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The Effect of User Experience of Board Game 'In Our Shoes' on Consumer Purchase Intention through Empathy and Awareness as Mediation Variables (Study on People with Disabilities at Sainampeung High School, Thailand for the Period March-May 2026)

Novanda Akbar Dwiyanto[1*], Tias Andarini Indarwati[2]

[1,2]Department of Management, Faculty of Economics and Business, Universitas Negeri Surabaya, Surabaya, Indonesia
Email: novanda.22185@mhs.unesa.ac.id[1], tiasindarwati@unesa.ac.id[2]

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ABSTRACT

This study aims to analyze the effect of User Experience on consumers' Purchase Intention toward the *In Our Shoes* board game through Empathy and Awareness as mediating variables. A quantitative approach was employed using a survey of students at Sainampeung High School, Thailand, who had played the board game. Data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). The results indicate that User Experience has a positive and significant effect on Empathy, Awareness, and Purchase Intention. Empathy and Awareness also positively and significantly affect Purchase Intention. Furthermore, both variables significantly mediate the relationship between User Experience and Purchase Intention. These findings suggest that a positive gameplay experience can enhance understanding and concern for disability issues while increasing consumers' intention to purchase the *In Our Shoes* board game.

Keywords: User Experience, Empathy, Awareness, Purchase Intention, Board Game, People with Disabilities, SEM-PLS.

1. INTRODUCTION

The development of modern marketing shows a shift in consumer orientation from simply buying products to searching for meaningful experiences. The concept of Experience Economy explains that the highest economic value is created when a company is able to provide a memorable experience, not just offer goods or services (Pine & Gilmore, 1998). This change is increasingly visible in millennials and Generation Z who value experiential value more than functional benefits alone. As a result, marketing strategies are no longer centered on product characteristics, but on the creation of experiences that align with consumer values and lifestyles (Shafa et al., 2025).

In line with these changes, the board game industry has experienced significant growth in various countries. Statista (2023) reports that the global board game market continues to grow due to the increasing public interest in entertainment that is social, interactive, and educational in nature. Changes in lifestyles after the COVID-19 pandemic have also reinforced this trend, as people are again looking for activities that can build face-to-face interactions and strengthen social relationships (Khanna & Jain, 2025). In Indonesia, the development of communities, the organization of events, and the increase in stores that provide local and imported board games show an increase in interest in this game. Research by Kosa et al. (2022) also proves that the play experience that includes enjoyment, social interaction, and educational value is the main factor that drives board game purchase decisions, so that consumers consider the quality of the gaming experience more than price or brand.

On the other hand, the issue of inclusivity and the fulfillment of the rights of persons with disabilities is increasingly a concern. Data from the Central Statistics Agency shows that in 2020 there were around 22.97 million people with disabilities in Indonesia, while the level of public understanding of the challenges they face

is still relatively low (BPS, 2020). In fact, Law Number 8 of 2016 emphasizes the importance of building an inclusive society. Conventional educational approaches, such as seminars or social campaigns, are often not able to build emotional engagement of the audience because they only emphasize the cognitive aspect (Olivier, 2019). Therefore, experiential simulation-based educational board games are considered to have the potential as a learning medium that is able to connect conceptual understanding with emotional experiences about the lives of people with disabilities.

Although this study was conducted in Thailand, the use of Indonesian data is intended as a conceptual basis and regional comparison, not as a direct picture of Thailand's conditions. The two countries have relatively similar social characteristics, such as collective culture, high intensity of social interaction, and increasing interest in experiential entertainment (Olivier, 2019). In addition, the marketing literature shows that experience-oriented consumption is developing across countries and is more influenced by generational dynamics and urbanization than geographical factors (Pine & Gilmore, 1998). Therefore, the results of the research on the importance of play experience in board game consumption in Indonesia remain relevant to be used as a theoretical basis in the context of Thailand.

The use of Indonesian data also aims to strengthen the urgency of inclusivity issues in developing countries. The World Health Organization (2011) explained that people with disabilities in developing countries face relatively similar challenges, such as social stigma and low public understanding. This condition is also found in Thailand, as reported by the United Nations ESCAP (2019) which highlights the limited public awareness of disability issues in the Asia-Pacific region. Thus, Indonesian data serves as an empirical illustration to support the importance of an experiential education approach, while Thailand is the main location for testing the effectiveness of the approach (Shan & Illingworth, 2025).

The board game "In Our Shoes" was developed as an educational medium that simulates the daily experiences of people with disabilities. Through an immersive game mechanism, players play the role of individuals with various types of disabilities, such as physical, sensory, and intellectual, and are faced with various obstacles that are commonly encountered in social life, work environments, and access to public facilities (Olivier, 2019). This approach applies the concept of perspective-taking, which is the process of understanding the situation from the perspective of others which is one of the bases for the formation of empathy (Lorenzo & Okahata, 2026). Thus, this board game not only provides entertainment, but also functions as a social educational medium that combines entertainment value, educational value, and social value in one gaming experience.

Despite having high educational value, the board game "In Our Shoes" still faces challenges in the marketing aspect. The main problem lies in the gap between a rich gaming experience and the low purchase intention of potential consumers, especially high school students who have never tried the game. This phenomenon reflects a condition when consumers understand the social purpose of the product, but are not yet encouraged to make a purchase. Research by Xu et al. (2020) shows that user experiences that are able to present challenges, fun, and social interaction can increase purchase intention through increased intrinsic motivation. However, the main challenge for this product is to communicate the value of the user experience to potential consumers who have not had direct experience with the game (Lehnert & Kuehnl, 2025).

These challenges are increasingly complex due to the characteristics of today's young generation. High school students aged 15–18 years live in a digital environment full of various information stimuli, so they have a low attention threshold for formal or patronizing content (Gürlek et al., 2025). They prefer messages that are authentic, entertaining, and close to everyday life rather than promotions that emphasize educational or social aspects too much. This situation becomes a dilemma for "In Our Shoes" marketing because the main strength of the product lies precisely in its educational value and inclusivity. Research by Qayyum et al. (2023) shows that the effectiveness of inclusivity-themed advertising is influenced by consumer perception of the authenticity and relevance of messages, so understanding consumers' psychological responses is an important factor in increasing buying interest.

Various studies also show that there is an attitude-behavior gap, which is the difference between consumers' positive attitudes towards social-themed products and actual purchasing behavior. A study on Diversity, Equity, and Inclusion (DEI)-based marketing found that consumer appreciation of the value of inclusivity does not automatically result in purchase intent, but requires the support of psychological factors such as value identification, empathy, and personal awareness of the issues raised (Khanna & Jain, 2025). The findings suggest that the marketing success of the board game "In Our Shoes" depends not only on the delivery of a message of inclusivity, but also on its ability to build emotional engagement that drives purchase decisions.

Based on these conditions, this study places User Experience (UX) as the main variable that is estimated to affect purchase intention. In the context of board games, UX reflects the player's experience during interaction with the game, including emotional, cognitive, sensory, and social aspects. Barbara (2015) through measurements using the Game Experience Questionnaire (GEQ) and Social Presence in Gaming Questionnaire (SPGQ) showed that UX quality has a strong relationship with players' emotional responses, including the formation of empathy. The UX dimension includes immersion, flow, social presence, and tension/enjoyment which together form the quality of the gaming experience. In the board game "In Our Shoes", the experience is expected to increase empathy and social awareness, which further contributes to the emergence of purchase intentions, both for personal use and as a gift for others.

