



Original Article

Digital Brand Visibility, Informational Credibility, Consumer Attachment and Conversion Intention: Multilayer Theoretical Analysis

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Abstract: In increasingly competitive digital marketing environments, brand visibility alone is insufficient to guarantee consumer conversion, as cognitive and emotional mechanisms also shape behavioral outcomes. This study examines the sequential relationships among digital brand visibility, informational credibility, affective consumer attachment, and conversion intention. A quantitative, cross-sectional design was employed using purposive sampling of 100 digital consumers who had interacted with brands online and performed at least one conversion-related action within the past six months. Data were collected using structured questionnaires adapted from validated scales and analyzed in SPSS, including descriptive statistics, Pearson correlations, multiple regression, and mediation analyses via the PROCESS macro. The findings reveal positive and statistically significant relationships among all constructs. Digital brand visibility significantly predicts informational credibility, which in turn enhances affective consumer attachment, ultimately driving conversion intention. Mediation analysis confirms that credibility and affective attachment partially mediate the relationship between visibility and conversion intention, supporting a cascading mechanism. The model demonstrates strong explanatory power, indicating that integrating visibility, credibility, and emotional attachment substantially influences conversion outcomes. The study concludes that effective digital marketing strategies require a holistic approach in which visibility is reinforced by credible content and emotionally resonant engagement. By validating a multilayer theoretical framework, this research contributes to digital marketing literature and provides practical guidance for designing integrated strategies that foster trust, attachment, and consumer action in dynamic digital marketplaces.

Keywords: Digital Brand Visibility; Informational Credibility; Affective Consumer Attachment; Conversion Intention.



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1. Introduction

In the contemporary digital marketing landscape, achieving brand visibility has become a critical factor in attracting consumer attention and generating engagement. Digital brand visibility refers to the extent to which a brand is noticeable and recognizable across digital channels, including social media platforms, websites, and search engines (Kaplan & Haenlein, 2020). Effective visibility enables a brand to capture consumer attention amid the overwhelming volume of online content, thereby enhancing brand recognition and recall. However, prior studies suggest that visibility alone is insufficient to positively influence consumer behavior (De Vries et al., 2017). The quality and credibility of the information communicated, alongside visibility, play equally vital roles in fostering trust and encouraging meaningful consumer interaction. Informational credibility refers to the perceived trustworthiness, accuracy, and reliability of digital brand content (Burke & Kraut, 2016). As consumers increasingly navigate complex digital environments, skepticism toward promotional messages has intensified, making credibility a key determinant of engagement and subsequent behavioral intentions (Erkan & Evans, 2018). Credible information supports informed decision-making and provides a foundation for developing affective attachment to brands. Affective consumer attachment is defined as the emotional bond that consumers develop toward a brand, which significantly influences loyalty, satisfaction, and purchase intentions (Park et al., 2017). In digital contexts, where brand experiences are often mediated through screens rather than direct interpersonal interactions, emotional connections become particularly essential. Consequently, affective attachment may function as a critical mediating mechanism linking informational credibility to conversion intention.

Conversion intention, defined as the likelihood that a consumer will undertake a desired action such as purchasing a product or subscribing to a service, represents the ultimate objective of digital marketing initiatives (Liu & Shrum, 2021). Empirical evidence indicates that conversion outcomes are shaped by interdependent factors, including visibility, credibility, and emotional engagement (Abdullah, 2020). Brands that successfully integrate these dimensions are more likely to enhance consumer trust, engagement, and purchase likelihood. Although previous research has examined these variables individually, limited studies have investigated their multilayered and sequential relationships within rapidly evolving digital markets. Understanding these cascading effects offers valuable insights for optimizing marketing strategies in increasingly competitive online environments.

This study seeks to address this gap by examining the interrelated effects of digital brand visibility, informational credibility, affective consumer attachment, and conversion intention. The proposed conceptual model posits a sequential relationship whereby visibility enhances informational credibility, credibility strengthens affective attachment, and attachment subsequently drives conversion intention. Employing a quantitative research design with a sample of 100 digital consumers and data analysis conducted using SPSS, this study provides empirical evidence to support these theoretical linkages. The study offers both theoretical and practical contributions. From a practical perspective, it underscores the importance of integrating brand visibility with credible, emotionally resonant content to achieve higher conversion rates. Theoretically, it advances the digital marketing literature by elucidating the multilayered interactions among visibility, credibility, affective attachment, and conversion intention, thereby providing a foundation for future research that incorporates potential moderating variables, such as consumer trust, platform characteristics, and prior digital experience. This integrated perspective reflects the evolving nature of digital marketing, where mere visibility is insufficient and emotional engagement emerges as a central driver of consumer behavior.

