

## The Influence of Experiential Marketing Strategy on Purchase Intention: A Literature Review

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### Abstract

**Purpose** – This study aims to explore how experiential marketing influences consumers' purchase intention toward slow fashion products at Sarinah Mall Indonesia. The research is motivated by the rising relevance of sustainable fashion consumption and Sarinah's strategic repositioning to provide meaningful and memorable retail experiences.

**Methodology** – A qualitative research design was employed to obtain an in-depth understanding of consumer perceptions and experiences. Data were collected through semi-structured interviews with visitors of slow fashion MSMEs at Sarinah Mall, selected using purposive sampling. The interviews were analyzed using thematic analysis to identify recurring patterns related to sensory experience, emotional engagement, cognitive reflections, behavioral responses, and social connection within the experiential marketing framework.

**Findings** – The findings suggest that experiential marketing plays a substantial role in shaping consumer attitudes toward slow fashion. Participants reported that sensory and emotional experiences in Sarinah's retail environment enhanced their appreciation of craftsmanship, sustainability values, and product authenticity. These experiential encounters strengthened personal relevance, stimulated curiosity, and encouraged deeper engagement with slow fashion brands, ultimately influencing their intention to purchase. The study highlights that meaningful interactions, rather than promotional messages alone, are central in fostering interest sustainably.

**Originality** – This study contributes to the limited qualitative evidence on slow fashion adoption in Indonesia by integrating experiential marketing theory with consumer experience narratives. It provides nuanced insights into how consumers interpret slow fashion within a culturally embedded retail setting, offering a perspective rarely addressed in previous research dominated by quantitative approaches.

**Research limitations** – The study is limited by its small sample size and focus on a single retail location, which may reduce the transferability of findings.

## **Introduction**

Over the past few decades, stakeholders have increasingly recognized the negative environmental impacts arising from the rapid production cycles characteristic of the fashion industry. These highly accelerated manufacturing processes contribute approximately 2.5% of global textile waste. Although this proportion remains relatively small compared with other industrial sectors, the volume of textile waste is projected to grow in the future, exacerbating existing environmental challenges (Rizqiyah, 2023). This trend is further reinforced by evolving consumption patterns and societal pressures that encourage frequent and rapid clothing purchases.

In response to these adverse impacts, the slow fashion movement has emerged. Slow fashion emphasizes manual, time-intensive production processes and integrates the craftsmanship of artisans who produce garments with superior quality and longer-lasting designs. It also prioritizes environmentally responsible materials and ethical production practices (Aishwariya, 2019). While slow fashion products typically command higher prices than fast-produced alternatives, consumers are willing to pay a premium for enhanced quality and reduced environmental harm.

According to Trejo et al. (2019), sustainable fashion—an approach that accounts for environmental and social impacts throughout a product's life cycle—constitutes a core element of the slow fashion movement. Sustainable fashion extends beyond the use of eco-friendly materials to include waste reduction, efficient energy utilization, and support for fair trade practices. In practice, slow fashion and sustainable fashion are closely intertwined, as both prioritize product quality and long-term sustainability over production speed and volume.

Although the term “slow fashion” is not yet widely recognized in Indonesia, the movement holds significant potential due to its alignment with the cultural characteristics and value systems of Indonesian society (Apriliani & Nugraha, 2021). Indonesia's rich heritage of craftsmanship, particularly in traditional textiles such as batik and woven fabrics, resonates strongly with slow fashion principles. By leveraging these cultural assets, the Indonesian fashion industry can integrate sustainability and high-quality production into its offerings. Moreover, Statista data indicates a continuous rise in demand for sustainable fashion in Indonesia, projected to increase through 2026, reflecting a growing consumer awareness of the environmental and social implications of their purchasing choices.

Sarinah represents one of the retail institutions in Indonesia that actively integrates slow fashion principles. Established in 1968, Sarinah is historically recognized as one of Jakarta's earliest retail centers offering high-quality local products. Despite the proliferation of modern luxury shopping malls, Sarinah has sustained its relevance within Indonesia's evolving retail landscape. In 2022, Sarinah underwent a major transformation, adopting a new concept designed not only to maintain its competitiveness but also to support micro, small, and medium enterprises (MSMEs) (PT Sarinah, 2021). This more refined and inclusive concept enhances visitor comfort and aligns with a specialty store model showcasing curated, high-quality domestic products (Mecadinisa, 2023). These innovations simultaneously reflect slow fashion values by emphasizing artisanal craftsmanship, high-quality materials, and sustainable production processes. Consequently, Sarinah positions itself not only as a provider of premium products but also as a promoter of ethical and sustainable consumerism.

