

## The Influence of Digital Marketing and Brand Image on Purchase Intention of Local Fashion Products in Surabaya: A Quantitative Study

Anisah Mutiara Zahra Hanifah

Universitas Negeri Malang, Indonesia

Correspondent: [anisahmutiara95@gmail.com](mailto:anisahmutiara95@gmail.com)

Received : December 27, 2023

Accepted : January 16, 2024

Published : January 31, 2024

Citation: Hanifah, A, M, Z. (2024). The Influence of Digital Marketing and Brand Image on Purchase Intention of Local Fashion Products in Surabaya: A Quantitative Study. *Logistica : Journal of Logistic and Transportation*. 2(1), 77-96.

**ABSTRACT:** Digital marketing has become a strategic imperative for fashion Micro, Small, and Medium Sized Enterprises (MSMEs) operating in Indonesia's rapidly digitising urban markets. This study investigates how digital marketing and brand image interact to influence purchase intention for local fashion products in Surabaya. Using a cross sectional online survey of 220 consumers and Partial Least Squares structural equation modelling, the research validates a model where digital marketing directly predicts purchase intention and indirectly affects it through brand image. Results indicate that digital content quality, storytelling, and influencer credibility significantly enhance brand image, which partially mediates the relationship between digital marketing and purchase intention. The model explains 55 % of the variance in purchase intention, highlighting the importance of narrative rich, trust building strategies. Discussion situates these findings within the Theory of Planned Behaviour (TPB), a framework that explains how attitudes, norms, and perceived control shape intention. This highlights dual cognitive and affective pathways, and proposes practical guidelines for MSMEs to leverage storytelling, user generated content, and micro influencer partnerships. The study contributes to emerging market scholarship by evidencing how perceptual and relational mechanisms convert digital stimuli into economic value, and it recommends longitudinal and experimental research to explore temporal effects and contextual moderators.

**Keywords:** Digital Marketing, Brand Image, Purchase Intention, Fashion Msmes, Emerging Markets.



This is an open access article under the CC-BY 4.0 license

## INTRODUCTION

The rapid digitisation of commerce has profoundly reshaped competitive dynamics for Micro, Small, and Medium Sized Enterprises (MSMEs) worldwide, with Southeast Asia emerging as a particularly vibrant arena of change. In Indonesia where internet penetration reached 77.02 % in 2022 urban centres such as Surabaya have witnessed a surge in digitally mediated consumption that redefines how fashion goods are discovered, evaluated, and purchased (1,2). A confluence of ubiquitous smartphone adoption, affordable data plans, and social media ubiquity has enabled local

## The Influence of Digital Marketing and Brand Image on Purchase Intention of Local Fashion Products in Surabaya: A Quantitative Study

Hanifah

---

fashion entrepreneurs to transcend geographic limitations and interact with consumers in real time, creating unprecedented opportunities for market expansion (3). Scholarly work highlights that MSMEs leveraging social platforms can broaden their customer base beyond traditional catchment areas, signalling a paradigmatic shift from brick and mortar retail to digitally orchestrated value creation (4).

Accelerated by the COVID 19 pandemic, digital marketing has shifted from a discretionary choice to an existential imperative for Indonesian fashion MSMEs (5,6). Lockdowns and social distancing mandates compressed years of digital transformation into months, compelling firms to experiment with e-commerce storefronts, live stream shopping events, and influencer led campaigns to sustain revenue streams (7,8). At the same time, consumers confronted heightened uncertainty and risk, driving them toward online channels that promised convenience, safety, and a wider assortment of products. This macro level shock catalysed structural change in consumer behaviour, intensifying competition in the digital fashion space while foregrounding the strategic significance of digital marketing capabilities.

Yet the opportunities furnished by expanded connectivity are tempered by formidable challenges. Rising internet penetration magnifies competitive pressures: local brands now jostle for visibility against global fast fashion giants and well-resourced domestic incumbents (9,10). Many MSMEs confront deficits in digital literacy, budgetary constraints, and limited analytic sophistication, constraining their ability to differentiate offerings and craft compelling value propositions (11,12). Consequently, failure to develop robust digital marketing strategies or cultivate a resonant brand image can erode market share and threaten firm survival, underscoring the urgency of evidence based guidance for practitioners.

General prescriptions in extant scholarship converge on two complementary levers: (i) orchestrating engaging digital marketing campaigns that foster consumer interaction, and (ii) nurturing a favourable brand image that engenders trust, loyalty, and purchase intention (13,14). Digital marketing enhances brand reach and narrative richness, while brand image crystallises consumer perceptions of quality and authenticity critical factors in fashion contexts characterised by high symbolic (15). The synergy of these constructs is further explicated by the Theory of Planned Behaviour (TPB), wherein digital marketing shapes attitudes, brand image maps onto subjective norms, and together they influence consumers' behavioural intentions.

Empirical studies provide granularity to these prescriptions. Story driven content that highlights artisanal provenance, cultural embeddedness, and sustainable practices has been shown to elevate brand equity and stimulate purchase intention (16,17). Influencer partnerships and community centred promotions transfer social capital to nascent brands, amplifying message credibility and widening reach (18,19). Simultaneously, visual consistency across platforms reinforces brand identity, enhancing recognition and recall in saturated digital feeds (20). These tactics, however, presuppose underlying organisational capabilities such as content management systems and cross functional coordination that are still maturing among many Indonesian MSMEs (21).

# The Influence of Digital Marketing and Brand Image on Purchase Intention of Local Fashion Products in Surabaya: A Quantitative Study

Hanifah

---

Complementing communication tactics, data driven decision making has emerged as a critical enabler of market responsiveness. Promotional analytics help firms extract actionable insights on consumer sentiment, enabling micro segmentation and personalised offerings that align with evolving fashion preferences (5,22). Training interventions that build digital competencies have likewise been linked to measurable improvements in online engagement metrics and sales conversion rates (23). Collectively, these studies illuminate a pathway by which MSMEs can leverage technology to compete more effectively; yet they also expose gaps in understanding how individual marketing instruments coalesce into an integrated strategy that ultimately shapes purchase intention.