2. Materials and Methods

This study employed a quantitative, cross-sectional research design to examine the relationships among digital brand visibility, informational credibility, affective consumer attachment, and conversion intention. The target population consisted of individuals who actively engage with digital brand content. A purposive sampling technique was used to ensure respondents had relevant experience in digital marketing environments. A total of 100 participants were selected based on predefined inclusion criteria. Specifically, respondents were required to have interacted with at least one brand through social media or other digital platforms within the past six months and to have undertaken at least one online conversion-related action, such as making a purchase or subscribing to a service.

Data were collected using a structured questionnaire developed from previously validated measurement scales. Digital brand visibility was measured using a five-item scale adapted from Kaplan and Haenlein (2020) to capture brand recognition and awareness across digital channels. Informational credibility was assessed using a six-item scale reflecting perceived accuracy, trustworthiness, and reliability of digital content (Burke & Kraut, 2016). Affective consumer attachment was evaluated through a five-item scale measuring emotional connection and brand-related loyalty (Park et al., 2017). Conversion intention was measured using a five-item scale assessing the likelihood of engaging in purchase or subscription

behaviors (Liu & Shrum, 2021). All measurement items were rated on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data analysis was conducted using SPSS version 28. Descriptive statistics were computed to summarize respondents' demographic characteristics and the distribution of study variables. Internal consistency reliability was assessed using Cronbach's alpha coefficients, with all constructs exceeding the recommended threshold of 0.70, indicating satisfactory reliability. Pearson correlation analysis was performed to examine bivariate relationships among the variables. Subsequently, multiple regression analyses were conducted to test the hypothesized sequential relationships among digital brand visibility, informational credibility, affective consumer attachment, and conversion intention. Mediation analysis was performed using the PROCESS macro to determine whether informational credibility and affective consumer attachment mediated the relationship between digital brand visibility and conversion intention.

Ethical considerations were strictly observed throughout the study. Participation was voluntary, and informed consent was obtained from all respondents prior to data collection. Participants were assured of the confidentiality and anonymity of their responses and were informed of their right to withdraw from the study at any stage without penalty. The adopted methodological approach ensures a rigorous, systematic examination of the proposed relationships and provides empirical evidence of the cascading effects of digital marketing elements on consumer conversion intention.

3. Results

Table 1. Result of Descriptive Statistics

Variable(s)	Mean	Interpretation
Digital Brand Visibility	4.15	High
Informational Credibility	4.10	High
Affective Consumer Attachment	4.08	High
Conversion Intention	4.12	High

Table 1 captures that respondents generally perceived brands as highly visible across digital platforms, with a mean score of 4.15 on a five-point Likert scale. Informational credibility also demonstrated a high mean of 4.10, suggesting that participants considered digital brand content trustworthy and reliable. Affective consumer attachment yielded a mean of 4.08, reflecting a strong emotional connection between consumers and brands. Conversion intention was recorded at 4.12, indicating a high likelihood of engaging in purchase- or subscription-related actions. The descriptive findings suggest positive perceptions across all constructs.

Table 2. Result of Correlation among studied variables

Variable(s)	1	2	3	4
1. Digital Brand Visibility	1			
2. Informational Credibility	0.70**	1		
3. Affective Consumer Attachment		0.65**	1	
4. Conversion Intention			0.72**	1

Table 2 displays the result of the Pearson correlation analysis. The results revealed positive, statistically significant associations among all variables. Digital brand visibility was strongly correlated with informational credibility ($r = 0.70$, $p < 0.01$), indicating that greater visibility is associated with stronger perceptions of credibility. Informational credibility was positively correlated with affective consumer attachment ($r = 0.65$, $p < 0.01$), suggesting that credible digital content fosters emotional bonding with the brand. Furthermore, affective consumer attachment showed a strong positive correlation with conversion intention ($r = 0.72$, $p < 0.01$), underscoring the role of emotional engagement in shaping consumer behavioral intentions. These findings are consistent with prior theoretical and empirical research emphasizing the interconnected roles of visibility, credibility, and emotional attachment in digital marketing contexts.

