DIGITAL WAY TO INCREASE CONSUMER PURCHASE INTENTION FOR LOCAL FASHION PRODUCTS IN DEVELOPING COUNTRY

Ira Valentina Silalahi

Department of Management, Universitas Pendidikan Indonesia, Bandung, Indonesia

Ratih Hurriyati

Department of Management, Universitas Pendidikan Indonesia, Bandung, Indonesia

Agus Rahayu

Department of Management, Universitas Pendidikan Indonesia, Bandung, Indonesia

Vanessa Gaffar

Department of Management, Universitas Pendidikan Indonesia, Bandung, Indonesia

Lili Adi Wibowo

Department of Management, Universitas Pendidikan Indonesia, Bandung, Indonesia

Puspo Dewi Dirgantari

Department of Management, Universitas Pendidikan Indonesia, Bandung, Indonesia

Lia Warlina

Department of Urban Planning, Universitas Komputer Indonesia, Bandung, Indonesia

ABSTRACT

This study aims to overview how local fashion products in developing countries can increase consumer purchase intentions for their products digitally. Apply a quantitative approach with online data collected from 100 respondents through a questionnaire that was distributed to those who had been selected. The analysis results show that social media marketing and brand management affect consumer buying interest in collaboration edition local fashion products is 0.551 or 55.10%. The remaining 44.90% (100% - 55.10%) is influenced by other variables not examined in this study. This research. The results partially show that social media marketing positively and significantly affects consumer buying interest. Likewise, brand image positively and substantially affects consumer buying interest. Simultaneously, social media marketing and brand image positively and significantly affect consumer buying interest in collaboration edition local fashion products.

Keywords: social media marketing; brand image; consumer purchase intention

INTRODUCTION

At the end of 2019, the whole world was shocked by the coronavirus outbreak, which has become a pandemic. The Covid-19 pandemic has impacted the disruption of community activities in Indonesia. The impact that occurs nationally is that economic growth in Indonesia has decreased, and Indonesia has even experienced an economic recession. Overcoming the recession, the government implemented supportive policies to restore the economy (Purwaningwulan et al., 2022).

One of the policies issued is to fully support local businesses to continue to grow through an injection of grant funds from the government. Another policy that has been implemented for a long time is that the government fully supports local products so that they can compete domestically and globally (Febriansyah et al., 2021).

President Joko Widodo created a proud movement using domestic products so that every Indonesian citizen feels proud when using products made by the Indonesian people. This is good news for entrepreneurs in Indonesia. In 2020, Katadata Insight and Cash Pop Indonesia surveyed 6,697 respondents spread across 34 provinces. The survey discusses the top 50 local brands in Indonesia. 19 of them are local brands that are included in local fashion products in the shoe category (Warlina, L et al., 2022).

So many local fashion products originated from Bandung city, Indonesia, with the main product being shoes, especially sneakers. One of these local fashion products has been around for a long time, since 1998, but this brand has been hotly discussed since it joined the Urban Sneaker Society event in Jakarta in November 2019.

This local fashion product carries out a collaboration strategy with influencers or other brands to maintain their existence. One of the marketing strategies carried out by local entrepreneurs today is a brand collaboration strategy. This collaboration is done by combining two or more brands which are then executed or made into one product. The merging of two well-known brands can be a signal for consumers to represent the brand image offered (Basit et al. 2021). The first collaboration carried out by this local fashion product was designed by an influencer as well as a LOC social media manager named Brian Notodiharjo in 2019. Since then,

until 2021, there have been 15 collaborations, some of which are phenomenal.

Based on data processed from Google Trends, it can be seen that the competition with other local brands of shoes is quite tight. This can be seen in the Google shopping data category. Google Shopping is one of the advertising services carried out by Google, which is equipped with image features, product information, prices, and online store links. Prospective consumers only need to do one click so they can be directed to the linked online shop.

Research (Amri, 2021) states that the variables of social media marketing, content marketing, and brand image have a significant positive effect on buying interest. Furthermore (Larasati et al., 2019) found that there was a positive effect of using Wardah's Instagram social media on consumer buying interest by 61.6%. Hereinafter (Giri Maulana Arif et al., 2015) state that the social media marketing variable has an influence of 56%. This shows that social media marketing is critical in consumer purchase intention. Social media marketing is important so that companies can communicate and promote their products according to their target market (Surya et al., 2022).

