MEASURING EFFECTIVENESS OF MARKETING COMMUNICATION USING AISAS ARCAS MODEL

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Abstract

The paper aims to measure the marketing communication performance and effectiveness for BaGoes in order to improve the promotion, product aspects that affecting the promotion, strehgthen or rebuild product image. This paper is based on AISAS ARCAS model framework for measuring marketing communication performance, by means it is also used to evaluate the promotion/ads and product aspect that affecting the promotion. Questionnaire, in depth interview and observations are used for research approach. Number sample of 206 respondents of BaGoes target market in Bandung was collected through convenience sampling. Factor analysis and multiple regression analysis were used to test the proposed model. Interview and obeservations functioned as crosscheck tools for quantitative analysis also constructing deeper research and finding. The result conveys that current marketing communications is not effective. Variable Attention and Interest are the important fundamental basis for the purchase action. In addition, variable Sustain also influence purchases. BaGoes is the only product that used as an object of the research and only conducted in Bandung. For future research, it is suggested to use structural equation modeling (SEM) in assessing the interrelationship of the variable in the proposed model. In order to make the product sustainable, the directors should develop strategy and focus on consumer perception by improving variable Attention, Interest, and Sustain. This paper contributes in marketing communication effectiveness measurement using AISAS ARCAS Model.

Keywords: Marketing Communication, AISAS ARCAS Model, Advertising, Promotion

Category: Marketing

Introduction

Climate change and global warming have been a global concern for decades. The cause varies from natural changes to human mistakes that harm the environment. Today, annual plastic consumption is up to 700 plastic bags per person and summed up to one trillion per year. Many efforts have been deployed to reduce the consumption of plastic institutions by international organizations. UNFCCC (United Nation Framework Convention on Climate Change) initiate Kyoto Protocol which invite developed countries to reduce emition level from industrial and transportation activities. International certification oblige industries and manufacturers to reduce environmental pollution and recycle waste and residual material.

In Indonesia, environmental issue is very important because it gives direct impact to hygiene issues and public health. During 2005, in Bandung, the citizen faced waste flooding in several residences, happened because there was exceeding number of waste. The waste and garbage shelters reached its limit. Those waste that can not be accomated then being abandoned, caused flood and disease for the residents. Starting from that moment, several students from ITB initiated to overcome the problem by campaigning Kertas Bekasku Hijaukan Bandungku (KEBUNKU). The success of KEBUNKU brough them to create an organization named Greeneration Indonesia. The organization then grow as an enterprise involving in nature conservation effort. GI use its local and global context by creating unique programs and product. One of its products is

multifunctional bag that increase plastic bag diet and create opportunity for people to give their contribution to nature preservation. With environmental and green communities behind GI, the company then successfully entered retail business and sustain its programs.

There are three objective of this study: First, is to determine the effectiveness of product marketing communication through purchase action. Second, examine customers perception towards BaGoes promotion and product. Third, to know whether the promotion enhance AISAS and give conclusion of which dimensions should be improved. This research uses a sample data of BaGoes customers / target market in Bandung through questionnaire, interview, observation and the statistical analysis in this study is using multiple regression.

Theoritical Foundation

A. Marketing Communication
Marketing communication is very important for business to inform and communicate the message of product and company. It also can help the customers distinguish the products/services from other competitors, create and influence the customer's perceptions/ feelings. It has been argued that all of the functions from the marketing communication which is to create marketing communication strategy to bridge the consumer with the product and also the company. Furthermore, the marketing communication must be built from five aspects; 1.) Advertising, 2.) Sales Promotion, 3.) Public Relation, 4.) Personal Selling, 5.) Direct and Interactive Marketing (Kottler, 2005)

B. Advertising
Advertising, as the main focus of this research, is not only about tv commercial, poster, but it is one of promotion of real product, whose objectives are making an attachment and reaching customer's top of mind. Inspired from Kotler and Armstrong definition :*"Advertising is any paid form of non-personal presentation and promotion of ideas, goods and services through mass media such as newspapers, magazines, television or radio by an identified sponsor"*, researcher though that advertising

must help the customer reminds the product and pull product demand.

Promotion, as one of 4P strategy is created to keep the product in the minds of the customer and help stimulate demand for the product. Promotion involves ongoing advertising (activities of advertising, sales and public relations are often considered aspect of promotions) and publicity (mention in the pres). Customers knowledge and perception also play important role in achieving advertising purpose.