Creating a positive customer experience has become a critical determinant of market success for brands and products (Putra, 2019). Accordingly, marketing strategies capable of

evoking memorable experiences and fostering positive consumer perceptions are essential for stimulating interest and purchase intention. Experiential marketing serves as an effective approach to cultivating strong customer relationships, defined as a strategy that engages consumers through direct interaction with a product or brand (Madhvapathy & Rajesh, 2019; Adeosun & Ganiyu, 2012). As a retail enterprise, Sarinah places customer experience at the center of its business operations and actively strives to deliver optimal service quality (PT Sarinah, 2021). Sarinah's mission explicitly highlights its commitment to enhancing innovative and memorable retail experiences for customers (Mecadinisa, 2023).

Empirical research on Indonesian consumers' purchase intentions regarding slow fashion products remains limited (Aldilax et al., 2020). Therefore, this study focuses on examining purchase intention among visitors of Sarinah Mall Indonesia toward slow fashion products, particularly as influenced by experiential marketing strategies. The selection of Sarinah Mall as the research site is grounded in its stated mission to advance innovative retail experiences by creating more meaningful and memorable customer interactions.

## **Literature Review**

### **Experiential Marketing Strategy**

Experiential marketing strategy refers to a marketing approach grounded in consumer experience, in which consumers are directly engaged with a product or brand in ways that stimulate their emotions and subsequently influence their perceptions and purchasing decisions [9]. This strategy has become an effective method for creating enjoyable and memorable experiences for consumers—an aspect that is increasingly essential in today's competitive marketing environment (Muthiah & Suja, 2013). Experiential marketing focuses on generating pleasurable and unforgettable moments through various methods such as exhibitions, virtual experiences, and interactive installations. These approaches aim to stimulate all five senses—sight, hearing, smell, taste, and touch—to create deeper and more emotional connections between consumers and the brand or product.

Schmitt (1999) identifies five key dimensions of experiential marketing:

1. Sense

This dimension refers to how consumer experiences stimulate the senses. It encompasses all sensory elements directly perceived by consumers, such as visual, auditory, olfactory, gustatory, and tactile stimuli. Well-designed sensory experiences can evoke pleasure and satisfaction, thereby fostering positive associations with the brand.

2. Feel

This dimension emphasizes the emotional responses elicited through consumer experiences. Carefully designed experiences can evoke various emotional states, such as joy, admiration, or tranquility. This contributes to the development of deep emotional connections between consumers and the brand. Strong emotional experiences can strengthen consumer loyalty and increase the likelihood of recommending the product or brand to others.

3. Think

The think dimension aims to stimulate consumers' cognitive engagement. It involves experiences that trigger creative and intellectual processes, such as challenging

consumers' thinking, presenting stimulating content, or offering innovative solutions that spark curiosity. Through this mechanism, brands can cultivate stronger relationships and provide added value through cognitive and educational engagement.

4. Act

This dimension relates to the actions taken by consumers as a result of their experiences. It includes how experiences influence decision-making and behaviors associated with lifestyle or personal needs. Effective experiential strategies can encourage consumers to take specific actions, such as making a purchase, subscribing to a service, or participating in brand-related activities.

5. Relate

The relate dimension aims to build connections between consumers and the brand by fostering a sense of social identity and community. It includes how brands create a sense of belonging among consumers. Well-crafted experiences strengthen consumers' social identity and encourage them to feel connected not only to the brand but also to the broader community surrounding it.

Within the slow fashion industry, experiential marketing plays a particularly significant role due to its ability to cultivate profound emotional connections between consumers and sustainable fashion brands (Lopez Moreno, 2017). By employing experience-based marketing approaches, brands are able to design highly personal and memorable interactions that, in turn, foster strong emotional bonds with consumers. Jung et al. have identified multiple consumer types in the slow fashion sector, each possessing distinct preferences and needs that necessitate tailored marketing strategies (Jung & Jin, 2016). By understanding these segments and implementing experiential strategies that align with their expectations, slow fashion companies can offer sustainable products or brands that meet high-quality standards while delivering unique and engaging shopping experiences. This enables slow fashion brands to differentiate themselves from competitors and attract consumers who are increasingly attentive to sustainability and ethical considerations in their purchasing decisions (Arvidsson & Spreitz Elings, 2015). Consequently, experiential marketing not only enhances brand attractiveness from the consumer's perspective but also strengthens the competitive positioning of slow fashion brands within the broader market.