The era of society 5.0 makes distance and time no longer an obstacle for businesspeople to be able to market their products. In addition, the rapid development of technology today is very helpful for businesspeople to reduce the company's operational costs, especially promotion costs. A database makes it easier for people to promote their products more precisely. So that this can increase the effectiveness and efficiency of a company. In 2021, internet users in Indonesia reached 202.6 million people, or 73.7% of Indonesia's population, connected to the internet. The Indonesian people often carry out activities to take advantage of the internet are using social media, one of which is Instagram. According to data published by Wearesocial, Instagram is ranked 4th social media that the people of Indonesia often use. There are 63 million Indonesians who use Instagram.

Table 1. Internet User Data in Indonesia in 2019 – 2021

Year	Total Population (Million Souls)	Number of Internet Users (Million Souls)
2019	268,2	150
2020	272,1	175,4
2021	274,9	202,6

Source: wearesocial.com, 2021

In December 2021, the number of Instagram followers for the local fashion product reached 995,000 followers. Figure 1.3 shows the number of likes and comments regarding photos of the local fashion product collaboration edition with influencers and other brands from 2019 to 2021. The number of likes and comments on local fashion product collaboration edition postings fluctuates. There are gaps between each of the collaboration editions. This impacts the number of sales which causes local fashion products to sell its collaboration edition products at a lower price.

Previous research (Novia, 2017) found that brand image influences buying interest. Furthermore, (Anissa et al., 2018) state that Brand Image positively affects buying interest. The brand image of a product can stimulate consumer purchase intention. The better the brand image, the higher the consumer's buying interest in a product.

Local fashion products are distributed evenly because the majority of respondents answered strongly agree, with a percentage of 62.4%. As many as 50.4% of respondents agree that the price offered for local fashion products is still affordable for consumers, but 37.6% of respondents disagree and object when asked to buy at a higher price even though the product is a collaboration edition.

This research was motivated for several reasons. First, the issue of local products is discussed extensively in Indonesian society. Second, there are differences in research results (research gaps) that have existed before. According to Imelda and Martini (2019), social media marketing simultaneously positively and significantly affects followers' purchase intention to buy local products. However, research (Trianan et al., 2020; Arief et al., 2015) shows that social media marketing does not have a simultaneous effect because each indicator has no communication and collaboration effect. Third, based on the pre-survey results, respondents stated that they were not willing to buy the collaboration edition of local fashion products at a price higher than the regular ones. This is related to the image of the local fashion product, which already has a populist impression because it is a domestic product.

Based on the explanation presented by the researcher above, research was conducted with the title " Digital Way to Increasing Consumer Purchase Intention Local Fashion Product in Development Country ".

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT (QUANTITATIVE)

According to Gunelius in Mileva and Fauzi (2018: 193), "social media marketing established direct or indirect marketing that is used to build memory, consciousness, acknowledgment, and action for products, people, businesses, brands or other entities and is carried out using tools from the social web such as content sharing, social bookmarking, social networking, blogging and microblogging. Meanwhile, based on research results Salvatore Salvatore in Iman, Ambarwati and Mawardi (2015: 3) "social media marketing is a marketing media that is carried out online with community involvement in it to form a market in cyberspace." It can be summed up that social media marketing is a form of marketing that is carried out online to market a product that aims to communicate the product so that it can build awareness, recognition, memory, and action for brands, products, or other entities.

H1: There is an influence of social media marketing on the purchase intention of local fashion products.

In Prasetya et al. (2018:216), Kotler and Keller explain that "brand image is the perception and belief made by consumers, as reflected in associations that occur in consumer memory." Meanwhile, according to Supranto in Antoni and Herianto (2017: 3), "brand image is what consumers think or feel when they hear, see the name of a brand or, in essence, what consumers have learned about the brand." Based on the expert opinion above, it can be concluded that brand image is a perception consumers make

when they hear and see a brand that they have previously explored. In this digital era, the internet has changed the way people search for product or service information. This supports dynamic consumer behavior because individual consumers' thoughts, feelings, and actions are different. According to Peter and Olson (2013: 6), companies must be more creative and observant in developing their marketing strategies. One of the company's marketing strategy developments is the brand aspect. Strengthening the brand side aims to strengthen the positioning of the product.