C. AISAS ARCAS Model
There are numerous model to explain consumer behavior. One of the most well explore known model is AISAS ARCAS model. The origin of this model is first from AIDMA Model proposed by Ronald Hall in 1920. AIDMA model has been used commonly to ex consumer behavior. AIDMA is abbreviated from Attention, Interest, Desire,. Memory and Action. The AIDMA model scheme is explained by the figure below:

Figure 1 AIDMA Model (AIDMA Law, 2012)

Figure 1 represents the process from when a consumer finds out about a given product up until when they take action to purchase that product. It also describes the way in which consumers respond to communication. This process is broken up into three stages - Cognition, Affect, and Action. Over these three stages the consumer first pays attention to the service or product in the Cognition Stage, then becomes interested in the product, wants the product and remembers the product in the Affect Stage, finally taking action to purchase the product in the Action Stage. In AIDMA, it is important to clearly identify the objective of that communication in terms of whether it is supposed to influence consumers in the Cognition Stage or the Affect Stage. Identifying the target to establish who the

communication is aimed at - a fundamental marketing concept - is also a critical factor.

In 2004, Dentsu advocated its own model based on AIDMA model development. Dentsu figured out that AIDMA model is too linear for current marketing world by means of limited As the technology delevoping, the amount of information becomes overwhelming and inhibit brand to communicate with the target market. The situation is compounded with exceeding growth of media and new shopping behavior. Numbers of brands are growing and competing to attract consumers attention and gain their interest. Figure 2.3 explains how the behavior switch and simplified from Attention, Interest, Desire, Memory into Attention and Interest in AISAS. The consumers search brands and then make decision to purchase based on their finding (action). Usually it is followed up by sharing consumers experience both in word of mouth or requested by the brand itself.

After purchase action result the consumer becomes a transmitter to share his/her experience during the shopping and product consumption. The consumer reward high quality products by sharing positive opinion to public. Dentsu also completed the marketing communication model with ARCAS model as product model. Product model or ARCAS model is drawn on the figure above:
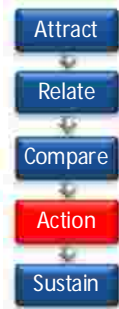

Figure 2 ARCAS Process (Kotaro Sugiyama & Tim Andree, 2011)

The definition of each variable in figure 4 is:
- A – Attract : How does the product grab the target market interest?
- R – Relate   : The way product fulfill target market needs
- C – Compare   : Product strength and added value

brand choices and information media. The AIDMA model work very effective on traditional advertising and relatively simple products where the real objectives is to get the consumer to choose the brand from among many choices and make a purchase from it.

- A – Action : Sales, purchase
- S - Sustain : Does the product satisfy the target market? How does the product perform in the market? What innovation and improvements are needed for the product in order to achieve sustainability?

A good and sustainable product will result recurring purchase. In order to achieve sustainable product, the product must meet attract, relate, compare and action aspect in ARCAS. Generally the ARCAS model explain how the products adapt with the trend, what is happening in the market.
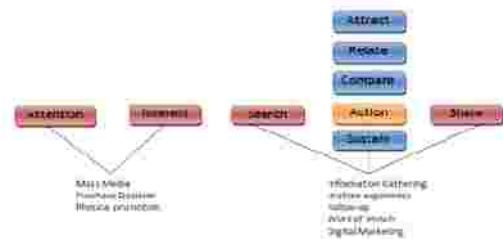

Figure 3 AISAS ARCAS Model Framework[1]

The main idea of ARCAS is that the product must fit the 4P category and segmentation. AISAS ARCAS Model describe the sequences of advertising approach to gain sales and share. The first stage is to make an attachment the product with consumer attention and interest. In shopping behavior, it is called as "memory stage". Consumer experience product existance through physical appearance, creating certain perception in their memory (interest). In this model, the response is formed in consumer reaction to search the product. For example, consumer see signage of product booth in an event. Their senses capture the logo appearance, design, shape of the signage and stand. The consumer then makes an overall judgement based on the information. A successful promotion can motivate the consumer to come to the booth and see the

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[1] Note : Adapted from The Dentsu Way (2011)

product sell at there. Next decision making process appears when the consumer is having shopping experience and decide whether they buy the product or not. Once sales created, a new contact point has been made.

