

## The Integration of Content Marketing and Storytelling to Enhance Perceived Value and Purchase Intention toward Local Fashion Brands

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### Abstract :

This study investigates the integration of content marketing and storytelling in enhancing perceived value and purchase intention toward local fashion brands. As competition in the digital marketplace intensifies, local fashion businesses are required to adopt marketing strategies that not only communicate product attributes but also establish meaningful emotional connections with consumers. This research employs a systematic literature review approach by analyzing 21 peer-reviewed articles and industry reports published between 2018 and 2025. Data were collected from reputable academic databases, including Google Scholar, ScienceDirect, Emerald Insight, and Springer Link, and were analyzed using thematic synthesis. The findings reveal that content marketing primarily strengthens consumers' functional perceived value by providing relevant, informative, and consistent product-related information. In contrast, storytelling enhances emotional perceived value through authentic narratives that foster trust, engagement, and brand attachment. The integration of these strategies generates a synergistic effect that significantly increases purchase intention by combining rational evaluation with emotional involvement. The effectiveness of this integration is influenced by message consistency, cultural relevance, and sustained digital engagement across social media platforms. This study contributes to the marketing literature by providing a comprehensive understanding of how informational and narrative-based communication jointly influence consumer behavior. Practical implications suggest that local fashion brands should develop culturally relevant and authentic digital storytelling strategies to strengthen competitive advantage and foster long-term customer relationships.

**Keywords:** *content marketing, storytelling, perceived value, purchase intention, local fashion.*

### Abstrak :

Studi ini meneliti integrasi pemasaran konten dan penceritaan (storytelling) dalam meningkatkan nilai yang dirasakan dan niat beli terhadap merek fesyen lokal. Seiring intensifikasi persaingan di pasar digital, bisnis fesyen lokal dituntut untuk mengadopsi strategi pemasaran yang tidak hanya mengkomunikasikan atribut produk tetapi juga membangun koneksi emosional yang bermakna dengan konsumen.

Penelitian ini menggunakan pendekatan tinjauan pustaka sistematis dengan menganalisis 21 artikel yang ditinjau sejawat dan laporan industri yang diterbitkan antara tahun 2018 dan 2025. Data dikumpulkan dari basis data akademis terkemuka, termasuk Google Scholar, ScienceDirect, Emerald Insight, dan Springer Link, dan dianalisis menggunakan sintesis tematik. Temuan menunjukkan bahwa pemasaran konten terutama memperkuat nilai fungsional yang dirasakan konsumen dengan menyediakan informasi terkait produk yang relevan, informatif, dan konsisten. Sebaliknya, penceritaan meningkatkan nilai emosional yang dirasakan melalui narasi autentik yang menumbuhkan kepercayaan, keterlibatan, dan keterikatan merek. Integrasi strategi ini menghasilkan efek sinergis yang secara signifikan meningkatkan niat beli dengan menggabungkan evaluasi rasional dengan keterlibatan emosional. Efektivitas integrasi ini dipengaruhi oleh konsistensi pesan, relevansi budaya, dan keterlibatan digital yang berkelanjutan di berbagai platform media sosial. Studi ini berkontribusi pada literatur pemasaran dengan memberikan pemahaman komprehensif tentang bagaimana komunikasi informatif dan berbasis naratif secara bersama-sama memengaruhi perilaku konsumen. Implikasi praktis menunjukkan bahwa merek fesyen lokal harus mengembangkan strategi bercerita digital yang relevan secara budaya dan autentik untuk memperkuat keunggulan kompetitif dan membina hubungan pelanggan jangka panjang.

**Kata Kunci:** *pemasaran konten, bercerita, nilai yang dirasakan, niat pembelian, mode lokal.*

## INTRODUCTION

The development of the local fashion industry in Indonesia in recent years has shown significant growth, along with increasing consumer awareness of domestic products and support for local cultural identity. However, amid intensifying competition, local fashion businesses are required not only to rely on product quality but also to implement marketing strategies that can create added value in the eyes of consumers (Immanuel et al., 2024). In line with this, the advancement of digital technology has transformed the way businesses market their products, where marketing strategies are no longer solely focused on direct promotion but also on building emotional connections with consumers through relevant and valuable content (Batista, et al., 2024). Content marketing has emerged as an effective approach to attract consumer attention by delivering useful and engaging information consistently (Baltes, 2015), while also addressing the growing tendency of consumers to actively seek information before making purchasing decisions.

