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# E-Marketing Mix and Consumer Interest in Muslimah Fashion Purchase Decisions Among Indonesian Millennials

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**Abstract**
**Purpose:** This study examines relationships between the seven electronic marketing mix dimensions, consumer interest, and purchase decisions for Muslimah fashion among millennial consumers on Indonesian e-commerce platforms.
**Research Methodology:** A quantitative, cross-sectional online survey targeted consumers born between 1981 and 1996 who had purchased Muslimah fashion within the preceding 12 months. Five-point Likert-scale responses were analyzed using structural equation modeling, with 5,000 bootstrap resamples specified for indirect relationships.
**Results:** The reported analysis indicates positive relationships between all seven marketing mix dimensions and consumer interest, and between interest and purchase decisions. Indirect relationships through interest were reported for all seven dimensions. The available results do not establish their relative magnitude or distinguish full of partial mediation.
**Conclusions:** The reported pattern is consistent with examining consumer interest as an intermediary between digital marketing cues and self-reported purchase outcomes.
**Limitations:** Cross-sectional self-reports limit causal inference. Missing sample-size details, construct-level estimates, and indirect-effect confidence intervals constrain verification; the purchase measure also combines behavior, satisfaction, and intention.
**Contributions**: The study connects the seven-dimension marketing mix with contemporary stimulus–organism–response research in social commerce, emphasizing consumer interest as an internal evaluation and distinguishing that construct from purchasing behavior in a culturally specific fashion setting.

**Keywords:** *Consumer Interest, E-Commerce, E-Marketing Mix, Muslimah Fashion, Purchase Decisions*

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## 1. Introduction

Digital commerce connects product information, promotional communication, and service encounters within the same purchase journey. Digital marketing research describes how these touchpoints shape consumer evaluation, while digital transformation research emphasizes their integration across business activities (Kannan, 2017; Verhoef, Broekhuizen, Bart, Bhattacharya, Dong, Fabian, &

Haenlein, 2021). For Muslimah fashion, the central question is how online marketing cues relate to consumers' interest in products and their purchase decisions when physical inspection is unavailable.

This study focuses on consumers born between 1981 and 1996 who have purchased Muslimah fashion through Indonesian e-commerce platforms. The cohort definition sets the sampling boundary; it does not imply that every millennial has the same digital skills or shopping preferences. Research on e-commerce during the pandemic highlights the importance of platform effectiveness (Tran, 2021), but the present study does not estimate national market growth or changes in demand over time.

Online sellers must communicate product value while helping consumers evaluate appearance, quality, and suitability. Studies of online customer experience and fashion influencers provide reasons to examine both the presentation of an offering and the communication surrounding it (Bleier, Harmeling, & Palmatier, 2019; Chetioui, Benlafqih, & Lebdaoui, 2020). Whether consumers' interest connects these cues with self-reported purchasing outcomes is the empirical issue addressed here.

The study organizes the electronic marketing mix into product, price, promotion, place, people, process, and physical evidence. These dimensions describe product and value information, digital accessibility, promotional contact, service interaction, transaction procedures, and visible credibility cues. Contemporary digital marketing and retailing frameworks support examining the connections among these touchpoints (Grewal, Roggeveen, & Nordfält, 2017; Kannan, 2017); the seven dimensions are used here as the study's organizing categories.

The combination of e-marketing mix, consumer interest, millennial consumers, and Indonesian Muslimah fashion has already been addressed by (Wahyuni, Syaifuddin, & Toni, 2023). Accordingly, this manuscript does not claim to introduce that combination for the first time. Its theoretical discussion focuses on the distinction between marketing stimuli, consumer interest, and purchase outcomes, and on what the reported survey evidence can establish about their relationships.

Recent reviews of social commerce and immersive retail apply the stimulus–organism–response (S-O-R) perspective to relationships among environmental cues, internal consumer states, and responses (Erensoy, Mathrani, Schnack, Elms, & Baghaei, 2024; Zhao, Hu, Wang, Shu, & Xu, 2023). In the present model, the seven marketing dimensions represent stimuli, consumer interest represents an internal evaluation, and the self-reported purchase construct represents the response. Immersive retail and conventional marketplace shopping differ, so those reviews inform the conceptual sequence rather than establish this study's specific relationships.

The research objectives are to examine the relationships of each marketing mix dimension with consumer interest, the relationship between interest and purchase decisions, and the indirect relationships linking the dimensions to purchase decisions through interest. The cross-sectional design permits assessment of associations within the specified model but cannot establish that interest temporally precedes purchasing.