After purchase action resulting the consumer becomes a transmitter to share his/her experience during the shopping and product consumption. The consumer reward high quality product by sharing positive opinion to public. In the other way, low quality product is rewarded with negative review and lose the sales from it. Product performance affecting the whole process above. A good and sustainable product will result recurring purchase. In order to achieve sustainable product, the product must be attractive, hit right target market, offering solution and added value to consumer needs (relate/ remind), can be differentiated with its competitors (compare), enhance purchase decision (action) and satisfy the customers (sustain) aspect in ARCAS.

Methodology

Research Design
Exploratory research is used to define the problem more precisely and variables for the measurement by collecting data from GI. Descriptive research conducted after the researcher found and comprehend the research problem. It is conducted because it complies with the terms of descriptive research, which is to determine the degree of AISAS ARCAS and customer perception of product. As stated in abstract, questionnaire to BaGoes target market, interview with GI Communication Director and several customers and observations are used for giving explanation and comprehension about the research problem.

The data measurement used is biner questionnaire to simplify the questions. Pre-test questionnare was spread randomly to thirty customers in Bandung to gain data, feedback and revised several questions to improve the validity and the reliability of the instrument.

Data Collection
There are two types of data that will be collected for this research; primary data and secondary data. Primary data come from the

questionnaire, interview and observation, resulting analysis and recommendation. Secondary data is collected during the exploratory research to identify the problem (see Problem Identification in chapter I). The questionnaire is formed in online and printed questionnaire and spread in the number sample of 206 respondents. The observation is taken from the beginning of this research through several mysterious shopping, observation in BaGoes or Greeneration Indonesia event. In depth interview is done after the quantitative research finished and executed on June-August 2012.

Data Analysis
Ms. Excel was used to analyze the data, check the validity and the reliability of the instrument. Factor analysis and multiple regression analysis were done with SPSS program.

Findings and Discussion

Demographics
The respondents gathered are consists of 55% female and 45% male. Majority of of the respondents are between 16 – 20 years old. The composition of customers are 87 respondents with age of 16-20, 73 customers with age of 21-25, 32 customers with age of 26-30, 9 customers with age of 31-35. The rest are 2 customers with age of 36-40, 2 customers with age of 41-45 and only 1 customer is in age 56. Most BaGoes's customers were university students with 85 respondents, students with 42 respondents, private-owned company employee with 41 respondents, state-owned company or civil officer with 21 respondents and entrepreneur with 7 respondents. The rest of respondents did not state their occupation. The great majority for monthly expenditure is on the second option, 57% of the respondents choose the range of Rp. 1.000.000 – Rp. 3.000.000. According to the previous question about customer's occupation it can be conclude that customer's economy capability is on the middle level.

Perception
BaGoes has strong image as environment friendly (27%) and innovative (24%) product. Most of the respondents perceive BaGoes as youthful, energetic, care about the environment, broad minded, innovative, classy and modern product. For the product segment,

BaGoes is considered for the market segment which are young, energetic, broad minded, care about environment, and like innovative, classy and modern product.

Validity & Reliability
The validity test was analyzed using excel, where the sum of each variable will be correlated with the total score of all variables. According to Santoso, 2010, if the correlation between the each item and total score is below 0.3, then the item is considered as invalid. From 40 variables tested, only 24 variables passed validity test. Those variables will be used in further analysis.
Cronbach Alpha method used to analyzed the reliability of the instrument and calculated using pearson correlation. Result shows that the average value of critical R (value of $?_?$ is 0,89174. From the analysis in Ms.Excel, the instrument are reliable and the correlation (value of $?_?$ is above the R_i.

Factor Analysis
 1) *Attention, Interest, Search, Share, Attract, Relate, Compare and Sustain Factor(AISS ARCS Factor)*

The first part of factor analysis is analyzing the adequacy of research sample. KMO value determine the compliance of factor analysis. If the KMO value is small, it means that the use of factor analysis must be reconsidered. From the calculation, the KMO value is 0.516 at significance level 0.00. This means that the KMO value is acceptable.

The next part of factor analysis is measures of sampling adequacy (MSA) value. MSA value must be greater than 0,5 to affect the latent or dependent variable. From the calculation, all the MSA values are greater than 0,5. This result means that all variable affect Action.

