



Building Digital Purchase Decisions through the Synergy of E-Marketing Mix and Consumer Trust

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ABSTRACT

The development of internet technologies has altered how individuals buy fashion things. Websites and mobile applications are becoming increasingly important to consumers for information searches, product comparisons, and purchasing. This change encourages many fashion businesses to enhance their official e-commerce platforms. However, high traffic does not always result in high sales conversion. This study examines how trust and the e-marketing mix affect purchase intention and decision using an official fashion e-commerce platform. The study employed a quantitative methodology, analysing data collected from clients who registered and made purchases through the company's mobile application or website using SEM-PLS. The findings demonstrate that while buying intention has the greatest impact on purchase decision, e-marketing mix and trust have a favourable and significant effect on purchase intention. Additionally, purchasing intention mediates the impact of both factors on the choice to buy.

INTRODUCTION

The rapid development of digital technology has changed consumer behaviour in the fashion industry. Customers are no longer exclusively reliant on physical businesses since they are increasingly using online and mobile applications to research products, weigh their options, and make purchases. This situation has inspired several fashion businesses to develop official e-commerce websites as part of their digital transformation strategy. Previous studies have shown that digital technology has altered consumer interactions with companies and motivated them to create more integrated online shopping experiences (Pascucci, Savelli, & Gistri, 2023; Handoyo, 2024).

The company under investigation has developed an official website and mobile application to help with online sales. The portal already provides a variety of payment methods, loyalty points, product information, and marketing initiatives. However, the official platform's performance is still behind expectations. Internal company data shows that between 1.8% and 4.5% of all internet purchases in 2024–2025 came from the official platform. Nonetheless, marketplace channels—Shopee in particular—remained responsible for more than 80% of online sales.

The official platform's poor contribution is not due to low traffic. In 2025, the company's mobile application and website saw over two million visits. Nevertheless, very few visitors completed their purchases. According to a weekly report, 52,987 active users accessed the portal, but just seven transactions were recorded. 19,778 products were seen, but only 14 items were purchased at the same time. These figures show that while many consumers are interested in visiting the website, most do not make a purchase.

This condition is better explained by a preliminary survey of 381 active users. The majority of respondents—46.5%—said that third-party marketplaces offered more deals and discounts than the official site. Other respondents said they didn't fully trust the platform, they didn't know about the website or mobile application, or the platform was challenging to use. These results imply that while the business has been successful in drawing in customers, it has not been entirely successful in turning their interest into actual purchases.

This study looks at four factors: e-marketing mix, trust, purchase intention, and purchase decision. The first factor is the e-marketing mix. In the digital age, businesses must provide thorough product details, competitive pricing, enticing promotions, and an easily accessible platform. Previous studies have shown that the e-marketing mix positively affects purchase intention because consumers are more drawn to platforms that offer thorough information, affordable prices, and easy access (Farid et al., 2023; Wahyuni & Toni, 2025).

Confidence is the second component. Customers usually avoid online transactions when they are uncertain about platform reliability, transaction security, or personal data protection. Customers who don't trust transaction security and privacy often stop browsing before making a purchase, according to Singh et al. (2024). Furthermore, Soleimani (2022) found that trust is one of the main elements determining online purchase behaviour.

The final aspect is purchase intention. A consumer's purchasing intention reflects their willingness or intention to buy a product in the future. Because consumers are expected to have better buy intents before actually making a purchase if they have positive impressions of the e-marketing mix and trust, buy intention is positioned as an intervening variable in this study.

Decisions about purchases are the fourth variable. The last step in the decision-making process for consumers is the purchase decision. The official platform's poor sales contribution suggests that many customers still don't make it to this point. Thus, through the mediating role of buy intention, this study investigates how trust and the e-marketing mix affect purchase decisions.

Prior studies frequently examined the e-marketing mix and trust separately. Some studies revealed that the e-marketing mix affects purchase intention, while others found that trust affects online purchasing behaviour. However, very few studies examine both variables simultaneously and assess how buy intention serves as a mediator in the explanation of purchasing decisions. Thus, the goal of this study is to investigate how purchase intention effects purchase choice, how trust and the e-marketing mix affect buy intention, and how purchase intention serves as a mediator in the explanation of purchase decisions on an official fashion e-commerce platform.