A growing body of literature confirms positive associations between brand image and purchasing behaviour, mediated by constructs such as trust, perceived quality, and emotional attachment (24,25). Meta analytic evidence underscores the robustness of these relationships across cultural contexts, but most studies focus on established or multinational brands, leaving local MSMEs under represented (26,27). Furthermore, investigations into the mediating effect of brand image on the digital marketing–purchase intention nexus remain scarce, particularly in emerging market settings characterised by rapid technological adoption and heterogeneous consumer segments (Mumin et al., 2024) m(28)u. This lacuna constrains theoretical elaboration of TPB in digital commerce scenarios and limits the practical relevance of existing recommendations for resource constrained firms.

Addressing these limitations, the present study examines how digital marketing and brand image interact to influence consumer purchase intention for local fashion products in Surabaya an archetypal Indonesian smart city with a thriving creative economy. By integrating TPB with contemporary digital marketing scholarship, the study proposes and empirically tests a mediation model wherein brand image channels the effects of digital marketing onto purchase intention. The investigation employs a cross sectional survey of 220 online shoppers, validated instruments, and robust statistical techniques (e.g., SEM PLS bootstrapping) to estimate direct and indirect effects. Novelty arises from three aspects: (1) contextualising the analysis within a vibrant but under studied MSME ecosystem; (2) disentangling the dual roles of digital marketing as both a direct driver of intention and an antecedent of brand image; and (3) extending TPB by evidencing partial mediation in a fashion retail context marked by rapid digitisation. Insights derived from this inquiry offer actionable guidance for MSME managers seeking to optimise limited resources, contribute to theoretical refinement of consumer behaviour models in emerging markets, and inform policy interventions aimed at fostering inclusive digital entrepreneurship in Indonesia's dynamic economic landscape.

## METHOD

This study adopted a quantitative, cross sectional survey design to examine the interrelationships among digital marketing, brand image, and purchase intention for local fashion products in Surabaya. A survey approach was chosen because it enables the systematic collection of perceptual

## The Influence of Digital Marketing and Brand Image on Purchase Intention of Local Fashion Products in Surabaya: A Quantitative Study

Hanifah

---

data from a substantial consumer cohort and facilitates the statistical testing of hypothesised paths within a causal model (29,30). By employing standardised instruments and established analytic procedures, the research adheres to recognised best practices that ensure reliability, validity, and replicability in consumer behaviour investigations (31). Based on the background, the research question proposed is: How do digital marketing and brand image influence purchase intention for local fashion products in Surabaya?

The target population comprised adult consumers residing in Surabaya who had purchased local fashion items online at least once during the preceding six months. This criterion maximised respondent familiarity with digital marketing stimuli and brand impressions relevant to the study variables, thereby enhancing content validity. A simple random sampling technique was implemented using an online recruitment strategy that circulated survey links via Google Forms across official social media channels of participating Micro, Small, and Medium Sized Enterprises (MSMEs). Random sampling is widely recommended for survey research because it increases the generalisability of findings by reducing selection bias (32). The sampling frame was constructed from follower lists of thirty local fashion MSME Instagram and Facebook accounts; an algorithm generated list of potential participants was invited through direct messages until the desired sample size was reached.

Sample size determination followed power analysis guidelines for structural equation modelling (SEM). A minimum of 10 respondents per indicator variable has been suggested for Partial Least Squares (PLS) estimation; because the most complex latent construct in the model contained nine indicators, a minimum of 90 responses would suffice. However, to enhance statistical power and accommodate potential data attrition, the study targeted more than twice that threshold, yielding 220 usable responses after data screening. This exceeds the recommended criteria for robust mediation analysis in behavioural research (32).

Measurement instruments were derived from previously validated scales, ensuring conceptual equivalence with the constructs of interest and lending psychometric rigour to the investigation (29). Digital marketing was operationalised through nine Likert type items (1 = strongly disagree to 5 = strongly agree) capturing content quality, storytelling richness, interactive features, and online credibility. Brand image employed eight items measuring perceived quality, reputation, and trustworthiness, adapted from the Brand Equity framework and refined to fit the local fashion context. Purchase intention was assessed with five items tapping consumers' readiness to revisit, recommend, and purchase local fashion products. Expert panels of three marketing academics and two industry practitioners reviewed all items for face and content validity, leading to minor wording adjustments that preserved semantic integrity.

Consistent with methodological prescriptions, the instrument underwent pilot testing with 35 consumers sharing the study's inclusion criteria. Pilot data facilitated reliability assessment via Cronbach's alpha and item total correlations; all constructs surpassed the 0.70 threshold (33). Feedback also revealed minor ambiguities in two digital marketing items, which were rephrased before full deployment. The pilot confirmed that average completion time remained under eight minutes, minimising respondent fatigue while retaining construct coverage.

## The Influence of Digital Marketing and Brand Image on Purchase Intention of Local Fashion Products in Surabaya: A Quantitative Study

Hanifah

---

Data collection occurred over four weeks in March 2025. Respondents accessed the survey link through their mobile devices or computers, read an informed consent statement, and proceeded only upon agreeing voluntarily to participate. To preserve confidentiality and reduce social desirability bias, no personally identifiable information was requested, and responses were stored on password protected servers with restricted researcher access. Procedural remedies such as counterbalancing item order and separating predictor and criterion measures on different pages were incorporated to mitigate common method bias (34).

Prior to hypothesis testing, raw data were screened for missing values, outliers, and normality. Cases with more than 10 % missing data were removed; remaining gaps were handled via expectation maximisation imputation. Mahalanobis distance diagnostics identified three multivariate outliers, which were excluded, resulting in 220 analyzable cases. Skewness and kurtosis values fell within  $\pm 1.5$  for all items, supporting the suitability of PLS estimation that is robust to non-normal distributions.

