

## **Stimulus-Organism-Response Theory Model to Understand the Relationship between Customer Experience, Customer Engagement, and Customer Citizenship Behavior, in the Context of Application of 3 Most Popular Fast Fashion in Indonesia**

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### **ABSTRACT**

*This research aims to analyze consumer behavior in the context of fast fashion and its influence on customer experience. The research method used is qualitative research using a descriptive approach. Data was collected using the Systematic Literature Review model based on the stimulus-organism-response (SOR) theory, this study examines the relationship between customer experience, customer engagement, and customer citizenship behavior in the context of the 3 most famous Fast Fashion in Indonesia. The results show that consumer behavior in the context of fast fashion is influenced by factors such as aesthetics, price, quality, and brand. Customer experience also plays an important role in influencing consumer behavior and their purchasing decisions. Customer Citizenship Behaviour (CCB) also has a role in the context of fast fashion, where consumers' voluntary actions can affect the efficiency of the system and the relationship between companies and consumers. The suggestion for future research is to identify effective strategies to improve customer experience and promote responsible consumer behavior in the context of fast fashion.*

**Keywords:** customer experience; customer engagement; customer citizenship behavior; fast fashion; SOR theory

### **INTRODUCTION**

Indonesian fashion follows global trends as more and more individuals are interested in clothing and style is the reason. The country's economic expansion is largely due to the textile sector. The garment sector has the highest export value among all Indonesian textile goods, according to Ernovian G. Ismy, Secretary General of the Indonesian Textile Association (API). Another popular choice is ready-to-wear clothing, commonly known as fast fashion. Especially young people shop based on what is trending in the fashion industry. Since customers can get trendy clothes quickly, the fast fashion movement has captured their hearts. According to an Investopedia article, "fast fashion" refers to the retail industry's ever-changing trend of producing inexpensive yet fashionable clothing in response to consumer demand. New approaches to managing the supply chain have made fast fashion possible. Among the many fast fashion retailers, Zara, H&M, UNIQLO, GAP, and Topshop rank the highest (Saputro & Sugiharto, 2018).

Fast fashion has several advantages, such as low prices, customer satisfaction, increased profitability for businesses and the nation as a whole. The same thing also happens in Indonesia, where fast fashion is still very popular. Nowadays, clothing serves as a means of self-defense and a symbol of the social status of a person or group. Related to the idea of style, many people show their social status by wearing branded clothing. The most popular market, especially among children and teenagers, is Indonesia, where statistics show a high interest in fashion (Aryani et al., 2020).

Fast fashion culture has become increasingly popular among Indonesians in recent years, especially among trend-conscious young people. The term "fast fashion" refers to a business model in the apparel sector that prioritizes quick iterations and low prices. As Indonesia is no exception to the worldwide fast fashion trend, it is imperative for marketers to have a strong understanding of the demographics of fast fashion buyers in Indonesia. However, neighborhoods may be impacted by the buying habits of teenagers and fast fashion trends. Some are also trying to stop fast fashion trends by promoting more eco-friendly and environmentally friendly clothing options. Nonetheless, research examining cultural factors related to the most widely used fast fashion apps in Indonesia is still in its

infancy (Siagian, 2005). Despite the environmental damage it causes, the idea of fast fashion - the rapid production of clothes in response to trends - keeps people interested. Many factors, including customer engagement, trust, loyalty and shopping habits, play a role in the fast fashion industry (Khoirunnisa et al., 2022).

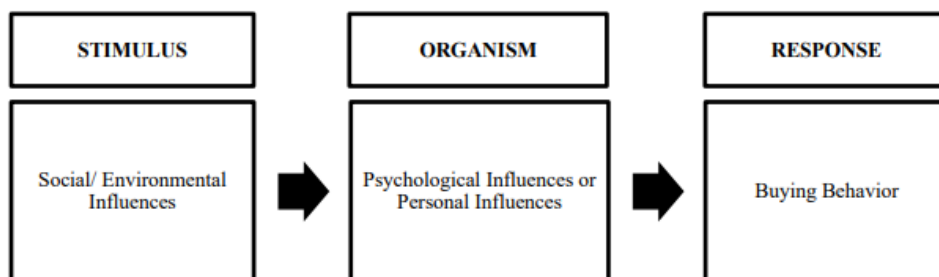
The idea of fast fashion - the rapid production of clothes in response to trends - keeps people interested, despite the environmental damage it causes. Many factors, including customer engagement, trust, loyalty and shopping habits, play a role in the fast fashion industry (Nurcholis & Putra, 2020). Despite the environmental damage it causes, the idea of fast fashion - the rapid production of clothes in response to trends - keeps people interested. Many factors, including customer engagement, trust, loyalty and shopping habits, play a role in the fast fashion industry (Jatmiko, 2022).

