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Indonesian Cultural Elements in Gaming Fashion: Brand Value, Consumer Engagement, and Purchase Intent

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Abstract

This study explores how Indonesian cultural elements embedded in Valorant's character costumes (menswear-focused) could affect consumer engagement, purchase intent, and perceived brand value among Indonesian gaming and fashion enthusiasts. This study illustrates the role of digital spaces as cultural bridges, extending Indonesia's heritage within immersive online environments. Using an online survey as the quantitative methodology and Partial Least Squares Structural Equation Modelling (PLS-SEM) for the data analysis, data were collected from 107 respondents aged 18-34. Four hypotheses were developed: the effect of Indonesian cultural elements on consumer engagement (H1), the moderating role of cultural appreciation in the relationship between Indonesian cultural elements and purchase intent (H2), the effect of Indonesian cultural elements on perceived brand value (H3), and the moderating role of cultural appreciation in the relationship between perceived brand value and purchase intent (H4). Results confirm that Indonesian cultural elements significantly and positively influence both consumer engagement and perceived brand value. Cultural appreciation does not significantly moderate the relationship between Indonesian cultural elements and purchase intent. However, cultural appreciation positively and significantly moderates the relationship between perceived brand value and purchase intent, indicating that the positive effect of perceived brand value on purchase intent becomes stronger among consumers with higher levels of cultural appreciation. These findings suggest that cultural representation in digital gaming environments carries strategic value beyond immediate commercial returns, with implications for Indonesia's creative economy and cross-sector collaborations between gaming, fashion, and cultural industries.

Keywords: brand value; consumer engagement; cultural appreciation; gaming fashion; purchase intent

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INTRODUCTION

Indonesia's rich cultural heritage presents unique storytelling opportunities within the global creative economy, particularly in digital spaces like gaming, a sector anticipated to grow annually by 16.0% through 2028 (*Global Advertising Revenue to Hit US$1 Trillion in 2026 as Streaming Services Look to Consolidation and Live Sports to Drive Growth: PwC Global Entertainment & Media Outlook 2024-28*, 2024). Games such as Valorant, known for incorporating global aesthetics, demonstrate the potential for bringing Indonesian heritage to international digital environments. This study investigates how embedding Indonesian cultural elements in gaming fashion can enhance consumer engagement and perceived brand value while examining their implications for purchase intent. Through the lens of Indonesia's strategic vision, which emphasises innovation and cultural heritage as foundational pillars of the creative economy (Eklund et al., 2019; *PERPRES No. 19 Tahun 2024*, n.d.; Rabulizat et al., 2024), this research evaluates the role of Indonesian culture-inspired fashion in strengthening national identity and shaping future industry collaborations.

Previous research has increasingly recognised gaming environments as meaningful spaces for fashion branding, identity expression, and consumer–brand interactions. Reay and Wanick (2023) demonstrate that digital fashion, avatar customisation, and gaming environments provide opportunities for creative self-expression and stronger interaction between players and brands, while Salem et al. (2024) find that gaming-related experiential values influence consumers' evaluations of fashion brands through brand coolness and brand equity. However, these studies primarily examine gaming experiences, self-expression, and fashion-brand collaborations rather than the role of culturally specific heritage elements embedded within gaming fashion.

Research on cultural representation suggests a connection between representation, identity, and purchasing behaviour, although their relationship is not necessarily straightforward. Reza et al. (2022) identify an important intersection between player identity, representation in gaming media, and the purchasing of character skins. Similarly, Zhang et al. (2023) demonstrate that cultural identity positively influences purchase intent for intangible cultural heritage products, with the strength of this relationship varying according to consumers' knowledge of the products.

Nevertheless, previous findings indicate that cultural orientation does not consistently strengthen every relationship in culturally embedded consumption. Liu and Zhao (2024) demonstrate that perceived value significantly contributes to purchase intent for products incorporating traditional cultural symbols, while the moderating role of cultural identity is significant for some consumer experiences but non-significant for others. These findings suggest that recognising or appreciating cultural meaning does not automatically strengthen all pathways leading to consumer evaluation and purchasing behaviour.

This inconsistency creates an important research gap in gaming fashion. Existing studies have examined fashion and gaming experiences, cultural representation, cultural identity, perceived value, and purchasing behaviour, but comparatively less is known about how these factors operate together when cultural heritage is incorporated into commercially available virtual fashion. In particular, it remains unclear whether Indonesian cultural elements contribute to consumer engagement and perceived brand value and whether cultural appreciation strengthens the extent to which Indonesian cultural elements and perceived brand value translate into purchase intent.

Accordingly, this study examines Indonesian cultural elements embedded in Valorant

character costumes and their relationships with consumer engagement, perceived brand value, and purchase intent. It further investigates cultural appreciation as a boundary condition by examining whether consumers who place greater value on Indonesian cultural heritage respond more strongly to culturally embedded gaming fashion. By focusing on Indonesian consumers, the study extends existing gaming-fashion and cultural-consumption research into a context that remains comparatively underexplored.

LITERATURE REVIEW

The gaming and fashion industry offers unique multidisciplinary opportunities for cultural preservation, brand loyalty, and identity formation. As a platform with high engagement levels among younger, tech-savvy consumers, gaming provides brands with avenues to connect through personalised digital experiences (Reay & Wanick, 2023). This synergy between gaming and fashion aligns with broader consumer trends in digital identity expression, suggesting that culturally themed fashion items in games could enhance engagement and serve as a powerful medium for cultural awareness (Ha & Lennon, 2011; Jang & Park, 2019). These studies collectively suggest that digital items' cultural relevance can deepen emotional attachment and drive consumer loyalty, key factors in purchase intent and brand perception.

Gaming and Fashion Synergies

The gaming fashion sector has rapidly evolved, offering brands a unique platform for creating immersive and memorable consumer connections. Research shows that branded digital items, such as game skins and avatar costumes, significantly influence the way players shape their identity and can enhance brand coolness, which may also contribute to brand equity and customer loyalty (Reay & Wanick, 2023; Salem et al., 2024). Gaming contexts specifically amplify this effect. The personalised, culturally themed items allow users to express their personal aesthetics and deepen their connection to both the game and the brand (Hu et al., 2025; Woodside, 2010).

Reay and Wanick (2023) argue that gaming fashion items, such as skins or costumes for avatars, enable players to express personal aesthetics, deepening their connection with brands beyond gameplay. Luxury brands like Gucci and Louis Vuitton have capitalised on this trend by launching exclusive digital collections in gaming environments, demonstrating the potential of virtual spaces as immersive branding channels and a new frontier for luxury retail strategies (Guzzetti et al., 2024; Hu et al., 2025). According to Woodside (2010), this digital immersion fosters long-term loyalty by creating a sense of ownership over branded items, allowing players to view in-game items as extensions of their identity.