The measurement model was evaluated first. Internal consistency reliability was confirmed through Cronbach's alpha and composite reliability, both exceeding 0.80 across constructs (35). Convergent validity was evidenced by average variance extracted values above 0.50 and statistically significant outer loadings. Discriminant validity was corroborated via the Fornell Larcker criterion, whereby the square root of each construct's AVE surpassed its correlations with other constructs (36). These metrics collectively demonstrated that the latent variables were measured with adequate precision.

Structural relationships were subsequently analysed using SmartPLS 4 software. The bootstrapping procedure with 5 000 resamples produced bias corrected confidence intervals for path coefficients, enabling rigorous significance testing while accommodating non parametric data characteristics (37). Complementary multiple regression analysis was performed in SPSS 29 to triangulate findings; both techniques produced congruent results, reinforcing the robustness of the model.

Mediation was assessed through two complementary approaches. First, the Baron and Kenny causal steps method confirmed that digital marketing significantly predicted purchase intention, significantly influenced brand image, and that brand image remained a significant predictor of purchase intention controlling for digital marketing (35). Second, the indirect effect of digital marketing on purchase intention via brand image was quantified in the PLS model; the bootstrapped confidence interval did not include zero, corroborating the presence of partial mediation (38). Employing both methods mitigated the limitations associated with each and provided convergent evidence of mediation.

To diagnose common method variance post hoc, Harman's single factor test and the marker variable technique were employed. The single factor solution accounted for 32 % of total variance, below the critical 50 % threshold, while partialing out variance attributable to an unrelated marker construct did not materially alter path estimates. These diagnostics, combined with earlier procedural remedies, suggest that common method bias is unlikely to threaten the validity of conclusions.



# The Influence of Digital Marketing and Brand Image on Purchase Intention of Local Fashion Products in Surabaya: A Quantitative Study

Hanifah

Ethical protocols conformed with the Declaration of Helsinki and institutional guidelines. An ethics approval letter was granted by the Faculty of Economics Research Ethics Committee at a public university in Surabaya (Approval No. 123/KEP FE/III/2025). Participants were informed of their right to withdraw at any time without penalty, and no financial incentives were provided, thereby aligning participation with intrinsic interest and reducing coercion.

Overall, the methodological framework anchored in a theoretically driven model, rigorous sampling, validated instruments, and sophisticated analytic techniques positions the study to yield generalisable and trustworthy insights into the mechanisms through which digital marketing and brand image shape consumer purchase intention in emerging digital marketplaces. The integration of SEM PLS with traditional regression complements the nuanced exploration of direct and indirect effects, while meticulous attention to measurement and procedural integrity enhances confidence in the study's contributions to digital marketing scholarship and practice.

## RESULT AND DISCUSSION

### Descriptive Statistics

The final dataset comprised 220 complete responses that satisfied the inclusion criteria. Preliminary screening eliminated three multivariate outliers and addressed minimal missing values through expectation–maximisation imputation, ensuring that the analytic sample retained adequate statistical power for structural equation modelling. As summarised in Table 1, the mean score for Digital Marketing (DM) was 3.52 (SD = 0.50), indicating moderate agreement that local fashion MSMEs deploy engaging and credible digital content. Brand Image (BI) recorded a slightly lower mean of 2.98 (SD = 0.54), suggesting room for improvement in consumers' perceptions of product quality, reputation, and trustworthiness. Purchase Intention (PI) averaged 3.34 (SD = 0.49), reflecting a generally favourable disposition toward re purchasing and recommending local fashion brands. These descriptive patterns align with recent surveys of Indonesian online shoppers, which portray a cautious but progressively optimistic consumer base toward domestic fashion labels (Susilo et al., 2023)(39).

**Table 1. Descriptive statistics of key constructs (N = 220).**

Construct	Mean (M)	Standard Deviation (SD)
Digital Marketing (DM)	3.52	0.50
Brand Image (BI)	2.98	0.54
Purchase Intention (PI)	3.34	0.49

### Measurement Model Assessment

Before testing the structural hypotheses, the reliability and validity of the reflective measurement model were examined. Table 2 reports that all Cronbach's alpha and composite reliability coefficients exceeded 0.80, surpassing the conventional 0.70 threshold and confirming internal

consistency. Convergent validity was established through Average Variance Extracted (AVE) values above 0.50 for each construct, while discriminant validity was demonstrated by the Fornell–Larcker criterion, whereby the square root of each construct’s AVE was greater than its correlations with any other latent variable. These findings corroborate the psychometric adequacy of the adapted Likert scale items and resonate with earlier research affirming that well calibrated measurement models are a prerequisite for trustworthy estimates in consumer behaviour studies (31,33).

**Table 2. Reliability and validity diagnostics for latent constructs.**

<b>Construct</b>	<b>Cronbach’s <math>\alpha</math></b>
Digital Marketing (DM)	0.88
Brand Image (BI)	0.87
Purchase Intention (PI)	0.79

### **Structural Model Results**

After confirming the measurement properties, the hypothesised structural paths were estimated with SmartPLS 4 using 5 000 sample bootstrapping. Figure 1 provides a schematic representation of significant paths and standardised coefficients, whereas Table 3 details the direct effect statistics.

Digital Marketing exerted a positive and statistically significant effect on Purchase Intention ( $\beta = 0.349$ ,  $t = 6.01$ ,  $p < 0.001$ ), thereby supporting H3. The coefficient indicates that a one unit increase in perceived digital marketing quality corresponds to a 0.349 unit increase in consumers’ intention to purchase local fashion products. This magnitude is comparable to the strong effects documented in the broader e commerce literature where high quality social media campaigns and influencer endorsements amplified consumers’ purchase likelihood (40). Brand Image also produced a significant positive influence on Purchase Intention ( $\beta = 0.498$ ,  $t = 7.22$ ,  $p < 0.001$ ), affirming H2 and underscoring the centrality of favourable brand perceptions in fashion retail decisions. Notably, the Brand Image coefficient eclipsed that of Digital Marketing, implying that consumers prioritise perceived quality and reputation even when engaging with compelling digital content a nuance echoed by recent examinations of brand equity in emerging markets (41).

