

Digital Marketing Application Strategy for Textile MSMEs in Pasar Baru Bandung and Its Implication on Purchasing Decisions and Consumer Word of Mouth

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Abstract

Textile MSMEs in the Pasar Baru area of Bandung are facing difficulties in maintaining their competitiveness as consumer behavior continues to shift toward relying on digital media as a key source of information and purchase consideration. The analysis focuses on how textile MSME owners apply digital marketing strategies and how these practices influence consumer purchasing decisions and the spread of word-of-mouth (WOM). A descriptive qualitative approach was applied, utilizing in-depth interviews, direct observation, and documentation analysis involving MSME owners and related consumers. The findings indicate that using social media, online marketplaces, and digital review platforms enhances business visibility, improves engagement with consumers, and builds favorable product perceptions. These factors collectively drive purchasing decisions and stimulate both traditional WOM and electronic WOM. Conversely, MSMEs that do not adopt digital strategies face limitations in market reach and dependency on traditional marketing methods. This study concludes that digital marketing is a strategic instrument that can increase the competitiveness of textile MSMEs in Pasar Baru Bandung, and the optimization of digital technology utilization becomes an important factor in strengthening marketing performance in the era of digital transformation.

Keywords: Digital Marketing, MSMEs, Purchasing Decisions, Word Of Mouth, Consumer Behavior.

1. Introduction

1.1 Consumer Behavior Theory and Purchasing Decisions

The study of consumer behavior places the purchasing decision process as a series of systematic stages influenced by information needs, perceptions, preferences, and consumer experiences. [Kotler & Keller \(2016\)](#) explain that the consumer decision-making process consists of five core phases: recognizing a need, searching for information, evaluating available options, making a purchase, and engaging in post-purchase responses. In the digital era, the information-search phase has shifted markedly, as consumers increasingly depend on social media content, user-

generated reviews, store ratings, and algorithm-driven recommendations from digital platforms to guide their choices. [Rahardjo & Suryani \(2021\)](#) found that the quality of digital content, such as product photos, demonstration videos, or visual reviews, can strengthen value perception and modify consumer preferences, ultimately increasing purchase intention. This means that digital marketing not only provides faster access to information but also strengthens business credibility by delivering visual evidence and testimonials that prospective buyers can directly verify.

1.2 Word of Mouth (WOM) and Electronic Word of Mouth (eWOM)

Word of Mouth (WOM) is a form of informal communication between consumers that has high influence because it is personal and considered more trustworthy than direct promotion by business owners ([Berger, 2013](#)). Along with the development of technology, WOM has transformed into eWOM, namely the spread of recommendations through social media comments, online reviews, store ratings, video uploads, to user content. According to [Sumarwan \(2022\)](#), eWOM plays a significant role in shaping brand reputation and influencing purchase decisions, as consumers generally place high trust in the authentic experiences shared by other users. In the context of this study, stores that actively utilize digital features such as TikTok Live, Instagram Stories, or Google Reviews obtain wider digital WOM compared to MSMEs that do not manage digital platforms. This indicates that the quality of digital experience can encourage the spread of positive recommendations organically.

1.3 MSME Digital Marketing: Previous Studies and Digitalization Challenges

Digital marketing is viewed as a set of internet-based promotional activities that allow marketing processes to be carried out faster, more interactively, responsively, measurably, and able to be adapted to audience needs ([Kotler & Keller, 2016](#)). [Chaffey & Ellis-Chadwick \(2019\)](#), emphasize that the application of digital marketing provides strategic opportunities for MSME players to increase product visibility through attractive visual content, optimization of social media as communication channels, and strengthening distribution through marketplaces as efficient sales channels. Technical reliability also plays a pivotal role; [Pratiwi & Saputro \(2025\)](#) emphasize that superior application quality and transparent refund policies are significant determinants of purchasing decisions, directly affecting the commercial performance of MSMEs on digital platforms. Several studies highlight that implementing digital marketing and utilizing social media directly influence how consumers form perceptions, develop purchase interest, and ultimately make buying decisions.

