



Click, Shop, Slay: Analyzing The Influence Of Digital Marketing On Youth's Fashion Brands In Malaysia

Asmaul Husna Haris Fadzilah^{1*}, Jessie Paige Anak Roger², Mohammad Naim Ismail³, Mohammad Mujaheed Hassan⁴, Chan Tak Jie⁵, Nur Fardilla Nadia Abu Bakar⁶, AL Amirul Eimer Ramdzan Ali⁷

^{1*}Faculty of Economics and Business, University Malaysia Sarawak (UNIMAS)

²Faculty of Economics and Business, University Malaysia Sarawak (UNIMAS)

³Graduate School of Business, University Kebangsaan Malaysia (GSB-UKM) Faculty of Business and Management, Open University Malaysia (OUM)

⁴Faculty of Human Ecology, University Putra Malaysia (UPM)

⁵Faculty of Applied Communication, Multimedia University Malaysia (MMU)

⁶Faculty of Applied and Creative Arts, University Malaysia Sarawak (UNIMAS)

⁷Kuliyah of Sustainable Tourism and Contemporary Languages, Kuliyah of Economics and Management Sciences, International Islamic University, Malaysia (IIUM)

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ABSTRACT

Anticipated growth in internet usage among Malaysians is projected to reach 1.9 million users, reflecting a 5.68 percent increase between 2023 and 2028. This trend underscores the strategic importance for businesses to establish a presence on social networking sites to leverage digital marketing for effective brand promotion. Despite evidence supporting the efficacy of digital marketing, certain fashion brands remain hesitant to adopt this approach. This research aims to examine the influence of digital marketing channels on the purchasing decisions of youths in Malaysia, focusing on fashion brands. The study seeks to elucidate the relationship between email marketing, online advertising, social media marketing, and mobile marketing on the purchasing behavior of Malaysian youth. Employing a quantitative methodology, an online questionnaire administered via Google Form was utilized, with 374 undergraduate students from a public university in Malaysia participating. Data analysis involved Statistical Package for the Social Sciences (SPSS), Pearson Correlation Coefficient, and Multiple Linear Regression analysis. The findings indicate positive and significant relationships between online advertising, social media marketing, and mobile marketing with youths' purchase decisions concerning fashion brands. However, email marketing did not demonstrate a significant positive relationship. This study underscores the importance for fashion brand owners to leverage digital platforms effectively and highlights the specific digital channels that exert the most influence on youth purchasing behavior.

Keywords: digital marketing, email marketing, social media marketing, online advertising, mobile marketing, purchase decisions

INTRODUCTION

1.1. Introduction

Generating an idea for a product or service, determining who seems most inclined to buy the good or service, advertising the product or service, and then distributing it via suitable distribution channels are all aspects of marketing. The shift away from conventional advertising techniques and towards digital marketing is being driven to a significant extent by globalization as well as an upsurge in the number of people accessing the internet. All marketing initiatives that make use of technology or the internet fall under the category of digital marketing (Desai, 2019). Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are just a few of the many digital marketing strategies that are growing increasingly popular as technology advances (Desai, 2019).

A decision to make a purchase is a cognitive method which guides a consumer about recognizing a particular need, generating a range of alternatives, and eventually selecting a particular brand or item (Nilda et al., 2020). Current consumers tend to purchase goods primarily through online advertisements as opposed to browsing newspapers and magazines or viewing televised broadcasts. Shopping habits have seen a significant transformation throughout the past several decades, shifting from purchasing in traditional physical shops to purchasing online through a variety of digital channels. Therefore, it is evident that in order to achieve success in the field of business, marketers require an in-depth understanding of how digital marketing can impact and shape the buying habits of consumers (Al-Azzam et al., 2021).

In the past couple of years, the fashion industry has experienced a significant change mainly because of the growth of digital marketing. The development of online platforms and online purchasing has brought about a change in the advertising approaches of fashion brands, as they attempt to adjust to the changing needs of their customers in today's digital environment (Segal, 2023). Nowadays, most fashion brands companies believe that using digital marketing channels is going to be highly profitable (Kiron, 2022). As a result of the increasing expansion of online shopping, fashion brand companies are placing increased emphasis on the development and growth of their respective digital platforms. They are working hard towards making online purchasing not just easier and more accessible yet more appealing for the customers, referred to as millennials and Generation Z. In the past, traditional marketing methods have been used by fashion brands to maintain relevant in their promotional campaigns of fashion products. Previously, fashion brand commercials and advertisements have been conventionally displayed through various mediums, including television broadcast advertisements, radio, traditional print ads in fashion magazines, and outdoor channels (Kalmegh, 2022). These initiatives were unsuccessful in producing effective outcomes. Quantifying the origin of lead conversions proved to be a challenging endeavour. In addition, there have been difficulties that came across when seeking new customers. It appears that most fashion brands have shifted their primary focus towards digital marketing. Without a doubt, digital marketing is growing as a transformative force in the fashion industry, providing a strong challenge to conventional advertising and promotional approaches.

The aim of this study is to identify digital marketing channels and analyse the influence of fashion brands on consumer tendency to make purchases. Previous studies have examined the impact of digital marketing on purchasing decisions but, these studies are focused on different industry sectors and different geographical areas. In addition, despite the various independent variables associated with digital marketing that have been studied and investigated in previous studies, certain digital marketing channels have not been examined. This study attempts to fill the research gap by investigating the impact of digital marketing on purchase decisions of fashion brands among youths in Kuching, Sarawak. As a result, the research that is presented here investigates the influence of digital marketing channels used by fashion brands and examine the impacts. In addition, given that this research is conducted at the beginning phases of digital marketing channels for fashion brands, and it is believed that the findings will subsequently be able to be used as an example across the rest of the fashion brand industry.

1.2 Research Objectives

- 1.** To identify the relationship between email marketing and the purchasing decision of fashion brands among youth.
- 2.** To investigate the relationship between online advertising and the purchasing decisions of fashion brands among youths.
- 3.** To examine the relationship between social media marketing on the purchasing decisions of fashion brands among youths.
- 4.** To analyze the relationship between mobile marketing on the purchasing decision of fashion brands among youths.

1.3 Research Questions

- 1.** What is the relationship between email marketing on purchasing decisions of fashion brands among youths?
- 2.** What is the relationship between online advertising on purchasing decisions of fashion brands among youths?
- 3.** What is the relationship between social media marketing on purchasing decisions of fashion brands among youths?
- 4.** What is the relationship between mobile marketing on purchasing decisions of fashion brands among youths?

1.6 Significance of the study

The adoption of digital marketing instruments is of utmost importance because it enables them to advertise their goods and services to global markets rapidly and at an affordable rate, maximize their target demographic effect, develop and improve both their own brand and the overall perception associated with their product, as well as offering business owners with the ability to develop and improve their own brand image (Rosokhata et al., 2020). The digital marketing techniques that should be used for fashion brands are

ones that will get the business recognized and sought by consumers who spend a lot of money. Individuals possess a discerning ability to recognize high-quality and diverse role models. The development of digital technology has provided fashion brands with innovative prospects to narrate their brand perception in a more engaging, experiential, and appealing manner. Fashion brands could go beyond traditional marketing methods and transform them into distinctive lifestyle experiences. This study will encourage other fashion brands to use, implement and improve digital marketing in their marketing strategies.

1.7 Scope of the study

The objective of this research was to identify the digital marketing channels that have influence on the purchasing decisions of fashion brands among youth who reside in Kuching, Sarawak. This study aims to investigate the purchasing decisions of youths, given that they represent the most frequent users of the internet. The research will be carried out in Kuching, encompassing participants from different faculties from the University of Malaysia, Sarawak.

2. LITERATURE REVIEW

2.1 Broad Concepts

2.1.1 Purchase Decision

The process of purchase decision-making includes a range of phases that consumers go through in order figure out what products and services they want to buy. A purchasing decision describes a measure taken by a consumer and their behavior regarding whether or not they will complete a transaction which includes making a purchase (Rachmawati et al., 2019). According to Bui et al. (2021), it is essential for marketers to present their customers with their merchandise and guarantee that the purchasing procedure is effortless and user-friendly. The behaviour of customers is being transformed and influenced by digital media platforms, with the platforms themselves undergoing similar transformations. The four basic variables that affect how consumers behave are personal, social, psychological, and cultural. Consumer behaviour is a complex and continuous process. Purchase habits has drastically evolved over the past couple of decades, shifting from traditional physical stores to online retailers.