LITERATURE REVIEW

E-Marketing Mix

An e-marketing mix is a digital version of the classic marketing mix. The classic 4Ps—product, pricing, place, and promotion—are the foundation of the idea. These elements become e-products, e-prices, e-places, and e-promotions in internet business.

The information displayed on the platform, such as product images, descriptions, colour selections, and dimensions, is referred to as "e-product." Products with thorough and understandable information are more likely to get consumers' attention. According to Farid et al. (2023), consumers typically develop stronger purchase intents when companies provide comprehensive product information and make online shopping more enticing.

The e-price reflects the consumer's perception of pricing competition and fairness. Customers usually compare prices across multiple platforms before making a purchase. As a result, prices on the official platform must remain competitive when compared to those on marketplaces.

Examples of e-promotion include discounts, cashback, coupons, free delivery, loyalty points, and other promotional activities provided through digital media. Promotions are important since consumers are often more enticed to products with more features or lower prices. Wahyuni and Toni (2025) found that one of the most important variables in increasing purchase intention in the fashion industry is e-promotion.

The term "e-place" describes the platform's usability and accessibility. Customers anticipate a user-friendly, quick, and always-available website or

mobile application. Customers may become disinterested in a difficult-to-use platform and switch to another one.

Fitriasti, Amalina, & Kumalasari (2023) and Wahyuni & Toni (2025) found that a more robust e-marketing mix can boost consumer interest in online shopping because consumers are drawn to platforms that provide comprehensive information, appealing prices, intriguing promotions, and easier access. The following is the first hypothesis put forth in light of these arguments:

H1: E-marketing mix has a positive effect on purchase intention.

Trust

Customers' confidence that an online platform is trustworthy, secure, and capable of safeguarding personal data is known as trust. Since customers cannot physically view or try the product before making a purchase, trust becomes crucial in online transactions.

Security, privacy, openness, convenience, contentment, dependability, accountability, and integrity are the several aspects of trust that are included in this study. The consumer's assurance that payment transactions are secure is referred to as security. Privacy shows how well a business can safeguard personal information. Transparency demonstrates whether the business offers accurate details about its goods, costs, and delivery. Integrity and dependability show that the business can deliver goods in line with customer expectations and keep its word.

Customers that have faith in the platform are more likely to proceed with the purchase and generate greater purchase intentions. According to Wang et al. (2022), consumers are more inclined to make purchases online when they perceive the platform to be trustworthy and safe. In a similar vein, Saxena and Thakur (2024) stressed the need of security and privacy in promoting online transactions.

These reasons lead to the following proposal for the second hypothesis:

H2: Trust influences purchasing intention in a favourable way.

Purchase Intention

Purchase intention refers to a customer's inclination or future plans to buy a product. Purchase intention is the stage that comes before the actual purchase. Consumers who are already planning a purchase are generally more likely to research products, assess them, and plan future purchases.

The four dimensions of purchasing intention in this study are transactional, referential, preferred, and exploratory. Transactional intention indicates the propensity to buy. Referential intention is a sign of a propensity to suggest the product to others. The inclination to select one product over another is known as preferential intention. Exploratory aim demonstrates a desire to learn more about the product.

Purchase intention is one of the best indicators of actual purchasing behaviour, according to several prior studies. Customers are more likely to move on to the final transaction stage if they already plan to purchase a product (Chrisulianti et al., 2024; Suyanto & Dewi, 2023). These justifications lead to the following third hypothesis:

H3: Purchase intention positively influences purchase choice.

Purchase Decision

Purchase decision is the final stage of consumer behavior in which consumers decide whether to buy a product. In online shopping, purchase decision reflects whether consumers complete the transaction after considering the product, the platform, and other available alternatives.

Six factors are used in this study to measure purchasing decisions: product selection, brand selection, dealer selection, purchase quantity, purchase time, and payment method. Choosing a particular product is referred to as "product choice." The consumer's decision to purchase a specific brand is shown by brand choice. Dealer choice has to do with choosing a particular platform for purchases. The number of items purchased is reflected in the purchasing amount. While payment mode indicates the customer's preferred method of completing the transaction, purchase timing refers to the moment the customer decides to make a purchase.

