



BRAND COMMUNICATION STRATEGY ANALYSIS OF LULULEMON ATHLETICA USING AISAS MODEL

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ABSTRACT

Brand communication is an effort done by a brand to promote their unique traits or superiority against other brands, using many kinds of strategy. One of successful examples of brand communication is from lululemon athletica; a brand which focuses on athletic garments from America-Canada that centered in Vancouver. Lululemon is a company that swear and commit on developing sustainability and humane development through their natural and human resources, to the point where lululemon is known as an ideal model of brand for sustainability fashion. This scientific article is written to evaluate and to analyze lululemon athletica's brand communication strategy using AISAS (Attention, Interest, Search, Action, and Share) analysis model. This research is using the method of qualitative. Data were collected through various sources. Primary data was obtained from observation via internet in the form of posters, videos, and social media activity about lululemon athletica. Secondary data was obtained through literature reviews. Lululemon athletica's brand communication is focused on transparency, and also the health of both environment and their users; where this strategy resulting in successful trust from their users.

Keywords: brand communication, lululemon athletica, AISAS Model.

INTRODUCTION

The advancement of trend and technology, the process of brand communication towards a brand's users is a lot easier than before (Bala & Verma, 2018). Brand communication is an effort done by a brand to promote their unique traits or superiority against other brands, using many kinds of strategy (Nandan, 2005). This is done for the purpose of pushing their consumers' desire to buy or to consume a brand, and affecting directly into their decision to become a loyal user of a brand or not (Ilyas et al., 2020).

One of the brands that managed to make an ideal brand communication is lululemon athletica (KHURANA & Knight, 2021). Lululemon athletica is a fashion brand that produces athletic garments where their production is based in America-Canada, centred in Vancouver and built in Delaware. In 1998, lululemon started their brand by producing and selling garments for yoga, which developed into athletic garments, lifestyle fashion, accessories, and health products (Atram, 2023). Lululemon is a company that swear and commit on developing sustainability and

humane development through their natural and human resources, to the point where lululemon is known as an ideal model of brand for sustainability fashion. They are using service and materials that are very environmental-friendly, which is supporting the health and ecosystem of surrounding environment (Nabavi-Pelesaraei et al., 2022).

The ways of lululemon engaging and communicating their brand towards their users can be analysed using the method of AISAS model, and those are: Attention, Interest, Search, Action, and Share (Palakshappa & Dodds, 2020). This scientific research is done for analysing lululemon athletica's successful brand communication strategy (Horvath, 2016).

RESEARCH METHODS

This research is using the method of qualitative. Qualitative research method is a research method where it is based on the philosophy of post-positivism, and it is used to examine matters that are related to natural conditions. Sugiyono (2017) said that the results of the research are descriptive, and they emphasize on the meanings more than generalizations.

Methods of Data Collecting

Data were collected through various sources. Primary sources are data that obtained directly through studies, whereas secondary sources are data that obtained indirectly with supporting media as an example. Nazir (2005) said that primary data is used as the main source in research, where main evidence or witnesses of past events as basic sources, meanwhile secondary data is a record in the form of an event whose source comes from second person's point of view about the events.

Primary data was obtained from observation via internet in the form of posters, videos, and social media activity about lululemon athletica. Secondary data was obtained through literature reviews.

Methods of Data Collecting

This research is using the analysis method of AISAS model of branding strategy, where AISAS model is included of Attention, Interest, Search, Action, and Share elements.

