




Enhancing Customer Buying Interest in Evolving Fashion Products Through Omni-Channel Marketing Strategies

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Article Info	Abstract
<p>Keywords: Influence, Selling Omni-channel, Buying Interest</p>	<p>The proper marketing plan will help draw buyers to continue to run well and continue to expand. Omni-channel is one of the right media methods. Omni-channel is a networking platform, both online and offline, carried out by clients of interconnected enterprises. Some firms use multiple Omni-channel marketing tactics that would boost the purchasing demand for a brand's goods. The profits of products sold by the company are influenced by consumer buying interest. Similarly, the purchasing appetite of customers in this trend grows with fashion items that are gradually evolving. The literature review is carried out by writing the keyword "Omni-channel" for journals retrieved from the source, namely Google Scholar so that eight journals are screened after and according to this report. Omni-channel will raise customer purchasing interest, especially in fashion goods currently evolving rapidly, based on the eight journals received. More businesses can enhance the level of service and sell these fashion products better and broaden the reach of marketing. Omni-channel marketing, particularly for fashion goods, affects customer purchasing desire, which is currently growing, especially with the number of designers producing different contemporary fashion models.</p>


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INTRODUCTION

A marketing strategy is a foundational roadmap that an organization relies on to anticipate and navigate the influence of various marketing initiatives within a specific target market. Meticulous planning is the linchpin of a company's operations, and at the core of this planning lies the formulation of a campaign strategy. In today's cutthroat business landscape, marked by relentless competition, crafting a robust campaign strategy is not merely advisable but imperative for a company's sustained market presence. Such a strategy becomes the cornerstone for achieving and maintaining competitiveness in a dynamic environment where innovation and a relentless pursuit of consumer value and efficiency are the keys to success. In the highly competitive business arena, characterized by constant

changes and challenges, a well-structured campaign strategy becomes the linchpin for a company's sustained relevance and profitability.

Continuous innovation and a steadfast commitment to enhancing consumer value and operational efficiency are pivotal for maintaining a competitive edge. Chandra's emphasis on meticulous planning underscores the need for organizations to anticipate the impact of various marketing strategies within their target markets and to use this foresight as a guiding principle for their activities. In conclusion, a marketing strategy is the foundation of a company's success. In today's fast-paced and competitive business environment, effective planning and the formulation of a campaign strategy are indispensable. These strategies empower organizations to innovate, enhance consumer experiences, and operate efficiently, ensuring their competitiveness and ability to maximize economic productivity.

The concept of Omni-channel Customer Experience has become increasingly essential within contemporary customer service strategies. Omni-channel marketing entails the seamless integration of all communication channels between a company and its customers, ensuring consistent data sharing across each channel. This approach effectively eliminates the frustrations that customers often encounter when transitioning between different communication channels. It allows customers to engage with the company through their preferred and convenient channels without redundant information, thus making Omni-channel marketing a pivotal strategy for delivering a seamless and cohesive customer experience. Furthermore, Indonesia's fashion industry is experiencing rapid market growth, partly fueled by the escalating prevalence of the Internet.

The digital transformation has created new business opportunities in the fashion sector, and the Omni-channel approach becomes particularly relevant in this context, as it enables fashion companies to adapt and thrive in an era where the internet plays a central role in consumers' shopping experiences. By effectively implementing Omni-channel marketing strategies, fashion businesses can capitalize on this growth trend and enhance customer engagement while providing a seamless shopping experience that aligns with modern consumer expectation (Rey-García et al., 2018).

The Internet has become a significant platform for business, with a growing number of fashion companies venturing into online operations. The level of customer purchase interest can measure the success of a company's products, as consumer interest directly influences a company's sales (Tannady et al., 2022).

Therefore, companies need a strategy to attract consumer appeal so that consumers make buying decisions. Several studies have explored the factors influencing consumer purchase interest, such as product, price, promotion, e-service quality, discounts, brand image, and celebrity endorsers (Dewi et al., 2021). Internet users who continue to grow make people take advantage of the role of the internet to be used as a business by humans, which is called e-commerce (Eriyanti & Ardhiyansyah, 2023).

The influence of Omni-channel marketing on customer purchasing interest is notably pronounced, especially within the context of technology and internet-driven product positioning. Products that adeptly harness technology and the internet tend to generate heightened interest and, as a result, capture more substantial attention from customers. Recognizing the significance of this dynamic, this study is dedicated to scrutinizing the effects of Omnichannel marketing on customer purchase interest, with a particular focus on fashion products. By delving into the intricate relationship between multi-channel marketing strategies and customer purchasing behavior, this research aspires to yield valuable insights.

