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Driving Insurance Purchase Intentions in the Digital Era: The Roles of Money Attitude, Utilitarian Motivation, and Celebrity Trustworthiness

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ABSTRACT

This study examines the determinants of insurance purchase intentions in the digital era by integrating perspectives from money psychology, utilitarian motivation, and celebrity trustworthiness. Using a sample of 113 followers of financial educators on Instagram, data were analyzed with PLS-SEM 4.0 to investigate the direct, indirect, and moderating effects among the proposed constructs. The findings show that money attitude significantly enhances utilitarian motivation, indicating that individuals with stronger financial orientations tend to evaluate insurance products through functional value considerations. However, utilitarian motivation does not directly influence purchase intention, nor does it mediate the link between money attitude and purchase intention, suggesting that rational assessments alone are insufficient to drive insurance decisions. Notably, celebrity trustworthiness significantly moderates the relationship between utilitarian motivation and purchase intention, demonstrating that credible public figures strengthen consumers’ confidence in the utilitarian benefits of insurance products. The study contributes to financial and digital marketing literature by highlighting the interplay between rational evaluations and source credibility. Practically, the results underscore the importance of combining functional value communication with trustworthy celebrity endorsers to enhance consumer trust and stimulate insurance purchase intentions.

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Introduction

The insurance industry in Indonesia continues to exhibit relatively low penetration despite increasing economic growth and heightened public awareness of financial risks. According to the Financial Services Authority (Otoritas Jasa Keuangan), insurance penetration reached only 2.72% in February 2025, showing a slight improvement from the end of 2024 but still lagging significantly behind neighboring countries such as Malaysia (4.8%), Japan (7.1%), and Singapore (11.4%) [1]. A similar pattern is observed in the premium density indicator, where the average premium per capita in 2022 was recorded at approximately IDR 1,923,380—well below the national target of IDR 2.4 million by 2027 as stipulated in the Indonesian Insurance Roadmap [2]. Low literacy and inclusion levels further contribute to the limited adoption of insurance products. Findings from the 2025 National Financial Literacy and Inclusion Survey (SNLIK) indicate that insurance literacy remains at 45.45%, suggesting that nearly half of the population lacks adequate understanding of the benefits, risks, and mechanisms of insurance products [3], thereby constraining purchase intentions due to uncertainty and skepticism.

Within financial marketing research, money attitude has emerged as an essential psychological determinant shaping consumers' financial decision-making. Money attitude refers to individuals' perceptions, beliefs, and emotional orientations toward managing financial resources, which subsequently influence decisions related to spending and consumption [4], [5]. Prior studies highlight that individuals with strong orientations toward financial security and the disciplined management of monetary resources tend to be more receptive to products offering long-term protection [6], [7]. This orientation shapes consumers' evaluation of the functional value of financial products, making insurance appear more beneficial relative to consumers driven by hedonic or impulsive spending tendencies.

In consumer behavior literature, utilitarian motivation refers to an individual's rational drive to obtain functional benefits from a product, particularly those associated with effectiveness, efficiency, and practical need fulfillment [8]. Previous empirical studies demonstrate that utilitarian motivation positively influences purchase intention, as consumers tend to choose products that provide tangible benefits and reduce perceived uncertainty [9], [10], [11]. In the insurance context, utilitarian motivation reflects consumers' desire for protection, financial risk minimization, and long-term economic security. Thus, the stronger the utilitarian motivation, the greater the likelihood that consumers form purchase intentions toward insurance products.

Celebrity trustworthiness—defined as consumers' perceptions of a public figure's honesty, integrity, and credibility—has also gained attention as a persuasive element in digital marketing communications [5], [12]. This trust serves as a critical factor influencing consumers' acceptance of product information. In the insurance sector, which is inherently characterized by high perceived risk, the trustworthiness of celebrity endorsers helps bridge existing trust gaps. Prior research indicates that public figures perceived as honest and consistent can enhance consumers' confidence in product benefits while strengthening the effectiveness of marketing communication [13]. In the digital era, where financial content is rapidly disseminated through social media, credible celebrities play a strategic role in enhancing information reliability and fostering purchase intentions [14].