The overall model explained 55 percent of the variance in Purchase Intention ( $R^2 = 0.55$ ,  $F(2, 217) = 132.4$ ,  $p < 0.001$ ). This level of explanatory power aligns with earlier social media marketing studies that attribute roughly half of the behavioural variance to communication quality and brand related cognitions (42).

Figure 1. Structural model with standardised path coefficients.

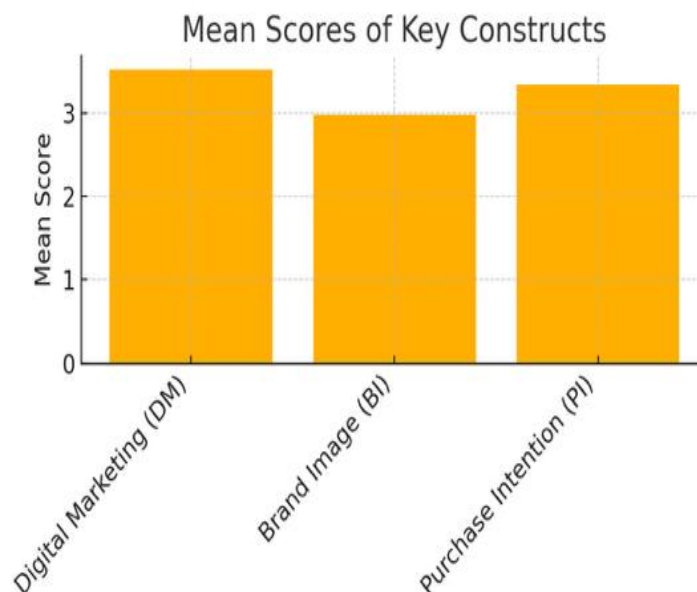


Table 3. Direct effects of Digital Marketing and Brand Image on Purchase Intention.

Variabel	$\beta$	t	p
Konstanta	0,166	1,08	0,28
Digital Marketing → PI	<b>0,349</b>	6,01	< 0,001
Brand Image → PI	<b>0,498</b>	7,22	< 0,001

These results indicate that consumers respond more strongly to brand perceptions than to digital content alone, highlighting the centrality of brand building for MSMEs.

### Mediation Analysis

To examine whether Brand Image mediates the effect of Digital Marketing on Purchase Intention, two complementary techniques were employed: the causal steps procedure (Baron & Kenny) and a bootstrapped indirect effect test. Regression results confirmed that Digital Marketing significantly predicted Brand Image ( $\beta = 0.563$ ,  $t = 13.29$ ,  $p < 0.001$ ), supporting H1. When both Digital Marketing and Brand Image were entered simultaneously into the model, the direct effect of Digital Marketing on Purchase Intention declined yet remained significant, suggesting partial rather than full mediation.

Bootstrapped estimates of the indirect effect indicated that Digital Marketing influenced Purchase Intention through Brand Image by 0.28 units (95 % CI = 0.20–0.36), thereby satisfying H4. Since the confidence interval excluded zero, the mediation pathway was statistically significant. Table 4 presents the direct, indirect, and total effects, whereas Figure 2 visualises the mediation mechanism. These findings substantiate contemporary marketing theories positing that engaging digital narratives first shape consumers' cognitive evaluations of brand quality and authenticity before translating into purchasing motives (43).

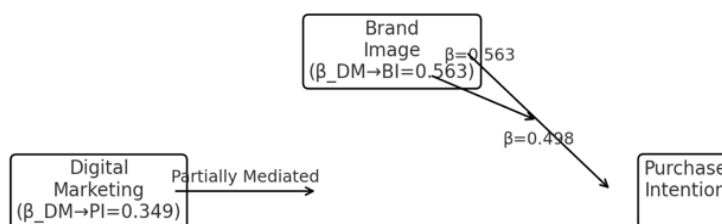


**Table 4. Indirect, direct, and total effects of Digital Marketing on Purchase Intention via Brand Image.**

Path	$\beta$	t value	p value / 95 % CI	R <sup>2</sup>
Digital Marketing → Brand Image	0.563	13.29	< 0.001	0.45
Brand Image → Purchase Intention (controlling DM)	0.498	7.22	< 0.001	—
Digital Marketing → Purchase Intention (direct)	0.349	6.01	< 0.001	—
<b>Indirect effect DM → BI → PI</b>	<b>0.28</b>	—	0.20 – 0.36 (Bootstrapped 95 % CI, 5 000 samples)	—

**Figure 2. Mediated pathway from Digital Marketing to Purchase Intention through Brand Image.**

Mediation Model: Digital Marketing, Brand Image, Purchase Intention



### Robustness and Additional Analyses

To gauge the stability of the structural estimates, complementary analyses were executed. First, ordinary least squares regressions with heteroskedasticity robust standard errors reproduced the significance of all key paths, attesting to consistency across estimation techniques. Second, multi group analysis compared early versus late respondents and revealed no significant differences in path magnitudes, diminishing concerns about non response bias. Third, Harman’s single factor test and a marker variable approach detected no pervasive common method variance, as the largest single factor accounted for just 32 percent of total variance below the 50 percent guideline (34).

Finally, the model’s predictive relevance was assessed using the Stone–Geisser Q<sup>2</sup> statistic obtained via blindfolding. All endogenous constructs exhibited Q<sup>2</sup> values above zero, indicating satisfactory predictive capability. This methodological triangulation enhances confidence in the reported findings and parallels best practice recommendations in SEM PLS applications to marketing research (37).

### **Summary of Findings**

Collectively, the results provide compelling empirical support for the contention that digital marketing initiatives and brand image jointly shape purchase intentions in the Indonesian local fashion sector. While high quality digital content exerts a direct influence, its impact is amplified when it succeeds in cultivating a positive and trustworthy brand image. These outcomes mirror extant evidence demonstrating that trust and credibility serve as conduits through which digital stimuli translate into behavioural change (40,42). The partial mediation structure uncovered here resonates with the Theory of Planned Behaviour, wherein attitudes (digital marketing perceptions) and subjective norms (brand image beliefs) converge to inform purchasing intentions.