In this study, purchase intention is expected to mediate the relationship between e-marketing mix, trust, and purchase decision. Consumers who perceive positive e-marketing activities and trust the platform are expected to develop stronger purchase intention, which then leads to purchase decision.

Therefore, the following hypotheses are proposed:

H4: Purchase intention mediates the effect of e-marketing mix on purchase decision.

H5: Purchase intention mediates the effect of trust on purchase decision.

The relationship between the study's variables is explained by the conceptual framework shown in Figure 1. The framework demonstrates that purchase intention is influenced by both the e-marketing mix and trust. Purchase intention then influences purchase decision as the dependent variable. Additionally, purchasing intention mediates the relationship between the e-marketing mix and purchase decision as well as the relationship between trust and buy choice. This paradigm was developed in response to previous research that found that consumer intention and online purchase decisions are significantly influenced by trust and the e-marketing mix.

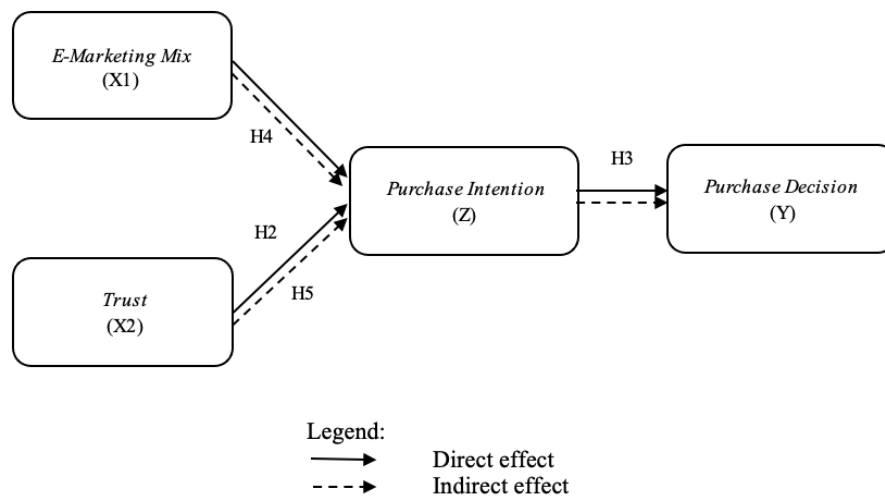


Figure 1. Conceptual Framework

METHODOLOGY

This study employed a causal research design using a quantitative methodology. Examining the causal relationship between the e-marketing mix, trust, purchase intention, and purchase decision on a fashion company's official e-commerce platform was the aim of this study. All registered users of the business's official website and mobile application made up the population. However, because the respondents had to fulfil certain requirements, not every registered user was included in the study. Purposive sampling was thus employed.

The responses had to fulfil two requirements. At first, they had to register on the company's official website or mobile app. Second, they had to have completed a transaction on the website in the six months prior. These criteria were selected because it was believed that respondents who had previously used the platform and finished a transaction were better able to evaluate e-marketing mix, trust, purchase intention, and purchase decision.

Data were gathered during March and April of 2026 utilising a Google Forms-distributed online survey. A five-point Likert scale, with 1 denoting strongly disagree and 5 denoting strongly agree, was employed in the questionnaire.

The four dimensions of the e-marketing mix variable – e-product, e-price, e-promotion, and e-place – were measured using eight indicators. Eight factors representing security, privacy, transparency, convenience, satisfaction, dependability, accountability, and integrity were used to gauge trust. Four indicators were used to measure purchase intention: transactional intention, referential intention, preference intention, and exploratory intention. Six indicators – product selection, brand selection, dealer selection, purchase amount, buy timing, and payment method – were used to gauge purchasing decisions.

The data were analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS).

RESEARCH RESULT

Respondent Characteristics

The respondents' characteristics are displayed in Table 1. Since women are the target market for the company's products, the majority of responders were female. Customers in productive age groups who are already accustomed to online shopping are the main users of the official site, as seen by the highest percentage of respondents being in the 26–35 age range.

