out in markets where emotional and symbolic worth outweighs functional qualities (Kim & Park, 2023). Product identification, then, shapes purchase-related outcomes.

Product identification matters most for cultural and traditional goods, which often represent shared cultures and customs. When consumers see a product that resonates with their cultural background, they feel a deeper sense of connection and belonging. These emotions raise their assessment of the product's authenticity and worth. Product identification shapes both the cognitive and emotional reactions consumers have toward cultural goods, underscoring how identity alignment between consumer and product drives these perceptions.

Prior research shows product recognition considerably shapes how consumers view authenticity, especially in cultural sectors (Sharma., 2025). Items closely tied to a person's identity register as more authentic, credible, and significant, a view that carries particular weight for cultural products, where authenticity often serves as the primary measure of evaluation. Consumers tend to see products that mirror their identity as more credible and culturally relevant, so product identification can indirectly raise purchase intention by strengthening perceived authenticity.

Product recognition, then, is essential for understanding how consumers form meaningful connections with products. It shows how identity alignment shapes consumer perceptions, evaluations, and behavior throughout the decision-making journey. Consumers who resonate strongly with a product show more positive attitudes, forge stronger emotional ties, and engage more deeply with it, which raises the chances of purchase intent. This study treats product identification as a key factor affecting object-based authenticity and purchasing intent.

2.3 Cultural Motivation

Cultural motivation refers to the internal drive that leads people to engage with products, experiences, or activities tied to cultural heritage and traditions (Liu et al., 2024). Personal values, cultural pride, and the desire to stay connected to one's cultural identity feed

this drive. The pursuit of cultural products reflects a psychological desire to express and retain a sense of cultural belonging.

Cultural motivation links closely to intrinsic motivation, which explains behavior driven by personal satisfaction rather than external rewards (Orthel., 2025). Consumers express their identities and personal beliefs through these products, so intrinsic satisfaction becomes a key part of culturally driven behavior. Cultural motivation shapes consumer preferences for historical products.

Research shows cultural motivations shape consumer preferences for cultural heritage products (Chang Ziyu., 2025). Consumers with strong cultural motivations place greater emphasis on authenticity, tradition, and craftsmanship when evaluating cultural products (Liu et al., 2024), and prefer products that preserve heritage and embody long-standing traditions. These preferences shape how consumers judge product quality and value, making cultural motivation a factor in consumer decision-making.

Cultural motivations also help form emotional connections with cultural products (Yingqing et al., 2024). Consumers who resonate with the cultural values a product symbolizes show more positive attitudes toward it (Dong et al., 2025). This emotional connection lets consumers see a product's importance beyond its functional merits, deepening engagement and building a greater willingness to support cultural products. Emotional attachment links cultural motivations to consumer behavior.

Cultural motivation also relates closely to how consumers perceive authenticity in cultural products. Consumers with strong cultural motivations prefer products faithful to their cultural origins (Bakr et al., 2025). For these consumers, authenticity means cultural integrity and the preservation of tradition, a criterion that shapes both their cognitive and emotional responses to cultural products. Cultural motivation, then, plays a dual role: it shapes how consumers perceive authenticity and how they act on that perception through purchasing.

Cultural motivation is a key element in explaining consumer behavior toward cultural products. It shows how intrinsic value and cultural identity shape consumer preferences and attitudes. Consumers with strong cultural motivations place greater importance on authenticity and symbolic meaning, and these elements drive product evaluation and purchasing decisions. This study hypothesizes that cultural motivation has a significant impact on object-based authenticity and purchase intent.

2.4 Object-Based Authenticity

Object-based authenticity refers to consumers' perception that a product is genuine, original, and true to its cultural origins (Li et al., 2023). Authenticity serves as an important basis for consumer evaluation of traditional products, which often carry strong cultural symbolism that provides tangible evidence of a product's connection to its cultural roots. Consumer research's understanding of authenticity has broadened to include both objective and subjective perspectives (Canavan., 2023). It now encompasses verifiable product characteristics, including materials, craftsmanship, and manufacturing process, so authenticity rests on identifiable product attributes as well as perception. Studies on consumer behavior identify authenticity as a factor shaping consumer attitudes and purchase intentions (Fan et al., 2025). Previous studies on consumer behavior have consistently identified authenticity as an important factor influencing consumer attitudes and purchase intentions (Fan et al., 2025). Authentic products reduce uncertainty and perceived risk, which makes them more credible and more likely to draw positive reactions from consumers.

Object-based authenticity also serves as an important mediating variable in consumer behavior research (Saint Clair., 2023). Psychological factors such as identity and cultural motivations shape consumers' perceptions of authenticity (Wu et al., 2024), and these perceptions then shape willingness to purchase. Object-based authenticity links consumers' internal psychological needs to observable purchasing behavior, which makes it essential for explaining the relationship between the independent variables and purchase intention.

Object-based authenticity also relates closely to cultural values, particularly in traditional products. Consumers see products that retain traditional elements, such as traditional techniques, symbolic motifs, and cultural continuity, as more authentic, and these characteristics carry the product's cultural significance. Consumers who value cultural heritage recognize these attributes and build a stronger emotional connection to the product, which raises the product's perceived value.

Object-based authenticity plays a central role in shaping consumers' perceptions and behaviors toward cultural products. It links consumers' intrinsic motivations to purchasing decisions by translating psychological factors into behavioral effects. When consumers see a product as authentic, they develop trust and a positive attitude toward it, which increases their willingness to purchase. This study views object-based authenticity as a mediating variable between product identification, cultural motivation, and willingness to purchase.

2.5 Purchase Intention

Purchase intention refers to the likelihood that a consumer will buy a particular product in the future (Li et al., 2023). It reflects a consumer's willingness to engage in purchasing behavior after evaluating a product. Marketing research treats purchase intention as an essential predictor of actual purchasing behavior because it captures the cognitive and emotional responses that arise before a purchase decision (Bryant & Basu., 2023).

Purchase intention ties closely to decision-making theory, which explains how customers weigh options before buying (Sallaku et al., 2025). Consumers evaluate product qualities, compare options, and form preferences based on what they find. Attitudes, perceptions, and external influences shape this appraisal process. Customers who form positive attitudes toward a product develop a stronger desire to buy it.

Emotional and psychological elements also shape purchase intention (Yin et al., 2023). Consumers gravitate toward things that offer emotional gratification, symbolic meaning, and personal relevance (Huang et al., 2023). which adds to a product's attractiveness beyond its utilitarian benefits. In cultural marketplaces, emotional and symbolic values often carry more weight than practical concerns like price or utility (Dicu et al., 2025). As a result, psychological involvement shapes how purchasing intentions form.

Emotional and psychological elements also shape purchase intention (Yin et al., 2023). Consumers gravitate toward things that offer emotional gratification, symbolic meaning, and personal relevance (Acar et al., 2024). Consumers consider buying a product when they trust it and believe it offers good value (Wicaksono et al., 2025). While trust lowers perceived risk, while perceived value raises the offering's overall appeal. Authenticity builds both. In this study, purchase intention represents the final result of the customer decision-making process, showing how customers translate their views and attitudes into behavioral intentions.

2.6 List of Previous Studies

Previous studies have examined various factors influencing consumer purchase intention toward cultural products. Several studies highlight the importance of cultural identity, authenticity, and psychological motivations in shaping consumers' attitudes and behavioral intentions.

Table 2.1 List of Previous Studies

Title	Author	Method	Summary
Factors Affecting Purchase Intention of Hanfu: Considering Identification with Product, Cultural Motivation, and Perceived Authenticity	(Li et al., 2023)	Quantitative survey using Structural Equation Modelling (SEM)	The study found that Identification with product and cultural motivation positively influence perceived authenticity, which in turn significantly increases purchase intention for the traditional Hanfu garment.
The Interplay Between the Intangible Cultural Heritage Label and Brand Types on Chinese Consumer Brand Responses	Huang et al. (2025)	Quantitative study using the survey method	The study shows that cultural identity plays an important role in influencing consumers' attitudes toward traditional products. Consumers who strongly identify with cultural products tend to develop higher purchase intention.

Title	Author	Method	Summary
Cultural authenticity and purchase intention of Chinese luxury brand logo	Zheng et al. (2025)	Quantitative study using Structural Equation Modelling (SEM)	The results indicate that perceived authenticity significantly influences consumers' trust and purchase intention toward cultural heritage products. Authenticity strengthens consumers' emotional connection to the product.
The differential effects of self-identity appeal on consumers' intentions to purchase socially responsible products with hedonic and utilitarian values	Luan (2023)	Quantitative study using survey analysis	The study shows that cultural motivation positively influences consumers' interest in purchasing cultural heritage products. Consumers who are motivated by cultural values are more likely to appreciate the authenticity of traditional products.
Consumer Brand Identification and Purchase Intentions: The Mediating Role of Customer Brand Engagement	Aziz et al. (2023)	Quantitative study using Structural Equation Modelling (SEM)	The findings reveal that object-based authenticity significantly affects consumers' purchase intention. Products perceived as authentic are more likely to generate positive consumer attitudes and purchasing decisions.

Title	Author	Method	Summary
Customer Engagement Around Cultural and Creative Products: The Role of Social Identity	Zhang et al. (2022)	Quantitative study using survey analysis	The study found that social identity positively affects customer engagement, which leads to stronger brand loyalty and participation in cultural activities.
Cultural Identity and Value Perception as Drivers of Purchase Intention: A Structural Equation Model Analysis of Cultural Products in Luoyang City	Dong et al. (2025)	Quantitative study using Structural Equation Modeling (SEM)	The study found that cultural identity and perceived value positively affect purchase intention toward cultural products.

Source: Several previous studies (2026)

Based on the previous studies, it can be seen that Identification with Product, cultural motivation, and perceived authenticity play important roles in influencing consumers' purchase intention toward cultural products.

2.7 Hypothesis Development

2.7.1 The Effect of Identification with Product on Object-Based Authenticity

Consumers tend to evaluate products not only based on functional attributes but also on their ability to reflect personal identity and values (Li et al., 2023). When individuals perceive that a product aligns with their self-concept, they are more likely to develop a stronger psychological attachment to the product (Yan et al., 2025). This attachment enhances their perception of meaning and relevance, particularly in the context of cultural products.

In the context of NTT woven fabrics, Identification with product enables consumers to interpret the product as a representation of their cultural identity. As a result, such identification strengthens the perception that the product is genuine and culturally meaningful (Nath et al., 2025). Previous studies have also shown that identity congruence significantly influences authenticity perception.

Therefore, it can be hypothesized that identification with product positively influences Object-Based Authenticity.

H1: Identification with the product has a significant and positive effect on the object-based authenticity of NTT woven fabrics.

2.7.2 The Effect of Cultural Motivation on Object-Based Authenticity

Cultural motivation reflects an individual's intrinsic desire to engage with cultural heritage and traditions (Li et al., 2023). Consumers who possess strong cultural motivation tend to prioritize symbolic and cultural values when evaluating products (Olalekan et al., 2025) greater attention to traditional elements such as craftsmanship, motifs, and historical meaning.

In the context of NTT woven fabrics, culturally motivated consumers are more likely to perceive these products as authentic because they value the preservation of cultural identity embedded in them (Uzar et al., 2023). As a result, cultural motivation enhances the perception of object-based authenticity.

Therefore, it is hypothesized that Cultural Motivation has a positive effect on Object-Based Authenticity.

H2: Cultural motivation has a significant and positive effect on object-based authenticity of NTT woven fabrics.

2.7.3 The Effect of Object-Based Authenticity on Purchase Intention

Authenticity plays a crucial role in shaping consumer evaluation and behavioral intention, particularly in cultural product consumption (Li et al., 2023). When consumers perceive a product as authentic, they are more likely to develop trust, emotional attachment, and a sense of value toward the product (Bakr et al., 2025).

