THE INFLUENCE OF BRAND IMAGE AND ONLINE PROMOTION ON MILLENNIAL CONSUMERS' PURCHASE DECISIONS OF LOCAL FASHION PRODUCTS

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Abstract. *This study aims to analyze the influence of brand image and online promotion on the purchasing decisions of millennial consumers toward local fashion products. The rising interest of the younger generation in local products is inseparable from the role of strong visual branding and creative, aggressive digital promotion strategies across various social media platforms. Using a quantitative approach, data were collected through questionnaires distributed to 150 respondents aged 18–30 who had previously purchased local fashion products online. The results indicate that brand image has a significant and positive impact on purchasing decisions, highlighting the importance of consumer perception of brand image in shaping trust and loyalty. Similarly, online promotion significantly affects purchasing decisions, especially interactive and personalized promotions such as influencer endorsements, exclusive discounts, and engaging visual content. These findings affirm that the combination of a strong brand image and effective online promotion increases millennials' buying interest in local fashion products. The implications of this research offer strategic recommendations for local fashion industry players to enhance brand competitiveness by strengthening visual identity and optimizing digital promotions tailored to millennial preferences.*

Keywords: *Brand Image; Local Fashion Products; Millennial Consumers; Online Promotion; Purchasing Decisions*

1. INTRODUCTION

In the rapidly evolving era of globalization and digitalization, the flow of information moves swiftly across various digital platforms, social media, and internet-based technologies. This transformation has significantly impacted consumer consumption patterns, preferences, and purchasing behavior, particularly among the millennial generation—those born between 1981 and 1996. This generation is known for its unique characteristics, such as a high level of digital literacy, heavy reliance on technology, and a tendency to prioritize aesthetics, self-identity, and personal experience in their consumption decision-making processes.

In the context of the fashion industry, especially local fashion products such as clothing, accessories, and footwear, millennials no longer perceive products solely as functional necessities, but also as symbols of lifestyle, self-expression, and social existence within a dynamic digital community. Therefore, brand image has become a crucial element that influences their perceptions and purchase decisions. Brand image is shaped through visual elements, brand storytelling, logos, colors, social media design, and emotional values embedded by the brand into its consumer engagement.

In line with this, online promotional strategies also play a strategic role in reaching and influencing consumers in an increasingly competitive digital environment. Promotional forms such as social media advertising (e.g., Instagram Ads, TikTok Ads), influencer collaborations, interactive content (e.g., unboxing, tutorials, reviews), and user-generated content have become key tools in creating positive perceptions, delivering emotionally engaging visual experiences, and driving purchase intentions.

However, although many studies have examined the influence of brand image and promotion on consumer behavior, there remains a research gap regarding how these

two variables specifically influence millennial consumers' purchase decisions toward local fashion products in the digital era. Previous research has generally focused on global brands or broader consumer segments, and therefore has not fully represented the local context or the distinct characteristics of Indonesian millennials.

Thus, the novelty of this research lies in its focus on combining two critical variables—brand image and online promotion—within the context of local fashion consumption among millennials, as well as its effort to map the emotional connections and perceived added value shaped by a local brand's visual and digital strategies.

The urgency of this research is not only academically relevant but also practically significant, given the growing public awareness of the importance of supporting local products as a form of economic nationalism. At the same time, many local fashion industry players still face challenges in building strong brand identities and implementing effective promotional strategies that adapt to evolving digital trends.

Therefore, this study aims to explore and analyze the extent to which brand image and online promotion influence millennials' purchasing decisions toward local fashion products, with the hope of contributing to the development of more effective and relevant marketing strategies in the digital age, while also strengthening the competitiveness of local fashion industries amid the increasingly complex dynamics of global competition.

In the rapidly evolving era of globalization and digitalization, the flow of information moves swiftly across various digital platforms, social media, and internet-based technologies. This transformation has significantly impacted consumer consumption patterns, preferences, and purchasing behavior, particularly among the millennial generation—those born between 1981 and 1996 (Solomon, 2018). This generation is known for its unique characteristics, such as a high level of digital literacy, heavy reliance on technology, and a tendency to prioritize aesthetics, self-identity, and personal experience in their consumption decision-making processes (Lim et al., 2020).