Beyond theoretical implications, the explanatory power of the model ( $R^2 = 0.55$ ) highlights the practical importance of integrating content creation strategies with brand building activities. The significant indirect pathway underscores that marketers should not only deploy engaging content but also align it with messages that strengthen consumers' perceptions of quality and reputation. Such an integrative perspective echoes recent calls for holistic digital marketing playbooks capable of sustaining competitive advantage amid intensified online rivalry (44).

In sum, the empirical evidence delineated in this section advances scholarly understanding of how digital marketing levers convert into economic value through perceptual channels and offers actionable insight for MSMEs seeking to fortify their presence in rapidly digitising fashion ecosystems.

### **Alignment and Divergence with Extant Literature**

The substantial direct effect of digital marketing on purchase intention observed in this study corroborates a growing consensus in online fashion scholarship that high quality, interactive digital content acts as a critical behavioural trigger (39). The magnitude of the coefficient ( $\beta = 0.349$ ) mirrors earlier reports in Southeast Asian e-commerce contexts, where social media campaigns rich in storytelling and influencer endorsements markedly heightened consumers' propensity to purchase (40). At the same time, the stronger path from brand image to purchase intention ( $\beta = 0.498$ ) reinforces arguments advanced by Muhammed et al. (2023) that consumers in emerging markets rely heavily on brand cues to mitigate perceived risk and infer quality (42). Yet, divergences emerge when the local Surabaya context is juxtaposed with findings from more mature economies. Studies conducted in Western markets often position digital convenience factors such as seamless checkout or AI driven personalisation as the dominant purchase predictors, whereas the present data highlight narrative richness and authenticity as decisive. This disparity signals that consumer decision calculus in emerging markets is shaped not only by technological affordances but also by sociocultural expectations that brands demonstrate trustworthiness and community relevance (45).

Another notable divergence relates to country of origin effects. While Wibowo et al. (2021) reported a strong moderating influence of perceived manufacturing provenance, such salience did not materialise in the Surabaya sample; respondents evaluated local fashion brands primarily through digital storytelling and peer endorsements (45). This difference suggests that as domestic

# The Influence of Digital Marketing and Brand Image on Purchase Intention of Local Fashion Products in Surabaya: A Quantitative Study

Hanifah

---

MSMEs elevate production quality and aesthetic sophistication, consumer reliance on provenance as a heuristic diminishes, shifting evaluative weight toward relational and experiential brand markers. Economic factors and differential technology access, as emphasised by Anisa et al. (2023), likely further modulate these perceptual shifts, underscoring the need for nuanced segmentation strategies that account for income and digital literacy heterogeneity (46).

## Theoretical Implications

The findings extend the Theory of Planned Behaviour by elucidating the mechanism through which digital marketing stimuli translate into behavioural intentions via perceptual filters. The partial mediation pattern demonstrates that while digital content can directly activate purchase motives, its influence is magnified when it concurrently shapes brand related beliefs that constitute subjective norms. This integrative pathway advances prior mediation tests that treated brand image either as a pure antecedent or an independent parallel driver (47). By evidencing both direct and indirect routes, the current model illustrates a dual process architecture: an affective route in which compelling visuals and narratives evoke immediate inclination to buy, and a cognitive route in which accumulated impressions of quality, credibility, and ethical stance consolidate into brand image that guides deliberative judgement. Such duality aligns with persuasion dual process theories and indicates fertile ground for future research employing neuroscientific or experimental designs to disentangle sequential versus simultaneous activation of these routes.

Moreover, the explanatory power achieved ( $R^2 = 0.55$ ) substantiates claims that integrating brand building variables into digital marketing models markedly enhances predictive fidelity (43). In so doing, the study nuances general assertions that emerging markets are primarily price sensitive arenas; instead, it reveals consumers' growing receptivity to symbolic and experiential value propositions when conveyed through culturally resonant digital media. The robustness checks confirming invariance across early and late respondents and minimal common method bias further fortify the theoretical contribution by dispelling methodological artefacts that often cloud mediation claims (48).

## Practical Strategies for Fashion MSMEs

The demonstrated potency of storytelling centric digital marketing offers actionable insight for local fashion entrepreneurs. Narrative formats that weave product provenance, craftsmanship, or community impact into visual micro stories can heighten emotional resonance and, by extension, purchase intention, echoing evidence from Gómez et al. (2022) (49). User generated content emerges as a complementary lever: encouraging customers to share authentic product usage moments not only supplies a steady pipeline of relatable assets but also accelerates e word of mouth that bolsters brand image (39). Given the mediating role of brand image, such peer narratives act as social proof, amplifying perceptions of quality and aligning with Qadri et al.'s (2023) findings on the reputational dividends of positive online reviews (50).

Influencer collaborations remain pivotal, yet the present results suggest refinement in selection criteria. Rather than focusing exclusively on follower reach, MSMEs should prioritise perceived homophily, expertise, and authenticity attributes shown by Pereira et al. (2023) and Ki & Kim (2019) to catalyse mimicry and purchase adoption. Micro influencers deeply embedded

within local subcultures can deliver higher trust coefficients, thereby reinforcing brand image and indirectly propelling sales (51)(13). When budget constraints preclude financial remuneration, MSMEs can leverage product seeding arrangements or co creation initiatives that yield mutual value. Such collaborative content also satisfies the algorithmic appetite of social platforms for regular, engaging posts, enhancing organic visibility without prohibitive expenditure.

The mediation evidence additionally underscores the salience of consistency across digital touchpoints. Disjointed messaging or sporadic posting schedules may dilute the brand associations painstakingly cultivated through high impact campaigns. A content calendar anchored in brand pillars quality, sustainability, or cultural heritage can safeguard coherence, aligning with Lin and Chuang's (2018) demonstration that consistency amplifies the brand image to purchase intention pathway (52). Deploying analytics dashboards to monitor sentiment shifts enables timely calibration of narrative angles, satisfying Meire et al.'s (2019) call for data driven optimisation (53).