Building upon these conditions, the present study investigates the relationship between money attitude and insurance purchase intention, the mediating role of utilitarian motivation, and the moderating influence of celebrity trustworthiness. The study provides theoretical contributions by integrating financial psychology with social and digital marketing perspectives. Practically, the findings are expected to aid insurance companies in designing more effective digital communication strategies, enhancing consumer literacy and trust, and supporting the achievement of the 2023–2027 National Insurance Roadmap targets [15]. Accordingly, this study explicitly aims to: (1) analyze the effect of money attitude on utilitarian motivation; (2) examine the influence of utilitarian motivation on insurance purchase intention; (3) assess the mediating role of utilitarian motivation in the relationship between money attitude and insurance purchase intention; and (4) evaluate whether celebrity trustworthiness moderates the effect of utilitarian motivation on insurance purchase intention.

The theoretical foundation of this study is anchored in the Theory of Planned Behavior (TPB), which posits that behavioral intention is formed through cognitive evaluations of outcomes, perceived social pressures, and an individual's sense of control over the behavior [16]. Within this framework, money attitude represents a form of behavioral belief that shapes consumers' evaluative judgments toward financial decisions, thereby influencing the development of rational, value-oriented motivations. Utilitarian motivation, in turn, reflects the attitudinal component of TPB, emphasizing functional assessments of product attributes, long-term benefits, and efficiency-related considerations. TPB also acknowledges the role of credible information sources in reinforcing subjective norms. In this regard, celebrity trustworthiness functions as an external normative cue that strengthens individuals' acceptance of product information, amplifying the cognitive pathways that lead to insurance purchase intention. Thus, TPB provides a cohesive structure for understanding how psychological dispositions, rational evaluations, and credible communication sources interact in shaping consumers' behavioral intentions.

Complementing the TPB perspective, the Protection Motivation Theory (PMT) offers an additional explanatory lens particularly relevant to insurance-related decision-making. PMT asserts that protective behaviors emerge from individuals' assessments of threat severity, vulnerability, and the efficacy of available coping responses [17]. In the context of insurance, utilitarian motivation can be conceptualized as a form of coping appraisal, wherein consumers evaluate the functional ability of insurance products to mitigate financial risks and enhance long-term security. Individuals with stronger money attitudes may engage in more systematic threat and coping evaluations, thereby strengthening the cognitive processes that PMT identifies as antecedents of protective intentions. Moreover, credible celebrity figures may reinforce perceived response efficacy by enhancing trust in product information and reducing uncertainty, thereby strengthening the translation of utilitarian motivation into purchase intention. Together, PMT and TPB provide a robust conceptual backbone that elucidates how cognitive appraisals, value-driven motivations, and credible information sources collectively shape consumers' intentions to purchase insurance products.

Money attitude is conceptualized as a psychological disposition toward money, reflecting individuals' beliefs, cognitive evaluations, and emotional orientations in managing financial resources [18], [19]. Prior studies consistently demonstrate that money attitude shapes a spectrum of financial behaviors such as saving, investing, and the use of financial products [5], [20], [21]. From a theoretical perspective, individuals who attribute high importance to money tend to exhibit stronger rational and goal-oriented decision-making patterns, emphasizing efficiency and value maximization. Zheng et al. [22] show that love of money intensifies utilitarian reasoning within moral judgments, suggesting that monetary orientations can activate cognitive processes aligned with functional evaluation. In consumption contexts, this implies that individuals with stronger money attitudes may prioritize products based on their instrumental benefits. Thus, a positive association between money attitude and utilitarian motivation is expected. Accordingly, the first hypothesis is proposed:

H1: Money attitude positively influences utilitarian motivation.

