The Influence of Sensory Appeal, Lifestyle and Health Motive on AISAS Model

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Abstract

This research examines the influence of sensory appeal, lifestyle, and health motive on AISAS model at Twin House and Seven Speed Coffee, South Jakarta. This research uses a quantitative approach and structural equation modelling (SEM) based on Partial Least Square (PLS) and uses an online survey for distributing questionnaires among 180 respondents. The results indicate a significant influence of sensory appeal on attitude and action, lifestyle on attitude and searching, health motive on the action, attitude on searching, searching on action and action on sharing. Meanwhile there is no influence of sensory appeal on searching, lifestyle on action, health motive on searching an attitude on action.

Keywords: Sensory Appeal, Lifestyle, Health Motive, The AISAS Model

1. Introduction

The culture of drinking coffee in Indonesia has been deeply rooted in Indonesia since the Dutch colonial period and for some people has become a routine or lifestyle that cannot be missed (Purwanto, 2024) and is now growing. This can be proven by looking at the increase in coffee consumption levels in Indonesia from October 2008 to September 2019, which amounted to 44% (Dinda & Fitriani, 2020). The increase in the level of coffee consumption in Indonesia itself has led to the emergence of an increasing trend of coffee outlets, both cafes and coffee shops in all regions in Indonesia. Among all regions in Indonesia, Jakarta is the region that has the highest growth in coffee outlets where there are more than 3,000 outlets spread across various areas of Jakarta (Cakranegara, 2020; Industry, 2013) where one of the factors driving this growth is the higher lifestyle of Jakarta residents compared to other regions.

South Jakarta is an area in Jakarta with a rapidly growing number of cafés and coffee shops. The lifestyle in South Jakarta reflects the growing trends and preferences in the coffee world. This is because South Jakarta itself has many unique and creative cafes such as a comfortable atmosphere to relax and offer sensory experiences such as the taste, aroma, and texture of certain coffees where since the transition back to normalcy after COVID-19, coffee culture has shifted to more intimate coffee tasting (Nely, 2024). The rapid development of cafes and coffee shops has led to increasingly fierce competitions so cafes and coffee shops need to find ways to survive.

Several previous studies explain the factors that influence a person in consuming coffee. Ave et al., (2015) found that sensory appeal, namely aroma and appearance, influences coffee consumption behavior in coffee shops. The results of this study are supported by Hashim et al., (2017) explaining that coffee quality, namely taste, color, and aroma, influences visits to coffee shops.

According to research conducted by Chairy (2017), lifestyle influences consumer behavior when drinking coffee. Lifestyle is a distinctive pattern of personal and social behavior that characterizes an individual or group (Veal, 1993; Vikuk et al., 2021). Furthermore, Chairy (2017) explains that lifestyle itself is a person's way of life such as activities, interests, preferences, attitudes, consumption, expectations, and feelings.

Apart from sensory appeal and lifestyle, there are also health concerns. People today are increasingly concerned about their health so they tend to consume foods and drinks that can increase their endurance. Research conducted by Nguyen et al., (2020) explains that health awareness will affect a person's behavior and interest in making purchases. In addition, research conducted by Lee et al. (2015) shows that consumers' awareness of health affects their decisions to buy coffee, especially organic coffee.

However, there are inconsistencies in the results of this study. In a study conducted by Lee et al. (2015), it was found that sensory appeal did not influence a person's behavior in consuming coffee. Research by Chairy (2017) explains that health concerns do not influence coffee consumption behavior.

The inconsistency in the results of previous studies

has caused researchers to be interested in conducting more in-depth research on the factors that influence consumers in coffee consumption. This study uses the AISAS model (attention - interest - search - action - share) where the AISAS is a model that is more relevant to significant changes in consumer behavior where technology leads to the use of the internet and the digital era (Utama et al., 2021).

This research makes several contributions. First, this research deepens the theory of the factors that influences consumer decisions in consuming coffee and sees how much influence these factors have. Second, this research not only helps in deepening theory but also helps in practice where this research was conducted in two well-known coffee shops in South Jakarta, namely Twin House and Seven Speed Coffee so that these two coffee shops can use this research to increase their competitiveness in attracting consumers.

2. Research Methods

The method used in this study is a quantitative method. The objects of this research are Twin House and Seven Speed Coffee where these two coffee shops are coffee shops located in South Jakarta. The population of this study were consumers of Twin House and Seven Speed Coffee where in sampling, this study used non-probability sampling, and purposive sampling. The criteria applied in sampling in this study are consumers who often consume coffee.