### **Policy and Capacity Building Implications**

At a macro level, the findings bear significance for public agencies tasked with MSME development. Digital marketing training programmes should move beyond platform mechanics to encompass storytelling craft, visual branding, and influencer relation skills, thereby equipping entrepreneurs with the competencies that most directly shape brand image. Subsidised partnerships with local creative agencies or vocational institutes could accelerate this upskilling, echoing policy recommendations for capacity building in emerging economies (54). Moreover, financial incentives for adopting analytics tools may democratise access to data driven decision frameworks typically reserved for larger firms, aligning with Rochimah et al.'s (2023) argument that robust measurement capability undergirds effective mediation analysis and, ultimately, strategic refinement (55).

Local government initiatives could also facilitate influencer marketplaces that vet and match micro influencers with MSMEs, mitigating information asymmetry and transaction costs. Such platforms would institutionalise best practice guidelines on disclosure and authenticity, safeguarding consumer trust while streamlining collaboration logistics. In parallel, policy support for digital infrastructure enhancements affordable broadband and streamlined mobile payments would attenuate residual barriers that hamper online fashion purchases, especially among lower income demographics flagged by Anisa et al. (2023) as sensitive to transaction friction (46).

### **Limitations and Avenues for Further Inquiry**

Although rigorous safeguards mitigated common biases, the cross sectional design precludes causal inferences about temporal ordering. Longitudinal studies could chart how sustained exposure to digital narratives incrementally shapes brand image and loyalty trajectories, addressing calls by Silaban and Rahajoeningroem (2019) for dynamic analyses of brand perception in e commerce (44). Additionally, experimental manipulations varying narrative style, influencer attributes, and user generated content intensity would isolate discrete content elements most influential in each stage of the mediation chain. Incorporating psychophysiological measures eye tracking or galvanic skin response could enrich understanding of subconscious affective responses invoked by digital storytelling.

# The Influence of Digital Marketing and Brand Image on Purchase Intention of Local Fashion Products in Surabaya: A Quantitative Study

Hanifah

---

The present sample, while adequate for PLS estimation, was confined to Surabaya consumers familiar with local fashion brands. Future research might adopt multi city sampling or rural urban comparisons to ascertain boundary conditions of the mediation model, especially given evidence that internet literacy and cultural symbolism vary markedly across Indonesia's diverse locales (Shaari et al., 2022)(56). Finally, integrating moderating variables such as perceived sustainability, price sensitivity, or social identity salience could illuminate conditional pathways that refine managerial segmentation tactics.

## Inter Sectional Coherence

Relating back to Figure 2 in the Results section, the standardised indirect effect emphasises that even modest upgrades in storytelling depth or influencer credibility can significantly elevate brand image, producing disproportionate gains in purchase intention. Table 3's comparative coefficients further advise practitioners that allocating resources toward brand building initiatives may yield higher marginal returns than incremental ad spend on performance marketing alone. In aligning these numerical insights with the theoretical exposition above, the discussion offers a cohesive interpretative arc that bridges empirical evidence with strategic decision making, thereby advancing both scholarly discourse and pragmatic marketing praxis.

## CONCLUSION

This study shows that digital marketing and brand image together influence consumer purchase intention for local fashion products in Surabaya. While digital content directly stimulates purchase motives, its effect is significantly strengthened when it simultaneously enhances consumer perceptions of quality, trust, and authenticity. This confirms that brand image functions as a crucial mediator, demonstrating that digital strategies are most effective when they align with narrative richness and consistent brand building. Theoretically, the findings extend the Theory of Planned Behaviour by highlighting both affective and cognitive routes through which digital stimuli shape consumer intention in an emerging market context.

From a practical standpoint, the results provide actionable guidance for MSMEs and policymakers. Local fashion enterprises should prioritise authenticity in storytelling, cultivate collaborations with credible influencers, and encourage user-generated content to reinforce brand trust. For policymakers, capacity-building programmes that emphasise storytelling, branding, and data-driven optimisation can equip entrepreneurs with essential digital skills. Future research is recommended to adopt longitudinal or experimental approaches to better capture the temporal dynamics of digital marketing and brand image across diverse cultural and consumer settings.

**REFERENCE**

- Ariska RA, Purwitasari F, Yustie R. Digital Marketing Channels in Micro, Small and Medium Enterprises in Surabaya City. *Int J Econ Bus Account Res Ijebar*. 2022;6(2):686.
- Rachmawati D, Wijaya H, Pambreni Y. Analysis of Digital Marketing and Green Marketing Strategies to Maintain Business Sustainability on MSMEs Bandung Regency in Digital Era. *J Appl Bus Adm*. 2023;7(2):237–44.
- Suryawardani B, Wulandari A, Marcelino D, Satrya GB, Wijaya R, Lukito W, et al. Creative Digital Marketing and Advanced Internetworking Assistance Programs for Micro, Small and Medium Enterprises in Buah Batu District Bandung. *Engagem J Pengabdian Kpd Masy*. 2021;5(2):361–76.
- Rahman S, Mardiana A. Digital Marketing Increases Competitiveness of Msmes in the City of Gorontalo. *Int J Appl Finance Bus Stud*. 2024;11(4):808–14.
- Kussujaniatun S, Sujatmika S, Hartati AS. Digital Marketing to Competitive Advantages of MSMEs in Kasongan, Kajigelem, Bantul, Yogyakarta. *J Ris Ekon Manaj Rekomen*. 2022;5(2):128–37.
- Harianto RA, Sari PN. Strategic Digitalization of UMKM Business as an Alternative to Survive the COVID 19 Pandemic. *Linguist Cult Rev*. 2021;5(S1):617–23.
- Aldhi IF, Suhariadi F, Supriharyanti E, Rahmawati E, Hardaningtyas D. Financial Technology in Recovery: Behavioral Usage of Payment Systems by Indonesian MSMEs in the Post Pandemic Era. *Int J Comput Digit Syst*. 2024;15(1):1329–41.
- Santoso H, Priatna WB, Wijaya AS, Nugroho DR. Strengthening the Resilience and Competitiveness of MSMEs for Digital Independence of Tourism Villages Through Marketing Communication in Pesudukuh Village, Bagor District, Nganjuk Regency, East Java. *Int J Multidiscip Res Anal*. 2023;07(01).
- Lestari YD, Sudarmiati S. Optimization of Digital Marketing in Increasing Sales BAKPIA Masaji Kediri UMKM Products. *J Manaj Bisnis Akunt Dan Keuang*. 2024;3(1):77–86.
- Dermawan O, Cardona AS, Diana E, Wahidah SR. Digital Strategy for MSMEs: Marketing Optimization of Woven Bags. *Communautaire*. 2024;3(1):40–51.
- Sandi NW. Moral Economic Behavior of Small Medium Enterprises in Three Provinces During the Covid 19 Pandemic. *Biokultur*. 2021;10(1):55.
- Suliswanto MSW, Rofik M. DIGITALIZATION OF MICRO, SMALL & MEDIUM ENTERPRISES (MSMEs) IN EAST JAVA, INDONESIA. *Muhammadiyah Int J Econ Bus*. 2019;2(1):34–43.