VALORANT has incorporated cultural and national representation into its character designs as part of its broader approach to creating a globally representative gaming environment (*VALORANT Champs 2023: A Global Game Leads a Global Esport | Riot Games*, 2023). Riot Games emphasises that global representation within VALORANT includes elements of culture and nationality, allowing players from different regions to connect with characters that represent diverse cultural backgrounds. Integrating Indonesian heritage into such gaming environments could therefore provide an additional opportunity for cultural representation while creating meaningful digital experiences for players. In the context of gaming fashion, culturally themed virtual items may also provide fashion brands with opportunities to engage consumers through identity expression

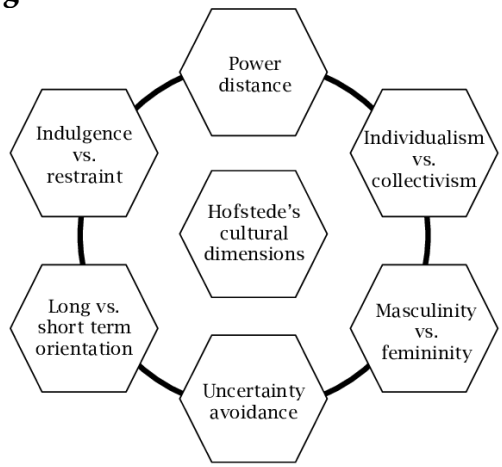
and culturally meaningful brand experiences (Reay & Wanick, 2023; Salem et al., 2024).

Cultural Heritage in Digital Media

Integrating cultural heritage into digital environments offers an effective means of promoting global awareness and appreciation for diverse cultural traditions. In Indonesia, UNESCO's ASEAN Cultural Heritage Digital Archive initiative illustrates how digital platforms can support cultural preservation by connecting local traditions with international audiences. Digital archiving enhances accessibility and public engagement while helping safeguard cultural assets against physical deterioration (*Cutting Edge | Protecting and Preserving Cultural Diversity in The*, 2020).

In gaming environments, cultural symbols can enrich immersion and foster meaningful connections by exposing players to distinctive cultural traditions (Eklund et al., 2019; Salem et al., 2024). Hofstede's Cultural Dimensions further explain how Indonesian cultural symbols may be interpreted differently across player groups. Players from collectivist cultures may consider these symbols appealing because they reflect shared values and collective identity, whereas players from other cultural backgrounds may perceive them as distinctive or unfamiliar, potentially stimulating curiosity and engagement (Hofstede, 2011).

Figure 1. Hofstede's Cultural Dimensions



Games like Valorant that adopt such cultural motifs offer domestic audiences a sense of pride and connection to their heritage, while providing international players with immersive educational experiences. Authentic representation in media resonates strongly with audiences by enhancing engagement and emotional connection, allowing players to see parts of their identities reflected in their digital avatars. This personal connection to avatars has been shown to deepen user engagement and encourage emotional investment in virtual environments, especially when users can customize avatars to align with their self-identity, creating a sense of belonging and immersion (Peng et al., 2025).

Consumer Behavior in Virtual Environments

Consumer behavior in virtual spaces shows that players are willing to invest in digital items that provide aesthetic and identity-related value. Ha and Lennon (2011) demonstrated that players tend to purchase items in the game that suit their personal style, while Jang & Park (2019) found

that gamified experiences positively affect purchase intentions. Reward-based and gamified interactions can further increase player motivation, particularly when cultural themes add novelty and exclusivity to in-game assets (Fernández-Ruano et al., 2022). Culturally themed fashion items can drive engagement and contribute to brand loyalty by creating emotionally resonant experiences that extend beyond the game itself (Woodside, 2010).

Salem et al. (2024) argue that culturally authentic items can enhance brand loyalty by fostering emotional connections. Culturally significant items may also deepen players' connections to their identities and strengthen their relationship with the gaming environment and associated brands. Emotional attachment created through culturally themed items can consequently contribute to stronger consumer engagement and continued interaction (Sanches et al., 2015).

Theoretical Foundation: Stimulus–Organism–Response Theory

The Stimulus–Organism–Response (S-O-R) theory developed by Mehrabian and Russell (1976) provides the overarching theoretical foundation for this study. The theory proposes that environmental stimuli influence individuals' internal psychological states, which subsequently shape behavioral responses. In its original formulation, environmental characteristics generate internal emotional reactions that influence approach or avoidance behavior. The framework has subsequently been applied in consumer research to explain how external marketplace cues generate cognitive and affective evaluations that contribute to behavioral intentions.

S-O-R is particularly relevant to the present research because culturally embedded gaming fashion represents an environmental and marketplace stimulus that consumers encounter within a digital environment. In this study, Indonesian cultural elements represent the stimulus (S) because cultural motifs, aesthetics, and symbols are externally presented through Valorant character costumes. Consumer Engagement and Perceived Brand Value represent consumer-level experiential and evaluative reactions associated with the organism (O) because they capture consumers' responses to those cultural cues. Purchase intent represents the behavioral response (R) because it reflects consumers' intention to purchase culturally themed virtual items.

Cultural appreciation is incorporated as a moderating variable because individuals may differ in the extent to which they interpret and respond to culturally embedded stimuli. Consumers who strongly appreciate Indonesian cultural heritage may attribute greater personal and symbolic relevance to culturally inspired designs, while consumers with lower cultural appreciation may evaluate the same items primarily according to aesthetic, functional, entertainment, or economic considerations. Thus, cultural appreciation is expected to influence the strength with which cultural stimuli and subsequent consumer evaluations translate into purchase intent.

The suitability of S-O-R for culturally embedded products is also supported by Liu and Zhao (2024), who apply the framework to products incorporating traditional cultural symbols and demonstrate that culturally based consumer experiences contribute to perceived value and purchase intent. Their findings further indicate that cultural identity does not uniformly moderate every consumer-response relationship, suggesting that cultural orientation may operate as a boundary condition whose influence varies according to the relationship being examined.

Consumer Culture Theory as a Complementary Theoretical Lens

Although S-O-R explains the process through which external stimuli generate consumer reactions and behavioral responses, it does not fully explain why culturally specific symbols possess

marketplace meaning. Consumer Culture Theory (CCT) therefore provides a complementary theoretical lens. Arnould & Thompson (2005) describe CCT as a research tradition concerned with the sociocultural, experiential, symbolic, and ideological dimensions of consumption and marketplace behavior. From this perspective, products are not evaluated solely according to functional utility; consumers may also interact with marketplace objects through meanings related to identity, culture, social relationships, and personal experience.

This perspective is particularly relevant to gaming fashion because virtual costumes and character skins can function as symbolic consumption objects. Cultural motifs incorporated into these items can carry meanings associated with Indonesian history, heritage, identity, and aesthetics. McCracken (1986) explains that cultural meaning can move from the culturally constituted world into consumer goods and subsequently to individual consumers. Applying this argument to digital gaming fashion suggests that Indonesian cultural meanings can similarly become embedded within virtual fashion objects that consumers encounter, evaluate, use, and potentially purchase.

CCT therefore complements S-O-R by explaining the cultural significance of the stimulus itself. S-O-R explains how consumers respond, while CCT explains why culturally embedded gaming-fashion stimuli may carry meanings capable of generating those responses. Their integration allows this research to account for both the consumer-response process and the symbolic cultural meanings embedded in it.

