Consumer Buying Decisions for Ethnic Fashion: Investigating the Roles of Digital Marketing, Brand Image, and Product Innovation

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Abstract. This study investigates how digital marketing, brand image, and product innovation influence purchase decisions for ethnic fashion products. Analyses of survey data from 157 consumers revealed that all three factors positively impact buying choices. The findings provide valuable insights for ethnic fashion marketers in developing digital campaigns, building strong brands, and continuously introducing innovative products catering to evolving consumer preferences. Tactical recommendations are presented that can help ethnic fashion companies craft targeted strategies to persuade customers to purchase.

Keywords: ethnic fashion, purchase decisions, buying decisions

1. Introduction

In line with technological advances, the development of ethnic fashion can be known to the broader public not only because of its best designers but also because of its good management, understanding of market needs, and establishment of a good brand image in society. Jakarta, as the nation's capital, has more than one ethnic fashion shopping center or mall, which provides several floors devoted to selling clothing that has an ethnic touch.

The rapid progress in technology and communication has led to the introduction of many new concepts into our lives. Social media is one of the media that can make it easier for entrepreneurs to find the desired buyers (Kaplan & Haenlein, 2010). This online marketing and sales pattern is often known as digital marketing. This method can reach consumers personally, relevantly, and on target according to consumers' needs or desires (Musnaini et al., 2020). Moreover, digital marketing strategies are more promising because they increase the possibility of reaching potential customers through detailed product information and transactions carried out online (Harini et al., 2022).

The digital usage is capable of making it easier for business actors to analyze trends in consumer desires. Besides that, consumers can search for product information and available goods and interact remotely with sellers without meeting face to face. It will make it easier for buyers to make purchasing decisions based on the information they obtain (Lestari & Saifuddin, 2020).

The many obstacles that MSME entrepreneurs still feel also hinder business actors in the ethnic fashion sector. One of the things needed for ethnic fashion business actors to be known by the wider community is to build a good brand image for their business. Improving the product brand image of start-up companies and MSMEs can be supported through digital marketing (Triadi & Danita, 2021). Using digital marketing strategies to improve brand image also requires creativity.

A brand image is not created quickly and requires solid and sustainable efforts over time. Brand image is crucial to increasing product sales and wide product recognition, especially in ethnic fashion products. A good brand image can give a business a competitive advantage (Panda et al., 2019).

There are many ethnic fashion shopping centers in big cities in Indonesia. As the nation's capital, Jakarta has more than one ethnic fashion shopping center or mall, which provides several floors devoted to selling clothing with an ethnic touch. Among them are, Thamrin City, Tanah Abang, Pasaraya, SMESCO and Sarinah. Each has different consumers and different management methods for marketing their products.

One type of ethnic fashion, namely batik cloth from the Batik Tusta brand, experienced an increase in sales after using digital marketing strategies, mainly social media Instagram. Batik Tusta carries out promotional activities such as using Instagram ads every day, so it can create engagement that can increase traffic on the Batik Tusta Instagram account. As a result, it can increase Batik Tusta's Instagram customers and followers (Phangestu & Susanto, 2019).

Digital marketing strategies are more promising than other strategies because they increase the possibility of reaching potential customers through detailed product information and transactions carried out online ((Harini et al., 2022). It is proven that 57% of fashion consumers also prefer shopping online rather than buying directly from offline stores. Online shopping is considered to shorten time and make things easier because it can only be used via a smartphone and can be done anywhere and at any time. Digital marketing is an activity in carrying out promotions and finding target markets, which is carried out by utilizing online digital media through social media such as Facebook, Twitter, Instagram, WhatsApp, etc. (Cicik et al., 2019).

Improving the product brand image of start-up companies and MSMEs can be supported through digital marketing (Triadi & Danita, 2021). A good brand image can give a business an advantage when competing. One brand that uses digital marketing to improve its brand image is SME Oemah Etnik. Oemah Etnik prepares hashtags and words to be used by consumers, which has been proven to increase its brand image (Oktavia, 2015).