The ideal minimum sample size in a study is 5-10 times the number of indicators used in the study (Sekaran & Bougie, 2016). The number of indicators in this study was 32 indicators so the number of respondents in this study was 180 respondents.

Data collection was carried out using online channel media, namely by distributing questionnaires in the form of Google Forms and distributed to all respondents. The measurement in this study uses a Likert scale value of 1-5 where a value of 1 indicates that the respondent strongly disagrees with the statement given and a value of 5 indicates that the respondent strongly agrees with the statement given.

The data collected was then analyzed using Structural Equation Modeling (SEM) to see the influence of each variable, namely sensory appeal, lifestyle, health concern, attitude, search, action, and share. The model formed can be seen in Figure 1 below:
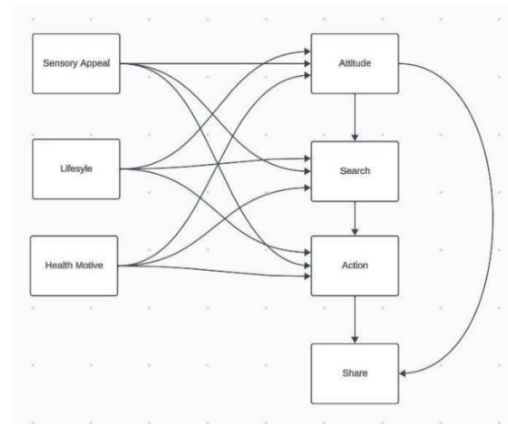

Figure 1. Conceptual Model

3. Results and Discussions

The results of the study indicate that sensory appeal influences attitude and action, lifestyle influences attitude and searching, health motive influences action, attitude influences searching, searching influences action and action influences sharing.

These findings are the results of several previous studies, such as research conducted by Chairy (2017) which explains that there is an influence between coffee taste, lifestyle, and health motive on coffee drinking behavior. Research done by Utama et al., (2021) found an influence between sensory appeal on attitude and action, lifestyle on attitude and searching, and health motive on action.

The influence between sensory appeal and attitude and action is strong enough to influence consumer feelings and actions. For example, when consumers smell coffee, it will cause consumers to be driven by feelings of desire or buy the coffee. The influence of lifestyle is quite strong on consumer attitude and searching. This means that when consumers buy coffee, their lifestyle will influence their feelings in determining the type of coffee or how much coffee they need to consume in a day and find out about the coffee directly. Health motive has a strong enough influence in influencing attitude towards coffee consumption so health motive affects a person's tendency when consuming coffee.

The research formulated by Sugiyama & Andree (2011) shows a relationship between attention, interest, search, action, and share with consideration in product purchases. The results of this study are also supported by research conducted by Utama et al., (2021) which shows an influence between attitude towards searching, searching towards action, and action towards sharing. This reveals that emotional feelings and consumer tendencies have a strong enough influence to cause consumers to seek information about products directly. Likewise, the search for information where

after the search will cause consumers to take action. Actions taken by consumers such as buying products will affect consumers in sharing their experiences on social media or the internet.

In addition, there are also several other findings where there are no influences, namely sensory appeal on searching, lifestyle on action, health motive on search and action, and attitude on action. The results of this study are supported by research conducted by (Utama et al., (2021) which explains that sensory appeal does not influence searching, lifestyle has no influence on action, and attitude does not influence action.

Based on the results of statistical analysis, it was found that sensory appeal does not influence searching, this shows that sensory appeal is not large enough to make consumers directly search for more information. Lifestyle, although it has a strong enough influence in influencing consumers' inclination and information seeking, is not big enough to make consumers act or buy products where there will usually be several other considerations. Health motive has no influence on information seeking or action which suggests that there is an ambiguous attitude towards coffee drinking. For example, although some coffee consumers are aware that drinking too much coffee will have an impact on health, such as hypertension, there are still many who consume coffee because they feel fresher or more awake. Attitude does not influence action, indicating that even though consumers have certain feelings towards a product, it does not necessarily mean that it will be reflected in their actions. For example, consumers do not like coffee but have no other choice but to consume the coffee.

4. Conclusion

This research examines the influence of sensory appeal, lifestyle, and health motive on the AISAS model. Based on the results, it can be concluded that there are influence between sensory appeal on attitude and action, lifestyle on attitude and searching, health motive on action, attitude on searching, searching on action, and action on sharing. Meanwhile, several variables do not influence each other, sensory appeal to searching, lifestyle to action, health motive to information search, and attitude to action.

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