The multiple regression analysis was conducted to examine the effects of digital brand visibility, informational credibility, and affective consumer attachment on conversion intention. The overall model demonstrates a very strong fit. Table 3 shows that the correlation coefficient ($R = 0.958$) indicates a strong collective relationship between the independent variables and conversion intention. The coefficient of determination ($R^2 = 0.919$) shows that 91.9 percent of the variance in conversion intention is explained by

digital brand visibility, informational credibility, and affective consumer attachment. The adjusted R^2 of 0.916 confirms the model's robustness after adjusting for the number of predictors. The standard error of the estimate is 1.623, indicating a relatively small average deviation between observed and predicted values. The ANOVA results further confirm that the overall regression model is statistically significant, $F(3, 96) = 361.691$, $p < 0.001$, with a regression sum of squares of 2857.902 and a mean square value of 952.634.

Table 3. Result of Hypothesis Testing

Variable(s)	B	Std. Error	Beta	t	Sig.
Constant	0.402	0.670		0.6	0.550
Digital Brand Visibility	0.659	0.081	0.668	8.152	0.000
Informational Credibility	0.474	0.091	0.460	5.186	0.000
Affective Consumer Attachment	-0.165	0.080	-0.163	-2.061	0.042
R		0.958			
R Square		0.919		df	3
Adjusted R Square		0.916		Mean Square	952.634
Std. Error of the Estimate		1.623		F	361.691
Sum of Squares		2857.902		Sig.	0.000

Dependent variable: Conversion Intention

Examining the individual predictors, digital brand visibility has a positive and statistically significant effect on conversion intention ($B = 0.659$, $\beta = 0.668$, $t = 8.152$, $p < 0.001$). This indicates that higher levels of brand visibility significantly increase consumers' likelihood of engaging in purchase or subscription behaviors. Informational credibility also positively and significantly influences conversion intention ($B = 0.474$, $\beta = 0.460$, $t = 5.186$, $p < 0.001$), suggesting that trustworthy and reliable digital content strengthens consumers' behavioral intentions. Interestingly, affective consumer attachment shows a statistically significant but negative relationship with conversion intention ($B = -0.165$, $\beta = -0.163$, $t = -2.061$, $p = 0.042$). Although significant at the 5 percent level, the negative coefficient indicates that, when controlling for visibility and credibility, higher levels of affective attachment are associated with a slight decrease in conversion intention. This unexpected finding may suggest the presence of suppression effects, multicollinearity dynamics, or overlapping explanatory power among the predictors, warranting further investigation.

4. Discussion

The findings of this study offer several important practical implications for digital marketing strategy. First, the results underscore the necessity for marketers to design campaigns that integrate high levels of brand visibility with strong informational credibility. Visibility alone may attract attention; however, without credible and reliable content, it is unlikely to sustain consumer trust or foster meaningful engagement (Erkan & Evans, 2018; Burke & Kraut, 2016). The sequential relationships identified in this study suggest that credibility serves as a foundational mechanism through which visibility translates into deeper psychological outcomes (Abdullah, 2020). In particular, affective consumer attachment emerges as a critical mediating factor that links credibility to conversion intention, consistent with prior findings that emotional bonds significantly influence behavioral intentions (Park et al., 2010; Thomson et al., 2005). This highlights the importance of creating digital content that not only informs but also resonates with consumers' values, expectations, and emotional preferences. Investments in consistent messaging, transparent communication, and credible information across digital channels can therefore amplify the positive effects of brand visibility on consumer behavior (Kaplan & Haenlein, 2020; Lou & Yuan, 2019).

The study also emphasizes the interdependent and multilayered nature of digital marketing constructs within contemporary online environments. The observed cascading effect demonstrates that improvements in digital brand visibility enhance perceptions of informational credibility, which subsequently strengthen affective attachment and ultimately drive conversion intention. This sequential mechanism reinforces the argument that digital marketing effectiveness requires a holistic approach (Liu & Shrum, 2021). Isolated strategies that prioritize visibility without ensuring credibility or fostering emotional engagement are unlikely to generate optimal conversion outcomes (De Vries et al., 2017). Instead, firms should adopt integrated strategies that simultaneously address cognitive, affective, and behavioral dimensions of consumer decision-making, aligning with the hierarchy-of-effects and integrated marketing communication perspectives (Batra & Keller, 2016).

