



**THE INFLUENCE OF ONLINE MARKETING ON CONSUMER PURCHASE
DECISIONS FOR FASHION PRODUCTS: A MARKETING MANAGEMENT
PERSPECTIVE****Riza Dessy Nila Ayutika^{1*}**

Universitas Muhammadiyah Ponorogo, Ponorogo, Indonesia

riza_dessy@umpo.ac.id**Helda Rivatul Mahmuddah²**

Universitas Muhammadiyah Ponorogo, Ponorogo, Indonesia

heldarivatulm@gmail.com

Abstract

This study aims to analyze the influence, support, and use of social media by fashion stores Sun on customer involvement and purchase decisions. In addition, this research aims to know and analyze the influence of cultural, personal, and social to decision online purchase decisions of products at Matahari stores. The development of technology, rapid information and communication, as well as increasing internet awareness and adoption, has push company for integrating social media to in marketing strategy. Utilization of social media as a means of online marketing is expected to increase customer involvement as well as push decision purchase consumers. This study uses a quantitative approach with a sample of as many as 70 respondents. The retrieval technique used is purposive sampling, whereas the data collection method uses primary data through a distribution questionnaire. The data obtained was then analyzed using the application SPSS version 25 to test the influence of variables in the research. Research results expected can give a description of the importance of social media in increasing customer involvement, and the decisions of consumers at Matahari fashion stores. In addition, this research also provides a contribution to the development of online marketing strategies in the digital era, especially in the face of growing business competition in the retail and e-commerce sectors in Indonesia.

Keywords: Cultural, Personal, Social



INTRODUCTION

The development of information and communication technology in the current digital era has brought significant changes to various aspects of life, including marketing. Advances in the internet and digital media have led to the emergence of various new forms of marketing known as online marketing. Online marketing enables companies to promote products and services more effectively and efficiently, and reach consumers on a wider scale without being limited by space and time. This phenomenon is also supported by the increasing number of internet and digital device users in Indonesia, making it easier for consumers to access information and make online purchases. Matahari Store also provides store attributes and a very wide selection. Matahari Department Store has also expanded in various regions and grown very rapidly, and Matahari Store products are also of excellent quality and comfortable to wear (Puspa Budiani 2015). In this era of globalization, economic development is characterized by the existence of markets without regional or international boundaries. The revolution in information and communication technology has ultimately created new online media. Online marketing and this marketing greatly support global customers, have good transformative value, enable them to compete effectively and provide quality products to consumers. In this era of globalization, economic development is also increasing, with the existence of online platforms that facilitate product marketing. In this era, product marketing is also done online (Kaetza and Purnamasari 2023).

Several studies have shown that consumer purchasing decisions are influenced by promotions, price, product quality, and service. However, there are also studies that state that these factors do not always significantly influence consumer purchasing decisions, depending on market conditions and consumer characteristics. The differences in research results indicate inconsistencies in research findings that require further testing. Slow fashion challenges the focus on the mass production industry and its associated environmental and social implications. Second, most previous studies have focused more on general online marketing without considering a comprehensive marketing management perspective, such as marketing strategy planning, market segmentation, and customer relationship management. However, in practice, the success of online marketing is determined not only by the use of digital media, but also by how effectively these marketing strategies are designed and implemented. This shift towards manufacturing and consumption helps mitigate various problems associated with fast fashion, including worker exploitation, unethical raw



material sourcing, textile waste, and the lack of recycling and reuse strategies (Mukendi, 2020). By imagining sustainable fashion (SF) in a very practical context, this researcher investigates how consumers perceive fashion products or services.

In this rapidly evolving digital ecosystem, characterized by the pervasive influence of social media, influencer marketing is becoming increasingly important as a powerful avenue for audience engagement (Koay; Lim, 2026). Central to this evolution is the dynamic collaboration between brands and social media influencers, which not only supports the brand but also significantly expands its reach (Agnihotri, 2023; Bastrygina and Lim, 2023; Bastrygina). According to (Hudani 2020), a study conducted by Amalia Hudani states that cultural factors have a significant positive influence on purchasing decisions, personal factors have a significant positive influence on purchasing decisions, and social factors have no significant influence on purchasing decisions. According to (Irwan 2019), various studies state that cultural, personal, and social factors partially and simultaneously have a significant positive influence on purchasing decisions.