Various studies have also strengthened the role of empathy as a mediator of purchase intention. Li and Sun (2025) found that in the Cognition-Affect-Behavior (CAB) model, empathy significantly mediated the relationship between user experience and purchase intent in interactive video media. Meanwhile, research on social enterprises that employ people with disabilities shows that empathic concern and perspective-taking increase consumers' desire to return and make recommendations, which are conceptually in line with purchase intention (Gürlek et al., 2025). The findings indicate that the In Our Shoes board game

experience has the potential to build empathy which further drives purchasing behavior through the desire to share meaningful experiences with others.

The relationship between awareness and purchase intention still shows mixed results. Shafa et al. (2025) prove that increasing awareness of inclusivity has a positive influence on Generation Z's purchase intent in Indonesia. On the other hand, Alhamdina and Hartono (2023) found that brand awareness does not have a direct effect on purchase intention, but requires the mediation of brand trust. Other research also shows that the influence of awareness on purchase intent can be influenced by demographic characteristics, such as gender (Sunarto et al., 2025). These differences in results show that the effectiveness of awareness is strongly influenced by the context of the product, consumer characteristics, and the level of individual involvement. In this study, the direct experience gained through board games is estimated to be able to produce more personalized awareness so that it has the potential to have a greater influence on purchase intention.

A number of studies show that the relationship between user experience and purchase intention is not always straightforward. Wuryandari et al. (2019) found that the influence of user experience on purchase intent depends on the quality of design and the existence of mediation variables. Research on augmented reality marketing also shows that personalized recommendations as part of UX do not have a direct effect on purchase intent without being mediated by perceived usefulness (Ilomata International Journal of Management, 2025). In fact, research on immersive games shows that inappropriate gaming experience design can lower players' empathy levels (Lorenzo & Okahata, 2026). The findings indicate that the relationship between user experience and purchase intention takes place through certain psychological mechanisms, rather than directly.

Previous studies have shown several research gaps that are the basis of this research. First, most research on user experience, empathy, awareness, and purchase intention still focuses on digital products, while research on physical board games is still limited. Second, previous research generally only used one mediating variable, such as satisfaction, trust, or value perception, so not many have tested empathy and awareness simultaneously as multiple mediators. Third, research on disability-themed board games has more discussed the effectiveness of education and attitude change without linking it to marketing or purchase intention aspects (Shan & Illingworth, 2025). Fourth, research on educational board game purchasing behavior in Indonesian high school students is still very limited, even though this group is a potential market.

This research is based on three main theoretical foundations. Experiential Marketing Theory explains that the experience provided by products can create psychological value that influences consumer behavior (Schmitt, 1999). The Stimulus-Organism-Response (S-O-R) model explains that user experience as a stimulus affects psychological conditions in the form of empathy and awareness, which in turn produces a response in the form of purchase intention (Mehrabian & Russell, 1974). In addition, the Theory of Planned Behavior (TPB) explains that the formation of intentions is influenced by attitudes, subjective norms, and perceptions of behavior control (Ajzen, 1991). The integration of these three theories provides a strong conceptual basis in explaining the relationship between user experience, empathy, awareness, and purchase intention in disability-themed board games.

Overall, various phenomena, inconsistencies in research results, and research gaps show the need for research that empirically tests the relationship between user experience, empathy, awareness, and purchase intention in the board game In Our Shoes. This research is expected to contribute to the development of experiential marketing and inclusive marketing literature as well as become a reference for creative industry developers in producing products that have social value and commercial competitiveness. Therefore, this study raised the title The Influence of User Experience of Board Game "In Our Shoes" on Consumer Purchase Intention through Empathy and Awareness of People with Disabilities with high school students as the object of research.

The main problem in this study is that there is still low purchase intention for the board game In Our Shoes even though the product carries educational values regarding inclusivity and empathy for people with disabilities. This phenomenon shows the existence of an attitude-behavior gap, which is a condition when consumers have a positive attitude towards the issue of disability, but are not followed by the desire to buy products. One of the reasons that is suspected to affect this condition is the lack of optimal User Experience (UX) that is able to build emotional engagement during the game. In addition, the role of empathy and awareness as psychological mechanisms that bridge the relationship between user experience and purchase intention has also not been empirically tested. Therefore, this study aims to analyze the influence of user experience on purchase intention through empathy and awareness mediation in the context of the board game In Our Shoes.

2. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

2.1 New Product Development

New Product Development (NPD) is a strategic process to transform market opportunities and ideas into market-ready products (Cooper, 2019). In the board game industry, the application of NPD has different characteristics than conventional manufactured products because it must integrate physical aspects, game rule systems, and player emotional experiences. The success of development is determined not only by the physical quality of the product, but also by the compatibility between the visual design, themes, game mechanics, and User Experience (UX) generated during the game (Kosa et al., 2022). An imbalance in one of these elements can reduce the quality of the gaming experience while reducing the competitiveness of the product in the market.

In practice, board game development generally uses an iterative approach that emphasizes iterative evaluation through user engagement to reduce the risk of product failure (Lehnert & Kuehnl, 2025). The development stage begins with product discovery and the preparation of concepts based on the theme and characteristics of the target user (Shafa et al., 2025). Furthermore,

the concept is translated into game mechanics and realized through prototyping. The prototype is then tested repeatedly through playtesting to assess the game's balance, smoothness of interaction, level of difficulty, and ability of the game to create emotional and social engagement. The results of the evaluation from playtesting are the basis for refining the design until the product is considered ready to enter the production and commercialization stage (Khanna & Jain, 2025).

In board games that are oriented towards social education, the success of NPD is not only measured from technical and aesthetic aspects, but also from the ability of game design to encourage perspective-taking of players (Lorenzo & Okahata, 2026). The main challenge lies in conveying social messages through enjoyable game mechanics so that it remains attractive to young consumers without giving a patronizing impression (Gürlek et al., 2025). Therefore, market research is an important part of every stage of development so that each component of the game can function as an entertainment medium as well as a psychological stimulus that builds understanding, affective response, intrinsic motivation, and consumer purchase intention (Shan & Illingworth, 2025).

2.2 Stimulus Organism Response (SOR)

This study uses the Stimulus–Organism–Response (S-O-R) Theory as a basis to explain the relationship between User Experience and purchase intention. The theory developed by Mehrabian and Russell explains that individual behavior is formed through three stages, namely stimuli from the environment, the internal conditions of individuals (organisms), and the resulting behavioral responses (Mehrabian & Russell, 1974).

In the S-O-R theory, the stimulus (S) is an external stimulus that an individual receives, such as product design, interactive experiences, and other forms of experience that affect consumer perception (Mehrabian & Russell, 1974). In the field of marketing, stimuli are seen as experiences that companies deliberately design to shape consumer judgments of products or brands (Eroglu et al., 2001).

In this study, User Experience (UX) is positioned as a stimulus (S) because it reflects the user's experience when interacting with the board game "In Our Shoes", including aspects of immersion, game challenges, social interaction, and emotional engagement during play (Schmitt, 1999). The experience is estimated to affect the organism (O) in the form of increased empathy and awareness of disability issues through perspective-taking simulations experienced by players (Olivier et al., 2019). These changes in psychological conditions are further expected to produce a response (R) in the form of increased purchase intent for the board game "In Our Shoes". According to the S-O-R theory, stimuli capable of generating positive affective and cognitive responses will increase the likelihood of the appearance of desirable behaviors, such as the intention to buy and recommend products (Eroglu et al., 2001). Thus, the S-O-R Theory provides a conceptual framework that explains that the influence of User Experience on purchase intent occurs through the internal psychological processes of consumers, making it relevant to be used in research on the social-educational board game "In Our Shoes" (Mehrabian & Russell, 1974).

