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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 examines the influence of digital marketing strategies on consumer purchasing decisions in Indonesia's fashion retail industry during the post-pandemic period. The research aims to identify the digital marketing dimensions that significantly affect purchasing decisions and to evaluate their relative contributions. A quantitative explanatory approach was employed using survey data collected from 150 consumers who had purchased fashion products through digital platforms within the previous year. Data were analyzed using multiple linear regression to assess the effects of six dimensions of digital marketing strategy, including social media content, influencer marketing, online advertising, interactive websites, email marketing, and digital promotion. The findings reveal that digital marketing strategies collectively exert a significant influence on consumer purchasing decisions. Digital promotion emerged as the strongest predictor, followed by social media content, influencer marketing, and online advertising, whereas interactive websites and email marketing did not demonstrate significant effects. The novelty of this study lies in its comprehensive evaluation of multiple digital marketing dimensions within the context of post-pandemic consumer behavior in an emerging market. The findings contribute to the development of digital consumer behavior research while providing practical guidance for fashion retailers to prioritize integrated promotional strategies and consumer-centered digital engagement to improve purchasing outcomes and marketing effectiveness.

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 (Rizkita et al., 2025; Wujarso & Sumardi, 2023)s. 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; Hwang et al., 2024; Koliou & Skalkos, 2025). 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

Research Design

This study employed a quantitative explanatory research design to examine the influence of digital marketing strategies on consumer purchasing decisions in Indonesia's fashion retail industry during the post-pandemic period. An explanatory approach was selected because the study aimed to identify and quantify the causal relationships between multiple dimensions of digital marketing and consumer purchasing behavior using statistical hypothesis testing (Creswell & Creswell, 2018). A cross-sectional survey design was adopted to collect data from respondents at a single point in time, enabling the assessment of consumers' perceptions and purchasing behavior under relatively similar market conditions. This approach is widely recognized as appropriate for investigating behavioral relationships in marketing and consumer research because it facilitates objective measurement and empirical testing of proposed research models (Bryman, 2016).

The conceptual framework was developed based on digital consumer behavior theory, which explains that purchasing decisions are influenced by consumers' interactions with various digital marketing channels throughout the decision-making process (Sağkaya Güngör & Ozansoy Çadırcı, 2022). In this study, digital marketing strategy was treated as the independent variable and comprised six dimensions: social media content, influencer marketing, online advertising, interactive websites, email marketing, and digital promotion. Consumer purchasing decision served as the dependent variable.

Research Setting, Population, and Sampling

The research was conducted in Indonesia by targeting consumers who had purchased fashion products through digital platforms after the COVID-19 pandemic. Digital platforms included e-commerce marketplaces, official brand websites, and social media shopping channels. Indonesia was selected as the research setting because of its rapidly growing digital economy and increasing adoption of online shopping within the fashion retail sector.

The target population consisted of consumers with experience in purchasing fashion products through digital channels. A purposive sampling technique was employed to ensure that respondents possessed characteristics relevant to the objectives of the study. Participants were required to satisfy three inclusion criteria: (1) at least 17 years of age, (2) having purchased fashion products online at least once during the previous year, and (3) having been exposed to one or more forms of digital marketing, including social media content, online advertising, influencer promotions, email marketing, interactive websites, or digital promotional campaigns. A total of 150 respondents participated in the survey, providing an adequate sample size for multiple linear regression analysis and ensuring sufficient statistical power for hypothesis testing (Oosterhuis et al., 2016).

Data Collection and Research Instrument

Primary data were collected using a structured online questionnaire administered through Google Forms. The online survey method was selected because it effectively reaches digitally active consumers while reflecting the online environment in which purchasing decisions are formed (Bryman, 2016). The questionnaire consisted of closed-ended statements measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

The instrument comprised three sections. The first section collected respondents' demographic information, including gender, age, and frequency of online shopping. The second section measured perceptions of the six dimensions of digital marketing strategy, while the third assessed consumer purchasing decisions. All measurement items were adapted from previously validated instruments in digital marketing and consumer behavior literature, with minor contextual adjustments to suit the Indonesian post-pandemic fashion retail context.

Table 1. Operational Definition of Research Variables

Variable	Indicators	Scale	Source
Social Media Content	Content quality, informativeness, interaction, visual appeal	Likert (1–5)	Bala & Verma (2018)
Influencer Marketing	Credibility, trustworthiness, expertise, attractiveness	Likert (1–5)	Ansari et al. (2019)
Online Advertising	Message clarity, relevance, attractiveness, informativeness	Likert (1–5)	Shah & Murthi (2021)
Interactive Websites	Ease of navigation, interactivity, accessibility, user experience	Likert (1–5)	Häubl & Trifts (2000)
Email Marketing	Information quality, personalization, promotional relevance	Likert (1–5)	Shah & Murthi (2021)
Digital Promotion	Discounts, vouchers, cashback, limited-time offers	Likert (1–5)	Ansari et al. (2019)
Consumer Purchasing Decision	Need recognition, information search, alternative evaluation, purchase decision, post-purchase evaluation	Likert (1–5)	Häubl & Trifts (2000)

Source: Adapted from previous studies.