The intended contribution is to connect a multidimensional view of digital marketing with contemporary S-O-R research (Erensoy et al., 2024; Zhao et al., 2023). This framing treats consumer interest as a distinct internal evaluation rather than if exposure to marketing immediately produces a purchase. It also makes measurement boundaries consequential: interest, purchase intention, satisfaction, and observed purchasing should not be treated as interchangeable constructs (Flake & Fried, 2020). The contribution remains context-specific and depends on complete reporting of the study's measurements and estimates.

Digital and social media research further motivates attention to advertising features, content, and customer interactions (Alalwan, 2018; Appel, Grewal, Hadi, & Stephen, 2020; Dwivedi, Ismagilova, Hughes, Carlson, Filieri, & Jacobson, 2021). In modest fashion, studies of Muslim women's activewear choices and Islamic apparel brand personality indicate that product evaluation can involve cultural and religious considerations (Hwang, & Kim, 2021; Zaki, & Elseidi, 2024). These

considerations inform the setting, although religiosity and modesty motivation were not measured in the present model.

Section 2 develops the conceptual framework and hypotheses. Section 3 describes the design, sampling, measures, and analysis. Section 4 presents the reported results and discusses their theoretical and practical implications. Section 5 concludes with limitations and directions for future research.

## 2. Literature Review and Hypotheses Development

### *2.1 The Electronic Marketing Mix*

The electronic marketing mix describes how sellers configure product offerings and consumer-facing activities in a digital environment. Digital marketing research emphasizes interactions among channels, information, and customer decisions (Kannan, 2017). The present study uses seven dimensions to organize those activities, without if each dimension has the same importance across platforms or product categories.

Product concerns variety, perceived quality, design, and the completeness of online descriptions. Price concerns competitiveness, value for money, visible costs, and discounts. Place concerns the accessibility and navigation of the digital channel and product availability. Promotion concerns advertisements, promotional offers, influencer communication, and other messages intended to attract attention. These definitions distinguish the content of an offering from the channels and communications through which consumers encounter it.

Online experience research connects the design of product information with consumers' experience of a shopping interface (Bleier et al., 2019). Social media advertising and marketing-activity research address how consumers evaluate promotional features (Alalwan, 2018; Yadav & Rahman, 2017). Customer engagement and online reviews add an interaction component (Thakur, 2018). These literatures justify examining several dimensions together, while leaving their relative associations to empirical estimation.

People concern seller responsiveness, service communication, and interaction with the user community. Process concerns transaction ease, payment reliability, delivery, and returns. Physical evidence refers here to visible digital cues such as product photographs, interface design, and trust indicators. Product information and physical evidence may overlap, as may platform navigation and process convenience; the measurement model must establish whether respondents distinguish them.

### *2.2 Consumer Interest as a Mediating Variable*

Consumer interest is conceptualized as attraction to and willingness to explore Muslimah fashion products. It may accompany purchase intention, but interest and intention are not identical to completed purchasing. Work on digital content marketing connects engagement, trust, and value (Hollebeek & Macky, 2019). Recent local-fashion research also models engagement as an intermediary between brand perceptions and repurchase intention (Fasha, Anggraini, Purwianti, & Yaacob, 2026). Those constructs inform the rationale for an internal consumer state but do not validate the present interest scale.

Within the S-O-R perspective, marketing cues may be associated with internal evaluations that, in turn, relate to consumer responses (Zhao et al., 2023). This motivates the proposed marketing mix–interest–purchase sequence. A statistical indirect relationship is consistent with that sequence, but evidence from a single survey cannot exclude reverse ordering or omitted explanations (Agler & De Boeck, 2017). The model therefore tests a proposed association rather than a demonstrated causal mechanism.

Indonesian marketplace evidence examines perceived risk, convenience, and benefits in relation to purchase intention on Bukalapak (Ahyani & Solihin, 2025). Research on Gen Z consumers distinguishes platform trust from retailer trust and models retailer trust as an intermediary (Lady,

Ariyanto, & Olivia, 2026). These studies support specifying the internal evaluation and behavioral outcome carefully; they concern different constructs or cohorts and do not establish consumer-interest mediation in this sample.

### *2.3 Millennial Consumer Behavior in E-Commerce*

Millennial status is an eligibility criterion in this study, defined by birth years 1981–1996. Digital familiarity, income, and shopping frequency may still vary within this cohort. The analysis does not compare generations, so any relationships found among respondents cannot be described as uniquely millennial characteristics.

