

## STUDY OF CONSUMER BUYING PROCESS BASED ON AISAS MODEL, STUDY CASE: CLOUD THINK

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### ABSTRACT

*This paper investigates the complexities of the fashion industry in Bandung, Indonesia, emphasizing challenges in data collection and the potential for sustainable growth. It explores the economic impact of the sector on Indonesia, detailing its significant contribution to GDP and the rise of e-commerce. The study scrutinizes the resilience of the industry during the COVID-19 pandemic, highlighting the pivotal role of trust in social media marketing. Using the AISAS consumer decision-making model, the research focuses on local fashion business Cloud Think, revealing the interconnectedness between early stages (Attention and Interest) and downstream consumer actions (Action and Share). The analysis considers demographic factors, construct reliability, and discriminant validity, providing nuanced insights into consumer behavior. The study extends to the online retail landscape, discussing pandemic effects, ethical considerations, and sustainability. In conclusion, this research offers a comprehensive understanding of the Bandung fashion industry, contributing valuable insights for businesses and policymakers navigating the evolving dynamics of the Indonesian fashion sector.*

**Keywords:** *Bandung fashion industry, Sustainable growth, Economic impact, Indonesia GDP*

### INTRODUCTION

The fashion industry in Bandung, Indonesia, occupies a crucial role in the city's economic framework. Bandung is widely recognized as a leading center for the fashion industry in Indonesia, known for its steadfast dedication to originality and creativity (Nugraha, 2015). Not with standing this acknowledgment, the fashion industry in the city faces obstacles in acquiring accurate data regarding the sector, consequently impeding its overall advancement (Kurniadi et al., 2022). To achieve continuous growth, the fashion sector in Bandung must address the obstacles related to data collection. The city's creative economy, including the fashion sector, offers considerable potential for both growth and developing a sustainable basis for the long term, as highlighted by (Potjanjaruwit & Girdwichai, 2019). To achieve this potential, it is crucial to implement strategic measures and engage in joint efforts to overcome current obstacles and create a favorable environment for the growth of Bandung's creative and innovative fashion industry.

Fashion is one of the human primary needs, with various activities people also using various clothes and making this sector become one sector that always growing. Indonesia's fashion industry takes 14.4% of the processing industry that is operated by small and medium enterprises, which makes the fashion industry as third biggest processing industry in Indonesia (Kemenkopukm.go.id, 2021). The

fashion industry contributed 5,81% to Indonesia's processing industry GDP in 2022 (Kemlu, 2023). The report of Indonesia Digital in 2023 said that fashion is the third most sold product in e-Commerce.

The Indonesian economy demonstrates the fashion industry's ability to have a significant impact, as evidenced by the growth in exports of innovative fashion and craft items. This expansion has led to an increase in value-added, household income, and employment possibilities (Sukma et al., 2018). This effect emphasizes the sector's crucial role in influencing economic dynamics. The fashion department stores' reaction to the COVID-19 pandemic and the various elements that impact consumer behavior demonstrate the ever-changing nature of market competitiveness and consumer preferences. The industry's ability to adapt and respond to external pressures demonstrates its resilience and capacity to effectively traverse new circumstances. Moreover, the role of trust in influencing customer behavior in social media marketing environments highlights the changing nature of marketing tactics in the fashion industry (Das Guru & Paulssen, 2020). This highlights the vital importance of trust in influencing consumer interactions in the constantly evolving world of social media, underscoring the continuous development of marketing strategies in the fashion industry.

**Table 1. Annual Expenditure by Consumer Goods Category**

No	Consumer Goods Categories	Annual Spend
1.	Fashion	\$ 8.74 Billion
2.	Electronics	\$ 13.37 Billion
3.	Toys, Hobby, DIY	\$ 10.45 Billion
4.	Furniture	\$ 8.48 Billion
5.	Personal & Personal Care	\$ 6.59 Billion
6.	Food	\$ 5.40 Billion
7.	Beverages	\$ 1.03 Billion
8.	Physical Media	\$ 1.92 Billion

The market dynamics in the fashion sector have significantly affected Cloud Think, a local fashion business located in Bandung. The proprietor of Cloud Think understands that adapting to this novel market dynamic poses a significant challenge for the business. Cloud Think, which has mostly focused on wholesale selling from its beginning, now faces the need to shift towards a model where direct sales to consumers play a significant role. The need to modify the sales approach necessitates strategic adaptation. The owner believes that implementing an effective and successful marketing plan is crucial for Cloud Think to navigate these changes and ensure its survival in the changing market environment.