These insights are anticipated to be particularly beneficial for businesses seeking to leverage Omnichannel marketing as an effective tool in their marketing arsenal. In a world where technological advancements and digital platforms play an increasingly central role in consumer decision-making, understanding how Omnichannel marketing shapes customer purchase interest in the fashion sector holds immense relevance. This study thus endeavors to offer a comprehensive perspective on the subject, contributing to the knowledge that can inform and guide businesses toward more effective and consumer-centric marketing practices.

LITERATURE REVIEW

Influence

Influencer marketing, or influencer marketing, is a form of social media marketing involving endorsements and product placements from influencers. Influencers are people or organizations with a purported expert level of knowledge or social influence in their field. They have established credibility and a large audience on social media platforms, and brands enroll them to discuss or mention their products or services in a social media post. Influencer content may be framed as testimonial advertising. The main differentiator in the case of influencer marketing is that the results of the campaign are collaborations between brands and influencers. The audience follows

influencers rather than a brand, and they only care about the opinions of the influencers. Influencer marketing can be a potent marketing tool for brands, as 56% of young Americans have purchased a product after seeing a post from someone they follow (Xu, 2023), (Renchen, 2020).

Marketing Omni Channel

Omni-channel marketing, or omnichannel marketing, is a customer-centric approach that integrates all channels to deliver a unified and consistent brand experience across digital and brick-and-mortar touchpoints (Bakulich & Bokyi, 2022). Several studies have explored the benefits of omnichannel marketing in the retail sector. For example, one study analyzed the tools and risks of implementing an omnichannel marketing strategy in trade organizations and found that the advantages of the omnichannel sales method in comparison with the traditional and multi-channel ones were highlighted (Shtal & Proskurnina, 2020). Another study examined the comprehensive approach to omnichannel marketing strategy in retail trade.

Purchasing Preferences

Consumer purchasing preferences constantly change, and understanding why customers buy certain products is crucial for businesses (Bass & Avolio, 1993)(Scholz et al., 2010). Many factors play a role in making someone buy a certain product, including price, convenience, product quality, and brand loyalty (Dewi et al., 2021). Measuring consumer shopping preferences can reveal key data points about why customers buy certain products. Businesses can use this information to tailor their marketing strategies and increase their sales (Tannady et al., 2022). There are many ways to determine consumer preferences, such as surveys, interviews, focus groups, and ethnographic research (Dewi et al., 2021). Several studies have explored the factors influencing consumer purchase interest, such as product, price, promotion, e-service quality, discounts, brand image, and celebrity endorsers (Liu et al., 2019).

RESEARCH METHODS

The methodology employed in this analysis primarily revolves around identifying and retrieving relevant articles for the literature review. In this context, a literature review is a repository of critical ideas and references essential for scientific research. In this research, scientific literature in the form of published articles plays a central role. To access this literature, a comprehensive search was

conducted using Google Scholar, a widely recognized and accessible database (googlescholar.com). Google Scholar provides a vast repository of scholarly articles from diverse fields, making it an invaluable resource for researchers seeking to gather pertinent literature for their analyses. Through this methodology, the research aimed to compile and review articles that would serve as foundational references, ensuring the rigor and credibility of the study. Using scientific literature is crucial for underpinning the research and building a well-informed foundation upon which the study's findings and conclusions can be established.

RESULT AND DISCUSSION

Result

Based on the reviewed literature journal findings, Omni-channel increased customer purchasing interest, especially in the rapidly changing fashion goods. Many firms increase the level of service and better advertise these fashion returns without having to compare with other brands to be well recognized by buyers. From segmentation, retail firms with items and broaden marketing reach. successful marketing campaigns are seen because they can boost sales to young people for fashion items.

Discussion

The study under discussion explores the critical factors influencing customer purchasing interest in sustainable shops, drawing inspiration from Daniel Dama's research in 2016. Dama's research, titled "Examination of Factors Influencing Consumer Purchasing Interest in Selecting an Acer Laptop at the Lestari Device Manado Shop," serves as a foundational reference. Dama's study likely delves into critical determinants of customer purchasing decisions, shedding light on strategies to enhance the appeal of specific products or services. Understanding these factors can be instrumental in guiding sustainable shops toward effectively encouraging the adoption of environmentally friendly products.