HYPOTHESES & THEORETICAL FRAMEWORK

Four hypotheses were developed to construct the theoretical framework of this study. Drawing on the Stimulus–Organism–Response (S-O-R) theory and Consumer Culture Theory (CCT), the hypotheses examine how Indonesian cultural elements influence consumer engagement and perceived brand value, as well as whether cultural appreciation changes the strength of the relationships leading to purchase intent.

H1: Indonesian cultural elements positively influence consumer engagement.

Consumer engagement reflects the cognitive, emotional, and behavioral involvement consumers develop through their interaction with a brand or consumption experience. Within gaming environments, visual design, personalization, and culturally meaningful content can contribute to stronger engagement by increasing players' sense of relevance, recognition, and immersion. Reay and Wanick (2023) explain that gaming fashion items such as skins and avatar costumes enable players to express personal aesthetics and develop stronger connections with brands beyond gameplay. Similarly, Salem et al. (2024) demonstrate that experiential values within fashion-related gaming environments contribute to favorable consumer–brand responses.

Cultural representation may further strengthen this engagement when the design carries meanings that consumers recognize or consider personally relevant. From a CCT perspective, Indonesian cultural motifs can function as symbolic marketplace elements rather than merely decorative features, allowing consumers to connect the virtual item with broader meanings related to culture, identity, and representation. This is consistent with existing research suggesting that authentic and personally meaningful representation can strengthen emotional connection and engagement within digital environments (Hollebeek et al., 2014; Reay and Wanick, 2023).

From the S-O-R perspective, Indonesian cultural elements represent the external stimulus,

while consumer engagement represents an experiential reaction to that stimulus. As Indonesian motifs enhance cultural recognition, personal relevance, or immersion within the gaming experience, consumers are expected to engage more strongly. This theoretical reasoning supports the proposed positive influence of Indonesian cultural elements on consumer engagement.

H2: Cultural appreciation positively moderates the relationship between Indonesian cultural elements and purchase intent, such that the positive effect of Indonesian cultural elements on purchase intent is stronger among consumers with higher levels of cultural appreciation.

Not all consumers interpret cultural meanings equally. From a CCT perspective, consumers interpret marketplace symbols according to their cultural experiences, identities, values, and personal associations. Indonesian cultural motifs incorporated into gaming fashion may therefore hold stronger symbolic relevance for consumers who place greater value on Indonesian cultural heritage. McCracken (1986) explains that cultural meanings can become embedded within consumer goods, while Cleveland et al. (2009) demonstrate that consumers' cultural orientations can influence their marketplace attitudes and preferences.

Previous research examining related forms of cultural orientation, particularly cultural identity, suggests that cultural factors do not necessarily strengthen every consumer-response relationship. Zhang et al. (2023) demonstrate that cultural identity positively influences Purchase Intent toward intangible cultural heritage products, while the strength of consumer responses also varies according to other consumer characteristics. Liu and Zhao (2024) similarly show that cultural identity significantly moderates some relationships involving culturally embedded products but does not significantly moderate others. Although cultural identity is conceptually distinct from cultural appreciation, these findings provide relevant evidence that consumers' cultural orientation may influence how they respond to culturally embedded products. The mixed findings further indicate that cultural orientation may operate as a boundary condition rather than as a universal predictor of purchasing behavior.

In the present study, Cultural Appreciation reflects the degree to which consumers value Indonesian cultural representation. Consumers with higher cultural appreciation are expected to assign greater personal and symbolic meaning to Indonesian cultural elements, thereby strengthening the relationship between these cultural cues and purchase intent. In contrast, consumers with lower cultural appreciation may attach less importance to the cultural meaning of the item and place relatively greater emphasis on other product-related considerations, such as aesthetic appeal, gameplay relevance, price, or exclusivity.

Within the S-O-R framework, cultural appreciation therefore functions as a boundary condition that may alter the strength with which the cultural stimulus produces a behavioral response. This provides the theoretical basis for proposing cultural appreciation as a positive moderator of the relationship between Indonesian cultural elements and purchase intent.

H3: Indonesian cultural elements positively influence perceived brand value.

Perceived brand value reflects consumers' evaluation of the value associated with a brand and its offerings. Perceived quality, differentiation, symbolic associations, and the meanings consumers attach to a brand can influence such evaluations. Aaker (1996) and Yoo et al. (2000) demonstrate the importance of perceived quality and favorable brand associations in shaping

consumers' evaluations of brands, even though they primarily focus on brand equity and its dimensions. Their findings thus furnish corroborative evidence that unique product attributes and positive brand associations may enhance the perceived value consumers attribute to a brand.

Cultural elements can provide an additional source of symbolic differentiation. From a CCT perspective, culturally meaningful marketplace objects can acquire value through the meanings consumers associate with them. McCracken (1986) explains that cultural meaning can move from the culturally constituted world into consumer goods and subsequently become meaningful to individual consumers. Applied to gaming fashion, Indonesian cultural motifs may therefore distinguish virtual fashion items from more standardized designs while creating associations with heritage, authenticity, and cultural representation.

Previous studies further suggest that authentic and culturally meaningful design can strengthen consumers' perceptions of brands by providing emotional and symbolic value (Woodside, 2010; Sanches et al., 2015). In gaming fashion, the integration of Indonesian motifs may therefore contribute to perceptions that the brand is more distinctive, culturally meaningful, and valuable.

From an S-O-R perspective, Indonesian cultural elements represent the external cultural stimulus, while perceived brand value represents an evaluative consumer reaction to that stimulus. When consumers perceive Indonesian cultural integration as distinctive, meaningful, and appropriately represented, they are expected to associate greater value with the gaming-fashion offering and its associated brand. This reasoning supports the proposed positive influence of Indonesian cultural elements on perceived brand value.

H4: Cultural appreciation positively moderates the relationship between perceived brand value and purchase intent, such that the positive effect of perceived brand value on purchase intent is stronger among consumers with higher levels of cultural appreciation.

Perceived brand value can contribute to purchasing decisions because favorable brand evaluations may increase the extent to which consumers regard an offering as desirable, meaningful, and worth purchasing. Previous research has demonstrated that favorable value evaluations can contribute positively to purchase intent, including within culturally embedded consumption contexts. Liu and Zhao (2024), for example, demonstrate that perceived value significantly contributes to purchase intent toward cultural and creative products incorporating traditional cultural symbols. Although perceived value and perceived brand value are conceptually distinct, this finding provides related evidence that favorable value evaluations can contribute to consumers' purchasing intentions.

However, favorable perceived brand value may not translate into purchase intent equally for all consumers. CCT suggests that marketplace value can be interpreted within broader cultural and symbolic frameworks. Consumers with higher cultural appreciation may therefore attach greater personal meaning to brand value associated with Indonesian cultural representation. When favorable brand evaluations are connected with cultural meanings that consumers personally value, those evaluations may become more influential in shaping purchase intent. Conversely, consumers with lower cultural appreciation may recognize the value or distinctiveness of the brand while attaching less importance to its cultural meaning when forming their purchasing intentions.