Studies of Instagram opinion leadership, online celebrity credibility, and parasocial relationships identify social communication as relevant to consumer evaluation (Casaló, Flavián, & Ibáñez-Sánchez, 2020; Djafarova, & Rushworth, 2017; Hwang, & Zhang, 2018). Fashion-specific work likewise examines influencers in relation to purchase intention (Chetioui, Benlafqih, & Lebdaoui, 2020). These findings motivate attention to promotion while recognizing that evidence from other audiences does not determine the size of relationships among Indonesian millennial shoppers.

Influencer research distinguishes follower-related cues, message value, credibility, and parasocial interaction (De, Cauberghe, & Hudders, 2017; Lou, & Yuan, 2019; Sokolova, & Kefi, 2020). A source-credibility meta-analysis and research on platform-specific advertising engagement further suggest that responses depend on the source and communication setting (Ismagilova, Slade, Rana, & Dwivedi, 2020; Voorveld, Muntinga, & Bronner, 2018). The present promotion construct aggregates several cues and therefore cannot identify the contribution of each advertising or influencer tactic.

### *2.4 Muslimah Fashion in Indonesian E-Commerce*

Muslimah fashion includes clothing and accessories selected in relation to style, coverage, and personal preferences. Research on Muslim women's modest activewear and Islamic apparel brand personality provides relevant evidence that these choices can involve more than generic fashion appeal (Hwang, & Kim, 2021; Zaki, & Elseidi, 2024). The present study uses this product category as its setting; it does not measure religious commitment or infer it from a respondent's purchase history.

Online marketplaces allow consumers to compare descriptions, photographs, prices, and seller information across competing offerings. Shopee, Tokopedia, and Lazada are among the platforms described in the respondent profile. The study combines platform experiences rather than estimating separate platform models, so its results cannot identify which marketplace performs best.

For clothing sold online, clear photographs, sizing information, and descriptions can help consumers evaluate an offering without handling it. Online customer-experience research offers a basis for examining these informational and visual cues (Bleier, Harmeling, & Palmatier, 2019). In a different Indonesian category, Paujiah, Ahmad, and Mutiasari (2022) examine product photographs and customer ratings in GoFood purchase decisions. That evidence concerns food delivery and is used as an adjacent example of digital evaluation cues, not as direct evidence about Muslimah fashion.

Social commerce also includes purchasing responses that differ from deliberate interest-based choice. For example, Ibrahim, Ariyanti, and Iskamto (2025) examine sales promotion and hedonic shopping motivation in relation to impulse buying and customer loyalty in TikTok Shop. This distinction matters because the current model does not measure impulsiveness or compare impulse buying with planned purchases.

### *2.5 Hypotheses Development*

The literature motivates positive associations between the seven marketing mix dimensions and consumer interest, followed by an association between interest and purchase decisions. The hypotheses concern the constructs as measured in this survey:

*$H_1$:* Product is positively associated with consumer interest in Muslimah fashion on Indonesian e-commerce platforms

$H_2$: Price is positively associated with consumer interest in Muslimah fashion on Indonesian e-commerce platforms

$H_3$: Promotion is positively associated with consumer interest in Muslimah fashion on Indonesian e-commerce platforms

$H_4$: Place is positively associated with consumer interest in Muslimah fashion on Indonesian e-commerce platforms

$H_5$: People is positively associated with consumer interest in Muslimah fashion on Indonesian e-commerce platforms

$H_6$: Process is positively associated with consumer interest in Muslimah fashion on Indonesian e-commerce platforms

$H_7$: Physical evidence is positively associated with consumer interest in Muslimah fashion on Indonesian e-commerce platforms

$H_8$: Consumer interest is positively associated with purchase decisions for Muslimah fashion on Indonesian e-commerce platforms

$H_9$: Each of the seven e-marketing mix dimensions has a positive indirect association with purchase decisions through consumer interest