2.1.2 Digital Marketing

Through the utilization of digital technologies and gadgets, digital marketing is the process of advertising products or services on the Internet. Putting it another way, digital marketing refers to all kinds of advertising that take place online as well as using devices such as mobile devices, laptop computers, and the internet (Arun, 2023). The development of technological advances has facilitated businesses in comprehending the decision-making process of consumers and the consequent word-of-mouth communication regarding what they sell. When it comes to gaining an understanding of the market, managers do not have to rely exclusively on questionnaires, data from transactions, and focus groups. Businesses could also be able to identify who speaks about their goods. Businesses have access to what consumers are sharing regarding their goods firsthand. The possession of this information promotes improved accuracy in the identification and association of promotional connections with sales and customer lifetime value (CLV) (Madhani, 2022). The fashion industry is defined by a quick lifespan of products and is highly dependent on constantly evolving trends. It is necessary for fashion brands to conduct analysis and forecasts of current trends in fashion in timely manner in order to prevent customers from switching to other brands. By doing so, fashion brands may position themselves as trendsetters. Digital advertising is the most effective platform for gaining and changing consumers because it enables the evaluation and maximizing the efficiency of digital channels with the goal of meeting customers' needs and maintaining their loyalty over the long term (Rathnayaka, 2018). Advanced innovations in digital marketing allow easy recognition of fashion lovers worldwide. The accessibility of various media channels, including text, voice, photographs, videos, and displays, through digital media, could have a significant impact on consumers. In order to develop long-term connections with customers, designers, fashion companies, retailers, and marketers are now using a variety of digital channels (Kiron, 2022). The use of digital marketing allows businesses in distributing their offerings to consumers through various channels through E-Mail Marketing, online advertising, Social Media Marketing, and Mobile marketing.

2.1.3 Email Marketing

Email marketing describes the practice of utilizing email to advertise goods or services, while simultaneously growing connections with future consumers (Ward, 2020). The electronic mail is widely regarded as one of the most present-day and dependable method of communication in the realm of marketing and e-commerce. The utilization of e-mail as a marketing tool is acknowledged as one of the most established and efficacious approaches. Regardless of its longstanding existence, it has only recently gained popularity alongside the increasing number of internet networks, particularly email platforms such as Yahoo and Google Gmail (Sabbagh, 2021). The various categories of email marketing initiatives include introductory or welcoming emails, regular newsletters, promotional campaigns via email, follow-up emails for abandoned shopping carts, as well as occasional marketing campaigns (West, 2022). Email marketing is a commonly used channel

by most retailers in the fashion industry. According to Brui (2018), the majority of websites' front pages provide a space for users to enter their email addresses and sign up for the business's newsletter. Fashion industries deliver emails about every three days on average. Email marketing strategies, including those involving promotional campaigns and engagement with consumers, are frequently used in businesses nowadays. This is usually done by fashion brands when initiating their customer engagement by sending a thoughtful welcome email. Individuals that are registered will start receiving emails and are automatically referred to as members. Take for example, H&M extends a warm welcome to its new members by offering a discount of 10% on their following purchase. This technique shows an extremely effective approach to connecting with the consumer and encourages them to perform the action of signing-up an account on H&M's website (Nahdi, 2021). This method has been found to be effective in enhancing customer engagement and retention.

2.1.4 Online Advertising

Online advertising is a promotional strategy that aims to persuade consumers to make decisions about their purchases while also providing information and details to the consumers (Al-Azzam et al., 2021). The field of online advertising, demonstrated by Google's Double Click and real-time bidding (RTB), is a display of the expanding digitization of these procedures, as well as an essential aspect of modern-day society (Jiminez et al., 2016). The effectiveness of numerous competitive businesses is heavily reliant on advertisements, especially upon being able to efficiently target and channel information toward the appropriate prospective consumers.

2.2 Underpinning Theories

2.2.1 Theory of Planned Behaviour

The theory of planned behaviour, commonly referred to as TPB, is a social-psychological concept that is known to be among of the most effective and heavily utilized theories for understanding human behaviour (Ajzen, 1991). The purpose of this concept is to explain all of the behaviours that humans are capable of developing controlling themselves. The primary element of this model is behavioural intention which is formed by the perspective regarding the possibility of the behaviour leading to the desired result and the personal evaluation of the advantages as well as drawbacks related to that result. (Montano et al., 2015). Perceived risk, perceived value, perceived accessibility, trust, personal technological ability, customer perspectives, and social influence are every aspect which will impact this behaviour. As a result, the possibility of an individual's involvement with a particular behaviour is positively associated with their favourable views towards the behaviour, the subjective standard that promotes the behaviour, and the perceived level of control over the behaviour. Moreover, past studies have proven that consumer behaviour is also impacted by demographic factors, purchasing orientation, channel benefit, and channel understanding. The behavioural and decision-making patterns of consumers have a significant impact on their purchasing decisions. The figure below shows the relationship between the theory of planned behaviour.

Budiman (2021) explains that online advertising marketing is a marketing approach which leverages the Internet to generate traffic to websites while distributing promotional messages to the appropriate target audience. According to Dhore et al. (2019), online advertising can seize the opportunity to contact the business's consumers across various platforms on the internet, raise consciousness regarding the goods offered by a business, also to enhance revenues in the long run. To connect with customers on online platforms, fashion brands are turning to online advertising strategies such as displays and search advertisements. This strategy encourages targeted and easily identified promotional efforts, where it has the potential to engage a broad and wide group (Kumar, 2023). The clothing and fashion industry has shown an ongoing rise in profits with the adoption of online advertising when compared with other channels of digital marketing (Raza et al., 2021).

2.2.2 Social Media Marketing

Social media marketing, according to Yong et al. (2019), is a procedure that enables people to advertise their products or services via digital social media platforms and attract a broader demographic. According to Omar et al. (2020), social media marketing is a component of digital marketing that functions as a supplementary approach to conventional online marketing techniques such as email newsletters and online advertising initiatives. As defined by Jin et al. (2019), social media marketing is founded on the concept of promoting engagement within the brand and its consumer base, alongside the goal of attentively considering their opinions and feedback in order to enhance their experience as a whole. Incorporating the use of social media channels, for instance, Instagram, into marketing approaches can facilitate the successful propagation of the brand's advantages in a simplified and successful manner (Ardiansyah et al., 2020). Given that fashion trends now have a shorter lifespan compared to what they once did, that it changes in just a few months as opposed to years, social media certainly contributed to the fast consumption of clothing (Cooper, 2023). The fashion industry is experiencing a big transformation when it comes to ideas on styles and trends, thanks to social media and blog websites such as Instagram, Twitter, Facebook, and Tumblr. In the modern era, social media has grown to be an essential component of our increasingly globally connected society in various ways. The fashion industry could make use of social networking sites to engage with consumers, establish

professional relationships with peers in the industry, and establish a digital presence (Kiron, 2023). The development of a social media marketing approach is now recognized as an essential component for fashion industries in the modern age of digitalization. In addition to enhancing the message that a brand wishes to communicate to its customers, it additionally offers important information with regard to product accessibility, geographics, and consumer preferences (Taye et al., 2019).

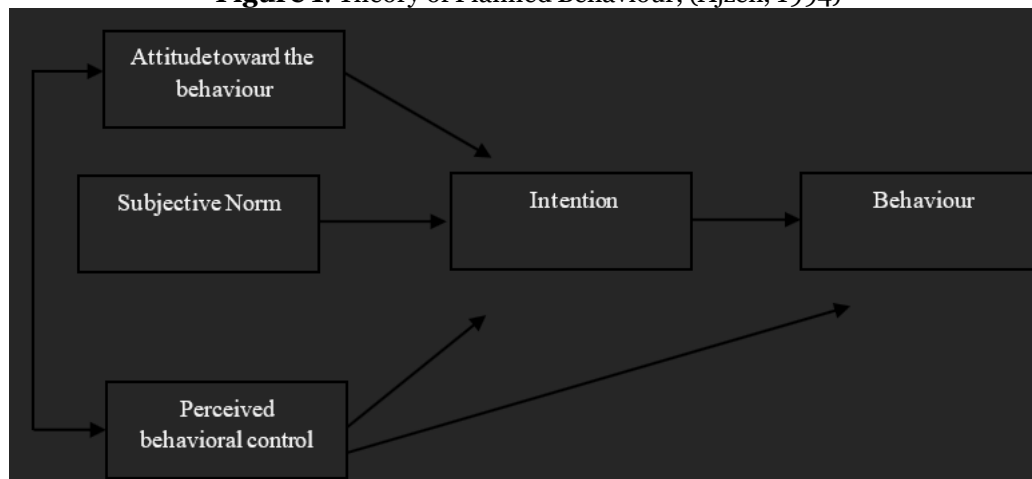
2.2.3 Mobile Marketing

Mobile marketing refers to a form of marketing strategy that utilizes mobile devices to deliver promotions and advertisements to consumers, allowing them to receive information regarding products and services (Shanina et al., 2021). Text messages, multimedia messaging services, mobile-friendly websites that are receptive, applications, and push notifications are among the marketing channels that are utilized in mobile marketing strategies (Shuttleworth, 2023). The importance of mobile marketing lies in its unparalleled accessibility, which enables it to be easily accessible no matter the location or time. Moreover, it possesses a high degree of personalization,

because it effectively utilizes mobile-specific data as well as specifications. Furthermore, its influence is significant, as it employs a diverse range of channels such as SMS, WhatsApp business, in-app, push notifications, and more (Ramesh, 2022). Marketers can use mobile devices to reach customers by looking at their location and behaviour online characteristics. This enables them to customize the information that is sent to the customers and involved in mutually beneficial relationships and connections within different platforms. To enhance mobile advertising, advertisements, search, and purchasing, marketers have the chance to take into consideration these unique features (Ziko et al., 2023). The expansion of fashion brands on mobile platforms experienced a major increase of 29.4% from 2019 to 2020, which is caused by the lockdowns caused by the pandemic. This could be associated to the fact that mobile devices have become the main medium of communication for every activity throughout this period (Kirkpatrick, 2022).