LITERATURE REVIEW

Purchasing decisions are the process consumers undertake in selecting and purchasing products or services to meet their needs and desires. According to Schiffman and Wisenblit (2015), purchasing decisions are a problem-solving process undertaken by consumers in determining which products to purchase. The purchasing decision process typically involves several stages: need recognition, information search, alternative evaluation, purchasing decision, and post-purchase behavior.

Consumer Purchasing Decision Theory

The traditional consumer purchasing decision-making model involves several systematic stages: need recognition, information search, alternative evaluation, purchase decision, and post-purchase evaluation (Schiffman & Kanuk, 2014). These stages illustrate the rational process consumers undergo in determining which product or service to purchase. Each stage plays a crucial role in shaping consumer behavior, from need awareness to post-purchase satisfaction assessment.

Factors that Influence Purchasing Decisions Online Fashion

a. Perceived Value and Price

Consumers' perceived value and price are important factors influencing purchasing decisions, particularly in the context of online marketing. Perceived value refers to consumers' assessment of the benefits derived from a product



compared to the costs incurred to acquire it. According to **Zeithaml (1988)**, consumer perceptions of value are formed by comparing the quality of the product received with the price paid. The higher the perceived value, the more likely consumers are to make a purchase.

b. Social Influence and Influencers

Social media has become an important platform in shaping consumer opinion. Digital influencers and user-generated content have a direct impact on consumer preferences, especially for highly visual fashion products (Djafarova & Rushworth, 2017). Influencer recommendations increase credibility. brand and can increase intention purchase.

c. Brand Trust and Transaction Security

The level of trust in a brand, transaction security, and consumer data protection significantly influence online purchasing decisions. Consumers tend to choose e-commerce sites with a good reputation and guaranteed transaction security (Kim, Ferrin & Rao, 2008).

d. User Experience (UX) and Ease of Access

Interface design, ease of product search, and loading speed are all determining factors in online fashion marketing. Good UX not only speeds up the purchasing process but also reduces the likelihood of order cancellation (Zhou et al., 2013).

Online Marketing Strategy in Management

The development of information technology and the internet has brought significant changes to marketing activities. Today's organizations and companies no longer rely solely on conventional marketing methods but also utilize digital or online marketing to reach a wider market. Online marketing strategies have become a crucial part of modern marketing management because they can increase promotional effectiveness, expand consumer reach, and enhance company competitiveness in the digital age.

Conceptually, online marketing is a marketing activity that utilizes internet technology and digital media as a means of communication between companies and consumers. Through digital platforms such as social media, websites, online marketplaces, and search engines, companies can convey product information, build relationships with customers, and encourage faster and more efficient purchasing processes. The use of digital marketing strategies allows companies to target consumers more specifically based on demographics, interests, and internet user behavior. Ismail, H. (2023)

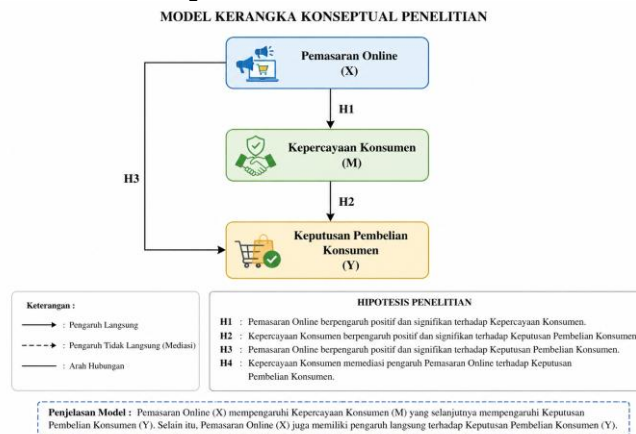


From a marketing management perspective, online marketing strategy is not only about promotional activities but also involves the planning, implementation, and evaluation of digital marketing activities. Companies need to conduct market analysis to understand consumer needs and preferences before determining the right strategy. By understanding the characteristics of their target market, companies can design relevant marketing messages that attract consumers and increase sales conversion rates. Furthermore, utilizing digital data allows companies to more accurately evaluate marketing performance through various indicators. like ratio click-throughs, engagement , and sales (Dimas et al. (2024)).