Product innovation is introducing a new product or system that brings economic success to the companies and social success to consumers and the wider community or environment (Kotler et al., 2009, p.154). It is in line with the results of previous research, which shows that sales of traditional Endek cloth at Semarapura Market are positively influenced by product innovation. It shows that the higher the product innovation, the greater the purchasing decision (Atnawati & Widiastini, 2021).

Previous research showed that digital marketing significantly impacts consumer purchasing decisions in Jordan, by taking 220 samples for student behavior (Kurdi et al., 2022). Therefore, companies are advised to utilize the digital world and technology to increase brand awareness through digital platforms to balance current competitiveness. Through digital marketing, consumer perceptions are formed to determine product purchasing decisions and disseminate what others perceive (Sallam, 2014).

Therefore, business actors must determine consumer needs by testing the influence of price, product innovation, lifestyle, and others (Atnawati & Widiastini, 2021). Companies must know the background of buyers' considerations in considering the goods consumers want, especially woven craft products (Waskianari et al., 2013). At the same time, comprehensive consumer behavior can determine whether or not to buy existing products or product innovations created by business actors because of their knowledge, experience, and understanding (Schiffman et al., 2008). Furthermore, the brand image represents the overall perception of a brand and is formed from information and past experiences with that brand (Permana & Haryanto, 2014). Brand image is related to attitudes in the form of beliefs and preferences towards a brand.

The integration of marketing communication can take various forms, such as advertising, public relations, personal selling, sales promotion, direct marketing, events and experience, word of mouth, and interactive marketing (Kotler & Keller, 2009a). In short, digital marketing uses technology for marketing activity needs per particular objectives by carrying out various strategies, management, and innovations (Chaffey, 2015).

Therefore, consumers can perceive something due to digital marketing, such as forming a brand image according to experience and knowledge in using the product (Keller, 2015). Brand image is related to consumer attitudes and overall perceptions, so it can vary from one person to another (Permana & Haryanto, 2014). Brand image is related to consumer attitudes and overall perceptions so it can vary from person to person (Kotler et al., 2018). Product innovation can be achieved through product superiority, similarity, and cost (Gatgnon & Xuereb, 1997).

Thus, product innovation is needed to create competitive advantage (Nasution, 2005). However, according to Kotler and Keller, innovation is not only in goods but can be other things, such as services and ideas, so innovation is driven based on the ability to see connections, opportunities, and utilization (Tidd & Bessan, 2013). In short, innovation is generally related to change to achieve goals.

Based on the background of this problem, this research focuses on "how did digital marketing, brand image, and product innovation influence the purchasing decisions of ethnic fashion consumers in Indonesia", therefore the aim of this research is to analyze the influence of digital marketing, brand image, and product innovation on the purchasing decisions of ethnic fashion consumers in Indonesia. Of course, this research is limited to only examining these variables and is limited to Indonesia because the ethnic fashion in question only occurs in Indonesia.

2. Literature Review

2.1. Digital Marketing

Digital marketing is often called online marketing, internet marketing, or web marketing. Even though it is made on a computer and is in electronic form, promotions via radio, television, and digital printing in the form of billboards or banners are not considered digital marketing because they do not offer

instant feedback and reports. The dimensions are transaction/cost, incentive program, site design, and interactive.

Meanwhile, integrated marketing communication (IMC) is a concept where companies integrate and coordinate various communication channels to send clear, consistent, and convincing messages regarding the companies and its products (Kotler & Keller, 2009b). The most appropriate business process to define IMC is that IMC is not only related to the integration activities of several functional areas of communication and marketing but also involves other functional areas of the organization that are driven by consumers (Kitchen & Burgmann, 2010).

The forms of integrated marketing communications include (Kotler & Keller, 2009a) advertising, public relations, personal selling, sales promotion, direct marketing, events, and experience (events and experiences), word of mouth (word of mouth marketing), and interactive marketing (interactive marketing).