In the case of NTT woven fabrics, object-based authenticity reflects the extent to which the product is perceived as genuine and culturally rooted (Bakr et al., 2025). This perception reduces uncertainty and increases consumers' confidence in the product, ultimately encouraging their intention to purchase.

Therefore, it is hypothesized that Object-Based Authenticity positively influences Purchase Intention.

H3: Object-based authenticity has a significant and positive effect on purchase intention of NTT woven fabrics.

2.8 Research Framework

The study framework of this study illustrates the relationship between Identification with Product, cultural motivation, object-based authenticity, and purchase intention.

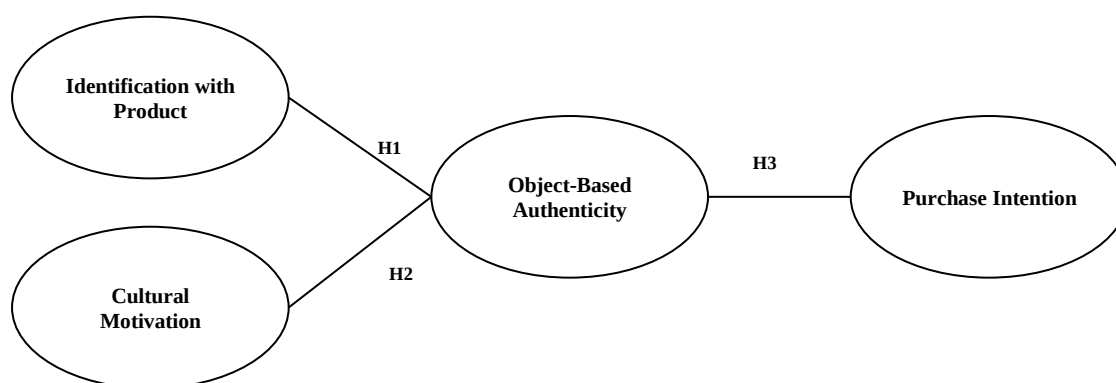


Figure 2.1 Research Framework

Source: Modified from Li et al. (2023)

CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

This study uses a quantitative approach, gathering and analyzing numerical data to examine correlations between variables in a systematic, objective manner. A quantitative approach suits this study because it allows for hypothesis testing and measures connections between variables through statistical analysis. The independent variables are product identification and cultural motivation; the dependent variables are object-based authenticity and purchase intention, examined in the context of woven fabrics from Nusa Tenggara Timur (Li et al., 2023). To test the hypotheses, the study uses a survey-based cross-sectional design, collecting data from respondents at a single point in time to examine the correlations between variables (Li et al., 2023). An empirical survey gathers the data, using a standardized questionnaire as the main research tool. A Likert scale quantifies respondents' perceptions, and the questionnaire runs online via Google Forms to increase data collection efficiency. Respondents qualify for the study if they have an interest in or have previously purchased woven fabrics from Nusa Tenggara Timur, since they can offer meaningful insights into perceptions of authenticity and purchasing intention.

3.2 Operational Variables

This study uses four variables, independent, dependent, and mediating, to examine the linkages the study framework proposes. Following (Li et al., 2023), the study defines purchase intention as the dependent variable, expressing consumers' willingness to buy a product based on their evaluations and views. The independent variables, product identification and cultural motivation, are both expected to influence consumer views and purchase behavior. Product identification refers to how much customers believe a product reflects their identity, beliefs, and personal qualities. Cultural motivation is the internal force that drives people to interact with things that carry cultural importance.

Table 3.1 Operational Variable

No	Variable	Definition	Indicator	Scale
1	Identification with Product	The extent to which consumers perceive a product as representing their identity and values Li et al. (2023)	IP 1: Wearing NTT woven fabrics is one way to express myself	Likert Scale
			IP 2: I can identify myself with NTT woven fabrics	
			IP 3: NTT woven fabrics fit with my lifestyle	
2	Cultural Motivation	The internal desire to engage with cultural heritage and traditions Li et al. (2023)	CM 1: I can increase my cultural knowledge by using NTT woven fabrics	Likert Scale
			CM 2: Wearing NTT woven fabrics increases my interest in the culture of NTT	
			CM3: I feel more confident when wearing NTT woven fabrics	
3	Object-Based Authenticity	Consumers' perception that a product is genuine and reflects cultural origins Li et al. (2023)	OA1: I like the cultural meaning of NTT woven fabrics	Likert Scale
			OA2: I like the uniqueness of NTT woven fabrics	

No	Variable	Definition	Indicator	Scale
			OA3: NTT woven fabrics reflect the genuine cultural values of NTT	
4	Purchase Intention	The likelihood that consumers intend to purchase a product Li et al. (2023)	PI1: I intend to purchase NTT woven fabrics in the future	Likert Scale
			PI2: I plan to purchase NTT woven fabrics more frequently	
			PI3: I am likely to purchase NTT woven fabrics	

Source: Adapted from several previous studies on Factors Affecting Purchase Intention of Hanfu Li et al. (2023).

Accordingly, this study aims to examine the influence of Identification with Product (X1) and Cultural Motivation (X2) on Object-Based Authenticity (Y1) as a mediating variable, as well as their effect on Purchase Intention (Y2) as the dependent variable, particularly in the context of woven fabrics from Nusa Tenggara Timur. The data collected are systematically recorded and coded for further analysis, with all respondents being informed about the purpose of the study and assured that their responses are treated with confidentiality for academic purposes. While the variables have been conceptually established, they still need to be operationalized and measured to assess their empirical applicability; therefore, this study employs an ordinal scale in the data collection process.

3.3 Population and Sampling

According to Willie (2024), a population refers to the entire group of individuals, events, or objects a researcher intends to investigate. In this study, the population comprises individuals who are familiar with or have an interest in woven fabrics from Nusa Tenggara

Timur (NTT). Since the exact population size is unknown, the study uses a sample to represent the target population. This study also applies Structural Equation Modeling (SEM) using the Partial Least Squares (PLS) approach, which requires an adequate sample size to produce reliable results. Based on methodological recommendations, the minimum required sample size is 130 respondents (Li et al., 2023).

This study adopts a non-probability purposive sampling technique, selecting respondents according to specific criteria the researcher establishes (Memon et al., 2025). This method allows the researcher to select individuals relevant and capable of providing meaningful information related to the study objectives. The sample consists of respondents who meet the following criteria:

- a. Individuals aged 18 years – 45 years old
- b. Individuals familiar with or knowledgeable about NTT woven fabrics
- c. Individuals who have seen, used, or purchased woven fabrics from NTT

These criteria ensure respondents have sufficient knowledge and experience to answer the questionnaire accurately.

The sample size follows the requirements of SEM analysis. According to J. Hair et al. (2022), recommend a minimum sample size of five to ten times the number of indicators used in a study. Since this study includes 13 indicators, the minimum required sample size is 130 respondents. In addition, Gunawan et al. (2021) similarly recommend a minimum of 100 respondents to ensure reliability and validity. This study therefore targets at least 130 respondents to obtain accurate and reliable findings.

3.4 Data Collection

This study uses a questionnaire survey as the primary data collection method, designed to capture information on product identification, cultural motivation, object-based authenticity, and purchase intention toward woven fabrics from Nusa Tenggara Timur (NTT). Before data collection begins, the researcher pre-tests the questionnaire with a small group of respondents to check clarity and relevance, then revises it based on their feedback. Data collection runs through an online survey on Google Forms to reach a broader range of respondents efficiently. Respondents indicate their level of agreement with each statement using a Likert scale from 1 (strongly disagree) to 5 (strongly agree). The online platform also makes data management and organization easier.

The researcher follows ethical guidelines throughout data collection, ensuring respondent anonymity and confidentiality, and informs participants about the study's purpose and the voluntary nature of their participation. The study also draws on secondary data from books, academic journals, and relevant online sources to support its theoretical framework.

3.5 Data Analysis

3.5.1 Descriptive Analysis

This study adopts a causal design to examine relationships between variables, and uses descriptive analysis to identify patterns in the data and profile the respondents' characteristics. Descriptive analysis answers questions such as who, what, where, when, and to what extent (Herwanis et al., 2025). This analysis screens respondents against the specified criteria and collects demographic information such as gender, age, and educational background. It also summarizes respondents' perceptions of the study variables through descriptive statistics such as frequency, mean, and standard deviation. Descriptive analysis lets the researcher understand general trends and respondent characteristics before moving to further statistical analysis.

3.5.2 Structural Equation Modelling-Partial Least Square

Structural Equation Modelling (SEM) is a multivariate statistical technique used to examine relationships among multiple variables simultaneously. According to Hair et al. (2022), SEM enables studyers to analyse both direct and indirect relationships between constructs within a study model. One of the most widely used approaches in SEM is Partial Least Squares (PLS), is frequently employed because it is particularly appropriate for predictive studies and complex study models involving multiple constructs (Sarstedt et al., 2021).

In this study, SEM-PLS was employed because it is well suited to exploratory and predictive study. Furthermore, the method can accommodate relatively small sample sizes without imposing strict assumptions regarding data normality (Sarstedt et al., 2021) In addition, SEM-PLS allows studyers to assess both the measurement model and the structural model simultaneously. The analysis in this study was conducted using SmartPLS 4 software.

The SEM-PLS procedure consists of two primary stages, namely the evaluation of the measurement model (outer model) and the structural model (inner model). The outer model

focuses on assessing the validity and reliability of the indicators used to represent each construct, whereas the inner model is intended to examine the relationships among latent constructs and evaluate the proposed study hypotheses.

3.5.2.1 Outer Model SEM-PLS

The outer model is applied to determine the extent to which the indicators accurately represent their corresponding latent variables. This stage primarily involves assessing the validity and reliability of the measurement constructs.

3.5.2.1.1 Validity

Validity refers to the extent to which a measurement accurately reflects the concept that it is intended to measure. In PLS-SEM approach, validity is generally evaluated through convergent validity and discriminant validity (Hair et al., 2022).

- a. **Convergent Validity**, evaluates whether the indicators associated with a construct demonstrate a high level of correlation. This assessment is based on factor loadings (≥ 0.70) and the Average Variance Extracted (AVE), with an acceptable threshold of ≥ 0.50 .
- b. **Discriminant Validity**, which ensures that constructs are distinct from one another, assessed using the Fornell-Larcker criterion and cross-loadings.

3.5.2.1.2 Reliability

Reliability refers to the consistency and stability of measurement results. A reliable construct produces consistent results when measuring the intended concept (Hair et al., 2022).

In SEM-PLS, reliability is measured using:

- a. **Cronbach's Alpha (≥ 0.7)**
- b. **Composite Reliability (≥ 0.7)**

According to Hair et al. (2022), values between 0.70 and 0.95 indicate satisfactory internal consistency reliability. Composite Reliability is generally preferred in PLS-SEM because it considers the actual outer loadings of indicators and provides a more accurate estimate of construct reliability.

3.5.2.2 Inner Model SEM-PLS

The inner model evaluates the relationships among latent constructs and assesses the predictive and explanatory capabilities of the proposed model (Hair et al., 2022).

3.5.2.2.1 Coefficient of Determination (R^2)

The coefficient of determination (R^2) measures how well independent variables explain the variance of the dependent variable. It ranges from 0 to 1 (Hair et al., 2022).

- a. $R^2 = 0.75 \rightarrow$ strong
- b. $R^2 = 0.50 \rightarrow$ moderate
- c. $R^2 = 0.25 \rightarrow$ weak

For example, an R^2 value of 0.50 indicates that 50% of the dependent variable is explained by the independent variables.

3.5.2.2.2 Variance Inflation Factor (VIF)

The Variance Inflation Factor (VIF) is used to assess collinearity among predictor constructs in the structural model. Collinearity occurs when two or more predictor constructs are highly correlated, which may bias the estimation of path coefficients. According to Hair et al. (2022), the VIF value should be examined before interpreting the structural relationships. The criteria are:

- a. $VIF < 3.0 \rightarrow$ no critical collinearity issues (recommended)
- b. $VIF < 5.0 \rightarrow$ acceptable, indicating no severe multicollinearity
- c. $VIF \geq 5.0 \rightarrow$ indicates potential multicollinearity problems that may affect the structural model estimates.