Table 1. Respondent Characteristics

Characteristic	Category	Percentage
Gender	Female	98%
	Male	2%
Age	18–25 years old	26%

26–35 years old	54%
36–45 years old	20%

Descriptive Analysis

Based on the results of the descriptive analysis, all research variables are categorised as extremely high. E-marketing mix scores averaged 88.9%, 88.3% for trust, 86.2% for purchase intention, and 89.8% for purchase decision. In the e-marketing mix, e-product and e-place received the highest scores, suggesting that customers are especially interested in platform usability and product specifics. For the trust variable, security and transparency received the highest scores, indicating that most users believe the platform is safe and able to provide clear information.

Customers are more likely to seek out more information and have a stronger preference for the company's products, as seen by the highest scores for exploratory and preferred intentions in the buy intention variable. Conversely, buy time and payment method received the highest scores in the purchase decision variable, indicating that consumers think the official platform is flexible and useful for completing deals.

Table 2. Descriptive Analysis Results

Variable / Dimension	Percentage	Category
E-Marketing Mix	88.9%	Very High
E-Product	92.4%	Very High
E-Price	84.1%	Very High
E-Promotion	87.0%	Very High
E-Place	92.0%	Very High
Trust	88.3%	Very High
Security	89.9%	Very High
Privacy	88.4%	Very High
Transparency	91.0%	Very High
Convenience	87.6%	Very High
Satisfaction	89.6%	Very High
Reliability	86.1%	Very High
Responsibility	85.0%	Very High
Integrity	88.7%	Very High

Purchase Intention	86.2%	Very High
Transactional Intention	84.2%	Very High
Referential Intention	88.1%	Very High
Preferential Intention	85.4%	Very High
Exploratory Intention	87.0%	Very High
Purchase Decision	89.8%	Very High
Product Choice	90.9%	Very High
Brand Choice	92.3%	Very High
Dealer Choice	87.7%	Very High
Purchase Amount	88.5%	Very High
Purchase Timing	88.9%	Very High
Payment Method	90.8%	Very High

Measurement Model

Every variable meets the standards, according to the results of the validity and reliability tests. The indicators sufficiently explain the concept when each variable's Average Variance Extracted (AVE) value is larger than 0.50. Additionally, given the Cronbach's Alpha and Composite Reliability ratings are greater than 0.70, the instrument is reliable and internally consistent. The coefficient of determination also shows that the model has a moderate capacity for explanation. The buy intention R2 score of 0.522 indicates that the e-marketing mix and trust explain 52.2% of the variation in buying intention. The purchase decision's R2 score of 0.572 indicates that buy intention explains 57.2% of the variance in buy decision.

Table 3. Validity, Reliability, and R-Square Results

Variable	AVE	Cronbach's Alpha	Composite Reliability	R ²
E-Marketing Mix	0.565	0.889	0.912	-
Trust	0.651	0.923	0.937	-
Purchase Intention	0.659	0.826	0.885	0.522
Purchase Decision	0.735	0.927	0.943	0.572

Hypothesis Testing

According to the structural model, every hypothesis is approved. With a path coefficient of 0.431, the e-marketing mix has a favourable impact on purchase intention. With a value of 0.378, trust also positively affects buying intention. These findings suggest that when customers believe the platform offers

appealing digital marketing activities and is reliable, they are more likely to generate buy intention.

With a path coefficient of 0.723, purchasing intention has the biggest impact on purchase decision. This finding suggests that customers are more likely to go to the final transaction step if they already have a strong intention to buy. Furthermore, the indirect effects show that the impact of trust and the e-marketing mix on purchase choice is mediated by buy intention. While the indirect effect of trust was 0.273, the indirect effect of e-marketing mix on purchase choice through buy intention was 0.311.

Table 4. Hypothesis Testing and Indirect Effects

Hypothesis	Relationship	β	Result
H1	E-Marketing Mix \rightarrow Purchase Intention	0.431	Accepted
H2	Trust \rightarrow Purchase Intention	0.378	Accepted
H3	Purchase Intention \rightarrow Purchase Decision	0.723	Accepted
H4	E-Marketing Mix \rightarrow Purchase Intention \rightarrow Purchase Decision	0.311	Accepted
H5	Trust \rightarrow Purchase Intention \rightarrow Purchase Decision	0.273	Accepted

DISCUSSION

The study's findings show that purchase intention is positively and significantly impacted by the e-marketing mix. The route coefficient of 0.431 indicates that when a business offers comprehensive product details, competitive pricing, alluring promotions, and an accessible platform, customers are more inclined to make purchases through the official platform. This result is in line with Wahyuni and Toni's (2025) discovery that, in the context of fashion e-commerce, the e-marketing mix favourably influences buy intention. Fitriasti et al. (2023) also showed similar results, concluding that more robust e-marketing initiatives boost consumer interest in online buying.