2.2. Brand Image

Brand image is the consumer's perception of the brand of a product, which is formed from information obtained by consumers through experience using the product. According to Keller (2015), brand image is a consumer's response to a brand based on the good and bad qualities of the brand that consumers remember.

The brand image represents the overall perception of a brand and is formed from information and past experiences with that brand (Permana & Haryanto, 2014). Brand image is related to attitudes in the form of beliefs and preferences towards a brand. The formation of a brand image can be measured through its aspects, namely strength, uniqueness, and excellence (Kotler & Armstrong, 2017).

2.3. Product Innovation

Product innovation influences a business' competitive advantage to attract more consumers. Product innovation is classified as a new product for the world, a new product series, the addition of a new existing product series, improvement and revision of existing products, redefinition, and cost reduction (Nasution, 2005).

Kotler and Keller (2009) found that innovation is about goods, services, or ideas that some people consider new despite their long history. According to Prasetyo (2020: 37), product innovation is an attractive new inspiration that can be developed. Tidd and Bessant (2013:24) explain that innovation is driven by the ability to see connections and opportunities and take advantage of them. Innovation does not just open up new markets–it also offers new ways to serve established and mature markets.

2.4. Purchasing Decisions

According to Keshari & Kumar (2011) in Wikan & Renny (2018:278), purchasing decisions are the activities of individuals who are directly involved in making decisions to purchase products offered by the seller. Furthermore, Kotler and Keller (2012) added that the purchasing decision process is a five-stage process that consumers go through, starting from problem recognition, information search, evaluation of alternatives that can solve the problem, purchasing decisions, and post-purchase behavior, which begins long before the purchase which is done by consumers and has a long-lasting impact afterward (Kotler et al., 2012).

3. Method

3.1. Approaches and Paradigms

The research employed a quantitative approach with the object of explanatory research to test the relationship between hypothesized variables (Mulyadi, 2016). It aimed to describe and test the effect of

digital marketing, brand image, and product innovation on purchasing decisions.

The unit of analysis use ethnic fashion consumers in Indonesia who purchased ethnic fashion products at ethnic shopping centers in Indonesia. The number of consumers who met these criteria could not be ascertained. Then, the sampling technique for the research employed probability sampling groups, to be precise, using simple random sampling.

3.2. Informants and Location

The location was carried out at PT Sarinah (Persero), which is located on Jl. M.H. Thamrin No. 11, RT.8/RW.4, Gondangdia, Kec. Menteng, Central Jakarta City. Hair et al. (2014) suggest determining the sample size by following Cohen's (1992) formula in order that research meets a sufficient level of statistical power. For statistical power of 80%, a significance level of 5%, a minimum R2 of 10%, with a maximum number of arrows pointing to a construct of 6, the required sample size was a minimum of 157. It was used because it used SEM-PLS analysis.

Table 1. Sample Size

Exhibit 1.7	Sample Size Recommendation a in PLS-SEM for a Statistical Power of 80%											
	Significance Level											
	1%				*5%*				*10%*			
Maximum Number of Arrows Pointing at a Construct	*Minimum R²*				*Minimum R²*				*Minimum R²*			
	0.10	*0.25*	*0.50*	*0.75*	*0.10*	*0.25*	*0.50*	*0.75*	*0.10*	*0.25*	*0.50*	*0.75*
2	158	75	47	38	110	52	33	26	88	41	26	21
3	176	84	53	42	124	59	38	30	100	48	30	25
4	191	91	58	46	137	65	42	33	111	53	34	27
5	205	98	62	50	147	70	45	36	120	58	37	30
6	217	103	66	53	157	75	48	39	128	62	40	32
7	228	109	69	56	166	80	51	41	136	66	42	35
8	238	114	73	59	174	84	54	44	143	69	45	37
9	247	119	76	62	181	88	57	46	150	73	47	39
10	256	123	79	64	189	91	59	48	156	76	49	41

Source: Cohen, J. A power primer. *Psychological Bulletin*, 112, 155–519.

