

Omnichannel Marketing Communication Strategy about Bandung City Fashion

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Abstract

The rapid development of digital technology has transformed marketing communication practices in the fashion industry, encouraging brands to adopt omnichannel strategies to meet evolving consumer expectations. This study aims to analyze omnichannel marketing communication strategies implemented by fashion brands in the city of Bandung, a prominent creative and fashion hub in Indonesia. Using a qualitative research approach, data were collected through in-depth interviews with fashion brand owners and marketing practitioners, supported by observations of physical stores and digital platforms, as well as analysis of promotional and communication materials. The findings reveal that fashion brands in Bandung actively integrate online and offline communication channels, with social media and online marketplaces serving as primary platforms for brand storytelling and consumer engagement, while physical stores function as experiential spaces that strengthen customer relationships. Message consistency and visual identity across channels emerge as key factors in effective omnichannel communication. However, the study also identifies challenges related to limited resources, data integration, and performance measurement, particularly among small-to-medium enterprises. This research contributes to the omnichannel marketing communication literature by providing empirical insights from a local fashion industry in a creative urban context and offers practical implications for fashion brands seeking to enhance integrated communication strategies.

Keywords : Omnichannel Marketing Communication, Fashion Industry, Digital Marketing, Brand Communication, Bandung

Introduction

The rapid acceleration of digital transformation since 2020 has significantly reshaped marketing communication practices across industries, particularly in the fashion sector. The widespread adoption of smartphones, social media platforms, and e-commerce has altered how consumers search for information, interact with brands, and make purchasing decisions. Recent studies emphasize that consumers no longer perceive online and offline channels as separate entities but expect a seamless and integrated experience throughout their customer journey (Lemon & Verhoef, 2021). As a result, omnichannel marketing communication has become a strategic necessity rather than a competitive advantage.

Omnichannel marketing communication refers to the strategic integration of multiple communication channels to create a consistent, continuous, and customer-centered brand experience (Herhausen et al., 2020). Unlike multichannel approaches, which often manage channels

independently, omnichannel strategies focus on synchronization, message coherence, and data integration across touchpoints. Research conducted after 2020 demonstrates that effective omnichannel communication positively influences customer engagement, perceived brand value, and long-term loyalty, particularly in retail and fashion contexts (Hossain et al., 2021; Beckers, Weekx, & Beutels, 2022).

The fashion industry is especially suitable for omnichannel marketing communication due to its reliance on symbolic value, visual aesthetics, and emotional connection with consumers. According to recent fashion marketing studies, digital platforms such as Instagram, TikTok, and online marketplaces play a critical role in shaping brand narratives and influencing consumer perceptions (Kim & Sullivan, 2020; Djafarova & Bowes, 2021). At the same time, physical stores remain essential for providing sensory experiences and strengthening brand authenticity. Therefore, integrating online and offline communication channels has become a key strategic challenge for fashion brands worldwide.

Bandung, widely recognized as one of Indonesia's leading fashion and creative cities, presents a unique empirical context for examining omnichannel marketing communication strategies. The city's fashion industry is dominated by local brands and small-to-medium enterprises that actively utilize social media, digital marketplaces, and physical retail spaces simultaneously. Recent research on Indonesia's creative economy highlights Bandung as a hub of youth-driven fashion innovation, where digital engagement and cultural identity strongly influence marketing communication practices (Prasetyo et al., 2022; Nugroho & Setiadi, 2023).

Despite the increasing adoption of omnichannel strategies, recent studies indicate that many fashion businesses continue to face challenges in channel integration, content consistency, and resource allocation. According to studies conducted between 2020 and 2024, fragmented communication strategies often result from limited technological infrastructure, lack of strategic planning, and insufficient understanding of consumer journey mapping (Juaneda-Ayensa et al., 2020; Thaichon et al., 2023). These challenges are particularly evident among local fashion brands operating in highly competitive urban markets.

This study aims to analyze omnichannel marketing communication strategies employed by fashion brands in the city of Bandung. By examining how online and offline communication channels are integrated to create a cohesive brand experience, this research seeks to address the existing research gap in omnichannel studies within local fashion industries in developing countries. The findings are expected to contribute both theoretically to contemporary marketing communication literature and practically to the strategic development of fashion businesses in creative urban environments.