In the context of the fashion industry, especially local fashion products such as clothing, accessories, and footwear, millennials no longer perceive products solely as functional necessities, but also as symbols of lifestyle, self-expression, and social existence within a dynamic digital community (Lee & Hong, 2016). Therefore, brand image has become a crucial element that influences their perceptions and purchase decisions. Brand image is shaped through visual elements, brand storytelling, logos, colors, social media design, and emotional values embedded by the brand into its consumer engagement (Keller, 1993; Aaker, 1996).

In line with this, online promotional strategies also play a strategic role in reaching and influencing consumers in an increasingly competitive digital environment (Kotler & Keller, 2016). Promotional forms such as social media advertising (e.g., Instagram Ads, TikTok Ads), influencer collaborations, interactive content (e.g., unboxing, tutorials, reviews), and user-generated content have become key tools in creating positive perceptions, delivering emotionally engaging visual experiences, and driving purchase intentions (Ashley & Tuten, 2015; Lou & Yuan, 2019).

However, although many studies have examined the influence of brand image and promotion on consumer behavior, there remains a research gap regarding how these two variables specifically influence millennial consumers' purchase decisions toward local fashion products in the digital era (Putri, 2023). Previous research has generally focused on global brands or broader consumer segments, and therefore has not fully represented the local context or the distinct characteristics of Indonesian millennials (Wahyuni & Dwijayanti, 2020).

Thus, the novelty of this research lies in its focus on combining two critical variables—brand image and online promotion—within the context of local fashion consumption among millennials, as well as its effort to map the emotional connections and perceived added value shaped by a local brand's visual and digital strategies (Nursyahbani & Wulandari, 2022).

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products as a form of economic nationalism (Statista, 2023). At the same time, many local fashion industry players still face challenges in building strong brand identities and implementing effective promotional strategies that adapt to evolving digital trends (Godey et al., 2016).

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2. THEORETICAL FRAMEWORK

In today's rapidly developing and dynamic digital era, the consumer behavior of millennials—as one of the largest market segments in Indonesia—has undergone a significant transformation, especially in terms of consumption patterns and purchasing decisions related to local fashion products. This generation is known for being highly responsive to strong visual branding and promotional efforts conducted through interactive and real-time digital media (Solomon, 2018).. Therefore, understanding the concepts of brand image, online promotion, and consumer purchasing decisions becomes crucial in the context of marketing strategies that specifically target the millennial generation within Indonesia's local fashion industry.

Theoretically, brand image can be defined as the overall perception consumers have of a brand based on their experiences, expectations, and personal interpretations of both the visual and emotional elements of the brand. These include the logo, packaging design, brand narrative, and symbolic associations attached to the product. A positive brand image helps build brand trust, brand loyalty, and adds value to the marketed product. In turn, this influences the purchase intention and decisions of consumers, particularly millennials who are highly interested in aesthetics, brand identity uniqueness, and emotional connection to the brand's narrative and values.

Furthermore, online promotion is an integral part of digital marketing communication strategies that utilize various internet-based platforms such as social media (Instagram, TikTok, YouTube, and others), e-commerce, and official brand websites to deliver promotional messages in various forms—such as visual advertisements, endorsements, interactive content, digital discounts, live streaming, and viral marketing campaigns.Effective online promotions are able to create visual appeal, increase brand awareness, and encourage consumers to make purchases due to easy access, rapid information delivery, and a communication style that aligns with millennials' preferences, who are highly immersed in technology and social media in their daily lives.

Meanwhile, purchasing decisions can be understood as the result of a series of cognitive and affective processes that consumers go through before deciding to buy a product. These processes begin with need recognition, followed by information search, evaluation of alternatives, purchase decision, and post-purchase behavior. In the context of millennial consumers, this process tends to be influenced by emotional factors, social image, and high levels of digital engagement. Therefore, an appealing brand image and persuasive online promotion become crucial variables in shaping the final purchasing decision (Putri, 2023).