3.3. Data Collection Method

The technique of data collection employed Simple Random Sampling (Sugiyono, 2014). The preparation of the questionnaire was based on the results of a field survey of consumers regarding research variables by recording several statements that focused on these variables and arranged in detail in the questionnaire so that it could represent all consumers.

Data here refers to sets of information about actualities, ideas, knowledge, and facts, and is collected through interactions with people or with secondary data, such as published statistics. The survey method collects this data through filling out questionnaires or telephone interviews with respondents, or in the form of public statistical data which is then analyzed using statistical techniques (Zikmund & Babin, 2010). Additionally, online surveys can be used to collect data faster, easier, and cheaper. For this research, this method is used to analyze the relationship between online consumption emotions, website effectiveness, trust and loyalty.

Questionnaires were distributed to respondents who had met the criteria based on the survey conducted, including having subscribed for at least 3 months, either directly at the research location or via Google form. The questionnaire distributed to respondents included an introduction section, respondent identity, experience, and contents. In the content part of the questionnaire, respondents were asked to express their opinions in response to statements given by filling out an attitude scale. The author directly reviewed fashion ethics consumers to obtain the necessary data. The activities of all research objects were observation, interviews, and questionnaires.

The questionnaire used in this research involved closed questions. Open questions are questions

where respondents can determine their own responses and are not limited by a list of possible answers (Easterby-Smith et al., 2015). For example, open-ended questions are used to ask about the respondent's income, age, and education. On the other hand, closed questions provide fixed alternative answers, from which respondents choose the answer that best reflects their views. This type of question is used to explore emotions of online consumption, website effectiveness, trust and loyalty.

3.4. Data Analysis

The techniques of data analysis included validity testing, reliability testing, convergent validity testing, discriminant validity testing, descriptive data analysis, and Structural Equation Modeling (Partial Least Square) analysis. The validity test is used to measure how well the instrument applied is to measure a particular concept that you want to measure, while the reliability test is used to measure all instruments to what extent the measurement is consistent as a data collection tool. Then the convergent validity of the measurement model with reflective indicators is assessed based on the loading factor of each indicator forming the latent construct, so that if the loading value is at least 0.1 then it is considered sufficient.

Then based on discriminant validity, if the AVE value is greater than 0.5 then the construct is declared reliable, while the Cronbach Alpha criterion is greater than 0.6 then the construct is declared reliable. Descriptive data analysis to analyze respondent demographics, descriptive regarding gender, age, education, position and companies where the respondent works. Not only does it describe the object information but also shows the perceptions expressed by respondents for each question in the questionnaire and will be processed with smartpls v.3.3.2. The measurement scale is based on a Likert scale with a 5 pound scale, namely 5=Strongly agree, 4=Agree, 3=Neither agree nor disagree, 2=Disagree, 1=Strongly disagree. Then SEM PLS measurements using Smart pls v.3.3.2. carried out through a series of processes, namely:

1. Evaluation of Reflective Model Measurements
2. Evaluation of the Formative Model Measurement
3. Evaluation of the Structural Model