In the context of local fashion, the use of content marketing has been proven to significantly influence purchase intention and consumer buying decisions, particularly among younger generations who are highly active on social media platforms such as TikTok (Layli & Dermawan, 2025). This approach aligns with the concept of content marketing as a strategy focused on delivering relevant, valuable, and consistent information to attract and retain audiences (Aurinisa et al., 2025). Moreover, perceived value plays an important role in mediating the relationship between marketing content and purchasing decisions, where consumers tend to choose products with high functional and emotional value (Maulana et al., 2025). On the other hand, storytelling as part of modern marketing strategies plays a crucial role in building emotional engagement through authentic and meaningful narratives (Siregar & Arif, 2026), which have been shown to enhance brand experience and strengthen customer loyalty (Sudirjo et al., 2025), particularly among Generation Z consumers who

are more attracted to stories, values, and product identity, including in the trend of local fashion thrifting (Putri & Hidayah, 2025).

The integration of content marketing and storytelling is considered capable of creating more effective marketing communication, as it not only delivers product information but also provides emotional experiences that strengthen the relationship between brands and consumers (Subakti & Azhar, 2025). In the context of local fashion, this approach can enhance perceived value both functionally and emotionally by highlighting cultural values, production processes, and brand identity (Mariah & Nurbaiti, 2019). Consumer perceived value is a crucial factor influencing purchasing decisions, as consumers tend to have higher purchase intentions toward products that are not only of high quality but also carry meaningful and relatable stories. Although previous studies have examined content marketing and storytelling separately, research that integrates these two strategies remains limited, despite their potential to create more holistic and effective marketing experiences (Rozenkowska, 2023). Although numerous studies have discussed content marketing and storytelling independently, limited studies have specifically examined the integration of both strategies in shaping perceived value and purchase intention within the local fashion industry. Previous studies also tend to focus on general digital marketing practices without emphasizing the combined role of informational and emotional marketing approaches in influencing consumer behavior toward local fashion products (Srirahayu, et al., 2023). Therefore, this study attempts to fill the existing research gap by exploring how the integration of content marketing and storytelling contributes to consumer engagement, perceived value, and purchase intention in the context of local fashion brands.

Therefore, this study aims to examine the integration of content marketing and storytelling in enhancing perceived value and consumer purchase intention toward local fashion products through a literature review approach, with the expectation of providing comprehensive insights as well as practical recommendations for businesses in optimizing value-based and brand identity-driven digital marketing strategies.

## RESEARCH METHOD

This study employs a qualitative research design with a systematic literature review approach (Escudero-Mancebo, et al., 2023). The primary objective is to analyze the integration of content marketing and storytelling strategies in enhancing perceived value and purchase intention among local fashion consumers. Unlike field studies that involve direct interaction with subjects, this research synthesizes existing theoretical frameworks and empirical findings from prior studies to construct a comprehensive understanding of the phenomenon. The research focuses on mapping the relationship between marketing variables without direct intervention in a specific physical location, as the "location" of the study is the digital database of academic publications (Chen, et al., 2024).

## Data Sources and Selection (Population and Sample)

In the context of a literature review, the "population" comprises all published articles, books, and industry reports related to content marketing, storytelling, perceived value, and local fashion consumption (Albadarin, et al., 2024). The "sample" consists of selected peer-reviewed journals and credible sources that meet specific inclusion criteria. The criteria for selecting these sources include: (1) publications released between 2018 and 2025 to ensure currency; (2) relevance to the fashion industry, particularly local brands in Indonesia or similar emerging markets; (3) focus on consumer behavior variables such as perceived value and purchase intention; and (4) availability of full-text access. Sources were collected from reputable databases including Google Scholar, Emerald Insight, ScienceDirect, and Springer Link. A total of 21 key references were critically selected and synthesized for this study.

## Data Collection Techniques

Data collection was conducted through a systematic search strategy using specific keywords such as "content marketing," "storytelling," "perceived value," "purchase intention," and "local fashion." The researcher acted as the primary instrument in filtering and extracting data. The process involved three stages: identification, screening, and eligibility. Initially, titles and abstracts were scanned to determine relevance. Subsequently, full texts were reviewed to extract key findings regarding the effectiveness of marketing integration. Data extraction focused on identifying themes, patterns, contradictions, and gaps in the existing literature regarding how narrative-driven content influences consumer psychology.