In the context of the AISAS consumer decision-making process, consumers progress through stages in their product purchase journey. This research adopts a descriptive quantitative approach (Gazzola et al., 2020) to accurately depict the characteristics of the problem (Juliana et al., 2021) utilizing secondary data (Sproles & Kendall, 1986) for theory and primary data for analysis. The study focuses on Cloud Think consumers (Brtan, 2021) across Indonesia as the population and sample.

Attention is the initial stage in the AISAS model (Javed et al., 2021; Satrio & Adriyana, 2023; Xue et al., 2021), where consumers are attracted to a product or service. Research has shown that attention has a positive and significant effect on consumer decisions, indicating its crucial role in the consumer decision-making process. Furthermore, the AISAS model has been applied to analyze the effectiveness of short-form video advertisements in tourism marketing, highlighting its relevance in capturing consumer attention (Anisah & Miswanto, 2021; Mo et al., 2022) in the digital space (Park, 2023).

Interest represents the stage where consumers develop a curiosity or desire for the product or service. This stage has been integrated into marketing strategies, such as celebrity endorsement advertisements, to generate interest and influence consumer behavior (Ruswandi et al., 2021; Simamora et al., 2021). Additionally, the AISAS model has been used to analyze the promotion effectiveness of platforms like Zomato, emphasizing its relevance in understanding consumer interest in the context of social media promotion (Ruswandi et al., 2021).

Search involves consumers actively seeking information (Darudiato & Widjaja, 2022; Kang et al., 2020; Thakur et al., 2020) about the product or service. This stage has been analyzed in the context of online consumer behavior, particularly in tourism, where the AISAS model has been expanded to include sociality, reflecting the

evolving nature of consumer search behavior in the digital age (Xue et al., 2021).

Action is the stage where consumers make a decision (Anić et al., 2015; Asante, 2020; Dankwa, 2021; Viridi et al., 2020) to purchase or engage with the product or service. The AISAS model has been utilized to understand the influence of digital influencers on consumer decision-making, highlighting its applicability in assessing consumer actions in response to digital marketing strategies (Javed et al., 2021). Moreover, the model has been used to analyze the influence of advertising on consumer purchase decisions, emphasizing its role in understanding the consumer action stage (Darmatama & Erdiansyah, 2021)

Share represents the stage where consumers engage in post-purchase sharing behavior (Shareef et al., 2019; Suhud & Allan, 2020). This stage has transformed consumers from initial product recipients to communication marketers, reflecting the evolving nature of consumer behavior in the digital space ("Reflections and revelations on the success model of the Chinese New Year movie "Hi, mom" under the trend of Chinese melodrama", 2021).

Consumer behavior refers to the study of how individuals, groups, or organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Pratiwy & Siregar, 2022). It involves understanding the decision-making processes and factors that influence consumers' choices, including psychological, social, and cultural aspects. Consumer behavior research aims to analyze and predict consumer actions and preferences, which is crucial for businesses to develop effective marketing strategies and tailor their products or services to meet consumer demands.

According to (Kim, 2018) there are several factor that influence consumer behavior (Anić et al., 2015; Fajardo- Ibarra et al., 2022; Foxall, 1998, 2017; Liu et al., 2020) and the factor that influence the most is quality of the product, knowledge of the product, price of the product, and shop's reputation.

Understanding the current landscape of online retail involves examining various factors, including the impact of the COVID-19 pandemic, shifts in consumer behavior, ethical considerations, and the integration of digital technologies. The pandemic has significantly influenced the online food retail sector, emphasizing the need for a deeper understanding of consumer behavior and factors affecting online shopping intentions, particularly in terms of convenience and perceived value (Laila Nalini, 2021; Rochayatun, 2022). Studies suggest that changing consumer behavior requires increased responsiveness from online retailers to factors