4. Results and Discussion

4.1. Result of Partial Least Square (PLS) Test

The PLS test results in evaluating the reflective outer model were as follows:
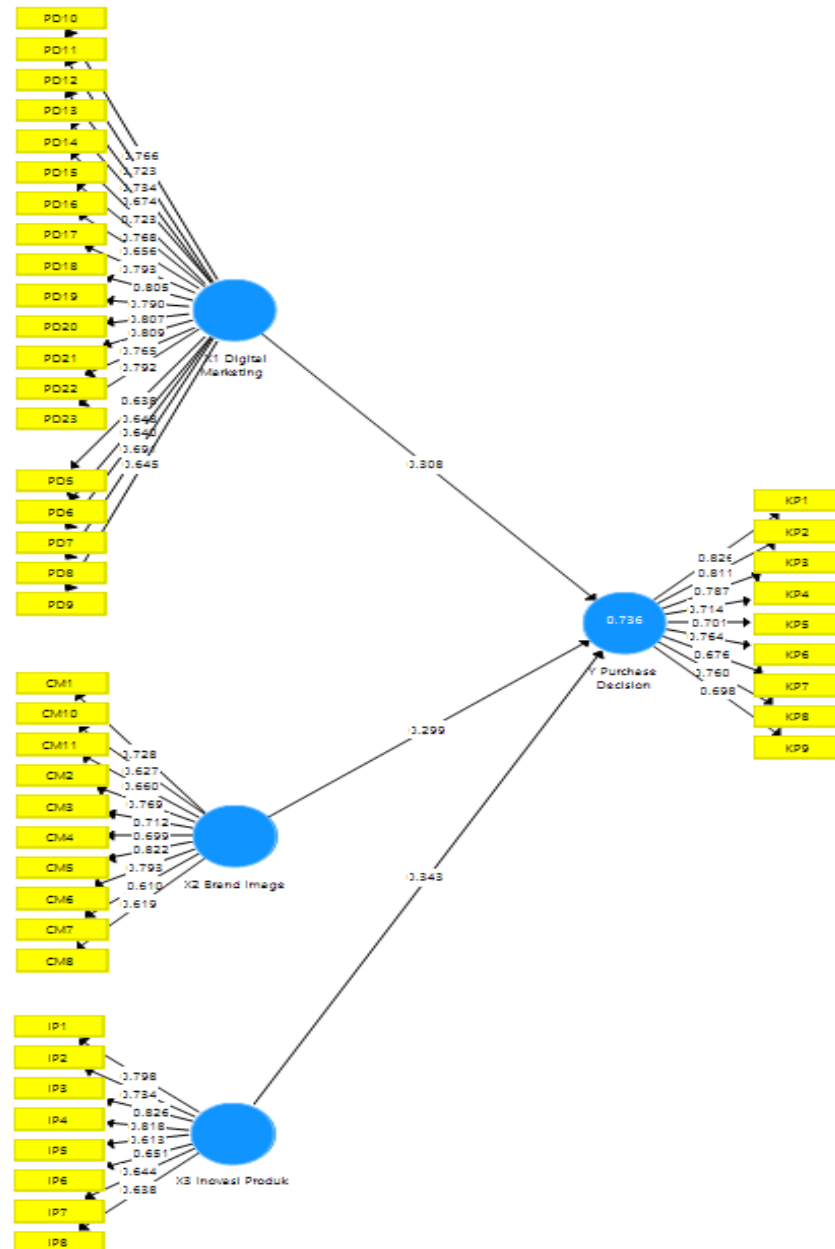
Fig.1: Evaluation of the Reflective Outer Model

The loading value of each indicator for each variable, namely Digital Marketing (X1), Brand Image (X2), Product Innovation (X3), and Purchasing Decisions (Y), had an outer loading factor value greater than 0.50. Thus, these indicators could be declared valid as a measure of the latent variable, which means that the indicators used were appropriate to the topic. A construct indicator was said to meet convergent validity if it had a loading value > 0.70, whereas if the loading value was > 0.50 or > 0.6, it was stated to be still tolerable (Chin, 1998), this was used to measure latent variables.