Literature Review

Omnichannel Marketing Communication

Since 2020, omnichannel marketing communication has become a central topic in marketing and communication research due to changes in consumer behavior and technological advancement. Herhausen et al. (2020) describe omnichannel marketing as an integrated approach that aligns all communication and interaction channels to provide a seamless customer experience. This perspective emphasizes not only the presence of multiple channels but also their strategic coordination to ensure message consistency and continuity across the consumer journey.

Recent studies highlight that omnichannel communication focuses on customer-centricity, where brands adapt their messages and interactions based on consumer preferences and behaviors across channels (Lemon & Verhoef, 2021). Research by Hossain et al. (2021) demonstrates that integrated communication across online and offline platforms enhances customer engagement and trust, leading to stronger brand relationships. These findings suggest that omnichannel communication is no longer optional but essential for brands operating in competitive markets.

Omnichannel Strategy in the Fashion Industry

The fashion industry has been widely examined in recent omnichannel research due to its high level of consumer involvement and reliance on symbolic and experiential value. Kim and Sullivan (2020) argue that fashion consumers actively use social media and digital platforms not only for purchasing but also for inspiration, brand evaluation, and identity construction. Consequently,

fashion brands must deliver consistent and visually compelling messages across channels to maintain brand coherence.

Studies conducted between 2021 and 2024 indicate that omnichannel strategies in fashion retail positively influence purchase intention and customer loyalty. Djafarova and Bowes (2021) found that influencer marketing on social media, when aligned with brand communication in physical stores, strengthens consumer trust and brand authenticity. Similarly, Beckers et al. (2022) emphasize that integrating e-commerce platforms with offline retail experiences enhances perceived convenience and emotional attachment to fashion brands.

Consumer Experience and Customer Journey Integration

A key concept in omnichannel marketing communication literature is customer experience. According to Lemon and Verhoef (2021), customer experience is formed through cumulative interactions across multiple touchpoints over time. Recent studies emphasize the importance of mapping and managing the customer journey to ensure seamless transitions between channels (Thaichon et al., 2023).

In the fashion context, research shows that consumers often begin their journey online—through social media or digital marketplaces—and complete their purchases offline, or vice versa. Juaneda-Ayensa et al. (2020) highlight that inconsistencies in communication or service quality across channels can negatively affect customer satisfaction. Therefore, effective omnichannel communication requires strategic alignment between digital content, in-store communication, and customer service practices.

Omnichannel Communication in Local and Creative Industries

Recent literature also addresses omnichannel strategies in small-to-medium enterprises and creative industries, particularly in developing countries. Studies by Prasetyo et al. (2022) and Nugroho and Setiadi (2023) reveal that local fashion brands increasingly rely on social media and online marketplaces as primary communication channels due to limited resources. However, these brands often face challenges in integrating digital communication with offline branding activities.

Research conducted in urban creative hubs highlights that cultural identity and local values play

a significant role in shaping marketing communication strategies. In the case of local fashion brands, omnichannel communication is not only a marketing tool but also a means of expressing brand authenticity and local creativity (Sari & Wibowo, 2024). This suggests that omnichannel strategies must be adapted to local contexts rather than merely adopting global marketing models.

Methods

This study employs a qualitative research approach to explore omnichannel marketing communication strategies used by fashion brands in the city of Bandung. The research is conducted within the context of Bandung's local fashion industry, which actively integrates online and offline communication channels. Data are collected using purposive sampling through semi-structured in-depth interviews with brand owners and marketing practitioners, supported by observations of physical stores and digital platforms, as well as analysis of relevant promotional documents and social media content. The collected data are analyzed using thematic analysis to identify patterns related to channel integration, communication consistency, and implementation challenges. Data credibility is ensured through triangulation of data sources and member checking, while ethical considerations are maintained by obtaining informed consent and ensuring participant confidentiality.

Results and Discussion

Results

The results of this study reveal that fashion brands in Bandung have increasingly adopted omnichannel marketing communication as a strategic response to fundamental changes in consumer behavior and the rapid growth of digital media consumption. Informants consistently stated that consumers today actively move between online and offline channels when seeking information, evaluating products, and making purchasing decisions. In response to this behavior, fashion brands combine various communication channels to maintain relevance and visibility. However, the findings also indicate that while all brands utilize multiple channels, the degree of integration varies significantly. Some brands demonstrate relatively well-coordinated communication strategies, whereas others operate online and offline channels in parallel without full strategic

alignment.

