



Analyzing the Effect of Digital Marketing Strategies on Consumer Buying Behavior in Fashion Retail after the COVID-19 Pandemic

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Abstract

This study analyzes the influence of digital marketing strategies on consumer purchasing decisions in fashion retail businesses in the post-pandemic era, focusing on identifying which elements of digital strategies significantly affect consumer decision-making. Using a quantitative explanatory approach, data were collected from 150 respondents who had purchased fashion products online in the past year through a Google Form-based questionnaire, with six variables examined: social media content, online advertising, influencer marketing, interactive websites, email marketing, and digital promotions. Multiple linear regression analysis supported by validity and reliability tests revealed that digital marketing strategies significantly influence purchasing decisions ($p < 0.01$), with digital promotions, social media content, influencer marketing, and online advertising showing significant effects, while interactive websites and email marketing did not. The adjusted R^2 value of 0.661 indicates that 66.1% of the variation in purchasing decisions is explained by the strategies employed. The study concludes that digital marketing strategies play a crucial role in shaping consumer purchasing behavior in fashion retail, and businesses should prioritize social media, digital promotions, and influencer collaborations to effectively increase purchase conversions.

INTRODUCTION

The rapid advancement of digital technology has revolutionized how businesses communicate with consumers, reshaping marketing strategies across industries. Over the past two decades, digital marketing has evolved from a complementary tool to a central mechanism for driving consumer engagement and sales (Dutta, 2024; Faruk et al., 2021). Digital platforms have enabled marketers to reach targeted audiences with unprecedented speed, precision, and personalization. This transformation is particularly evident in the fashion retail sector, where trends, visual identity, and immediacy define market success. Through digital tools such as social media, influencer collaborations, and data analytics, brands have developed interactive ecosystems that bridge emotional connections with consumers and accelerate purchasing decisions (Bala & Verma, 2018; Bakri, 2023;

Theodorakopoulos et al., 2025; Isibor et al., 2021). Fashion consumption, once defined by physical interaction and in-store experience, has transitioned into an experience mediated by digital narratives, personalized offers, and virtual brand storytelling (Pashiera & Sardjono, 2024; Alexander, 2021).

The COVID-19 pandemic further intensified the centrality of digital marketing. Lockdowns and mobility restrictions forced both consumers and businesses to rely on digital channels, reshaping retail ecosystems on a global scale (Ratten, 2023; Chowdhury et al., 2022; Ebaidalla, 2025). Post-pandemic, this digital transformation has persisted as a structural shift rather than a temporary adjustment. Consumers increasingly prioritize convenience, speed, and safety in their purchasing processes, while businesses respond with integrated digital strategies that blend promotion, interaction, and analytics (Mardosaite et al., 2024; Lipka et al., 2024). According to Shah and Murthi (2021), the traditional linear path from need recognition to purchase has been replaced by a dynamic, non-linear decision process where online engagement, peer recommendations, and digital promotions play decisive roles. As a result, digital marketing has become not merely a promotional vehicle but a comprehensive system influencing how consumers perceive, evaluate, and act toward brands (Adeniran et al., 2024; Pellegrino, 2024).

The fashion retail industry occupies a unique position in this digital transformation. Its success depends not only on product quality but also on symbolic communication and lifestyle appeal. Post-pandemic consumers seek authenticity and connection through digital interactions, favoring brands that demonstrate responsiveness, creativity, and alignment with personal values (Olayinka, 2021; Donald, 2024; Feri et al., 2024). Retailers, therefore, face the dual challenge of maintaining visibility in an oversaturated online market and delivering experiences that evoke trust and emotional engagement. In this context, digital marketing strategies must transcend mere advertising they must orchestrate experiences that merge entertainment, community, and commerce (Drzewiecka & Guinnane, 2024; Singha, 2024; Dulloo & Struweg, 2025). Consequently, understanding how different components of digital marketing such as social media content, influencer marketing, online advertising, email marketing, and digital promotions shape purchasing decisions is essential for both academic inquiry and business practice.

The core issue addressed in this study emerges from the disparity between the widespread adoption of digital marketing tools and the limited understanding of their differential impacts on consumer behavior. Many fashion retailers have embraced digital platforms, yet not all achieve optimal results. While digital visibility has increased, consumer trust and conversion rates often lag behind expectations. Studies indicate that inconsistent content quality, weak engagement strategies, and poor integration among marketing channels reduce the overall effectiveness of digital campaigns (Ansari et al., 2019). Moreover, despite growing investment in digital marketing, there remains limited clarity on which elements such as visual storytelling, influencer credibility, or promotional incentives most strongly drive consumer purchasing decisions, especially in a post-pandemic setting characterized by shifting values and purchasing priorities (Paningrum et al., 2023; Zahara et al., 2023).