## Data Analysis Techniques

The collected data were analyzed using thematic analysis and synthetic integration (Naveed, et al., 2023). This technique involves organizing the extracted information into coherent themes based on the research objectives: (1) the impact of content marketing on functional value, (2) the role of storytelling in building emotional value, and (3) the synergistic effect of both strategies on purchase intention. The analysis was performed by comparing and contrasting findings from various authors to identify consensus and divergences. The researcher interpreted these themes to construct a logical argument supporting the hypothesis that integrated marketing strategies yield superior results compared to isolated approaches. The validity of the analysis was ensured through triangulation of multiple sources and critical evaluation of the methodological rigor of the included studies.

## FINDINGS AND DISCUSSION

This study synthesizes findings from 21 selected peer-reviewed articles and reports published between 2015 and 2026. The analysis is structured into key thematic categories to ensure clarity, consistency, and alignment with the research objectives. To enhance the rigor and transparency of the findings, the results are summarized in the following table:

**Table 1. Summary of Key Findings from Literature Review**

Author(s) & Year	Focus of Study	Key Findings	Implication
Baltes (2015)	Content Marketing	Provides relevant and consistent information that attracts consumers	Enhances functional value
Mariah & Nurbaiti (2019)	Perceived Value	Perceived value influences purchase intention significantly	Acts as mediating variable
Layli & Dermawan (2025)	Social Media & Content	TikTok-based content increases purchase intention	Digital platform effectiveness
Maulana et al. (2025)	Content & Perceived Value	Content marketing strengthens perceived value and buying decisions	Supports rational evaluation
Siregar & Arif (2026)	Storytelling Strategy	Storytelling builds emotional engagement and trust	Enhances emotional value
Sudirjo et al. (2025)	Brand Storytelling	Emotional storytelling increases brand loyalty	Strengthens brand attachment
Subakti & Azhar (2025)	Integrated Marketing	Combined strategies improve marketing effectiveness	Synergistic effect
Premana & Wijaya (2025)	Social Media Marketing	Perceived value bridges marketing and purchase intention	Reinforces decision-making

Source: Authors' own work

Based on the table above, the findings are categorized into three main themes.

### 1. The Role of Content Marketing in Functional Value

Content marketing significantly contributes to the development of functional perceived value. Informative and visually engaging content enables consumers to evaluate product attributes such as quality, price, and usability. The reviewed studies consistently show that consumers rely on digital content to reduce uncertainty before making purchasing decisions. This is particularly evident among Generation Z consumers who actively consume information through platforms such as TikTok and Instagram. Therefore, content marketing not only informs but also builds credibility and trust.

### 2. The Role of Storytelling in Emotional Value

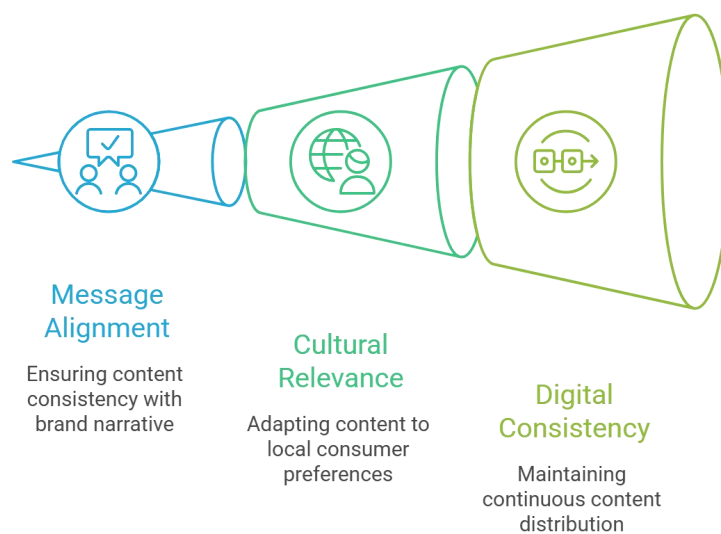
Storytelling plays a crucial role in enhancing emotional perceived value. Unlike content marketing, which focuses on information delivery, storytelling emphasizes narrative elements that connect with consumers on a deeper level. The findings indicate that authentic stories related to brand identity, cultural heritage, and production processes significantly increase emotional engagement. In the context of local fashion, culturally relevant storytelling strengthens

consumer identification with the brand, making products more meaningful and memorable.