Digital channels, particularly social media platforms such as Instagram and TikTok, as well as online marketplaces, emerge as the primary tools for marketing communication. Informants explained that these platforms are used not only for promotional activities but also for brand storytelling and long-term relationship building with consumers. Digital communication enables brands to reach broader audiences, especially younger consumers who dominate Bandung's fashion market. Meanwhile, physical stores continue to play a crucial role as spaces for direct communication, product trial, and experiential engagement. Informants emphasized that face-to-face interaction in stores allows consumers to assess product quality, receive personalized assistance, and develop emotional connections with the brand.

The findings further demonstrate that social media plays a dominant role in shaping brand visibility and consumer engagement. Informants highlighted that visual content is central to their communication strategies, as fashion products rely heavily on aesthetics and symbolic meaning. Product photos, short-form videos, styling recommendations, and behind-the-scenes storytelling are deliberately designed to communicate brand identity and lifestyle values. In addition, interactive features such as direct messages, comment sections, polls, and live streaming are actively used to encourage two-way communication. Through these interactions, brands are able to respond to consumer inquiries, gather feedback, and create a sense of closeness and authenticity. These practices suggest that fashion brands in Bandung are shifting from one-way promotional communication toward more interactive and relationship-oriented communication models.

Another significant finding relates to the importance of message consistency and brand identity across communication channels. Most informants emphasized that maintaining consistent visual elements, tone of voice, and promotional narratives across online platforms and physical stores is essential for strengthening brand recognition. Brands that successfully implemented consistent communication reported stronger brand recall and clearer brand positioning in the minds of consumers. However, the findings also reveal that maintaining consistency remains a major challenge for many local fashion brands. Informants acknowledged difficulties in managing content across multiple platforms, particularly when human resources are limited and digital trends change rapidly. As a result, inconsistencies in messaging and visual presentation sometimes occur, potentially weakening overall brand coherence.

The results also highlight the strategic role of offline channels in supporting omnichannel marketing communication. Physical stores are not merely treated as points of sale but are increasingly positioned as

experiential spaces that reinforce brand identity. Informants explained that elements such as store layout, visual merchandising, music, and staff communication are intentionally designed to reflect the brand image communicated online. In several cases, in-store displays and promotions are aligned with ongoing digital campaigns to create a unified brand experience. However, the study also identifies challenges in coordinating online promotions with in-store product availability. Some informants reported situations where products promoted online were not available in physical stores, leading to consumer dissatisfaction and communication gaps.

Furthermore, the findings reveal several structural and organizational obstacles in implementing omnichannel marketing communication effectively. Informants reported difficulties in integrating consumer data across digital and offline channels, which limits their ability to analyze customer journeys and personalize communication. Measuring the effectiveness of omnichannel communication strategies also remains challenging, as most brands rely on basic engagement metrics rather than comprehensive performance indicators. These obstacles are particularly evident among small-to-medium fashion brands that lack advanced technological infrastructure, specialized marketing personnel, and long-term strategic planning. Despite these limitations, many brands demonstrate adaptive strategies by leveraging creativity, local cultural identity, and close relationships with consumers to compensate for resource constraints.

Discussion

The results of this study confirm that omnichannel marketing communication has become an essential and unavoidable strategy for fashion brands in Bandung, particularly in response to increasingly complex consumer journeys and intensified digital media consumption. This finding is consistent with recent marketing literature that emphasizes the centrality of integrated customer experiences in contemporary marketing practices (Lemon & Verhoef, 2021). Consumers no longer interact with brands through a single channel but continuously move between social media, online marketplaces, and physical stores. In this context, the ability of fashion brands to manage and integrate multiple communication touchpoints plays a crucial role in shaping consumer perceptions and purchase decisions.

The dominant use of social media as a primary communication channel reflects broader global

and industry-specific trends within the fashion sector. Platforms such as Instagram and TikTok function not only as promotional tools but also as strategic spaces for brand storytelling, identity construction, and emotional engagement (Kim & Sullivan, 2020). In Bandung's fashion industry, which is strongly influenced by youth culture and visual creativity, social media enables local brands to compete with larger and more established brands by amplifying their visibility and reinforcing their unique brand narratives. This finding suggests that digital platforms serve as democratizing tools that allow local fashion brands to build brand equity despite limited resources.