After conducting MSA value, the communalities of those factors is tested. Reffering to (Hair J. B., 2010), to achieve adequate explanation the communalities value must be above 0,5. The result showed that all of the variables possess value greater than 0.5, and it means that the entire variable is explained well by the factor solutions. In conclusion, none of the variables are eliminated in the further analysis.

Table 1 Rotated Component Matrix

Rotated Component Matrix[a]

	Component							
	1	2	3	4	5	6	7	8
Apakah media tersebut menginformasikan dengan jelas produk BaGoes?				.753				
Saya bisa mengenali produk ini dengan produk dari brand lain				.751				
Saya sering melihat artikel atau iklan BaGoes di media cetak				.773				
Penampilan booth/stand, poster, brochure BaGoes menarik				.748				
Penyampaian pesan produk diatur dengan baik serta memudahkan saya mencari informasi tentang BaGoes				.827				
Design dari web Greeneration membuat saya tertarik/menarik				.715				

Item	Loading
Penyampaian konten Facebook diatur dengan baik	.881
Penyampaian tweet diatur dengan baik serta memudahkan saya mencari informasi tentang BaGoes	.794
Saya menggunakan social media untuk mengumpulkan informasi mengenai BaGoes	.755
Saya mengakses web Greeneration untuk mencari tahu tentang BaGoes	.925
Saya mencari tahu tentang BaGoes di media cetak atau lewat iklan cetak	.844
Saya sangat senang membicarakan tas BaGoes kepada orang di sekitar say	.799
Saya bangga ketika orang lain tahu saya menggunakan tas BaGoes	.850
Saya sangat senang membicarakan tas BaGoes kepada orang di sekitar saya	.780

Item	Loading
Saya akan merekomendasikan tas BaGoes kepada teman saya	.866
Saya bangga ketika orang lain tahu saya menggunakan tas BaGoes	.781
Kualitas produk BaGoes sepadan dengan harga yang ditawarkan	.765
Saya lebih memilih BaGoes dibanding eco-bag atau tas lainnya	.715
Tas BaGoes memiliki keunggulan lebih dari tas lain	.878
Produk BaGoes sangat bervariasi dan beragam	.834
Produk BaGoes trendy dan mengikuti mode	.865

The highlighted number in the table above refers to factor loading, which determine the correlation between each variable with the eight factors. A greater correlation shows to which factor or component a variable affiliated. Reffering to (Ghozali, 2006) for the sample size of 200, the minimum acceptance value of factor loading is 0.7. Therefore, the factor loading which below 0.7 is deleted. From the table above, the data already have tendency to conjoin in certain coloumn that belongs to AISAS ARCAS variable

.Table 2 Total Variance Explained

Table above shows us overall variance of the variables that can be explained by factors that are being analyzed. The prerequisite for eigenvalues is 1, and if the value is below than 1, it means the factor could not explain the variable. In the table above, there are 2 factors from 7 variables are formed. With the factors that has been formed, it means that the variance explained is in the amount of 67,756%. The total cumulative of 67,318% is enough for social studies.

Table 3 Factor Analysis Result

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.990	18.999	18.999	3.990	18.999	18.999	2.791	13.292	13.292
2	2.600	12.382	31.381	2.600	12.382	31.381	2.633	12.539	25.831
3	2.121	10.099	41.480	2.121	10.099	41.480	2.035	9.692	35.523
4	1.856	8.837	50.316	1.856	8.837	50.316	1.783	8.493	44.016
5	1.325	6.308	56.625	1.325	6.308	56.625	1.782	8.485	52.501
6	1.153	5.491	62.116	1.153	5.491	62.116	1.729	8.234	60.735
7	1.092	5.202	67.318	1.092	5.202	67.318	1.382	6.582	67.318
8	.955	4.548	71.866						
9	.879	4.185	76.051						

Factor Number	Rotation Component Matrix and Variance					
	Factor Name	Variable/Questions	Loading			
4	Attention (41,47%)	Apakah media tersebut menginformasikan dengan jelas produk BaGoes?	.753			
		Saya bisa mengenali produk ini dengan produk dari brand lain	.751			
		Saya sering melihat artikel	.773			

		atau iklan BaGoes di media cetak	
1	Interest (25,84)	Penampilan booth/stand, poster, brochure BaGoes menarik	.748
		Penyampaian pesan produk diatur dengan baik serta memudahkan saya mencari informasi tentang BaGoes	.827
		Design dari web	.715

		Greeneration membuat saya tertarik/menarik	
		Penyampaian konten Facebook diatur dengan baik	.881
		Penyampaian tweet diatur dengan baik serta memudahkan saya mencari informasi tentang BaGoes	.794

From table 3 it can be noted that Attention and Interest explains about 41.47% and 25.84% from total variance explained. Therefore, those factors already cover more than half of the research analysis.