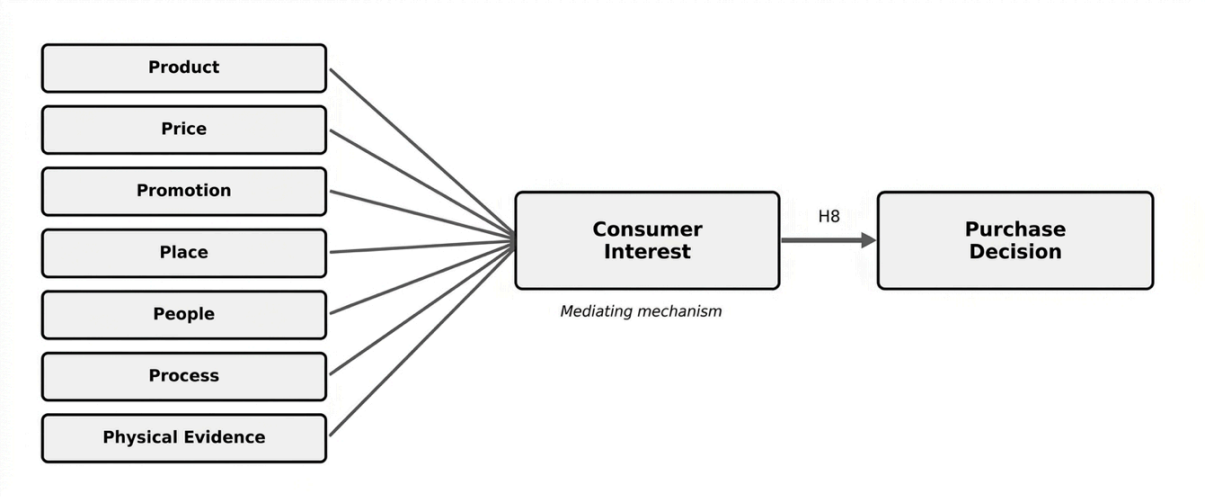



Figure 1. Proposed relationships between the e-marketing mix, consumer interest, and purchase decisions

Figure 1 presents the proposed model. $H_1$–$H_7$ connect the marketing dimensions with consumer interest; $H_8$ links interest with purchase decisions; $H_9$ concerns the resulting indirect relationships. Table 1 summarizes the nine hypotheses, including the seven indirect relationships grouped under $H_9$.

Table 1. Summary of research hypotheses

| Hypothesis | Relationship | Expected association |
|---|---|---|
| $H_1$ | Product → Consumer interest | Positive |
| $H_2$ | Price → Consumer interest | Positive |
| $H_3$ | Promotion → Consumer interest | Positive |
| $H_4$ | Place → Consumer interest | Positive |
| $H_5$ | People → Consumer interest | Positive |
| $H_6$ | Process → Consumer interest | Positive |
| $H_7$ | Physical evidence → Consumer interest | Positive |
| $H_8$ | Consumer interest → Purchase decision | Positive |

| Hypothesis | Relationship | Expected association |
|---|---|---|
| $H_9$ | Each of seven dimensions → Consumer interest → Purchase decision | Positive indirect association |

## 3. Research Methodology

### *3.1 Research Design*

The study uses a quantitative, cross-sectional survey to examine relationships among marketing perceptions, consumer interest, and self-reported purchase decisions at one point in time. Structural Equation Modeling (SEM) is used to assess the proposed measurement and structural relationships. This observational design does not establish temporal ordering, causation, or population representativeness.

### *3.2 Population and Sampling*

The target population comprises consumers born between 1981 and 1996 who purchased Muslimah fashion through Indonesian e-commerce platforms. Purposive sampling required respondents to meet the birth-year criterion, to have made at least one such purchase in the preceding 12 months, and to use an Indonesian e-commerce platform actively. Platform examples in the eligibility criteria included Shopee, Tokopedia, Lazada, Bukalapak, and Zalora. A sample-size justification should relate to the specified model and target effects; contemporary SEM power-analysis methods provide alternatives to simple observations-per-parameter rules (Moshagen & Bader, 2024).

### *3.3 Measurement Instruments*

The structured questionnaire used five-point response options from 1 (strongly disagree) to 5 (strongly agree). The seven marketing constructs covered product attributes, price and value, promotional communication, channel accessibility, service interaction, transaction processes, and digital presentation. Consumer interest combined intention, exploration, recommendation, and engagement indicators. The construct labeled purchase decision combined purchase frequency, satisfaction, and repurchase intention. These indicators are retained as described in the study record, but the latter construct should not be interpreted as a direct measure of verified transactions.

Expert review and pilot testing were described as instrument-development steps. The number of reviewers, pilot sample size, exact item wording, scale provenance, and pilot outputs were not supplied. These details are needed to evaluate content validity and to reproduce the measures (Flake & Fried, 2020). The stated assessment criteria were factor loadings of at least 0.50 and Cronbach alpha and composite reliability of at least 0.70; these criteria do not substitute for reporting the estimates. Table 2 presents the constructs, their roles, and the illustrative indicators described in the questionnaire. It is a construct summary, not a complete reproducible item list.