Applications for mobile devices have been made available by businesses in the fashion industry, indicating the companies' entry into the field of mobile software. The purpose behind the development of the mobile application was to enhance the digital presence, as compared to solely concentrating on short-term growth in revenue (Rathore, 2021). In the short term, fashion brands viewed connection as their main objective and quickly discovered that certain features of the mobile application, such as the level of customizing and the amount of work put into brand marketing, needed to be further enhanced in order to attract a larger number of customers and fulfill their wants and needs.

Figure 1: Theory of Planned Behaviour, (Ajzen, 1994)

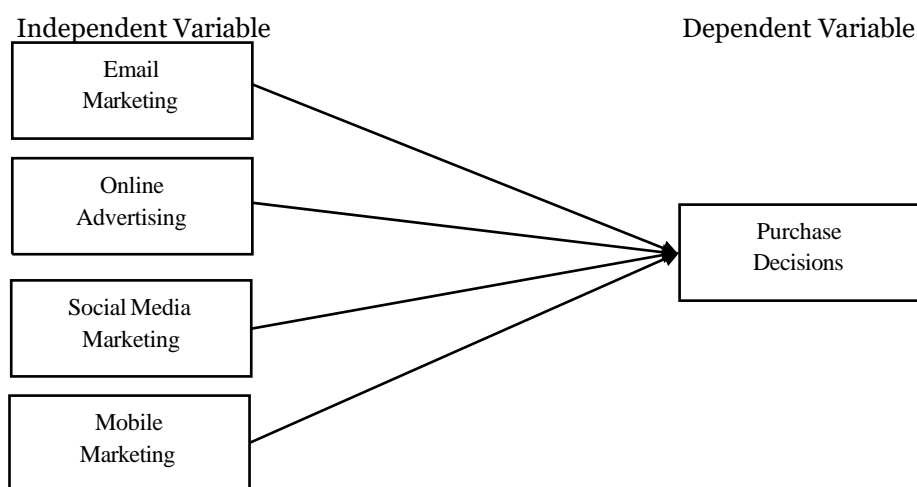


The theory of planned behaviour model deliberate perception that imply individuals to determine their behaviour after carefully weighing all the information at their disposal. According to Icek Ajzen (1985), the reliability of weaker behaviours and qualities can be predicted by breaking specific behaviours. It goes beyond the circumstances, the course of action, and the individual making the decision. This TPB is designed to highlight every action that a person working on self- control might possibly do. Three components make up positive behavioural intentions are price sensitivity, supply intent, and verbal proof. According to the Theory of Planned Behaviour, behavioural intentions influence future intentions (TPB). The desire to purchase goods and services is referred to as intention or intention to buy. The idea of planned behaviour includes several concepts, including attitudes toward behaviour (which are influenced by experience, knowledge, and other variables). It also involves controlling behaviour that is perceived to have an impact on oneself, and the final aspect is the goal that is directly impacted by the behaviour. According to Asmaul Husna et al. (2023), this model has been successfully used to forecast a variety of human attitudes and it provides a useful framework for examining how participants behaviour may be influenced by their intention. It can be said that TPB posits individuals' attitudes towards a particular behaviour have a significant impact on their behavioural intentions. The attitude towards the behaviour refers to the individual's overall

evaluation of a behaviour (Ajzen et al., 2018). This is shown on the attitudes of individuals towards the digital marketing channels such as email marketing, social media marketing, online advertising and mobile marketing where positive attitudes are more likely to lead to favourable intentions, decisions and actions. A subjective norm is the idea that a person or group will respond in a particular way in support of a particular behaviour (De Vries et al. 1988). Subjective norms are typically the product of social influences experienced by others, and they are a person's response to someone else's intentions as well as how they behave. The subjective impact caused by norms is influenced by how an individual formulates their intention in response to an activity (Krueger et al., 2000). These norms represent the social pressure or influence by others such as family, friends or peers on what they think about and how using digital marketing channels make an impact on their purchase decisions (Wang et al. 2012). By receiving social approval or disapproval, it will affect their intentions and decisions when it comes to making a purchase. The perceived behavioural control factor reflects on the perceived ease of difficulty of performing this behaviour. This is shown in an individual's confidence in using the digital marketing channels on their purchasing decisions effectively. High perceived control will lead to stronger intentions and decisions to purchase (Kidwell et al., 2010).

2.3 Conceptual Framework

Adopted from: Al-Azzam et al. (2021) & Umair et al. (2021)



The figure presented above outlines a conceptual framework that indicates the purchasing decision of consumers is impacted by a range of digital marketing channels, including email marketing, online advertising, social media marketing, and mobile marketing.

The above-mentioned conceptual framework illustrates the interdependence between the independent and dependent variables in the study. The conceptual framework presented above serves as the fundamental underpinning for all aspects of the study. The dependent variable under investigation in this research is the purchasing decision, which has been subjected to analysis to identify a resolution to the issue at hand. This study considers email marketing, online advertising, social media marketing, and mobile marketing as independent variables.

Al-Azzam et al. (2021) conducted a research study that included email marketing, online advertising, social media marketing, and mobile marketing as the independent variables, and purchase decision as the dependent variable. The study was conducted among university students in Jordan. The research has demonstrated that amongst Jordanian university students, the four independent variables have a positive impact on their decision to make a purchase. Umair et al. (2021) conducted a previous study investigating the impact of social media marketing and email marketing as independent variables on purchase decisions within the food service sector. The results of that study showed a moderate positive correlation between social network marketing and purchase intention. This research also indicates a moderate positive connection between email marketing and consumer purchase intention.

The theory of planned behaviour is applied where the research will conduct an investigation on youth's attitudes towards digital marketing channels namely email marketing, social media marketing, online advertising and mobile marketing whether they perceive these digital marketing channels positively or negatively. The subjective norms are also examined through exploring the social influences of purchase decisions of youths on fashion brands. The perceived behavioural control is measured by assessing how confident youths feel about utilizing these digital marketing channels on their purchase decisions and the presence of barriers that are affecting their behaviour. In return, the study will contribute valuable insights to fashion brand owners by highlighting the effectiveness of the digital marketing channels and understanding which digital marketing channel have the most impact on youth purchase decisions.

Previous research on the impact of digital marketing on purchasing decisions has repeatedly shown a positive correlation within digital advertising mediums and consumer purchasing behaviour. Nonetheless, most

research analyses have not been carried out within the Sarawakian context and fashion brands.

2.4 Hypothesis Development

2.4.1 Email Marketing and Purchase Decision

Nowadays, marketers still utilize email marketing as a part of their main ways of advertising. Given that most consumers and marketers still favour email marketing as a method of interacting and exchanging information, it has become essential to understand how email marketing affects consumer purchasing. It represents a cost-effective means of advertising a product or service (Goic, 2021). The results of Al- Azzam (2021) study, it is proven that email marketing has a positive and significant impact on purchase decisions. Another study, conducted by Albarq (2022) shows that email marketing has a significant impact on consumer purchase decisions. Astoriano (2022) also states that the digital marketing channel, email marketing is found to have a significant impact on consumer purchases. Research conducted by Al Sukaini (2022) show that email marketing has a positive and significant correlation with buying decisions. Based on the statement, the following hypothesis is proposed:

H₁: There is a significant and positive effect of email marketing on the purchasing decision of fashion brands among youths.

