

The Influence of Digital Promotion on Digital Repurchase Intention with Digital Brand Awareness as a Mediating Variable in the Fashion Industry on Social Media

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Abstract. This study aims to analyze the effect of digital promotion on digital repurchase intention, with digital brand awareness as a mediating variable in the fashion industry on social media. The background of this study is based on the increasing digital promotional activities carried out by fashion brands through various social media platforms such as Instagram, TikTok, and Facebook, which utilize interactive visual content to build brand awareness and encourage consumer repurchase intentions. This study uses a quantitative approach with an explanatory research method. Data were obtained through the distribution of online questionnaires to 150 Generation Z respondents aged 18-35 years who actively use social media and have purchased fashion products online. Data analysis was carried out using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with the help of the SmartPLS program. The results of this study are expected to explain the extent of the influence of digital promotion on consumer repurchase intentions, as well as how digital brand awareness mediates this relationship. These findings are expected to provide theoretical contributions to the development of digital marketing literature, as well as practical benefits for fashion business actors in designing effective digital promotional strategies to build brand awareness and increase purchasing loyalty of Generation Z.

Keywords: Digital Brand Awareness; Digital Promotion; Digital Repurchase Intention; Fashion Industry; Social Media Marketing

1. BACKGROUND

The development of digital technology has transformed the way consumers interact with brands and make purchases. Social media now serves not only as a means of communication but also as an effective marketing channel for building brand image, fostering closeness with consumers, and encouraging repeat purchases (Dave & Fiona, 2022). One platform that has shown remarkable growth in this context is social media, with its interactive short video format that easily captures audience attention.

In the fashion industry, digital promotion through social media provides space for brands to showcase fashion trends, mix-and-match styles, and even challenge-based campaigns (fashion challenges) that invite direct consumer participation (Rahmadhani et al., 2025). The advantage of social media algorithms that are able to adjust content based on user preferences makes it effective as a promotional medium, because it can reach the right target audience in a more personal way.

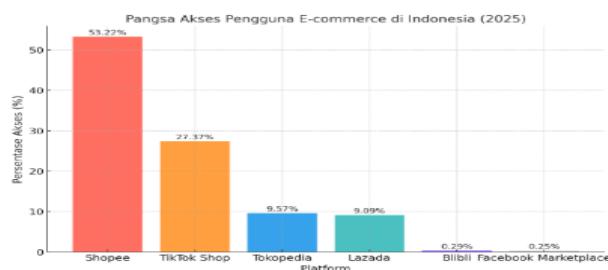


Figure 1. Most popular e-commerce in Indonesia

The latest survey data involving 8,700 respondents in 38 provinces in Indonesia shows Shopee's dominance with a user access share of 53.22%, up from 41.65% in 2024. Below it is TikTok Shop with 27.37%, followed by Tokopedia (9.57%), Lazada (9.09%), Blibli (0.29%), and Facebook Marketplace (0.25%) in 2025. This data shows that social media does not only play a role as an entertainment platform, but has also become an important tool in digital promotion and buying and selling transactions, especially in the fashion industry. This is in line with the findings (Haitao et al., 2024) which state that short video-based creative content on social media can increase consumer engagement and drive purchasing decisions.

The success of digital promotion is not only determined by the intensity of promotional activities, but also by its ability to form digital brand awareness, namely the extent to which consumers know, remember, and trust a brand in the digital era (Putriana & Abdurrahman, 2024). Strong digital brand awareness can be an important asset for companies in building emotional closeness with consumers, thereby encouraging digital repurchase intention, namely the consumer's intention to make repeat purchases on an ongoing basis (Lesmana et al., 2020). However, previous research shows inconsistent results regarding the influence of digital promotion on brand awareness and repurchase intention. (Pamungkas, 2023) states that digital promotion does not have a significant influence on brand awareness, (Amalia & Kurniawati, 2023) found a significant positive influence.