Research by [Hardilawati \(2020\)](#) indicates that informative digital content significantly builds consumer trust. Furthermore, [Tjiptono & Chandra \(2019\)](#) state that the utilization of platforms such as Instagram and TikTok has been proven to expand market reach more effectively than conventional strategies. A recent study by [Suryatna et al. \(2025\)](#) highlights that leveraging social media promotion—specifically through Instagram and influencer partnerships—alongside electronic word of mouth, acts as a critical driver for consumer purchasing decisions within the local market. In the context of the textile trade, product visualization is crucial as consumers rely on visual cues to judge material quality. Additionally, research by [Sari \(2021\)](#) is noted that electronic WOM shared on social media tends to have a greater impact than traditional offline WOM, largely because the information is recorded, easily accessible, and visible to the public.

However, not all MSME players are able to adopt digital marketing optimally. Several previous studies found disparities in digital literacy, limited understanding regarding platform algorithms, and minimal ability in visual content production as main obstacles in the MSME digitalization process. A study by [Handayani & Rahmawati \(2022\)](#) shows that many traders in traditional markets face technical and operational obstacles in the early stages of digitalization, so the process of adopting digital strategies proceeds unevenly. In the context of Pasar Baru Bandung, pre-research findings show that some MSMEs have utilized social media actively, but others still fully rely on conventional marketing and old customers. This situation causes a gap in competitiveness among business players located in the same geographic environment.

This condition indicates a need to examine in depth how textile MSMEs in Pasar Baru Bandung apply digital marketing and how that application influences consumer behavior. However, literature discussing the application of digital marketing in textile MSMEs in traditional markets is still limited, especially those linking digital strategy with purchasing decision processes and WOM formation simultaneously. Most research focuses on aspects of technology adoption or digital promotion effectiveness separately, thus not yet providing a comprehensive picture regarding the integration of digital strategy with consumer behavior in the textile sector. Thus, there is a research gap that needs to be filled to provide a deeper understanding of the relationship between digital strategy, purchasing decisions, and WOM in the context of textile MSMEs.

Given these challenges, the analysis focuses on how textile MSMEs in Pasar Baru Bandung implement digital marketing and how these efforts influence consumer purchasing decisions and word of mouth. The investigation uses a descriptive qualitative method, drawing on in-depth interviews, on-site observations, and documentation to capture an accurate picture of the digital marketing practices carried out by MSME owners. The findings aim to enrich theoretical discussions on digital marketing within traditional market settings and to offer practical guidance for MSMEs seeking to enhance their competitiveness through technology-driven marketing approaches. Overall, the results reinforce the idea that digitalization is no longer merely an optional tool, but has become a crucial strategy for ensuring the long-term sustainability of MSMEs in today's digital economic landscape.

2. Literature Review

The body of literature on MSME digitalization indicates that advances in information technology have reshaped the way businesses create value, engage with customers, and market their products to broader audiences. Digital marketing is broadly defined as internet-based marketing efforts that enable promotional activities to be executed more quickly, interactively, and in a measurable manner, while also allowing customization based on consumer preferences ([Kotler & Keller, 2016](#)). This viewpoint is further supported by [Chaffey & Ellis-Chadwick \(2019\)](#), who states that digital marketing provides strategic opportunities for MSMEs to increase product visibility through relevant visual content, social media optimization, and the utilization of marketplaces as more efficient distribution channels. In the context of Pasar Baru Bandung textile MSMEs, digital marketing is increasingly important, given the shift in promotional practices from conventional methods to digital platforms such as Instagram, TikTok, and Google Reviews, as reflected in the field findings of this research.