Table 1 presents the operational definitions of the research variables and their respective indicators. These indicators were adapted from established studies to ensure conceptual consistency and facilitate empirical measurement of the constructs examined in this research.

Validity, Reliability, and Data Analysis

Prior to hypothesis testing, the questionnaire underwent validity and reliability assessment to ensure that the measurement instrument accurately represented the research constructs and demonstrated satisfactory internal consistency. Construct validity was evaluated using item-total correlation analysis, whereas reliability was assessed using Cronbach's Alpha coefficient. These procedures were conducted following commonly accepted methodological standards for quantitative behavioral research.

The collected data were analyzed using IBM SPSS Statistics version 26. Descriptive statistics were first employed to summarize respondents' demographic characteristics. Subsequently, classical assumption tests, including normality, linearity, multicollinearity, and heteroscedasticity tests, were performed to verify the suitability of the dataset for multiple linear regression analysis. Hypothesis testing was then conducted using multiple linear regression to examine both the simultaneous and partial effects of the six dimensions of digital marketing strategy on consumer purchasing decisions. Model adequacy was evaluated using the F-test and the adjusted coefficient of determination (Adjusted R^2), while the significance of individual regression coefficients was assessed using t-tests at a significance level of 0.05. Participation in the study was voluntary, and respondents completed the questionnaire anonymously. All collected information was treated confidentially and used exclusively for academic research purposes.

RESULTS AND DISCUSSION

This section presents the empirical findings obtained from the quantitative analysis of the influence of digital marketing strategies on consumer purchasing decisions in Indonesia's fashion retail industry after the COVID-19 pandemic. The presentation of the findings follows the sequence of the statistical procedures described in the research methodology. It begins with the demographic characteristics of the respondents, followed by the assessment of instrument validity and reliability to ensure the quality of the measurement instrument. Subsequently, the results of the classical assumption tests are presented to verify the suitability of the dataset for multiple linear regression analysis. The findings are reported objectively and systematically, while detailed interpretation of their theoretical implications is provided in the subsequent discussion section.

Demographic Profile of Respondents

The demographic profile of respondents provides an overview of the characteristics of consumers participating in this study. A total of 150 respondents who met the predetermined inclusion criteria completed the questionnaire. The characteristics presented include gender, age, and the frequency of online fashion purchases, which are considered relevant for describing the respondents' level of engagement with digital marketing activities.

Table 1. Demographic Characteristics 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

Source: Research Data, 2025

Table 1 shows that female respondents accounted for the majority of the sample (70.0%), while the largest age group was between 20 and 30 years (54.7%). In terms of purchasing behavior, most respondents reported buying fashion products online three to four times per month (38.7%), followed by those purchasing more than four times monthly (34.6%). These findings indicate that the respondents were active users of digital shopping platforms and had sufficient experience with digital marketing activities.

Instrument Validity and Reliability

The quality of the research instrument was evaluated through validity and reliability testing before proceeding to hypothesis testing. Validity testing was conducted to determine whether each questionnaire item accurately measured the intended construct, while reliability testing assessed the consistency of the instrument. Only instruments that met both criteria were included in the subsequent regression analysis.

Table 2. Validity and Reliability of Research Instruments

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

Source: Research Data, 2025

Table 2 indicates that both research variables achieved Cronbach's Alpha values greater than 0.70, confirming satisfactory internal consistency. In addition, all questionnaire items satisfied the validity requirements and were therefore retained for further statistical analysis. These results demonstrate that the research instrument was appropriate for measuring the variables included in this study.

Classical Assumption Tests

Before performing multiple linear regression analysis, classical assumption tests were conducted to verify whether the dataset fulfilled the statistical requirements of the regression model. The diagnostic procedures included tests of normality, linearity, multicollinearity, and heteroscedasticity, as described in the research methodology. Compliance with these assumptions is necessary to ensure that the estimated regression coefficients are unbiased and statistically reliable.