2) Action Factor

For Action variables, researcher use the same approach for AISAS ARCAS factor analysis. From the calculation, the value of KMO Measure of Sampling Adequacy is greater than 0.5, which is 0.590; while the significance value is below 0.05, which is 0.000. All the tests are pass the criteria of multicollinearity and confirm there is a correlation between the action variables. All of the variables is above 0.5, and it means that the variable is explained well by the factor solutions. In conclusion, only two variables that can be used for further analysis.

Table 4 Total Variance Explained Action Factor

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Compo nent	Tot al	% of Varia nce	Cumul ative %	Tot al	% of Varia nce	Cumul ative %
1	1.5 03	50.10 8	50.108	1.5 03	50.10 8	50.108
2	.82 7	27.57 7	77.685			
3	.66 9	22.31 5	100.00 0			

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Compo nent	Tot al	% of Varia nce	Cumul ative %	Tot al	% of Varia nce	Cumul ative %
1	1.5 03	50.10 8	50.108	1.5 03	50.10 8	50.108
2	.82 7	27.57 7	77.685			

Extraction Method: Principal Component Analysis.

Table 4 shows the variance of variables that can be explained by action factor. Similar with the previous analysis on AISAS ARCAS , the minimum acceptance eigenvalues is 1, and if the value is below than 1, it means the factor could not well explain the variable. In the table above, we can see that only one factor is formed. The factor explains the variance in the amount of 50,108%.

Table 5 Component Matrix Action Fator

	Component
	1
Setelah melihat-lihat produk BaGoes, saya langsung membeli	.734
Saya akan merekomendasikan tas BaGoes kepada teman saya	.759
Setelah mengunjungi dan mengakses social media Greeneration saya langsung memfollow media tersebut	.624

Since it is only one factor created, the action variables is grouped into one component. In the action factor analysis, factor rotation is not necessary since it is only one component or factor was extracted. From table 4.5, it can be concluded that the 2 indicator of action factor scale which based on the concept by (Imam Ghazali, 2005) is valid and can be used to measure the indicator of action in BaGoes products.

D. Multiple Regression Analysis

a) Variable Identification

There are two variables used in this research: dependent variable and independent variables. Dependent variable used in this model is Action notated as (Y) from the literature and comprehesion during the interview with the key informant. In the other hand, the independent variables are the multidimensional brand equity, which are factor *Attention* (   ) and factor *Interest* (   ).
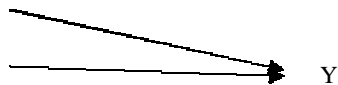
Y

Figure 4 Variable Schematic

b) Testing the Assumptions

Multiple regression analysis is started with assumption testing. This research only use normality testing because the independent variables can not be eliminated as residual variables, considered that all independent variables are improtant. Figure 3 show that there is no significant deviation of the normal plot. Thus, it can be concluded that the normality assumption is fulfilled. From the Table 5, we can see that error is distributed evenly approaching value of 0. Also, the error is scattered and did not enlarge as the variance increased (homoscedasticity assumption fulfilled).

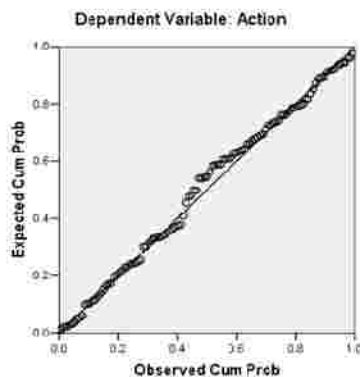Normal P-P Plot of Regression Standardized Residual

Figure 5 Normal P-Plot Graphic
Table 5 Kolmogorov – Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		206
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	1,36491274
Most Extreme Differences	Absolute	,115
	Positive	,055
	Negative	-,115
Kolmogorov-Smirnov Z		1,648
Asymp. Sig. (2-tailed)		,009

a. Test distribution is Normal.