Lower VIF values indicate low collinearity, allowing reliable interpretation of the path coefficients.

3.5.2.2.3 Hypothesis Testing

Hypothesis testing is conducted using the bootstrapping procedure in SmartPLS. This procedure generates t-statistics and p-values to determine the significance of the relationships among constructs (Hair et al., 2022). The criteria used are:

- a. **T-statistic** $\geq 1.645 \rightarrow$ significant for a one-tailed test at the 5% significance level
- b. **P-value** $< 0.05 \rightarrow$ significant (for 5% significance level)

If these conditions are met, the hypothesis is accepted. Otherwise, the hypothesis is rejected.

3.5.2.2.4 Effect Size (f^2)

The effect size (f^2) measures the contribution of each exogenous construct to the R^2 value of an endogenous construct. It indicates the extent to which an independent variable contributes to explaining the dependent variable when included in the structural model (Haji-Othman et al., 2024). The criteria are:

- a. $f^2 = 0.02 \rightarrow$ small effect
- b. $f^2 = 0.15 \rightarrow$ medium effect
- c. $f^2 = 0.35 \rightarrow$ large effect

A higher f^2 value indicates a greater contribution of an exogenous construct to explaining the endogenous construct.

3.5.2.2.5 Importance-Performance Map Analysis (IPMA)

Importance-Performance Map Analysis (IPMA) extends the results of the SEM-PLS analysis by considering not only the importance (total effects) of the constructs but also their performance. According to Teeluckdharry et al. (2024), IPMA helps identify constructs with high importance but relatively low performance, which should be prioritized for managerial improvement. The analysis consists of:

- a. Importance $\rightarrow$ measured by the total effects of exogenous constructs on the target construct.
- b. Performance $\rightarrow$ measured using the average latent variable scores, rescaled from 0 to 100.

Constructs with high importance but low performance represent priority areas for improvement, whereas constructs with high importance and high performance should be maintained.

CHAPTER IV

FINDINGS ANALYSIS AND DISCUSSION

4.1 Descriptive Analysis

4.1.1 Respondent Profile

Respondents in this study were required to have several criteria, namely aged between 18-45 years, familiar with woven fabrics from Nusa Tenggara Timur (NTT), and interested or have experience purchasing traditional woven fabric products. Therefore, the first part of the questionnaire consisted of screening questions in order to meet the study criteria of the respondents. Furthermore, the second part of the questionnaire contained more detailed questions about the profiles of respondents such as age, gender, occupation and monthly expenses.

4.1.1.1 Gender

Respondents' gender is summarized in the table below.

Table 4.1 Respondent Profile - Gender

Gender	Number of Respondent	Percentage (%)
Male	35	27,5%
Female	95	72,5%
Total	130	100%

Source: Data Processing Results (2026)

Based on the data above, the majority of respondents are female, with **72.5%** of total respondents. Then followed by male respondents with **27.5%** of the total 130 respondents. This indicates that female respondents dominate the sample used in this study.

4.1.1.2 Age

Respondents' age is summarized on the table below.

Table 4.2 Respondent Profiles - Age

Age	Number of Respondent	Percentage (%)
18–23 years old	48	37,4%
24–28 years old	26	19,8%

Age	Number of Respondent	Percentage (%)
29–33 years old	22	16,8%
34–38 years old	12	9,2%
39- 45 years old	22	16,8%
Total	130	100%

Source: Data Processing Results (2026)

As shown in the table above, the majority of respondents are 18-23 years old, representing 37.4% of total respondents. This is followed by respondent age from 24-33 years old 19.8%. Respondents aged 29-33 years old and 39-45 years old each account for 16.8%, while respondents aged 34-38 years old account for 9.2%, representing the smallest proportion of respondents in this study.

4.1.1.3 Current Educational Program Taken

Respondents' educational level is summarized in the table below.

Table 4.3 Respondent Profile - Current Educational Level

Current Educational Program Taken	Number of Respondent	Percentage (%)
High School	46	35,9%
Diploma	9	6,9%
Bachelor's Degree	64	48,9%
Postgraduate	11	8,4%
Total	130	100%

Source: Data Processing Results (2026)

Based on the table above, the majority of respondents are currently pursuing a Bachelor's Degree, accounting for 48.9% of the total respondent. This is followed by respondents with a High School educational background, representing 35.9%. Respondents pursuing Postgraduate studies account for 8.4%, while Diploma students represent 6.9%, making them the smallest group of respondents in this study.

4.1.1.4 Monthly Expenses

Respondents' monthly expenses are summarized in the table below.

Table 4.4 Respondent Profile - Monthly Expenses

Monthly Expenses	Number of Respondent	Percentage (%)
Below Rp2,000,000	50	38,9%
Rp2,000,000 – Rp5,000,000	43	32,8%
Rp5,000,000 – Rp10,000,000	14	10,7%
Rp10,000,000 - 15,000,000	13	9,9%
Rp15,000,000 above	10	7,6%
Total	130	100%

Source: Data Processing Results (2026)

Based on the table above, the majority of respondents (38.9%) have monthly expenses of less than Rp2,000,000. This is followed by respondents whose monthly expenses range from Rp2,000,000-Rp5,000,000 (32.8%). Furthermore, respondents with monthly expenses between Rp5,000,000-Rp10,000,000 and between Rp10,000,000-Rp15,000,000 account for 10.7% and 9.9% of the sample. Respondents with monthly expenses above Rp15,000,000 constitute the smallest proportion, at 7.6%.

4.1.1.5 Occupation

Respondents' occupation is summarized on the table below.

Table 4.5 Respondent Profile - Occupation

Occupation	Number of Respondent	Percentage (%)
Employee	63	48.9%
Student	46	35.1%
Entrepreneur	9	6.9%
Government	7	5.3%
Other	5	3.2%
Total	130	100%

Source: Data Processing Results (2026)

As show in the table, the majority of respondents are employees, accounting for 48.9% of the total sample. This is followed by students, who represent 35.1% and respondents working as entrepreneurs account for 6.9%, while government employees represent 5.3%. The remaining 3.2% are categorized under other occupations, making them the smallest group in this study.

4.1.2 Descriptive Statistic

This section presents and explains the data obtained from the survey. Each data set is analysed in depth using Likert scale interpretations, which are categorised according to the predetermined intervals. Detailed measurement information for each variable evaluated in this study is also provided. The interval classification of the Likert scale is presented in the following table.

Table 4.6 Likert Scale Classification

Likert Scale	Interval	Classification
1	1.00 - 1.79	Strongly Disagree
2	1.80 – 2.59	Disagree
3	2.60 – 3.39	Neutral
4	3.40 – 4.10	Agree
5	4.20 – 5.00	Strongly Agree

Source: Aid et al. (2024)

The survey of respondent collected through Google Forms were imported into SmartPLS 4 software for data interpretation and statistical analysis using the SEM-PLS approach. The results generated by SmartPLS 4 are presented and discussed in detail in the following sections.

4.1.2.1 Indicator of Identification with Product

Based on the table, the IP2 indicator "I imagine wearing NTT woven fabrics makes me proud" obtained the highest average value of 4,146 with a standard deviation of 1,331. This shows that most of the respondents feel proud when wearing NTT woven fabrics. Meanwhile, the IP3 indicator "NTT woven fabrics fit with my lifestyle" has the lowest average value of 3,823 with a standard deviation of 1,361. Furthermore, the IP1 indicator "Wearing NTT woven fabrics is one way to express myself" obtained an average value of 3,915 with a standard

deviation of 1,414, indicating that respondents agree that NTT woven fabrics can serve as a form of self-expression. Overall, the Identification with Product variable has an average value of 3,961 with a standard deviation of 1,369, which indicates that respondents tend to have a fairly high level of identification with NTT woven products.

Table 4.7 Descriptive Statistics of Identification with Product

No	Variable	Indicator	Mean	STDEV
1	Identification with Product (IP)	(IP1) Wearing NTT woven fabrics is one way to express myself.	3.915	1.414
		(IP2) I imagine wearing NTT woven fabrics makes me proud	4.146	1.331
2		(IP3) NTT woven fabrics fit with my lifestyle.	3.823	1.361
Variable Average Score			3.869	1.387

Source: Data Processing Results (2026)

4.1.2.2 Indicator of Cultural Motivation

Based on the table, the highest mean score was obtained by indicator CM2 with a value of 4.200 and a standard deviation of 1.279. This indicates that respondents strongly agreed with the statement represented by CM2. Meanwhile, indicators CM1 and CM3 obtained the same mean value of 4.046 with standard deviations of 1.347 and 1.358, respectively. Indicator CM4 obtained a mean score of 4.177 with a standard deviation of 1.268. Overall, the Cultural Motivation variable achieved an average score of 4.177 with a standard deviation of 1.313, indicating that respondents generally have a high level of cultural motivation toward NTT woven fabrics.

Table 4.8 Descriptive Statistics of Cultural Motivation

No	Variable	Indicator	Mean	STDEV
1	Cultural Motivation (CM)	(CM1) I can increase my cultural knowledge by using NTT woven fabrics	4.046	1.347
2		(CM2) Wearing NTT woven fabrics increases my interest in the culture of NTT	4.200	1.279

No	Variable	Indicator	Mean	STDEV
3		(CM3) I feel more confident when wearing NTT woven fabrics	4.046	1.358
Variable Average Score			4.097	1.328

Source: Data Processing Results (2026)

4.1.2.3 Indicator of Object Based-Authenticity

Based on the table, the highest mean score was obtained by indicator OBA2 with a value of 4.277 and a standard deviation of 1.330. This indicates that respondents highly evaluated NTT woven fabrics as authentic products. Meanwhile, indicators OBA1 obtained identical mean values of 4.238, with standard deviations of 1.288. Overall, the Object-Based Authenticity variable got an average score of 4.257 with a standard deviation of 1.309, showing that respondents usually held a high level of perception of the authenticity of NTT woven fabrics.

Table 4.9 Descriptive Statistics Object Based-Authenticity

No	Variable	Indicator	Mean	STDEV
1	Object Based-Authenticity	(OBA1) I like the cultural meaning of NTT woven fabrics.	4.238	1.288
2		(OBA2) I like the uniqueness of NTT woven fabrics.	4.277	1.330
Variable Average Score			4.257	1.309

Source: Data Processing Results (2026)

4.1.2.4 Indicator of Purchase Intention

Based on the table, the highest mean score was obtained by indicator PI1, with a value of 4.138 and a standard deviation of 1.226. This result indicates that respondents show a strong intention to purchase NTT woven fabrics. Indicator PI3 records the lowest mean score of 3.754 with a standard deviation of 1.447. However, this value still reflects a positive purchase intention among respondents. Overall, the purchase intention variable has an average score of 3.946 with a standard deviation of 1.336, indicating that respondents generally have a relatively high intention to purchase NTT woven fabrics.

Table 4.10 Descriptive Statistics Purchase Intention

No	Variable	Indicator	Mean	STDEV
1	Purchase Intention	(PI1) I intend to purchase NTT woven fabrics in the future.	4.138	1.226
2		(PI3) I am likely to purchase NTT woven fabrics soon.	3.754	1.447
Variable Average Score			3.946	1.336

Source: Data Processing Results (2026)

4.2 Outer Model SEM PLS Result

The outer model evaluation in SEM-PLS comprises assessments of convergent validity, discriminant validity, and reliability. These procedures were carried out to ensure that the measurement model is both valid and reliable for capturing the constructs used in this study. Data obtained from 130 respondents were analysed using SmartPLS 4. Convergent validity was examined using indicator loadings and Average Variance Extracted (AVE), discriminant validity was assessed based on cross-loadings, and reliability was evaluated using Cronbach's alpha and composite reliability.