Table 2. Operationalization of constructs and illustrative indicators

| Construct | Role | Illustrative indicators |
|---|---|---|
| Product | Independent | Variety, quality, design appeal, completeness of product information |
| Price | Independent | Price competitiveness, value for money, transparency, discount attractiveness |
| Promotion | Independent | Advertising effectiveness, promotional appeal, influencer endorsement, flash sale attractiveness |
| Place | Independent | Platform accessibility, navigation convenience, availability, distribution reach |
| People | Independent | Customer service responsiveness, seller communication quality, community engagement |
| Process | Independent | Ease of transaction, payment reliability, delivery speed, return policy clarity |
| Physical evidence | Independent | Visual design, product image quality, trust badges, interface aesthetics |

| Construct | Role | Illustrative indicators |
|---|---|---|
| Consumer interest | Mediator | Purchase intention, product exploration, recommendation likelihood, sustained engagement |
| Purchase decision* | Dependent | Self-reported purchase frequency, satisfaction, repurchase intention |

### *3.4 Data Collection Procedures*

The survey was distributed through Google Forms over a stated three-month period via social media, online marketplace communities, and university networks. Screening questions checked eligibility before respondents continued. The calendar months and year of collection were not specified. Recruitment through these channels yields a non-probability sample and does not by itself ensure representative coverage.

### *3.5 Data Analysis*

The stated analysis proceeded from confirmatory factor analysis to structural-path estimation. The measurement criteria included Average Variance Extracted (AVE), reliability, and comparison of the square root of AVE with inter-construct correlations. Global fit was described using chi-square/degrees of freedom, RMSEA, CFI, TLI, and SRMR. Recent methodological work cautions that fit-index interpretation depends on model characteristics (McNeish & Wolf, 2023). The software, version, estimator, treatment of ordinal responses and missing values, and complete output were not supplied, limiting reproducibility.

Table 3 records the assessment criteria described in the study. They are decision rules and procedures, not the observed measurement or fit results.

Table 3. Measurement and structural assessment criteria described in the study

| Assessment aspect | Indicator / criterion | Criterion or procedure described |
|---|---|---|
| Convergent validity | Standardized factor loading | ≥ 0.50 |
| Convergent validity | Average Variance Extracted (AVE) | ≥ 0.50 |
| Reliability | Cronbach Alpha | ≥ 0.70 |
| Reliability | Composite Reliability (CR) | ≥ 0.70 |
| Discriminant validity | Fornell–Larcker criterion | Square root of AVE exceeds inter-construct correlations |
| Global model fit | Chi-Square/df, RMSEA, CFI, TLI, and SRMR | Exact model-specific estimates required; generic thresholds alone are insufficient |
| Mediation test | Bootstrapping | 5,000 resamples at 95% confidence interval |

## 4. Results and Discussions

### *4.1 Respondent Profile*

The respondent description reports most female participants and bachelor's degree holders. The most common age range was described as 25–35 years; its consistency with the birth-year criterion cannot be checked without the collection dates. Shopee was reported as the most frequently used platform, followed by Tokopedia and Lazada. Purchases were described as occurring mostly monthly or every two months.

Respondents were described as accessing marketplaces primarily through mobile applications and considering reviews, seller ratings, and social media recommendations. Browsing duration was reported as 15–45 minutes before purchasing. This range is not an estimated mean and does not establish whether a purchase was deliberative or impulsive. Reported product categories included hijab, gamis, outerwear, and modest activewear. These categories describe the sample's purchases; their inclusion does not establish representativeness of the Indonesian Muslimah fashion market.

Table 4 consolidates the narrative respondent profile. A numerical demographic table is still needed to assess the composition of the analytical sample.

Table 4. Narrative summary of respondent and shopping characteristics

| Profile dimension | Dominant pattern described in the article |
|---|---|
| Gender | Majority female; count and percentage not supplied |
| Age segment | Reported as mainly 25–35 years; collection dates needed to check cohort eligibility |
| Education | Largely bachelor's degree holders |
| Main platforms | Shopee, followed by Tokopedia and Lazada |
| Access device | Primarily mobile applications rather than desktop browsers |
| Browsing duration | Typically, 15–45 minutes before purchase |
| Purchase frequency | Mostly monthly or every two months |
| Evaluation cues | Strong reliance on reviews, seller ratings, and social media recommendations |
| Preferred product categories | Hijab, gamis, outerwear, and modest activewear |

### *4.2 Descriptive Statistics*

Positive evaluations may reflect the eligibility requirement that respondents had already purchased Muslimah fashion online. Without numerical distributions and missing-data information, dispersion and possible ceiling effects cannot be assessed.

### *4.3 Measurement Model Assessment*

The reported measurement assessment states that standardized factor loadings exceeded 0.50, AVE exceeded 0.50, and composite reliability ranged from 0.80 to 0.94. It also states that the square root of each construct's AVE exceeded its correlations with other constructs. Item-level loadings, construct-specific AVE, alpha and reliability values, and the correlation matrix were not supplied. The reported thresholds and reliability range are retained, but the adequacy of the measurement model cannot be independently checked, particularly where interest, intention, satisfaction, and purchase indicators overlap.