Utilitarian motivation is widely recognized as a rational, goal-directed orientation that leads consumers to evaluate products based on their functional, protective, and efficiency-based benefits [23], [24]. Prior literature across e-commerce, retail, and digital financial services consistently demonstrates that utilitarian motivation drives purchase intention by enhancing perceptions of value, reducing uncertainty, and strengthening confidence in product functionality [10], [25], [26]. Within the insurance context—which is inherently risk-mitigating—utilitarian motivation becomes even more salient, as consumers weigh the long-term financial protection, risk reduction, and economic security provided by insurance policies. Theoretically, Protection Motivation Theory frameworks argue that consumers form stronger purchase intentions when they perceive high utilitarian benefits such as security, performance expectancy, and tangible value. Therefore, utilitarian motivation is expected to play a decisive role in increasing insurance purchase intention. Therefore, the second hypothesis is formulated:

H2: Utilitarian motivation positively influences insurance purchase intention.

The link between money attitude and purchase intention may not necessarily be direct because the cognitive mechanism through which money orientation translates into behavior involves consumers' functional assessment of product benefits. While previous research suggests that love of money reinforces utilitarian reasoning [22], utilitarian motivation itself is known to intensify consumers' preference for products offering practical, long-term benefits and security [27], [28]. Conceptually, this reflects a two-stage evaluative process: (1) money-oriented individuals become more sensitive to the functional value of financial products, and (2) utilitarian motivation channels this orientation into intention formation. However, empirical evidence explicitly examining this mediating pathway in the financial services or insurance domain remains scarce, indicating a conceptual gap. Integrating cognitive evaluation theory and financial decision-making perspectives supports the argument that utilitarian motivation acts as the psychological mechanism linking money attitude to insurance purchase intention. Therefore, the following hypothesis is proposed:

H3: Utilitarian motivation mediates the relationship between money attitude and insurance purchase intention.

Celebrity trustworthiness—defined as consumers' perceptions of a celebrity's honesty, integrity, and credibility—functions as a crucial determinant of persuasion and behavioral response within digital financial marketing [5], [12]. This construct becomes particularly relevant in high-risk industries such as insurance, where consumers rely heavily on credible information sources to reduce perceived uncertainty. Empirical studies demonstrate that trustworthy celebrities enhance message acceptance, foster perceived product value, and strengthen purchase decisions [29], [30]. From a theoretical standpoint, trustworthiness amplifies the cognitive processing of functional benefits, suggesting an interaction effect: consumers with strong utilitarian motivation are more likely to translate this motivation into purchase intention when information is endorsed by a credible public figure. Despite its theoretical relevance, empirical evidence testing this moderating role remains limited, making it necessary to validate within the insurance context. Therefore, the final hypothesis is proposed:

H4: Celebrity trustworthiness moderates the effect of utilitarian motivation on insurance purchase intention

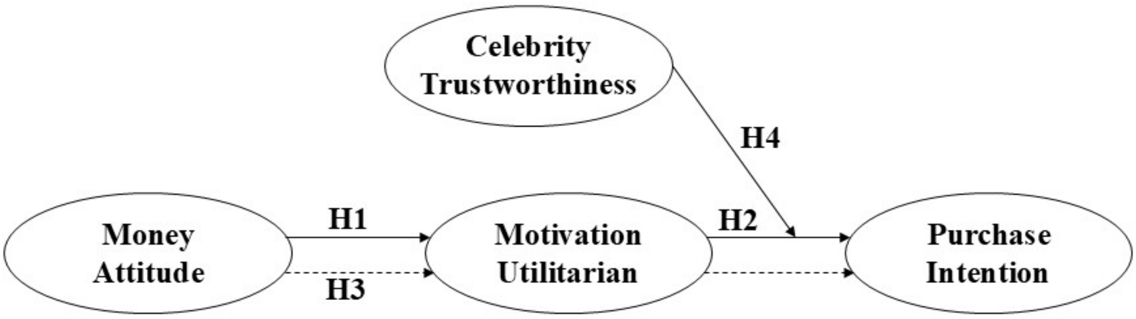

Figure 1. Conceptual framework

Method

Sample and Data Collection

This study employed a convenience sampling technique, which is appropriate for exploratory research aiming to understand digital consumer behavioral tendencies within a financial context. This sampling strategy was chosen due to the difficulty in identifying a clear and accessible sampling frame for insurance users in Indonesia, as no public registry or database of policyholders is available. Consequently, followers of financial educators on Instagram were positioned as a relevant proxy population, as they tend to possess higher financial awareness and demonstrate active engagement with financial literacy content.