From the consumer behavior side, purchasing decision theory places the information search process as a crucial stage in determining consumer action. [Kotler & Keller \(2016\)](#) arguing that the consumer decision-making process consists of five phases: identifying a need, searching for

information, comparing available options, deciding on a purchase, and responding to the product after the purchase. However, external stimuli remain significant; [Pramudia & Sudarsono \(2024\)](#) argue that the decision-making process is heavily contingent upon promotional intensity and service quality, implying that consumers conduct a comprehensive evaluation of these factors before committing to a purchase. In the digital era, the information search stage is increasingly dominantly obtained through social media, consumer reviews, store ratings, and platform algorithm recommendations. [Rahardjo & Suryani \(2021\)](#) asserts that good quality digital content is able to increase value perception and modification of consumer preferences, which ultimately encourages buying interest in the retail sector. Thus, digital marketing strategies not only facilitate information access but also have a strategic function in forming quality perceptions, increasing business credibility, and accelerating the decision-making process.

Besides influencing purchasing decisions, digital marketing also makes a significant contribution to WOM refers to the way information is shared and passed along from one individual to another by consumers to other consumers through informal communication considered more convincing than product claims delivered by sellers ([Berger, 2013](#)). Development of digital technology encourages the shift of WOM into eWOM, namely information dissemination through online reviews, comments on social media, video uploads, and other user content. [Sumarwan \(2022\)](#) shows that eWOM has a strong impact on quality perception, brand reputation, and purchasing decisions, because consumers are more inclined to trust the real experiences of other users. Credibility is paramount in this process. [Oktavianti et al. \(2024\)](#) demonstrated that in addition to product quality, factors like brand trust and electronic word of mouth have a strong positive impact on consumers' purchase decisions, highlighting the importance of cultivating a solid digital reputation. This condition aligns with research findings on MSMEs in Pasar Baru Bandung, where stores that actively use Instagram, TikTok Live, and Google Reviews are shown to obtain broader and more consistent digital WOM, compared with MSMEs not involved in digital activities.

Recent studies regarding Indonesian MSMEs also place digital marketing as a determining factor in increasing competitiveness in the digital transformation era. [Andini & Prasetyo \(2021\)](#) in the context of fashion-sector MSMEs, for instance, it is evident that using social media and online marketplaces not only broadens their customer base but also enhances consumer loyalty through continuous digital engagement. Meanwhile, [Febriani & Dewi \(2019\)](#) found that the integration of digital marketing strategy with creative content has been observed to have a significant impact on increasing brand awareness and sales volume, positioning digital marketing as a crucial element in business sustainability. These various findings confirm that digital marketing is no longer just a promotional medium but functions as a relational instrument enabling the creation of long-term relationships between MSME players and consumers.

Although digital marketing offers many opportunities, the literature also highlights a number of challenges faced by MSMEs in the digitalization process. [Arianto \(2020\)](#) that low digital literacy, minimal understanding of social media algorithms, and limited ability to produce quality content are the main obstacles hindering the effectiveness of digital strategies. These findings are relevant to the condition of Ruth Textile MSME, which still depends on conventional promotion and regular customers, differing from Modis Textile and Kings Textile, which are classified as MSMEs with a high digital level because they are able to utilize various digital platforms to increase visibility, engagement, and consumer retention.

Based on all these theories and literature findings, it can be concluded that digital marketing has a close relationship with purchasing decisions and WOM, whether through the formation of value perception, consumer experience, or sustainable digital interaction. This literature simultaneously provides a strong conceptual foundation for research focusing on mapping the implementation of digital marketing in Pasar Baru Bandung textile MSMEs and analyzing its impact on consumer behavior, as outlined in this study. Ultimately, the synergy of these elements targets customer satisfaction. As observed by [Adhima et al. \(2025\)](#), while promotion alone may have varied impacts, its integration with high product and service quality collectively accounts for a substantial 35.5% contribution to customer satisfaction. This indicates that MSMEs must synergize promotion with quality assurance to optimize consumer behavioral outcomes.

2.1 Previous research

Previous research plays an important role in buiding the scientific foundation for the current study, which aims to examine MSME digital marketing strategies through consumer word of mouth (WOM) in Indonesia. Through a review of the latest literature from 2019 to 2024, this subchapter identifies and summarizes five relevant studies that use qualitative descriptive methodology. The following are some of the research results that are used as references.