H2: There is an influence from the Brand Image on the purchase intention of local fashion products.

Kotler and Keller in Muslimah et al. (2018: 44) reveal that "purchase intention is a consumer behavior where consumers have the desire to choose, use, consume, or even want a product offered." Axelrod in Randi (2016: 02) suggests that "purchase intention is an initial behavior that consumers have in predicting purchases." Mowen in Randi (2016: 03) argues that "purchase intention is an intention, trust in considering a brand and new information that is considered in determining purchases." Based on the experts' opinions above, purchase intention is a response to consumer behavior who desires to choose, use, consume, or even want a product.

H3: There is an influence of social media marketing and brand image on the purchase intention of local fashion products.

ESEARCH METHOD

This study uses a quantitative method with a descriptive verification approach. The total population in this study is the number of Instagram users in Indonesia. Based on data from Wearesocial, Instagram users in Indonesia in 2020 were 63,000,000 people. The sampling technique used is a non-probability sampling technique, specifically purposive sampling. The purposive sampling in question has the following criteria the respondents must be in the age range of 16 to 45 years old. Second, every respondent must follow the local fashion product Instagram. Third, each respondent must notice the collaboration edition of a local fashion product.

The sampling technique for this study was based on the calculations proposed by Yamane, so the number of samples in this study was 100. Data collection techniques in this study used a questionnaire (questionnaire) and library studies. The data testing technique uses the classical assumption test, multiple linear regression coefficients, multiple correlation coefficients, and coefficients of determination.

RESULT AND DISCUSSION

The Asymp value. Sig. (2-tailed), shown in Table 2, is 0.67. This means that the value is more than 0.05. So, it can be said that the data is normally distributed and meets the classical assumption of normality so that it can be continued to the next stage, namely the multicollinearity test.

Table 2. Normality Test Results Using Kolmogorov-Smirnov

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	11,15264161
Most Extreme Differences	Absolute	,106
	Positive	,085
	Negative	-,106
Test Statistic		,106
Asymp. Sig. (2-tailed)		,067[c]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.

Resource: SPSS 24, the results of the author's data (2021)

It can be known that the tolerance value from Table 3 is 0.369, and the VIF value in this study is 2.708. The data has met the multicollinearity test because the tolerance value is not less than 0.1 (tolerance > 0.1) and the VIF value is not more than 10 (VIF < 10). So, it can be continued to the next testing stage, namely the heteroscedasticity test.

Table 3. Multicollinearity Test Results Using Tolerance or VIF

Variabel	Tolerance	VIF	Information
Social Media Marketing	0,369	2,708	Multicollinearity does not occur
Brand Image	0,369	2,708	Multicollinearity does not occur

Resource: SPSS 24, the results of the author's data (2021)

It can be known that the values of social media marketing and brand image from Table 4 that is 0.787 and 0.648. This means that the value is more than 0.05, so it can be stated that the data does not contain heteroscedasticity.

Table 4. Heteroscedasticity results using the Glejser Test

Variabel	Nilai Sig.	Information
Social Media Marketing	0,787	No Heteroscedasticity
Brand Image	0,648	No Heteroscedasticity

Resource: SPSS 24, the results of the author's data (2021)