2.4.2 Online Advertising and Purchase Decision

Advertising online is a method of mass media that builds upon conventional advertising techniques while also developing its own unique methods of communication to align with the technological and medium-based demands of this modern day. findings of Cabigting et al. (2022) further demonstrate that online advertising exerts a considerable impact on consumer loyalty and purchasing behaviour. Tobi et al. (2020) determined that attitudes towards the reliability of online advertising impact consumers' purchasing behaviour. The assessment of various factors that contribute to the credibility of a product or service, which include but are not limited to confidentiality, trustworthiness, as well as information security, possesses a significant impact on consumer purchase decisions. The research conducted by Tee et al. (2023) indicates that online advertising positively affects consumer behaviour, impacting their purchasing decisions. Dastane (2020) further reveals that online advertising has a significant influence towards individual's choices to make a purchase. Hence, the following hypothesis is proposed:

H₂: There is a significant and positive effect of online advertising on the purchasing decision of fashion brands among youths.

2.4.3 Social Media Marketing and Purchase Decision

According to the findings of Adriansyah (2020) social media has a positive and substantial impact upon purchase decisions. This implies that the more regularly businesses engage in social media marketing activities, more likely is that consumers will make a purchase from those businesses. Wikantari (2022) also states that there is a positive and significant relationship between social media marketing and purchase decisions. Online purchase intentions is positively associated with the perceived engagement with social media marketing. According to Yen et al. (2022), indicates that Malaysian consumers hold an intense tendency to track and investigate data on social media platforms with the goal to obtain more precise and beneficial online data, thus enhancing the effectiveness of those platforms. The below hypotheses is proposed based on this statement:

H₃: There is a significant and positive effect of social media marketing on the purchasing decision of fashion brands among youths.

2.4.4 Mobile Marketing and Purchase Decision

According to the findings of Nkpurukwe (2020), mobile marketing is an efficient method for boosting consumers' intentions to make purchases. In comparison to mobile websites, SMS had a larger impact on purchasing intentions. Al Sukaini (2022) states that mobile marketing has a positive and significant impact on purchase decisions. Tran (2020) and Kolavcic (2023) revealed that mobile marketing shows a positive and significant impact in influencing purchase decisions. Therefore, the hypotheses is constructed as below:

H₄: There is a significant and positive effect of mobile marketing on the purchasing decision of fashion brands among youths.

3. METHODOLOGY

3.1 Research Design

A quantitative approach is applied to completing this study's research methodology. The quantitative research method seeks to interpret events by gathering numerically stable and specific data, which is then examined through the application of mathematical based methods, specifically statistics, which raise questions regarding who was involved, what was involved, where it happened, the amount, the quantity, and how (Mohajan, 2020). In this study, a Google Form questionnaire is used to determine the relationship between the independent variables and dependent variable. The dependent variable of this study is purchasing decisions and the independent variables are e-mail marketing, online advertising, social media

marketing and mobile marketing. The researcher would implement the descriptive research design.

3.3 Population and sampling procedures

3.3.1 Population

The term population is used to describe a group of people who the researcher has an interest in studying as these individuals possess certain characteristics in common. Understanding the dynamics of the population is crucial to comprehend the ways that the world functions as well as how they are connected to socioeconomic developments. The respondents for this research are therefore selected from the youth category within the ages of 15 years old to 30 years old.

3.3.2 Sampling Procedures

The respondents for this study have been selected from the 374 undergraduate students population in UNIMAS Sarawak, Malaysia, that involves diverse demographic backgrounds and represent different faculties. The respondents of the survey are required to answer in the questionnaire voluntarily. Furthermore, the study applies the convenience sampling method to ensure a proportional representation of students from diverse demographic and faculty. To conduct the sampling process, questionnaires are distributed to students within each faculty.

Based on the UNIMAS official website, there are a total of 14,033 undergraduate students that are currently taking their degree in UNIMAS. Calculation of sample size using Krejcie and Morgan formula. Through this formula, the appropriate minimum number of respondents that is required to answer the questionnaire can be determined from the total population. Therefore, the minimum sample size of this study is 374 respondents.

3.4 Data Collection

3.4.1 Primary Data

The method of collecting information from first-hand sources is referred to as primary data collection. It also describes the information that is gathered by the business or organization that seeks to make use of it (Costa, 2020). Multiple approaches are often employed in research, such as questionnaires, interviews, observations, and focus groups. The wide use of specialized instruments for surveying, survey businesses and field guidelines has resulted in a widespread availability of primary data, which has emerged to be the primary source for empirical studies within the area of economic development on a worldwide scale (Surbhi, 2020) In this study, an online questionnaire will be used to obtain data and information.

3.4.2 Secondary Data

The application of secondary data, which is data that has already been collected and is either openly accessible or may be obtained at a low cost, and which can serve as the foundation for any research or business decisions (Steinbock, 2022). The usage of secondary data serves a double purpose of enhancing the outcomes of a study and providing an academic foundation for the study's findings. Information from previous research has been reviewed to make them applicable to this study. The secondary data for this study was obtained from online articles and journals, as well as from research that had been done in the past.

3.5 Instrument Development

The instrument used in this study is through online questionnaire using Google Form platform. This method enables the information from the respondents to be obtained in a simple and convenient manner. This questionnaire provides a simple and practical method for gathering data among the targeted respondents. On top of that, the questions asked in the survey are dependent on the research objective of the study.

The questions in this investigation will adopt the Likert Scale format, which is a five-point measurement instrument. The five-point scale, which includes of values 1 through 5 (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree), is used to enable the participant to express their level of agreement or disagreement with each given statement.

There are 6 sections in this questionnaire. Section A consists of the demographic background such as gender, age, race, education, and faculty. In this section, the respondents are required to answer all 4 questions. Section B to Section E will consist of the independent variables where Section B is E-mail Marketing (IV 1), Section C is Online Advertising (IV 2), Section D is Social Media Marketing (IV 3) and Section E is Mobile Marketing (IV 4). Section F will consist of the dependent variable which is Purchase Decisions (DV). The purpose of this questionnaire is to find out the relationship between digital marketing channels impact on purchasing decisions of fashion brands among youths in Kuching, Sarawak.

Table 1: Summary of Questionnaire

Section Title	No. of Measurement Items	Sources
A Demographic Questions	5	
B E-mail Marketing	5	Tran (2020)
C Online Advertising	4	Zourikalatehsamad et al. (2015)
D Social Media Marketing	5	Tran (2020)

E	Mobile Marketing	5	Lamichhane (2022)
F	Purchase Decisions	5	Tran (2020)
Total		28	

3.6 Questionnaire Design

3.6.1 Email Marketing (IV 1)

The questions in the questionnaire for e-mail marketing is adapted from Tran (2020). There are 5 items in the question. The five-point Likert Scale is used to measure with the measurement from 1 to 5 where (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree). Table

3.2 below shows the questionnaire for Section B.

Table 1.1: E-mail Marketing (IV 1)

Item Code	Adapted Items
EM 1	I enjoy reading emails from fashion brands.
EM 2	Emails from fashion brands provide timely and relevant information on products and promotion.
EM 3	Email marketing for fashion brands is reliable.
EM 4	Email marketing for fashion brands does not bother me.
EM 5	I have no privacy concerns regarding email marketing from fashion brands.

Source: Tran (2020)

3.6.2 Online Advertising (IV 2)

The questions in the questionnaire for online advertising is adapted from Zourikalatehsamad et al. (2015). There are 4 items in the question. The five-point Likert Scale is used to measure with the measurement from 1 to 5 where (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree). Table 3.3 below shows the questionnaire for Section C.

Table 1.2: Online Advertising (IV2)

Item Code	Adapted Items
OA 1	Online advertising for shopping for fashion brands is the best way to buy high quality product with less price.
OA 2	Online advertising of fashion brands makes it convenient to develop interactive customer-seller relationships.
OA 3	Online advertising of fashion brands makes me satisfied as a unique customer.
OA 4	I intend to continue following online advertising of fashion brands in the future.

Source: Zourikalatehsamad et al. (2015)

3.6.3 Social Media Marketing

The questions in the questionnaire for social media marketing is adapted from Tran (2020). There are 5 items in the question. The five-point Likert Scale is used to measure with the measurement from 1 to 5 where (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree). Table 3.4 below shows the questionnaire for Section D.

Table 1.3: Social Media Marketing (IV 3)

Item Code	Adapted Items
SMM 1	I frequently encounter social media marketing for fashion brand products.
SMM 2	The social media advertisements for fashion brands are very attractive.
SMM 3	The social media advertisements for fashion brands can be easily remembered.
SMM 4	I like using social media to get information about fashion brands.
SMM 5	Social media sites of fashion brands enable exchanging opinions with others.

Source: Tran (2020)

3.6.4 Mobile Marketing

Table 1.4: Mobile Marketing (IV 4)

Item Code	Adapted Items
MM 1	I encounter mobile marketing of fashion brands very often.
MM 2	I show interest in messages offering discounts and special offers from fashion brands.
MM 3	Offers in mobile marketing of fashion brands are attractive and appealing.
MM 4	I can gain reliable information of fashion brands from mobile marketing.
MM 5	I often purchase fashion brands products through mobile marketing.