Table 1. Summary of Relevant Previous Studies

Title/Author	Analysis Method	Equations	Conclusion/ Research Results
Prameswari, & Sitorus (2024). Implementasi Strategi Pemasaran Word Of Mouth Pada UMKM Kuliner Jakarta Timur	Qualitative descriptive (interviews and observation)	Analyzing the use of digital marketing and its impact on purchasing decisions & WOM	This finding supports my research because it shows that WOM, which is influenced by service and product quality, plays an important role in building customer relationship and encouraging repeat visits.
Zaenal, Kamase, & Serang (2023). Analisis Digital Marketing dan Word of Mouth Sebagai Strategi Promosi Pariwisata.	Qualitative descriptive. Analysis was conducted through interviews, observasion, and documentation	The discussion examines the role of digital marketing and word of mouth as marketing communication strategies	This finding is relevant because it shows that digital marketing and WOM can strengthen customer perceptions, which is line with my research focus on factors that build long term relationships with customers.

Sari, Muldiani & Nugroho (2024). Strategi Digital Marketing UMKM melalui Word-of-Mouth Konsumen di Jawa Timur	Qualitative descriptive (interviews, content analysis, digital observation)	Discussing the relationship between digital marketing and WOM	Digital WOM expands marketing reach, influenced by content consistency and responsive service
Putri, Rachman, & Maulana (2022). Strategi Komunikasi Pengusaha Pasar Baru Trade Centre Bandung dalam Menghadai Maraknya Pengusaha UMKM Online	Qualitative descriptive, in-depth interviews with business actors and documentary observation	Researching MSMEs in Pasar Baru and digital communication strategies	This finding is relevant because it shows the need for a more structured communication strategy to build customer relationships, in line with my research focus on service quality and customer retention efforts.
Wahyuningsih (2024) Pemberdayaan UMKM melalui Digital Marketing di pasar Tradisional Kota Bandung	Qualitative descriptive through workshops, training, mentoring	Focus on digital marketing and local MSMEs	The results show that digital marketing training and mentoring improve the digital skills of MSMEs, expand markets, and increase income and local economic independence

3. Research Method

3.1 Research Design

This study employs a descriptive qualitative design to gain a deep understanding of how textile MSMEs in Pasar Baru Bandung apply digital marketing strategies and how these strategies influence purchasing decisions and consumer word-of-mouth (WOM). This approach was chosen because the phenomenon of digital marketing encompasses not only technological aspects but also social, psychological, and subjective dimensions of both business actors and consumers. As emphasized by [Creswell & Creswell \(2018\)](#), qualitative research is highly relevant for uncovering dynamics, meanings, and interactions that cannot be reduced to statistical numbers. In the context of Pasar Baru textile MSMEs, the use of social media, marketplaces, and digital content constitutes a new channel for business players to communicate with consumers, making qualitative research the most appropriate approach to comprehensively explore this process.

3.2 Location and Research Subjects

The selection of Pasar Baru Bandung as the research location is based on several academic and empirical considerations. Pasar Baru is one of the largest textile centers in Indonesia, with diverse MSME characteristics, ranging from businesses that have adopted digital strategies to those that still rely entirely on traditional marketing. This diversity creates a rich research

context, allowing researchers to compare digitalization patterns between business units. Additionally, this area faces significant challenges due to changes in consumer behavior toward digital platforms, making it relevant to be examined from a digital marketing perspective.

The research subjects consist of three textile MSMEs representing three categories of digitalization levels: Modis Textile (high digital), Kings Textile (medium digital), and Ruth Textile (non-digital). Subject selection was done using purposive sampling, a technique of deliberately selecting participants based on their ability to provide relevant and in-depth perspectives regarding the phenomenon being studied. This study also involved two consumer participants to enrich the viewpoint regarding information search behavior, shopping experience, and the influence of digital content on decisions and Word of Mouth (WOM).