influencing browsing and purchasing intentions (Mahliza, 2020; Utomo et al., 2022). The integration of digital technologies and the rise of online retailing present opportunities and challenges for traditional brick-and-mortar retailers (Akram et al., 2022). Large-scale online sales promotions are widely used to boost product and brand sales (Widjaja & Alexandra, 2019), emphasizing the importance of exploring consumers' buying behavior in this context (Liao & Liu, 2023). Additionally, ethical considerations in online retailing have gained prominence, necessitating an examination of consumer perceptions regarding the ethics of online retailers (Bhattacharyya & Shah, 2021). The quality of information on online retailing service providers' websites has been identified as a critical factor influencing consumers' post-purchase evaluations, particularly in the context of Nigerian online retailing (Dixon-Ogbechi & Adekoya, 2022). Lastly, the growth of online retailing has led to the development of specific scales to measure online retail service quality, reflecting the evolving nature of the online retail landscape (Swar & Panda, 2021). Moreover, the increasing pressure on traditional retail trade due to digital transformation and online trade necessitates a comprehensive understanding of the determinants of consumer acceptance of mobile apps in retail (Wohllebe et al., 2020). Challenges associated with last-mile delivery in online retailing have been extensively studied, emphasizing the need for tailored solutions (Mogire et al., 2022). Sentiment analysis of social media has been recognized as a valuable tool for understanding customers' perceptions of online retailing brands and services (Ibrahim & Wang, 2019), highlighting the need to explore the classification of mobile app users in multi-channel retail (Wohllebe et al., 2022). The segmentation and positioning of men's clothing retailers have been studied to identify market segments based on store types and generational cohorts (Seo et al., 2020). The expectations of small retail businesses towards local online selling platforms have been explored in the context of urban sustainability, emphasizing the broader impact of online retailing on local economies and sustainability (Miguel et al., 2019). The concept of

online repatronage intention has been introduced to understand customers' desire to make future online purchases through the same online retailer, highlighting the importance of building long-term relationships with online retail customers (Bin Som, 2020). The reimagining of the fashion retail industry through the implications of COVID-19 underscores the need for integrated online and brick-and-mortar service strategies to adapt to the post-pandemic business environment (Rao et al., 2021). Additionally, the challenges of last-mile logistical efficiency for omnichannel grocery retailers highlight the complexities of integrating online and offline retail channels (Weber & Badenhorst-Weiss, 2018). The intersection of sustainability and retail has been explored to identify trends and future research initiatives, emphasizing the need to analyze the conditions under which sustainability initiatives yield better results for retailers (Ruiz-Real et al., 2018). The digital transformation in the retail industry has led to the consideration of evolving customer needs and shopping experiences across touchpoints and channels, reflecting the dynamic nature of the retail landscape (Dutta & Sandhane, 2022). Furthermore, the forecasted growth of online retail in India underscores the need to understand the unique market dynamics and consumer behaviors in different regions ("Perspective of online retailing in India," 2020).

**RESEARCH METHODS**

In the context of the AISAS consumer decision-making process, consumers progress through stages in their product purchase journey. This research adopts a descriptive quantitative approach to accurately depict the characteristics of the problem (Asra et al., 2015), utilizing secondary data for theory and primary data for analysis. The study focuses on Cloud Think consumers across Indonesia as the population and sample. The data collected by doing survey to Cloud Think consumer across Indonesia that will asking about they consumer decision buying process that following AISAS model. The question that used are ias as follow:

**Table 2. Research questions**

Indicator	Code	Question	Source
Attention	ATT1	I know Cloud Think has social media Instagram and TikTok	(Reisenwitz & Fowler, 2019)
	ATT2	I know Cloud Think has good quality products	(Ressi, 2020)
	ATT3	I know that Cloud Think is a provider of shirt products with various variations	
	ATT4	I know that Cloud Think products can be purchased on e-Commerce	(Choudhary et al., 2020)
Interest	INT1	I am interested in the information provided by Cloud Think on its social media	(Reisenwitz & Fowler, 2019)
	INT2	I am interested in Cloud Think products because they use very good quality raw materials	(Ressi, 2020)
	INT3	I am interested in the variety of products offered by Cloud Think	
Search	SRC1	I looked for information about the products offered by Cloud Think on Cloud Think's social media	(Reisenwitz & Fowler, 2019)
	SRC2	I am looking for information regarding the	(Ressi, 2020)

Indicator	Code	Question	Source
Action		quality of the products offered by Cloud Think	
	SRC3	I am looking for information regarding the variety of products offered by Cloud Think	
	SRC4	I am looking for price comparison information for Cloud Think products with other competitors on social media or marketplaces	(Sarkar et al., 2019)
	ACT1	I tend to make Cloud Think one of the brand choices when choosing which shirt product to buy	
Share	ACT2	I will most likely shop for Cloud Think products in the next three months	(Estevão et al., 2018)
	ACT3	I will most likely be a loyal consumer to the Cloud Think brand	
	SHR1	I would likely recommend Cloud Think products to my friends or family	
	SHR2	I often share and repost Cloud Think content on social media	(Xu & Cui, 2022)