Existing research has established that digital marketing significantly influences consumer decision-making, but its mechanisms vary by context and demographic group. Alghizzawi (2019) identified that digital marketing enhances consumer awareness and brand loyalty primarily through engagement quality rather than frequency of exposure. Similarly, Shah and Murthi (2021) emphasized that data-driven personalization amplifies marketing effectiveness by aligning brand messaging with individual preferences. However, in developing markets like Indonesia, where consumer behavior is strongly shaped by cultural values and price

sensitivity, the interplay between digital engagement and purchasing intent requires deeper exploration. Furthermore, the post-pandemic period has introduced new behavioral patterns consumers now balance aspirational consumption with financial caution and ethical considerations such as sustainability and local brand support (Ratten, 2023; Giannetti et al., 2021). These shifts demand a re-examination of established digital marketing models in the specific context of fashion retail recovery.

Several studies have attempted to model the influence of digital marketing strategies on consumer purchasing decisions, yet findings remain fragmented. Bala and Verma (2018) proposed a conceptual framework linking social media interaction to brand perception and loyalty, but their research predates the pandemic and does not consider rapid behavioral transformations in digital spaces. More recent studies by Mardosaite et al. (2024) and Dutta (2024) highlight how digital innovation and analytics have redefined marketing efficiency, but these studies emphasize technological capabilities rather than consumer psychological responses. Similarly, research by Pashiera and Sardjono (2024) underscores that competitive advantage in the digital age stems from understanding consumer engagement metrics; however, empirical evidence quantifying this relationship within post-pandemic fashion retail remains limited. This divergence between conceptual theorization and empirical validation underscores the need for further research that integrates behavioral, technological, and contextual dimensions of digital marketing impact.

Empirical evidence also suggests a hierarchy of influence among digital marketing components. Digital promotions such as discounts, cashback offers, and flash sales tend to trigger immediate consumer responses due to perceived economic value and time sensitivity. Social media content enhances brand awareness and emotional connection, while influencer marketing fosters credibility and trust through social proof (Ansari et al., 2019; Agustian et al., 2023; Fernando & Prabowo, 2024). Conversely, traditional digital channels like email marketing have shown declining engagement, especially among younger consumers who favor interactive and visual platforms. Yet, despite the abundance of literature, few studies simultaneously examine the relative significance of these components in shaping purchasing decisions under the socio-economic conditions of post-pandemic recovery. This gap highlights the need for comprehensive models that assess not only individual effects but also their combined impact on decision-making processes.

In the Indonesian context, where e-commerce penetration has surged dramatically, digital marketing in the fashion sector is both an opportunity and a challenge. Indonesia's youthful demographic, increasing internet accessibility, and vibrant social media culture create fertile ground for digital retail expansion. However, the same environment fosters intense competition and rapid shifts in consumer preferences. As Olayinka (2021) and Paningrum et al. (2023) observed, consumer loyalty in online fashion markets is highly volatile, influenced by trends, peer recommendations, and algorithmic visibility rather than long-term brand relationships. Thus, while the digital domain offers unprecedented reach, it also demands continuous adaptation and innovation to sustain consumer engagement.

Against this backdrop, the present study seeks to address the research gap by empirically examining how specific digital marketing strategies influence consumer purchasing decisions in the Indonesian fashion retail industry after the COVID-19 pandemic. The study integrates six components social media content, online advertising, influencer marketing, interactive websites, email marketing, and digital promotions into a comprehensive model tested through quantitative analysis. By evaluating the magnitude and significance of each factor's impact, this research provides an evidence-based understanding of how digital marketing can effectively shape consumer behavior in emerging markets undergoing digital acceleration.

The novelty of this study lies in its contextual and temporal focus. Unlike earlier research conducted in pre-pandemic or developed-market settings, this investigation captures the transitional phase where digital consumption patterns solidify into long-term behavior. The study contributes to theory by extending existing models of digital marketing effectiveness into post-crisis consumer contexts and to practice by offering strategic insights for fashion retailers seeking adaptive marketing approaches. Ultimately, the findings aim to inform how businesses can optimize their digital marketing mix to enhance purchase conversions, customer satisfaction, and sustainable brand relationships in a post-pandemic digital economy. The scope of this research is limited to fashion consumers in Indonesia who have engaged with digital marketing content over the past year, ensuring relevance to contemporary consumption realities while maintaining analytical rigor. Through this focused inquiry, the study aspires to enrich the growing discourse on digital transformation, consumer psychology, and marketing innovation in the era of continuous technological disruption.