4.2.1 Convergent Validity

Convergent validity evaluates the degree to which indicators assessing the same construct connect to one another (Henseler et al., 2015). This study examined factor loadings and Average Variance Extracted (AVE) for each construct to determine convergent validity. A construct shows appropriate convergent validity when its indicators register sufficiently high factor loadings and the AVE value surpasses the recommended threshold. The initial measurement model revealed that three indicators (CM4, OBA3, and PI2) carried relatively high Variance Inflation Factor (VIF) values, suggesting these indicators could be collinear. According to Hair et al. (2022), note that elevated VIF values can indicate collinearity problems that reduce the measurement model's stability. The researcher examined and removed these three indicators to improve the model's overall quality. After this revision, all remaining indicators met the recommended standards for factor loadings, AVE, reliability, and collinearity.

4.2.1.1 Loading Factor Analysis

Loading factor (outer loading) analysis refers to the relationship between an indicator and its latent construct, indicating how strongly the indicator reflects the underlying construct being measured. According to Kamarudin et al. (2024), outer loadings above 0.70 are generally regarded as acceptable, while items with loadings between 0.40 and 0.70 are evaluated based on their effect on AVE and composite reliability, and items below 0.40 are recommended for deletion.

Figure 4.1 shows that all indicators have loading factor values above 0.70, ranging from 0.899 to 0.966. The lowest loading factor was obtained by indicator IP3 (0.899), while the highest loading factor was obtained by indicator OBA2 (0.966). Therefore, all indicators can be considered valid and suitable for inclusion in the measurement model.

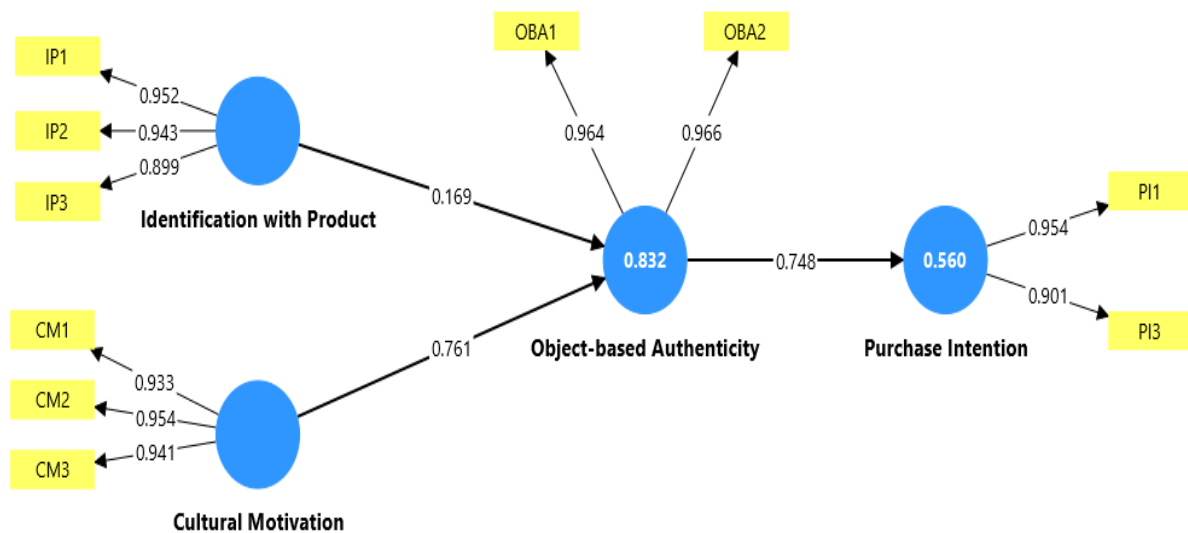


Figure 4.1 Loading Factor Analysis

Source: Data Processing Results (2026)

4.2.1.1.1 Loading Factor on Identification with product

As shown in table below, the loading factor of the first indicator (IP1), "Wearing NTT woven fabrics is one way to express myself," is 0.952. The loading factor of the second indicator (IP2), "I imagine wearing NTT woven fabrics makes me proud," is 0.943, while the loading factor of the third indicator (IP3), "NTT woven fabrics fit with my lifestyle," is 0.900. The highest loading factor is obtained by IP1 with a value of 0.952, while the lowest loading factor is obtained by IP3 with a value of 0.899. Since all loading factor values exceed the

recommended threshold of 0.70, all indicators demonstrate satisfactory convergent validity and are considered appropriate measures of the Identification with Product construct.

Table 4.11 Loading Factor of Identification with Product

No	Variable	Indicator	Loading Factor	Result
1	Identification with Product	(IP1) Wearing NTT woven fabrics is one way to express myself.	0.952	Valid
2		(IP2) I imagine wearing NTT woven fabrics makes me proud.	0.943	Valid
3		(IP3) NTT woven fabrics fit with my lifestyle.	0.899	Valid

Source: Data Processing Results (2026)

4.2.1.1.2 Loading Factor on Cultural Motivation

As shown in table below, the loading factor of the first indicator (CM1), “I can increase my cultural knowledge by using NTT woven fabrics,” is 0.916. The second indicator (CM2), “Wearing NTT woven fabrics increases my interest in the culture of NTT,” has a loading factor of 0.958, which is the highest among the indicators. Meanwhile, the third indicator (CM3), “I feel more confident when wearing NTT woven fabrics,” has a loading factor of 0.940. The results indicate that all indicators have loading factor values above the recommended threshold of 0.70. Therefore, all indicators of Cultural Motivation demonstrate satisfactory convergent validity and are considered appropriate for measuring the Cultural Motivation construct in this study.

Table 4.12 Loading Factor of Cultural Motivation

No	Variable	Indicator	Loading Factor	Result
1	Cultural Motivation (CM)	(CM1) I can increase my cultural knowledge by using NTT woven fabrics	0.916	Valid
2		(CM2) Wearing NTT woven fabrics increases my interest in the culture of NTT	0.958	Valid

3		(CM3) I feel more confident when wearing NTT woven fabrics	0.940	Valid
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Source: Data Processing Results (2026)

4.2.1.1.3 Loading Factor on Object Based-Authenticity

As shown in table below, the loading factor of the first indicator (OBA1), “I like the cultural meaning of NTT woven fabrics,” is 0.950. Meanwhile, the second indicator (OBA2), “I like the uniqueness of NTT woven fabrics,” has a loading factor of 0.972. Among the two indicators, OBA2 has the highest loading factor, while OBA1 has the lowest loading factor. Nevertheless, both values are substantially above the recommended threshold of 0.70, indicating that the indicators are strongly associated with the Object-Based Authenticity construct. Therefore, all Object-Based Authenticity indicators are considered valid and suitable for measuring the construct, and the convergent validity requirement has been satisfied.

Table 4.13 Loading Factor of Object Based-Authenticity

No	Variable	Indicator	Loading Factor	Result
1	Object Based-Authenticity	(OBA1) I like the cultural meaning of NTT woven fabrics.	0.950	Valid
2		(OBA2) I like the uniqueness of NTT woven fabrics.	0.972	Valid

Source: Data Processing Results (2026)

4.2.1.1.3 Loading Factor on Purchase Intention

As shown in table below, the loading factor of the first indicator (PI1), “I intend to purchase NTT woven fabrics in the future,” is 0.933. Meanwhile, the second indicator (PI3), “I am likely to purchase NTT woven fabrics soon,” has a loading factor of 0.908. The highest loading factor is obtained by PI1 (0.933), while the lowest loading factor is obtained by PI3 (0.908). Since both loading factor values exceed the recommended threshold of 0.70, it can be concluded that the indicators adequately represent the Purchase Intention construct. Therefore, all indicators demonstrate satisfactory convergent validity and are suitable for inclusion in the measurement model.

Table 4.14 Loading Factor of Purchase Intention

No	Variable	Indicator	Loading Factor	Result
1	Purchase Intention	(PI1) I intend to purchase NTT woven fabrics in the future.	0.933	Valid
2		(PI3) I am likely to purchase NTT woven fabrics soon.	0.908	Valid

Source: Data Processing Results (2026)

4.2.1.1.5 Summary of Loading Factor Analysis

The results of the loading factor analysis are summarized in the table below. All indicator loading values exceed the recommended threshold of 0.70, indicating that each indicator is appropriate for measuring its respective latent construct (Hair et al., 2022). The loading factor values range from 0.900 to 0.972. The highest loading factor is observed for indicator OBA2, with a value of 0.972, while the lowest loading factor is observed for indicator IP3, with a value of 0.900. Since all loading factor values are above the minimum requirement, it can be concluded that all indicators demonstrate satisfactory convergent validity and are suitable for inclusion in the measurement model. Therefore, all indicators were retained for further analysis.

Table 4.15 Summary of Outer Loading Factor

Variable	Indicator	Loading Factor	Interpretation
Identification with Product	(IP1) Wearing NTT woven fabrics is one way to express myself.	0.952	Valid
	(IP2) I imagine wearing NTT woven fabrics makes me proud.	0.943	Valid
	(IP3) NTT woven fabrics fit with my lifestyle.	0.900	Valid
Cultural Motivation	(CM1) I can increase my cultural knowledge by using NTT woven fabrics	0.916	Valid

Variable	Indicator	Loading Factor	Interpretation
	(CM2) Wearing NTT woven fabrics increases my interest in the culture of NTT	0.958	Valid
	(CM3) I feel more confident when wearing NTT woven fabrics	0.940	Valid
Object Based-Authenticity	(OBA1) I like the cultural meaning of NTT woven fabrics.	0.950	Valid
	(OBA2) I like the uniqueness of NTT woven fabrics.	0.972	Valid
Purchase Intention	(PI1) I intend to purchase NTT woven fabrics in the future.	0.933	Valid
	(PI3) I am likely to purchase NTT woven fabrics soon.	0.908	Valid

Source: Data Processing Results (2026)

4.2.1.2 Average Variance Extracted (AVE)

AVE analysis assesses the extent to which each observed indicator is associated with its corresponding latent construct and how much variance is explained by the construct relative to measurement error. According to Hair et al. (2022), an AVE value of 0.50 or higher indicates adequate convergent validity. As presented in Table 4.16, all constructs have AVE values exceeding the recommended threshold of 0.50. Identification with Product (IP) has an AVE value of 0.869, Cultural Motivation (CM) has an AVE value of 0.889, Object-Based Authenticity (OBA) has an AVE value of 0.932, and Purchase Intention (PI) has an AVE value of 0.861. These results indicate that each construct explains more than 50% of the variance of its indicators. Therefore, all constructs satisfy the convergent validity requirement and are considered valid for further analysis.

Table 4.16 Summary of Outer Loading Factor

Variable	AVE	Interpretation
Identification with Product	0.869	Valid
Cultural Motivation	0.889	Valid

Object Based-Authenticity	0.932	Valid
Purchase Intention	0.861	Valid

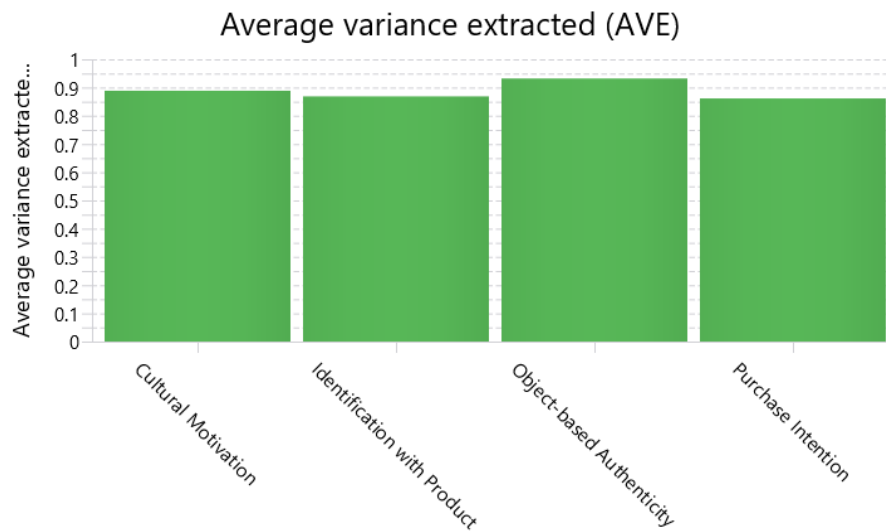


Figure 4.2 AVE Graph

Source: Data Processing Results (2026)

4.2.2 Discriminant Validity

Discriminant validity was assessed to determine whether each indicator was empirically distinguishable from indicators representing other constructs in the study model. According to Sarstedt et al. (2021), discriminant validity is established when an indicator demonstrates a higher loading on its designated construct than on any other construct.