Compared with other items, the results of the cross-loading value for each item had a more excellent value, so it could be stated that these items were valid. Therefore, items did not need to be removed or discarded; validity indicated that the measuring instrument that's used research was appropriate, so the data could be forwarded for further testing. The final method that could be used to assess the discriminant validity test was to look at the Average Variance Extracted (√) value. Each construct could be considered valid if the AVE value was > 0.50, whereas if the AVE value was < 0.50, it was

considered invalid (Ghozali, 2014). It can be seen in the following table:

Table 2. Outer Loadings and AVE

Variable	Item Code	Outer Loadings	AVE	Rule of Thumbs	Discriminant Validity
Digital Marketing	PD10	0.766	0,537	0,5	Valid
	PD11	0.723			
	PD12	0.734			
	PD13	0.674			
	PD14	0.723			
	PD15	0.768			
	PD16	0.656			
	PD17	0.793			
	PD18	0.805			
	PD19	0.790			
	PD20	0.807			
	PD21	0.809			
	PD22	0.765			
	PD23	0.792			
	PD5	0.638			
	PD6	0.648			
	PD7	0.640			
	PD8	0.691			
	PD9	0.645			
Brand Image	CM1	0.728	0,501	0,5	Valid
	CM10	0.627			
	CM11	0.660			
	CM2	0.769			
	CM3	0.712			
	CM4	0.699			
	CM5	0.822			
	CM6	0.793			
	CM7	0.610			
	CM8	0.619			
Product Innovation	IP1	0.798	0,519	0,5	Valid
	IP2	0.734			
	IP3	0.826			
	IP4	0.818			
	IP5	0.613			
	IP6	0.651			
	IP7	0.644			
	IP8	0.638			

	KP1	0.826			
	KP2	0.811			
	KP3	0.787			
	KP4	0.714			
Purchasing Decisions	KP5	0.701	0,563	0,5	Valid
	KP6	0.764			
	KP7	0.676			
	KP8	0.760			
	KP9	0.698			

Source: Primary Source Processed, 2023

The final stage of the outer model test was composite reliability and Cronbach alpha, which were used to measure the reliability of a construct. Reliability measurements were used to see the consistency of the constructs used. If the composite reliability value showed a number > 0.60, then the construct was reliable; if the number showed a result <0.60, then the construct was not reliable; while Cronbach's alpha showed a number > 0.70, then the construct was reliable (Ghozali, 2014). The composite reliability and Cronbach alpha values can be seen in the following table:

Table 3. Reliability of Outer Model Construct

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Digital Marketing	0.951	0.954	0.956	0.537
Brand Image	0.887	0.891	0.908	0.501
Product Innovation	0.864	0.873	0.895	0.519
Purchasing Decisions	0.902	0.908	0.920	0.563

Source: Primary Source Processed, 2023

Table 2 shows all composite reliability and Cronbach alpha values, showing that all variables could be declared reliable. The figures showed results <0.60 for composite reliability and <0.70 results for Croanbach alpha, so the measuring instrument used could be trusted because of its consistency. Reliability means that research respondents understand and can provide answers correctly. Meanwhile, what is meant by consistency in this case was when the respondent's answer was appropriate and remained correct.

4.2. Hypothesis Test
This hypothesis testing was used to determine the causality developed in the model, namely the influence of exogenous variables on endogenous variables. Significance testing could be determined through a t-statistic that was greater than the critical value (t-table 1.96) in Table 5 below:

Table 4. Total Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Digital Marketing	0.308	0.302	0.076	4.040	**0.000**

-> Purchasing Decisions					
Brand Image -> Purchasing Decision	0.299	0.306	0.090	3.315	**0.001**
Product Innovation -> Purchasing Decision	0.343	0.344	0.095	3.613	**0.000**

Source: Primary Source Processed, 2023

Based on Table 3, it could be explained that there was an influence of exogenous variables on endogenous (direct) variables in each of the hypotheses below:

1. Digital marketing significantly affected purchasing decisions with a T-statistic value of >1.96, 4.040, and a p-value of 0.000 <0.05. The first hypothesis was declared accepted.

2. Brand image significantly affected purchasing decisions with a T-statistic value of >1.96, 3.315, and a p-value of 0.001 <0.05. The third hypothesis was declared accepted.

3. Product innovation significantly affected purchasing decisions with a T-statistic value of >1.96, 3.613, and a p-value of 0.000 <0.05. The fifth hypothesis was declared accepted.