These characteristics align with the study's focus on money attitude, utilitarian motivation, and purchase intention toward insurance products.

The sample was drawn from followers of two financial education influencers, Felicia Putri Tjiasaka and Marcel Nathanael, both of whom have a predominantly young and digitally savvy audience with strong interest in financial literacy. Although relying on two influencer communities may introduce demographic bias and limit generalizability, the sampling approach is supported by the theory of homophily [31], which posits that individuals with similar interests and information orientations tend to cluster within digital communities that are relatively homogeneous in terms of psychographic characteristics. Accordingly, followers of these accounts can be considered a relevant segment of digital consumers with relatively consistent levels of financial awareness, making them suitable for examining the constructs in this study.

A total of 125 responses were collected, of which 113 were deemed valid for analysis. To minimize potential common method bias (CMB), the research instrument was first pilot-tested with several respondents to ensure item clarity and reduce ambiguity. After data collection, CMB was assessed using the full collinearity assessment approach [32], which showed that all Variance Inflation Factor (VIF) values less than or equal to 5, indicating that the model was free from common method variance. Regarding sample adequacy, the sample size of N = 113 was considered sufficient based on the rule of thumb proposed by Roscoe [33], which states that a sample size between 30 and 500 is generally adequate for behavioral research. Data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) approach through SmartPLS 4.0, employing 10,000 bootstrap resamples to obtain stable parameter estimates and ensure the validity and reliability of the structural model.

Operational Definitions and Measurement of Variables

This study operationalized four main constructs adapted from prior empirical research. Money Attitude, adapted from adapted from prior work [5], captures individuals'

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beliefs and cognitive orientations toward financial management. Utilitarian Motivation, adapted from [26], reflects consumers' rational assessments of functional value and product efficiency. Purchase Intention, adapted from [34], denotes consumers' behavioral tendencies to engage in purchasing based on perceived value and trust in the product. Celebrity Trustworthiness, adapted from [5], measures consumers' perceptions of the credibility, honesty, and integrity of public figures involved in marketing communication. All constructs were assessed using a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree") to ensure measurement consistency and reliability.

Results and Discussion

Demographic Profile of Respondents

A total of 113 respondents participated in this study, with a relatively balanced gender distribution between males (48.7%) and females (51.3%). The majority of respondents were within the productive age range of 30–39 years (46.0%), followed by those aged 17–29 years (30.1%), while respondents aged 40–49 years and above 50 years accounted for 17.7% and 6.2%, respectively. In terms of occupation, most respondents were private-sector employees (39.8%), followed by civil servants or state-owned enterprise employees (22.1%), entrepreneurs (16.8%), students (15.0%), and other professions (6.3%). This composition indicates that the respondents predominantly represent individuals in their productive years with stable financial backgrounds, making them a relevant sample for capturing consumers with financial awareness and potential interest in purchasing insurance products in the digital era.

Table 1. Respondent Characteristics (n = 113)

Respondent Characteristics		Frequency (n)	Precentage (%)
Gender	Male	55	48.7
	Female	58	51.3
Age (years)	17 – 29	34	30.1

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	30 – 39	52	46.0
	40 – 49	20	17.7
	> 50	7	6.2
Occupation	Students	17	15.0
	Private-sector employees	45	39.8
	Civil servants/SOE employees	25	22.1
	Entrepreneurs	19	16.8
	Others	7	6.3

Source: Primary Data Analysis (2025)