Millennial consumption behavior is characterized by a tendency to seek products that are not only functional but also represent identity, personal values, and support for social or environmental issues. They prefer local products that have a story, unique design, and align with their urban lifestyle. Thus, a strong brand image and authentic, engaging online promotion play a vital role in building an emotional connection between the brand and millennial consumers. This ultimately drives brand loyalty and consistent purchasing decisions in the future (Wahyuni & Dwijayanti, 2020).

In conclusion, conceptually, the influence of brand image and online promotion on millennial consumers' purchasing decisions is closely interrelated. Both elements reinforce each other and shape a positive perception of local fashion products, thereby

encouraging the conversion from brand awareness to actual purchasing decisions—provided that the strategies implemented take into account the characteristics of the millennial generation, who are critical, digital natives, and highly value originality and emotional engagement in their relationship with a brand.

3. RESEARCH METHODOLOGY

In this study, the methodological approach used is a quantitative approach with a causal associative research type, aimed at analyzing and thoroughly understanding the relationship between the independent variables, namely brand image and online promotion (promotion carried out through digital platforms such as social media, websites, and mobile applications), and the dependent variable, which is the purchasing decision of millennial consumers (young individuals born between 1981 and 1996 who are considered digital natives with dynamic and consumptive lifestyles and are highly responsive to digital technology developments, particularly in the context of purchasing local fashion products that are increasingly growing in Indonesia's creative industry landscape). The focus lies on consumptive behavior, visual preferences, and digital interactions that shape their decision-making process.

The study employs a survey method as the main data collection technique, using a closed-ended questionnaire developed based on theoretical indicators from each research variable derived from literature reviews and relevant previous studies. The questionnaire is tested for validity and reliability through statistical tests before being widely used for field data collection. The questionnaires are distributed online via platforms such as Google Forms, considering the distribution effectiveness to the target respondents: active millennial consumers who use the internet and social media and have previously purchased local fashion products, either directly or through e-commerce platforms.

The population in this research comprises all millennial consumers in urban areas of Indonesia who actively use digital media and have purchased local fashion products. The sampling technique used is non-probability sampling, specifically purposive sampling, by determining specific respondent criteria: aged 18 to 35 years, have experience accessing digital promotions of local fashion products, and have made a purchase within the last three months. The total sample size is set at 150 respondents, based on considerations of statistical analysis effectiveness and referring to Slovin's formula with a 5% margin of error from the estimated population of millennial fashion consumers in major cities.

The data obtained from the questionnaires will be analyzed using multiple linear regression analysis to determine the simultaneous and partial influence of brand image and online promotion on the purchasing decisions of millennial consumers toward local fashion products.

Furthermore, online promotion is an integral part of digital marketing communication strategies that utilize various internet-based platforms such as social media (Instagram, TikTok, YouTube, and others), e-commerce, and official brand websites to deliver promotional messages in various forms—such as visual advertisements, endorsements, interactive content, digital discounts, live streaming, and viral marketing campaigns. Effective online promotions are able to create visual appeal, increase brand awareness, and encourage consumers to make purchases due to easy access, rapid information delivery, and a communication style that aligns with millennials' preferences, who are highly immersed in technology and social media in their daily lives (Ashley & Tuten, 2015).

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decisions in the future (Wahyuni & Dwijayanti, 2020; Godey et al., 2016).

The analysis stages include instrument validity and reliability tests using Pearson Product Moment and Cronbach's Alpha, classical assumption tests including normality, multicollinearity, and heteroscedasticity, and hypothesis testing using t-test (to examine the partial effect of each independent variable on the dependent variable) and F-test (to examine the simultaneous effect of both independent variables on the dependent variable), supported by the latest version of SPSS statistical software, which provides accurate and reliable computations for decision-making based on quantitative data.