### *4.4 Structural Model and Hypothesis Testing*

The structural-model narrative reports RMSEA below 0.08, CFI and TLI above 0.90, SRMR below 0.08, and an acceptable chi-square/degrees-of-freedom ratio. Exact fit values, chi-square, degrees of freedom, and the $R^2$ values for the endogenous constructs were not supplied. These omissions prevent assessment of fit and explained variance; generic thresholds alone do not establish model adequacy (McNeish & Wolf, 2023).

Product was reported as positively associated with consumer interest ($p < 0.05$), corresponding to support for $H_1$. The available result concerns the product construct as a whole; it does not identify separate relationships for variety, quality, design, and information completeness. Price was reported as positively associated with consumer interest ($p < 0.05$), corresponding to support for $H_2$. The missing standardized coefficient prevents comparison with the other marketing dimensions and does not establish that this sample is especially price sensitive.

Promotion was reported as positively associated with consumer interest ($p < 0.01$), corresponding to support for $H_3$. A smaller significance threshold does not establish a stronger association than the other paths, and individual promotional tactics were not estimated separately. Place was reported as positively associated with consumer interest ($p < 0.05$), corresponding to support for $H_4$. The construct includes platform accessibility and convenience, but the reported analysis does not compare marketplaces.

People was reported as positively associated with consumer interest ($p < 0.05$), corresponding to support for $H_5$. This relationship concerns respondents' evaluations of service interaction and related communication. Process was reported as positively associated with consumer interest ($p < 0.05$), corresponding to support for $H_6$. The available model does not establish a separate direct process-to-purchase-decision relationship.

Physical evidence was reported as positively associated with consumer interest ($p < 0.05$), corresponding to support for $H_7$. The direction is consistent with the proposed role of visual and credibility cues, but their individual contributions cannot be separated. Consumer interest was reported as positively associated with purchase decisions ($p < 0.01$), corresponding to support for $H_8$. Because the outcome combines self-reported behavior, satisfaction, and repurchase intention, the result should not be interpreted as an observed increase in completed transactions.

Table 5 summarizes the reported direct-path directions and significance thresholds. Standardized coefficients, standard errors, exact p values, and confidence intervals are needed to assess precision and compare associations.

Table 5. Reported structural-path results

| Path | Direction | Reported significance | Reported support |
|---|---|---|---|
| Product → Consumer interest | Positive | $p < 0.05$ | $H_1$: reported |
| Price → Consumer interest | Positive | $p < 0.05$ | $H_2$: reported |
| Promotion → Consumer interest | Positive | $p < 0.01$ | $H_3$: reported |
| Place → Consumer interest | Positive | $p < 0.05$ | $H_4$: reported |
| People → Consumer interest | Positive | $p < 0.05$ | $H_5$: reported |
| Process → Consumer interest | Positive | $p < 0.05$ | $H_6$: reported |
| Physical evidence → Consumer interest | Positive | $p < 0.05$ | $H_7$: reported |
| Consumer interest → Purchase decision | Positive | $p < 0.01$ | $H_8$: reported |

### *4.5 Mediation Analysis*

The mediation procedure was described as bootstrapping with 5,000 resamples and 95% confidence intervals. All seven indirect relationships through consumer interest were reported as significant because their intervals excluded zero, corresponding to support for $H_9$. The indirect-effect estimates and interval bounds were not supplied, so this reported conclusion cannot be independently evaluated.

An indirect relationship links each marketing dimension with the purchase construct through interest. Its magnitude must be calculated from the relevant paths and accompanied by uncertainty estimates; it cannot be inferred from a qualitative label or from the significance of separate paths (Agler & De Boeck, 2017). The available results do not support ranking promotion, price, or product by mediated association.

The proportion mediated and the relative contribution of direct and indirect pathways also cannot be calculated from the available narrative. Such comparisons require numerical direct, indirect, and total effects from a consistently specified model. The conceptual model shows paths from marketing dimensions to interest and from interest to purchase decisions. It does not display direct paths from those dimensions to purchase decisions. Consequently, the reported analysis does not establish full or partial mediation. A relationship with an unmeasured "consumer experience" outcome cannot substitute for a direct path to the specified purchase outcome (Agler & De Boeck, 2017).

Cross-sectional associations additionally leave the direction of the proposed sequence unresolved. Prior purchasing could influence current interest and marketing perceptions, and other variables could explain their association. The indirect paths should therefore be interpreted as model-based statistical relationships. Figure 2 illustrates the conceptual S-O-R sequence used to interpret the proposed

indirect relationships. It is a theoretical diagram and does not display estimated effects or independently verify mediation.