Table 3. Summary of Classical Assumption Tests

Assumption Test	Result	Decision
Normality	Fulfilled	Data are normally distributed
Linearity	Fulfilled	Linear relationship established
Multicollinearity	Fulfilled	No multicollinearity detected
Heteroscedasticity	Fulfilled	No heteroscedasticity detected

Source: Research Data, 2025

Table 3 summarizes the results of the classical assumption tests. The findings indicate that all regression assumptions were satisfied, confirming that the dataset was suitable for multiple linear regression analysis. Therefore, the regression model could be applied to examine the influence of digital marketing strategy dimensions on consumer purchasing decisions.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the influence of six dimensions of digital marketing strategy on consumer purchasing decisions in Indonesia's fashion retail industry after the COVID-19 pandemic. The independent variables consisted of social media content, influencer marketing, online advertising, interactive websites, email marketing, and digital promotion, while consumer purchasing decision was treated as the dependent variable. The analysis evaluated the significance of each predictor as well as the overall explanatory power of the regression model.

Table 4. Regression Coefficients

Independent Variable	Beta (β)	t-value	Sig. (p-value)	Decision
Social Media Content	0.243	3.212	0.002	Significant
Influencer Marketing	0.198	2.885	0.005	Significant
Online Advertising	0.146	2.214	0.029	Significant
Interactive Websites	0.104	1.758	0.082	Not Significant
Email Marketing	0.087	1.532	0.127	Not Significant
Digital Promotion	0.265	3.854	0.000	Significant

Source: Research Data, 2025.

Table 4 presents the regression coefficients for each independent variable. Four dimensions of digital marketing strategy significantly influenced consumer purchasing decisions, namely digital promotion, social media content, influencer marketing, and online advertising, as indicated by significance values below 0.05. Among these variables, digital promotion produced the largest standardized coefficient ($\beta = 0.265$), followed by social media content ($\beta = 0.243$), influencer marketing ($\beta = 0.198$), and online advertising ($\beta = 0.146$). Meanwhile, interactive websites ($p = 0.082$) and email marketing ($p = 0.127$) did not demonstrate statistically significant effects because their significance values exceeded the established threshold.

To evaluate the overall performance of the regression model, the coefficient of determination and the F-test were calculated. These statistics indicate the extent to which the independent variables collectively explain variations in consumer purchasing decisions.

Table 5. Model Summary

Statistic	Value
Adjusted R^2	0.661
F-value	30.228
Significance (F)	0.000

Source: Research Data, 2025

Table 5 shows that the regression model achieved an Adjusted R^2 value of 0.661, indicating that 66.1% of the variation in consumer purchasing decisions was explained by the six dimensions of digital marketing strategy included in the model. The remaining 33.9% of the variation may be attributed to other factors that were not examined in the present study. Furthermore, the F-test yielded a value of 30.228 with a significance level of 0.000, confirming that the regression model was statistically significant and that the independent variables collectively influenced consumer purchasing decisions.

Digital Marketing Strategies and Consumer Purchasing Decisions in the Post Pandemic Fashion Retail Industry

The findings demonstrate that digital marketing strategies play a substantial role in shaping consumer purchasing decisions in Indonesia's post pandemic fashion retail industry. The significant simultaneous effect of the six digital marketing dimensions indicates that purchasing decisions are increasingly influenced by consumers' interactions with multiple digital touchpoints rather than by a single promotional channel. This finding supports contemporary digital consumer behavior theory, which argues that purchasing decisions emerge from an integrated digital ecosystem where social interaction, personalized communication, and promotional stimuli jointly influence consumer evaluations and purchase intentions (Sağkaya Güngör & Ozansoy Çadırcı, 2022; Pellegrino, 2024). Similar conclusions have been reported in recent studies showing that digital marketing has evolved beyond information dissemination into a strategic mechanism that directly affects consumer engagement, trust, and purchase behavior in online retail environments (Mardosaite et al., 2024; Pashiera & Sardjono, 2024; Dutta, 2024; Theodorakopoulos et al., 2025).

Among the examined dimensions, digital promotion emerged as the strongest predictor of purchasing decisions. This finding suggests that consumers remain highly responsive to promotional incentives such as discounts, cashback, vouchers, and limited time offers, particularly in the post pandemic economic environment where perceived value continues to influence purchasing behavior. Recent empirical studies similarly report that promotional campaigns increase purchase intentions by creating perceptions of urgency and economic benefit while simultaneously reducing consumers' perceived purchasing risk (Paningrum et al., 2023; Shah & Murthi, 2021; Drzewiecka & Guinnane, 2024). Contemporary research further indicates that personalized promotional campaigns supported by digital analytics and consumer data substantially improve conversion rates because consumers increasingly expect individualized offers rather than generic advertising.