Similarly, the relationship between digital promotion and repurchase intention is similar, where (Diansyah & Andri, 2024) found an insignificant effect, while (Ginting et al., 2023) showed a significant positive effect. This condition indicates the lack of consensus in the literature regarding the consistent effectiveness of digital promotion. This gap phenomenon is a significant issue in the fashion industry. Although digital promotion through social media is carried out intensively by various fashion brands, not all consumers are motivated to make repeat purchases, resulting in a mismatch between the implemented promotional strategy and the realization of repurchase intention. Furthermore, the effectiveness of digital promotion is influenced by the dynamic characteristics of fashion products, rapid changes in trends, and

consumer preferences, especially Generation Z, who are more responsive to digital trends, quick in decision-making, and highly influenced by visual content and social interactions (Permana et al., 2025).

Thus, although the fashion industry is one of the sectors with the highest digital promotional activity on social media, its effectiveness in increasing repurchase intention remains inconsistent. This situation indicates a gap between implemented promotional strategies and actual consumer behavior, making it crucial to examine how digital brand awareness can strengthen this relationship (MF Akbar et al., 2024). In this context, social media offers strategic opportunities for fashion brands. Creative, authentic, and trend-relevant promotional content can increase consumer engagement and encourage repeat purchases (Permana et al., 2025).

Digital brand awareness acts as a mediating variable because consumers tend to make repeat purchases when they recognize, remember, and trust a brand (I. Akbar et al., 2024). Therefore, this study aims to clarify the relationship between digital promotion, digital brand awareness as a mediating variable, and digital repurchase intention in the fashion industry through social media with a focus on the behavior of Generation Z consumers. This study is expected to provide academic contributions in understanding the mechanisms of effective digital promotion, as well as provide practical implications for fashion industry players in designing targeted promotional strategies in the social media era.

2. THEORETICAL STUDY

Digital Repurchase Intention

Digital repurchase intention is a crucial aspect of consumer behavior in the digital era. This concept describes consumers' tendency to repurchase the same product through digital platforms after gaining a previous purchasing experience. Repurchase intention is an indicator of consumer loyalty to a brand amidst increasingly fierce digital competition. In the context of online marketing, this intention reflects consumers' level of trust, comfort, and satisfaction with the brands they use online.

According to (Aurelia & Nawawi, 2021), repurchase intention is defined as a consumer's desire to repurchase the same product in the future due to a positive experience. This intention indicates an emotional and rational connection between the consumer and the brand formed through previous purchasing experiences. Meanwhile, (Ginting et al., 2023) emphasized that in the digital realm, repurchase intention is also influenced by interactions between consumers and brands on social media. Attractive promotional content, brand credibility, and ease of

transaction are important factors influencing digital repurchase decisions. Khaula Fathia Humaira, 2024, explained that repurchase intention in the digital context not only reflects satisfaction with the product but also indicates long-term trust in the brand online. The higher the level of trust and comfort consumers feel, the greater their tendency to repurchase. In this study, digital repurchase intention refers to the intention of consumers, especially Generation Z, to repurchase fashion products through social media after experiencing a positive experience from digital promotions displayed there.

Digital Promotion

Digital promotion is a marketing communications strategy that utilizes various technology-based platforms to introduce, persuade, and influence consumers to make purchases. In the era of digital transformation, promotional activities are no longer limited to conventional media such as television, magazines, or billboards, but have shifted to social media, websites, and e-commerce applications, which have broad reach and high interactivity. Through digital promotion, companies can establish two-way communication with their audiences in a more personalized, real-time, and measurable way.

According to Dave & Fiona (2022), digital promotion is a marketing activity that uses online media to increase awareness, build preference, and encourage consumer action towards a brand. Digital promotion has the advantage of being able to target specific audiences based on their interests, location, and online behavior, making it more efficient than traditional promotion. Rahmadhani et al. (2025) explain that digital promotion through social media is an effective strategy in introducing fashion products, because the short, interactive video format can attract attention, increase engagement, and strengthen consumer retention of the brand. Social media, with its adaptive algorithm, can adjust content based on user preferences, so that promotional messages are delivered in a more personal and relevant manner.