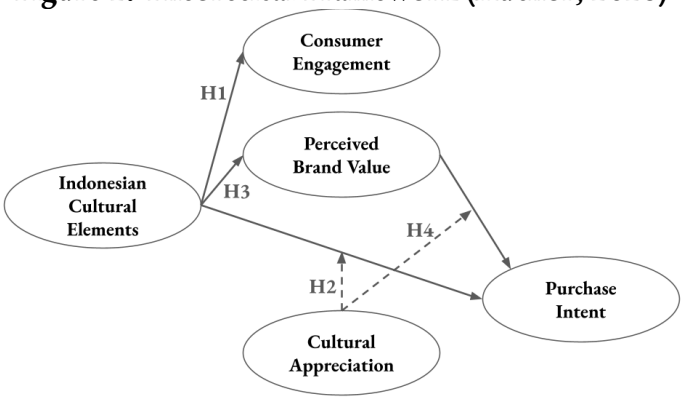
This proposed relationship also responds to an underexplored area in previous research. Previous studies have examined cultural identity and related forms of cultural orientation as

predictors of Purchase Intent or as moderators of relationships involving consumer experience and perceived value. However, comparatively less is known about whether cultural appreciation specifically moderates the relationship between perceived brand value and purchase intent, particularly within culturally embedded digital gaming fashion. This provides a basis for examining whether cultural appreciation becomes especially relevant at the stage where favorable brand evaluations are translated into purchasing intentions.

From an S-O-R perspective, H4 examines whether an individual cultural characteristic influences the transition from an evaluative consumer reaction to a behavioral response. Perceived brand value represents the evaluative consumer response, purchase intent represents the behavioral response, and cultural appreciation is proposed as a boundary condition affecting the strength of this transition. This theoretical reasoning supports the proposed positive moderating role of cultural appreciation in the relationship between perceived brand value and purchase intent.

Taken together, the four hypotheses integrate the consumer-response process proposed by S-O-R with the cultural and symbolic perspective of CCT. Culturally meaningful marketplace stimuli, such as Indonesian cultural elements, are expected to influence consumer engagement (H1) and perceived brand value (H3). Cultural appreciation is proposed as a boundary condition that may strengthen the relationship between Indonesian cultural elements and purchase intent (H2), as well as the relationship between perceived brand value and purchase intent (H4). The resulting theoretical framework therefore examines not only whether Indonesian cultural representation generates favorable consumer responses, but also whether consumers' appreciation of cultural heritage influences when these responses become associated with stronger purchase intent.

Figure 2. Theoretical Framework (Author, 2026)



METHODS

This study investigates the relationships between key factors influencing consumer engagement, brand perception, and purchase intent for fashion items within a gaming context, specifically focusing on Valorant's use of Indonesian cultural elements. Given the study's focus on quantifying attitudes and behaviours among a broad demographic of Valorant players, a quantitative, survey-based approach was used, as outlined by Sekaran & Bougie (2016). Online questionnaires are particularly suitable, as they allow for minimal researcher interference, providing a natural environment for participants and yielding robust data collection (Sekaran & Bougie, 2016). This study employs a target population that comprises Indonesian Valorant players and fashion

enthusiasts aged 18-34 years, specifically those interested in culturally themed items within gaming environments such as Valorant. A non-probability purposive sampling approach was used by distributing the online survey through gaming and fashion-related online platforms to reach Indonesian Valorant players and fashion enthusiasts aged 18-34. Focusing specifically on Valorant players enables the study to assess consumer responses within the game's ecosystem, making findings directly applicable to Valorant and enhancing the relevance of the results. This targeted approach provided information about the effects of Indonesian cultural motifs on engagement and purchase intent within Valorant.

The final sample consisted of 107 valid respondents. Because no official registry of Indonesian Valorant players exists, the population size cannot be precisely enumerated, which is why this study adopts a non-probability purposive sampling approach targeting active participants in gaming and fashion communities, consistent with similar studies on digital consumer populations (Rabulizat et al., 2024). Given the use of PLS-SEM, sample adequacy was considered in relation to the complexity of the structural model and the number of predictors directed toward the endogenous constructs rather than through a fixed indicator-to-sample ratio (Hair et al., 2017). The 107 valid responses were subsequently used to estimate the proposed measurement and structural models. Data collection was completed using a Google Form-powered online survey. It was strategically distributed across gaming forums, fashion-focused platforms, and social media channels. By utilising these targeted distribution points, the study aimed to capture a relevant sample of participants who are active in both gaming and fashion communities. The survey was available for two weeks, allowing ample time to gather a diverse set of responses that reflect the target demographic. Likert-type scales were used to measure participant perceptions of key variables such as consumer engagement, brand perception, purchase intent, and appreciation of Indonesian cultural elements within Valorant, with answers ranging from 1 to 7 (Hair, 2010).

The collected data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) in SmartPLS (Fornell & Larcker, 1981; Hair, 2010; Kline, 2011; Liang et al., 2007). PLS-SEM, known to be suitable for examining complex relationships among latent constructs, enables evaluation of both the measurement model (reliability and validity) and the structural model (relationships between variables). Several tests were conducted to evaluate the measurement model. Using outer loadings to confirm the strength of each indicator's association with its construct, the indicator reliability was assessed. Furthermore, Composite Reliability (CR) and Cronbach's α were used to measure the internal consistency, ensuring the constructs are reliable. To ensure each construct measures a distinct concept, convergent and discriminant validity were subsequently examined (Hair et al., 2017; Trizano-Hermosilla & Alvarado, 2016). Discriminant validity was further confirmed through the Fornell-Larcker criterion (Hair et al., 2017).

With reliability and validity established, the structural model was then examined to explore the nature and strength of relationships among the research constructs. Path coefficients were computed to capture both the direction and magnitude of these relationships. The R2 value was subsequently used to assess the model's explanatory power (Hair et al., 2011; Henseler et al., 2009), while bootstrapping provided the t-statistics and p-values needed to determine the statistical significance of each path at the 5% level (Hair, 2014). To maintain measurement credibility, all questionnaire items were developed by adapting existing validated scales from the consumer engagement and cultural appreciation literature. This approach ensures that each variable is measured using recognised indicators with established psychometric properties. Table 1 outlines the

demographic questions included in the survey, while Table 2 presents the full operationalisation of the study's variables.