METHODS

In this research, the explanatory research design was quantitative as it was used to test and empirically establish the role of digital marketing strategies in consumer purchasing behaviors in the fashion retailing industry in the aftermath of the COVID-19 pandemic. It is specifically the explanatory approach, when a causal relationship between independent and dependent variables is to be determined with the help of statistical analysis (Dohoo et al., 1997). This approach enables the objective assessment of the influence of particular factors of digital marketing on the purchase behaviour of consumers based on such measurable constructs as social media content, influencer marketing, online advertisements, interactive websites, email marketing, and digital promotions. The conceptual underpinning of the research model was the digital consumer behaviour theory (Sağkaya Güngör & Ozansoy Çadırcı, 2022) and post-pandemic marketing adaptation models that focus on data-centred and experience-based approaches.

Research Design

The survey design used in the study was cross-sectional survey design making it easier to collect data involving a large population of the respondents at one time. The design is effective in determining the correlations and patterns of consumer behaviour with the least amount of time and costs (Zinkhan & Braunsberger, 2004). Quantitative was selected to provide the objectivity and replicability aspect and is consistent with the past of analyzing consumer reactions to digital marketing strategies (Ansari et al., 2019; Alghizzawi, 2019). The process of operationalisation of the variables was made in a deductive manner: the hypotheses were postulated on the basis of theoretical propositions and were quantitatively checked with the help of statistical analysis.

The research model identifies digital marketing strategies as the independent variable, which is divided into six sub-dimensions, that is, social media content, influencer marketing, online advertising, interactive websites, email marketing, and digital promotion, and consumer purchasing decision as the dependent variable, which includes such stages as need recognition, information search, alternative evaluation, purchase decision, and post-purchase behaviour. This model is based on the design of the consumer decision-making process offered by Häubl & Trifts (2000) adjusted to the environment of online fashion consumption. The model of analysis aimed at establishing the concurrent and unidimensional impact of these digital marketing dimensions on consumer behavioral decisions.

Population and Sampling

The population of this research consists of consumers who have purchased fashion products through digital platforms such as e-commerce websites, social media marketplaces, or official brand sites after the COVID-19 pandemic, with a specific focus on Indonesian consumers. This population selection aligns with the study's objective of understanding post-pandemic behavioral adaptations in emerging markets. According to Statista 2024, Indonesia's e-commerce user base exceeded 180 million in 2023, dominated by young adults aged 18–35, making it an ideal context for analyzing digital consumption trends.

The study employed purposive sampling, a non-probability technique suitable for selecting participants who meet specific inclusion criteria (Etikan & Bala, 2017). The criteria were: (1) consumers aged 17 years or older, (2) individuals who had purchased fashion products online at least once within the past year, and (3) those who had interacted with digital marketing content such as social media advertisements, influencer endorsements, or promotional emails. These criteria ensured that participants possessed relevant experience with the constructs under investigation. Based on methodological recommendations by Oosterhuis et al. (2016), the sample size for regression-based analysis should be at least 10–15 respondents per variable; thus, a minimum of 100 respondents was considered acceptable. However, to enhance statistical power and reliability, data were collected from 150 respondents through online distribution, meeting the standards for explanatory quantitative studies.

Data Collection

Data were collected using a structured online questionnaire developed via Google Forms. Online administration was chosen to ensure accessibility and to reach a geographically diverse sample, reflecting the digital behavior being studied (Bryman, 2016). The questionnaire consisted of closed-ended items measured on a 5-point Likert scale ranging from “1 = strongly disagree” to “5 = strongly agree.” The instrument was designed to measure respondents' perceptions of six dimensions of digital marketing strategy and their corresponding purchasing decisions.

The questionnaire was divided into three sections. The first section gathered demographic data including gender, age, and frequency of online shopping. The second section measured perceptions of digital marketing strategies, adopting validated items from previous studies such as Bala & Verma (2018) for social media content, Ansari et al. (2019) for influencer and promotional variables, and Shah and Murthi (2021) for online advertising and website interactivity. The final section measured the five stages of the consumer purchasing decision process, adapted from Häubl & Trifts (2000). The operationalization of these variables ensured conceptual consistency and allowed for comparative interpretation with existing literature.