*Literature Review*

*SOR (Stimulus Organisme Response)*

The SOR (Stimulus Organisme Response) framework was created by Mehrabian to reveal how people respond to an external behavioral stimulus (S), form a change in their personal internal state (O), and trigger their personal response (R). The internal state is the medium and mediation of the vitro stimulation and the final response. The stimulus can trigger a person's cognitive and affective state, so that they can decide whether to adopt an approach or avoidance behavior. Stimulating factors may include subject and psychosocial stimuli. Researchers further believe that objective and psychosocial stimuli trigger individuals' cognitive and emotional states, leading to individual behavioral tendencies and psychological outcomes. SOR theory has been effectively applied in various fields such as services, consumption, tourism, and environmental protection; therefore, it is an important analytical framework for explaining people's behavioral processes (Nian et al., 2023).

The Stimulus-Organism-Response (SOR) model explains that some external aspects can act as a stimulus that affects a person's internal state, referring to the organism, which will result in a certain behavioral response. The SOR model is well accepted and used by research studying the context of consumer behavior in retail purchases, autonomous vehicle adoption, healthcare, and e-commerce (Jornales, 2023).



Source: Jornales (2023)

**Figure 1**  
**Stimulus - Organism - Response (SOR) framework**

Current research shows that this paradigm presupposes that exposure to environmental stimuli triggers one's inner states, such as emotions. Something from the outside world might affect how a person feels inside; this is called a stimulus (S). Everything that happens in one's head while thinking emotionally or cognitively is considered an organism (O) or internal state. Cognitive state specifically refers to a data preparation-based reasoning approach. In contrast, when emotions are involved, we talk about emotional states. Behavioral response (R) is a representation of an organism's activity in response to a given stimulus. Therefore, the response to their behavior is influenced by their intrinsic conditions (Lusianingrum & Pertiwi, 2023)

*Customer Behaviour*

What is meant by consumer behavior includes not only the procedures that occur before and after the purchase, use, and disposal of goods and services, but also the activity itself. The study of the decision-making processes and units involved in the acceptance, use, purchase, and decision-making of

products, services, and ideas is known as consumer behavior. The term "consumer behavior" refers to the actions taken by individuals in their efforts to find, acquire, use, value, and finally dispose of goods and services. Individual consumer behavior includes all of the following: planning, execution, and reflection on the purchase, use, and consumption of goods and services (databoks.katadata.co.id, 2023).

Consumer behavior refers to the decisions made by individuals, groups, or organizations to acquire and use economic products and services, which may be influenced by external factors. Experts agree that customers engage in specific behaviors of using, consuming, or spending products and services as well as the decision-making processes leading up to and following those actions to meet their needs (Azkiyah, 2020).

### *Customer Experience*

Customer Experience can be defined as the interpretation that a consumer makes of the totality of their interactions with a brand. The main purpose of applying this concept is to build positive relationships with consumers and foster their loyalty. The concept of customer experience refers to a situation when consumers do not just buy a service, but also get a series of activities that cannot be explained explicitly. When consumers buy an experience, they are paying to spend time in an unforgettable occasion or experience, creating a unique image for the company, as expressed (Gupta et al., 2023).