Table 1. Questions about Demographic Information

Category	Question	Options
Demographics	What is your age?	• 18–22 years • 23–27 years • 28–34 years
	What is your gender?	• Male, • Female, • Prefer not to say
	How often do you play video games?	• Daily, • Several times a week, • Once a week, • Rarely
	Which genres of video games do you enjoy the most? (Select all that apply)	• Action, • Role-playing, • Adventure, • Shooter, • Simulation, • Sports, • Strategy

Source: Developed by the authors, 2026

Table 2. Operationalization of variables in the questionnaire

Variables	Scale Item	Sources
Indonesian Cultural Elements	1. I value the inclusion of cultural elements in video games. 2. Cultural elements in games like Valorant enhance my gaming experience. 3. I am familiar with Indonesian cultural motifs (e.g., batik, wayang). 4. I believe that Indonesian cultural elements enhance the storytelling in games. 5. The integration of Indonesian aesthetics in games like Valorant is important to me.	(Cleveland et al., 2009; Vivek et al., 2012)
Consumer Engagement	1. I feel more engaged in Valorant when cultural elements are integrated into character designs. 2. Cultural motifs in Valorant make my gaming experience more immersive. 3. I am more likely to explore the game when it includes culturally themed items. 4. Indonesian cultural elements in Valorant make me feel a stronger connection to the game.	(Ha & Lennon, 2011; Mollen & Wilson, 2010)

	5. I would spend more time playing Valorant if it featured more cultural designs like Indonesian motifs.	
Purchase Intent	1. I would be more likely to purchase in-game items that incorporate Indonesian cultural heritage. 2. Culturally inspired designs in Valorant would make me more likely to buy virtual items. 3. I value in-game items that represent Indonesian culture. 4. Seeing Indonesian motifs in Valorant would influence my decision to purchase in-game items. 5. I am interested in purchasing items in Valorant that feature designs inspired by Indonesian culture.	(Jang & Park, 2019; McCracken, 1986)
Cultural Appreciation	1. I appreciate the inclusion of Indonesian cultural elements in my favorite games. 2. Indonesian cultural heritage makes in-game items more meaningful to me. 3. I feel a connection to items that reflect Indonesian culture, even in digital spaces. 4. Incorporating Indonesian motifs in Valorant deepens my appreciation for the game. 5. I respect games that represent different cultures, like Indonesian heritage, authentically.	(Vivek et al., 2012)
Perceived Brand Value	1. Cultural motifs in Valorant items increase the value I associate with these items. 2. The inclusion of Indonesian designs in Valorant adds to the brand's appeal. 3. I consider Valorant more valuable because it integrates Indonesian cultural elements. 4. Cultural designs in Valorant enhance the brand's reputation in my eyes. 6. I perceive items with Indonesian cultural elements in Valorant as higher quality.	(Aaker, 1996; Yoo et al., 2000)

Source: Developed by the authors, 2026

Table 3. Respondent Profile

What is your age?		**Frequency**	**%**	**Valid %**	**Cumulative %**
Valid	18–22 years	30	28.0	28.0	28.0
	23–27 years	47	43.9	43.9	72.0
	28–34 years	30	28.0	28.0	100.0
	Total	107	100.0	100.0	
What is your gender?					
Valid	Female	31	29.0	29.0	29.0
	Male	62	57.9	57.9	86.9
	Prefer not to say	14	13.1	13.1	100.0

	Total	107	100.0	100.0	
How often do you play video games?					
Valid	Daily	36	33.6	33.6	33.6
	Once a week	23	21.5	21.5	55.1
	Rarely	14	13.1	13.1	68.2
	Several times a week	34	31.8	31.8	100.0
	Total	107	100.0	100.0	

Source: Survey data, processed by the authors, 2026

As presented in Table 3, 107 valid responses were retained for analysis. The sample included 62 male respondents, 31 female respondents, and 14 respondents who preferred not to disclose their gender. In terms of age, the largest group consisted of 47 respondents aged 23–27, while the 18–22 and 28–34 age groups each comprised 30 respondents. Regarding gaming frequency, 36 respondents played daily, 34 played several times per week, 23 played once a week, and 14 reported playing rarely.

RESULT

This study utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the data. The analytical procedures are outlined below.

Outer Model Evaluation (Measurement Model)

The measurement model was assessed using SmartPLS to examine convergent validity and internal consistency reliability. For reflective indicators, outer loadings were used as the primary criterion for convergent validity, with 0.70 established as the minimum acceptable threshold. Indicators meeting this criterion were considered to demonstrate adequate associations with their respective constructs.

Table 4. Outer Loadings

	Consumer Engagement	Cultural Appreciation	Indonesian Cultural Elements	Perceived Brand Value	Purchase Intent	Cultural Appreciation x Indonesian Cultural Elements
CA1		0.865				
CA2		0.922				
CA3		0.874				
CA4		0.840				
CA5		0.844				
CE1	0.773					
CE2	0.769					
CE3	0.797					
CE4	0.859					
CE5	0.777					

ICE1	0.777		
ICE2	0.816		
ICE3	0.725		
ICE4	0.795		
ICE5	0.723		
PBV1		0.839	
PBV2		0.783	
PBV3		0.818	
PBV4		0.787	
PBV5		0.824	
PI1			0.821
PI2			0.708
PI3			0.724
PI4			0.729
PI5			0.808
Cultural Appreciation x Indonesian Cultural Elements			

Source: SmartPLS output, 2026

Table 4 confirms that all indicators returned outer loadings exceeding the 0.70 threshold, providing support for both indicator reliability and convergent validity. Therefore, no indicators were removed from the model. The interaction term (Cultural Appreciation × Indonesian Cultural Elements) is included as an interaction construct for the moderation analysis.

Evaluating Reliability and Average Variance Extracted (AVE)

Construct reliability and convergent validity were further evaluated through composite reliability and Average Variance Extracted (AVE) values. A composite reliability value above 0.70 indicates adequate construct reliability, while an AVE above 0.50 confirms convergent validity. The values for all constructs are reported in Table 5.

Table 5. Composite Reliability Values of the Variables

	Cronbach's Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)
Consumer Engagement	0.855	0.855	0.896	0.634
Cultural Appreciation	0.919	0.924	0.939	0.756
Indonesian Cultural Elements	0.828	0.835	0.878	0.590

Perceived Brand Value	0.870	0.874	0.905	0.657
Purchase Intent	0.816	0.827	0.872	0.577

Source: SmartPLS output, 2026

Table 4 confirms that all indicators returned outer loadings exceeding the 0.70 threshold, providing support for both indicator reliability and convergent validity. Therefore, no indicators were removed from the model. The interaction term (Cultural Appreciation × Indonesian Cultural Elements) is included as an interaction construct for the moderation analysis.

Evaluating Reliability and Average Variance Extracted (AVE)

Construct reliability and convergent validity were further evaluated through composite reliability and Average Variance Extracted (AVE) values. A composite reliability value above 0.70 indicates adequate construct reliability, while an AVE above 0.50 confirms convergent validity. The values for all constructs are reported in Table 5.