The emphasis on message consistency and visual identity across communication channels further supports the findings of Herhausen et al. (2020), who argue that integrated communication enhances brand coherence, credibility, and customer trust. In the highly competitive fashion market of Bandung, where numerous local brands offer similar products, consistency becomes a critical differentiating factor. A coherent brand image across online and offline channels helps reduce consumer confusion and strengthens brand positioning. However, the challenges reported by informants indicate that achieving full omnichannel integration requires more than creative content production. Organizational coordination, clear communication guidelines, and technological support are equally important. Without these supporting structures, brands risk fragmented communication that may weaken overall brand perception.

The continued relevance of physical stores as experiential communication spaces aligns with recent studies highlighting the complementary role of offline channels within omnichannel strategies (Beckers et al., 2022). Rather than being displaced by digital platforms, physical stores in Bandung function as spaces where consumers can experience products directly, interact with brand representatives, and build emotional connections with the brand. This finding reinforces the notion that omnichannel communication should not be understood as a shift toward digital dominance, but as a strategic integration of online and offline touchpoints to create holistic brand experiences. In the fashion context, sensory elements such as texture, fit, and atmosphere remain difficult to replicate through digital media alone, making physical stores an indispensable component of omnichannel strategies.

The challenges identified in this study, including data integration, performance measurement, and organizational alignment, are consistent with recent research on omnichannel implementation among small-to-medium enterprises (Thaichon et al., 2023). In the Bandung context, these challenges are often intensified by limited financial resources, lack of specialized marketing personnel, and the rapid pace of digital content production. As a result, many local fashion brands adopt partial omnichannel strategies rather than fully integrated systems. However, the findings also reveal that these brands often leverage local cultural identity, creativity, and close relationships with consumers as strategic assets. By embedding local values and cultural narratives into their communication, Bandung fashion brands are able to differentiate themselves from global brands and foster a sense of authenticity and community.

Overall, this study extends the existing omnichannel marketing communication literature by providing empirical insights from a local fashion industry within a creative urban environment in a developing country context. By highlighting both the opportunities and challenges of omnichannel communication, this research contributes to a more nuanced understanding of how omnichannel strategies are adapted and implemented by local brands. The findings offer practical implications for fashion practitioners and underscore the importance of strategic integration, organizational readiness, and cultural relevance in developing effective omnichannel marketing communication strategies.

Conclusion

This study concludes that omnichannel marketing communication has become a crucial strategy for fashion brands in the city of Bandung in responding to changes in consumer behavior and the increasing dominance of digital media. The findings demonstrate that local fashion brands actively combine online and offline communication channels to enhance brand visibility, consumer engagement, and overall customer experience. Digital platforms, particularly social media and online marketplaces, serve as the primary channels for promotion and brand storytelling, while physical stores continue to play an essential role as experiential spaces that support direct interaction and emotional connection with consumers.

The study also concludes that message consistency and integrated brand identity across channels are key determinants of effective omnichannel communication. Fashion brands that maintain

coherent visual elements, tone of voice, and promotional messages across digital and physical touchpoints are more likely to achieve stronger brand recognition and customer trust. However, the findings reveal that many local fashion brands still face significant challenges in achieving full omnichannel integration due to limited human resources, technological constraints, and difficulties in coordinating communication across multiple platforms.

Furthermore, this research highlights that while physical stores remain relevant, their role has evolved from purely transactional spaces to strategic communication environments that complement digital channels. The integration of in-store experiences with online campaigns strengthens brand authenticity and enhances the overall customer journey. At the same time, challenges related to data integration, performance measurement, and organizational alignment limit the effectiveness of omnichannel marketing communication, particularly among small-to-medium fashion enterprises.

Overall, this study contributes to the literature on omnichannel marketing communication by providing empirical evidence from a local fashion industry within a creative urban context. The findings offer valuable insights for fashion practitioners in Bandung and similar cities, emphasizing the importance of strategic channel integration, organizational readiness, and the use of local cultural identity as a communication asset. Future research is encouraged to explore consumer perspectives, apply mixed-method approaches, or examine omnichannel strategies in different creative industry sectors to further enrich the understanding of omnichannel marketing communication in developing country contexts.

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