### **Consumer Behavior**

Consumer behavior is a complex process involving a series of decisions and actions undertaken by individuals to acquire, use, and evaluate a product. In general, consumer behavior encompasses decisions about whether to purchase a product, when to make the purchase, where the purchase will occur, how the purchase will be conducted, and from whom the product will be obtained (Walters, 1974). This process involves not only rational considerations but also emotional and psychological factors that shape consumer decision-making.

More comprehensively, consumer behavior reflects a multifaceted decision-making process in which individuals evaluate and make purchasing choices across various situations while considering multiple influencing factors. The process begins with the identification of personal needs and desires that form the basis of purchasing intentions. However, these decisions are influenced not only by internal needs but also by external factors such as social and cultural environments. These factors include social norms, cultural values, and interactions with family, friends, and colleagues, all of which can shape consumers' preferences and attitudes toward particular products (Ling, 2012). Additionally, market trends, advertising

exposure, and prior personal experiences play important roles in shaping purchase decisions. Together, these factors interact synergistically to form unique and complex patterns of consumer behavior, reflecting the interplay between internal motivations and external influences present in their environment.

According to Nikalje (2017), consumer behavior can be influenced by several key factors:

1. Individual Characteristics

These include demographic factors such as age, gender, income, and education, as well as psychographic factors such as personal values, attitudes, and lifestyle. These characteristics significantly shape consumer preferences and responses to various market offerings.

2. Social and Cultural Influences

These influences play an essential role in shaping consumer behavior. The social environment consists of interactions with family, friends, and colleagues, as well as prevailing social norms. Culture, including the values, beliefs, and traditions of specific social groups, has a substantial impact on consumer preferences and purchasing habits.

3. Technological Developments

Technological advancement exerts a significant influence on consumer behavior. With the rise of the internet, mobile devices, and social media, consumers now have greater access to product information, user reviews, and the ability to make online purchases conveniently. Technology also enables brands to interact with consumers across various digital platforms.

To remain competitive in the marketplace, firms must develop a deep understanding of consumer behavior in order to effectively meet consumer needs and expectations (McCarthy, 2016). This understanding includes the identification and analysis of multiple factors that influence purchasing decisions and consumer preferences, such as personal motivations, social influences, and prevailing market trends. With clear insights into these factors, companies can design more effective marketing strategies aligned with consumer characteristics and desires. This includes conducting market segmentation to identify consumer groups with similar needs, developing products that meet quality standards and specific preferences, and establishing competitive pricing aligned with perceived value. Moreover, companies must design relevant and integrated promotional and distribution strategies to reach target markets effectively. Through this comprehensive approach, firms can not only enhance customer satisfaction but also build strong brand loyalty—ultimately supporting long-term growth and success in an increasingly competitive market.

### **Purchase Intention**

Purchase intention refers to a consumer's tendency or willingness to acquire or purchase a particular brand or to engage in purchase-related activities, and is assessed based on the likelihood that the consumer will actually make the purchase (Belch & Belch, 2016). In general, purchase intention can be understood as a measure of how likely a consumer is to proceed with a purchase based on their evaluations and preferences toward a specific product or brand.

In another perspective, purchase intention can be defined as a consumer's desire or readiness to actively engage in commercial interactions, which encompass various important aspects of the purchasing process. Purchase intention does not merely involve the decision to buy a product or service, but also includes behaviors such as sharing information about the

product with others, maintaining positive business relationships with the seller or brand, and participating in broader market-related activities. This implies that purchase intention reflects consumers' willingness to engage in interactions that may influence their experience with the brand, as well as their potential for future purchases. Purchase intention therefore captures the attitudes and preparedness of consumers to participate in the exchange process, which may involve evaluations of product quality, brand reputation, and the nature of relationships formed with parties involved in the transaction (Zwass, 1999). Understanding purchase intention enables companies to design more effective strategies to influence consumer decision-making and strengthen consumer–brand relationships.