Measurements Model Evaluation

The evaluation of the measurement model was conducted to assess the validity and reliability of the reflective constructs in the research model. Construct validity was examined through outer loadings, average variance extracted (AVE), and composite reliability, as recommended by prior methodological guidelines [35], [36] (Table 2). All indicators demonstrated loading values exceeding the 0.70 threshold, indicating strong convergence with their respective constructs [37]. The AVE values for all constructs also surpassed the minimum requirement of 0.50, ranging from 0.748 to 0.907, thereby confirming adequate convergent validity [32]. Furthermore, both composite reliability and Cronbach's alpha recorded values above 0.90, reinforcing the high internal consistency and stability of the items within each construct [35]. Accordingly, all constructs in the model can be deemed statistically valid and reliable.

Table 2. Validity and Reliability Assessment

Construct	Indicator	Loading	Composite Reliability	AVE	Cronbach's Alpha
Money Attitude	MA1	0.902	0.956	0.844	0.938
	MA2	0.911			
	MA3	0.948			
	MA4	0.913			
Utilitarian Motivation	MU1	0.884	0.937	0.748	0.915

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	MU2	0.864			
	MU3	0.783			
	MU4	0.896			
	MU5	0.892			
Purchase Intention	NP1	0.931	0.967	0.907	0.949
	NP2	0.965			
	NP3	0.960			
Celebrity Trustworthiness	CT1	0.934	0.949	0.825	0.929
	CT2	0.860			
	CT3	0.910			
	CT4	0.926			

Source: Primary Data Analysis (2025)

Additionally, discriminant validity was assessed using the heterotrait–monotrait ratio (HTMT) (Table 3), following the guidelines proposed in [38]. All HTMT values were below the recommended threshold of 0.90 (Table 3), indicating sufficient distinction among the constructs in the research model. These results provide robust evidence that each construct measures a unique conceptual domain without substantial conceptual overlap. With all validity and reliability criteria satisfied, the measurement model is empirically robust and suitable for further hypothesis testing using variance-based structural equation modeling (SEM).

Table 3. Heterotrait–Monotrait (HTMT) Ratio

	Celebrity Trustworthiness	**Money Attitude**	**Utilitarian Motivation**	**Purchase Intention**
Celebrity Trustworthiness	0.861			
Money Attitude	0.825	0.841		
Utilitarian Motivation	0.896	0.744	0.631	
Purchase Intention	0.590	0.473	0.594	0.337

Source: Primary Data Analysis (2025)

The multicollinearity assessment using the Variance Inflation Factor (VIF) demonstrates that all indicators within the constructs of Money Attitude, Utilitarian

Motivation, Purchase Intention, and Celebrity Trustworthiness exhibit VIF values ranging from 1.846 to 3.141. These values fall consistently below the critical threshold of ≤ 5 [32], indicating the absence of multicollinearity issues that could compromise the stability of the model's estimates. Accordingly, each indicator shows no excessive redundancy and is deemed capable of representing its respective construct independently. These results strengthen the measurement model's validity and ensure that the structural relationships tested are free from potential bias arising from high inter-indicator correlations.

Table 4. Multicollinearity Test

Construct	Indicator	VIF
Money Attitude	MA1	3.101
	MA2	3.132
	MA3	2.658
	MA4	3.048
Utilitarian Motivation	MU1	3.094
	MU2	2.643
	MU3	1.846
	MU4	2.438
	MU5	2.744
Purchase Intention	NP1	2.753
	NP2	1.896
	NP3	2.855
Celebrity Trustworthiness	CT1	2.873
	CT2	2.364
	CT3	2.664
	CT4	3.141

Source: Primary Data Analysis (2025)

Structural Model Evaluation

Table 5. Hypothesis Testing Results

Hypothesis	Original Sample (O)	T Statistics (|O/STDEV|)	P Value

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H1 :	Money Attitude → Utilitarian Motivation	0.784	10.278	0.000
H2 :	Utilitarian Motivation → Purchase Intention	-0.062	0.535	0.593
H3 :	Money Attitude → Utilitarian Motivation → Purchase Intention	-0.049	0.513	0.608
H4 :	Utilitarian Motivation*Celebrity Trustworthiness → Purchase Intention	0.097	2.286	0.022