Customer experience is divided into several categories, including:

1. Experience in Product. This includes the experience felt by the consumer towards the product or service. This experience becomes the strength of the product, indicating that the delivery of an optimal product or service will create a positive experience for the consumer (Hermawan, 2018).
2. Experience in Environment. It is the company's ability to provide an overall experience to consumers through the business environment. The environment of the place of business is considered important because it introduces consumers to the overall experience and becomes an element that can be observed and interacted with easily. (Aprillia et al., 2023).
3. Experience in Loyalty Communication. Delighting customers is a key factor in delivering experiences. The best opportunity to generate customer satisfaction is after they have received the service. This experience does not stop at the service stage, as consumers sometimes want more, which can increase trust and create high loyalty (Indriyani, 2021).
4. Experience in Customer Service and Social Exchanged. This experience is a combination of the company's service and consumer expectations. The role of employees is crucial in determining the consumer experience, as they play an important role in building consumer trust in the brand (Kridani, 2020).
5. Experience in Events. Events held by companies can provide experiences for consumers. Through events, companies can invite consumer participation, provide clear information about products or services, and create memorable experiences (Ritayani, 2023).

### *Customer Engagement*

In the Social Media Marketing book (Dave et al, 2021) A four-stage engagement process involving interaction with consumers is described. The four stages are:

1. Consumption. At this point, consumer engagement with digital content and information on social networking platforms serves as the foundation for initiating online activities, such as reading, watching and listening to such material. Customers are more likely to take action when they have little knowledge of a business's offerings yet have an urgent need to find answers, fulfill desires, or address concerns. Businesses can encourage customers to offer advice, interesting updates, audio material, images, videos, and connections by posting content. Consumers can engage with this information in a variety of ways, including rating, reviewing, and making suggestions (Giawa et al., 2022).
2. Curation. In the second stage of engagement, users interact with existing material by selecting, filtering, responding or describing it. Inspiring other shoppers and starting conversations about products and companies is the goal here. Customers can help other customers and improve their shopping experience by leaving reviews and ratings (Almubaroq & Mufreni, 2021).

3. Creation. At this point, customers expect that other communities will take notice of their contributions by sharing experiences, posting activities, and having discussions around the brand or company. At this stage of the consumer engagement process, it is the company's content creation that encourages community members to comment, share, and endorse material (Utami & Kamilia, 2017).
4. Collaboration. Collaboration between consumption, curation and production occurs at the last level of consumer engagement, which can lead to the development of new activities. Customer engagement can be further enhanced, for example by watching a movie that has just been shared on social media by other community members (Susetio & Jalal, 2020).