Source: Lamichhane (2022)

3.6.5 Purchase Decisions

The questions in the questionnaire for purchase decisions is adapted from Tran (2020). There are 5 items in the question. The five-point Likert Scale is used to measure with the measurement from 1 to 5 where (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree). Table 3.6 below shows the questions for Section F.

Table 1.5: Purchase Decisions (DV)

Item Code	Adapted Items
PD 1	You purchase fashion brands on digital marketing platforms because they meet your needs and are convenient.
PD 2	You actively search product information and reviews online to guide your purchase decisions on fashion brands.
PD 3	Buying from fashion brands is faster with digital marketing platforms.
PD 4	Digital marketing platforms make fashion brands purchases satisfying enough to recommend and consider future purchases.
PD 5	Digital marketing platforms influences and reshapes people's purchasing patterns of fashion brands.

Source: Phuchong (2019) & Bokde et al (2019)

3.7 Data Analysis

3.7.1 Statistical Package for the Social Sciences (SPSS)

The IBM SPSS Statistics is a comprehensive platform for analytical prediction, which is intended to provide intelligence-based predictions to choices taken by individuals, organizations, systems, and the business itself. One is able to consistently make appropriate choices using SPSS Statistics, whether used on a desktop or in operational systems. It offers a variety of complex algorithms and approaches, including text analytics, entity analytics, managing decisions, and optimization (SPSS Analytics Partner, 2023). The areas of education, market research, medical care, government, and the retail sector, statistical software such as SPSS is utilized across every phase of the analytics procedure, starting with preparing and data collection and continuing through analysis, reports, and implementation (Williams, 2022). The popularity of SPSS is often due to its simplicity, straightforward command language, and thorough user instructions. Therefore, the selection of SPSS as the tool for data analysis in this study is based on its simplicity of usage and the availability of drop-down menus to carry out analyses.

3.7.2 Descriptive Analysis

To examine the data collected from respondents for the study, descriptive analysis was used. Descriptive analysis is a method of data analysis that facilitates the description, presentation, or summarization of information elements in a meaningful manner, thereby enabling the identification of structures that satisfy all data requirements (Rawat, 2021). In-depth analysis and critical review of the data can be developed by the help of descriptive analysis. Highly effective analysis of data frequency and variability is essential for effective research. This study employs descriptive analysis to examine the demographic data and general knowledge of participants in regard to digital marketing and its impact on purchase decisions of fashion brands among youths in Kuching, Sarawak.

3.7.3 Pilot Study

Pilot studies are an important stage in the research process. They can assist in identifying design issues and assessing the feasibility, practicability, resources, time, and cost of a study prior to the importance of finding (Kim, 2010). An online survey was done using Google Forms to collect data from 10 undergraduate students of University of Malaysia, Sarawak for this study. Following the collection of responses, the data was processed using IBM SPSS Statistics software. A pilot study was conducted prior to the main study to confirm the accuracy and consistency of the data obtained and it was done to guarantee that high-quality data for the primary research was obtained.

Table 2: The Reliability Test Result Of Each Variable

Variable	Cronbach's Alpha Value
Email Marketing	0.934
Online Advertising	0.958
Social Media Marketing	0.939
Mobile Marketing	0.947
Purchase Decision	0.950

The table shows the reliability test result of each variable. All the variable results are greater than 0.7. This shows that the questionnaires are acceptable, and the respondents understand the questionnaires given and all the respondents can answer the questionnaire.

3.7.4 Validity and Reliability

Reliability test is needed to measure the internal consistency (Zikmund et al., 2010). Pilot study can help to access the reliability and validity of the questionnaire. Cronbach's Alpha is used to determine the correlation among the items in reliability analysis. The range of Cronbach's Alpha is considered poor if the range of reliability is less than 0.6, while the range of 0.7 is considered acceptable and the range 0.8 and above is considered good correlation. The reliability of the items are calculated by Statistical Package for the Social Science (SPSS).

According to Bong (2017), Cronbach's Coefficient Alpha is popular to check multipoint-scaled items with the higher the value it measures, the better the reliability. Cronbach's Coefficient Alpha ranges in value from 0 to 1 is used to measure the reliability in this study. Value between

0.9 and 1.0 are considered as excellent reliability, value between 0.8 and 0.9 are considered to have very good reliability, value between 0.7 and 0.8 are considered to have good reliability and value between 0.6 and 0.7 are considered to have moderate reliability. When the value is below 0.6, it has poor reliability. The table below shows the Cronbach's Coefficient Alpha value.

Table 3: Cronbach's Alpha Value

Cronbach's Alpha Value	Indication
0.0 – 0.6	Poor
0.6 – 0.7	Moderate
0.7 – 0.8	Good
0.8 – 0.9	Very good
0.9 – 1.0	Excellent

Source: Bong (2017)

3.7.5 Pearson Correlation Coefficient

The study applies the correlation method to investigate the connection between the dependent variable, namely purchase decision and independent variables, namely email marketing, online advertising, social media marketing, and mobile marketing. The correlation method is also used to evaluate the four hypothesis in this analysis.

The correlation coefficient is a numerical measure that varies between -1.0 and +1.0, with a value of +1.0 indicating the presence of a perfect positive relationship. A perfect negative relationship is indicated by a value of -0.1. Moreover, a no correlation is suggested when the numerical value is 0.

Table 4: Interpretation Of The Value Of Correlation Coefficient

Size of correlation	Interpretation
0.90 to 1.00	Very strong positive/negative correlation
0.70 to 0.89	Strong positive/negative correlation
0.40 to 0.69	Moderate positive/negative correlation
0.10 to 0.39	Weak positive/negative correlation
0.00 to 0.10	Little if any correlation

Source: Schober et al. (2018)

3.7.6 Multiple Linear Regression Analysis

Multiple linear regression involves the usage of numerous predictor variables. The statistical approach of multiple linear regression is applied to evaluate the correlation between the independent variables which is email marketing, online advertising, social media marketing and mobile marketing and are tested against the dependent variable which is purchase decision of fashion brands in Kuching, Sarawak (Soetewy, 2021).

4. RESULTS AND DISCUSSION

4.0 Introduction

The data that has been obtained from the statistical analysis is presented in this part. The Statistical Package for Social Science software was used to examine the information gathered from 374 respondents. This section will begin by describing the demographic profile of the respondents, followed by the Pearson Correlation Coefficient and Multiple Regression Analysis.

4.1 Demographic Profile

According to the questionnaire, there are a total of 6 questions regarding the demographic profile of respondents that falls within Section A. In this section, the information on the respondent's demographic profiles have been collected in terms of gender, age, race, education attainment, faculty and utilization of digital marketing platforms. A total of 374 respondents who have participated in this survey of digital marketing impact on purchase decisions of fashion brands among youths in Kuching, Sarawak. Thus, the data for the demographic data has been analyzed and tabulated as follows.

Table 5: Respondents Demographic Profile

	Frequency	Percentage (%)
Gender	Female	237 63.4%
	Male	137 36.6%
Age	18-21 years old	72 19.3%
	22-25 years old	222 59.4%
	26-30 years old	80 21.4%
Race	Bumiputera Sabah	4 1.1%
	Bumiputera Sarawak	37 9.9%
	Chinese	40 10.7%
	Indian	48 12.8%
	Malay	245 65.5%
Education Attainment	Bachelor Degree	315 84.2%
	Masters	52 13.9%
	STPM / A-Levels / Asasi / Matriculation	7 1.9%
	Faculty	Faculty Of Applied And Creative Arts
Faculty Of Built Environment		56 15.0%
Faculty Of Cognitive Sciences And Human Development		10 2.7%
Faculty Of Computer Science And Information Technology		29 7.8%
Faculty Of Economics And Business		65 17.4%
Faculty Of Engineering	56 15.0%	
Faculty Of Language And Communication	10 2.7%	
Faculty Of Medicine And Health Sciences	23 6.1%	
Faculty Of Resource Science And Technology	52 13.9%	
Faculty Of Social Sciences & Humanities	40 10.7%	
Pre-University	7 1.9%	
Do you utilize digital No marketing platforms to make online purchases?	No	2 0.5%
	Yes	372 99.5%

4.1.1 Gender

As shown in Table 5 there are a total of 374 sets of data that were collected from the respondents. According to the results obtained, 237 out of 374 respondents are female which contributes to a total of 63.4%. The rest of the respondents are male which consists of 137 respondents with 36.6%. This indicates that female respondents give more participation in this survey compared to male respondents.