3. RESEARCH METHODS

This study uses a quantitative approach with explanatory research to examine the causal relationship between digital promotion through social media and digital repurchase intention, with digital brand awareness as a mediating variable. The research is based on a positivist paradigm that emphasizes objectivity, standardized measurement, and empirical hypothesis testing. The study population is social media users from the Gen Z group in Indonesia who have purchased fashion products online, with a sample of 160 respondents determined through a combination of accidental sampling and snowball sampling techniques. The sample size was

determined based on the number of research indicators to meet the criteria for adequate quantitative analysis.

The data used consists of primary and secondary data, with a primary focus on quantitative data. Primary data was obtained through the distribution of an online questionnaire using a five-point Likert scale, while secondary data came from relevant literature and scientific references. The variables studied include digital promotion as the independent variable, digital brand awareness as the mediating variable, and digital repurchase intention as the dependent variable, as well as influencers as the supporting variable, each with its own measurement indicators. The collected data was then analyzed using statistical techniques to test the relationships between variables and answer the research hypotheses.

4. RESULTS AND DISCUSSION

Table 1. Respondent Characteristics

Information	Frequency	Presentation	Total
Amount sample	160	100%	100%
Type sex			
Woman	103	64.4%	100%
Man	57	35.6%	
Age			
18-22 Years	76	47.5%	
23-27 Years	84	52.5%	100%
 Have you ever seen fashion promotion on social media			
Yes	250	100%	100%
No	0		

Source: Processed data, 2026

Based on Table 4.2, this study involved 160 respondents who were used as samples in the data analysis. The results show that the majority of respondents were female, namely 103 people (64.4%), while 57 were male (35.6%). This dominance of female respondents indicates that interest in fashion content on social media is higher among women, in line with social media consumption trends that show that women are more active in following and responding to visual-based promotions and lifestyle trends.

In terms of age, most respondents were in the age range of 18–22 years, as many as 76 people (47.5%), and the age group of 23–27 years as many as 84 people (52.5 %). This finding illustrates that the majority of respondents are part of generation Z, namely a group of active

social media users who have a high interest in fashion promotional content and are the main target of digital marketing strategies on social media.

Table 2. Respondents' Responses to the Digital Repurchase Intention Variable

No	Indicator	Answer Respondents					Amount Respondents	Average	Note:
		1	2	3	4	5			
1.	Interest Transactional	1	2	27	72	58	160	4.15	Tall
2.	Interest referential	1	9	32	61	57	160	4.03	Tall
3.	Interest Preferential	1	6	34	64	55	160	4.04	Tall
4.	<i>Consumers Will Shop Again On The Same Site</i>	2	4	25	72	57	160	4.13	Tall
		Amount					16.35		
		Average					4.09	Tall	

Source: Processed data, 2026

Based on Table 2 , the average respondent's answer to the digital repurchase intention variable was 4.09 , which is included in the "high" category. This result indicates that the majority of respondents have a strong tendency to repurchase fashion products through social media after gaining positive experiences from previous digital promotions and interactions. The indicator with the highest score is the intention to repurchase with an average value of 4.15 , indicating that respondents are willing to repurchase the same fashion product digitally. This finding reflects that effective digital promotion through social media can build consumer trust and interest in a sustainable manner. Meanwhile, the indicator with the lowest score is brand preference with an average value of 4.03 , although it is still in the high category. This shows that consumers remain selective in determining which fashion brands to repurchase, so fashion brands need to strengthen the consistency of digital promotions and clarity of brand identity so that consumers' digital repurchase intentions can continue to increase .