4.3. Discussion

4.3.1. Digital Marketing Influenced to Purchasing Decisions
Research conducted by Kurdi, et al. (2022) aimed to analyze the influence of digital marketing on purchasing decisions. The research evaluated various digital marketing platforms in Jordan that could influence purchasing decisions and identify product categories customers purchase on digital media platforms.

Descriptive analysis, reliability tests, correlation tests, and multiple regression were used in the research. The results proved that digital marketing, such as social media marketing and mobile marketing, significantly impacted consumer purchasing decisions. However, hypothesis testing showed that many protected digital media platforms in Jordan influenced student behavior. Jordanian students purchased various product categories on digital media platforms, and digital marketing influenced students' decision-making.

4.3.2. Brand Image Influenced to Purchasing Decisions
Ethnic fashion businesses can make their products known to the broader community by building a good brand image. A good brand image can give a business a competitive advantage (Panda et al., 2019). The results were in line with Syamsurizal's research which stated that brand image influenced consumer purchasing decisions (Ernawati & Syamsurizal, 2020). Dairina also emphasized the results of her research on 30 respondents who used Converse shoe products in Bandar Lampung, proving that brand image positively and significantly influenced purchasing decisions (Dairina, 2022).

In contrast, other research showed no significant influence of brand image on purchasing decisions for Kopi Janji Jiwa in Manado City (Wowor, Lumanauw, & Ogi, 2021). It showed that the brand image variable could only sometimes encourage and shape consumers to purchase a product. Even the brand image of a well-known product or item might not necessarily influence purchasing decisions (Azahari & Hakim, 2021).

4.3.3. Product Innovation Influenced Purchasing Decisions

Research by Atnawati et al. (2021) aimed to test the influence of price, product innovation, and lifestyle on purchasing decisions among Endek cloth enthusiasts at Semarapura Market. In the current era of modernization, companies face competition, especially in the competitive economic sector. Competition demands force companies to follow consumer desires and market changes to compete with competitors and maintain their products.

Companies must know the background of buyers' considerations in considering the goods consumers want, especially woven craft products (Waskianari & Sulistyawati, 2013). Saputra, et al (2015) with the title The Influence of Product Innovation and Promotion on Purchasing Decisions at the Klanrock House Concept Store Distro in Jember concluded that product innovation and promotion partially and simultaneously influenced purchasing decisions.

5. Conclusions

The research showed that digital marketing significantly affected purchasing decisions for ethnic fashion consumers in Indonesia, amounting to 4.040 or a p-value of 0.000<0.05. Likewise, product innovation significantly influenced purchasing decisions with a value of 3.613 and a p-value of 0.000 <0.05, and brand image significantly influenced purchasing decisions of 3.315 or a p-value of 0.002. It proved that the better the sellers manage digital marketing for ethnic fashion businesses in Indonesia, the greater the possibility of purchasing decisions made by consumers. However, this must be accompanied by the ability to understand consumer needs by establishing brand image and product innovation because it significantly influences purchasing decisions.

Digital marketing was still standard among ethnic fashion consumers in Indonesia, so it required an objective comparison between one ethnic fashion product and another and must explore the process of implementing digital marketing for each business actor because it influenced the success or failure in consumers' perception and decision to buy something. The results of this research is hoped will provide a real description of aspects that consumers can consider before deciding to purchase a product. Apart from that, consumers can also assess other aspects that are taken into consideration apart from those mentioned in this research.

While this research establishes significant relationships between digital marketing, brand image, product innovation and consumer purchase decisions, some limitations provide future research avenues – exploring other variables like price, distribution network etc. can reveal additional factors influencing buyers. Also testing the framework in other product domains and geographic contexts can help generalize the findings. Finally, a qualitative study understanding the underlying consumer psychology and decision making processes can offer richer perspectives. Overall, integrating persuasive and appealing digital marketing with strong brand building and continuous product innovations is imperative for ethnic fashion retailers to thrive amid intense competition.

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