4.1.2 Age

As demonstrated in Table 5, there are 3 categories of age groups namely 18 years old to 21 years old, 22 years old to 25 years old and 26 years old to 30 years old. Most of the respondents obtained from the survey are between the age group of 22 years old to 25 years old at 222 respondents with 59.4%, followed by 26 years old to 30 years old at 80 respondents with 21.4%. The remaining 72 respondents at 19.3% are those who are of 18 years old to 21 years old age range.

4.1.3 Race

Based on Table 5, there are 5 categories of races among the respondents such as Bumiputera Sarawak, Bumiputera Sabah, Malay, Chinese and Indian. It is obvious that majority of the respondents are Malay with the greatest percentage of 65.6% which is 245 respondents. It is then followed by races of Indian as well as Chinese with 12.8% for 48 respondents and 10.7% for 40 respondents respectively. Bumiputera Sarawak on the other hand has a total of 37 respondents at 9.9%. Bumiputera Sabah has occupied the least number of respondents, which is only 4 respondents, equivalent to 1.1% of this study.

4.1.4 Education Attainment

According to Table 5, the highest percentage for educational attainment is Bachelor Degree which is 84.2% with the number of 315 respondents. It is then followed by respondents who are in Masters with the percentage of 13.9% at 52 respondents. Lastly, the least number of respondents are those who are in STPM / A-Levels / Asasi / Matriculation at 1.9% at 7 respondents. However, there are no PHD holders collected from the respondents.

4.1.5 Faculty

The respondents of this study are students from 10 different faculties and Pre-University in UNIMAS. The 10 faculties involved are Faculty of Economics and Business, Faculty Of Cognitive Sciences and Human Development, Faculty Of Computer Science and Information Technology, Faculty Of Engineering, Faculty Of Applied And Creative Arts, Faculty Of Medicine and Health Sciences, Faculty Of Resource Science and Technology, Faculty Of Social Sciences & Humanities, Faculty Of Built Environment and Faculty Of Language and Communication.

A total of 65 respondents at 17.4% are from Faculty of Economics and Business which contributed to the highest percentage. This is followed by Faculty Of Built Environment and Faculty Of Engineering contributing the same number of respondents at 56 respondents with 15%, Faculty Of Resource Science and Technology with 52 respondents at 13.9%, Faculty Of Social Sciences & Humanities with 40 respondents at 10.7%, Faculty Of Computer Science and Information Technology with 29 respondents at 7.8%, Faculty Of Applied and Creative Arts with 26 respondents at 7.0%, Faculty Of Medicine and Health Sciences with 23 respondents at 6.1%. Lastly, Faculty of Language and Communication and Faculty Of Cognitive Sciences and Human Development with the lowest percentage for faculty at 2.7% with 10 respondents. 7 respondents at 1.9% are from Pre-University.

4.1.6 Utilization of digital marketing platforms to make online purchases

Table 5 shows that 99.5% of the respondents at 372 respondents have answered Yes to utilizing digital marketing platforms to make purchases. Meanwhile, 2 respondents at 0.5% have answered No to utilizing digital marketing platforms to make online purchases.

4.2 Pearson's Correlation Coefficient

Pearson's Correlation Coefficient has been applied to investigate the relationship between the dependent variable and independent variables. Tables below show the correlation between independent variables which are email marketing, online advertising, social media marketing and mobile marketing with dependent variable, purchase decisions. The Pearson Correlation was used to evaluate the four hypothesis in this analysis. As mentioned in Chapter 1, the study hypothesis are:

H₁: There is a significant and positive effect of email marketing on the purchasing decision of fashion brands among youths.

H₂: There is a significant and positive effect of online advertising on the purchasing decision of fashion brands among youths.

H₃: There is a significant and positive effect of social media marketing on the purchasing decision of fashion brands among youths.

H₄: There is a significant and positive effect of mobile marketing on the purchasing decision of fashion brands among youths.

4.2.1 Relationship between Email Marketing and Purchase Decision

H₁: There is a significant and positive effect of email marketing on the purchasing decision of fashion brands among youths in Sarawak.

Table 6.1: Pearson Correlation between Email Marketing and Purchase Decision Correlations

		Email Marketing	Purchase Decision
Email Marketing	Pearson Correlation	1	.322**
	Sig. (1-tailed)		.000
	N	374	374
Purchase Decision	Pearson Correlation	.322**	1
	Sig. (1-tailed)	.000	
	N	374	374

Note: **. Correlation is significant at the 0.01 level (1-tailed).

Based on Table 6.1 above, the result shows the Pearson's Correlation between independent variable email marketing and dependent variable purchase decision. The Pearson's Correlation value of the two variables is 0.322 ($r = 0.322$, $p < 0.01$), where 0.10 to 0.39 shows a weak correlation and the positive correlation relationship (p -value = 0.000) is significant at the 0.01 level (1-tailed). Hence, the findings indicate that email marketing and purchase decisions among youths has a weak positive correlation.

4.2.2 Relationship between Online Advertising and Purchase Decision

H₂: There is a significant and positive effect of online advertising on the purchasing decision of fashion brands among youths.

Table 6.2: Pearson Correlation between Online Advertising and Purchase Decision Correlations

	Online Advertising	Purchase Decision
Online Advertising Pearson Correlation	1	.596**
Sig. (1-tailed)		.000
N	374	374
Purchase Decision Pearson Correlation	.596**	1
Sig. (1-tailed)	.000	
N	374	374

Note: **. Correlation is significant at the 0.01 level (1-tailed).

The table above shows the relationship between the independent variable which is online advertising and dependent variable which is purchase decision. The Pearson's Correlation value of the two variables is 0.596 ($r = 0.596$, $p < 0.01$), where 0.40 to 0.69 is a moderate correlation and the positive correlation relationship (p -value = 0.000) is significant at the 0.01 level (1-tailed). As a result, the hypothesis was thus accepted. Hence, the findings indicate that online advertising and purchase decision among youths has a moderate positive correlation.

4.2.3 Relationship between Social Media Marketing and Purchase Decision

H₃: There is a significant and positive effect of social media marketing on the purchasing decision of fashion brands among youths.

Table 6.3: Pearson Correlation between Social Media Marketing and Purchase Decision Correlations

	Social Media Marketing	Purchase Decision
Social Media Marketing Pearson Correlation	1	.780**
Sig. (1-tailed)		.000
N	374	374
Purchase Decision Pearson Correlation	.780**	1
Sig. (1-tailed)	.000	
N	374	374

Note: **. Correlation is significant at the 0.01 level (1-tailed).

Table 6.3 shows the relationship between the independent variable social media marketing and dependent variable which is purchase decision. The Pearson's Correlation value of the two variables is 0.780 ($r = 0.780$, $p < 0.01$), where 0.70 to 0.89 shows a strong correlation and the positive correlation relationship (p -value = 0.000) is significant at the 0.01 level (1-tailed). As a result, the hypothesis was thus accepted. Hence, the findings indicate that social media marketing and purchase decision among youths has a strong and positive correlation.

4.2.4 Relationship between Mobile Marketing and Purchase Decision

H₄: There is a significant and positive effect of mobile marketing on the purchasing decision of fashion brands among youths.

Table 6.4: Pearson Correlation between Mobile Marketing and Purchase Decision Correlations

	Mobile Marketing	Purchase Decision
Mobile Marketing Pearson Correlation	1	.584**
Sig. (1-tailed)		.000
N	374	374
Purchase Decision Pearson Correlation	.584**	1
Sig. (1-tailed)	.000	
N	374	374

Note: **. Correlation is significant at the 0.01 level (1-tailed).

Table 6.4 shows the relationship between the independent variable, mobile marketing and dependent variable, purchase decision. The Pearson's Correlation value of the two variables is

0.584 ($r = 0.584$, $p < 0.01$), where 0.40 to 0.69 is a moderate correlation and the positive correlation relationship (p -value = 0.000) is significant at the 0.01 level (1-tailed). As a result, the hypothesis was thus accepted. Hence, the findings indicate that mobile marketing and purchase decision among youths has a moderate and positive correlation relationship.

4.2.5 Summary of Pearson's Correlation Coefficient Analysis

Table 6.5: Summary result and interpretation of Pearson's Correlation Coefficient

Variables	Correlation Coefficient, r	Interpretation
Email Marketing	0.322**	Weak positive correlation
Online Advertising	0.596**	Moderate positive correlation
Social Media Marketing	0.780**	Strong and positive correlation

Based on Table 6.5 above, all the four independent variables namely email marketing, online advertising, social media marketing and mobile marketing have positive correlation with the dependent variable, purchase decisions. Social media marketing obtained the highest correlation coefficient value at 0.780 followed by online advertising at 0.596, mobile marketing at 0.584 and email marketing with the lowest correlation coefficient value at 0.322.