In its implementation, an online marketing strategy requires strong management support to ensure optimal performance. Digital marketing management encompasses strategic planning, content management, promotional budget control, and campaign performance evaluation. Companies must be able to integrate various digital marketing channels to ensure consistent and effective messaging to consumers. Furthermore, customer data analysis is crucial for determining appropriate marketing strategies and enhancing the customer experience.

Thus, online marketing strategies are a crucial component of modern marketing management. Leveraging digital technology enables companies to reach a wider audience, improve marketing cost efficiency, and strengthen customer relationships. Therefore, companies need to continuously adapt to technological developments and digital trends to maintain a competitive edge in an increasingly competitive market dynamic.

4. Framework Conceptual





RESEARCH METHOD

According to (Sugiyono 2015) the definition of Purposive Sampling is as follows: "A sampling technique with certain considerations". The reason for using the Purposive Sampling technique in selecting the sample size is because not all sample sizes have criteria that match the author's initial hypothesis. Therefore, the author chose the Purposive Sampling technique and noted the relevant criteria that must be met by the sample size used in this study. The sample criteria include: selling handicrafts in Ponorogo; purchasing fashion products at Matahari stores; making online transactions using the Matahari.com/marketplace application; and making purchases for one year (2025).

This research sample used purposive sampling. According to (Sugiyono, 2010), a sample is a portion of the population's size and characteristics. Purposive sampling was used because the population size was not yet known with certainty. The minimum sample size was calculated based on the following formula: A quantitative approach was chosen to measure the relationship between Decision Making. This study collected data from respondents using a systematic review.

According to Sugiono (2019), data collection techniques are the most important step in research, because the main objective of research is to obtain data. Data collection can be carried out in various settings, various sources, and various methods. Primary data is a source of data obtained directly from data collection. The data obtained is the result of a questionnaire that has been distributed to respondents, who then answered statements that have been systematically arranged in the questionnaire. This study uses a quantitative approach with a descriptive method. Online fashion purchases. The data obtained are analyzed objectively to describe existing relationship patterns. This method assists data collection, providing a deeper understanding of the research variables. $N = (5 \text{ to } 10 \times \text{number of indicators used}) = 5 \times 14 = 70$ From the calculation above, the number of samples to be studied is 70 respondents. With a quantitative approach and descriptive method, this study is expected to provide objective and in-depth results. The results of this study show an increase in online fashion purchases. With a quantitative approach and descriptive method, this study is expected to provide objective and in-depth results. This population is related to the predictor variable, namely the extent to which respondents need to understand and have purchased Matahari fashion products. The findings of this



study indicate that all consumers who shop in physical stores in 2025 have made transactions, but the exact number is not yet known.

RESULTS AND DISCUSSION

The data for this study was collected by the researchers through an online questionnaire distributed to online fashion product users. Based on the calculations above, the sample size for the study was 70 respondents, with respondents categorized as meeting the relevant criteria required for this study.

Respondent data by age

Respondents' data by age objective to become capable to describe That identity from respondents based on on age and also to see consumer in the online product purchase. Because of that, according to That respondents' data, age can be seen in the following table:

Table 1

Work	Frequency	Presentation
Student	60	85.7%
Employed	6	8.6%
Self-employed	3	4.3%
ASN	1	1.4%
Total	70	100%

Based on on That table on, he shows that the majority from that characteristics from respondents in This Study is student, with A percentage from 85.7%. This show That That majority in the This study shows that respondents who frequently purchase *Matahari fashion products* are students.