This research follows the framework that developed by Juliana et al., (2012) where the AISAS model started with Attention and Interest that in this stages consumer are passive and just getting input from business and than this input will affected all stages after it. The frame work that used is as follow:

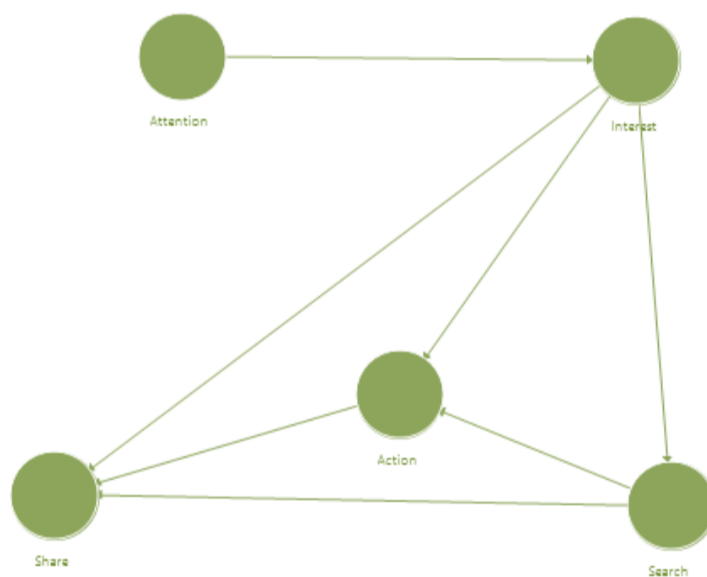


Figure 1. Framework of Thought

**RESULTS AND DISCUSSION**

**Demographic**

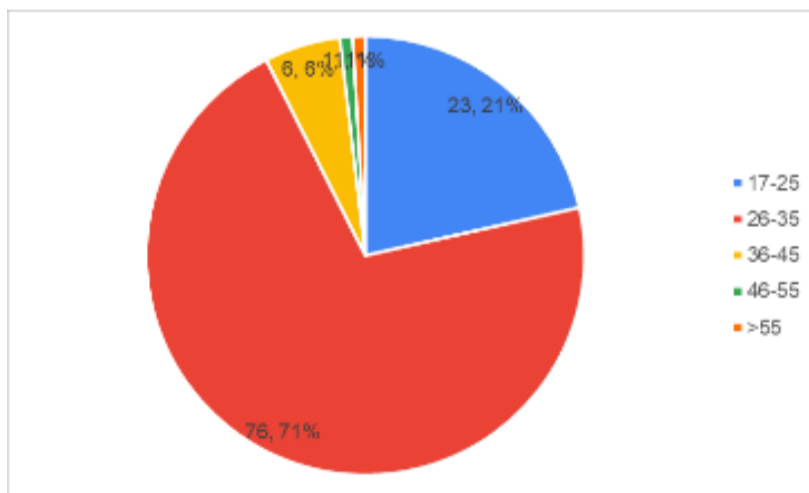


Figure 2. Demographics of Respondents by Age

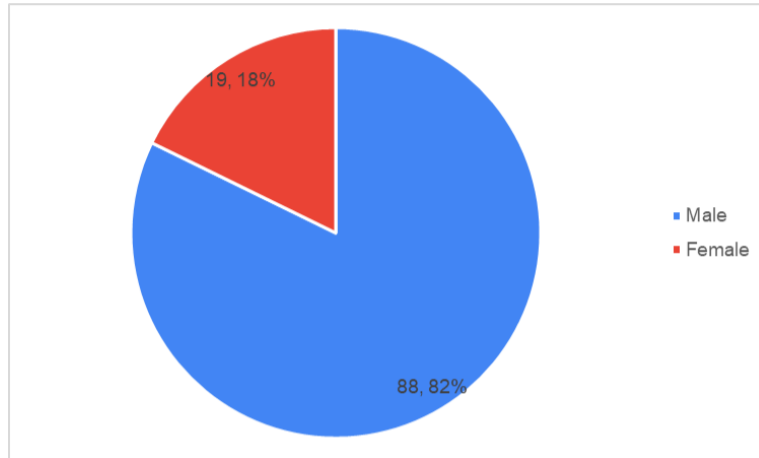
The research participants were systematically categorized into five distinct age groups, commencing with the youngest cohort at 17 years old. Notably, the demographic distribution revealed a predominant concentration within the 26-35 years

old age bracket, constituting a substantial 71% of the total respondent pool. This translates to a noteworthy 82 individuals falling within this age range. Following closely, the 17-25 years old age group constituted the second-largest segment,

capturing 21% of the overall population, equivalent to 25 respondents. Interestingly, the remaining age groups each contributed less than 10% to the total, indicating a relatively smaller representation in the study.