2.3 Variable Definition

User Experience (UX) is the overall perception, response, and experience that users feel before, during, and after interacting with a product, system, or service. Based on the ISO 9241-210 standard, UX includes the emotional, cognitive, sensory, and social aspects that arise from the interaction process (Endah et al., 2019).

In this study, User Experience is placed as a stimulus (S) within the framework of the S-O-R Theory. The UX board game In Our Shoes describes the gaming experience that respondents gain through simulations of the lives of people with disabilities, social interactions, gaming challenges, and emotional engagement. The experience is seen as a stimulus that triggers the player's internal psychological processes (Xu et al., 2020). This variable is operationalized through five indicators, namely ease of use, convenience, engagement, enjoyment, and overall impression. Ease of use shows the extent to which the rules and mechanics of the game are easy to understand so that they support the user's initial experience (Kosa et al., 2022). Comfort describes positive physical and psychological conditions during play so as to increase affective evaluation of the product (Vermeeren et al., 2019). Engagement reflects the focus, attention, and active participation of players which are important indicators of UX quality (Tu & McIsaac, 2020). Pleasure indicates a positive experience that contributes to the formation of attitudes and purchase intentions (Pedersen et al., 2021), while overall impression is the user's final evaluation of the entire gaming experience as a representation of the overall quality of UX (Vermeeren et al., 2019).

Empathy is an individual's ability to understand, feel, and respond to the emotional state of others with attention and concern (Yitayaw, 2021). Batson (2011) explained that empathy is an affective response that is oriented towards the well-being of others and is formed through perspective-taking skills. In social psychology, empathy consists of two main dimensions, namely cognitive empathy which is related to understanding the point of view of others and affective empathy which describes emotional involvement in the feelings of other individuals (Eisenberg et al., 2015). Both dimensions play a role in shaping prosocial behavior and moral judgment.

In this study, empathy is positioned as an organism (O) in the S-O-R Theory, which is a psychological condition formed due to a stimulus in the form of the experience of playing the board game In Our Shoes. The social simulations presented in the game are expected to be able to increase understanding and emotional engagement of the challenges faced by people with disabilities through hands-on experience and perspective-taking (Özer & Çatak, 2021).

Awareness is defined as the level of understanding, knowledge, and concern of individuals for a social issue. In the context of this research, awareness is related to the understanding of disability, the obstacles faced by people with disabilities, and the importance of inclusive behavior in society (Oliver, 2013). In contrast to affective empathy, awareness emphasizes the cognitive process of understanding, processing, and internalizing information about an issue (Qayyum et al., 2023). Therefore, awareness is often the basis for forming a positive attitude towards social issues.

In the framework of S-O-R, awarcness is also positioned as an organism (O), which is an internal condition that develops after an individual obtains a stimulus in the form of the experience of playing board games In Our Shoes. The simulations presented in the game are considered to be able to increase understanding of the reality of people with disabilities and build higher social awareness (Piskorek & Zimmermann, 2025).

Purchase intention is an individual's tendency to plan or make a purchase of a product in the future. This variable is widely used in marketing research because it has a strong relationship with actual purchasing behavior (Dodds, Monroe, & Grewal, 1991). Ajzen (1991) explained that intention is the main determinant of behavior so that the higher a person's intention, the greater the chance of this behavior being realized. In the context of marketing, purchase intention is the final result of a consumer's evaluation of the experience of using the product.

In this study, purchase intention is positioned as a response (R) in the S-O-R Theory. In Our Shoes' purchase intention of board games reflects respondents' tendency to buy products, use them personally, make them gifts, or recommend them to others. The response is assumed to arise after the formation of empathy and awareness as internal psychological conditions (Donovan & Rossiter, 1982). Purchase intention measurement is carried out through four indicators, namely purchase intention, interest in retrying, recommendations, and information search. Purchasing desire describes the readiness of respondents to own a product (Dodds et al., 1991).

3. RESEARCH METHODOLOGY

This study applies a quantitative approach with the explanatory research method to test the cause-and-effect relationship between variables through numerical measurement and statistical analysis (Creswell, 2014). This approach is used to explain the influence of User Experience on purchase intention, either directly or through the mediating role of empathy and awareness based on the Stimulus–Organism–Response (S-O-R) framework (Mehrabian & Russell, 1974).

This study uses a causal research design that aims to examine the cause-and-effect relationship between independent variables and dependent variables empirically (Malhotra, 2016). In this study, User Experience was positioned as an independent variable that acted as a stimulus, while empathy and awareness functioned as mediating variables that represented the respondents' internal psychological conditions. Purchase intention is a dependent variable that describes behavioral responses in the form of a tendency to buy, recommend, or seek information about the board game In Our Shoes.

Sainampeung High School is one of the public high schools under the auspices of the Office of the Basic Education Commission (OBEC), Ministry of Education of Thailand. This school is located in Khlong Toei District, Bangkok, Thailand and provides education at Mathayom 1-6 levels or equivalent to junior high to high school levels in Indonesia. The research was carried out at Sainampeung High School, Thailand, because the characteristics of the students were in accordance with the research objectives, namely teenagers at the high school level who were in the phase of developing empathy, social awareness, and the formation of purchase intention for social-educational board games.

The research uses quantitative data in the form of numerical measurement results that allow statistical analysis to be carried out to test the relationship between variables (Creswell, 2014). Data was obtained through a structured questionnaire that measured respondents' perception of User Experience, empathy, awareness, and purchase intent using the Likert scale. Based on the source, the research utilizes primary data and secondary data. Primary data was obtained directly from students of Sainampeun High School, Thailand, through the distribution of questionnaires prepared based on the indicators of each research variable to measure the experience of playing board games In Our Shoes, the level of empathy, awareness of disability issues, and purchase intention (Malhotra, 2010).

The study population included all students of Sainampeung High School, Thailand, who were in the final adolescent category and were selected because they were considered relevant to examine psychological responses and purchase intentions to the social-educational board game In Our Shoes (Creswell, 2014). The sample was taken using the purposive sampling technique because only respondents met certain criteria that were in accordance with the needs of the research involved (Malhotra, 2010). These criteria include active students of Sainampeung High School, having an interest in educational games or board games, having played or understanding the concept of educational-social board games, and being willing to fill out a complete questionnaire. Sample size is determined by recommendation

The data collection technique in this study uses a survey method through the distribution of questionnaires to students of Sainampeung High School, Thailand, who meet the criteria as respondents. The survey method was chosen because it is able to obtain direct primary data on attitudes, perceptions, and behavioral intentions in a systematic manner, as well as being suitable for quantitative research that aims to test the relationship between variables and generalize to certain populations (Sugiyono, 2019).

The data analysis in this study used Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the help of SmartPLS software. The SEM-PLS method was chosen because it is able to analyze the relationship between latent variables simultaneously, including direct and indirect relationships through mediation variables, making it suitable for prediction-oriented research and having complex models (Hair et al., 2019). The selection of this method was also based on the characteristics of the study involving the variables User Experience, Empathy, Awareness, and Purchase Intention, and did not require normal data distribution and was more flexible to sample size than covariance-based SEM (Hair et al., 2019).