According to Ferdinand (2006), purchase intention can be identified through several indicators:

1. Transactional Intention

This indicator refers to the consumer's desire to purchase or obtain a product after receiving information about it. It reflects the consumer's initial response to promotions, advertisements, or other information related to the product. Transactional intention generally arises as a result of newly triggered needs or desires as well as the effects of promotional efforts conducted by marketers.

2. Referential Intention

This indicator denotes the likelihood that consumers will recommend the product to others. It typically emerges after consumers feel satisfied with the product they have purchased or used. High levels of satisfaction may encourage consumers to share positive experiences with family, friends, or colleagues, consequently enhancing the brand's reputation and visibility. Referential intention is particularly important because word-of-mouth recommendations significantly influence others' purchasing decisions.

3. Preferential Intention

This indicator reflects the consumer's prioritization or preference for a specific product. Such preference occurs when consumers exhibit a strong attraction toward one product compared with alternatives. This generally indicates that consumers have developed heightened interest or desire toward the product, influenced by factors such as quality, brand strength, or unique product features.

4. Exploratory Intention

This indicator refers to consumers' habits of actively seeking and gathering additional information about a product of interest. Consumers with strong exploratory intention do not rely solely on initial information but seek further insights to reinforce their positive evaluations. This may involve conducting research through various sources, reading reviews, comparing alternatives, and seeking detailed information about the product's advantageous attributes.

Currently, consumers are increasingly demonstrating strong interest in the slow fashion movement, which emphasizes sustainable production practices (Pookulangara & Shephard, 2013). This trend reflects a significant shift in consumer preferences, where ethical considerations, sustainable consumption, and personal motivations have become key drivers of their intentions and attitudes toward slow fashion products (Domingos et al., 2022). Concerns about environmental degradation and the desire to support more eco-friendly production practices frequently serve as important determinants in consumers' fashion choices that align with sustainability values (Arsyistawa & Hartono, 2022). As awareness of environmental issues continues to rise, consumers are more inclined to choose products that not only offer high

quality but also adhere to sustainability standards, illustrating how these changing attitudes can influence the overall dynamics of the fashion market.

## Discussion and Conclusion

The fashion industry, characterized by rapid production models, has generated significant negative environmental impacts. Currently, the industry contributes approximately 2.5% of global textile waste. Although this percentage may appear relatively small, the rapid expansion of clothing consumption trends is expected to further increase the volume of textile waste in the future. Mass production of garments with short life cycles often results in large quantities of discarded clothing ending up in landfills, thereby exacerbating pollution and environmental degradation.

In response to these adverse effects, the slow fashion movement has gained increasing attention. Slow fashion, which emphasizes manual craftsmanship, higher product quality, and premium pricing, seeks to counter the fast-fashion consumption pattern by promoting sustainability, ethical production practices, and product longevity. This trend encourages more responsible production and consumption behaviors while reducing environmental impact. In Indonesia, the potential for slow fashion development is substantial. Data from Statista indicate rising demand for environmentally friendly and sustainable fashion products, reflecting the increasing consumer awareness of the importance of responsible fashion choices.

Sarinah, a historic retail institution in Jakarta, has responded to this shift by undergoing a transformation that supports slow fashion products and MSME-led businesses. Sarinah now offers a more inclusive and comfortable shopping experience, emphasizing products that prioritize sustainability. Through retail experience innovation, Sarinah aims to deliver added value to its customers, employing strategies that not only meet consumer needs but also contribute to broader environmental preservation efforts.

Experience-based marketing strategies, or experiential marketing strategies, are considered crucial in shaping positive consumer perceptions and influencing purchase intentions. By offering unique and memorable shopping experiences, Sarinah seeks to strengthen customer relationships and enhance brand loyalty. These innovative retail experiences function as a means of capturing consumer attention and stimulating their preference for high-quality and sustainable slow fashion products.

This study aims to examine consumer purchase intention toward slow fashion products at Sarinah Mall Indonesia and to analyze the influence of experiential marketing strategies on their purchasing decisions. The selection of Sarinah as the research site is grounded in its mission to enhance innovative retail experiences and deliver greater added value to its customers. By focusing on these aspects, this study provides deeper insights into how marketing strategies can influence consumer behavior within the context of slow fashion products.

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