Source: Primary Data Analysis (2025)

To further clarify the significant moderating effect found in the model, a visual interaction plot was examined to illustrate how variations in Celebrity Trustworthiness influence the relationship between Utilitarian Motivation and Purchase Intention. In the plot, the middle line reflects the effect of Utilitarian Motivation on Purchase Intention at the mean level of Celebrity Trustworthiness, whereas the upper and lower lines represent conditions in which Celebrity Trustworthiness is one standard deviation above and below the mean, respectively. The slope becomes more positive when Celebrity Trustworthiness is elevated, indicating that higher levels of Celebrity Trustworthiness strengthen the effect of Utilitarian Motivation on Purchase Intention. In contrast, when Celebrity Trustworthiness is at a lower level, the slope shifts toward a more negative direction, suggesting that Utilitarian Motivation alone is insufficient to produce favorable outcomes for Purchase Intention without adequate support from Celebrity Trustworthiness This graphical evidence aligns with the statistical results, confirming that Celebrity Trustworthiness acts as a significant enhancer in the Utilitarian Motivation – Purchase Intention relationship.

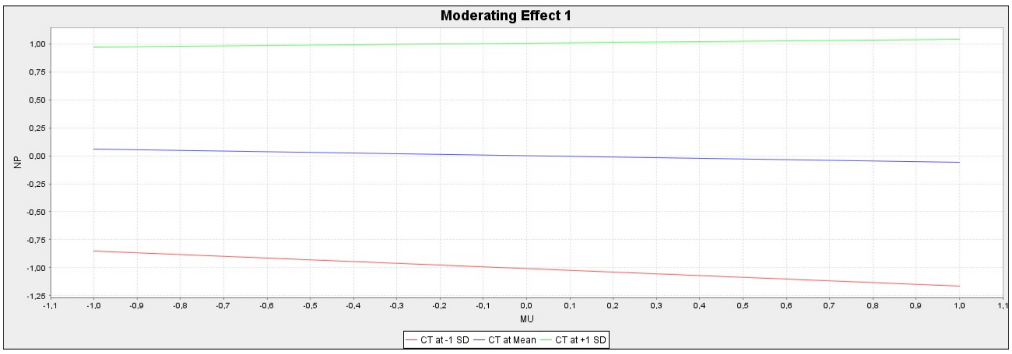

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Figure 2. Interaction effect of celebrity trustworthiness x utilitarian motivation on purchase intention

Source: SEM PLS 4.0 Output (2025)

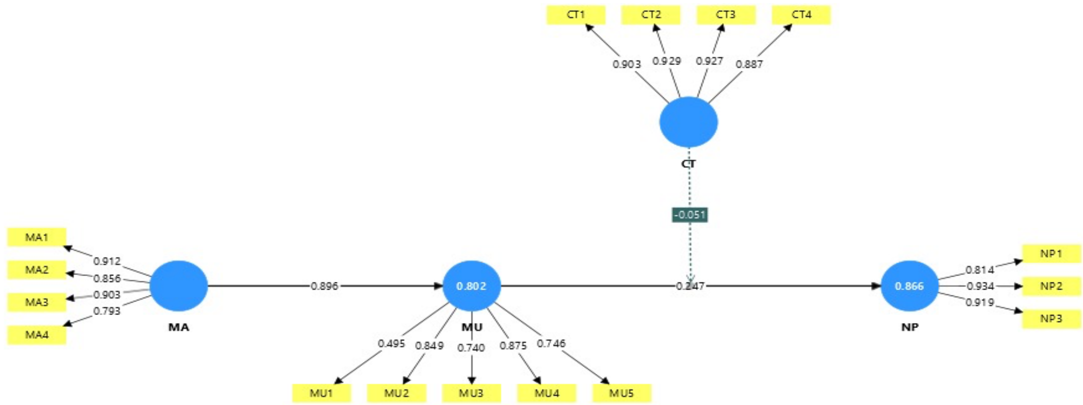

Figure 3. Results of path analysis

Source: SEM PLS 4.0 Output (2025)