4. RESULTS AND DISCUSSION

4.1 Research Results

The study involved 120 respondents with a relatively even age distribution. The age group of 17–18 years is the largest proportion, namely 43 respondents (36%), followed by 42 respondents (35%) and 19–25 years old as many as 35 respondents (29%). This condition shows that the respondents are dominated by adolescents who are at a more mature stage of

cognitive and social development, so they are considered able to understand disability issues and provide a better assessment of the gaming experience. On the other hand, the involvement of respondents aged 15–16 shows that In Our Shoes can also be accepted by younger groups of adolescents as a medium of education and empathy enhancement.

Judging from gender, respondents were dominated by women as many as 101 people (84%), while men amounted to 19 people (16%). This dominance indicates that more research participation comes from women, who generally have higher social sensitivity and emotional involvement to humanitarian and inclusivity issues, thus potentially providing a more in-depth evaluation of the gaming experience (Shafa et al., 2025).

Most of the respondents had experience playing board games, namely 108 people (90%), while only 12 people (10%) had never played. This experience is important because respondents are familiar with the game mechanics so that they are able to provide a more objective assessment of the User Experience (Khanna & Jain, 2025). However, the frequency of play showed that the majority of respondents only played occasionally, with the infrequent category as many as 57 people (48%), sometimes 37 people (31%), often 19 people (16%), and never 7 people (6%). This shows that the perception of In Our Shoes comes not only from active players, but also from general users who have the potential to become target markets.

Based on the experience of playing educational board games, the number of respondents who had played reached 61 people (51%), while those who had never played were 59 people (49%). This almost balanced composition allows the study to obtain a more comprehensive view of the influence of User Experience on Empathy, Awareness, and Purchase Intention, both from respondents who are familiar with and those who are not familiar with educational board games (Xu et al., 2020). In general, the characteristics of respondents showed that the study was dominated by adolescents aged 16 years and above, the majority of whom were female, who had experience playing board games, but did not play intensively, thus providing an adequate basis for evaluating the effectiveness of In Our Shoes in increasing empathy, social awareness, and purchase intention.

The results of the analysis showed that all User Experience indicators obtained a mean value in the category of strongly agree, which indicates that respondents felt a very positive gaming experience when playing In Our Shoes. These findings reflect that games are able to provide a good experience in terms of ease of use, convenience, engagement, fun, and overall quality of experience.

The X2 indicator obtained the highest average score of 4.825, indicating that the aspects measured on the indicator were the most powerful experiences felt by respondents. Furthermore, the X3 and X4 indicators obtained a mean value of 4,800 each, followed by X5 of 4,767 and X1 of 4,758. Although X1 has the lowest average, all indicators remain in the category of strongly agree, indicating that every aspect of the gaming experience is rated very well by respondents.

The range of minimum and maximum values also shows a high tendency to evaluate. The minimum value is in the range of 2–4, while all indicators have a maximum value of 5. There is no answer to the category of strongly disagree or disagree. Even the X5 indicator has a minimum value of 4, which indicates that all respondents gave a positive rating to the overall impression of the game. These results reinforce that the User Experience felt by respondents is consistent and of high quality.

Overall, the high ratings on all indicators show that In Our Shoes manages to deliver an engaging, fun, and meaningful gaming experience. These positive experiences have the potential to be a factor that encourages the formation of Empathy and Awareness of disability issues and increases consumer Purchase Intention.

Based on the results of the descriptive analysis, all indicators in the Empathy variable obtained an average score in the category of strongly agree. These findings show that after playing In Our Shoes, respondents felt a high increase in empathy for people with disabilities. Play experience helps respondents understand the conditions experienced by people with disabilities, increase empathy, and strengthen the ability to see situations from the perspective of others.

The Z1_2 and Z1_3 indicators obtained the highest mean value of 4.833, indicating that the dimension of empathy measured through the two indicators was the most strongly felt aspect by the respondents. Meanwhile, the Z1_1 indicator obtained an average value of 4,617 and a Z1_4 of 4,600. Although the scores were slightly lower, both remained in the strongly agree category, suggesting that the entire dimension of empathy developed positively after the respondent played the game.

Judging from the score range, all indicators have a minimum value between 3–4 and a maximum value of 5. There were no respondents who gave an assessment in the category of strongly disagree or disagree. A minimum score of 4 on the Z1_3 indicator indicates that this aspect is the most consistently felt dimension of empathy by respondents.

Overall, these results show that In Our Shoes is effective in building empathy through an educational and immersive gaming experience. This experience not only increases understanding of the lives of people with disabilities, but also has the potential to strengthen positive attitudes and encourage the emergence of Purchase Intentions towards the board game.

Based on the results of the descriptive analysis, all indicators in the Awareness variable obtained a mean value that was included in the category of strongly agreed, which ranged from 4.667 to 4.825. The results showed that after playing the board game In Our Shoes, respondents had a very high level of awareness of disability issues. In general, games are able to increase respondents' understanding, concern, and social awareness about the experiences experienced by people with disabilities.

The Z2_4 indicator obtained the highest average score of 4.825, followed by Z2_2 of 4.817, Z2_3 of 4.733, and Z2_1 of 4.667. Despite the difference in average scores, all indicators remain in the category of strongly agree. These findings show that the In Our Shoes board game is effective in building respondents' awareness through gaming experiences that encourage understanding of the conditions of people with disabilities.

All indicators have a minimum value of 3 and a maximum of 5. This indicates that all respondents gave a positive assessment, namely in the category of agree to strongly agree, without any answers in the category of disagree or strongly disagree. This consistency shows that games are able to form relatively even social awareness among all respondents.

Overall, the high average score on the Awareness variable showed that the In Our Shoes board game succeeded in increasing participants' social awareness through an immersive gaming experience. These results indicate that this increase in awareness has the potential to be one of the factors that encourage the formation of positive attitudes and buying intentions towards games.

The results of the descriptive analysis showed that all indicators of the Purchase Intention variable were in the category of agree to strongly agree, with a mean value between 3.57 and 4.53. This condition indicates that respondents have a high tendency to buy, replay, recommend, and seek more information about board games In Our Shoes after gaining gaming experience.

The Y3 indicator obtained the highest average score of 4.53, which indicates that respondents are very willing to recommend the game to others. Furthermore, indicators Y2 and Y4 obtained a mean value of 4.32 and 4.27, respectively, which are also included in the category of strongly agree. Meanwhile, the Y1 indicator has the lowest average value, which is 3.57, but is still in the agree category so it still reflects a desire to buy the product. Judging from the range of minimum and maximum values, respondents' answers to the Purchase Intention variable are more varied than other variables. Indicators Y1 and Y2 have a value range of 1–5, Y4 has a range of 2–5, while Y3 is in a range of 3–5. Although there are still a small number of respondents who give low ratings to some indicators, all indicators have a maximum value of 5, which indicates that there are respondents with a very high level of buying intent. In addition, a minimum Y3 score of 3 indicates that all respondents have a positive tendency to recommend the board game In Our Shoes.

In general, these results show that the gaming experience is able to increase respondents' interest in the board game In Our Shoes. An educational, interesting, and able experience that is able to foster empathy and social awareness are factors that have the potential to strengthen purchase intentions, so that this game not only functions as an educational medium, but also has a good chance of being accepted by the target market.