4.2.2.1 Fornell-Larcker Criterion

The Fornell–Larcker Criterion evaluates discriminant validity by comparing the square root of the Average Variance Extracted (AVE) for each construct with its correlations with the remaining constructs. As presented in Table 4.17, the square root of AVE values are 0.943 for Cultural Motivation, 0.932 for Identification with Product, 0.965 for Object-Based Authenticity, and 0.928 for Purchase Intention. Each of these values is higher than the corresponding inter-construct correlations. Therefore, all constructs satisfy the Fornell-Larcker Criterion and are considered distinct from one another.

Table 4.17 Fornell-Larcker

	Cultural Motivation	Identification with Product	Object-Based Authenticity	Purchase Intention	Result
Cultural Motivation	0.943				Valid
Identification with Product	0.875	0.932			Valid
Object-Based Authenticity	0.908	0.835	0.965		Valid
Purchase Intention	0.753	0.738	0.748	0.928	Valid

Source: Data Processing Results (2026)

4.2.2.2 Cross Loading

Based on the cross-loading results presented in Table 4.18, all indicators satisfy the discriminant validity requirement, as each indicator has the highest loading value on its respective construct compared to other constructs. For example, indicator CM1 has the highest loading value on Cultural Motivation (0.916), which is greater than its loadings on Identification with Product (0.854), Object-Based Authenticity (0.847), and Purchase Intention (0.714). Similarly, indicator IP1 has the highest loading value on Identification with Product (0.952), exceeding its loadings on Cultural Motivation (0.797), Object-Based Authenticity (0.795), and Purchase Intention (0.727). Furthermore, indicator OBA2 records the highest loading value on Object-Based Authenticity (0.972), while indicator PI1 has the highest loading value on Purchase Intention (0.933) compared to their respective cross-loadings on other constructs. These findings indicate that each indicator is more strongly associated with its intended construct than with other constructs in the model. Therefore, all indicators satisfy the cross-loading criterion and demonstrate adequate discriminant validity.

Table 4.18 Cross Loading Result

	Cultural Motivation	Identification with Product	Object-Based Authenticity	Purchase Intention	Result
CM1	0.916	0.854	0.847	0.714	Valid
CM2	0.958	0.795	0.888	0.694	Valid

	Cultural Motivation	Identification with Product	Object-Based Authenticity	Purchase Intention	Result
CM3	0.940	0.829	0.828	0.697	Valid
IP1	0.797	0.952	0.795	0.727	Valid
IP2	0.851	0.943	0.838	0.639	Valid
IP3	0.767	0.900	0.699	0.675	Valid
OBA1	0.891	0.805	0.950	0.676	Valid
OBA2	0.884	0.806	0.972	0.741	Valid
PI1	0.776	0.749	0.817	0.933	Valid
PI3	0.602	0.602	0.571	0.908	Valid

Source: Data Processing Results (2026)

4.2.3 Composite Reliability

Composite Reliability was evaluated to determine the internal consistency of the indicators used to measure each construct. According to Hair et al. (2022) Composite Reliability values above 0.70 indicate satisfactory reliability.

As presented in Table 4.18, all constructs have Composite Reliability values exceeding the recommended threshold of 0.70. Identification with Product has a Composite Reliability value of 0.960, Cultural Motivation has a value of 0.952, Object-Based Authenticity has the highest value of 0.965, while Purchase Intention has a value of 0.925. All values fall within the acceptable range, indicating satisfactory internal consistency among the indicators measuring each construct. Therefore, it can be concluded that all constructs meet the Composite Reliability criterion and are considered reliable for further analysis.

Table 4.19 Composite Reliability Result

Variable	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Result
Identification with Product	0.938	0.960	Reliable
Cultural Motivation	0.934	0.952	Reliable
Object Based-Authenticity	0.928	0.965	Reliable
Purchase Intention	0.927	0.925	Reliable

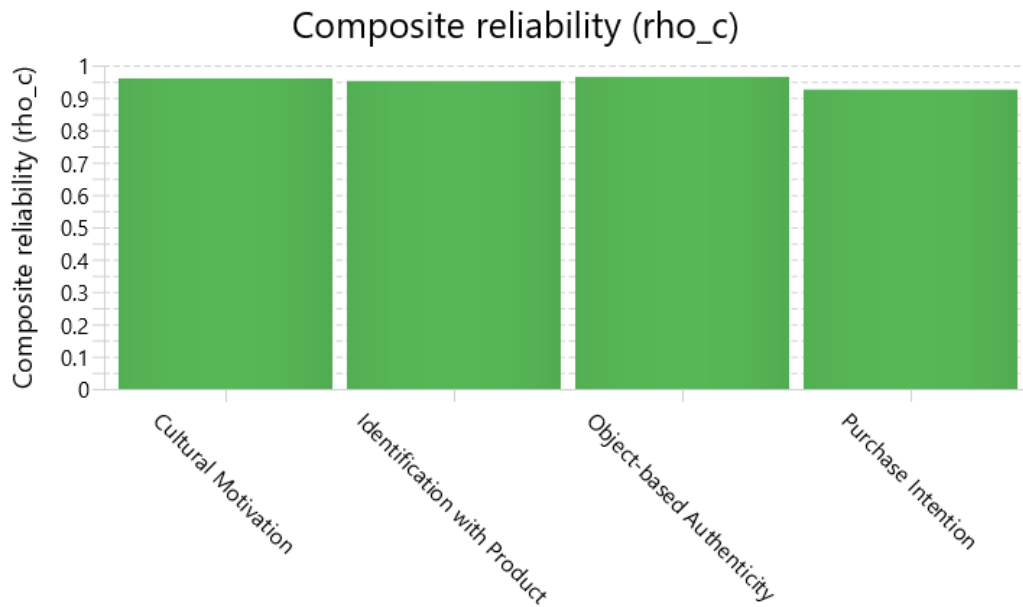


Figure 4.3 Composite Reliability Graph

Source: Data Processing Results (2026)

4.2.4 Cronbach's Alpha

Cronbach's Alpha was employed to evaluate the internal consistency of the indicators used to measure each construct. According to Hair et al. (2022), a Cronbach's Alpha value above 0.70 indicates that a construct demonstrates acceptable reliability. The results shown in Table 4.19 reveal that all constructs exceeded this recommended threshold. The Cronbach's Alpha values were 0.937 for Identification with Product, 0.924 for Cultural Motivation, 0.927 for Object-Based Authenticity, and 0.844 for Purchase Intention. As each value is higher than the minimum recommended level, the indicators can be considered to have satisfactory internal consistency. Accordingly, all constructs satisfy the Cronbach's Alpha criterion and are regarded as reliable for subsequent analysis.

Table 4.20 Cronbach's Alpha Result

Variable	Cronbach's alpha	Results
Identification with Product	0.937	Reliable
Cultural Motivation	0.924	Reliable
Object Based-Authenticity	0.927	Reliable
Purchase Intention	0.844	Reliable

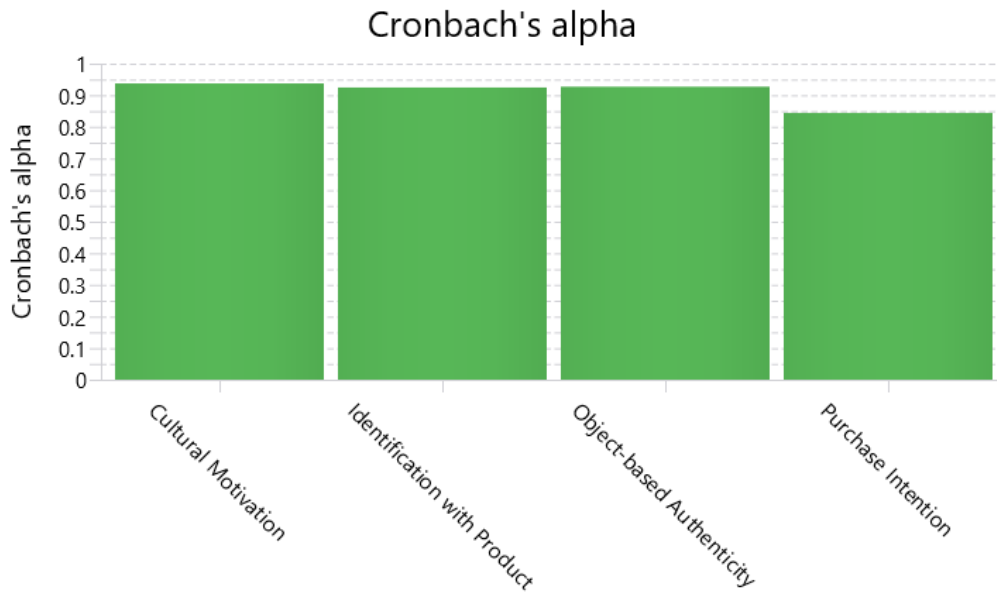


Figure 4.4 Cronbach's Alpha

Source: Data Processing Results (2026)

4.3 Inner Model SEM PLS Result

Following completing the evaluation of the measurement model, including the assessment of construct validity and reliability, the analysis proceeds to the structural model (inner model). The structural model is designed to examine the relationships among the latent variables proposed in the study framework. According to Hair et al. (2022) explain that evaluating the structural model focuses on determining both the model's predictive and explanatory capabilities, as well as the significance of the relationships between constructs. Accordingly, this study assesses the inner model using the Coefficient of Determination (R^2), Predictive Relevance (Q^2), and hypothesis testing conducted through the bootstrapping procedure.

4.3.1 Collinearity Assessment (VIF)

To assess potential collinearity among the indicators, the Variance Inflation Factor (VIF) was examined. According to Henseler et al. (2015), VIF values below 5.00 indicate that collinearity is not a concern. As shown in Table 4.11, the VIF values range from 2.142 to 4.853, all of which are below the recommended threshold of 5.00 Henseler et al. (2015). Therefore, it can be concluded that collinearity is not an issue in this study, and the indicators are suitable for further analysis.

Table 4.21 Collinearity Assessment (VIF)

Indicator	Statement Indicator	VIF	Result
CM1	I can increase my cultural knowledge by using NTT woven fabrics	3.662	Accepted
CM2	Wearing NTT woven fabrics increases my interest in the culture of NTT	4.853	Accepted
CM3	I feel more confident when wearing NTT woven fabrics	4.226	Accepted
IP1	Wearing NTT woven fabrics is one way to express myself.	4.834	Accepted
IP2	I imagine wearing NTT woven fabrics makes me proud	4.176	Accepted
IP3	NTT woven fabrics fit with my lifestyle.	2.815	Accepted
OBA1	I like the cultural meaning of NTT woven fabrics.	3.945	Accepted
OBA2	I like the uniqueness of NTT woven fabrics.	3.945	Accepted
PI1	I intend to purchase NTT woven fabrics in the future.	2.142	Accepted
PI3	I am likely to purchase NTT woven fabrics soon.	2.142	Accepted

Source: Data Processing Results (2026)

4.3.2 Coefficient of Determination (R²) Result

Coefficient of Determination (R²) is a statistical indicator that reflects the proportion of variance in a dependent variable accounted for by the independent variables included in the model Hair et al. (2022).