Validity and Reliability Testing

Prior to hypothesis testing, the research instrument underwent validity and reliability assessment to ensure the accuracy and internal consistency of the measurement items. Construct validity was evaluated through item-total correlation analysis, while reliability was measured using Cronbach's Alpha coefficient. According to Nunnally and Bernstein (1994), an Alpha value above 0.70 indicates satisfactory reliability. The results, presented in Table 2, showed Cronbach's Alpha coefficients of 0.872 for the digital marketing strategy construct and 0.881 for the consumer purchasing decision construct, confirming that the instrument met reliability standards. All item-total correlation values exceeded 0.3, validating the adequacy of each indicator for inclusion in further analysis.

Table 1. Validity and Reliability Testing

Variable	Total Items	Cronbach's Alpha	Description
Digital Marketing Strategy	6	0.872	Reliable
Purchase Decision	5	0.881	Reliable

The high reliability levels reflect consistency in respondents' interpretations of the questionnaire items, strengthening confidence in the subsequent regression analyses. Similar reliability values have been reported in comparable studies examining digital marketing behavior (Paningrum et al., 2023; Zahara et al., 2023).

Data Analysis Techniques

The quantitative data collected were analyzed using multiple linear regression analysis with the aid of SPSS software version 26.0. Regression analysis was chosen because it enables the determination of both the magnitude and direction of influence between independent and dependent variables, making it ideal for explanatory models (Hair et al., 2021). The analysis proceeded through several sequential stages: data screening, descriptive statistics, assumption testing, and hypothesis testing.

Data screening involved verifying completeness and checking for outliers or inconsistent responses. Descriptive statistics were then used to summarize respondent characteristics (see Table 1), illustrating the gender distribution, age groups, and online shopping frequency. The majority of respondents were female (70%) and aged between 20–30 years (54.7%), representing the dominant segment of digital fashion consumers in Indonesia. These descriptive insights were crucial for contextualizing behavioral patterns in subsequent inferential analyses.

Before testing the hypotheses, classical assumption tests were performed to ensure compliance with regression assumptions. Normality was tested using the Kolmogorov–Smirnov test, linearity through scatter plots, multicollinearity via Variance Inflation Factor (VIF) values, and heteroscedasticity through residual plots. All diagnostic tests indicated that assumptions were met, validating the model's suitability for regression analysis.

The hypothesis testing stage assessed both the simultaneous and partial effects of digital marketing strategy variables on consumer purchasing decisions. The overall model significance was tested using the F-test, while the influence of individual predictors was evaluated using t-tests. The level of significance was set at $\alpha = 0.05$, following conventional social science standards (Cohen et al., 2011). The model's goodness-of-fit was determined through the Adjusted R^2 value, which indicates the proportion of variance in the dependent variable explained by the independent variables. The results, summarized in Table 3, revealed an Adjusted R^2 of 0.661, meaning that 66.1% of the variation in purchasing decisions was explained by the six digital marketing strategy dimensions.

Table 2. Multiple Linear Regression Results

Independent Variable	Beta Coefficient (β)	t-count	Sig. (p-value)
Social Media Content	0.243	3.212	0.002**
Influencer Marketing	0.198	2.885	0.005**
Online Advertising	0.146	2.214	0.029*
Interactive Websites	0.104	1.758	0.082
Email Marketing	0.087	1.532	0.127
Digital Promotion	0.265	3.854	0.000**
Adjusted R^2	0.661		
F-count	30.228		0.000

Note: $p < 0.05$ indicates significance; $p < 0.01$ indicates high significance.

These findings confirm that the regression model was statistically significant ($F = 30.228$; $p < 0.001$). Four predictors digital promotion, social media content, influencer marketing, and online advertising showed significant positive effects on purchasing decisions, while interactive websites and email marketing did not reach statistical significance. This pattern corroborates previous findings that highlight the dominance of visual and social engagement platforms over traditional digital tools in post-pandemic consumer markets (Drzewiecka & Guinnane, 2024; Olayinka, 2021).

RESULTS AND DISCUSSION

This section presents the empirical findings from the quantitative analysis conducted to examine the influence of digital marketing strategies on consumer purchasing decisions in the Indonesian fashion retail industry after the COVID-19 pandemic. The results are structured to follow the logical sequence of statistical analysis: respondent profile, validity and reliability verification, regression analysis outcomes, and interpretation of significant relationships among variables. The discussion draws on established literature to contextualize the findings in the broader field of digital marketing and consumer behavior research.