The survey outcomes underscore a striking trend, illuminating that a significant majority—more than

90%—of the respondents are young individuals. This demographic insight is crucial for contextualizing the study findings, as it suggests that the research outcomes are particularly reflective of the perspectives and behaviors of a youthful demographic.

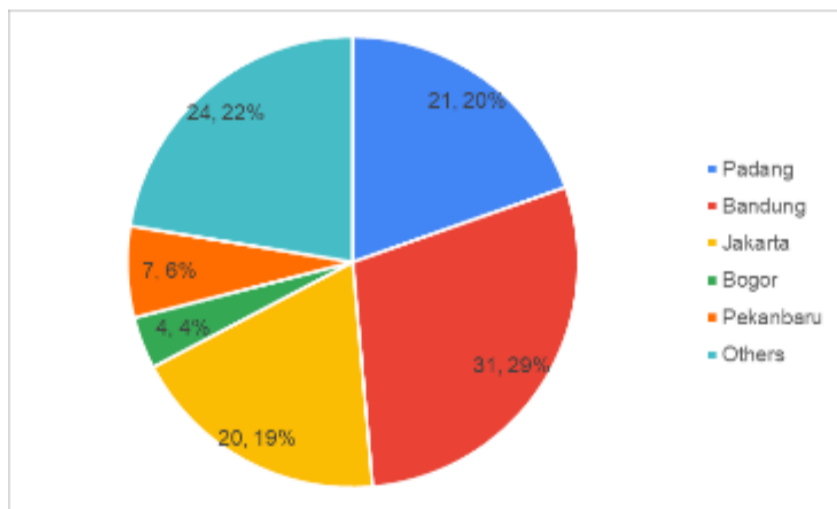


**Figure 3. Demographics of Respondents by Gender**

The survey results reveal a notable predominance of male respondents, constituting a substantial 82% of the total participant pool. Out of the 107 respondents, 82 individuals identified as male. In contrast, female respondents accounted for 18% of the overall population, representing a smaller proportion.

This demographic distribution suggests a noteworthy gender skew in the recognition and

engagement with Cloud Think products, commonly perceived as unisex. Despite the product's inherently versatile nature, the survey indicates a higher visibility and resonance among male consumers. This gender-related insight can serve as a valuable cue for marketing strategies and product positioning, offering insights into the preferences and awareness levels across different demographic segments.

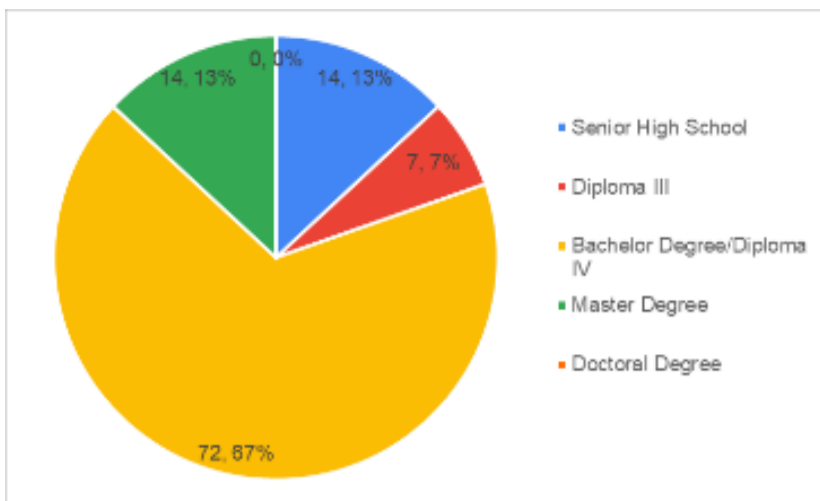


**Figure 4. Demographics of Respondents by Domicile**

Bandung emerges as the predominant city in the Cloud Think survey, contributing the highest proportion of respondents at 29%, equivalent to 31 participants from this vibrant city. In comparison, Padang, Jakarta, and Pekanbaru follow suit with 20%, 19%, and 6% of the respondents, respectively, indicating a noteworthy geographic spread of survey participants.