### 3. The Synergistic Effect on Purchase Intention

The integration of content marketing and storytelling produces a synergistic effect that enhances purchase intention. When consumers receive both logical information and emotional stimulation, they develop a more comprehensive perception of value. This combination leads to stronger brand trust, higher engagement, and increased likelihood of purchase. The literature confirms that brands implementing both strategies simultaneously achieve better marketing outcomes compared to those applying them separately.

### 4. Critical Success Factors



**Figure 1 : Enhancing Purchase Intention**

Source: Developed by the author

Despite its effectiveness, the integration strategy requires careful implementation. The findings highlight three critical factors: 1) Message alignment: Consistency between informational content and brand narrative is essential. 2) Cultural relevance: Understanding local consumer preferences enhances message effectiveness. 3) Digital consistency: Continuous and strategic content distribution across platforms is necessary. Failure to meet these factors may reduce credibility and weaken consumer trust. The findings confirm that integrating content marketing and storytelling is a strategic approach that enhances both functional and emotional value, ultimately driving purchase intention in the local fashion industry.

### Consumer Engagement in Digital Fashion Marketing

Consumer engagement has become one of the most important indicators in digital fashion marketing. In the context of social media platforms such as TikTok and Instagram, engagement reflects how consumers interact with digital content through likes, comments, shares, and direct communication with brands. High engagement levels indicate that consumers are not only exposed

to marketing messages but also emotionally and cognitively connected with the content delivered by brands. The development of social media algorithms has significantly influenced consumer exposure toward fashion related content. Platforms such as TikTok prioritize interactive and personalized content distribution through recommendation systems like the For You Page (FYP). This mechanism allows local fashion brands to reach broader audiences even with limited promotional budgets. As a result, digital engagement has become more accessible for small and medium-sized local fashion businesses. According to [Layli and Dermawan \(2025\)](#), viral content marketing on TikTok contributes positively to consumer purchase intention because short-form video content is capable of delivering information quickly and attractively. Consumers tend to prefer visual and interactive content that is easy to understand and emotionally engaging. This condition encourages local fashion brands to create more dynamic digital communication strategies. Furthermore, consumer engagement is closely associated with trust and brand credibility. Consumers who frequently interact with content are more likely to develop familiarity and emotional attachment toward brands. Interactive communication through comments, live streaming, and direct responses from brands also strengthens consumer perception regarding transparency and authenticity. The findings of this study indicate that engagement-oriented digital communication supports the effectiveness of content marketing and storytelling integration. Brands that successfully maintain audience interaction tend to achieve stronger brand awareness, emotional attachment, and consumer loyalty in competitive digital environments.

### **Emotional Branding Through Storytelling**

Storytelling contributes significantly to emotional branding because narratives are capable of creating emotional attachment between consumers and brands. Consumers tend to remember stories more effectively than direct promotional messages because stories stimulate emotional responses and personal interpretation. In the local fashion industry, storytelling also functions as a medium for communicating cultural identity and product authenticity. Digital storytelling enables brands to present narratives regarding brand history, production processes, founder experiences, and local cultural values. Such narratives help consumers perceive products not merely as commercial goods but also as representations of identity and emotional meaning. Consequently, storytelling enhances perceived emotional value among consumers. According to [Isha and Puri \(2025\)](#), storytelling on social media contributes positively to consumer purchase intention because emotional narratives influence how consumers perceive product value and brand attractiveness. Similarly, [Sudirjo et al. \(2025\)](#) explain that storytelling and emotional engagement strengthen consumer loyalty toward local fashion brands. Emotional branding also supports long-term consumer relationships because consumers often develop psychological connections with brands that reflect their personal values and lifestyles. Younger consumers, particularly Generation Z, tend to appreciate authentic and relatable narratives rather than purely promotional messages. Therefore, storytelling becomes an effective

strategy for maintaining emotional relevance in digital communication. In addition, storytelling may reduce the perceived distance between brands and consumers. Authentic stories regarding local production, sustainability, and cultural heritage help create transparency and trust. As a result, storytelling not only strengthens emotional attachment but also contributes to consumer confidence in local fashion products.