Table 4.20 shows that the R² value for Object-Based Authenticity is 0.832, meaning that Identification with Product and Cultural Motivation together account for 83.2% of its variance. The remaining 16.8% is attributable to factors beyond the scope of the present model, suggesting that the model has substantial explanatory power for this construct.

For Purchase Intention, the R² value is 0.560. This indicates that Object-Based Authenticity explains 56.0% of the variance in Purchase Intention, whereas the remaining 44.0% is associated with variables that were not included in this study. Based on this result, the model demonstrates a moderate level of explanatory power for Purchase Intention.

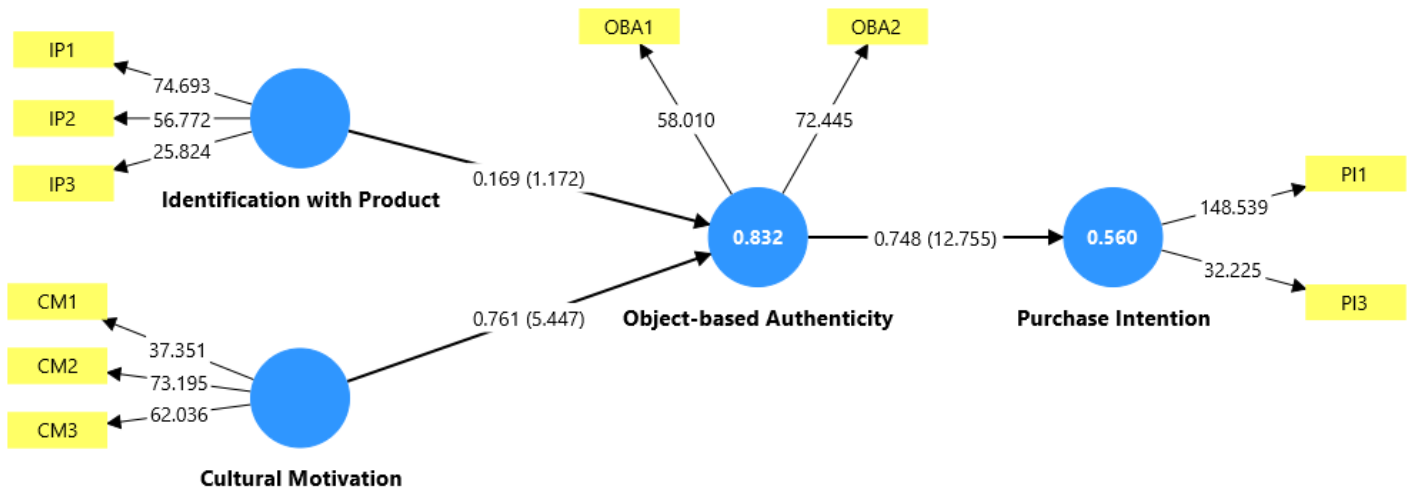
Table 4.22 R² Result

Variable	R-square	R-square adjusted	Results
Object-based Authenticity	0.832	0.829	Substantive
Purchase Intention	0.560	0.556	Moderate

Source: Data Processing Results (2026)

4.3.3 Hypothesis Testing Result

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS to evaluate the significance of the relationships among the constructs. According to Hair et al. (2022), a hypothesis is accepted if the T-statistic value is greater than 1.645 and the P-value is less than 0.05. The results of hypothesis testing in this study are presented in the figure below.

**Figure 4.5 Path Coefficient Result**

Source: Data Processing Results (2026)

Figure 4.5 shows the path coefficients and t-statistics of the proposed relationships. The detailed results of hypothesis testing are presented in Table 4.21.

Table 4.23 Hypothesis Result

	Original sample	T statistics	P values	Result
H1: Identification with Product has a positive and significant influence on Object-based Authenticity	0.169	1.172	0.121	<i>Rejected</i>
H2: Cultural Motivation has a positive and significant influence on Object-based Authenticity	0.761	5.447	0.000	Accepted
H3: Object-based Authenticity has a positive and significant influence on Purchase Intention	0.748	12.755	0.000	Accepted

Source: Data Processing Results (2026)

As shown in table above, H1 is rejected because the relationship between Identification with Product and Object-Based Authenticity is not significant ($\beta = 0.169$, $t = 1.172$, $p = 0.121$). Meanwhile, H2 is accepted, indicating that Cultural Motivation has a positive and significant influence on Object-Based Authenticity ($\beta = 0.761$, $t = 5.447$, $p = 0.000$). Furthermore, H3 is accepted, showing that Object-Based Authenticity has a positive and significant influence on Purchase Intention ($\beta = 0.748$, $t = 12.755$, $p = 0.000$).

4.3.2 Effect Size (F^2)

Effect size (f^2) is used to assess the contribution of each exogenous construct to the endogenous construct in the structural model. According to (Hair et al., 2022), f^2 values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively.

As shown in Table 4.21, Cultural Motivation has a large effect on Object-Based Authenticity ($f^2 = 0.803$), while Identification with Product has a small effect on Object-Based Authenticity ($f^2 = 0.040$). Furthermore, Object-Based Authenticity has a large effect on Purchase Intention ($f^2 = 1.272$). These results indicate that Cultural Motivation and Object-Based Authenticity make substantial contributions to the structural model.

Table 4.24 F² Result

Relationship	F-square	Result
Cultural Motivation → Object-Based Authenticity	0.803	Large Effect
Identification with Product → Object-Based Authenticity	0.040	Small Effect
Object-Based Authenticity → Purchase Intention	1.272	Large Effect

Source: Data Processing Results (2026)

4.4 Importance-Performance Map Analysis (IPMA)

Importance Performance Map Analysis (IPMA) is an analytical technique for assessing the performance of a product, service, or construct against its importance. According to Teeluckdharry et al. (2024), IPMA complements PLS-SEM by weighing both the strength of correlations between constructs and each construct's performance level. This approach helps identify which aspects most influence the target construct and therefore deserve priority for improvement. This study used IPMA to determine the relative importance and effectiveness of product identification, cultural motivation, and object-based authenticity in shaping purchase intention for NTT woven fabrics. The analysis offers management insights into which constructs deserve more attention to increase consumer purchase intention.

4.4.1 Results of Importance-Performance Map Analysis (IPMA)

The Importance-Performance Map Analysis (IPMA) results appear in the figure below. Object-based authenticity holds the greatest relevance score (0.75) and performance score (81.3), making it the most important construct for purchase intention. Cultural motivation follows with the second-highest relevance value (0.58) and a performance score of 78.2, while product identification carries the lowest importance score (0.13) and a performance score of 74.4. These results show object-based authenticity as the most critical element shaping consumers' purchase intentions for NTT woven fabrics. Efforts to strengthen consumers' perceptions of authenticity may therefore increase their willingness to purchase NTT woven fabrics.

Table 4.25 Results of Importance-Performance Map Analysis

Construct	Importance	Performance	Priority
Identification with Product	0.130	74.4	Low

Cultural Motivation	0.577	78.2	Moderate
Object-Based Authenticity	0.754	81.3	Highest

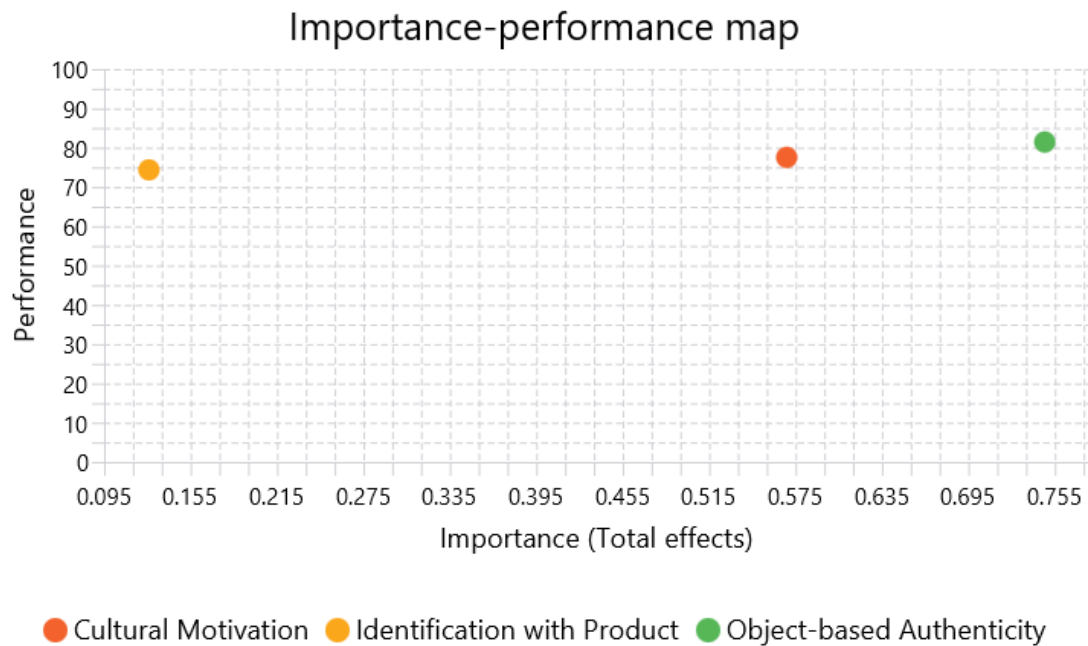


Figure 4.6 IPMA Result

Source: Data Processing Results (2026)

4.5 Discussion of Study Results

As displayed in Table 4.23, Figure 4.5, this study concludes the results of each hypothesis as follows:

4.5.1 The Effect of Identification with Product on Object-Based Authenticity

The first hypothesis (H1) proposed that product identification (IP) positively influences object-based authenticity (OBA). The SEM-PLS analysis produced an original sample estimate of 0.169, showing a positive relationship between the two constructs, but the relationship was not statistically significant ($T = 1.172$; $p = 0.121$), since the T-statistic falls below 1.645 and the p-value exceeds 0.05. The study rejects H1: consumers' identification with NTT woven fabrics does not significantly influence their perceptions of object-based authenticity. Consumers may associate the product with their personal identity or values, but that identification alone doesn't shape their judgments about the product's authenticity.

This result suggests consumers construct authenticity perceptions of NTT woven fabrics mainly through objective cultural attributes embedded in the product rather than through psychological attachment. Contemporary authenticity literature holds that object-based authenticity gets evaluated through observable characteristics, including traditional production methods, craftsmanship, originality, material integrity, and historical continuity (Södergren., 2021). Authenticity in craft-based industries also emerges as a socially constructed attribute from the interaction between the object, its production environment, and consumers. Traditional production processes, artisan expertise, and place-based origins serve as objective cues through which consumers evaluate the authenticity of cultural products (Dobrev et al., 2024).

These results align with earlier research on traditional cultural goods. Li et al. (2023) found that while product identification favorably influenced object-based authenticity for Hanfu, cultural motivation carried a far higher influence. Studies of cultural heritage tourism and traditional handicrafts document similar findings, where heritage values, historical continuity, and product origin primarily determine authenticity (Phat et al., 2025). This research indicates that consumers distinguish between identifying with a cultural product and assessing its authenticity, and that authenticity assessments rely more on objective cultural clues than on personal identification.

The respondent profile also offers a possible explanation for this result. The majority of respondents (37.4%) were young adults between 18 and 23, held a bachelor's degree (48.9%), and worked full-time. This generation tends to evaluate traditional products based on objective product facts and observable cultural characteristics rather than emotional attachment alone, so respondents likely grounded their authenticity assessments in tangible cultural evidence rather than personal affinity with the object.