Remarkably, the survey casts a wide net across the Indonesian archipelago, encompassing responses from 24 different cities. This expansive reach

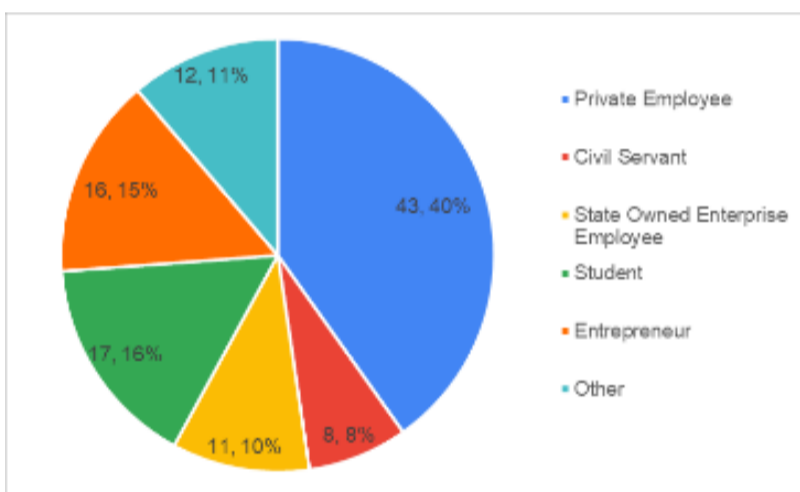
underscores the broad distribution of Cloud Think products, signifying a widespread recognition and engagement with the brand. The diverse city representation in the survey highlights the product's reach beyond specific urban centers, reflecting its appeal and accessibility across various regions in Indonesia. This geographical diversity is a valuable aspect to consider when evaluating the market presence and potential areas for further product expansion.



**Figure 5. Demographics of Respondents by Education**

The survey results provide a compelling insight into the educational background of the respondents, revealing a substantial emphasis on higher education. Notably, 67% of the participants have successfully completed their graduate degree, indicating a robust 72 individuals out of the total 107 respondents. Following closely, respondents with master's degrees and those who have completed senior high school are equally represented, each comprising 14 respondents.

This educational distribution suggests a noteworthy correlation between Cloud Think product awareness and higher educational attainment. The prevalence of respondents with graduate and master's degrees in the survey implies that the brand is more widely recognized among individuals with advanced educational backgrounds. This insight is valuable for marketing strategies, indicating that targeting campaigns towards audiences with higher educational levels may yield more impactful results.



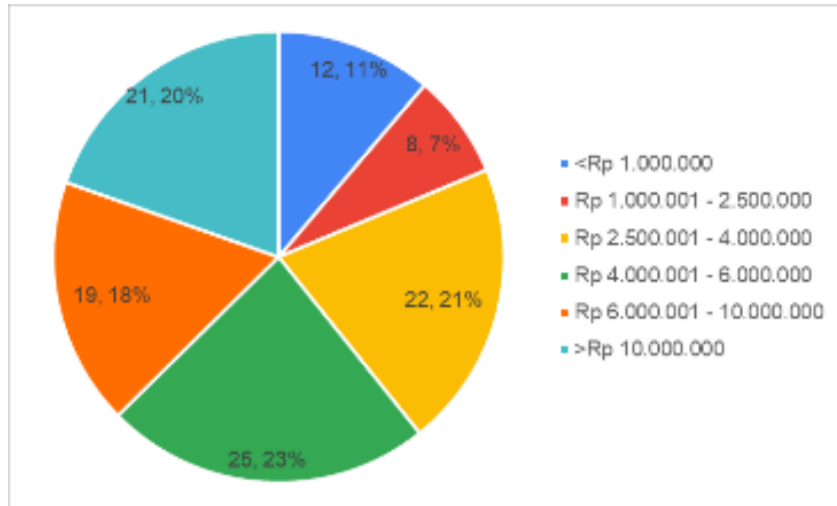
**Figure 6. Demographics of Respondents by Occupation**

The presented data underscores a notable occupational distribution among the Cloud Think survey respondents, with private employees comprising the largest segment at 40%. Following closely, students make up 16% of the survey population, while other occupations such as civil servants, entrepreneurs, and various others constitute the remainder.