Table 6. Discriminant Validity Test Result

	Consumer Engagement	Cultural Appreciation	Indonesian Cultural Elements	Perceived Brand Value	Purchase Intent	Cultural Appreciation x Indonesian Cultural Elements
CA1	0.505	0.865	0.429	0.586	0.364	-0.434
CA2	0.522	0.922	0.379	0.635	0.428	-0.487
CA3	0.578	0.874	0.395	0.681	0.383	-0.508
CA4	0.630	0.840	0.448	0.638	0.359	-0.459
CA5	0.471	0.844	0.381	0.478	0.359	-0.326
CE1	0.773	0.391	0.483	0.583	0.288	-0.409
CE2	0.769	0.507	0.496	0.543	0.355	-0.376
CE3	0.797	0.508	0.486	0.586	0.313	-0.420
CE4	0.859	0.533	0.423	0.621	0.360	-0.435
CE5	0.777	0.535	0.434	0.629	0.351	-0.457
ICE1	0.450	0.306	0.777	0.381	0.208	-0.216
ICE2	0.493	0.393	0.816	0.483	0.296	-0.338
ICE3	0.372	0.200	0.725	0.353	0.175	-0.245
ICE4	0.401	0.371	0.795	0.406	0.285	-0.179
ICE5	0.501	0.453	0.723	0.565	0.371	-0.340
PBV1	0.701	0.579	0.511	0.839	0.358	-0.566
PBV2	0.510	0.600	0.468	0.783	0.263	-0.469
PBV3	0.643	0.566	0.445	0.818	0.270	-0.612
PBV4	0.575	0.610	0.417	0.787	0.306	-0.531
PBV5	0.577	0.478	0.520	0.824	0.316	-0.589
PI1	0.315	0.395	0.259	0.261	0.821	-0.009

PI2	0.377	0.276	0.292	0.286	0.708	-0.001
PI3	0.261	0.362	0.213	0.222	0.724	-0.006
PI4	0.320	0.248	0.241	0.251	0.729	0.089
PI5	0.327	0.354	0.355	0.391	0.808	-0.057
Cultural Appreciation x Indonesian Cultural Elements	-0.425	-0.300	-0.448	-0.435	0.001	0.638

Source: SmartPLS output, 2026

The cross-loading results in Table 6 demonstrate that each indicator showed a higher loading on its corresponding construct than on the remaining constructs. Discriminant validity is therefore supported across the constructs included in the model.

Table 7. Fornell-Larcker Criterion

	Consumer Engagement	Cultural Appreciation	Indonesian Cultural Elements	Perceived Brand Value	Purchase Intent
Consumer Engagement	0.796				
Cultural Appreciation	0.621	0.870			
Indonesian Cultural Elements	0.587	0.465	0.768		
Perceived Brand Value	0.744	0.695	0.586	0.810	
Purchase Intent	0.419	0.437	0.361	0.376	0.760

Source: SmartPLS output, 2026

Table 7 shows that the square root of AVE for each construct exceeds its correlations with all other constructs, satisfying the Fornell-Larcker criterion. This confirms that discriminant validity has been established throughout the model.

Table 8. Heterotrait-Monotrait Ratio (HTMT)

	Consumer Engagement	Cultural Appreciation	Indonesian Cultural Elements	Perceived Brand Value	Purchase Intent	Cultural Appreciation × Indonesian Cultural Elements
Consumer Engagement						
Cultural Appreciation	0.704					

Indonesian Cultural Elements	0.681	0.516			
Perceived Brand Value	0.861	0.781	0.667		
Purchase Intent	0.505	0.496	0.420	0.438	
Cultural Appreciation × Indonesian Cultural Elements	0.570	0.532	0.376	0.732	0.047

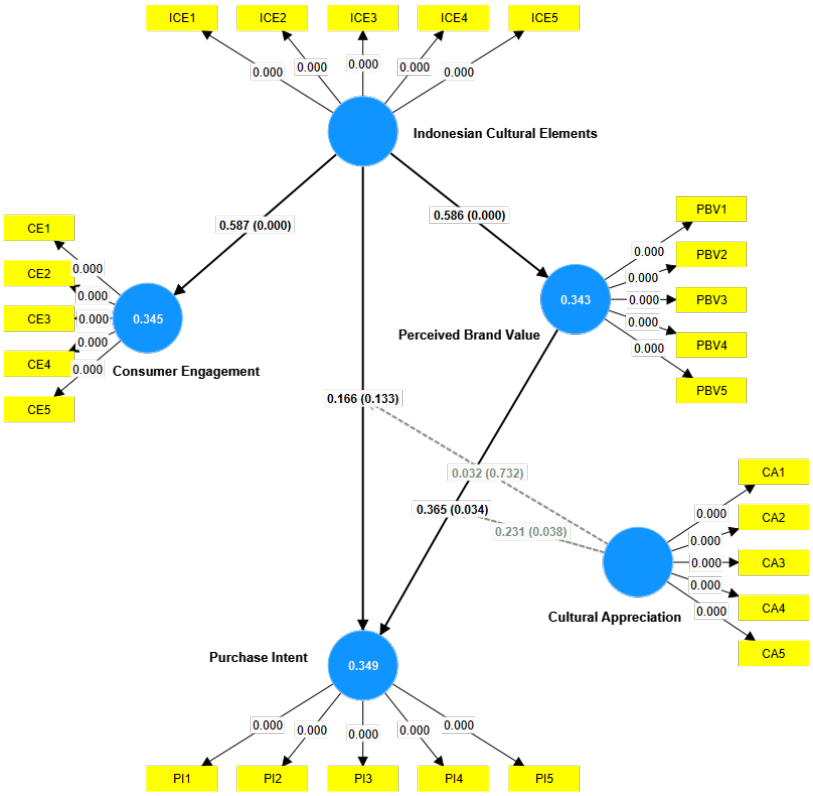
Source: SmartPLS output, 2026

As a supplementary evaluation of discriminant validity, the heterotrait–monotrait ratio (HTMT) was employed to assess the empirical distinctiveness of the reflective constructs. Following the criterion proposed by Henseler et al. (2009), HTMT values below 0.90 were considered indicative of adequate discriminant validity. As reported in Table 8, all HTMT values satisfy this threshold, suggesting that the constructs demonstrate sufficient empirical distinctiveness within the measurement model.

Structural Model Evaluation (Inner Model)

The structural model was evaluated to assess its explanatory capacity and examine the statistical significance of the hypothesized relationships among the latent constructs. The assessment focused on the coefficient of determination (R^2) for each endogenous construct and the significance of the estimated structural path coefficients. Specifically, the model estimated the direct effects of Indonesian cultural elements, cultural appreciation, and perceived brand value on purchase intention to determine the extent to which each construct contributes to explaining it. Furthermore, the moderating role of cultural appreciation was examined through two interaction effects: the interaction between Indonesian cultural elements and cultural appreciation in explaining purchase intention and the interaction between perceived brand value and cultural appreciation in explaining purchase intention. These interaction effects were evaluated to determine whether cultural appreciation significantly moderates the respective relationships, thereby strengthening, weakening, or otherwise altering their associations with purchase intention.

Figure 3. Structural Model (Author, 2026)



Evaluation of the model using PLS began with observing the R^2 values for each dependent latent variable. Table 9 below is the result of R^2 estimation using SmartPLS.