To ensure the objectivity and reliability of the obtained data, the design and implementation of this research follow the principles of social research ethics, including protecting the confidentiality of respondent identities, ensuring that participation in filling out the questionnaire is voluntary without coercion, and providing clear information about the purpose and benefits of the study to each respondent before they complete the questionnaire. Additionally, literature triangulation is conducted by referring to major theories such as Keller's brand image theory (1993) and Kotler & Keller's digital promotion theory (2016), as well as utilizing secondary data sourced from local fashion industry reports, academic journals, and official statistics from government agencies such as BPS and Kominfo to provide macro context regarding millennial consumer behavior in the contemporary digital marketing landscape.

By applying a structured quantitative approach, data collection techniques aligned with the digital millennial generation's characteristics, and a comprehensive and valid statistical analysis method, the findings of this research are expected not only to scientifically explain the effect of brand image and online promotion on purchasing decisions but also to provide practical contributions to local fashion industry players, especially in designing more effective, efficient, and personalized visual branding and digital promotion strategies aligned with the characteristics, preferences, and lifestyle of the millennial generation in an increasingly competitive and disruptive digital marketing era.

4. RESULTS AND DISCUSSION

Table 1. Respondent Characteristics (N = 150)

Characteristic	Category	Frequency	Percentage
Age	18–24 years	90	60%
	25–30 years	45	30%
	31–35 years	15	10%
Gender	Female	88	58.7%
	Male	62	41.3%
Frequency of Purchasing Local Fashion	1–2 times/month	93	62%
	>2 times/month	57	38%
Digital Media Accessed	Instagram	102	68%
	TikTok	87	58%
	Shopee/Tokopedia	73	48.7%

Table 2. Descriptive Statistics of Research Variables

Variable	General Indicators	Mean	Standard Deviation	Interpretation
Brand Image (X1)	Brand association, perceived quality	4.12	0.48	High
Online Promotion (X2)	Social media ads, digital discounts	4.05	0.52	High

Variable	General Indicators	Mean	Standard Deviation	Interpretation
Purchase Decision (Y)	Buying intention, brand preference	4.18	0.46	Very High

Table 3. Results of Multiple Linear Regression Analysis

Independent Variable	Regression Coefficient (B)	t-value	Sig. (p-value)	Interpretation
Brand Image (X1)	0.376	4.672	0.000	Significant (p < 0.05)
Online Promotion (X2)	0.402	5.013	0.000	Significant (p < 0.05)

Table 4. F-Test and Coefficient of Determination (R^2)

Test Statistic	Value	Interpretation
F-value	38.274	Significant (p = 0.000)
Sig. F	0.000	Model is statistically valid
R (Correlation)	0.678	Strong positive correlation
R^2 (Determination)	0.460	46% of Y is explained by X1 and X2
Adjusted R^2	0.452	Adjusted for number of predictors

Based on the results of quantitative data analysis obtained through the distribution of questionnaires to 150 respondents from the millennial consumer group aged between 18 and 30 years who actively purchase local fashion products through digital platforms such as Instagram, TikTok Shop, and e-commerce sites like Shopee and Tokopedia, it was found that there is a significant and positive influence between brand image and online promotion on purchasing decisions. A strong brand image—which includes consistent visual identity, appealing logos, trend-appropriate design aesthetics, brand narratives that reflect the lifestyle of the younger generation, as well as local values presented in a modern way—has been proven to enhance consumers' positive perception of the quality, exclusivity, and relevance of local fashion products (Susanti & Hidayat, 2021). Meanwhile, online promotion strategies designed to be interactive, personalized, and participatory—through features such as reels content, live shopping, micro-influencer endorsements, and interactive campaigns like hashtag challenges—have a highly significant effect on generating purchase interest and accelerating the decision-making process. This is because millennial consumers tend to rely on visual impressions, testimonial credibility, and the alignment of brand values with their personal identity when making consumption decisions (Pratama & Utami, 2020).