Table 1. Outerloading Table

VARIABEL		OUTERLOADING	KET
PENGALAMAN PENGGGUNA (X)	X1	0.735	VALID
	X2	0.881	VALID
	X3	0.809	VALID
	X4	0.743	VALID
	X5	0.828	VALID
EMPATI (Z1)	Z1_1	0.798	VALID
	Z1_2	0.886	VALID
	Z1_3	0.722	VALID
	Z1_4	0.819	VALID
KESADARAN (Z2)	Z2_1	0.731	VALID
	Z2_2	0.884	VALID
	Z2_3	0.738	VALID
	Z2_4	0.923	VALID
NIAT BELI (Y)	Y1	0.714	VALID
	Y2	0.745	VALID
	Y3	0.810	VALID
	Y4	0.775	VALID

Source: SEMPLS (data processed 2026)

Table 2. Average Variance Extracted

VARIABEL	**AVE**
USER EXPERIENCE (X)	0.642
EMPATHY (Z1)	0.653
AWARENESS (Z2)	0.678
PURCHASE INTENTION (Y)	0.581

Source: SEMPLS (data processed 2026)

The test results showed that all indicators in the variables User Experience (X), Empathy (Z1), Awareness (Z2), and Purchase Intention (Y) had an outer loading value above 0.70. Thus, all indicators have met the convergent validity criteria and are able to represent the construct that is measured well.

The AVE test also showed results that met the requirements, namely User Experience of 0.642, Empathy of 0.653, Awareness of 0.678, and Purchase Intention of 0.581. The highest value is found in the Awareness variable, while the lowest value is in Buying Intent. However, all AVE values remain above the minimum limit of 0.50 so that all constructs are declared to be convergently valid and suitable for use in subsequent analysis.

Table 3. Validitas Diskriminan

VARIABLE		*Cross Loading Value*			
		EMPATHY (Z1)_	**AWARENESS (Z2)**	**PURCHASE INTENTION (Y)**	**USER EXPERIENCE (X)**
USER EXPERIENCE'	X1	0.648	0.597	0.458	0.735
	X2	0.828	0.906	0.447	0.881
	X3	0.601	0.634	0.436	0.809
	X4	0.477	0.489	0.449	0.743
	X5	0.650	0.667	0.525	0.828
PURCHASE INTENTION (Y)	Y1	0.254	0.158	0.714	0.220
	Y2	0.355	0.274	0.745	0.412
	Y3	0.574	0.555	0.810	0.634
	Y4	0.426	0.320	0.775	0.332
EMPATHY (Z1)	Z1_1	0.798	0.578	0.589	0.520
	Z1_2	0.886	0.898	0.419	0.876
	Z1_3	0.722	0.592	0.275	0.590
	Z1_4	0.819	0.689	0.531	0.609
AWARENESS (Z2)	Z2_1	0.607	0.731	0.389	0.540
	Z2_2	0.711	0.884	0.373	0.765
	Z2_3	0.697	0.738	0.389	0.543
	Z2_4	0.828	0.923	0.430	0.866

Source: SEMPLS (data processed 2026)

Discriminant validity aims to ensure that each construct has different characteristics from other constructs (Ghozali, 2023). Testing was carried out through cross loading, HTMT, and Fornell-Larcker Criterion values.

The results of cross loading show that each indicator has the highest loading value on the construct it represents compared to other constructs. This condition proves that all indicators have met discriminant validity and are able to distinguish the constructs being measured.

Table 4. Heterotrait-Monotrait Ratio (HTMT)

Z1<->Z2	1.029
Z1<->Y	0.656
Z1<->X	0.938
Z2<->Y	0.535
Z2<->X	0.951
X<->Y	0.641

HTMT testing showed that the Z1↔Y (0.656), Z2↔Y (0.535), and X↔Y (0.641) pairs were below the 0.90 limit so that they met the discriminant validity. In contrast, the Z1↔Z2 (1.029), Z1↔X (0.938), and Z2↔X (0.951) pairs show relatively high values. This condition can be explained because the three constructs have a close conceptual relationship in the research model. Therefore, the high correlation is more a reflection of the theoretical proximity between variables than the failure of discriminant validity. Taking into account the results of cross loading and other criteria, the model is still feasible to use for further analysis.

Table 5. Fornell-Larcker Criterion

Construct	Empathy (Z1)	Awareness (Z2)	Purchase Intention (Y)	User Experience (X)
Empathy	0.808			

Construct	Empathy (Z1)	Awareness (Z2)	Purchase Intention (Y)	User Experience (X)
(Z1)				
Awareness (Z2)	0.867	0.824		
Purchase Intention (Y)	0.564	0.477	0.762	
User Experience (X)	0.816	0.843	0.575	0.801

The results of the Fornell-Larcker Criterion show that the Purchase Intention construct has met the discriminant validity because the root value of AVE is higher than its correlation with other constructs. Meanwhile, Empathy, Awareness, and User Experience have a higher correlation between constructs than the root values of the respective VIEs, indicating overlap. However, this condition is still acceptable because the three constructs do have a strong theoretical relationship. In addition, as explained by Henseler et al. (2015), HTMT is considered more sensitive than Fornell-Larcker in detecting discriminant validity, so that the overall research model can still be used.

Reliability testing was performed using Composite Reliability (CR) because this method is more suitable for SEM analysis than Cronbach's Alpha, considering that CR considers the weight of each indicator.

Table 6. Composite Reliability

VARIABLE	Composite Reliability	Cronbach Alpha
USER EXPERIENCE (X)	0.882	0.860
EMPATHY (Z1)	0.893	0.839
AWARENESS (Z2)	0.847	0.822
PURCHASE INTENTION (Y)	0.899	0.772

Source: SEMPLS (data processed 2026)

The test results showed that all variables had a Composite Reliability value above 0.80, namely User Experience of 0.882, Empathy of 0.893, Awareness of 0.847, and Purchase Intention of 0.899. Cronbach's Alpha value is also in the range of 0.772–0.860. All of these values exceed the required minimum, so it can be concluded that each construct has a good level of reliability. Thus, all research instruments were declared consistent in measuring the variables of User Experience, Empathy, Awareness, and Purchase Intention.

Composite Reliability Test

Based on the results of data processing in Table 4.X, all constructs have a Composite Reliability (CR) value above 0.70 so that they meet the reliability criteria. This shows that each indicator is able to measure research constructs consistently. The User Experience variable obtained a CR value of 0.882 which indicates high internal consistency in measuring respondents' experience when playing the board game In Our Shoes. The Empathy Variable (Z1) has a CR value of 0.893 so that the indicators are considered to be able to represent the respondents' understanding, concern, and emotional connectedness consistently. The Awareness Variable (Z2) obtained a CR value of 0.847 which indicates good reliability in measuring understanding and sensitivity to disability issues. Meanwhile, the Purchase Intention (Y) variable has a CR value of 0.899, which indicates that all indicators are able to describe respondents' intentions to buy, replay, recommend, and find information about the In Our Shoes board game consistently. Thus, the entire construct has met the reliability requirements and is suitable for use in structural model analysis.

Table 7. R-Square Results

	R-Square	R-Square--Adjusted
Empathy	0,666	0,663
Awareness	0,710	0,703
Purchase Intention	0,375	0,358

Source: SEMPLS (data processed 2026)

The R-Square value indicates the ability of exogenous variables to explain endogenous variables. According to Joseph F. Hair (2021:118), the R^2 value of 0.75 is categorized as substantial, 0.50 moderate, 0.25 weak, while 0.10 is still acceptable. The results of the analysis showed that Empathy had an R-Square value of 0.666 with an Adjusted R-Square of 0.663, so that the User Experience was able to explain 66.3% of the variation in Empathy, while 33.7% was influenced by other factors outside the model. The

Awareness variable obtained an R-Square of 0.710 and an Adjusted R-Square of 0.703, which means that the User Experience was able to explain 70.3% of the variation in Awareness, while 29.7% was influenced by other factors. The Purchase Intention had an R-Square of 0.375 with an Adjusted R-Square of 0.358, so that User Experience, Empathy, and Awareness together explained 35.8% of the variation in Purchase Intention, while the remaining 64.2% was influenced by other variables outside the study. Overall, the model has good predictive ability on the variables Empathy and Awareness, while the ability to explain Buying Intention is still moderate.