Table 3. Respondents' Responses to the Digital Brand Awareness Variable

No	Indicator	Answer Respondents					Amount Respondent	Average	Note :
		1	2	3	4	5			
1.	<i>Brand Recall</i>	1	2	24	72	61	160	4.19	Tall
2.	<i>Brand Recognition</i>	1	3	14	73	69	160	4.29	Tall
3.	<i>Top of Mind</i>	2	5	23	58	72	160	4.21	Tall
4.	<i>Consumer Understanding</i>	1	3	19	67	70	160	4.26	Tall
		Amount					16.95		
		Average					4.24	Tall	

Source: Processed data , 2025

The average respondent's answer to the digital brand awareness variable was 4.24 , which indicates that the level of digital brand awareness is in the "high" category. This indicates that the majority of respondents are able to recognize, remember, and understand fashion brands that frequently appear in promotions on social media. The indicator with the highest average value is in the aspects of brand recognition and *Consumer Understanding* at 4.26 , which indicates that consistent exposure to digital promotions makes it easier for consumers to recognize fashion brands in the digital environment. Meanwhile, the indicator with the lowest average value is in the aspect of brand recall at 4.19 . Although still in the high category, these results indicate that consumers still need to strengthen messages and consistent promotional content to make brands more easily remembered in the long term.

Table 4. Respondents' Responses to Digital Promotion Variables

No	Indicator	Answer Respondents					Amount Respondents	Average	Note :
		1	2	3	4	5			
.	Message Promotion	1	5	25	65	64	160	4.16	Tall
.	Promotion al Media	2	4	19	61	74	160	4.26	Tall
.	Time Promotion	1	3	17	71	68	160	4.26	Tall
.	Number of Views	2	2	17	64	75	160	4.30	Tall
							16.98		
							4.25	Tall	

Source: processed data, 2026

Based on Table 4, with an average respondent response of 4.25 , it can be concluded that respondents' perceptions of digital promotion variables are in the "high" category. This indicates that digital promotions carried out by fashion brands through social media are considered capable of attracting consumer attention and conveying product information effectively. The high respondent assessment indicates that digital promotions play a significant role in building consumer interest, strengthening digital brand awareness, and encouraging repurchase intentions. However, there is still room for fashion brands to optimize their digital promotion strategies to further enhance consumer engagement and have a stronger impact on digital brand awareness and digital repurchase intentions.

Table 5. Convergent Validity and Reliability (Outer Model)

Variables	AVE	Composite Reliability	Cronbach's Alpha
Digital Promotion	0.561	0.905	0.860
Digital Brand Awareness	0.574	0.906	0.861
Digital Repurchase Intention	0.664	0.948	0.928

Table 6. R-Square Value

Variables	R-square	Adjusted R-square	R-Information
Digital Brand Awareness	0.407	0.404	Low
Digital Repurchase Intention	0.562	0.557	Currently

Table 7. Path Coefficient Test Results (Direct Effect)

Connection Between Variables	Coefficient (O)	T-Statistics	P-Values
Promotion → Digital Brand Awareness	0.638	13,388	0.000
Promotion → Digital Repurchase Intention	0.149	1,694	0.090
Digital Brand Awareness → Digital Repurchase Intention	0.646	8,690	0.000

Table 8. Specific Indirect Effect (Mediation)

Connection Mediation	Coefficient (O)	T-Statistics	P-Values
Promotion → Digital Brand Awareness → Digital Repurchase Intention	0.412	7,198	0.000

Based on the overall results presented in the table, all research variables have an average value in the high category. Evaluation of the measurement model shows that all constructs meet the validity and reliability criteria. The results of the structural model test indicate that digital

promotion has a significant effect on digital brand awareness, and digital brand awareness has a significant effect on digital repurchase intention. In addition, digital brand awareness is proven to significantly mediate the relationship between digital promotion and digital repurchase intention, while the direct effect of digital promotion on digital repurchase intention is not significant.