3.3 Types and Sources of Data

In qualitative research, understanding data types is important to ensure methodological clarity. This research uses:

3.3.1 Primary Data

Primary data refers to information collected firsthand, obtained directly through the researcher's interaction with the individuals or entities being studied. In this study, primary data comprise the results of in-depth interviews with business players and consumers, direct observations in stores, and analyses of digital activities such as Instagram posts, TikTok, marketplaces, and Google Reviews. Primary data is used because it is able to reveal the experiences, perceptions, and actual strategies of MSMEs in applying digital marketing.

3.3.2 Secondary Data

Secondary data consists of information that has been previously recorded and is accessible through documents, archives, or other existing sources, without requiring direct engagement with research participants. Examples include screenshots of digital content, social media upload archives, marketplace storefront displays, consumer review records, and scientific literature such as journals, books, and regulations related to MSMEs. The use of secondary data aims to strengthen and corroborate primary findings and to provide a broader theoretical and documentary context.

3.4 Data Collection Techniques

Data were collected through in-depth interviews, observation, and documentation. In-depth interviews were used because this technique allows broad exploration of participant experiences, while simultaneously capturing their subjective interpretations regarding digital marketing. This technique accords with qualitative research guidelines that place deep conversation as a primary data source ([Creswell & Creswell, 2018](#)). Observation was carried out both directly in stores and digitally on Instagram accounts, TikTok, marketplaces, and customer reviews. Observation provides real data regarding daily marketing practices and ensures that information obtained from interviews can be verified through actual behavior ([Moleong, 2019](#)). Digital observation is also important considering most MSME marketing strategies now occur in the online space. Documentation is used as a complementary technique producing visual and factual evidence, such as content screenshots, photos of store activities, and digital promotion archives. These documents strengthen research arguments through objective and re-examinable evidence ([Sugiyono, 2019](#)). These three techniques are used together to guarantee the data obtained is rich, accurate, and confirmed from various sources.

3.5 Data Analysis Techniques

The data analysis process adopts the framework proposed by [Miles & Huberman \(1994\)](#), consisting of three components: reducing the data, presenting the data, and formulating conclusions. Data reduction is performed to sort relevant information related to digital marketing application and consumer response. Data display is done in the form of thematic narration to facilitate the identification of important patterns. Meanwhile, conclusions are drawn iteratively by considering field data and digital marketing theory (Kotler & Keller, 2016), as well as consumer behavior in the context of social media. The use of this model was chosen because it provides a systematic analysis structure yet remains flexible for qualitative interpretation.

3.6 Data Validity

Data validity is maintained using source triangulation and technique triangulation, namely by comparing data from business players, consumers, field observations, and digital evidence. Triangulation is an important method for increasing the reliability of findings in qualitative research ([Moleong, 2019](#)). Additionally, researchers performed member checking, which is asking research subjects to review the summary of interview results. This technique is effective for ensuring that researcher interpretations accord with the meaning intended by participants ([Creswell & Creswell, 2018](#)). With this combination of strategies, the resulting data can be scientifically accounted for.

4. Findings and Discussions

This section presents descriptive qualitative research findings obtained through in-depth interviews, direct observation, open questionnaires, and documentation of MSME players, staff, and consumers. The data analysis process was carried out following the [Miles & Huberman \(1994\)](#) model through stages of data reduction, data display, and conclusion drawing, and strengthened with source triangulation to increase the validity of findings. The main focus of findings covers digital marketing strategies applied by textile MSMEs in Pasar Baru Bandung, perceptions of the effectiveness of those strategies, their implications for purchasing decisions and word of mouth (WOM), as well as driving and inhibiting factors in digital marketing adoption.

The research was conducted on textile MSMEs in the Pasar Baru Bandung area—a textile trading area established since the early 1920s—which now houses hundreds of fabric stores with various categories such as plain fabrics, brocade, batik, songket, tulle, to premium materials. The increasingly competitive environment, particularly with the development of e-commerce platforms and social media, is encouraging some MSMEs to adopt digital marketing strategies to maintain competitiveness. The objects of this study cover MSMEs with varied digital adoption levels, such as Chandan Textile (premium fabric), Chandmoda Textile (batik), Chirag Textile (tulle fabric), Modis Textile (family business tending to be conservative), Median Textile (large scale), Kings Textile (modern-digital), and Ruth Textile which is still very minimal in digital technology usage.