b. Calculated from data.

c) Regression Model

The method of the regression used is the stepwise method. With this method, the predictive variables is entered and carried out by an automatic procedure

Table 6 Model Summary

Model Summary[c]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.215[a]	.046	.041	.62834	
2	.266[b]	.071	.062	.62164	2.210

a. Predictors: (Constant), FAKTOR4

b. Predictors: (Constant), FAKTOR4, FAKTOR1

For the analysis, the model 2 or *Attention* and *Interest* Factor are continued to be used, meaning that it passed critical value (0.05). On the table above, the value of *Adjusted R Square* of the second model is 0.062. *Adjusted R Square* refers to how well the independent variable explains dependent variable.

From the data on table 6, determination coefficient can be calculated by squaring the *R Square* value. Therefore, the determination coefficient value for the model is 50.41%. It means the independent variables can explain dependent variable about 50.41%. Furthermore, there are about 49.59% explain by the other independent variables which not studied in this research.

Table 7 Anova

ANOVA^b

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	9.609	7	1.373	3.633	.001^a
Residual	74.820	198	.378		
Total	84.429	205			

From the table 7, it is validated that the model that supposed to be used is the third model due to the *Mean Square* value is the smallest than the other model. From the significance value we can test the following hypotheses:

H_0 : Factor Attention and Factor Interest simultaneously do not have any significant influence to *Action*.

H_1 : Factor Attention and Factor Interest simultaneously have significant influence to *Action*.

Table 8 Coefficients

Coefficients^a

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1 (Constant)	2.454	.155		15.881	.000		
FAKTOR4	.181	.058	.215	3.138	.002	1.000	1.000
2 (Constant)	2.915	.250		11.654	.000		
FAKTOR4	.207	.058	.245	3.558	.000	.964	1.038
FAKTOR1	-.201	.086	.161	2.329	.021	.964	1.038

a. Dependent Variable: Action

From the result in SPSS, we can see that the significant value is 0.000. If the significant value is < 0.05, then reject H0. It is also determined by the individual variable (Beta x Zero Order) testing below:

Table 9 Beta – Zero Order Analysis

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Correlations Zero-order
1 (Constant)	2,454	,155	,245	15,881	,000	,693
Faktor4	,181	,058		3,138	,002	
2 (Constant)	2,915			11,654	,000	
	,207	,250	,245	3,558	,000	,724
Faktor4	-,201	,058	,161	-2,329	,000	,745
Faktor1					,021	

Factor Attention = $0,245 \times 0,724$
= 0,2497 = 17,73 %
Factor Interest = $0,161 \times 0,745 = 0,1199$
= 11,99 %

From the individual variable testing, it can be concluded that :

- Factor Attention against variable action (Y) have influence of 0,1773 or 17,73 %,
- Factor Interest against variable *Action* (Y) have influence of 0,0082 or 11,99 %.

Thus, we can conclude that H0 rejected. Independent variable (*Attention* and *Interest* Factor) did have correlation and influence with dependent variable (*Action* Factor)

The *Unstandardized Coefficients Beta* used to build the regression formula. Thus, the result of regression model can be stated as:

$$Y = 2,915 + 0,207 X_1 - 0,201 X_2 + e$$

Y = Action
X_1 = Factor 4 or Factor *Attention*

X_2 = Factor 1 or Factor *Interest*

b_0 = Constant/ *intercept*

$b_{1,2}$ = Regression Coefficient

e = *Error* / residual variable

Besides that, *Unstandardized Coefficients Beta* can explain which independent variable most influencing the dependent variable. From the coefficient, we can see variables that gives the most impact on *Action* is *Attention* Factor.

E. In Depth Interview and Observation

1. The message that BaGoes want to deliver is complex but the target market only receive in pieces and this cause the target market do not understand the message completely. Moreover, several advertisements are packaged in a way that is deemed not interesting and attractive by the target market. The respondents also explained that online presence from BaGoes is not strong because not all customers have habit or behavior to search product throught internet or social media.

2. 7 out of 10 respondents will repurchase BaGoes and the rest refuse to. The reason for repurchase is because they are satisfied with the product and proud to start green lifestyle with BaGoes. In contratory, the three respondents who refuse to repuchase said that they will not buy and repurchase the product because they doubt that starting reducing plastic bag consumption can save the earth, the promotion and product did not provoke or motivate them emotionally, and the others said because the current price is expensive.