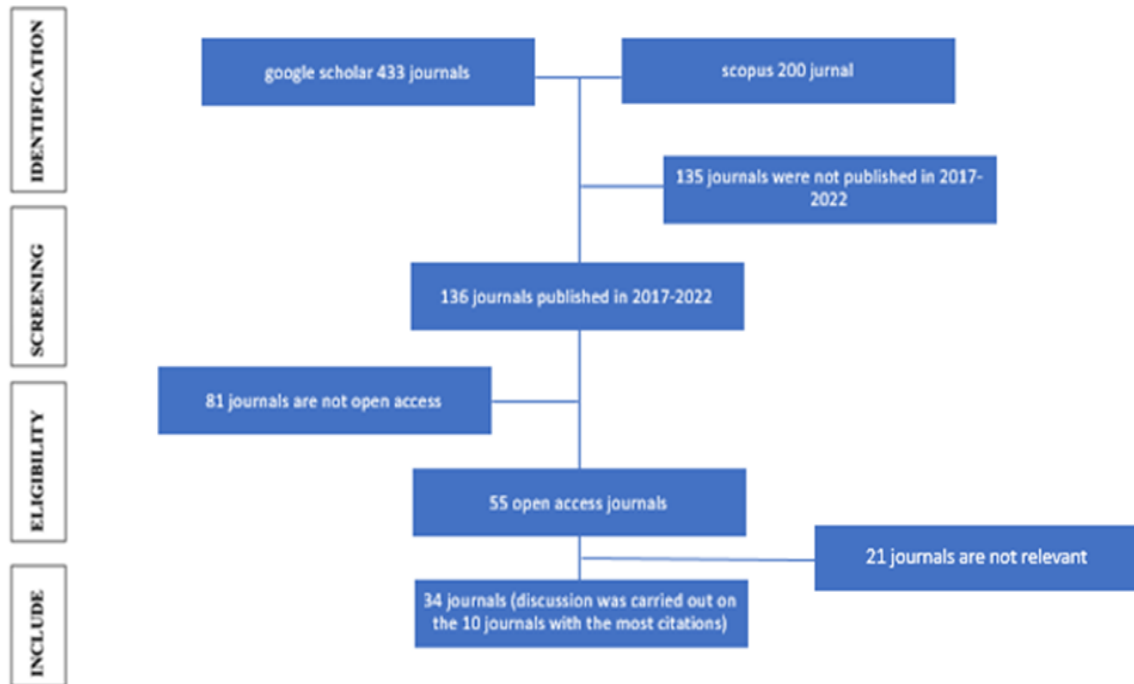
#### *Consumer Citizenship Behaviour*

The concept that workers who exhibit OCB with positive, voluntary, helpful, and constructive attitudes towards superiors and consumers are the basis of Consumer Citizenship Behavior (CCB), Cooperation, helpfulness, and kindness in relation to the fundamental operations of the organization are some definitions of community behavior. In addition, when receiving services, customers can act like good citizens. Voluntary actions taken by customers that go beyond anticipated functions and are in line with their preferences are referred to as customer citizenship behavior or consumer citizenship activities. The efficiency of the system is improved by these actions. One definition of good consumer citizenship is actions that go beyond the call of duty to improve the efficiency of the service provider (Bella, et al, 2023). Sharing one's good experience with a product or service, recommending it to others, or supporting a company's social ideals are examples of consumer citizenship behavior. One aspect of consumer citizenship is giving advice, another is participating, and the third is cooperating with other consumers. These three points show that staff sales effectiveness and job happiness can be improved through customer engagement, which is one aspect of consumer citizenship behavior (Raza et al., 2023).

#### **METHODS**

Qualitative research encompasses a variety of approaches to studying phenomena that do not rely on numerical data processing, statistics, or mathematical models. Instead, it focuses on evaluating experiences, behaviors, and connections. A separate description is given for each of the four main stages that make up this research. The method of implementation will follow the following steps, which will be described in full (Jagtap et al., 2022). During the literature search step, this research will filter your search results based on your criteria. A set of criteria, including inclusion and exclusion criteria, is used to select literature. The search is organized according to the steps outlined by PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses), which includes identification, screening, eligibility and inclusion. Transparent and complete reporting of systematic reviews and meta-analyses, especially when evaluating benefits, is the goal of PRISMA, an evidence-based series (Oprea et al., 2021).

Data updates prompted a narrowing of the search to the years 2017-2023. To conduct this search, a keyword index was used. Only publications published in English- or Indonesian-language journals and subjected to a rigorous review process were eligible for systematic review. To track papers retrieved from various web databases, the authors used the Mendeley toolset. Mendeley is a complete application created by Elsevier. It consists of Mendeley Web, a platform for scholars to collaborate, Mendeley Android and iOS, and Mendeley Desktop, software for managing and referencing PDFs (Patak & Tahir, 2019). During the identification step, three databases were searched for relevant literature: IEEE Xplore, Science Direct, and Emerald. These databases are renowned for their vast collections of scientific articles. In addition, the collection of corroborating evidence was the focus of the second stage of the identification process (Soehartono et al., 2020).



**Figure 2**  
**PRISMA research method flow**

## RESULT

The rapid progress of the postmodern era has pushed global civilization into a new and more complicated era. Postmodernity exists in a quasi-democratic space between commercially produced reality and fantasy, where consumers seek to fulfill the need to construct a unique self-image through the acquisition of goods with modified value (Rini et al., 2022). Buying aesthetics and a sense of identity are more important to postmodern consumers than hoarding material possessions, as indicated earlier. Things related to shopping that are postmodern. Fast Fashion, which emerged with the expansion of shopping, has a bottom line that is aligned with shopping. Retailers in the fashion industry utilize the concept of fast fashion as a means of maximizing profits. The level of collectivism in Indonesian society is quite high. When making decisions, people from collectivistic cultures often consider the opinions of others (Ruiz-Navarro et al., 2022).