The structural assessment was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0, as this version enables advanced construct estimation without exporting latent variable scores into a separate dataset [39]. A bootstrapping procedure with 10,000 resamples was employed to assess the significance of the structural paths. The hypothesis testing results indicate that Money Attitude has a significant positive effect on Utilitarian Motivation (O = 0.784; p = 0.000), providing strong support for H1. This finding suggests that individuals' orientations toward money play a pivotal role in shaping utilitarian, functionally driven evaluation processes when assessing products.

However, the test of H2 reveals that Utilitarian Motivation does not significantly influence Purchase Intention (O = –0.062; p = 0.593). This non-significant effect suggests that rational evaluations alone are insufficient to drive decision-making in digital insurance settings. As a high-risk and credence-type financial product—whose benefits are not directly observable or easily verified—insurance requires consumers to rely more heavily on affective reassurance and trust cues than on purely functional assessments. This phenomenon also clarifies the absence of a mediating effect in H3, indicating that financial orientations must be supported by credible and emotionally assuring validation before they can shape purchase intention.

Furthermore, the mediation test for H3 shows that Money Attitude does not exert a significant indirect effect on Purchase Intention through Utilitarian Motivation ($O = -0.049$; $p = 0.608$), confirming that the mediating mechanism is not supported. In contrast, the results for H4 demonstrate a significant positive interaction effect between Utilitarian Motivation and Celebrity Trustworthiness on Purchase Intention ($O = 0.097$; $p = 0.022$). This finding confirms that trust in celebrity figures strengthens the extent to which utilitarian considerations translate into consumers' purchase intentions. Overall, the structural model underscores the critical role of celebrity credibility in reinforcing the rational pathway from utilitarian motivation to purchase intention.

Discussion

The findings of this study enhance the understanding of the psychological mechanisms underlying consumer purchase intention within digital insurance environments employing celebrity endorsers. The analysis reveals that Money Attitude exerts a significant positive effect on Utilitarian Motivation ($O = 0.784$; $p < 0.001$), indicating that financial orientations shape rational, functionally driven decision-making patterns. The findings are consistent with empirical evidence indicating that consumers who perceive money as a scarce resource that requires substantial effort to obtain tend to engage in more meticulous and efficiency-oriented evaluations when facing long-term financial decisions, including considerations of products such as insurance [40], [41]. Accordingly, strong financial orientations encourage consumers to assess insurance offerings based on economic utility, perceived value, and long-term benefits. In digital insurance settings, rational evaluation processes are further shaped by a high degree of information asymmetry and the absence of face-to-face interaction between consumers and service providers. Consumers often rely on independent assessments of fragmented digital information, making financial orientation a critical foundation in forming evaluative judgments. This increases the relevance of Money Attitude in digital contexts where consumers must conduct utilitarian assessments autonomously without direct support from insurance agents.

The analysis further indicates that Utilitarian Motivation does not significantly influence Purchase Intention (O = –0.062; p = 0.593), suggesting that rational considerations alone are insufficient to drive insurance purchase decisions. Although empirical studies specifically examining endorsers within the insurance context remain limited, prior research on consumer decision-making consistently shows that consumer choices are more strongly shaped by affective cues, risk perceptions, and trust in the service provider than by purely functional evaluations [42], [43], [44]. This pattern suggests that similar psychological mechanisms are likely to influence consumer responses to insurance products. The non-significant effect observed in this study reinforces the theoretical view that utilitarian motivation is limited in capturing the psychological complexity of digital insurance decision-making. Practically, these findings imply that insurers cannot rely solely on functional or economic arguments—such as premium efficiency or benefit specifications—to stimulate purchase intention, and thus strategies emphasizing emotional assurance and trust-building remain essential. Theoretically, the results highlight the boundary conditions of utilitarian motivation, particularly in the context of high-risk and intangible financial products.