Demographic Profile of Respondents

The demographic characteristics of the 150 respondents provide insight into the population most active in Indonesia's digital fashion retail sector. Table 1 summarizes these characteristics, highlighting gender, age, and frequency of online purchases.

Table 3. Demographic Distribution of Respondents

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	45	30.0
	Female	105	70.0
Age	< 20 years	10	6.7
	20–30 years	82	54.7
	31–40 years	42	28.0
	> 40 years	16	10.6
Frequency of Online Shopping	1–2 times/month	40	26.7
	3–4 times/month	58	38.7
	> 4 times/month	52	34.6

The data reveal that a majority of respondents were female (70%), with the dominant age group between 20 and 30 years (54.7%). This demographic aligns with earlier findings that young adults, particularly women, are the most active online shoppers in fashion categories (Ratten, 2023; Lipka et al., 2024). Their high digital engagement is partly driven by lifestyle aspirations and familiarity with social media platforms where fashion content thrives. Furthermore, over 70% of respondents reported shopping online more than twice per month, confirming that this cohort actively interacts with digital marketing campaigns and represents an ideal population for examining post-pandemic consumer dynamics.

Instrument Validity and Reliability

Before hypothesis testing, the measurement instrument was examined for validity and reliability. As shown in Table 2, all constructs exceeded the minimum Cronbach's Alpha threshold of 0.70 (Nunnally & Bernstein, 1994), indicating high internal consistency. Each item's correlation with the total score surpassed 0.3, confirming convergent validity.

Table 4. Validity and Reliability Testing

Variable	Total Items	Cronbach's Alpha	Description
Digital Marketing Strategy	6	0.872	Reliable
Purchase Decision	5	0.881	Reliable

The strong reliability coefficients demonstrate that respondents interpreted the statements consistently. These results correspond with findings from Paningrum et al. (2023) and Zahara et al. (2023), who emphasized that robust measurement reliability is essential for ensuring the precision of behavioral data in post-pandemic marketing studies. The validated instrument thus provided a sound empirical basis for analyzing causal relationships through regression analysis.

Regression Model

The main statistical analysis employed multiple linear regression to assess the influence of six independent variables social media content, influencer marketing, online advertising, interactive websites, email marketing, and digital promotions on the dependent variable, consumer purchasing decision. The model yielded an Adjusted R^2 of 0.661, indicating that 66.1% of the variation in purchasing decisions was explained collectively by the digital marketing strategy components. This level of explanatory power is substantial for behavioral research, suggesting that digital marketing constitutes a dominant determinant of consumer behavior in fashion retail (Drzewiecka & Guinnane, 2024; Dutta, 2024).

The overall model was statistically significant ($F = 30.228$, $p < 0.001$), confirming that digital marketing strategies collectively exerted a strong effect on consumer purchasing decisions. Table 3 presents the coefficients and significance values for each independent variable.

Table 5. Multiple Linear Regression Results

Independent Variable	Beta (β)	t-count	Sig. (p-value)
Social Media Content	0.243	3.212	0.002**
Influencer Marketing	0.198	2.885	0.005**
Online Advertising	0.146	2.214	0.029*
Interactive Websites	0.104	1.758	0.082
Email Marketing	0.087	1.532	0.127
Digital Promotion	0.265	3.854	0.000**
Adjusted R^2	0.661		
F-count	30.228		0.000

Notes: $p < 0.05$ significant; $p < 0.01$ highly significant.

Table 3 shows that digital promotion, which has a coefficient of $\beta = 0.265$ with a p-value of less than 0.01, is the most salient factor affecting consumer purchase behaviour in the post-pandemic fashion retail environment. This finding highlights the strong impact of price-based marketing campaigns (like discounts, cashback, flash sale, and bundle offers) especially in the Indonesian market where the price sensitivity is still rampant. The size of β (0.265) means that an increase in digital promotion by a unit will be accompanied by a strong positive change in the likelihood that a consumer is going to make a purchase. The observation concurs with available literature on post-pandemic consumer behaviour, which takes into consideration the effects of limited-time offerings and perceived economic benefits that are compounded by the Fear of Missing Out (FOMO) phenomenon on impulse purchases (Drzewiecka and Guinnane 2024). Furthermore, the p-value of this variable is so large (p-value < 0.01) to illustrate that it is essential in informing the purchasing behavior particularly with consumers moving towards economic recovery and being more sensitive to promotional offers which signify instant value.