Decisions are essentially controlled by the control that people exert. Both personal experience and feedback from others close to us play a role in shaping a sense of behavioral control. Consumers' perception of the difficulty or relative ease of obtaining an item is influenced by their past experiences and knowledge. When people think about the limitations of their resources, they often think about their own experiences and the knowledge they have gathered from those closest to them. These factors, in turn, influence the intentions that drive their behavior. The results show that even low-income consumers are willing to accept the idea that the actions of others influence their desire to purchase fast fashion products. This is further supported by the fact that young consumers still regularly buy fast fashion despite having a limited monthly budget. People still frequently purchase fast fashion for the intended purpose of enhancing their outward appearance for the benefit of others. There is a possible connection between this fact and fast fashion items. Young people plan to buy fast fashion items because these labels boost their self-esteem and make them feel more physically beautiful (Paterson et al., 2020).

The Theory of Consumer Behavior provides an explanation of the buying habits and intentions of young customers in the Indonesian fast fashion market. The idea is proven to influence people's propensity to buy. Then, purchase intention turns out to be a reliable indicator of actual purchase behavior. External effects are emphasized by subjective norms and physical vanity, but attitudes and perceived behavioral control are directly related to each individual's internal influences that impact purchase intentions (Malinovschi et al., 2023). The authors of the study concluded that consumers' impressions of others' attitudes and actions are more predictive of their willingness to buy. Greater

purchase intent was seen more often among younger customers. People under the age of 35 may be more likely to make a purchase due to their good impression and preference for fast fashion (Kim et al., 2021).

The ease with which the younger generation can obtain fast fashion items and the fact that their personal ideals may provide the impetus for their consumption are factors that contribute to this trend. This is why studying the civic behavior of consumers in physical stores and online brand communities is so important. The function of Word of Mouth (WOM) within the framework of fast fashion culture is an unexplored area of civic consumer behavior and warrants further investigation. Previous research has focused on online brand communities and physical retailers. Customer civic behavior in relation to fast fashion may be more easily understood through the use of word-of-mouth (WOM). As a result, word-of-mouth (WOM) plays an important role in fast fashion culture and the relationship between young customers' individualism and fast fashion becomes an important factor in understanding consumer behavior (Gerea et al., 2021).

One of the most important things that fashion companies should understand about consumer citizenship behavior is how it relates to creating lasting relationships with customers. To strengthen these relationships, it is important for fashion companies and consumers to work together. Citizenship behavior plays an important role in supporting customers and maintaining this relationship. Fast fashion is easily recognized by consumers due to its large variety of products, low prices, and adequate quality. This study investigates how fast fashion items are perceived by customers in terms of quality. The research found that despite its poor reputation, low price continues to be the main attraction for consumers (Baghi & Gabrielli, 2019). Knowing how customers act as citizens not only helps businesses gain a better understanding of their target audience, but also shows how word of mouth influences people's choices regarding fast fashion (Pakpahan & Sembiring, 2022).

A thorough understanding of consumer citizenship behavior is an important component of fast fashion marketing and product creation strategies. That the local population is the main reference for fast fashion further strengthens this theory. Consumer perceptions and purchasing choices are influenced by information circulating through word of mouth (WOM) among the community (Ata et al., 2023). Personal sources and word-of-mouth will be relied upon in the future, according to research in industrial and consumer purchasing environments, although information from impersonal sources is important for building brand awareness. A consumer's propensity to purchase a product is directly proportional to the amount of positive word-of-mouth information about that product that he or she hears from peers. People are more interested in hearing personal style perspectives when it comes to sharing fashion-related information and seeking advice. Another widely accepted opinion is that customers benefit a lot from advice on the quality of brands and the type of clothes they should buy (McAuley & Blissmer, 2000).