4.3 Multiple Linear Regression Analysis

Multiple regression has been used to analyze the most influential digital marketing platform on purchase decision of fashion brands among youths in Kuching, Sarawak. Choudhury (2009) mentions that multiple regression analysis is a powerful approach that used to predict the unrevealed value of two or even more variables, which also called as predictors. Also, it has been used to examine the significant difference between the independent variables.

Table 7.1: Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 ^a	.637	.633	.25030

Note: a. Predictors: (Constant), Mobile Marketing, Email Marketing, Online Advertising, Social Media Marketing

Table 7.1 above shows the summary of findings. It indicates that the value of R is 0.798 and the coefficient of determination, which is R^2 is 0.637. The latter can be explained that purchasing decision of youths (dependent variable) is influenced by independent variables (email marketing, online advertising, social media marketing and mobile marketing) at R square of .637 whereas the rest is described by another factor.

Table 7.2: Anova Test

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	40.496	4	10.124	161.593	.000 ^b
Residual	23.118	369	.063		
Total	63.614	373			

Note: a. Dependent Variable: Purchase Decisions

b. Predictors: (Constant), Mobile Marketing, Email Marketing, Online Advertising, Social Media Marketing
According to table 7.2 as above, the results shows the F-statistic is 161.593 while $p=0.000$ which is less than the significance level of 0.01. This indicates that, when the p-value is less than the significance level, the null hypothesis must be rejected. Hence, the four predictors (email marketing, mobile marketing, social media marketing and mobile marketing) have an impact on purchase decisions of youths in Sarawak.

Table 7.3: Coefficients
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.343	.203		-1.692	.092
Email Marketing	.063	.036	.059	1.739	.083
Online Advertising	.204	.056	.153	3.623	.000
Social Media Marketing	.724	.053	.618	13.592	.000
Mobile Marketing	.089	.051	.076	1.742	.082

Note: a. Dependent Variable: Purchase Decisions

Table 7.3 above shows the beta values with the meaning of each mean independent variables that affects the dependent variable. It can be seen that social media marketing obtained the highest beta value compared to other variables as well as showing a high influence on purchase decision with the beta value of 0.618 that shows that there is a systematic relationship between social media marketing and purchase decision. There is a 5.3% of variation in purchase decision that is caused by social media marketing.

Online advertising obtained the second highest beta value as well as showing high influence on purchase decision with the beta value of 0.204 which indicates a systematic relationship between online advertising and purchase decisions. A 5.3% of variation in purchase decision is caused by online advertising.

The coefficient for mobile marketing is 0.089, which defines that when there is a 1-unit increase in mobile marketing, there will be a 0.089 unit increase in purchase decision while holding the other variables constant.

The email marketing has the least coefficient value of 0.063, whereby 1-unit increase of email marketing will increase the purchase decision by 0.063 unit, while holding other variables constant.

To conclude, social media marketing and online advertising are the significant factors for purchase decisions among youths in Sarawak compared to other independent variables which are mobile marketing and email marketing. This is shown through both social media marketing and online advertising obtain high standardized coefficient value of beta at 0.724 and 0.204 respectively. Therefore, the main predictor for purchase decisions is social media marketing and online advertising, followed by mobile marketing and email marketing with the value of 0.089 and 0.063 respectively.

4.4 Discussion of result

Table 8: Summary of Hypothesis Result

Hypothesis	Data Analysis Method	Results
H1: There is a significant and positive effect of email marketing on the purchasing decision of fashion brands among youths.	Multiple Regression Analysis	Not significant ($p=0.083 > 0.05$)
H2: There is a significant and positive effect of online advertising on the purchasing decision of fashion brands among youths.	Multiple Regression Analysis	Significant ($p=0.000 < 0.05$)
H3: There is a significant and positive effect of social media marketing on the purchasing decision of fashion brands among youths.	Multiple Regression Analysis	Significant ($p=0.000 < 0.05$)
H4: There is a significant and positive effect of mobile marketing on the purchasing decision of fashion brands among youths .	Multiple Regression Analysis	Significant ($p=0.000 < 0.05$)

4.4.1 Email Marketing and Purchase Decision

Research Objective: To identify the relationship between email marketing and the purchasing decision of fashion brands among youths.

H₁: There is a significant and positive effect of email marketing on the purchasing decision of fashion brands among youths.

The multiple regression analysis is used to explain the impact of an independent variable on the dependent variable. The results has shown that p-value of email marketing is 0.083, which is greater than 0.05. This shows that the variable has no significant impact on youths' purchase decisions. Hence, the null hypothesis is accepted, where email marketing has no influence on youth purchase decisions on fashion brands and the alternative hypothesis is rejected.

Despite the positive impact of email marketing on the purchase decisions obtained by Al-Azzam (2021) and Tran (2020), in the context of purchase decision of fashion brands on youths in Sarawak, email marketing does not have a significant and positive effect on purchase decisions. The findings are found to be not consistent with the past research in other fields as conducted by Al-Azzam (2021) and Albarq (2022).

The possible explanation for the negative result outcome is supported by a study of conducted by Seman et al. (2023), where email marketing does not have a significant impact on purchase decision. Based on the findings of Zhang et al. (2017), customers who are active in emails are not constantly engaged in making purchases, and vice versa; the business's volume of emails has a nonlinear impact on both. Email marketing is unlikely to be an effective tool for consumers in making decisions regarding what they want to purchase in today's marketplace. Receiving emails spam are perceived to be irritating as email users are not looking through the email spam, instead email users go on their emails to carry out a particular activity or to get something done (Morimoto et al., 2006).

4.4.2 Online Advertising and Purchase Decision

Research objective: To investigate the relationship between online advertising and the purchasing decisions of fashion brands among youths.

H₂: There is a significant and positive effect of online advertising on the purchasing decision of fashion brands among youths.

Based on the results, online advertising shows a significant impact on youths' purchase decision of fashion brands with a p-value of 0.000, which is less than the significance level of 0.05. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted, where this indicates that online advertising has an influence on purchase decision of fashion brands among youths.

The result of this study is found to be consistent with the past research of Cabigting et al (2022) and Tobi et al. (2020) where both studies show that there is a significant and positive impact of online advertising on purchase decision of youths. The result of findings of Tee et al. (2023) also demonstrates that online advertising has a positive impact on consumer behaviour in influencing purchase decision.

According to a study by Budiman (2021), online advertising is a great way deliver advertisements to the right audience. This explains the reason the study suggest that businesses should utilize and make the most of online advertising to advertise their goods or service. Marketing professionals also prefer online advertising because it is easier to navigate, less costly and more economical and available to everyone (Idris, 2020). Online advertising has a significant influence towards consumer choices to make a purchase and advertising approaches should be updated in order to remain relevant connection with the target audience (Dastane, 2020).

4.4.3 Social Media Marketing and Purchase Decision

Research Objective: To examine the relationship between social media marketing on the purchasing decisions of fashion brands among youths.

H₃: There is a significant and positive effect of social media marketing on the purchasing decision of fashion brands among youths.

The summary of hypothesis result in Table 8 above shows that social media marketing has the most significant impact on youths' purchase decision of fashion brands with a p-value of 0.000 which is less than the significance level of 0.05. Thus, the null hypothesis is rejected, and the alternative hypothesis of social media marketing has an impact on youths' purchase decisions on fashion brands is accepted.

The past research by Ardiansyah (2020) where it states that there is a positive relationship and significant effect of social media marketing on purchase decision show that the result of this study is in accordance with and support from the results of the past research. The results are further supported by another study conducted by Wikantari (2022) also indicates that there is a significant positive relationship between social media marketing and purchase decisions.

According to Chen et al. (2017), social media marketing has evolved on how consumers decide on their purchases given that online shopping have grown so popular. In fact, when it comes to making a purchase, consumers tend to depend further on the data that is shared through social networking sites (Hinz et al., 2014). As a result of the availability of social media marketing, interaction between businesses and their potential consumers are more accessible Wikantari (2022).

4.4.4 Mobile Marketing and Purchase Decision

Research Objective: To analyze the relationship between mobile marketing on the purchasing decision of fashion brands among youths.

H₄: There is a significant and positive effect of mobile marketing on the purchasing decision of fashion brands among youths.

The results on Table 8 above shows that mobile marketing has a statistically significant impact on youths' purchase decision of fashion brands due to the p-value of 0.000, which is less than the significance level of 0.05. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted, where mobile marketing has an impact on purchase decision of youths on fashion brands.

According to research findings of Tran (2020), the results reveal that mobile marketing obtained the highest beta coefficient among all the independent variables which shows a positive and significant impact in influencing purchase decision towards fast fashion brands. Getaruelas et al. (2023) also found that mobile marketing and purchase decisions has a correlation of 0.318 which means that it is positively and significantly correlated with each other.