The heightened interest among private employees can be attributed to the nature of their work, often exempt from the requirement of donning special

uniforms. Consequently, individuals in private employment exhibit a heightened demand for casual clothing, aligning with the versatile and informal appeal of Cloud Think products. Similarly, students, who predominantly wear casual attire for their studies, form a significant portion of the survey demographic. This occupational breakdown sheds light on the market segments where Cloud Think has garnered substantial interest, emphasizing the brand's alignment with the preferences and lifestyles of private employees and students.

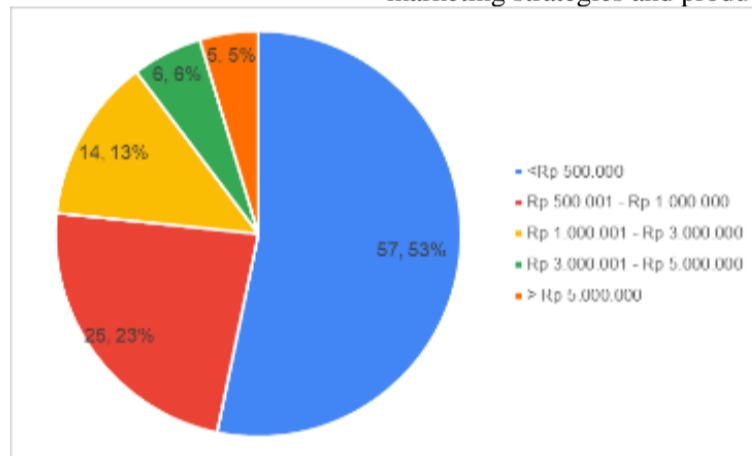




**Figure 7. Demographics of Respondents by Income**

The data provided illuminates the income distribution among Cloud Think consumers, revealing a nuanced pattern. A significant portion, constituting 25% of the consumers, falls within the income bracket of 4 to 6 million rupiah. Following closely, 22% have incomes ranging from 2.5 to 4 million rupiah, while 21% earn above 10 million rupiah. Additionally, 19% fall within the income range of 6 to 10 million rupiah, and the remaining percentage represents individuals with incomes below 2.5 million rupiah.

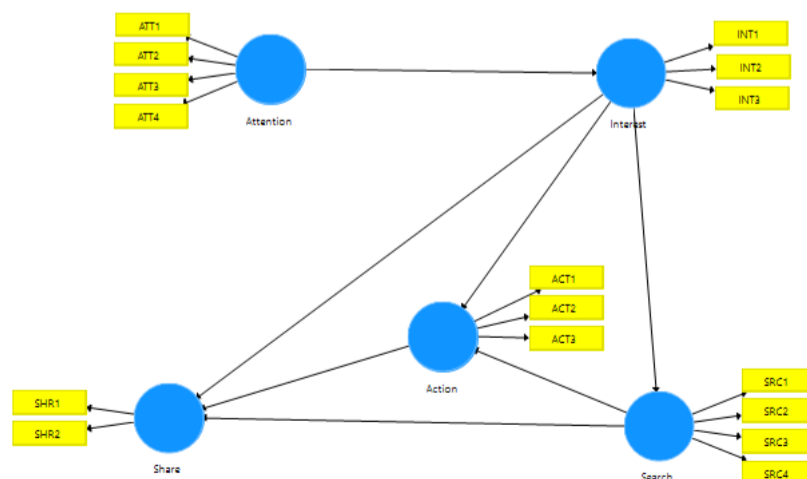
This distribution leads to the inference that Cloud Think products are particularly popular among individuals with a middle to lower economic standing, specifically those earning below 6 million rupiah per month. The affordability and accessibility of Cloud Think products may be contributing factors to their popularity within this income demographic, showcasing the brand's appeal to a diverse consumer base. Understanding this economic landscape provides valuable insights for marketing strategies and product positioning.



**Figure 8. Demographics of Respondents by Fashion Monthly Expense**

This distribution underscores a notable demand for affordable and competitively priced fashion products within the Cloud Think consumer base. The prevalence of budget-conscious spending patterns, especially in the sub-500-thousand-rupiah category, highlights the importance of offering cost-

effective and accessible products in this market segment. This understanding can serve as a pivotal guide for pricing strategies and product positioning to meet the preferences and financial considerations of the majority of Cloud Think consumers.