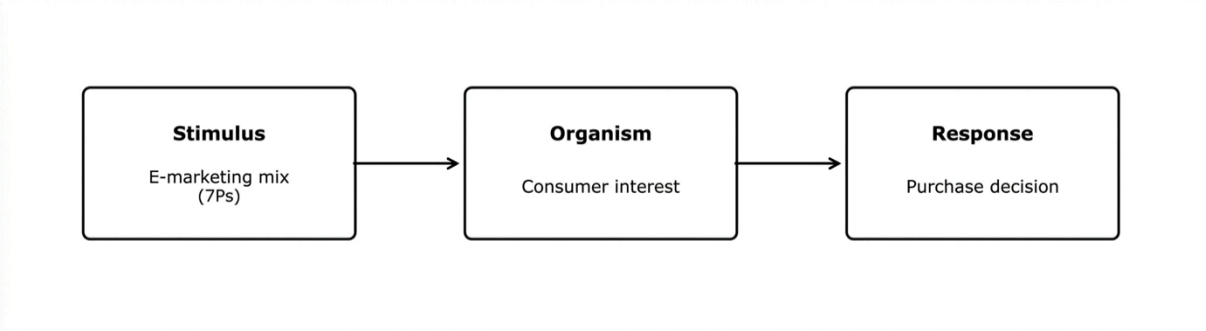



Figure 2. Conceptual stimulus–organism–response sequence

Table 6 summarizes the seven reported indirect relationships and identifies the numerical information needed to evaluate each one.

Table 6. Reported indirect relationships through consumer interest

| Element | Reported Indirect Association | Information Required |
|---|---|---|
| Promotion | Significant | Estimate and 95% confidence-interval bounds |
| Price | Significant | Estimate and 95% confidence-interval bounds |
| Product | Significant | Estimate and 95% confidence-interval bounds |
| Place | Significant | Estimate and 95% confidence-interval bounds |
| People | Significant | Estimate and 95% confidence-interval bounds |
| Process | Significant | Estimate and 95% confidence-interval bounds |
| Physical evidence | Significant | Estimate and 95% confidence-interval bounds |

### *4.6 Theoretical Implications*

The model brings seven categories of marketing cues into a common S-O-R structure. Recent social-commerce and immersive-retail reviews provide a contemporary basis for treating the internal consumer state as a distinct part of the explanation (Erensoy et al., 2024; Zhao et al., 2023). The present contribution is a context-specific formulation and discussion of that structure; the incomplete quantitative record does not warrant claiming general validation of the seven-dimension framework. Consumer interest is the proposed internal state, but the instrument combines interest-related behaviors and intentions. Measurement transparency is therefore essential to the theoretical interpretation (Flake & Fried, 2020). If the mediator and outcome contain closely related intention items, an apparent indirect relationship may partly reflect overlapping content. The model's theoretical contribution depends on establishing that these constructs are distinguishable.

The reported significance of several paths suggests that different marketing categories merit joint examination. It does not establish a hierarchy in which promotion and price dominate other dimensions. A theoretical claim about such a hierarchy requires comparable coefficients, uncertainty estimates, and evidence that the predictors are sufficiently distinct. Physical evidence connects the model with research on online experience and product evaluation (Bleier et al., 2019). Its relevance is also consistent at a conceptual level with research on digital photographs and customer ratings in another Indonesian service setting (Paujiah et al., 2022). These comparisons motivate visual and

credibility cues as candidate stimuli, without implying that their effects are identical across categories or that cross-cultural equivalence has been tested.

### *4.7 Practical Implications*

Sellers can use the model to examine whether promotional messages communicate relevant product information and invite further exploration. Research on advertising features and credible influencer content supports considering message quality and source credibility (Alalwan, 2018; Lou & Yuan, 2019). The current results provide no defensible basis for allocating the largest share of a marketing budget to promotion.Price communication should make the product price, delivery charges, and conditions of discounts understandable. Sellers can evaluate whether clearer value information improves product exploration and subsequent conversion. This is a practical proposition to test, not an estimated consequence of the present cross-sectional model.

For Muslimah fashion, sellers can provide consistent size charts, fabric and care information, coverage details, and photographs that accurately depict the garment. These details address the information categories represented in the product and physical evidence constructs. Their effectiveness should be evaluated against actual purchasing and return outcomes. Service improvements can address response times, payment clarity, delivery information, and return procedures. The reported people and process associations motivate attention to these touchpoints, but the study does not quantify the return on any specific operational investment.

