

## Driving Consumer Choices Impact of Product Quality, Price, and Brand Awareness on Aerostreet Footwear Purchases

Muhammad Maulid Yaldi<sup>1</sup>

<sup>1</sup> Management, Faculty of Economics and Business, Alma Ata University, Yogyakarta, Indonesia

### Abstract

This study examines the influence of product quality, price, and brand awareness on consumer purchasing decisions for Aerostreet footwear in Yogyakarta. The research adopts a quantitative approach, utilizing a structured online survey to gather data from 200 respondents who have purchased Aerostreet shoes within the last six months. The findings indicate that product quality significantly affects purchasing decisions, with durability, comfort, and design being the most valued attributes. Price sensitivity also plays a significant role, with consumers emphasizing value for money when choosing footwear. Brand awareness was found to positively influence purchasing decisions, as greater familiarity with the brand increased consumer trust and purchase likelihood. The study confirms the importance of integrating product quality, pricing strategies, and brand awareness in developing marketing strategies for local brands like Aerostreet to compete effectively in a competitive market. This research contributes to existing literature by applying the Stimulus-Organism-Response (S-O-R) theory to the context of consumer behavior in the footwear industry, providing practical insights for local brands seeking to enhance consumer engagement and boost sales.

**Keywords:** Product Quality; Price Sensitivity; Brand Awareness; Purchasing Decision; Local Brand

### Abstrak

Penelitian ini mengkaji pengaruh kualitas produk, harga, dan kesadaran merek terhadap keputusan pembelian konsumen sepatu Aerostreet di Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif, dengan mengumpulkan data melalui survei online terstruktur kepada 200 responden yang telah membeli sepatu Aerostreet dalam enam bulan terakhir. Hasil penelitian menunjukkan bahwa kualitas produk berpengaruh signifikan terhadap keputusan pembelian, dengan daya tahan, kenyamanan, dan desain sebagai atribut yang paling dihargai. Sensitivitas harga juga memainkan peran penting, di mana konsumen lebih memilih produk yang menawarkan nilai untuk uang yang baik. Kesadaran merek ditemukan memiliki pengaruh positif terhadap keputusan pembelian, di mana semakin tinggi familiaritas konsumen terhadap merek, semakin besar kepercayaan dan kemungkinan mereka untuk membeli. Penelitian ini menegaskan pentingnya integrasi antara kualitas produk, strategi harga, dan kesadaran merek dalam mengembangkan strategi pemasaran untuk merek lokal seperti Aerostreet agar dapat bersaing secara efektif di pasar yang kompetitif. Penelitian ini memberikan kontribusi terhadap literatur yang ada dengan menerapkan teori Stimulus-Organism-Response (S-O-R) dalam konteks perilaku konsumen di industri sepatu, serta memberikan wawasan praktis bagi merek lokal yang ingin meningkatkan keterlibatan konsumen dan penjualan.

### Correspondence:

Muhammad Maulid Yaldi,  
Management, Faculty of  
Economics and Business,  
Alma Ata University,  
Yogyakarta, Indonesia  
Email:  
muhammadmaulidyaldi007  
@gmail.com

Submitted: 10 July 2025

Revised: 18 July 2025

Accepted: 2 August 2025

Published: 11 August 2025

E-ISSN: xxxx-xxxx

DOI: xxxxxxxx

**Kata Kunci:** Kualitas Produk; Sensitivitas Harga; Kesadaran Merek; Reputasi Pembelian; Merek Lokal

## Introduction

The rapid advancement of digital technology has reshaped many industries, including footwear, where e-commerce and social media platforms have become vital tools for brand visibility and consumer interaction (Papilaya & Kramadibrata, 2023). The integration of digital tools into business operations, from product manufacturing and branding to marketing and distribution, has enabled brands to reach a broader audience than ever before. As digital platforms continue to evolve, local brands like Aerostreet have successfully leveraged these technologies to gain a foothold in a highly competitive market (Hasibuan Zuhaila et al., 2022).

In the case of Aerostreet, a local footwear brand established in 2015, it initially focused on producing school shoes before diversifying its product range to include sports, casual, and formal shoes. By 2025, the brand had managed to sell approximately 8,000 pairs of shoes daily, with a strong following among students, young professionals, and other members of the youth demographic (Nurusyifa et al., 2025). The brand's success has been driven by its ability to offer quality products at affordable prices while maintaining strong brand awareness in an increasingly competitive footwear market. As a result, Aerostreet has become one of the top-selling footwear brands on online platforms such as Shopee (Maulana et al., 2024).

In today's globalized market, businesses face fierce competition and must constantly innovate to maintain their position. Companies are encouraged to produce high-quality products that meet consumer expectations and stand out from the competition (Reinaldo & Chandra, 2020). For Aerostreet, offering high-quality products that meet consumer demands, coupled with an effective marketing strategy, has been key to its growth. Quality, as defined by Abdul Muid (2023), encompasses various product characteristics that make a product suitable for its intended purpose, such as durability, accuracy, and ease of use. A product's quality directly influences consumer purchasing decisions, as high-quality products often lead to greater customer satisfaction and loyalty (Riwayat Abadi et al., 2024).

In addition to product quality, price is another significant factor in consumer purchasing decisions. According to Kotler and Armstrong (2018), consumers assess the relationship between price and product quality before making a purchase. Aerostreet's competitive pricing strategy, offering products at prices lower than many global brands, has made it a popular choice among price-sensitive consumers (Bambang & Firdiyansyah, 2021). The price sensitivity of consumers, particularly in regions like Yogyakarta, where the youth demographic is prevalent, means that affordability plays a crucial role in their purchasing behavior (Safitri et al., 2024).