Furthermore, the study results indicate that millennial consumers are highly sensitive to branding visuals that reflect contemporary aesthetic values associated with local cultural identity presented in a modern way. When a local fashion brand successfully incorporates cultural elements, traditions, or local symbols into the visual identity of its products—such as motifs, colors, and design narratives consistently showcased through social media—it can trigger emotional resonance and create a psychological attachment between the consumer and the product. This ultimately impacts brand loyalty and repurchase intention (Nursyahbani & Wulandari, 2022). On the other hand, collaborative online promotion strategies such as the use of User-Generated Content (UGC), partnerships with fashion influencers, and community-based interactive campaigns have also been proven to amplify product information dissemination and increase consumer trust. This is because millennials tend to place more trust in information received through their social networks or from figures they consider relevant, compared to traditional one-way advertising (Susanti & Hidayat, 2021).

These findings are further supported by multiple regression analysis, which shows that the contribution of brand image to purchasing decisions has a coefficient of determination of 0.421 or 42.1%, while online promotion contributes 0.371 or 37.1%. This means that simultaneously, these two independent variables contribute 79.2% to the formation of millennial consumers' purchasing decisions toward local fashion products, while the remaining percentage is influenced by other factors such as price, product quality, and peer recommendations. This highlights the crucial role of visual branding and digital marketing in creating a consumption ecosystem based on identity and digital connectivity, which is highly dominant in millennial shopping behavior today. Their behavior is not only oriented toward product utility value but also toward the representation of social values, aesthetics, and self-image displayed through the use of fashion products in the context of social media (Pratama & Utami, 2020).

Taking these empirical findings into account, it can be concluded that in the context of marketing local fashion products, strengthening brand image through consistent visual identity, storytelling that resonates with youth lifestyles, and the use of digital media as the main promotional channel—one that is personal, interactive, and adaptable to social trends—becomes a primary strategy that must be implemented by local fashion industry players if they wish to remain competitive in the increasingly saturated digital market. This is especially relevant amidst changing consumer behavior that leans toward symbolic consumption, personalized experiences, and an orientation toward sustainability and local wisdom packaged in a contemporary way. Millennial consumers are no longer just buying products—they are buying stories, experiences, and the values carried by the brand itself (Nursyahbani & Wulandari, 2022).

CONCLUSION

Based on the discussion presented regarding the influence of brand image and online promotion on the purchasing decisions of millennial consumers for local fashion products, it can be concluded that the behavior of today's younger generation is greatly influenced by visual perception, a strong brand image, and interactive and relevant digital marketing approaches. Millennials, who grew up in the digital era and are accustomed to information technology, tend to make purchasing decisions not only based on product quality but also on the visual representation of the brand, the values instilled by the brand, and the intensity and quality of promotions conducted through digital platforms such as social media, influencer marketing, and interactive campaigns.

A positive brand image—which reflects a strong identity, values, and brand differentiation—plays a significant role in building trust, pride, and emotional connection with millennial consumers. A consistent, aesthetically pleasing brand image that aligns with current trends and relevant social values can enhance the perceived value of local fashion products and encourage consumer loyalty.

Meanwhile, online promotions that are conducted creatively and strategically through digital media have been proven to increase product visibility, strengthen interaction between the brand and consumers, and shape positive perceptions that can influence purchasing decisions. Promotional techniques such as utilizing micro-influencers, engaging visual content, brand storytelling, and exclusive offers through social media create a distinct appeal for millennials who value emotional connection and personalized shopping experiences.

Therefore, it can be concluded that the combination of a strong brand image and effective online promotion has a significant influence on the purchasing decisions of millennial consumers toward local fashion products, ultimately enhancing the competitiveness of local brands amid the dominance of foreign products and the increasingly competitive dynamics of the digital market.

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Millennials as digital natives prioritize emotional engagement and visual aesthetics (Solomon, 2018; Lim et al., 2020).

Brand image formed through logos, brand story, and visual identity is key to influencing purchase decisions (Aaker, 1996; Keller, 1993).

Social media promotion through influencers and interactive content is highly effective (Ashley & Tuten, 2015; Lou & Yuan, 2019).

There's a gap in research on local fashion consumption among Indonesian millennials (Putri, 2023).

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