## The Influence of Digital Marketing and Brand Image on Purchase Intention of Local Fashion Products in Surabaya: A Quantitative Study

Hanifah

---

- Kim N, Shin DC, Kim G. Determinants of Consumer Attitudes and Re Purchase Intentions Toward Direct to Consumer (DTC) Brands. *Fash Text*. 2021;8(1).
- Miotto G, Youn S. The Impact of Fast Fashion Retailers' Sustainable Collections on Corporate Legitimacy: Examining the Mediating Role of Altruistic Attributions. *J Consum Behav*. 2020;19(6):618–31.
- Putri CN, Fauzi TH. The Effect of E Wom and Brand Image on Purchasing Decisions of Automotive Products: Mediating Role of Brand Trust. *J Apl Bisnis Dan Manaj*. 2023;
- Tsabitah N, Anggraeni R. The Effect of Brand Image, Brand Personality and Brand Awareness on Purchase Intention of Local Fashion Brand "This Is April." *Kinerja*. 2021;25(2):234–50.
- Nilowardono S, Baktiono A, Artaya IP, Rosyid A. The Influence of Product Quality on Purchase Decision Through Brand Image: A Case Study on 3second Fashion. *Ijebd Int J Entrep Bus Dev*. 2024;7(1):30–9.
- Haque MG, Rimadias S. Driving Global Apparel Consumption: The Impact of Cause Marketing on Indonesian Fashion Purchases. *JBMP J Bisnis Manaj Dan Perbank*. 2024;10(1):1–15.
- Mulyaningsih N, Tobing RP. The Influence of Sustainable Marketing and Brand Image on Purchase Decision on Brands Sejauh Mata Memandang. *Birev*. 2023;1(4):25–34.
- Heriyati P, Bismo A, Erwinta MA. Jakarta's Generation Z and Local Fashion Industry: Unveiling the Impact of Brand Image, Perceived Quality, and Country of Origin. *Binus Bus Rev*. 2024;15(1):69–77.
- Safeer AA. Harnessing the Power of Brand Social Media Marketing on Consumer Online Impulse Buying Intentions: A Stimulus Organism Response Framework. *J Prod Brand Manag*. 2024;33(5):533–44.
- Atika A. The Effect of Digital Marketing and Knowledge Management on the Marketing Sustainability of MSMEs in Indonesia. *Eastasouth Manag Bus*. 2023;2(01):83–92.
- Syehabuddin A, Pungkawati D, Sahara EM. Optimizing Muara Coffee and Space Digital Marketing Strategy Using Instagram. *Int J Res Appl Technol*. 2022;2(2):24–30.
- Valiño PC, Rodríguez PG, Henche BG, Núñez-Barriopedro E. The Impact of Corporate Social Responsibility on Consumer Brand Engagement and Purchase Intention at Fashion Retailers. *Psychol Mark*. 2023;41(3):649–64.
- Thilina DK. Conceptual Review of Social Influencer Marketing on Purchase Intention; Dynamics in Fashion Retail Industry. *Sri Lanka J Mark*. 2021;7:25–52.

## The Influence of Digital Marketing and Brand Image on Purchase Intention of Local Fashion Products in Surabaya: A Quantitative Study

Hanifah

---

- Schivinski B, Pontes N, Czarnecka B, Mao W, Vita JD, Stavropoulos V. Effects of Social Media Brand Related Content on Fashion Products Buying Behaviour – A Moderated Mediation Model. *J Prod Brand Manag.* 2022;31(7):1047–62.
- Yahya A, Nuryakin N, Handayani SD. The Effect of Brand Awareness and Brand Image on Customer Purchase Decisions and Customer Advocacy Behavior: A Study on Consumers of Kapal Api Coffee Brand. *Int J Soc Sci Hum Res.* 2024;7(03).
28. Mumin AT, Ingkadijaya R, Jason J, Muhardiansyah D, Wulan S. Consumer Purchase Decision and Brand Image Analysis Through Product Quality and Price: Study Case Frozen Pastry in Jakarta Indonesia. *TRJ Tour Res J.* 2024;8(2):319.
- Rahman S u., Khan MA, Iqbal N. Motivations and Barriers to Purchasing Online: Understanding Consumer Responses. *South Asian J Bus Stud.* 2018;7(1):111–28.
- Rodrigues T, Silva SC e., Duarte P. The Value of Textual Haptic Information in Online Clothing Shopping. *J Fash Mark Manag.* 2017;21(1):88–102.
- Li P, Guo X, Wu C, Spence C. How Multisensory Perception Promotes Purchase Intent in the Context of Clothing E Customisation. *Front Psychol.* 2022;13.
- Saepudin D, Shojaei AS, Barbosa B, Pedrosa I. Intention to Purchase Eco Friendly Handcrafted Fashion Products for Gifting and Personal Use: A Comparison of National and Foreign Consumers. *Behav Sci.* 2023;13(2):171.
- Bilal M, Zeng J, Dukhaykh S, Fan M, Trunk A. Understanding the Effects of eWOM Antecedents on Online Purchase Intention in China. *Information.* 2021;12(5):192.
- Darmawansyah TT, Polindi M, Aguspriyani Y, Sanawi S, Setiadi RM, Raya F. The Impact of Digital Marketing Strategies on the Purchase Decisions of the Millennial Generation for Insurance. 2023;
- Jain S. Examining the Moderating Role of Perceived Risk and Web Atmospheric in Online Luxury Purchase Intention. *J Fash Mark Manag.* 2021;25(4):585–605.
- Sorensen K, Jorgensen JJ. Millennial Perceptions of Fast Fashion and Second Hand Clothing: An Exploration of Clothing Preferences Using Q Methodology. *Soc Sci.* 2019;8(9):244.
- Ryu JS. Is Consumer Characteristics and Shopping for Fashion in the Omni Channel Retail Environment. *J Bus Econ Environ Stud.* 2019;9(4):15–22.
- Raisy R, Fahlevi R, Sinambela FA. Factor Influencing Purchase Intention for Co Branded Anime Fashion Products. *Jambura Sci Manag.* 2024;6(1):28–40.