The e-product component of the e-marketing mix received the highest score. This finding suggests that before making a purchase, buyers carefully consider product photos, descriptions, colour selections, and size specifications. Complete product information becomes crucial in promoting purchase intention because online shoppers are unable to see or try the product. Conversely, of the e-marketing mix dimensions, e-price scored the lowest. This result implies that before making a purchase, some customers still check pricing on both the official platform and other marketplaces.

With a path coefficient of 0.378, the trust variable likewise significantly and favourably influences purchase intention. This finding suggests that when customers feel the platform is trustworthy and safe, they are more inclined to proceed with the purchase process. Security and openness get the highest trust

variable scores. This indicates that most customers think the platform can safeguard payments and offer accurate information about goods and services.

Wang et al. (2022) found that trust is a significant predictor of online purchase intention, and this finding confirms their findings. Low trust in transaction security and privacy frequently results in customers stopping at the browsing step without moving on to the purchase stage, according to Singh et al. (2024). Consequently, the conversion of visits to the official site into actual buy intentions depends heavily on consumer trust.

Purchase intention, with a path coefficient of 0.723, has the greatest influence on purchase choice. Purchase intention is the best indicator of actual purchasing behaviour, as its coefficient is the highest of all the associations in the research model. Customers are more likely to go to the final transaction stage if they already have a strong desire to purchase. This result is in line with the findings of Chrisulianti et al. (2024) and Suyanto and Dewi (2023), who claimed that one of the key elements influencing a buying choice is purchasing intention.

The findings also support purchasing intention's mediation function. Through purchase intention, the e-marketing mix had an indirect impact on purchase decision of 0.311. This finding suggests that customers are not directly encouraged to purchase products by the e-marketing mix. Rather, e-marketing initiatives start by generating curiosity and willingness to purchase, which then impact the decision to acquire the goods.

From a management standpoint, the business ought to improve its official platform promotion plan. According to the preliminary study, 46.5% of participants cited the absence of discounts and promotions as the primary deterrent to utilising the official site. As a result, the business must offer more alluring promotions like loyalty points, free shipping, discounts, cashback, and special member coupons. To preserve client confidence and boost sales via the official platform, the corporation should also enhance transaction security, safeguard customer privacy, offer more transparent information, and improve customer service.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that e-marketing mix and trust have a positive and significant effect on purchase intention. E-marketing mix influences purchase intention with a path coefficient of 0.431, while trust influences purchase intention with a coefficient of 0.378. These findings indicate that consumers are more likely to develop purchase intention when the company provides complete product information, attractive prices, interesting promotions, convenient platform access, and a platform that is perceived as safe and reliable.

Purchase decision is likewise positively and significantly impacted by purchase intention, with a path coefficient of 0.723. Purchase intention is the best predictor of actual purchase behaviour, as indicated by the fact that this coefficient is the highest of all the associations in the research model. Additionally, the impact of trust and the e-marketing mix on purchase decisions is effectively mediated by buy intention. The e-marketing mix had an indirect

impact on purchase choice through buy intention of 0.311, whereas trust had an indirect impact of 0.273.

Based on these results, businesses could enhance their official e-commerce platform by boosting customer confidence and digital marketing tactics. More alluring promos, such as discounts, cashback, free delivery, loyalty points, and special coupons, are advised for the business. To boost client confidence and promote purchase decisions, the business should also enhance platform security, safeguard customer privacy, offer clear product information, and bolster customer service.

ADVANCED RESEARCH

This analysis focuses just on one official e-commerce site and one fashion brand. Consequently, the results are not applicable to all e-commerce platforms or companies. To obtain more thorough results, it is recommended that future studies compare several companies or industries. Future research should consider additional variables that may influence consumers' intentions and decisions to buy, such as brand perception, perceived risk, electronic word-of-mouth, customer satisfaction, and loyalty. These elements may provide a deeper comprehension of how customers respond in online settings.

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