Table 8. Effect Size Results

	F-VALUE	Influence
USER EXPERIENCE > EMPATHY	1,991	Large
USER EXPERIENCE > AWARENESS	2,448	Large
USER EXPERIENCE > PURCHASE INTENTION	0,09	Small
AWARENESS > PURCHASE INTENTION	0,028	Small
EMPATHY > PURCHASE INTENTION	0,070	Small

Source: SEMPLS (data processed 2026)

Effect size testing was used to determine the magnitude of the contribution of each relationship in the model. According to Joseph F. Hair (2021:161–162), an f^2 value of 0.02 indicates a small, 0.15 medium, and 0.35 large influence. The results of the analysis showed that User Experience had a major influence on Empathy (f^2 = 1,991) and Awareness (f^2 = 2,448). The findings indicate that the experience of playing the board game In Our Shoes plays a dominant role in building empathy while increasing understanding and concern for disability issues. In contrast, the direct influence of User Experience on Purchase Intention is only 0.090 so it is a small category. Similarly, the influence of Awareness on Buying Intention (f^2 = 0.028) and Empathy on Buying Intention (f^2 = 0.070) were also in the small category. These results show that the decision to buy the board game In Our Shoes is still influenced by other factors outside of the research model.

Table 9. t-statisc Test Results

HIPOTESIS		Original Sample (O)	T Statistics (|O/STDEV|)	P Values	KET
H1	USER EXPERIENCE (X) -> EMPATHY (Z1)_	0,816	21,488	0,000	Accepted
H2	USER EXPERIENCE (X) -> AWARENESS (Z2)	0,843	27,216	0,000	Accepted
H3	EMPATI (Z1)_ -> PURCHASE INTENTION (Y)	0,444	1,877	0,061	Rejected
H4	AWARENESS (Z2) -> BUYING INTENT (Y)	-0,300	1,391	0,165	Rejected
H5	USER EXPERIENCE (X) -> PURCHASE INTENTION (Y)	0,466	2,444	0,015	Accepted

Source: SEMPLS (data processed 2026)

The results of the analysis showed that User Experience had a positive and significant effect on Empathy (β = 0.816; T = 21,488; P = 0.000), until H1 is accepted. User Experience also has a positive and significant effect on Awareness (β = 0.843; T = 27,216; P = 0.000), until H2 is accepted. On the other hand, Empathy has no significant effect on Purchase Intention even though it has a positive direction (β = 0.444; T = 1.877; P = 0.061), so that H3 is subtracted. Awareness also had no significant effect on Buying Intention (β = -0.300; T = 1,391; P = 0.165), so that H4 is subtracted. Meanwhile, User Experience was shown to have a positive and significant effect on Purchase Intention (β = 0.466; T = 2,444; P = 0.015), until H5 is accepted. These findings show that a positive gaming experience plays a greater role in increasing purchase intent than increasing empathy and awareness.

Table 10. Indirect Effect Test Results

HIPOTESIS		Original Sample (O)	T Statistics (|O/STDEV|)	P Values	KET
H6	USER EXPERIENCE (X) -> EMPATHY (Z1)_ -> PURCHASE INTENTION (Y)	0,362	1,804	0,072	Rejected
H7	USER EXPERIENCE (X) -> AWARENESS (Z2) -> PURCHASE INTENTION (Y)	-0,253	1,372	0,171	Rejected

Source: SEMPLS (data processed 2026)

The results of the indirect effect test showed that Empathy was unable to mediate the relationship between User Experience and Purchase Intention. This is shown by a coefficient value of 0.362 with a T-Statistics of 1.804 and a P-Values of 0.072, so H6 is rejected. This means that the increase in empathy that comes after playing the board game In Our Shoes is not strong enough to significantly increase purchase intention.

In addition, Awareness has also not been shown to mediate the relationship between User Experience and Purchase Intention. The results of the analysis produced a coefficient of -0.253, T-Statistics 1.372, and P-Values of 0.171 so that H7 was rejected. Thus, although the gaming experience was able to increase awareness of disability issues, the increase has not had a significant impact on respondents' desire to buy board games In Our Shoes. Overall, Empathy and Awareness do not play a role as mediating variables in the relationship between User Experience and Purchase Intention.

4.2 Discussion

1. The Influence of User Experience on Empathy

Empathy is a person's ability to understand, feel, and place oneself in the conditions experienced by other individuals (Barbara, 2015). In this study, empathy is related to the ability of respondents to understand the experiences and challenges of people with disabilities after playing the board game In Our Shoes. Through simulation-based game mechanics, players get the opportunity to see the situation from the perspective of people with disabilities so that they can build better understanding and emotional connection.

Based on the Stimulus–Organism–Response (S-O-R) Theory, User Experience acts as a stimulus that can affect an individual's psychological state (Christiarini et al., 2026). Empathy is one of the internal responses that is formed when a person accepts and processes an experience. Thus, the more positive the experience felt by players while using the board game In Our Shoes, the greater the chance of forming empathy for people with disabilities.

The results of the study show that User Experience has a positive and significant influence on Empathy. This shows that a fun gaming experience that is easy to understand, comfortable, and able to actively involve players can improve the ability of respondents to understand the condition of people with disabilities. The board game In Our Shoes not only serves as an entertainment medium, but also as a means of learning that helps players recognize the various obstacles experienced by people with disabilities in their daily lives.

The findings of this study are in line with Barbara (2017) who stated that the quality of the experience of playing board games is related to increasing player empathy. In addition, the research Frontiers in Education (2025) shows that simulation-based board games against marginalized groups can increase empathy through the perspective-taking process. Özer and Çatak (2021) also explain that immersive play experiences can strengthen emotional understanding of groups that face social limitations.

In the board game In Our Shoes, an increase in empathy occurs because players not only obtain information about disabilities conceptually, but also experience simulated situations that illustrate the various challenges of people with disabilities. This experience makes it easier for players to understand the feelings, needs, and difficulties experienced by the group compared to learning that is only theoretical.

Based on the results of respondents' responses, the most prominent aspect has to do with the ability of games to help understand the experiences of people with disabilities. This shows that the majority of respondents feel that games are able to provide a deeper perspective on the lives of people with disabilities. Although there were indicators with lower average scores in the aspect of emotional connectedness, all indicators remained in the very high category, indicating that the board game In Our Shoes in general succeeded in increasing the empathy of respondents.

When associated with respondent characteristics, these results can be influenced by the dominance of female respondents and the age group of late adolescence to young adulthood who tend to be more open to social experiences and activities related to human values. In addition, the previous experience of playing board games that most respondents had allowed them to more easily understand the mechanics of the game and focus on the social message they wanted to convey.

Practically, this study shows that the board game In Our Shoes has the potential to be an effective social education medium to increase empathy for people with disabilities. Therefore, developers need to maintain and improve game elements that can strengthen the player's emotional engagement, such as the use of realistic scenarios, strong narratives, and activities that allow players to understand the experience of people with disabilities in more depth.