In addition to using the Glejser test, the following are the results of heteroscedasticity data processing using scatterplot graphs. Based on Figure 1, points spread so they do not form a certain pattern. This indicates that the data does not occur heteroscedasticity. Based on the results of the Glejser test and looking at the scatterplot graph, the test has met the heteroscedasticity test.
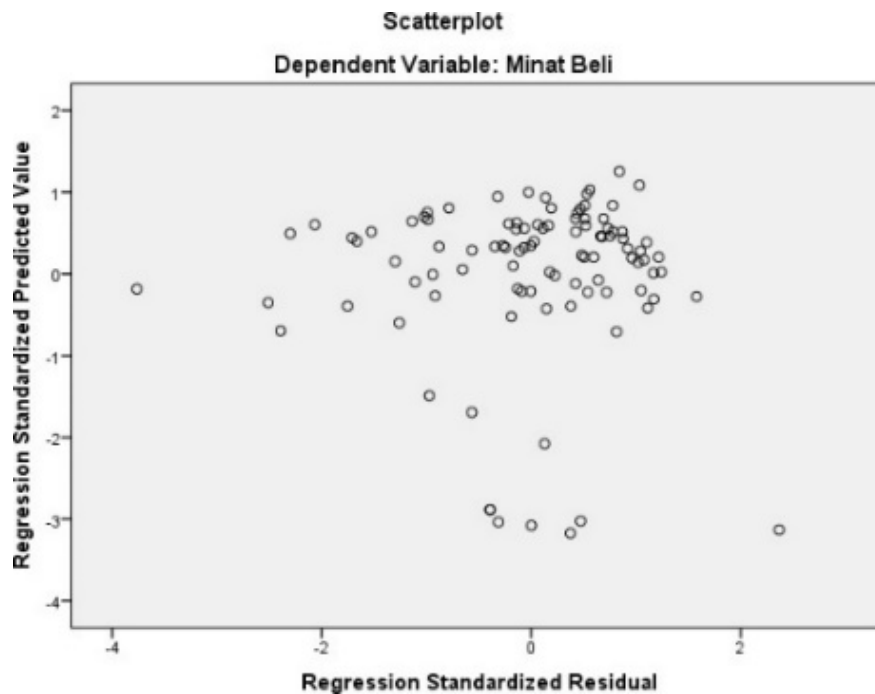
Figure 1. Heteroscedasticity Test Results using Scatterplot Graph

Resource: SPSS 24, the results of the author's data (2021)

Based on table 5 and the multiple linear regression equation formulae, the multiple linear regression equation in this study is Consumer Purchase Intention = -1884 + 0.538X1 + 0.676X2

This equation can be interpreted that:

The constant value (α) = -1.884, meaning that if the social media marketing and brand image variables are ignored (X1 & X2 = 0) then the Consumer Purchase Intention value remains (constant) at -1.884. This means that buying interest will continue to decline without social media marketing and brand image.

The regression coefficient of the social media marketing variable is 0.538 with a positive value, meaning that if social media marketing is increased by one and other variables are ignored (X2 = 0), then Consumer Purchase Intention will increase by 0.538.

The regression coefficient for the brand image variable is 0.676 with a positive value, meaning that if the brand image is increased by one and other variables are ignored (X1 = 0), then purchase intention will increase by 0.676.

Table 5. Multiple Linear Regression Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	,748ª	,560	,551	11,267	,560	61,699	2	97	,000

a. Predictors: (Constant), Brand Image, Social Media Marketing

Resource: SPSS 24, the results of the author's data (2021)

Based on table 6, it can be seen that the correlation between social media marketing and brand image variables on Consumer Purchase Intention is 0.748 or 74.80%. This value is included in the strong category because it is in the range of values of 0.60-0.799. This means that the relationship between social media marketing and brand image variables on purchase intention is strong.

Table 6. Multiple Correlation Coefficient Test Results

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-1,884	8,447		-,223	,824
	Social Media Marketing	,538	,182	,327	2,955	,004
	Brand Image	,676	,162	,461	4,161	,000

a. Dependent Variable: Consumer Purchase Intention

Resource: SPSS 24, the results of the author's data (2021)

Based on table 7, it is known that the influence of social media marketing variables on Consumer Purchase Intention is 0.481 or 48.10%. In comparison, the remaining 51.9% (100% - 48.1%) are influenced by brand image variables and other variables not examined in this research.

Table 7. Determination Test Results of Social Media Marketing Variables on Consumer Purchase Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,694[a]	,481	,476	12,169

a. Predictors: (Constant), Social Media Marketing

Resource: SPSS 24, the results of the author's data (2021)

Based on table 8, it is known that the influence of the brand image variable on Consumer Purchase Intention is 0.520 or 52%, while the remaining 48% (100% - 52%) is influenced by social media marketing variables and other variables not examined in this study.

Table 8. The Result of Determination of Brand Image Variable on Consumer

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,721[a]	,520	,515	11,703

a. Predictors: (Constant), Brand Image

Resource: SPSS 24, the results of the author's data (2021)

Based on table 9, it is known that the influence of social media marketing and brand image variables on Consumer Purchase Intention is 0.551 or 55.10%, while the remaining 44.90% (100% - 55.10%) is influenced by other variables not examined in this study.