**Figure 9. Construct Reliability and Validity**

**Table 3. Reliability and Validity Test Results**

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
Attention	0.820	0.860	0.892	0.734
Interest	0.873	0.879	0.913	0.724
Search	0.870	0.870	0.920	0.794
Action	0.834	0.854	0.888	0.665
Share	0.754	0.754	0.891	0.803

Drawing from (Saif-Alyousfi et al., 2020) insights, the analysis conducted with SMART PLS 3.0 reveals noteworthy results. All Cronbach's alpha values exceeding 0.7 indicate a commendable level of reliability in the measurements employed, suggesting consistent and dependable data for

analysis. Moreover, the fact that all Average Variance Extracted (AVE) values surpass 0.5 underscores the good validity of the analysis. This indicates a robust level of convergent validity among the variables considered, reinforcing the credibility of the study's outcomes.

**Table 4. Discriminant Validity Test Results**

	<b>Action</b>	<b>Attention</b>	<b>Interest</b>	<b>Share</b>	<b>Search</b>
Action	0.857				
Attention	0.669	0.851			
Interest	0.670	0.683	0.891		
Share	0.630	0.560	0.581	0.815	
Search	0.771	0.642	0.625	0.647	0.896

In alignment with Saif (2020) criterion for discriminant validity, it is imperative that the values of the square root of the Average Variance Extracted (AVE), situated on the diagonal, surpass the correlation coefficients found to the left of the diagonal. Following our conducted analysis, it is evident that this requirement is met, indicating robust discriminant validity in the study. The values of the square root of AVE demonstrate a clear

distinction, exceeding the corresponding correlation coefficients and affirming that the variables considered in the analysis represent distinct constructs. This observation supports the conclusion that the analysis exhibits strong discriminant validity, reinforcing the reliability and accuracy of the study's outcomes in distinguishing between the various constructs under investigation.

**Table 5. Path Analysis Result**

	<b>Original Sample (O)</b>	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistic ( O/STDEV )</b>	<b>P Values</b>
Action -> Share	0.538	0.526	0.113	4.784	0.000
Attention -> Interest	0.683	0.688	0.058	11.824	0.000
Interest -> Action	0.459	0.498	0.142	3.231	0.000
Interest -> Search	0.581	0.585	0.107	5.454	0.000
Interest -> Share	0.129	0.149	0.106	1.214	0.225
Search -> Action	0.364	0.333	0.143	2.594	0.000
Search -> Share	0.232	0.221	0.089	2.613	0.000

In the context of the analysis, path coefficients play a crucial role in elucidating the correlation between each step. The criteria set, with a P value less than 0.05 and a T statistic exceeding 1.36, serve as benchmarks to discern the impact of each step on the subsequent ones. The observation that only the step related to "interest to share" remains unaffected by the steps preceding it indicates a unique pattern in the interplay of variables. Importantly, it is discerned that all other steps exhibit a mutual influence, emphasizing a complex network of relationships within the analyzed framework. This nuanced understanding underscores the intricacies of the interdependencies between steps, shedding light on the dynamics of the factors influencing each other throughout the analysis.

**CONCLUSION**

The AISAS consumer buying model, as examined through SMART PLS 3.0, reveals a coherent

sequence of dependencies between each stage, in accordance with Sugiyama's (2011) model. It is noteworthy, however, that while Interest does not exert a direct impact on Share, the remaining components of the model exhibit a logical progression. The analysis emphasizes the salient influence of inputs during the Attention and Interest stages on subsequent variables. In the Action step, respondents manifest a commitment to purchase, brand loyalty, and a proclivity for Cloud Think as a preferred option in the realm of fashion products. The subsequent Share step further elucidates that consumers not only endorse the brand through advocacy but also actively engage in social media sharing and product recommendations. This discernible linkage underscores the pivotal role of the initial attention and interest strategies in shaping consumer actions throughout the AISAS model. The examination of Cloud Think's consumer behavior underscores the intrinsic connection between the early stages of the AISAS model,



namely Attention and Interest, and subsequent actions in the model, specifically the commitment to purchase and advocacy in the Action and Share stages, respectively. This analytical insight contributes to a nuanced understanding of consumer decision-making dynamics and provides empirical support for the strategic significance of initial brand engagement strategies in influencing downstream consumer actions.

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