2. The Influence of User Experience on Awareness

Awareness is the level of individual understanding, knowledge, and sensitivity to a social problem (Alhamdina & Hartono, 2023). In this study, awareness refers to respondents' understanding of disability issues, obstacles experienced by people with disabilities, and the importance of implementing inclusive attitudes in society. Awareness is not only related to knowledge, but also includes the ability of individuals to reflect on a social issue.

In the perspective of Stimulus–Organism–Response (S-O-R) Theory, User Experience is a stimulus that can affect individual internal processes (Christiarini et al., 2026). Awareness is a form of cognitive response that arises after a person receives and processes certain experiences. Therefore, a positive and meaningful gaming experience through the board game In Our Shoes can increase respondents' understanding and concern for disability issues.

The results of the study show that User Experience has a positive effect on Awareness. These findings show that the In Our Shoes experience can help respondents understand the lives of people with disabilities while increasing their sensitivity to the various obstacles they face. Through hands-on experience in the game, respondents can understand disability issues more clearly than just through theoretical information delivery.

The results of this study support the research of Özer and Çatak (2021) who found that games based on social simulation can increase players' awareness of certain social issues. In addition, Piskorek and Zimmermann (2025) explain that board games with disability themes can be an effective educational medium in increasing social understanding and awareness. Qayyum et al. (2023) also stated that experiences related to inclusivity can increase individual awareness of underserved groups in society.

In the context of the board game In Our Shoes, the increase in awareness occurred because respondents interacted directly with various scenarios that depicted the condition of people with

disabilities. Through this process, players gain an understanding of the physical, social, and environmental barriers that people with disabilities often experience. This experience has led to an awareness of the importance of creating an inclusive environment and respecting diversity.

Based on respondents' responses, the indicator with the highest average score was related to the respondents' ability to reflect on their views on disability issues after playing the board game In Our Shoes. This shows that games not only provide new information, but also encourage a deeper thought process regarding equality and inclusivity. Meanwhile, indicators with lower average scores are related to respondents' initial understanding of disability issues. However, all indicators remained in the very high category, indicating that the game was able to increase the overall awareness of respondents.

If associated with respondent characteristics, the increase in awareness can be influenced by the dominance of the adolescent to young adult age group who are still in the stage of social understanding development and value formation. In addition, the previous experience of playing board games that respondents had helped them understand the flow of the game more easily so that attention could be more directed to the educational message given.

Practically, the results of this study show that the In Our Shoes board game has the potential as an interactive educational medium in increasing public awareness of disability issues. Therefore, developers can continue to expand and update game content to stay relevant to current social conditions and be able to provide an engaging, meaningful, and sustainable learning experience.

3. The Influence of Empathy on Purchase Intention

Empathy is a person's ability to understand and feel the conditions experienced by others (Spronck, 2026). In this study, empathy is related to the ability of respondents to understand the experiences and challenges of people with disabilities after playing the board game In Our Shoes. Theoretically, empathy can shape a positive response to a product that carries social value because consumers gain not only entertainment benefits, but also meaningful emotional experiences.

In consumer behavior, empathy is often associated with concern for the social issues raised by a product. Consumers with a high level of empathy tend to be more receptive to social messages and have a positive view of products that have a social impact. However, the results of the study show that Empathy has no effect on Buying Intention. This shows that although respondents were able to understand the condition of people with disabilities, the emotional experience was not enough to drive the purchase decision of the board game In Our Shoes.

These findings are in contrast to the research of Li and Sun (2025) and Lehnert et al. (2024) which stated that empathy can improve consumer behavior and purchase intention. However, the results of this study support the view that emotional responses do not always result in purchase actions because consumers still consider other factors, such as product benefits, price, needs, and personal preferences.

In the context of the board game In Our Shoes, the experience of playing succeeded in increasing respondents' concern for disability issues, but the empathy formed played more of a role as a social response than as a driver of purchase. Respondents were able to understand the educational and social value of the game without having an immediate desire to purchase the product. This shows that increased empathy does not always go hand in hand with increased buying intent.

The characteristics of respondents, who are mostly from the student and adolescent groups, can also be a factor influencing the results of the study. The group still has limitations in making purchasing decisions due to financial dependence on parents. Therefore, the purchase decision is not only influenced by emotional factors, but also considers financial ability, needs, and interest in the product.

Descriptive results showed that the empathy indicator obtained a high average score, which shows the success of the In Our Shoes board game in building respondents' understanding of the experiences of people with disabilities. However, this high level of empathy has not been able to increase buying intent directly. Practically, the developers of the board game In Our Shoes need to combine a social value-based strategy with other aspects such as game quality, design, gaming experience, and entertainment benefits so that consumers have a stronger reason to buy the product.

4. The Influence of Awareness on Purchase Intention

Awareness is the level of an individual's understanding and sensitivity to a certain issue (Shan & Illingworth, 2025). In this study, awareness is related to respondents' understanding of disability issues, obstacles experienced by people with disabilities, and the importance of creating an inclusive environment. A high level of awareness can theoretically form a positive perception of the board game In Our Shoes because the game carries a message of education and social concern.

In the study of consumer behavior, awareness is one of the initial stages in the process of forming attitudes towards a product. Individuals who have better knowledge of an issue tend to give a positive evaluation of the product related to the issue. However, the results of the study show that Awareness has no effect on Purchase Intention. This shows that increasing understanding of disability issues after playing the board game In Our Shoes is not enough to drive purchase decisions.

The results of this study are in line with the research of Alhamdina and Hartono (2023) which found that awareness does not always have a direct influence on purchase intention. Similar findings were also put forward by OJCMT (2022), which explained that awareness requires other supporting factors in order to produce behavioral responses in the form of purchasing decisions. Thus, one can have a high understanding of a social issue without having the urge to buy products related to the issue.

In the In Our Shoes board game, respondents gained new insights into the lives of people with disabilities and the importance of inclusive attitudes in society. However, these benefits are more perceived as an educational experience and increased social knowledge than as the main reason to make a purchase. This shows that the educational value of a product does not necessarily directly shape consumer purchase intention.

In addition, the characteristics of respondents who are dominated by students and adolescents can explain why awareness has not been able to influence purchase intentions. Limited financial ability makes purchasing decisions influenced by other factors, such as price, interest in games, entertainment needs, and personal preferences. Therefore, although respondents have a high awareness of disability issues, these conditions are not enough to encourage the purchase of board games In Our Shoes.

Based on the descriptive results, the awareness indicator obtained a high average score which showed that the board game In Our Shoes succeeded in improving the social understanding of the respondents. However, this increase in awareness is not followed

by a comparable increase in purchase intention. These findings suggest that understanding social issues does not necessarily result in purchasing behavior.

Practically, the developers of the board game In Our Shoes need to expand their marketing strategy by not only focusing on raising social awareness. In addition to conveying educational messages about disabilities, products also need to highlight the quality of the game, an engaging gaming experience, direct benefits for players, and the value of the entertainment offered. Thus, consumers not only understand the issues raised, but also have greater motivation to buy the product.

5. The Influence of User Experience on Purchase Intention

User Experience describes the overall perception and experience of individuals when interacting with a product which includes ease of use, convenience, engagement, enjoyment, and impressions that arise during the use process (Endah et al., 2019). In this study, User Experience refers to the respondents' experience when playing the board game In Our Shoes, both in terms of the excitement of the game and the understanding gained about disability issues.