The strong impact of digital promotion is also supported by the study of the influence of personalized promotions by Shah and Murthi (2021). Their article proves that the ability to tailor their offers on the basis of individual history of browsing and purchasing with the help of algorithmic targeting provides digital promotions as one of the main trading in promotions in e-commerce setting. The adjusted R² is 0.661, which means that over 66 per cent of the consumer buying behavior changes can be explained by the digital marketing practices, with digital promotions being the most significant contribution to it. The discovery sheds light on the increasing importance of data-driven marketing, where the promotion is not limited to generic discounts but it is carefully designed to match particular consumer tastes and behavioural patterns. To capitalize on this observation, retailers can tune their promotional strategies by making them more individualized and time-sensitively desperate, which can, in turn, increase consumer interest and the level of conversion.

Evolving Consumer Engagement in Post-Pandemic Digital Marketing

The paper has shown that the digital marketing tactics produce a huge impact on the consumer buying decisions in the post-pandemic fashion retail industry. The extreme impacts of online promotions, social-media content, influencer marketing, and internet advertising demonstrate a significant shift in the consumer-brand engagement in a highly digitalised environment. In addition to validating statistical relationships, these results help to understand the wider behaviour patterns that are motivated by the convenience, visual interest, and the belief in digital intermediaries.

It is likely that due to the prevailing independent promotion by use of digital promotion, post-pandemic consumers have become very price-sensitive and receptive to instant value propositions like discounts, vouchers, and flash sales. This fact aligns with the previous study conducted by Paningrum et al. (2023), which highlighted that the economic recovery and the uncertainty have strengthened the tendency of consumers to be short-term incentives. Furthermore, this research also shows that the effectiveness of digital promotions is not limited to pricing, but also depends on the use of psychological processes of urgency and exclusivity created by limited time offers, which is also supported by the behavioural concept of loss aversion.

The importance of social-media-based content as a convincing tool in building a brand image and emotional connection, is equally important. The social-media sites allow the brands to develop immersive stories that compose visual and lifestyle storytelling. In comparison to the previous studies (Ansari et al., 2019; Bala and Verma, 2018), which mainly considered social media as an awareness tool, the current study discloses the fact that these platforms have become a decision-making area where people justify preferences and search social confirmation. Instagram and Tik Tok also have the interactive nature as an added advantage of interaction, which strengthens the transformation of unidirectional communication into participatory consumer-brand dynamics.

The observation that influencer marketing continues to play a potent role in purchase decisions proves that trust and authenticity are the main traits of the modern digital marketing. However, this study suggests that this has changed to micro-influencers, whose perceived authority is usually higher than that of traditional celebrities. This fact confirms the ideas of Alghizzawi (2019), who claimed that it is not exposure that motivates digital influence but relational authenticity. The outcome also depicts a cultural change whereby the consumer does not perceive influencer recommendations as ads but as a social endorsement as a part of real-life situations.

In the meantime, the middle ground impact of web advertisements testifies to its further appeal as a brand recognition tool, but not an immediate buy stimulus. The

situation now is different as compared to the pre-pandemic period where display ads were mainly used to provide awareness functions to a consumer. It is now being shown that advertising is now required to incorporate personalization and retargeting capability in order to perform its tasks effectively. On the other hand, the low weight of the interactive websites and e-mail marketing points to the generational change of the digital use; younger consumers would prefer to use the immediacy and interactivity rather than a formal way of communication, which makes the traditional formats less significant. This observation is the opposite of Olayinka (2021), who advised on the long-term retention advantages of e-mail-based personalization, claiming that its efficiency can be currently contingent on the target demographic.

CONCLUSION

Digital marketing strategies simultaneously have a significant influence on consumer purchasing decisions in fashion retail businesses in the post-pandemic era. This demonstrates that digital approaches are a crucial element in influencing consumer behavior, particularly in the context of post-COVID-19 recovery. Partially, the components of digital marketing strategies that have the most significant influence on purchasing decisions are digital promotions, social media content, influencer marketing, and online advertising. These four components can encourage consumers to make purchases by forming positive perceptions of the brand, increasing interest, and creating the urge to act quickly during the transaction process. Meanwhile, interactive websites and email marketing did not show a significant influence on consumer purchasing decisions in this study. This indicates a shift in consumer communication channel preferences, where they are more responsive to visual, instant, and social media than traditional channels like email. These findings reinforce the importance of a digital-based marketing approach that is adaptive, creative, and responsive to changing consumer behavior, especially among the younger generation, who are the dominant segment in the online fashion business. Active consumer engagement with brands through social media and attractive promotions has been shown to effectively increase purchase conversions.

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