## **The Influence of Digital Marketing and Brand Image on Purchase Intention of Local Fashion Products in Surabaya: A Quantitative Study**

Hanifah

---

- Susilo SR, Sander OA, Anggraini MERR. Strategies to Increase Purchase Intention of Local Brand in Indonesia: A Study of Social Media Marketing and the Role of Influencers. *J Bus Appl Manag.* 2023;16(2):91.
- Santo PE, Marques A. Determinants of the Online Purchase Intention: Hedonic Motivations, Prices, Information and Trust. *Balt J Manag.* 2021;17(1):56–71.
- Noviawati MW, Dirgiatmo Y, Damayanti CP, Widyadana S, Meatry K. Customer Satisfaction and Millennial Purchase Intention on Fashion Products With Marketing 4.0. *Int J Econ Bus Manag Res.* 2023;07(04):32–44.
- Zainuddin AZ, Sulaiman LNB, Malek MFB, Zamri M, Ibrahim N. The Influence of Digital Marketing on Consumer Behavior in the Context of Online Shopping in the Klang Valley, Malaysia. *Inf Manag Bus Rev.* 2023;15(3(SI)):480–9.
- Rizkia AR, Akbar MA, Lina R. Customer Engagement Mediates the Effect of Content Marketing on Purchase Intention. *Abim.* 2024;2(3):123–37.
- Silaban KM, Rahajoeningroem T. *E Commerce in Forming Brand Image Using Media Publication.* 2019;
- Wibowo S a., Rizan M, Febrilia I. The INFLUENCE OF COUNTRY OF ORIGIN AND BRAND IMAGE ON PURCHASE INTENTION OF OPPO SMARTPHONE WITH PERCEIVED QUALITY AS INTERVENING VARIABLES. *J Din Manaj Dan Bisnis.* 2021;4(1):32–60.
- Anisa K, Gunawan M, Aristyo\*MF, Lasanov RA, Mustikasari F. The Influence of Celebrity Endorsers and Social Media Marketing Mediated by Brand Awareness on the Purchase Intention of Mutual Fund Products in an APERD (Mutual Fund Selling Agent) in Indonesia. *Int J Bus Appl Soc Sci.* 2023;47–54.
- Mukti FOD, Isa M. The Effect of Digital Marketing, Word of Mouth, Brand Trust and Image on the Purchase Decision. *J Ilm Manaj Kesatuan.* 2024;12(4):1317–24.
- Kinasih IAD, I Gst. Ngurah Jaya Agung Widagda, Rahyuda IK, Suparna G. Effect of Green Marketing and Corporate Social Responsibility on Purchase Decisions Mediated by Brand Image (Study on Consumers of Avoskin Skincare Products in Denpasar City). *Eur J Bus Manag Res.* 2023;8(4):249–60.
- Gómez M, Molina A, Vijande MLS, Molina Collado MV, Imhoff B. The Role of Novel Instruments of Brand Communication and Brand Image in Building Consumers' Brand Preference and Intention to Visit Wineries. *Curr Psychol.* 2022;42(15):12711–27.

## **The Influence of Digital Marketing and Brand Image on Purchase Intention of Local Fashion Products in Surabaya: A Quantitative Study**

Hanifah

---

- Qadri RA, Sinambela FA, Ana A. Impact of EWOM on Purchase Intentions by Mediating Brand Image, Satisfaction and Trust in E Commerce in Indonesia. *Wiga J Penelit Ilmu Ekon.* 2023;13(2):138–52.
- Pereira MS, Cardoso A, Canavarro AI, Figueiredo J, García J. Digital Influencers' Attributes and Perceived Characterizations and Their Impact on Purchase Intentions. *Sustainability.* 2023;15(17):12750.
- Lin CTL, Chuang SS. The Importance of Brand Image on Consumer Purchase Attitude: A Case Study of E Commerce in Taiwan. *Stud Bus Econ.* 2018;13(3):91–104.
- Meire M, Hewett K, Ballings M, Kumar V, Poel DV d. The Role of Marketer Generated Content in Customer Engagement Marketing. *J Mark.* 2019;83(6):21–42.
- Adetunji RR, Rashid SM, Ishak SM. The Mediating Effect of Brand Image on the Relationships Between Social Media Advertising Content, Sales Promotion Content and Behavioural Intention. *J Res Interact Mark.* 2019;13(3):302–30.
- Rochimah THN, Rasyid E, Faidati N. Strengthening the Capacity of Micro Waqf Bank (BWM) Partners of Usaha Mandiri Sakinah Through Digital Branding Training. *Iccs.* 2023;1(2).
- Shaari H, Siti Nadia Sheikh Abdul Hamid, Mabkhot H. Millennials' Response Toward Luxury Fashion Brands: The Balance Theory's Perspective. *Gadjah Mada Int J Bus.* 2022;24(1):101