Table 9. R^2 Values

	R^2	R^2 adjusted
Consumer Engagement	0.345	0.339
Perceived Brand Value	0.343	0.337
Purchase Intent	0.349	0.318

Source: SmartPLS output, 2026

As presented in Table 9, the coefficient of determination (R^2) for Consumer Engagement is 0.345, indicating that Indonesian Cultural Elements account for 34.5% of the variance in this construct. Similarly, the R^2 value for Perceived Brand Value is 0.343, suggesting that Indonesian cultural elements explain 34.3% of its variance. Purchase Intention yields an R^2 value of 0.349, indicating that Indonesian Cultural Elements, Cultural Appreciation, Perceived Brand Value, and the associated interaction effects jointly account for 34.9% of the variance in Purchase Intention.

Table 10. F^2 values

Relationship	F^2	Effect Size
Indonesian Cultural Elements → Consumer Engagement	0.526	Large
Indonesian Cultural Elements → Perceived Brand Value	0.523	Large
Indonesian Cultural Elements → Purchase Intent	0.024	Small

Cultural Appreciation → Purchase Intent	0.096	Small
Perceived Brand Value → Purchase Intent	0.063	Small
Cultural Appreciation × Perceived Brand Value → Purchase Intent	0.113	Small

Source: SmartPLS output, 2026

The F^2 values reported in Table 10 reveal varying effect sizes across the model's relationships. Indonesian cultural elements demonstrate large effects on consumer engagement ($F^2 = 0.526$) and perceived brand value ($F^2 = 0.523$), while their direct effect on purchase intent is small ($F^2 = 0.024$). Cultural Appreciation ($F^2 = 0.096$) and Perceived Brand Value ($F^2 = 0.063$) also demonstrate small effects on Purchase Intent. The interaction between cultural appreciation and perceived brand value has an F^2 value of 0.113, indicating a small effect.

The model's predictive relevance was then assessed through Q2 testing. Drawing on the composite approach described by Tenenhaus et al. (2005), a global Q2 value was computed to capture predictive relevance across all endogenous constructs, with the calculation yielding the following results.

$Q^2 = 1 - (1 - R_1^2)(1 - R_2^2)(1 - R_3^2)$

$Q^2 = 1 - (1 - 0.345)(1 - 0.343)(1 - 0.349)$

$Q^2 = 0.720$

The resulting Q^2 value of 0.720 exceeds the zero threshold for predictive relevance. This indicates that the exogenous variables provide predictive information for the endogenous constructs included in the model, supporting the model's overall predictive relevance.

Validating the Overall Structural Model Using the Goodness of Fit Index (GoF)

The Goodness of Fit Index (GoF) was calculated to assess the overall performance of the model, capturing both the measurement model and the structural model simultaneously. The GoF value was derived using the following formula.

$GoF = \sqrt{(\overline{AVE} \times \overline{R^2})}$

$GoF = \sqrt{(0.6428 \times 0.34567)}$

$GoF = \sqrt{0.2222}$

$GoF = 0.471$

Notes:

$AVE = (0.634 + 0.756 + 0.590 + 0.657 + 0.577) / 5 = 0.6428$

$R^2 = (0.345 + 0.343 + 0.349) / 3 = 0.34567$

The GoF calculation produces a value of 0.471. Using the classification thresholds established by Tenenhaus et al. (2005), whereby values of 0.10, 0.25, and 0.36 correspond to small, medium, and large values, respectively, the obtained value exceeds the large threshold. The combined performance of the measurement and structural models can therefore be considered high according to this GoF criterion.

Hypothesis Testing

Examining the significance of each estimated parameter offers meaningful insight into how the research constructs relate to one another. Table 11 presents the full results of the hypothesis testing.

Table 11. Hypotheses Testing

Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Decision
Cultural Appreciation → Purchase Intent	0.352	0.353	0.137	2.560	0.011	Significant
Indonesian Cultural Elements → Consumer Engagement	0.587	0.594	0.077	7.595	0.000	**H1 Supported**
Indonesian Cultural Elements → Perceived Brand Value	0.586	0.596	0.074	7.968	0.000	**H3 Supported**
Indonesian Cultural Elements → Purchase Intent	0.166	0.174	0.111	1.501	0.133	Not significant
Perceived Brand Value → Purchase Intent	0.365	0.341	0.172	2.123	0.034	Significant
Cultural Appreciation × Perceived Brand Value → Purchase Intent	0.231	0.208	0.111	2.078	0.038	**H4 Supported**
Cultural Appreciation × Indonesian Cultural Elements → Purchase Intent	0.032	0.027	0.093	0.343	0.732	**H2 Not Supported**

Source: SmartPLS output, 2026

The Effect of Indonesian Cultural Elements on Consumer Engagement

The effect of Indonesian Cultural Elements on Consumer Engagement is statistically significant, with a positive coefficient of 0.587, a t-statistic of 7.595, and a p-value of 0.000. These results indicate that Indonesian cultural elements positively and significantly influence consumer engagement. Therefore, Hypothesis 1 (H1) is supported.

The Moderating Effect of Cultural Appreciation on the Relationship between Indonesian Cultural Elements and Purchase Intent

Table 11 indicates that the moderating effect of cultural appreciation on the relationship between Indonesian cultural elements and purchase intent is not statistically significant, with a coefficient of 0.032, a t-statistic of 0.343, and a p-value of 0.732. This indicates that cultural

appreciation does not significantly change the strength of the relationship between Indonesian cultural elements and purchase intent. Therefore, Hypothesis 2 (H2) is not supported.

The Effect of Indonesian Cultural Elements on Perceived Brand Value

The relationship between Indonesian Cultural Elements and Perceived Brand Value is statistically significant, with a positive coefficient of 0.586, a t-statistic of 7.968, and a p-value of 0.000. These findings indicate that Indonesian cultural elements positively and significantly influence perceived brand value. Therefore, Hypothesis 3 (H3) is supported.

The Effect of Perceived Brand Value on Purchase Intent

Perceived Brand Value has a positive and statistically significant effect on Purchase Intent, with a coefficient of 0.365, a t-statistic of 2.123, and a p-value of 0.034. This finding indicates that consumers who perceive greater value in the brand are more likely to demonstrate stronger purchase intent. This direct relationship also provides the underlying path for examining the moderating effect proposed in H4.

The Moderating Effect of Cultural Appreciation on the Relationship between Perceived Brand Value and Purchase Intent is examined

The moderating effect of cultural appreciation on the relationship between perceived brand value and purchase intent is positive and statistically significant, with a coefficient of 0.231, a t-statistic of 2.078, and a p-value of 0.038. The positive interaction coefficient indicates that the positive relationship between perceived brand value and purchase intent becomes stronger as cultural appreciation increases. Therefore, Hypothesis 4 (H4) is supported.

DISCUSSION

The findings of this study can be interpreted through the integrated perspectives of Stimulus–Organism–Response (S-O-R) theory and Consumer Culture Theory (CCT). Indonesian cultural elements have a significant and positive effect on both consumer engagement (H1: $\beta = 0.587$, $p < 0.001$) and perceived brand value (H3: $\beta = 0.586$, $p < 0.001$). From an S-O-R perspective, these findings indicate that Indonesian cultural elements function as culturally meaningful external stimuli that generate both experiential and evaluative consumer responses. Consumer engagement reflects the experiential reaction to these cultural cues, while perceived brand value reflects consumers' evaluation of the value associated with culturally embedded gaming fashion.