The inherent characteristics of NTT woven fabrics reinforce this interpretation. Unlike commercial fashion products that primarily serve as instruments of self-expression, NTT woven fabrics embody cultural heritage, indigenous knowledge, and traditional craftsmanship transmitted across generations (M. A. Wicaksono, 2022). Consumers evaluate authenticity through observable indicators such as traditional weaving techniques, original motifs, locally sourced materials, and the preservation of regional traditions, indicating that authenticity lives in the product itself rather than in consumers' emotional attachment. Product identification

exhibits a positive relationship with object-based authenticity, but its contribution falls short of a significant determinant in this study's context.

The rejection of H1 suggests culturally embedded product attributes, rather than consumers' personal identification, primarily shape authenticity perceptions of NTT woven fabrics. This finding reinforces the argument that authenticity in traditional cultural products is fundamentally object-centered, where originality, craftsmanship, and cultural continuity serve as the principal determinants. From a managerial perspective, these findings suggest producers and marketers should prioritize communicating objective authenticity cues, including traditional production processes, artisan craftsmanship, and cultural heritage, rather than relying solely on strategies that strengthen consumers' identification with the product.

4.5.2 The Effect of Cultural Motivation on Object-Based Authenticity

The second hypothesis (H2) in this study, states that Cultural Motivation (CM) has a positive and significant influence on Object-Based Authenticity (OBA). As shown by the SEM-PLS analysis, the Original Sample value is 0.761 (indicating a positive relationship), the T-Statistic value is 5.447, and the P-Value is 0.000. Since the T-Statistic value is greater than 1.645 and the P-Value is less than 0.05, the relationship is significant. Therefore, the second hypothesis is accepted, indicating that Cultural Motivation has a positive and significant influence on Object-Based Authenticity.

The results show that Cultural Motivation has a positive and significant influence on Object-Based Authenticity. This finding indicates that consumers who value cultural traditions, heritage, and local identity are more likely to perceive NTT woven fabrics as authentic products. Cultural appreciation encourages consumers to recognize the originality and cultural significance embedded in traditional woven fabrics. The findings are consistent with (Li et al., 2023) who found that cultural values positively influence consumers' perceptions of authenticity in heritage-based products.

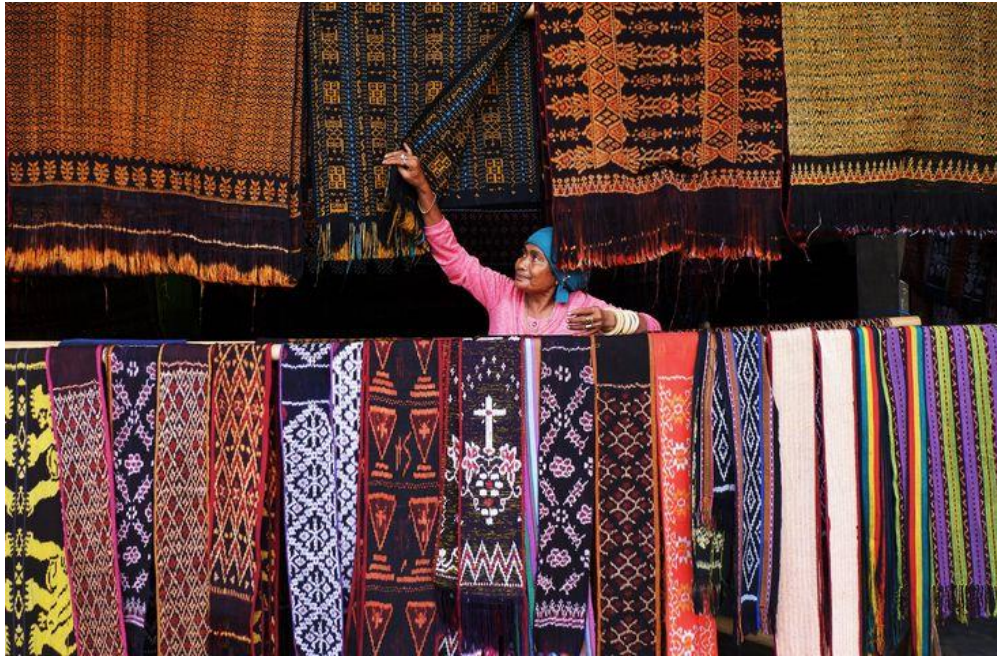


Figure 4.7 Traditional Weaving Craftsmanship of NTT Woven Fabrics

Source: TFR News. (2020). Ikat: A dyeing technique that never dies

As illustrated in the figure, the traditional weaving process, unique motifs, and handcrafted production techniques represent the cultural heritage embedded in NTT woven fabrics. These characteristics strengthen consumers' perceptions of authenticity, particularly among those with strong cultural motivation.

5.4.3 The Effect of Object-Based Authenticity on Purchase Intention

The third hypothesis (H3) in this study states that Object-Based Authenticity (OBA) has a positive and significant influence on Purchase Intention (PI). As shown by the SEM-PLS analysis, the Original Sample value is 0.748 (indicating a positive relationship), the T-Statistic value is 12.755, and the P-Value is 0.000. Since the T-Statistic value is greater than 1.645 and the P-Value is less than 0.05, the relationship is significant. Therefore, the third hypothesis is accepted, indicating that Object-Based Authenticity has a positive and significant influence on Purchase Intention.

The findings show that Object-Based Authenticity has a positive and significant influence on Purchase Intention. This result suggests that consumers are more likely to purchase NTT woven fabrics when they perceive them as authentic products. Authenticity enhances consumers' trust, perceived uniqueness, and appreciation of the cultural value associated with the product. This finding supports (Li et al., 2023) who reported that

authenticity plays an important role in strengthening consumers' purchase intentions toward traditional and cultural products.



Figure 4.8 Traditional NTT Woven Fabrics Worn by the Community

Source: Website SMK Kristen Oinlasi (2025)

As illustrated in the figure, shows members of the community wearing traditional NTT woven fabrics. The widespread use of authentic woven fabrics in cultural and community activities demonstrates their cultural value and uniqueness. This finding supports the result that consumers who perceive NTT woven fabrics as authentic are more likely to develop stronger purchase intentions.

CHAPTER 5

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

This study examined the relationships among Identification with Product, Cultural Motivation, Object-Based Authenticity, and Purchase Intention toward NTT woven fabrics using the SEM-PLS approach. Data were collected from 130 respondents who were familiar with or had experience with NTT woven fabrics. The results show that Identification with Product does not have a significant influence on Object-Based Authenticity, indicating that consumers' personal attachment to NTT woven fabrics alone is not sufficient to strengthen their perception of authenticity. Therefore, the first hypothesis (H1) is rejected.

In contrast, Cultural Motivation has a positive and significant influence on Object-Based Authenticity. Consumers who are motivated by cultural values, traditions, and local heritage are more likely to perceive NTT woven fabrics as authentic products. Furthermore, Object-Based Authenticity has a positive and significant influence on Purchase Intention, suggesting that stronger perceptions of authenticity increase consumers' willingness to purchase NTT woven fabrics. Therefore, the second (H2) and third (H3) hypotheses are accepted.

The results of the Importance–Performance Map Analysis (IPMA) further reinforce these findings. Object-Based Authenticity records the highest importance (0.747) and performance (81.792), indicating that it is the most influential factor in enhancing Purchase Intention. Cultural Motivation also demonstrates relatively high importance (0.570) and satisfactory performance (77.788), suggesting that reinforcing cultural values can effectively strengthen consumers' perceptions of authenticity. In contrast, Identification with Product exhibits the lowest importance (0.129) and performance (74.968), implying that efforts focused primarily on strengthening personal identification are less effective in increasing consumers' purchase intentions toward NTT woven fabrics. Overall, these findings emphasize the strategic importance of Cultural Motivation and Object-Based Authenticity in encouraging consumers' purchasing behavior.

5.2 Implications

5.2.1 Theoretical Implication

This study contributes to the literature on consumer behavior and authenticity by providing empirical evidence on the factors that shape authenticity perceptions of traditional cultural products. The findings show cultural motivation as a significant antecedent of object-based authenticity, suggesting consumers' appreciation of cultural values and heritage plays an important role in shaping these perceptions. Product identification, in contrast, shows no significant influence on object-based authenticity. This result extends previous discussions on authenticity: consumers evaluate authenticity based on cultural meaning and objective product attributes more than on personal identification with the product.

This finding supports previous studies by Li et al. (2023), who highlight the role of cultural values in shaping perceptions of authenticity in heritage objects. It also supports Tajfel and Turner's (1979) social identity theory, which explains how the social and cultural groups people identify with shape their perceptions and behaviors. For NTT woven fabrics, consumers driven to appreciate local culture more readily identify the authenticity represented in traditional weaving processes and the cultural symbolism the products carry.

The study's rejection of the first hypothesis, that product identification has no substantial influence on object-based authenticity, implies customers may see NTT woven fabrics as a form of self-expression without necessarily seeing them as more genuine. Consumers instead assess authenticity using objective criteria such as traditional workmanship, cultural history, originality, and the symbolic meanings embedded in the fabrics. This result aligns with Silvie et al. (2025), who found that judgments of authenticity form more from the inherent features of cultural items than from consumers' emotional affiliation with them.

The considerable positive association between object-based authenticity and purchase intention shows authenticity as an important factor in consumer behavior toward traditional cultural products. Consumers form stronger buy intentions when they believe NTT woven fabrics are genuine and representative of their cultural heritage. These findings confirm (Li et al., 2023), who found that authenticity increases consumers' trust, perceived value, and desire to buy heritage products. Cultural motivation, rather than product identification, emerges as the key driver of object-based authenticity, which in turn improves consumers' purchase intention toward NTT woven fabrics.

5.2.2 Managerial Implication

This study's findings suggest many management implications for local weavers, small and medium-sized enterprises (SMEs), cultural organizations, and policymakers interested in the development of NTT woven fabrics.

1. **Strengthen Cultural Promotion:** Cultural motivation has the most significant impact on object-based authenticity. Local weavers and SMEs should adopt marketing tactics that highlight the cultural legacy of NTT woven fabrics. Product packaging, social media, exhibitions, websites, and other promotional channels should communicate the history, philosophy, symbolic meanings of motifs, and traditional weaving processes, alongside the fabrics' aesthetic features. Strengthening cultural storytelling should improve consumers' perceptions of authenticity toward NTT woven fabrics.
2. **Preserve Product Authenticity:** The findings indicate that Object-Based Authenticity has a strong positive and significant influence on Purchase Intention. In addition, the indicator "I like the uniqueness of NTT woven fabrics" recorded the highest loading factor (0.972), indicating that perceived uniqueness is the strongest dimension representing authenticity. Therefore, local weavers and producers should preserve the distinctive characteristics of NTT woven fabrics by maintaining traditional weaving techniques, original motifs, authentic materials, high-quality craftsmanship, and the cultural symbolism embedded in each product. Emphasizing these unique characteristics can strengthen consumers' perceptions of authenticity, increase trust, and ultimately encourage stronger purchase intentions.
3. **Enhance Cultural Education:** The findings show that Cultural Motivation significantly strengthens consumers' perceptions of Object-Based Authenticity. Therefore, government institutions, cultural groups, and tourist stakeholders are encouraged to work together to promote NTT weaved fabrics through educational programs, cultural festivals, weaving workshops, exhibitions, and digital advertising. These programs can raise public understanding of the cultural significance of NTT woven fabrics while also increasing appreciation for Indonesia's cultural heritage. Greater cultural understanding is intended to improve buyers' sense of authenticity and stimulate subsequent purchases.
4. **Improve Market Positioning:** The results show that Identification with Product has a positive but statistically negligible effect on Object-Based Authenticity. Furthermore, the signal "Wearing NTT woven fabrics is one way to express myself" had the greatest

loading factor (0.952) inside the Identification with Product construct, implying that self-expression is the most important part of consumers' identification with the product. As a result, producers and marketers should not limit their focus to marketing NTT woven materials as fashion or lifestyle accessories. Instead, they should promote them as genuine cultural heritage products, emphasizing their historical significance, traditional workmanship, symbolic meanings, and cultural value. Such positioning can distinguish NTT woven fabrics from mass-produced textiles while increasing authenticity perceptions and customer value.