The Influence of Digital Promotion on Digital Brand Awareness

The research results show that digital promotion has a positive and significant impact on digital brand awareness. This finding indicates that the more intense and strategic digital promotional activities are, the higher the level of consumer brand awareness in the digital environment. In the context of modern marketing, digital promotion is a key instrument for building broad and rapid brand exposure through various social media and e-commerce platforms (Dave & Fiona, 2022). This aligns with the concept that digital interactions can increase brand visibility and recognition sustainably.

Theoretically, digital marketing activities such as content marketing, social media interactivity, and the use of influencers play a central role in building awareness, especially among the younger generation, who are highly active on social media (Abbas et al., 2025). Social media marketing enables the massive and real-time dissemination of brand information, making it easier for consumers to recognize and remember brands (Faisal & Ekawanto, 2022). A consistent creative content strategy has also proven effective in increasing brand recall and brand recognition (Ekonomi et al., 2024). These findings are consistent with research by Akbar et al. (2024), which shows that social media has a significant impact on brand awareness in micro-businesses. Furthermore, Pamungkas (2023) emphasized that the combination of social media marketing and electronic word of mouth plays a significant role in building brand awareness. Integrated digital marketing communication activities can also create customer engagement that strengthens brand exposure (Permatasari & Nugroho Seputro, 2023).

The use of influencers and short video marketing such as on social media further strengthens the reach of digital promotions. A study by Haitao et al. (2024) showed that short video advertisements significantly increased brand attention and recognition. This is reinforced by research by Frillya (2023), which states that influencer credibility contributes to increased brand awareness and purchase intention. Therefore, digital promotions based on visual content and public figures have high appeal. From a brand equity perspective, brand awareness is the initial foundation in building brand loyalty and value (Malarvizhi et al., 2022; Lesmana et al., 2020). Arianty and Andira (2020) emphasize that brand awareness plays a role in influencing

purchasing decisions. Therefore, effective digital promotions will expand brand exposure, ultimately increasing the likelihood of the brand being considered in the purchasing process.

Methodologically, the results of this study were obtained through a quantitative approach based on PLS-SEM, which is suitable for testing relationships between latent constructs (Hair et al., 2021; Hair et al., 2022). The positivistic approach used aligns with the quantitative research paradigm in the social sciences (Maksimović & Evtimov, 2023). The adequate sample size also meets the recommendations for structural survey research (Memon et al., 2020; Ferdinand, 2014). Digital promotion has been shown to be a key determinant in increasing digital brand awareness. In the post-pandemic era and digital transformation, companies need to optimize digital marketing strategies to maintain brand existence (Hanifah, 2025; Indayani & Maulidiyah, 2024). Strong brand awareness will be a strategic asset in building long-term relationships with consumers.

The Influence of Digital Promotion on Digital Repurchase Intention

The results of the study showed that the direct effect of digital promotion on digital repurchase intention was insignificant. This indicates that although digital promotion can increase brand exposure, it does not necessarily directly drive repurchase intention. Within the digital marketing framework, repurchase intention is often influenced by mediating variables such as brand awareness, brand image, and trust (Amalia & Kurniawati, 2023). Repurchase intention is a form of consumer commitment to make a repeat purchase based on previous experiences (Mendoza, 2021). Aurelia and Nawawi (2021) emphasize that customer satisfaction, perceived value, and trust play a dominant role in shaping repurchase intention. Therefore, digital promotion alone is insufficient without the support of a positive consumer experience.

Research by Diansyah and Andri (2024) shows that digital marketing can influence repurchase intention when moderated by trust. Similarly, Ginting et al. (2023) found that e-service quality and customer satisfaction are important factors in driving repeat purchases in e-commerce. This means that relational factors are more decisive than mere promotional intensity. These results also align with Nasta'in et al. (2023) who stated that content marketing and social media influence repurchase intention through purchase decisions. Putri and Maulana (2024) emphasized that the effectiveness of social media marketing is stronger in influencing initial purchase intention than repeat purchase. Digital promotions tend to be effective at the awareness and trial stages.