Here, fast fashion is distinguished as an item that often does not generate much enthusiasm. This viewpoint reflects the lack of impetus among consumers to engage in cognitive processing, especially when navigating and understanding advertisements for fast fashion. Knowing a business's latest fashion collection does double duty: it gives you more information about what people want and how engaged they are with the brand (Raza et al., 2023). Consumers' view of desired style and quality can be enhanced by a thorough understanding of clothing choices. From a marketing point of view, the success of a campaign depends on how engaged consumers are. It takes more effort to absorb product information when engagement levels are low, and this is understandable. This is something that fast fashion companies should be aware of and should strive to improve in order to increase customer engagement (Pakpahan & Sembiring, 2022).

To successfully communicate information about the latest fashion collections to customers, consumer engagement is also an important tactic. H&M, for example, is involved in several projects. "H&M" is now available in stores for free to consumers. This is a new approach to generate interest in fashion items and style ideas among potential buyers or admirers. H&M, of course, chooses the latest fashion trends to complement its new clothing line in stores, and the magazine's stunning photos and stories reflect this. In addition, there are magazine ads that feature only H&M items. The women featured in these ads are attractive, and the ads include prices in the corner. At the same time, customers enjoy learning a lot about new concepts and products, especially when it comes to fashion. Fast fashion

and the company itself will benefit from continuous customer engagement with this kind of content (Willems et al., 2017).

#### *Marketing Concepts in Creating Buying Situations*

Marketing is one of the main activities carried out by companies in developing business, making profits and maintaining company survival. The success or failure of achieving organizational business goals depends on their expertise in marketing, production, finance, and other fields. This strategy development is used to produce, develop strategies in attracting consumer buying interest and the ability to combine functions in the organization. Marketing activities have an important role in the business world. This activity is often interpreted as the same as several terms such as: sales, trade and distribution. These terms are only a collection of marketing activities as a whole (Arinatha & Swastika, 2023).

Thus, the definition of marketing is very broad. Many experts have expressed their opinions on the concept of marketing, which look different from one another but basically have the same meaning. the concept of marketing as consumer satisfaction, companies should be consumer-oriented and try to understand consumer needs and satisfy them quickly and efficiently in a way that is profitable for consumers and companies. regarding the concept of relationship-based marketing, all marketers' activities focus more on relationships with customers so as to produce long-term business success (Almubarok & Mufreni, 2021).

#### *Retailing Marketing*

Retailing sales through Indonesian fast fashion apps has a significant impact on Customer Experience, Customer Engagement, and Customer Citizenship Behaviour. In this context, customer experience is key, where the quality of service, ease of app navigation, efficient payment process, and fast delivery can form a positive or negative impression on users. Customer engagement is also closely intertwined with app retailing. Interactive features, loyalty programs, and interesting content presented in the app can increase customer engagement. Information about new products, exclusive discount offers, or even quizzes that engage customers can be an effective way to maintain active consumer interest and engagement (Sardiman, 2018).

Meanwhile, retailing in fast fashion apps also has the potential to influence customers' citizenship behavior. If the app provides opportunities for customers to provide feedback, participate in charity campaigns or support social responsibility initiatives, it can encourage positive citizenship behavior. Customer awareness of social and environmental issues can also be enabled through these platforms. By aligning these three aspects, fast fashion companies can create sustainable relationships with consumers. Optimizing customer experience, increasing engagement, and encouraging positive citizenship behavior can help companies retain and increase customer loyalty, while building a positive image among consumers. Thus, the app retailing sales strategy is not only about product transactions, but also about building mutually beneficial relationships between companies and customers (Gerea et al., 2021).

## **CONCLUSION**

The impact of rapid progress in the post-modern era on consumer behavior, especially in Indonesia, is related to fast fashion. Post-modern consumers tend to buy into aesthetics and a sense of identity, with fast fashion being a profit maximization tool for retailers in the fashion industry. In addition, the collectivist nature of Indonesian society also influences consumer decisions, which are often influenced by the opinions of others. In addition, consumers' perception of the difficulty or relative ease of obtaining an item is influenced by their past experiences and knowledge. In addition, factors such as purchase intention, word-of-mouth (WOM), and consumer engagement also influence consumer behavior regarding fast fashion. From a marketing point of view, the success of a campaign depends on how engaged consumers are. Therefore, a thorough understanding of the behavior of the consumer society is an important component in the marketing strategy and creation of fast fashion products.

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