Additionally, Nina Laela Sugesti and her colleagues conducted a noteworthy study in 2019 that addressed the impact of Omni-channel marketing on consumer buying interest. Their research, performed as a case study on PT Pegadaian Syariah's gold savings product at the Padayungan branch, indicates that Omni-channel marketing positively influences consumer purchasing interest. Sugesti et al.'s findings, derived from a comprehensive analysis of customer experiences with gold savings at PT Pegadaian Syariah's Padayungan branch, underscore the effectiveness of Omni-channel marketing in stimulating consumer interest. As

market preferences increasingly gravitate toward gold savings products from Padayugan, the significance of Omni-channel marketing strategies in shaping consumer buying behavior becomes evident.

According to (Yanuardi et al., 2016) of PT Telekomunikasi Indonesia's items and broaden marketing reach. successful marketing campaigns are seeing because they can boost sales to young people for fashion items. Omni-channel Customer Service Sophistication Study, they clarified how to incorporate Omni-channel customer experience in five stages, including how to devise a plan to select technologies that can help the company how to form a team with the right capability, how to make it possible. PT Telekomunikasi Indonesia gets service results by using the Omni-channel to guarantee that its customers can increase. (Nilam Ayu Widyaningrum, 2017) on the effect of the marketing mix on consumer buying interest in Crispy Rice Crackers goods, concluded in her analysis that products and prices do not affect buying stake while promotions influence buying interest so advertising can increase consumer buying interest and extend the Crispy Rice Cracker product's marketing reach.

In their study on the relationship between Country of Origin and Brand Image to enhance consumer purchasing interest, (Herdiana & Purnama Alamsyah, 2017) shed light on the pivotal role of a correct brand image within the industry. Their research underscores that a correct brand image can significantly influence consumer perceptions and purchasing behavior. When a company's brand image accurately aligns with its values and offerings, consumers can more easily identify and trust the products it supplies. Conversely, if the brand image does not resonate with consumers or is perceived inaccurately, it can deter potential buyers from purchasing. This emphasizes the importance of cultivating and maintaining a positive and accurate brand image as a strategic imperative for companies aiming to enhance consumer interest and confidence in their products.

In the review of marketing techniques aimed at boosting the productivity of Micro, Small, and Medium Enterprises (MSMEs), as exemplified in the study on Batik Diajeng Solo (Wibowo et al., 2015), the research concludes that the solo batik approach has proven to be practical. This practicality is discerned from its segmentation strategy, specifically targeting young people. By tailoring their marketing efforts to appeal to this demographic, the approach has succeeded in bolstering the popularity of batik among the younger generation. Simultaneously, for the company itself, the strategy has yielded positive results in increased demand, particularly from buyers seeking uniform and hybrid batik products. This

increased demand has naturally translated into higher revenue for the business, reflecting the marketing techniques' efficacy.

Furthermore, (Putri, 2016) regarding the Online Marketing Strategy Design at Full Fashion via Bench Marketing Assessment, highlights the strategic focus of Full Fashion on online media and websites. This approach underscores the company's recognition of the transformative power of the internet and digital platforms in today's market landscape. Notably, Full Fashion adopts a new vendor distribution strategy as a promotional tactic, signaling its agility in adapting to changing market dynamics. These strategies exemplify how businesses, including MSMEs like Batik Diajeng Solo and Full Fashion, can leverage innovative marketing techniques to drive productivity and stay competitive in the contemporary market milieu.

Overall, it is extracted from many literature reviews that Omni-channel marketing influences customer purchasing desire, especially with currently increasing fashion items, notably for the several designers who produce various contemporary fashion models so that this Omni-channel affects developing marketing campaigns to be more effective and to improve market segmentation.

CONCLUSION

The insights gleaned from examining eight journal articles affirm the substantial impact of Omni-channel marketing, particularly within fashion goods, on customer purchasing interest. As a ubiquitous and lucrative industry, fashion holds significant potential for generating substantial revenues. The ever-evolving nature of fashion trends in response to changing societal dynamics ensures its enduring relevance. These trends enable individuals to stay fashionable and hold a pivotal place within society due to their inherent trendsetting nature. In marketing campaigns geared toward fashion products, Omni-channel marketing emerges as an indispensable strategy. Its ability to captivate customer attention, drive increased sales turnover, and enhance the overall effectiveness of marketing campaigns positions it as a crucial tool for businesses in the fashion industry. As the fashion world continues to evolve and profoundly influence society, adopting Omni-channel marketing strategies remains essential for companies seeking to thrive in this dynamic and highly competitive market.

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