Table 9. Determination Test Results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,748ᵃ	,560	,551	11,267

a. Predictors: (Constant), Brand Image, Social Media Marketing

Resource: SPSS 24, the results of the author's data (2021)

Based on table 10, it can be known that the social media marketing variable t-count is 2,955. This means that H0 is rejected and H1 is accepted where the social media marketing variable significantly influences Consumer Purchase Intention. It has also been known that the t-count of the brand image variable is 4.161. This means that H0 is rejected and H1 is accepted where the social media marketing variable significantly influences Consumer Purchase Intention.

Table 10. Partial Test Results (t Test)

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1,884	8,447		-,223	,824
	Social Media Marketing	,538	,182	,327	2,955	,004
	Brand Image	,676	,162	,461	4,161	,000

a. Dependent Variable: Consumer Purchase Intention

Resource: SPSS 24, the results of the author's data (2021)

Based on the results of the F test in table 11, it is known that the F-$_{statistic}$ value is 61.70. This value is greater than F-table (3.09), meaning that H03 is rejected and Ha3 is accepted, so it can be concluded that the independent variables, namely social media marketing and brand image, have a significant influence simultaneously or jointly on consumer purchase intention.

Table 11. Simultaneous Test Results (F Test)

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15664,830	2	7832,415	61,699	,000ᵇ
	Residual	12313,760	97	126,946		
	Total	27978,590	99			

a. Dependent Variable: Consumer Purchase Intention

b. Predictors: (Constant), Brand Image, Social Media Marketing

Resource: SPSS 24, the results of the author's data (2021)

Based on the t-test results, the social media marketing variable affects buying interest because it has a t-count > t-table, where 2,955 > 1,984 and a significant value of 0.04 < 0.05. Furthermore, based on the determination test, social media marketing has an effect of 48.10%.

This is in line with the definition of Gunelius in Mileva and Fauzi (2018: 193), where social media marketing is used to build awareness, recognition, and action for brands, products, or other entities. The use of social media marketing carried out by companies can affect consumers' consumer purchase intentions due to the provision of information from the local fashion product's Instagram account, which can lead to prospective buyers' views of the product.

The information provided can be in the form of product advantages, reviews from influencers about the product, and so on. When consumers get information that the product can be trusted, there will be an intention to buy the product. Conversely, if the information obtained about the seller is bad, it will affect consumer behavior and purchase intentions from these consumers. This study's results align with research conducted by Imelda and Martini (2019) where social media marketing has a positive and significant effect on followers' buying interest in Wardah Kosmetik's buying interest.

Based on the results of the t-test, the brand image variable is said to affect consumer purchase intention because it has a value of t-count > t-table, where 4.161 > 1.984 and a significant value of 0.00 < 0.05. Furthermore, based on the determination test, brand image has an effect of 52%. According to Rangkuti in Soim, Suharyono, and Abdillah (2016:147) "brand image is a set of brand associations that are formed and attached to the minds of consumers". Local fashion product brand has a strong image in the minds of consumers. This is supported by the results of a pre-survey of 125 respondents, where 85 respondents strongly agree that whenever they want to buy a fashion product, the first brand to remember is the local fashion product. This study's results align with research conducted by Anissa Nur Muslimah, H. Ikhwan Hamdani, and Fahmi Irfani (2018) with the title The Effect of Brand Image and Halal Certification on Buying Interest of Customers stating that Brand Image has a positive effect on buying interest.

Based on the results of the F-test, it is known that social media marketing and brand image simultaneously or jointly affect consumer purchase intention because the F-count > F-table is 61.70 > 3.09, and the significant value is 0.00 < 0.05. Based on the simultaneous determination test, the effect of social media marketing and brand image on consumer purchase intention is 74.80%. Lees, Joy and Browne (2016: 56) say that "Consumer behavior is individual activities in searching, evaluating, acquiring, consuming, and discontinuing the use of goods and services".

Meanwhile, according to Kotler in Poluan, Mandey and Ogi (2019: 2971), "the marketing mix or marketing mix is a set of marketing tools used by the company to achieve its marketing goals in the target market". Furthermore, according to Kotler and Armstrong in Andriani and Bunga (2017: 158) "a brand is a name, sign, symbol, term, or design that shows the identity of the product or service of one seller or group of sellers and differentiates the product from competing products".