Moreover, the mediation test shows that Utilitarian Motivation does not mediate the relationship between Money Attitude and Purchase Intention (O = –0.049; p = 0.608). This finding suggests that although money-related attitudes shape cognitive evaluation patterns, these cognitions alone are insufficient to generate purchase intention in the absence of emotional or social reinforcement. This explanation is consistent with evidence in insurance consumer behavior, which indicates that individuals with high financial vigilance tend to delay purchase decisions until they obtain sufficient information, clear benefit structures,

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and confidence that the product aligns with their needs [45], [46]. Consumers with strong financial literacy engage in more rigorous risk evaluation and benefit comparison before committing to a decision. However, affective assurances—such as positive testimonials, personal experiences, or recommendations from trusted sources—can accelerate the decision-making process by enhancing perceived security and providing additional validation [47]. Thus, individuals with strong financial orientations remain cautious until their rational judgments are validated by trusted information sources.

The moderation analysis further demonstrates that Celebrity Trustworthiness significantly strengthens the relationship between Utilitarian Motivation and Purchase Intention (O = 0.097; p = 0.022). This result aligns with prior research in digital marketing and endorsement effectiveness, which demonstrates that credible endorsers enhance perceived legitimacy, reduce risk-related uncertainty, and strengthen consumer confidence in the utilitarian value of complex financial products [48], [49], [50]. In digital environments characterized by complex, limited, and difficult-to-verify information, celebrity trustworthiness functions as an effective heuristic cue that reduces ambiguity and expedites decision-making. When utilitarian motivation is supported by a trusted public figure, rational evaluations become more meaningful and are more likely to translate into behavioral intention.

The addition of trustworthiness as a moderating factor also underscores the complementary cognitive–affective mechanisms involved in digital insurance decisions. Reliance on credible endorsers assists consumers in filtering relevant information, reducing perceived risk, and validating the utilitarian benefits they assess [51], [52]. This mechanism is particularly crucial in digital insurance contexts, where consumers face challenges in evaluating service quality directly and thus rely heavily on strong social proof to reinforce purchase intention.

Overall, these findings offer theoretical contributions by integrating money psychology with digital insurance marketing, demonstrating that trust—derived in this study from celebrity credibility—acts as a critical bridge between rational evaluation and behavioral intention. The study also challenges assumptions that utilitarian motivation universally drives purchase intention by showing that, for high-risk credence products such as insurance, utilitarian value requires strong social validation before it can exert meaningful influence on behavioral intention.

Conclusion

This study provides empirical evidence on how psychological and social mechanisms shape insurance purchase intentions in the digital era. The findings indicate that Money Attitude significantly influences Utilitarian Motivation; however, utilitarian considerations neither directly drive purchase intention nor mediate the effect of Money Attitude on behavioral intention. This underscores that insurance purchase decisions are not driven solely by functional evaluations but are also shaped by affective responses, risk perceptions, and trust. Furthermore, Celebrity Trustworthiness strengthens the relationship between Utilitarian Motivation and Purchase Intention, suggesting that credible public figures can convert rational evaluations into concrete behavioral intentions. Theoretically, this study contributes by clarifying the limited role of utilitarian motivation in high-risk financial products, positioning Money Attitude as a cognitive antecedent rather than a direct behavioral driver, and identifying celebrity trustworthiness as a boundary condition in insurance-related decision-making within digital environments.

Despite these contributions, the study has several limitations, particularly its reliance on a cross-sectional design, which captures relationships at a single point in time and therefore does not permit definitive causal inference. Future research is encouraged to employ longitudinal or experimental designs to better observe the dynamics of attitude and intention formation. Subsequent studies may also incorporate additional variables such as risk perception, trust in insurers, financial anxiety, perceived product complexity, or digital engagement, and utilize more diverse samples to enhance generalizability and deepen the understanding of the psychological mechanisms that shape insurance purchase intentions in an increasingly complex digital ecosystem.

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