3. Green lifestyle that BaGoes support is the main reason of interviewee choose BaGoes.All interviewee said that BaGoes product remind them with green lifestyle. The top of mind image from BaGoes is "Peduli lingkungan" and followed by "Inovatif". Those image means that BaGoes offers value that fits customers lifestyle and characteristic.

4. Based on respondents answers, there are some factors influence their satisfaction towards BaGoes:
   a. The worth between price and advantage of purchasing BaGoes
   b. Product development (innovation; variants; pricing strategy)
   c. Product performance
   d. BaGoes sustainability
   e. Customer knowledge and judgement
   f. Price
   g. Distribution channel
   h. BaGoes Sales objective

Conclusion

Based on the data analysis in previous chapter, there are several summary of this research which can be seen below:

1. BaGoes marketing communication is not effective yet especially in the Attention, Interest and Share variables. After conducting qualitative research and observation, the quantitative result become valid and give similar response.

2. Consumers perceived that BaGoes promotion is quite attractive, provoking and educate people to start green lifestyle. BaGoes is perceived as a product which corcern about environment, youthful, energetic, broad-minded, innovatif, classy and modern. Nevertheless, the promotion still has lack of clear information.

3. Generally the advertising does not enhance AISAS (Attention, Interest, Search, Action, Share) and it should contains clear information and motivate the consumers to search and share. Several product aspect must be further improved such as distribution channel, sales objectives and product segment related to Sustain variable.

Recommendations

With strong argument and reasoning from the data and analysis, a set of recommendation and actions is created and conveyed as a consideration for the research object, which are:

1. Physical marketing strategy or conventional marketing strategy should be implemented in order to make their product more popular and well presented such as strengthen the product presence in mass media and printed ads. This is important to shape customers positive perception and building image for the product.
2. Provide alternative selling method beside online selling. A more varied distribution channel including a more conventional brick and mortar selling method. According to some interviewee, product concept of BaGoes is still new for the target market and it needs conventional retail strategy to facilitate customers shopping experience.
3. BaGoes needs to modify their strategy to conquer digital world since BaGoes marketing communication rely much on digital world. To success their digital marketing, these media below should be conquer:
   1. Email marketing
   2. Pay per click
   3. Search engine optimization
   4. Social media
   5. Online presence (Marketeers magazine: July 2012)

   From quantitative and qualitative research it can be concluded that BaGoes only conquer social media. BaGoes then can develop other media to strengthen the online presence.
4. Strengthen variable *Attention, Interest and Attract* from BaGoes. Another way to attract the attention of BaGoes target market is using a brand ambassador who's well-known by the public. There are currently a lot of public figures who undergo green lifestyle in Indonesia such as Dewi Lestari, Ridwan Kamil, Raditya Dika and Nadya Hutagalung. Brand ambassadors can be introduced into the public Bagoes by send a tweet, provide a review on television, on radio advertising, and post on their website. Colaboration with public figures for BaGoes design and new variant that represents green lifestyle, will also support product and promotion aspects. The product should contain environmental message that provoke people to buy the product.
5. For variable *Action*, it can be conclude from qualitative and quantitative research that customer's retention to buy is still weak. Therefore, tactics to increase the motivation to purchase for target market should be renewed. The education of plastic bag diet message must be delivered clearly. Rewards can be another option for GI to increase purchases. GI can provide rewards / benefits for the existing customers such as giving a small tree to be planted to enhance the production of clean air to the earth. GI can also connect a habit or practice or other hobbies from customers relating to the environment and correlated with the new program, for example, create a web-like an interesting story. The web can be developed as a consultant or a 'green' friend for the public who assist the customer to apply a green lifestyle in their daily life. GI could also trigger its customers to share about the product by rewarding best comments and testimony.
6. With the dynamic environment of the green business and market, the development of similar research will keep growing. For further research, it is suggested to continue the marketing communication effectiveness measurement using structural equation modeling (SEM) in assessing the interrelationship of the variable in the proposed model.
7. In the further research, it must be noted that AISAS ARCAS Model can be used for cross communication scenarion which help the brand/product define the communication plan and scenario for certain condition and purposes.

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