Respondents Based on On Work

Respondents' data according to to work objective to become capable to describe That identity from Respondents were stratified by occupation. This also served to examine consumer behavior in online product purchases. Therefore, based on the respondent data, age can be seen in the following table:

Table 2

Work	Frequency	Presentation
Student	60	85.7%
Employed	6	8.6%
Self-employed	3	4.3%



ASN	1	1.4%
Total	70	100%

Based on table 4.2 above, it can be seen that the characteristics of the majority of respondents in this study are student with A percentage from 85.7%. This show That That majority in the This Study WHO Students often buy *Matahari fashion products*.

Respondents Based on Monthly Income

Respondents' data according to to monthly income objective to become capable to describe That identity of respondents by age. And also to see consumers. Buy the product online. Because of that, according to the respondents' data, age can be seen in the the following table:

Table 3

Monthly Income	Frequency	Presentation
Rp.< 1,000,000	33	47.1%
Rp. 1,000,000 – 2,999,999	27	38.6%
Rp. 3,000,000 – 5,000,000	7	10.0%
Rp.>5,000,000	3	4.3%
Total	70	100%

Based on table 4.3 above, it can be seen that 47.1 (47.1%) respondents have an income below IDR 1,000,000, then 38.6 respondents (38.6%) have an income of IDR 1,000,000 - IDR 2,999,999, and as many as 10.0 respondents have a monthly income above IDR 1,000,000. from Rp. 3,000,000 - 5,000,000 with A percentage from (10.0%) And with A income from Rp> 5,000,000, That the percentage is (4.3%).

Respondents Response to Research Variables

Validity Test

Table 1 Validity Test Results



		Correlation			Cultural and Personality Factors
		X1.1	X1.2	X1.3	
X1.1	Pearson Correlation	1	0.512 **	0.798 **	.411 **
	Sig. (2 tails)		0,000	0,000	0,000
	N	70	70	70	70
X1.2	Pearson Correlation	0.512 **	1	0.840 **	.464 **
	Sig. (2 tails)	0,000		0,000	0,000
	N	70	70	70	70
X1.3	Pearson Correlation	0.798 **	0.840 **	1	0.765 **
	Sig. (2 tails)	0,000	0,000		0,000
	N	70	70	70	70
Cultural and Personality Factors	Pearson Correlation	.411 **	.464 **	0.765 **	1
	Sig. (2 tails)	0,000	0,000	0,000	
	N	70	70	70	70

SPSS Data Source Processed in 2025

Based on Table 1, the results from the validity test show that R count is bigger compared to Table R. This means that all items are valid and suitable for use in this study.

Reliability Test

Table 2. Reliability Test Results

Variables	Cronbach Alpha	Standard Description
Cultural Factors	0.827	42.9%
Personal Factors	0.778	22.9%
Social Factors	0.854	34.3%
Buying decision	70	100%

SPSS Processed in 2025

Based on table 2 above, it can be seen that all data from Cronbach Alpha is greater than That meaning level from 0.06, Which method That That bigger That reliability mark increases as the variables above increase, the level of confidence in the consistency of this research instrument increases so that all data is declared valid and suitable for use in this research.

Multiple Linear Regression Analysis

Table 3 Results of Linear Regression Analysis

Model	Coefficient ^a			Signatur e.
	Unstandardized Coefficients	Standardized Coefficient	T	



		B	Standard Error	Beta		
1	(Constant)	1,607	0.664		2,420	0.018
	Cultural Factors	0.156	0.147	0.124	1,061	0.292
	Personal Factors	.171	0.124	0.172	1,382	0.172
	Social Factors	0.265	0.107	0.296	2,471	0.016

SPSS Processed in 2025

a. Dependent Variable: Purchase Decision Results of Multiple Linear Regression Analysis

b. Results of Multiple Linear Regression Analysis = + 1 + 2 + 3 +

$$Y = 1.607 + 0.156(x_1) + 0.171(x_2) + 0.265(x_3)$$

So, he Can become explained as the following:

1. Constant mark (A) = 1,067

That results on is constant values (A) Which method That That factor diverse cultures, personal factors, social factors and buy decision from This this study 1,067 unit.