The significant influence of social media content further emphasizes the importance of interactive and visually engaging communication in the fashion industry. Fashion products are highly dependent on visual presentation and consumer engagement, making social media platforms an effective environment for building brand awareness and stimulating purchasing decisions. This result is consistent with previous studies showing that attractive content, user generated interactions, and real time communication strengthen consumers' emotional attachment to brands and improve purchase intentions (Lipka et al., 2024; Fernando & Prabowo, 2024; Sheng et al., 2025). Likewise, recent systematic reviews conclude that social media engagement increasingly functions as a critical stage in consumers' decision-making process rather than merely supporting promotional activities.

Influencer marketing also demonstrated a significant positive contribution to purchasing decisions, confirming that consumers continue to perceive influencers as credible information sources when evaluating fashion products. This finding agrees with recent empirical and meta analytical studies indicating that influencer credibility, authenticity, and audience engagement significantly strengthen purchase intentions and consumer trust (Pan et al., 2025; Sardar & Vijay, 2025; Samanta et al., 2025). However, unlike several recent studies that identify trust as the primary mediating mechanism, the present study directly examined the influence of influencer marketing without incorporating mediating variables. Consequently, this research contributes additional empirical evidence that influencer marketing independently remains an important determinant of purchasing decisions within Indonesia's fashion retail context.

Online advertising also produced a significant positive effect, although its contribution was smaller than those of digital promotion, social media content, and influencer marketing. This result indicates that consumers continue to respond positively to online advertising when it complements broader digital marketing activities. Previous studies have similarly suggested that advertising effectiveness increasingly depends on personalization, relevance, and integration with other digital channels rather than simple exposure frequency (Pellegrino, 2024; Dutta, 2024). Therefore, effective digital marketing requires coordinated communication strategies across multiple platforms instead of relying exclusively on conventional online advertisements.

Conversely, interactive websites and email marketing did not significantly influence purchasing decisions. These findings differ from earlier studies that regarded websites and email communication as central components of digital marketing performance. One possible explanation is the continuing shift of consumer attention toward social media platforms and mobile applications, where purchasing decisions are increasingly initiated and completed. Recent evidence indicates that younger consumers prefer immediate, interactive, and visually rich communication compared with traditional email based marketing, while websites frequently serve only as transactional platforms after purchasing intentions have already been formed.

The present study contributes theoretically by extending digital consumer behavior research into the post pandemic Indonesian fashion retail context through the simultaneous examination of six digital marketing dimensions using a multiple regression approach. While previous studies frequently focused on individual marketing channels, this research demonstrates the relative contribution of each digital marketing component within a unified analytical framework. Practically, the findings suggest that fashion retailers should prioritize investments in digital promotions, social media content, influencer collaborations, and integrated online advertising while reconsidering the effectiveness of conventional email marketing and website centered communication strategies.

Despite these contributions, several limitations should be acknowledged. The study employed a cross sectional design, preventing the observation of changes in consumer behavior over time. In addition, the sample consisted exclusively of Indonesian fashion consumers, limiting the generalizability of the findings to other industries or cultural contexts. Future studies are therefore encouraged to employ longitudinal research designs, expand the geographical scope, compare multiple retail sectors, and incorporate additional variables such as consumer trust, perceived value, customer engagement, electronic word of mouth, and artificial intelligence driven personalization to provide a more comprehensive understanding of digital marketing effectiveness in increasingly dynamic online marketplaces.

CONCLUSION

This study demonstrates that digital marketing strategies play a significant role in influencing consumer purchasing decisions in Indonesia's fashion retail industry during the post-pandemic period. Among the six dimensions examined, digital promotion emerged as the strongest determinant of purchasing decisions, followed by social media content, influencer marketing, and online advertising. These findings indicate that consumers are more responsive to interactive, visually engaging, and value-oriented digital marketing activities than to conventional digital communication channels. Conversely, interactive websites and email marketing did not exhibit statistically significant effects, suggesting that their effectiveness has diminished within the context of contemporary digital consumer behavior.

Theoretically, this study extends the understanding of digital consumer behavior by demonstrating the relative contribution of multiple digital marketing dimensions within a single analytical framework in an emerging market. Practically, the findings provide evidence that fashion retailers should prioritize promotional campaigns, high-quality social media content, influencer collaborations, and integrated online advertising to enhance consumer engagement and purchasing decisions. Despite these contributions, the study is limited by its cross-sectional design, relatively modest sample size, and focus on Indonesian fashion consumers, which may restrict the generalizability of the findings. Future studies are encouraged to employ longitudinal research designs, include broader geographical coverage and industry sectors, and incorporate additional variables such as consumer trust, customer engagement, perceived value, and artificial intelligence-driven personalization to provide a more comprehensive understanding of digital marketing effectiveness in evolving online retail environments.

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