From a CCT perspective, the findings further indicate that Indonesian cultural motifs can operate as meaningful marketplace symbols rather than merely decorative elements. For Indonesian players, culturally recognizable motifs may generate a sense of relevance and representation that contributes to stronger engagement and favorable brand evaluation. This interpretation is consistent with previous research suggesting that culturally themed digital items and meaningful representation can strengthen emotional attachment and consumer–brand interaction (Hollebeek et al., 2014; Reay & Wanick, 2023; Salem et al., 2024).

For game developers and fashion brands, these findings carry direct strategic implications. Indonesian cultural representation appears to contribute not only to consumer engagement but also to perceived brand value. More importantly, perceived brand value has a significant positive

relationship with purchase intent (β = 0.365, p = 0.034), suggesting that culturally embedded design may become commercially relevant when it contributes to favorable brand evaluation. Cultural representation, in this context, can therefore function as a form of market localization that strengthens both consumer engagement and the value consumers associate with the brand.

At the policy level, these findings present a concrete opportunity for Indonesia's creative economy agenda. Government bodies, such as the Ministry of Creative Economy, could position gaming collaborations as a legitimate channel for cultural export, for instance, by facilitating partnerships between international game developers and Indonesian textile or fashion designers in the development of culturally grounded in-game assets. Such collaborations can be aligned with the direction already supported by the president's regulation (Perpres) No. 19/2024, which mandates the acceleration of Indonesia's national gaming industry and explicitly encourages collaboration between government, creative industries, and international stakeholders (*PERPRES No. 19 Tahun 2024*, n.d.).

The rejection of H2 provides an important qualification to the proposed relationship between cultural representation and purchasing behavior. Cultural Appreciation does not significantly moderate the relationship between Indonesian Cultural Elements and Purchase Intent (β = 0.032, p = 0.732). This indicates that consumers with higher cultural appreciation do not necessarily respond more strongly to Indonesian cultural elements when forming their immediate purchase intent. However, cultural appreciation itself has a significant positive relationship with purchase intent (β = 0.352, p = 0.011), suggesting that consumers who place greater value on Indonesian cultural heritage may generally demonstrate stronger purchase intent toward culturally themed gaming fashion even though cultural appreciation does not amplify the direct influence of Indonesian cultural elements.

From an S-O-R perspective, the non-significant H2 result suggests that an individual cultural characteristic does not necessarily strengthen every direct stimulus-to-behavior relationship. Cultural Appreciation may influence consumers' general purchasing orientation without increasing the immediate effect of the cultural stimulus itself. This finding is consistent with Liu and Zhao (2024), who show that cultural orientation can significantly moderate some consumer-response relationships while remaining non-significant in others.

From a CCT perspective, cultural appreciation and commercial response should therefore be treated as related but distinct processes. Consumers may recognize and value Indonesian cultural representation without automatically translating exposure to those cultural elements into stronger purchase intent. Purchasing decisions may continue to involve a broader combination of aesthetic, economic, functional, and personal considerations.

In contrast to H2, H4 is supported. Cultural appreciation significantly and positively moderates the relationship between perceived brand value and purchase intent (β = 0.231, p = 0.038). Perceived Brand Value also has a significant positive direct relationship with Purchase Intent (β = 0.365, p = 0.034). Together, these findings suggest that cultural appreciation becomes particularly important after consumers have formed a favorable evaluation of the brand. Consumers with stronger appreciation for Indonesian cultural heritage are more likely to translate favorable perceived brand value into stronger purchase intent.

From an S-O-R perspective, this result suggests that cultural appreciation operates more strongly during the transition from an evaluative consumer response to a behavioral intention. Although cultural appreciation does not strengthen the direct relationship between the external

cultural stimulus and purchase intent in H2, it strengthens the relationship between perceived brand value and purchase intent in H4. Cultural Appreciation therefore appears to function more strongly at the organism-to-response stage of the S-O-R process than at the direct stimulus-to-response stage.

CCT provides a complementary explanation for this relationship. Consumers with higher cultural appreciation may attach greater symbolic significance to favorable brand evaluations when those evaluations are associated with Indonesian cultural representation. Consequently, perceived brand value may become more behaviorally meaningful for consumers who personally value the cultural meanings embedded within the gaming-fashion offering.

Taken together, the contrasting results of H2 and H4 indicate that cultural appreciation does not operate as a universal moderator. Instead, its role appears to depend on the stage of the consumer-response process. Cultural appreciation does not strengthen the direct relationship between Indonesian cultural elements and purchase intent, but it does strengthen the relationship between perceived brand value and purchase intent. This suggests that cultural appreciation may become behaviorally influential when cultural representation has first been translated into a favorable brand evaluation. The findings therefore refine the proposed S-O-R framework by suggesting that cultural appreciation is more influential in the conversion of consumer evaluation into behavioral intention than in the direct conversion of cultural stimuli into purchase intent.

CONCLUSION

In conclusion, Indonesian cultural elements in gaming fashion positively influence consumer engagement and perceived brand value. Cultural appreciation does not significantly moderate the relationship between Indonesian cultural elements and purchase intention, but it strengthens the relationship between perceived brand value and purchase intention. From the Stimulus–Organism–Response (S-O-R) and Consumer Culture Theory (CCT) perspectives, these findings suggest that cultural appreciation enhances purchase intention primarily when cultural meaning reinforces favorable brand evaluations. For game developers and fashion brands, integrating Indonesian cultural elements should create distinctive and meaningful brand value beyond visual representation. For policymakers and creative industry practitioners, culturally inspired gaming fashion offers opportunities to promote cultural heritage while fostering commercial collaboration across the gaming, fashion, and cultural sectors.

LIMITATION

When concluding this study and designing future research, researchers should consider several limitations. Although the sample size of 107 was considered adequate for estimating the proposed PLS-SEM model, it remains relatively conservative for a multi-construct structural model, which may affect the precision of the estimates and restrict the generalizability of the findings. Expanding the sample in future studies would help strengthen the reliability of the results. Second, the study's focus on menswear-oriented character costumes excludes female player perspectives, which may differ significantly in terms of cultural fashion preferences and purchase motivation. Third, the study is geographically restricted to Indonesian players, limiting its external validity. Non-Indonesian players encountering Indonesian cultural elements may respond through different psychological mechanisms, driven by novelty or cultural curiosity rather than relatability, potentially

producing stronger direct effects on purchase intent. Cross-cultural replication of this study would yield valuable comparative insights. Finally, the absence of visual prototypes in the survey instrument represents a methodological constraint. The absence of visual design stimuli meant that respondents were required to form judgments about hypothetical Indonesian cultural elements without seeing actual examples, potentially introducing response bias and weakening the real-world applicability of the results. Future research incorporating visual prototypes or interactive design mock-ups would more accurately capture player reactions to culturally themed gaming fashion. Additionally, the Q2 predictive relevance was estimated using a product-of-complements formula rather than the blindfolding procedure available in SmartPLS, which represents a methodological simplification that future studies should address using the standard PLSpredict approach.

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