RESULTS AND DISCUSSION

lululemon athletica

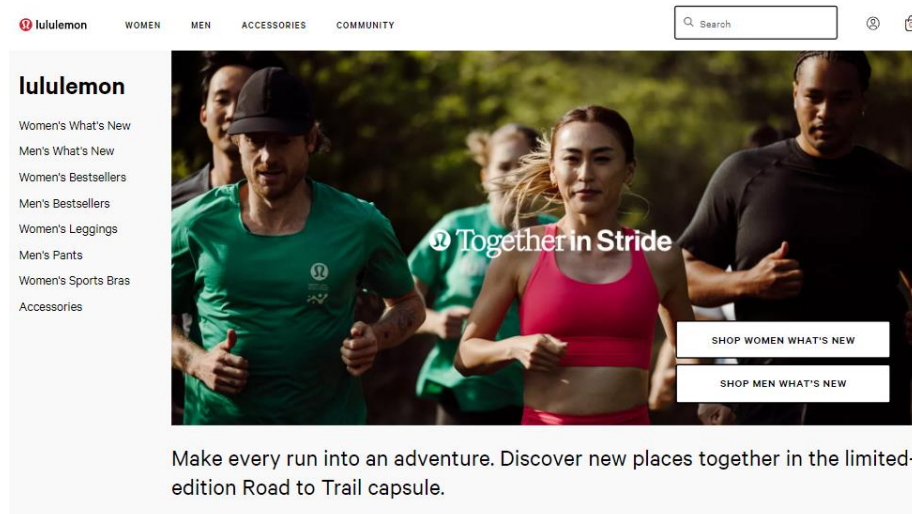


Figure 3.1.1 Lululemon Website

Source: lululemon.com.hk

Lululemon is a contemporary sportswear brand that founded in 1998 in Vancouver, Canada (Tybout, 2017). It is first and initially known as a brand that produces an optimal-performance yoga garment (Angelucci et al., 2021). Described by the brand, the highly functional and comfortable garments are the products of extensive observation from physical movements (M. Chen et al., 2016). Lululemon offers garments suited for workouts, daily life, leisure, and even work as a standing brand at the centre of athleisure trend (Lavrence & Lozanski, 2014). The rapid growth of the brand had secured an exclusive market share that rivals long-standing global sports brand powerhouses, where the brand's success rooted in mutualism symbiotic relationship between the brand and its users' prosperity.

Brand Communication

Merk/brand communication is an important element in building a relationship between a brand and their users (Gayatri, 2020). This theory is strengthened with a statement by (Chinomona, 2016), where he said that brand communication is a main integrative element in developing a relationship with consumers, workers, investors, distributors, media, regulators, government, and communities. Merk or a brand is a mix of every element that showing the importance of comprehensive communication from consumer (Schultz & Barnes, 1999). Due to that, every element that connected to a brand needs to include a brand communication instead of solely from marketing elements.

AISAS Model Analysis

(Y. L. Chen & Huang, 2012) said that AISAS (Attention, Interest, Search, Action, and Share) model is an evolved strategy from AIDMA (Attention, Interest, Demand, Memory, and Action) that was used for traditional marketing strategy. Whereas in modern technology, internet users can easily access any information regarding a merk/brand's whereabouts, which causing the AIDMA model to evolve into AISAS. In AISAS model, the consumer pays attention to a product, service, or advertisement (Attention) and generates interest (Interest) so that a desire appears to collect information (Search) about the item.

Based on the described theory above, the following points are the result of analysis of lululemon athletica's brand communication using AISAS model:

Attention

Lululemon athletica succeeded in gaining attention from communities due to the relationship they made with the brand's ambassadors, where a lot of renowned athletes, yogis, trainers, musicians, and creative influencers came from many race, backgrounds, genders, and sexualities are invited to do an event promotion. These ambassadors work with three important points to help the development of the brand, those are: (1) Giving inspiration towards the brand's newest collections to fulfill the community's needs; (2) Giving training and activities through online and offline platform for communities in many spaces or places; (3) Using the product and delivering a constructive criticism or an input for each collection that the brand released.

Interest

Lululemon athletica often organized and event or a collaborative work with many kinds of organizations in many countries. This resulted in communities developing a feeling of personal

relevancies with lululemon brand. Other than that, lululemon also often held a trust-fund social events for small communities or organizations in need, in example: human rights activism, mental and physical health support, suicide prevention and crisis intervention for LGBTQ+ youths in needs. Connection with public or specific communities causing other communities to be more aware with the brand along with the development of trust; moreover, lululemon also gives a transparent annual report for anyone to access publicly through their website.

Search

Lululemon athletica products can be accessed and bought for anyone without any requirements in any part of the world. Despite the lack of offline store in Indonesia, lululemon can be accessed through offline store in Hong Kong, Macau, Malaysia, Singapore, and Taiwan. Online purchase can be done through their online website in <https://shop.lululemon.com/> with world-wide shipping, including to Indonesia.

Action

The lululemon Centre for Social Impacts helps in breaking the barriers that obstruct communities from welfare access. Lululemon will make a use of specialized services, resources, and communities to advocate for prosperity for those in oppression all over the world; led by the mission of lululemon to giving positive impact for 10 million people by the year of 2025. Main focus area for lululemon Center for Social Impact includes Community and Global Wellbeing, Maker Wellbeing, and Frontline Wellbeing, as well as Research and Advocacy.

Share

Healthy events that were done by lululemon athletica will majorly affect the continuation of the brand. Beside giving introduction to the communities about lululemon's vision and mission, physical and mental health events will produce an awareness for communities to be more interested in lululemon brand. This is can be seen in participant numbers that growing rapidly in each healthy events on registration website, along with the number of athletes and active members from lululemon group organization.

CONCLUSION

Lululemon athletica's brand communication is a comprehensive and communities-engaging strategy, where it can be analysed using AISAS model. Each step that lululemon athletica did were very centred in their users' prosperity and environment. With the way that lululemon athletica connect with their users in transparency and honesty, the brand gained their users' trust that growing in number as years goes by. Lululemon website is also very advanced and updated with their provided information to anyone that needed it, including newcomers that are curious about how the brand and the community works with the environment; thus, initiating an interest from the newcomers.

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