Respondents involved include MSME owners, administration/digital marketing staff, and active consumers. Below is a summary table regarding the profiles of the main research respondents.

Table 2. Main Respondent Profiles

Respondent Category	Total	Age (Years)	Main Characteristics
MSME Owners	6	30-55	Business experience 5-25 years, variation in digital adoption
MSME Staff	6	22-32	Admin/digital responsibility, experience 2 months-5 years
Consumers	7	22-45	Active on social media/marketplaces, digital search before buying
Additional MSMEs	2	40-55	Adoption variation: active vs. passive

Substantively, the variables in this study are understood qualitatively based on informants' meaning-making of their experiences in using and responding to digital marketing strategies applied by textile MSMEs in Pasar Baru Bandung. Independent variables in the form of digital marketing strategies are reflected through the utilization of visual content, live streaming activities, interaction on Instagram and TikTok, use of WhatsApp Business, and utilization of marketplaces as promotional and transactional channels. Meanwhile, dependent variables cover various consumer responses to that digital information, including the process of information verification through reviews, ratings, live videos, and interaction with store admins. The digital shopping experience then plays a role as a connecting mechanism forming consumer perceptions of service quality, store credibility, and confidence before making a purchase.

The analysis indicates that digital marketing efforts are crucial in shaping consumers' early impressions of an MSME's credibility and level of professionalism. Almost all consumer informants confirmed that they always perform information searches through digital platforms before visiting the store in person. This habit is seen from a consumer statement mentioning, "I check the rating on Google Reviews first before coming, because that is the most convincing.". This is consistent with observations from MSMEs like Chandan Textile and Kings Textile, where regular posting and live-streaming activities were followed by notable growth in both customer visits and transaction volume. Conversely, MSMEs with minimal digital utilization like Ruth Textile appear to rely more on old customers and traditional WOM with a much more limited reach.

The consumer decision-making process was also found to be heavily influenced by multi-platform verification mechanisms. Consumers do not only look at product images but also search for fabric videos, assess admin responses, to comparing prices and stock across several platforms. An admin staff member asserted, "If the live viewers are many, interaction is high, usually those who buy increase because they see the fabric condition directly.". This shows that real-time interaction provides a sense of transparency and certainty difficult to obtain through conventional promotional methods. These findings align with the understanding that digital marketing, specifically through live streaming and video content, plays a large role in reducing consumer uncertainty before buying.

Additionally, this research also shows that positive digital experiences are very influential in encouraging recommendation dissemination. Consumers who feel satisfied not only give positive reviews but also share content or recommend the store to others. A consumer informant stated, "I recommended this store to a friend because the reviews are good and the content is

convincing.". Such recommendations greatly extend the store's marketing reach, particularly for MSMEs that are already proactive in maintaining their digital platforms. The results also emphasize that digital marketing functions not only as a promotional mechanism but as a strategy for cultivating long-term consumer relationships built on trust and positive purchasing experiences. Based on the integration of all these findings, this study asserts that digital marketing strategies play a role as an important foundation in building credibility, increasing trust, and encouraging positive interaction between MSMEs and consumers. Content consistency, visual quality, live interaction, and fast response become the main components strengthening MSME digital presence amidst increasingly tight textile market competition. These elements consistently appear in field findings, including in Nadia's Final Project research results, thus providing a strong empirical basis that digitalization is a strategic necessity for the operational sustainability of MSMEs in Pasar Baru Bandung. Thus, the integration of these findings not only expands understanding regarding digital marketing practices in traditional markets but also provides an academic contribution in the form of comprehensive mapping of how MSME players adopt and optimize digital strategies to increase business presence, strengthen business image, and create long-term relationships with consumers. These findings reinforce the conclusion that digital marketing is no longer a complementary choice, but an essential necessity in facing current digital economic dynamics.

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