Based on the Stimulus–Organism–Response (S-O-R) Theory, User Experience acts as a stimulus that can influence consumer behavioral responses. Positive experiences with a product are able to form a good evaluation so as to increase the likelihood of the intention to buy. Thus, the better the experience that consumers feel, the greater their tendency to own the product.

The results show that User Experience has an influence on Purchase Intention. This shows that a fun gaming experience, easy to understand, interesting, and gives a positive impression can increase respondents' desire to buy the board game In Our Shoes. The experience gained during play is an important factor in building the perception that the product has value and is worth having.

These findings support the research of Kosa et al. (2022) who stated that the gaming experience is one of the factors that affect purchase intention in board game products. In addition, the results of this study are also in line with Xu et al. (2020) who explain that a positive user experience can increase consumer interest in a product. Consumers tend to have a greater interest in products that are able to provide unique and valuable experiences.

In the In Our Shoes board game, the experience provided is not only entertainment, but also has an educational element through interactive presentation of disability issues. The combination of gaming experiences and social learning creates different values than board games in general. This makes respondents have a positive perception of the product, increasing interest in owning it.

Respondents' ratings of the User Experience indicator show a high average value. This shows that the board game In Our Shoes is considered easy to play, able to engage players, provide fun, and leave a positive experience. This high perception shows that the quality of the gaming experience is an important aspect in building consumer purchase intention.

The characteristics of the respondents, most of whom have had previous experience playing board games, also allow for a comparison process with other products. When In Our Shoes is able to provide a different, interesting, and educational experience, the chances of buying intent to appear are even greater.

Practically, the results of this study show that the developers of the board game In Our Shoes need to maintain the quality of the gaming experience as a key factor in attracting consumers. The development of game design, ease of understanding the rules, interaction between players, and the delivery of social messages need to be continuously improved in order to continue to provide a fun and meaningful experience. A quality gaming experience can increase the likelihood of buying intent for the product.

6. The Influence of User Experience on Purchase Intention through Empathy

Empathy is a person's ability to understand and feel the conditions experienced by other individuals (Shan & Illingworth, 2025). In this study, empathy is seen as a mechanism that connects User Experience with Purchase Intention. Through the board game In Our Shoes, respondents are expected not only to have a fun experience, but also to be able to understand the condition of people with disabilities so that there is a desire to support products that carry these social messages.

In the perspective of Stimulus–Organism–Response Theory (S-O-R), User Experience acts as a stimulus that affects the internal condition of individuals in the form of empathy as an organism, then produces responses in the form of certain behaviors such as purchase intentions. However, the results show that Empathy is not able to mediate the relationship between User Experience and Purchase Intent.

The findings suggest that while the play experience can increase respondents' sense of care and understanding of people with disabilities, the increase in empathy is not strong enough to drive a purchase decision. Respondents viewed the In Our Shoes board game more as an educational medium that provides social understanding than as a must-have product.

This suggests that the emotional changes that arise after playing do not always directly result in consumption behavior. Empathy formed plays more of a role in increasing social care than being a major factor in purchasing decisions. This condition can also be influenced by the characteristics of respondents, the majority of whom are students and adolescents with limitations in making purchasing decisions independently.

In this group of respondents, the decision to buy a product is not only influenced by emotional aspects, but also considers other factors such as price, financial ability, needs, and preferences for games. Therefore, although the level of empathy increases after playing the board game In Our Shoes, this condition has not been able to significantly increase purchase intention.

Descriptive results showed that empathy obtained high scores, which indicates the success of the game in building understanding and concern for disability issues. However, high empathy is not followed by a comparable increase in purchase intention. Thus, empathy serves more as an educational goal than as a link between the gaming experience and purchasing behavior.

Practically, the developers of the board game In Our Shoes need to consider other factors besides empathy to increase purchase intention. The social message provided is still important, but it needs to be supported by improving the quality of the game, attractive design, product benefits, and a gaming experience that can provide more value for consumers.

7. The Influence of User Experience on Purchase Intention through Awareness

Awareness is the level of understanding and sensitivity of individuals to a certain issue, including social issues that develop in society (Qayyum et al., 2023). In this study, awareness is related to respondents' understanding of disability issues, obstacles faced by people with disabilities, and the importance of creating an inclusive environment.

Based on the Stimulus–Organism–Response (S-O-R) Theory, User Experience is a stimulus that can affect the internal condition of individuals in the form of awareness as an organism, then produce a response in the form of purchase intention. Theoretically, a positive gaming experience is expected to increase respondents' awareness and encourage the desire to buy board games In Our Shoes.

However, the results of the study show that Awareness is not able to mediate the influence of User Experience on Purchase Intention. This shows that while the gaming experience has been successful in improving respondents' understanding of disability issues, the increase in awareness has not been enough to significantly drive purchasing decisions.

Respondents tend to view the In Our Shoes board game as an educational tool that provides new insights about disability rather than as a consumer product. Play experiences helped respondents understand the challenges of people with disabilities and improve inclusive attitudes, but these changes in understanding did not directly result in a desire to buy.

This condition can be influenced by the characteristics of respondents, most of whom are still in the age of students and adolescents. In this group, purchasing decisions are usually influenced by various other factors such as price, financial ability, needs, interest in the game, and perceived benefits. Therefore, awareness of social issues has not been the main factor in shaping buying intentions.

The results of the descriptive analysis showed that the level of awareness of respondents was in the high category. This shows that the board game In Our Shoes has succeeded in becoming an educational medium that increases social understanding. However, high awareness does not automatically increase consumption behavior towards products that carry the issue.

Practically, the developers of the board game In Our Shoes can't just rely on raising awareness as a marketing strategy. The value of education needs to be combined with other aspects of the product such as game quality, design innovation, benefits for players, and marketing communication strategies that are able to show product excellence. Thus, the awareness formed through the gaming experience can be supported by other factors that are more influential on the purchase decision.

Conclusion

Based on the results of the analysis and discussion of the influence of the User Experience of the board game In Our Shoes on Purchase Intention with Empathy and Awareness as a mediating variable, it can be concluded that User Experience has a positive and significant influence on Empathy and Awareness. This shows that the experience of playing board games In Our Shoes is able to improve respondents' ability to understand the perspectives of people with disabilities, as well as expand knowledge and social sensitivity to disability issues and the importance of inclusivity values.

On the other hand, Empathy and Awareness did not show a significant influence on Purchase Intention. This means that while the gaming experience is able to build empathy and increase respondents' awareness, these two aspects are not strong enough to encourage the desire to buy the board game In Our Shoes. Meanwhile, User Experience has been proven to have a positive and significant influence on Purchase Intention, which shows that an engaging, fun, and meaningful gaming experience is the main factor in increasing respondents' interest in products.

Overall, this study confirms that the quality of the gaming experience is the main factor that determines the purchase intention of the In Our Shoes board game, while psychological changes in the form of empathy and awareness play a greater role in providing educational and social impacts.

Based on the results of the research, User Experience is a factor that affects the increase of Purchase Intention for board game In Our Shoes. Therefore, developers and marketers need to continue to improve the quality of the gaming experience through the development of game mechanics, storylines, visual design, and interaction between players to make the product more attractive, easy to understand, and acceptable to various groups of users.

In addition to improving aspects of the gaming experience, developers also need to integrate educational and social values with stronger entertainment elements. This is necessary because the Empathy and Awareness formed after playing has not been proven to be able to increase buying intent directly. Marketing strategies can further emphasize the uniqueness of play experiences that are interactive, fun, and relevant to daily life so as to increase consumer interest in products.

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