The result of this study is found to be consistent with the past research by Nkpurukwe et al. (2020) and Kolavcic (2023) where both studies show that the relationship between mobile marketing and purchase decision is positive and significant. By sending promotion messages to specific groups of consumers or potential consumers immediately onto their mobile phone, it allows for successful interaction with the consumers. As more users utilize their mobiles, they gain more knowledge on the products and offerings of the businesses that provide them, and this increases the ability for a consumer to make a purchase (Martins et al., 2019).

5. IMPLICATION, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This chapter summarizes the study overview from Part 1 to Part 4. Furthermore, the summary of research findings and discussions are discussed. The limitations of study and conclusion and recommendation for future research are also included in this final chapter.

5.1 Research summary

In the first chapter, the problem statements as regards to the correlation between the four digital marketing platforms impact on purchase decisions are discussed. Generally, the main objective of this study is to determine the relationship between the digital marketing platforms namely email marketing, online advertising, social media marketing and mobile marketing. This objective is to show the influence of digital marketing platforms towards youth purchase decisions on fashion brands. The four research hypothesis highlights the relationship between the independent variables and dependent variable. While email marketing, online advertising, social media marketing and mobile marketing are the independent variables, purchase decisions is a dependent variable. This chapter ends with the significance of the study which includes to encourage other fashion brands to use, implement and improve digital marketing in their marketing strategies.

The second chapter is an overview of the literature where the concept of variables, associated prior findings and associated research hypothesis are discovered. The aim of this chapter is to learn in depth about the most recent research on digital marketing and applying it in this study. Briefly, this chapter acts as a guide, including an overview of previous research in related research areas.

The third chapter discusses the methodologies used throughout the research. The purpose is to ensure that the study uses the appropriate methodologies in order to achieve the research hypothesis. Quantitative research was performed, and the selected data collection method is questionnaire survey through Google Form. The close-ended questions in the questionnaire were adjusted from past research. The pilot study and Cronbach's Alpha was used to determine the reliability and validity of the questionnaire. In the study, the survey has been given out to UNIMAS students which includes a total of 374 respondents. The data was then analyzed using SPSS to determine the relationship between email marketing, online advertising, social media marketing and mobile marketing towards purchase decision of youths on fashion brands using Pearson's Correlation Coefficient and Multiple Regression Analysis.

In Chapter 4, the results and findings from the descriptive analysis are presented. Using SPSS output, the collected data was examined and interpreted. Descriptive analysis provides information about the respondent's demographic backgrounds as well as the preliminary test. The information is presented in a table with the frequency and percentage of each demographic item. Then, the independent and dependent variables are analyzed using Pearson's Correlation Coefficient and Multiple Regression Analysis and the outcome demonstrates that the 3 of the hypothesis are accepted. Firstly, there is a weak positive correlation, and the alternative hypothesis is rejected between email marketing and purchase decision. Following that, there is a moderate positive correlation, and the alternative hypothesis is accepted between online advertising and purchase decision. Thirdly, social media marketing and purchase decision has a strong and positive correlation, and the alternative hypothesis is accepted. Lastly, there is a moderate and positive correlation relationship between mobile marketing and purchase decision and the hypothesis is

accepted.

5.2 Summary of Research Findings

Hypothesis	P-value	Result
H1: There is a significant and positive effect of email marketing on the purchasing decision of fashion brands among youths in Sarawak.	>0.083	Rejected
H2: There is a significant and positive effect of online advertising on the purchasing decision of fashion brands among youths in Kuching, Sarawak.	<0.000	Accepted
H3: There is a significant and positive effect of social media marketing on the purchasing decision of fashion brands among youths in Kuching, Sarawak.	<0.000	Accepted
H4: There is a significant and positive effect of mobile marketing on the purchasing decision of fashion brands among youths in Kuching, Sarawak.	<0.000	Accepted

5.0 Implication and Recommendation

This study has a substantial implication, and it is significant for both fashion brand businesses and researchers in the field. The findings emphasise the significance of digital marketing in impacting the purchase decisions of fashion brands among youths.

5.0.1 Managerial Implication

The result of this study has analyzed the relationship between email marketing, online advertising, social media marketing and mobile marketing in affecting the purchase decisions of fashion brands among youths in Sarawak. Past research based on the framework that has been done focuses on other countries namely, Jordan (Al-Azzam, 2021). Researchers did not fully explore the effect of the digital marketing channels namely email marketing, online advertising, social media marketing and mobile marketing in other countries especially in Sarawak, Malaysia. By conducting this research, it serves as an assist for fashion brands to discover more on how email marketing, online advertising, social media marketing and mobile marketing affect youths purchase decision on fashion brands. This research also serves as a guide for fashion brands in adapting the four digital marketing channels strategies to better connect with youths to succeed in the competitive market.

5.3.3 Future Research Implications

The study provides a starting point for researchers in the future to investigate more digital marketing channels to gain a more comprehensive understanding, such as search engine optimization, search engine marketing, affiliate marketing, that may affect purchasing decisions of youths. The durability and long-term impact of digital marketing on purchase decision of youths may also be examined using longitudinal research. Comparative research across several industries and sectors can also provide guidance on the generalization of results and point to the specific digital marketing channels that affect purchase decisions among youths on fashion brands.

5.1 Limitations of Study

There are some limitations that have been found while conducting this study. These limitations allow further ways or opportunities for improvement in future research.

The first limitation of this study is the research site which are the target respondents. The data of the respondents were gathered from only UNIMAS students due to the resource and time constraints. This might restrict the result as a distinctive research site possesses different preferences and purchasing behaviour. Thus, there might be insufficient numbers on the coverage of the respondents, and this might affect the results and findings of the study. Therefore, future researchers should consider including Kuching, Sarawak population as a research location to make the current framework more generalized.

The next limitation is that this study relied on quantitative research methods. The data was gathered by a questionnaire survey. However, this method has is limitation which is that respondents are limited in this capability to express themselves due to answering close-ended questions, which restricts the information that is gathered. Therefore, to get substantial information on digital marketing impact on purchase decisions on fashion brands among youths, future researchers should consider using another approach, which is by doing more qualitative research on this topic.

5.2 Recommendations of Future Research

There are some recommendations that are suggested for future researchers to assist them to improve the quality of their study that is related to digital marketing effect on purchase decisions in the future.

Firstly, it is recommended that the future research needs to cover a wider range of potential respondents. The findings of the study will be more accurate when it can cover a wider range of respondents which is the whole Kuching population instead of just focusing on UNIMAS students. The study should not be enclosed to only a particular part or population in Kuching. Instead, the future research will become more reliable if it can cover the different perspectives and views of youth from Kuching.

In addition, the factors included only cover four digital marketing channels or factors that impact youth's purchase decision. Therefore, the future research study should include more digital marketing channels such as search engine optimization (SEO), search engine marketing (SEM), affiliate marketing and influencer marketing in order for the researcher to have a correct and reliable result of the impact of digital marketing on purchase decisions among youths.

5.3 Conclusion

There are a total of 374 respondents who have participated in this study which is focused on youths who are studying in UNIMAS. The objective of this study is to investigate the relationship between digital marketing platforms and purchase decisions among youths on fashion brands. The interaction is measured using digital marketing platforms which are email marketing, online advertising, social media marketing and mobile marketing.

The study's findings provided significant insights on the Pearson's Correlation Coefficient and Multiple Linear Regression Analysis. The Pearson's Correlation Coefficient summarizes that, email marketing and purchase decision have a weak positive correlation. This indicates that youths have no interest and are not influenced in making purchases through email marketing. The study also discovered that online advertising and purchase decision have a moderate positive correlation. This shows that exposure to online advertising increases the likelihood of youths to make purchase decisions of fashion brands. There is a strong and positive correlation between social media marketing and purchase decision. This explains that the presence of fashion brands on social media enhances their visibility and recall, increasing youth's decision to purchase. Lastly, mobile marketing and purchase decision show a moderate and positive correlation. The Multiple Linear Regression Analysis summarizes that the p-value, $p = 0.000$ which is less than the significance level of 0.01 shows that the predictors namely mobile marketing, social media marketing and mobile marketing have an impact on purchase decisions of youths in Sarawak. Therefore, the main predictor for purchase decisions is social media marketing and online advertising, followed by mobile marketing and email marketing.

These findings emphasize on the need into taking account on digital marketing channels and how they have an impact on purchase decisions of youths towards fashion brands. Malaysian commercial sectors may establish and increase the use of digital marketing channels more significantly by recognizing the importance of utilizing digital marketing platforms such as online advertising, social media marketing and mobile marketing.

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