Augmented-reality research examines product visualization and engagement in online service and mobile shopping (Hilken, De Ruyter, Chylinski, Mahr, & Keeling, 2017; McLean & Wilson, 2019). Such tools may be relevant to future clothing evaluations, but augmented reality was not separately measured in this study. Its cost, usability, and contribution should therefore be tested before a seller adopts it based on this model. Content that helps consumers compare products or explore styling options may support sustained interest, consistent with the engagement-oriented perspective of digital content marketing (Hollebeek & Macky, 2019). Interest-related indicators should be analyzed alongside completed orders rather than assumed to guarantee purchases. Implementation also requires coordination across product information, social communication, and platform operations, as emphasized in digital transformation and social media research (Appel et al., 2020; Dwivedi et al., 2021; Verhoef et al., 2021). The useful managerial question is which changes improve a clearly defined outcome in the seller's own customer population.

### *4.8 Comparison with Prior Research*

The reported directions are broadly compatible with research on online experience, social media marketing activities, and influencer communication (Bleier et al., 2019; Chetioui et al., 2020; Yadav & Rahman, 2017). These articles assess different constructs and contexts; consistency in direction does not establish equal magnitudes or validate the present measures. Indonesian studies offer relevant comparisons while also defining boundaries. Bukalapak research examines intention in relation to benefits, convenience, and risk (Ahyani & Solihin, 2025). TikTok Shop research examines impulse buying and loyalty (Ibrahim et al., 2025); and local-fashion research models engagement and repurchase intention (Fasha et al., 2026). Their different outcomes underscore why consumer interest, impulsive purchasing, loyalty, and repurchase intention should remain conceptually distinct.

The Gen Z study by Lady et al. (2026) distinguishes retailer trust from platform trust, whereas the present study specifies consumer interest and restricts eligibility to a millennial birth cohort. The comparison motivates future tests of alternative internal states and cohort differences. It does not justify transferring findings from Gen Z to millennials. The directly related article by Wahyuni et al. (2023) addresses the same topic and combination of constructs. Interpretation of the present model therefore belongs within an established line of inquiry. The topic and configuration of variables alone do not establish novelty; a distinct empirical contribution would require clearly differentiated data or analysis.

### *4.9 Managerial Recommendations*

Managers can first identify a specific information or service problem, such as unclear sizing or slow responses, and select an outcome that matches it. Testing a limited change provides a stronger basis for local decisions than treating the present significance levels as a ranking of marketing priorities. Campaign evaluation should separate product views, exploration, stated intention, completed orders, and repeat purchases. These indicators represent different stages or outcomes. Where consent and data access permit, linking survey evaluations with later transactions would provide a clearer test of the proposed interest pathway.

Product presentation and pricing tests should retain accurate information and transparent terms. Differences in traffic sources, product categories, and customer history should be considered when interpreting changes in conversion or returns. Customer-service changes can be assessed through response quality, resolution time, and subsequent satisfaction or purchasing. The present study supports examining these questions but does not estimate the effectiveness of chatbots, personalization systems, or other specific service technologies.

## 5. Conclusions

### *5.1 Conclusion*

The reported survey analysis links each of the seven e-marketing mix dimensions positively with consumer interest and links interest positively with the self-reported purchase construct. Indirect relationships through interest were also reported for all seven dimensions. The available evidence is incomplete because the analytical sample size and detailed model estimates were not supplied. The results therefore do not establish which marketing dimension has the strongest association, whether mediation is full or partial, or whether the proposed sequence is causal. The mixed content of the purchase construct further limits interpretation as actual buying behavior. The theoretical contribution lies in relating the seven marketing dimensions to contemporary S-O-R discussions and making the distinction between internal evaluation and behavioral response explicit. Complete measurement and structural reporting are necessary before the empirical contribution can be assessed. Practical recommendations should be treated as propositions for local evaluation.

### *5.2 Research Limitations*

The cross-sectional design prevents assessment of temporal mediation and is vulnerable to reverse direction and unmeasured confounding. Purposive online recruitment limits generalization beyond the participating consumers. Self-reports may share method-related variance, and the interest and purchase measures contain potentially overlapping intentions. Missing sample counts, collection dates, exact items, model fit values, coefficients, and confidence intervals constrain reproducibility and verification. Platform differences, religiosity, cultural identity, and modesty motivation were not directly tested.

### *5.3 Suggestions and Directions for Future Research*

Future research should define interest, purchase intention, satisfaction, and completed purchasing separately and report a reproducible measurement instrument. Longitudinal or experimental designs could examine temporal ordering; while consenting participants' transaction records could provide behavioral outcomes. Studies could also compare platforms and cohorts and test religious or cultural considerations explicitly. Full direct and indirect estimates would permit more precise evaluation of the proposed mediation pathways.

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