### **The Role of TikTok and Instagram in Local Fashion Promotion**

TikTok and Instagram have transformed the marketing communication patterns of local fashion businesses. Short-form video content allows brands to deliver promotional messages more interactively and efficiently. Viral content distribution through algorithms such as TikTok's For You Page increases brand visibility and expands consumer reach without requiring excessive advertising costs. Instagram also plays a significant role in supporting visual branding because the platform emphasizes aesthetic presentation and lifestyle-oriented communication. Fashion brands frequently utilize Instagram Reels, Stories, and influencer collaborations to strengthen audience engagement and increase product exposure. The effectiveness of social media marketing is influenced by the ability of brands to adapt content according to consumer preferences and digital trends. Consumers are more attracted to authentic, entertaining, and relatable content compared to conventional advertising approaches. Therefore, brands increasingly combine informative content with storytelling techniques to create stronger emotional responses. According to [Chen et al. \(2024\)](#), informative digital content supports consumer evaluation processes and contributes positively to purchase intention. Meanwhile, [Zhang \(2025\)](#) emphasizes that emotional relatability in influencer-generated content significantly enhances perceived emotional value among social media users. The findings indicate that TikTok and Instagram are not merely communication platforms but also strategic environments that shape consumer behavior and purchasing decisions. Consequently, local fashion businesses are encouraged to optimize creative digital communication strategies to maintain competitiveness in increasingly saturated digital markets.

### **Cultural Identity and Local Fashion Consumption**

Cultural identity has become an essential aspect influencing consumer preference toward local fashion products. Many consumers, especially younger generations, increasingly appreciate products that represent local values, traditions, and Indonesian cultural identity. This phenomenon encourages local fashion brands to integrate cultural narratives into their marketing communication strategies. Local fashion products are often perceived as symbols of creativity, authenticity, and national pride. Consumers tend to support brands that promote Indonesian cultural elements through product design, storytelling, and visual communication. As a result, cultural identity contributes not only to product differentiation but also to emotional value formation. Storytelling strategies that emphasize local heritage and community values create stronger emotional resonance among consumers. This emotional connection encourages consumers to perceive local fashion products as more

meaningful and socially relevant. Consequently, perceived value is strengthened through both functional and symbolic dimensions. [Wardana and Kurniawan \(2024\)](#) explain that consumer intention toward local fashion products is strongly influenced by personal values and identity representation. Similarly, [Sherina and Selamat \(2023\)](#) found that emotional value contributes significantly to purchase intention among Generation Z consumers in Indonesia. The findings suggest that integrating cultural identity into digital storytelling supports consumer engagement and strengthens brand positioning. Therefore, local fashion businesses should continue emphasizing authentic cultural narratives to maintain relevance and competitiveness in the digital marketplace.

### **Challenges in Implementing Content Marketing Strategies**

Despite its effectiveness, implementing content marketing and storytelling strategies presents several challenges for local fashion businesses. One major challenge is maintaining consistency in digital content production while adapting to rapidly changing social media algorithms and consumer preferences. The increasing intensity of digital competition also creates difficulties for local brands in maintaining audience attention. Consumers are continuously exposed to large amounts of online content, resulting in audience saturation and declining engagement levels. Consequently, brands are required to produce more creative, interactive, and relevant content to remain visible in digital environments. Small and medium sized fashion businesses often face difficulties in producing high-quality visual content and managing consistent digital campaigns. Furthermore, inconsistency between brand narratives and actual consumer experiences may negatively affect consumer trust. Therefore, misleading or exaggerated storytelling may damage brand credibility and reduce emotional attachment. The findings indicate that successful implementation of content marketing and storytelling requires strategic planning, content consistency, audience understanding, and continuous adaptation to digital trends. Local fashion businesses should also improve digital literacy and communication capabilities to maximize the effectiveness of integrated marketing strategies.