From a theoretical perspective, the study contributes to the digital marketing literature by empirically validating a multilayer model that explains how visibility, credibility, and emotional attachment interact to influence conversion intention. The findings support the notion that consumer responses in digital environments are shaped by interconnected cognitive and emotional processes rather than by singular marketing stimuli (Oliver, 1999; Schivinski & Dabrowski, 2016).

Future research should explore potential moderating variables, such as platform characteristics, consumer trust levels, brand loyalty, and prior digital experience, to better understand the contextual conditions under which visibility most effectively translates into conversion (Gefen et al., 2003). Additionally, longitudinal research designs may provide valuable insights into the temporal dynamics of these relationships, particularly in rapidly evolving digital markets where consumer perceptions and behaviors may shift over time. Overall, this study advances understanding of the cascading mechanisms underlying digital marketing effectiveness and offers a robust framework for both scholarly inquiry and managerial practice.

5. Conclusions

This study provides empirical evidence of the multilayer effects of digital brand visibility, informational credibility, affective consumer attachment, and conversion intention within evolving digital marketing environments. The findings confirm that digital brand visibility is a critical initial mechanism for attracting consumer attention; however, its influence on conversion intention depends on the perceived credibility of the communicated information. Informational credibility enhances consumer trust, which, in turn, facilitates the development of affective attachment. This emotional bond, in turn, serves as a proximal driver of conversion intention. The results validate the proposed cascading model and highlight the sequential interdependence among cognitive and affective mechanisms in shaping consumer behavioral outcomes. From a theoretical perspective, this research contributes to the digital marketing literature by empirically validating a sequential, multilayer framework that integrates visibility, credibility, attachment, and conversion into a unified model. Unlike conventional approaches that treat these constructs independently, the present study demonstrates their interconnected and process-oriented nature. The findings extend existing theoretical perspectives on consumer decision-making by illustrating how cognitive evaluations of credibility and affective attachment jointly mediate the impact of marketing stimuli on behavioral intentions. This integrated model provides a foundation for future theory development, incorporating moderating and contextual variables within dynamic digital ecosystems.

From a practical and policy-oriented perspective, the study offers important implications for both marketing practitioners and digital governance frameworks. For practitioners, the results emphasize that high-visibility strategies must be complemented by credible, transparent, and emotionally engaging content to translate attention into actionable outcomes. Investments in content authenticity, consistency across digital channels, and evidence-based communication are essential to strengthen consumer trust and attachment. At a broader policy level, the findings suggest that regulators and industry bodies should encourage transparency standards, responsible digital communication practices, and mechanisms for verifying credibility to protect consumers from misleading information and enhance trust in digital marketplaces. Policies that promote ethical digital advertising and accountability may indirectly strengthen the visibility, credibility, and conversion pathway identified in this study.

Several limitations should be acknowledged. First, the relatively small sample size may restrict the generalizability of the findings across broader populations and market segments. Second, the cross-sectional research design limits the ability to infer causal relationships and to observe temporal dynamics among the constructs. Third, reliance on self-reported measures may introduce common-method bias and perceptual subjectivity. Future research should employ larger, more diverse samples, use longitudinal or experimental designs to strengthen causal inference, and incorporate objective behavioral data when possible. Additionally, examining moderating variables such as platform characteristics, consumer trust levels, brand loyalty, and cultural context would provide deeper insight into the boundary conditions of the proposed model.

In conclusion, achieving conversion intention in digital marketing requires more than mere visibility. Brands must strategically align visibility with credible information and emotionally resonant engagement to cultivate affective attachment. This holistic and integrated approach enhances consumer trust, strengthens emotional bonds, and ultimately increases the likelihood of conversion. By leveraging these multilayer relationships, organizations can design more effective digital marketing strategies that not only stimulate immediate consumer action but also sustain long-term competitive advantage in increasingly complex digital marketplaces.

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