In influencer marketing, Aruan et al. (2024) found that feelings of pleasure and information adaptation play a role in driving purchase intention on social media. However, continued purchase requires the formation of a consistent brand image and experience. This is further supported by Ferdian (2025), who stated that brand awareness and trust simultaneously influence repurchase intention. Brand awareness is the initial stage in the hierarchy of marketing effects, while repurchase intention is at the behavioral commitment stage (Dave & Fiona, 2022). The direct relationship between digital promotions and repeat purchases tends to be weak without strengthening psychological and relational variables (Malarvizhi et al., 2022). Digital promotions need to be integrated with strategies to improve service quality, trust, and customer experience to significantly drive repurchase intention. Companies need to develop sustainable marketing strategies that focus not only on exposure but also on building loyalty (Hanifah, 2025).

The Influence of Digital Brand Awareness on Digital Repurchase Intention

The results of the study indicate that digital brand awareness has a positive and significant effect on digital repurchase intention. This confirms that consumers with high levels of brand awareness are more likely to demonstrate repeat purchase intentions. Brand awareness increases familiarity and trust in a brand (Illah et al., 2024). Arianty and Andira (2020) explain that brand awareness plays a role in shaping purchasing decisions. When consumers recognize and remember a brand, the probability of repeat purchase increases. Lesmana et al. (2020) also emphasize that brand awareness is a crucial component in building customer loyalty. Research by Amalia and Kurniawati (2023) shows that brand awareness acts as a mediator in the relationship between social media marketing and repurchase intention.

This suggests that brand awareness acts as a bridge between promotional activities and repeat purchase behavior. This finding is consistent with the results of this study, which demonstrated a significant mediation effect. Ferdian (2025) found that brand awareness, brand image, and trust simultaneously influence repurchase intention. Consumers who are aware and familiar with a brand tend to have positive perceptions that strengthen repurchase intentions. This finding is also supported by Ginting et al. (2023), who emphasize the importance of trust in long-term customer relationships. Continuous interaction through social media strengthens consumer brand retention (Abbas et al., 2025). Consistent social media marketing activities create emotional attachments that drive loyalty (Malarvizhi et al., 2022).

Awareness is not just recognition, but also the beginning of forming a brand relationship. These results also align with brand equity theory, which states that awareness is the foundation of brand value that influences preferences and purchasing behavior (Faisal & Ekawanto, 2022).

An effective digital communication strategy will strengthen top-of-mind awareness, so consumers will prefer that brand in their next purchase. Digital brand awareness has been proven to be a key variable in increasing digital repurchase intention. Companies need to prioritize building awareness consistently through creative, interactive, and relevant content to retain consumers in the long term (Dave & Fiona, 2022; Indayani & Maulidiyah, 2024).

5. CONCLUSION AND SUGGESTIONS

Based on the research results and discussions, it can be concluded that digital promotion has a positive and significant impact on digital brand awareness, but does not directly impact digital repurchase intention. This finding suggests that digital promotional activities such as content marketing, social media marketing, and the use of influencers are effective in increasing brand exposure and awareness in the minds of consumers. However, this increased awareness does not automatically encourage repeat purchases without other supporting factors such as trust, satisfaction, and positive experiences with the brand.

promotions play a more significant role as an initial stimulus in building consumer recognition and attention towards a brand. Furthermore, digital brand awareness has been shown to have a positive and significant influence on digital repurchase intention and acts as a mediating variable in the relationship between digital promotions and repurchase intention. This confirms that brand awareness is key in driving repeat purchasing behavior in the digital environment. Consumers with high levels of awareness tend to be more trusting, more familiar, and more confident in repurchasing the same product. An effective digital marketing strategy must focus not only on increasing promotional intensity but also on continuously building and strengthening brand awareness to create loyalty and sustainable long-term relationships with consumers.

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