Based on the definition of experts, local fashion product already has a place in the minds of consumers, where this is evidenced from the results of a pre-survey of 125 respondents. Certainly, this is an added value and a distinct advantage for the company. The advantages that are already owned are combined with utilizing technology, namely using social media platforms, and Instagram as a marketing medium. Good use of Instagram social media marketing has an impact on local fashion product Instagram followers, which is quite large, that is 997,000, and this trend continues to increase.

In addition, the number of likes and comments is more on the post feed with photos of the collaboration edition local fashion product than the basic one. We can conclude that Followers of local fashion product is one proof that many individuals are still doing the search and evaluation process before committing to product purchases. This shows an individual's interest in the collaboration edition of local fashion products.

CONCLUSION

With testing all the t-test hypothesis, it can be concluded that the social media marketing variable has a partially significant effect on the buying interest variable. After testing, the $t_{statistic}$ > t_{table} where the t-table value in this study is 1,984,

while the $t_{statistic}$ value on the social media marketing variable is 2,955. In addition, it is known that the significant value of the social media marketing variable is < 0.05, whereas the substantial value in the social media marketing variable is 0.04. This shows that the more social media marketing is used, the higher the purchase intention of local fashion products. Then again, the lower social media marketing, the lower the purchase intention of a local fashion product. The magnitude of the influence of social media marketing on buying interest has an effect of 0.481 or 48.10%. In comparison, the remaining 51.9% (100% - 48.1%) is influenced by brand image variables and other variables not examined in this study.

Based on the t-test, we can state that the brand image variable has a partially significant effect on the buying interest variable because, after the test, the $t_{statistic} > t_{table}$. The t-table value in this study is 1,984, while the t-count value on the brand image variable is 4.161. In addition, it is known that the significant value of the brand image variable is < 0.05, where the significant value of the brand image variable is 0.00. This shows that the higher brand image, the higher the purchase intention of a local fashion product. Then again, the lower brand image, the lower the purchase intention of a local fashion product. The magnitude of the influence of brand image on buying interest is 0.520 or 52%, while the remaining 48% (100% - 52%) is influenced by social media marketing variables and other variables not examined in this study.

When the t-test concluded the social media marketing and brand image variables significantly affect the buying interest variable. After testing, the $F_{statistic} > F_{table}$ where the F-table value in this study is 3.09, while the F-count value in this test is 61.70 and is in the H0 rejection region. In addition, it is known that the significant value is < 0.05, where the significant value is 0.00. This shows that the higher social media marketing and brand image, the higher the purchase intention of a local fashion product. Then again, the lower the level of social media marketing used and brand image, the lower the purchase intention of a local fashion product. The magnitude of the influence of social media marketing and brand image on buying interest is 0.551 or 55.10%, while the remaining 44.90% (100% - 55.10%) is influenced by other variables not examined in this study. The closeness of

social media marketing and brand image variables to buying interest can be substantial because, after multiple correlation testing, the results obtained are 0.748 or 74.80%, where the results obtained are in the range of values 0.60-0.79 and can be categorized as vital.

In social media marketing, every local fashion company Instagram account should apply copywriting techniques to build customer engagement with followers or visitors, which aims to increase Instagram traffic so that it can create a much greater attraction. Companies may consider distributing sales through each available marketplace in relation to product distribution or product sales facilities. Regarding pricing, local fashion products should be able to collaborate with brands/influencers who can improve the image of the local fashion product itself, partnering with brands/influencers who can improve the brand image of local fashion products, especially shoes.

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ABOUT THE AUTHORS

Ira Valentina Silalahi, email: valentinaira@upi.edu

Ira Valentina Silalahin Department of Management, Universitas Pendidikan Indonesia, Bandung, Indonesia.

Ratih Hurriyati, Department of Management, Universitas Pendidikan Indonesia, Bandung, Indonesia.

Agus Rahayu, Department of Management, Universitas Pendidikan Indonesia, Bandung, Indonesia.

Vanessa Gaffar, Department of Management, Universitas Pendidikan Indonesia, Bandung, Indonesia.

Lili Adi Wibowo, Department of Management, Universitas Pendidikan Indonesia, Bandung, Indonesia.

Puspo Dewi Dirgantari, Department of Management, Universitas Pendidikan Indonesia, Bandung, Indonesia.

Lia Warlina, Department of Urban Planning, Universitas Komputer Indonesia, Bandung, Indonesia.