5.3 Limitation and Recommendations

5.3.1 Limitation

This study carries several limitations worth considering when interpreting its findings.

First, the findings may not generalize directly to other traditional textile or cultural heritage products, since different products carry distinct cultural characteristics, consumer perceptions, and market conditions. The findings' applicability may therefore vary across product contexts.

Second, although the sample size met the minimum requirement for SEM-PLS analysis, the study selected respondents through purposive sampling. The findings may not fully represent the perceptions and purchasing behavior of consumers from different regions, cultural backgrounds, and demographic groups across Indonesia, so readers should exercise caution when generalizing the results to a broader population.

Third, this study examined only four constructs: product identification, cultural motivation, object-based authenticity, and purchase intention. These constructs explained a substantial proportion of the variance in the proposed research model, but the coefficient of determination (R^2) suggests additional factors outside this study may also influence consumers' perceptions of authenticity and purchase intention.

Finally, this study assessed discriminant validity using the Fornell-Larcker criterion. The results demonstrated satisfactory discriminant validity by this measure, but future studies could complement the assessment with the Heterotrait-Monotrait Ratio (HTMT) for a more comprehensive evaluation.

5.3.2 Recommendations

Based on these limitations, this study offers several recommendations for future research. Future researchers should investigate additional characteristics that may better explain consumers' purchase intentions for traditional cultural objects. Variables such as perceived quality, brand image, consumer trust, perceived value, cultural identity, electronic word-of-mouth (e-WOM), and destination image could offer a more complete picture of consumer behavior.

To strengthen the generalizability of the findings, future studies should draw on a larger sample size and respondents from various provinces or regions in Indonesia. Comparative research on NTT woven fabrics and other Indonesian traditional textiles, such as batik, songket, or ulos, could also offer broader insights into consumer perceptions of authenticity and purchase intent across cultural items.

Finally, since product identification showed no significant influence on object-based authenticity in this study, future researchers should investigate this relationship further by examining different consumer categories, study settings, or additional mediating and moderating variables. Such investigations could clarify the conditions under which personal product identification shapes customers' perceptions of authenticity.

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APPENDIX

Appendix A: Questioner

The Effect of Identification with Product and Cultural Motivation on Object-Based Authenticity and Its Effect on Purchase Intention of Woven Fabrics for Nusa Tenggara Timur

Hello everyone!

My name is Ningsi Selan, a student from IPMI International Business School. I am currently conducting study as part of my undergraduate thesis.

This study aims to explore consumers' perceptions of NTT woven fabrics, particularly regarding product identification, cultural motivation, authenticity, and purchase intention.

Thank you for taking the time to participate in this survey. Your responses will help provide valuable insights into consumer behavior toward cultural products, especially traditional woven fabrics from Nusa Tenggara Timur.

- This survey is anonymous and will only take approximately 5–7 minutes to complete
- All responses will be used solely for academic purposes and will not be used for any commercial purposes

By continuing with this survey, you are giving your consent to participate in this study.

I greatly appreciate your time and contribution. Thank you for your support and valuable responses!

Screening Question

A. SCREENING

Are you aged between 18-45 years old? *

Apakah Anda berusia antara 18-45 tahun?

☐ Yes

☐ No

Are you familiar with NTT woven fabrics? *

Apakah Anda familiar dengan kain tenun NTT?

☐ Yes

☐ No

☐ Maybe

Have you ever seen, used, or purchased NTT woven fabrics? *

Apakah Anda pernah melihat, menggunakan, atau membeli kain tenun NTT?

☐ Yes

☐ No

☐ Maybe

B. PROFIL RESPONDEN

Gender *

Jenis kelamin

- ☐ Male (Laki-Laki)
- ☐ Female (Perempuan)

Age *

Umur

- ☐ 18–23 years old
- ☐ 24–28 years old
- ☐ 29–33 years old
- ☐ 34–38 years old
- ☐ 39–45 years old

Education Level *

Pendidikan Terakhir

- ☐ High School (Sekolah Menengah Atas)
- ☐ Diploma (Diploma)
- ☐ Bachelor's Degree (Gelar Sarjana)
- ☐ Postgraduate (Pascasarjana)

Occupation *

Pekerjaan

- ☐ Student (Siswa/Mahasiswa)
- ☐ Employee (Karyawan)
- ☐ Entrepreneur (Pengusaha)
- ☐ Government (Pemerintahan)

Monthly Spending *

Pengeluaran Bulanan

- ☐ Below Rp2,000,000
- ☐ Rp2,000,000 – Rp5,000,000
- ☐ Rp5,000,000 – Rp10,000,000
- ☐ Rp10,000,000 - 15,000,000
- ☐ Rp15,000,000 above

Have you ever purchased woven fabric from NTT? *

Apakah Anda pernah membeli kain tenun dari NTT?

- ☐ Yes
- ☐ No

How often do you see information about NTT woven fabrics? *

Seberapa sering Anda menemukan informasi terkait kain tenun NTT

- ☐ Very often (Sangat sering)
- ☐ Often (Sering)
- ☐ Occasionally (Kadang-kadang)
- ☐ Rarely (Jarang)
- ☐ Never (Tidak pernah)

On which platforms do you usually see information about NTT woven fabrics? *

Di platform mana Anda biasanya melihat informasi tentang kain tenun NTT?

- ☐ Instagram
- ☐ TikTok
- ☐ YouTube
- ☐ Facebook
- ☐ Online marketplaces (e.g., Shopee, Tokopedia)
- ☐ Other: _____

INDICATOR

IDENTIFICATION WITH PRODUCT

Wearing NTT woven fabrics is one way to express myself. *

Mengenakan kain tenun NTT adalah salah satu cara saya mengekspresikan diri.

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

I imagine wearing NTT woven fabrics makes me proud. *

Saya membayangkan mengenakan kain tenun NTT membuat saya bangga.

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

NTT woven fabrics fit with my lifestyle. *

Kain tenun NTT cocok dengan gaya hidup saya.

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

CULTURAL MOTIVATION

Motivasi Budaya

I can increase my knowledge of culture by wearing NTT woven fabrics. *

Saya dapat meningkatkan pengetahuan saya tentang budaya dengan mengenakan kain tenun NTT.

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

Wearing NTT woven fabrics increases my interest in Indonesian culture. *

Mengenakan kain tenun NTT meningkatkan minat saya terhadap budaya Indonesia.

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

I feel more confident when wearing NTT woven fabrics. *

Saya merasa lebih percaya diri saat mengenakan kain tenun NTT.

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

I feel connected to Indonesian culture when wearing NTT woven fabrics. *

Saya merasa terhubung dengan budaya Indonesia saat mengenakan kain tenun NTT.

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

OBJECT-BASED AUTHENTICITY

Otentisitas Berbasis Objek

I like the cultural meaning of NTT woven fabrics. *

Saya menyukai makna budaya dari kain tenun NTT.

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

I like the uniqueness of NTT woven fabrics. *

Saya menyukai keunikan kain tenun NTT.

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

NTT woven fabrics reflect genuine cultural values. *

Kain tenun NTT mencerminkan nilai-nilai budaya yang otentik.

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

PURCHASE INTENTION

Niat Pembelian

I intend to purchase NTT woven fabrics in the future. *

Saya berniat membeli kain tenun NTT di masa mendatang.

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

I plan to purchase NTT woven fabrics more frequently. *

Saya berencana untuk lebih sering membeli kain tenun NTT.

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

I am likely to purchase NTT woven fabrics soon. *

Saya kemungkinan akan segera membeli kain tenun NTT.

	1	2	3	4	5	
Strongly Disagree	☐	☐	☐	☐	☐	Strongly Agree

THANK YOU !!

Thank you for your time and participation in this survey.

Your responses are very valuable and will contribute to this research.

Terima kasih atas waktu dan partisipasi Anda dalam survei ini.

Tanggapan Anda sangat berharga dan akan berkontribusi pada penelitian ini.

Appendix B: Result of SmartPLS 4 Processing

1. PLS-SEM Algorithm

	R-square	R-square adjusted
Object-based Authenticity	0.832	0.829
Purchase Intention	0.560	0.556

F-Square

	Cultural Motivation	Identification with Product	Object-based Authenticity	Purchase Intention
Cultural Motivation			0.803	
Identification with Product			0.040	
Object-based Authenticity				1.272
Purchase Intention				

Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Cultural Motivation	0.937	0.938	0.960	0.889
Identification with Product	0.924	0.934	0.952	0.869
Object-based Authenticity	0.927	0.928	0.965	0.932

Purchase Intention	0.844	0.927	0.925	0.861
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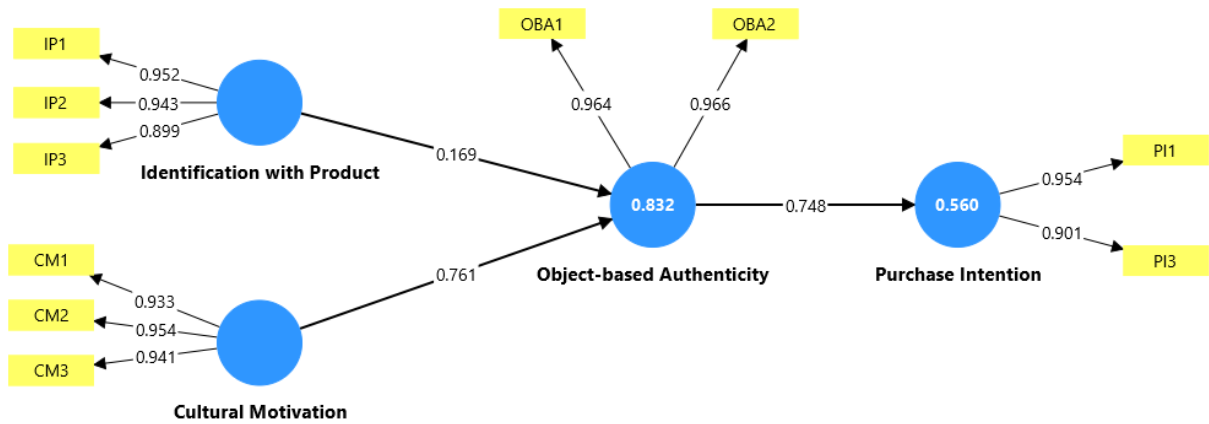
Discriminant Validity

	Cultural Motivation	Identification with Product	Object-based Authenticity	Purchase Intention
Cultural Motivation				
Identification with Product	0.940			
Object-based Authenticity	0.974	0.897		
Purchase Intention	0.831	0.823	0.820	

Cross Loadings

	Cultural Motivation	Identification with Product	Object-based Authenticity	Purchase Intention
CM1	0.933	0.854	0.850	0.722
CM2	0.954	0.795	0.886	0.707
CM3	0.941	0.829	0.831	0.702
IP1	0.806	0.952	0.789	0.742
IP2	0.853	0.943	0.842	0.656
IP3	0.786	0.899	0.690	0.668
OBA1	0.876	0.805	0.964	0.685
OBA2	0.878	0.806	0.966	0.759
PI1	0.771	0.749	0.798	0.954
PI3	0.603	0.601	0.552	0.901

Loading Factors



2. Bootstrapping

Path Coefficients – Mean, STDEV, T-Values, p-value

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Cultural Motivation -> Object-based Authenticity	0.761	0.767	0.140	5.447	0.000
Identification with Product -> Object- based Authenticity	0.169	0.162	0.144	1.172	0.121
Object-based Authenticity -> Purchase Intention	0.748	0.747	0.059	12.755	0.000