2. Regression from Cultural Factor Variables (X1) = 0.156

That results on show That That mark from That regression coefficient from That factor variables culture improvement by 1 unit meaning That buy decision increase by 0.156 with That assumption That those other independent variables still constant

3. Regression from Personal Factor Variables (X2) = 0.171. That results on show That That mark from the regression coefficient from That personal factor variable increase by 1 unit, method That That buy decision, improvement by 0.171 with Those assumptions about other independent variables still constant.

4. Regression from Social Factor Variables (X3) = 0.265 That results on show That That mark from That a number of linear regression coefficient from That social variables factors increase by 1 unit, meaning that buy decision improves by 0.265 assuming that that other independent variables are still constant.

Coefficient From Determination

Coefficient of Determination Test

Model Summary

Mode	R	R Square	Adjusted R Squared	Standard Error of Estimate
1	.444 ^a	.198	.161	0.78468

SPSS Processed in 2025



Predictors: (Constant), Social Factors, Cultural Factors, Personal Factors. The results of table 4 above are the results of processing the coefficient of determination. The square value (R²) obtained is 0.198 or 19.8% with a correlation of cultural factors, personal factors, and social factors that have a strong relationship. The influence of the independent variable on the dependent variable is evidenced by the R square of 0.198 or 19.8%, namely purchasing decisions are influenced by cultural factors, personal factors, and social factors. Based on the discussion above, the researcher concluded that other variables can influence purchasing decisions.

Hypothesis Test / T

Table 5 Results of Hypothesis Testing for Determining T

Coefficient ^a

Model		Unstandardized Coefficients		Standardized Coefficient		Signatur e.
		B	Standard Error	Beta	T	
1	(Constant)	1,607	0.664		2,420	0.018
	Cultural Factors	0.156	0.147	0.124	1,061	0.292
	Personal Factors_	.171	0.124	0.172	1,382	0.172
	Social Factors	0.265	0.107	0.296	2,471	0.016

SPSS Processed in 2025

Based on this research, the t-test is intended to determine the influence of independent variables (cultural factors, personal factors, and social factors) partially on purchasing decisions. In this study, the test is used at a 5% confidence level ($\alpha = 0.05$). In this test, the method used is to compare the calculated T with the T table and use the formula $\alpha = 5\% / 0.05$. Because it uses a two-way hypothesis, the value is divided by 0.025 and $df = nk - 1$ or $70 - 3 - 1 = 66$. And the value of the T table in this study is 1.999. In this study, based on the fact that the calculated T value > T table and the sig value of the T table > 0.05, it means that there is no significant influence.

Respondents Based on On Purchase Frequency

Respondents' data according to to purchase frequency objective to become capable to describe That Respondents' identities were based on age. This was also to observe consumer behavior in purchasing products online. Therefore, according to to That respondents data, age Can become seen in the That follow table:



Purchase	Frequency	Presentation
1-2 Times	30	42.9%
3-4 Times	16	22.9%
> 5 Times	24	34.3%
Total	70	100%

Based on on table 4.4 on, he is known That there is 70 respondents consist of from 42.9 respondents or 42.9% of respondents visited the website once or twice a month. 22.9% of respondents visited the website three to four times a month, and the remaining 34.4% visited the website more than five times a month.

CONCLUSION

Based on the results of the analysis that has been done, it can be concluded that the results of the partial statistical test used in this study are H0 accepted, which means that the cultural factor variable does not have a significant effect on purchasing decisions on the Matahari.com application or marketplace. Based on the results of the partial statistical test used in this study, H0 is accepted, which means that the personal factor variable does not have a significant effect on purchasing decisions on the Matahari.com application or marketplace. Based on the results of the partial statistical test used in this study, Ha is accepted, which means that the social factor variable has a significant effect on purchasing decisions on the Matahari.com application or marketplace.

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