### **The Influence of Perceived Value on Consumer Decision-Making**

Perceived value is considered one of the most influential factors affecting consumer purchasing decisions in digital marketplaces. Consumers generally evaluate products based not only on price and functional quality but also on emotional satisfaction, symbolic meaning, and social relevance. In the context of local fashion products, perceived value reflects how consumers interpret the benefits obtained from products compared to the costs they spend. Functional value refers to consumers assessment regarding product quality, durability, usability, and performance. Local fashion brands that successfully communicate product quality through informative content marketing are more likely to strengthen functional value perception among consumers. Detailed product descriptions, styling demonstrations, customer testimonials, and transparent production information contribute positively to consumer evaluation processes. Besides functional value, emotional value also significantly influences

consumer behavior. Emotional value emerges when consumers experience feelings of pride, excitement, trust, or emotional attachment toward products and brands. Storytelling strategies that emphasize local culture, creativity, and authenticity help strengthen emotional value because consumers perceive products as more meaningful and personally relevant. According to [Premana and Wijaya \(2025\)](#), perceived value acts as an important bridge connecting social media marketing and purchase intention. Consumers who perceive greater value from digital communication activities tend to develop stronger purchasing intentions and more positive attitudes toward brands. Similarly, [Sherina and Selamat \(2023\)](#) found that emotional value contributes significantly to purchase intention among Generation Z consumers purchasing local fashion products. Furthermore, perceived value also affects post-purchase behavior such as customer satisfaction, positive word-of-mouth communication, and brand loyalty. Consumers who experience both functional satisfaction and emotional attachment are more likely to recommend products to others and continue supporting local brands. Consequently, perceived value should be considered a strategic objective in integrated digital marketing communication.

### **Social Media Influencers and Consumer Trust**

Social media influencers have become important communication intermediaries in digital fashion marketing. Influencers function not only as promotional agents but also as opinion leaders capable of shaping consumer perceptions and purchasing behavior. In digital environments, consumers often rely on influencer recommendations because influencers are perceived as more relatable and trustworthy compared to conventional advertisements. The effectiveness of influencer marketing depends on several factors, including credibility, attractiveness, expertise, and emotional relatability. Consequently, influencer-generated content contributes significantly to consumer trust and brand awareness. According to [Cham and Tjokrosaputro \(2024\)](#), influencer attractiveness, expertise, and trustworthiness positively influence local fashion purchase intention. Similarly, [Zhang \(2025\)](#) emphasizes that emotional relatability between influencers and audiences contributes significantly to perceived emotional value among consumers. Influencer collaboration also supports storytelling implementation because influencers frequently communicate products through personal experiences, daily activities, and narrative-based content. This communication style makes promotional messages appear more natural and less commercial, thereby increasing audience acceptance and engagement. However, influencer marketing also presents several challenges. Excessive promotional activities and inauthentic endorsements may reduce consumer trust and negatively affect brand credibility. Therefore, local fashion brands should carefully select influencers whose values, communication styles, and audience characteristics align with brand identity and marketing objectives.

### **Digital Consumer Behavior in Generation Z**

Generation Z consumers represent one of the most dominant consumer groups in digital fashion markets. This generation is highly familiar with digital

technology, social media interaction, and online shopping activities. Compared to previous generations, Generation Z consumers tend to prefer interactive, fast, and visually appealing communication styles. They are more responsive toward short-form video content, authentic storytelling, and influencer-generated communication. As a result, digital platforms such as TikTok and Instagram play significant roles in shaping their perceptions and purchasing decisions. Generation Z consumers also demonstrate greater sensitivity toward authenticity, transparency, and social values. They prefer brands that communicate honestly and represent meaningful values such as sustainability, creativity, diversity, and local identity. Therefore, local fashion brands increasingly integrate emotional storytelling and cultural narratives into their digital communication strategies. According to Maulana et al. (2025), content marketing significantly influences purchasing decisions among Generation Z consumers because informative and engaging digital content helps consumers evaluate products more effectively. In addition, Layli and Dermawan (2025) explain that TikTok-based content marketing contributes positively to consumer purchase intention because younger consumers are highly active on social media platforms. The findings indicate that understanding Generation Z consumer behavior is essential for developing effective digital marketing strategies.

## CONCLUSION

The study concludes that the integration of content marketing and storytelling is a highly effective strategy in enhancing perceived value and purchase intention among local fashion consumers. Content marketing strengthens consumers rational evaluation of products, while storytelling builds emotional connections and brand trust. The combination of these strategies creates a comprehensive consumer experience that significantly influences purchasing behavior. However, the effectiveness of this integration depends on message consistency, cultural relevance, and sustained digital engagement. For local fashion brands, this approach is not optional but essential to remain competitive in the digital era. Future research is recommended to incorporate empirical methods such as surveys or experiments to validate these findings quantitatively and to explore the impact of emerging platforms in shaping consumer behavior.

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