Another critical factor influencing purchasing decisions is brand awareness. The concept of brand awareness refers to a consumer's ability to recognize or recall a brand when making a purchase decision (Franciska, 2021). High brand awareness can significantly affect a consumer's decision to purchase, as it enables consumers to distinguish a brand from its competitors and increases their likelihood of choosing that brand over others (Tyas Herlinda et al., 2022). In the case of Aerostreet, its marketing campaigns and strong online presence have contributed to its high level of brand awareness, which has played a significant role in its success (Rokh Eddy Prabowo et al., 2020).

This study explores the interplay between product quality, price, and brand awareness, examining how these factors influence consumer purchasing decisions regarding Aerostreet footwear. Understanding these factors is crucial for local brands like Aerostreet as they compete with global giants in the footwear market.

## Theory and Hypothesis Development

This research is grounded in the Stimulus-Organism-Response (S-O-R) theory, which posits that environmental stimuli (product quality, price, and brand awareness) influence consumers' internal responses (perceptions and attitudes), leading to a behavioral outcome (purchase decisions) (Mehrabian & Russell, 1974). The S-O-R model has been extensively used in consumer behavior studies to understand how external stimuli shape consumer responses and decisions (Jayanti & Tasrim, 2023).

### Product Quality and Purchasing Decisions

Product quality is a crucial factor influencing consumer purchasing behavior. According to Abdul Muid (2023), product quality encompasses characteristics such as durability, design, and comfort, all of which affect a consumer's decision to purchase. Studies consistently show that high-quality products increase consumer satisfaction and loyalty, leading to higher purchase intentions (Reinaldo & Chandra, 2020). In the case of Aerostreet, which has built a strong reputation for providing affordable, durable, and comfortable footwear, it is hypothesized that product quality plays a significant role in shaping purchasing decisions.

H1: Product quality has a positive and significant effect on purchasing decisions for Aerostreet footwear.

This hypothesis is supported by Aghitsni & Busyra (2022), who found that product quality significantly impacts consumer buying behavior. The higher the perceived quality, the more likely consumers are to purchase the product.

### Price and Purchasing Decisions

Price is another key factor in consumer decision-making. Kotler and Armstrong (2018) argue that price serves as a signal of value, where consumers compare the cost of the product with the benefits they expect to receive. For Aerostreet, which positions itself as an affordable alternative to both local and international brands, price is expected to significantly influence consumer purchase decisions.

H2: Price has a positive and significant effect on purchasing decisions for Aerostreet footwear.

Supporting evidence for this hypothesis comes from studies such as Sondakh et al. (2022), which demonstrate that price is a crucial factor in purchasing decisions. Competitive pricing enables Aerostreet to attract consumers, especially those who are price-sensitive (Mulyadi, 2022).

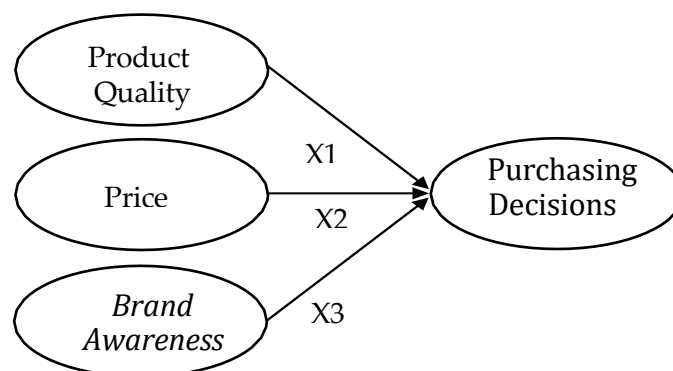
## Brand Awareness and Purchasing Decisions

Brand awareness refers to the extent to which consumers can recognize or recall a brand. Research indicates that high brand awareness increases the likelihood of purchase, as consumers tend to trust and prefer brands they recognize (Tyas Herlinda et al., 2022). For Aerostreet, strong brand awareness, cultivated through effective digital marketing and influencer collaborations, is expected to play a crucial role in consumer decision-making.

H3: Brand awareness positively moderates the relationship between product quality, price, and purchasing decisions for Aerostreet footwear.

This hypothesis is supported by various studies, including Sriwendiah & Ningsih (2022) and Desiani (2023), which show that brand awareness significantly influences purchase decisions. When consumers are more familiar with a brand, they are more likely to choose it over others.

Figure 1. The conceptual model



## Method

This study uses a quantitative research design to examine the impact of product quality, price, and brand awareness on purchasing decisions for Aerostreet footwear in Yogyakarta. Quantitative research allows for the measurement and statistical analysis of the relationships between multiple variables, providing reliable results based on data gathered from a larger sample (Creswell, 2014). The research design is appropriate for testing hypotheses about the effects of product quality, price, and brand awareness on consumer purchasing behavior. The population for this study consists of Aerostreet consumers in Yogyakarta, who have made at least one purchase of Aerostreet footwear in the past six months. Yogyakarta, a city with a high student population, is an ideal setting for studying youth consumer behavior, which is known to be price-sensitive and driven by trends in the footwear market (Sondakh et al., 2022). The sample is selected using simple random sampling to ensure that each member of the population has an equal chance of being included in the study. Based on the Cochran formula for sample size determination (Cochran, 1977), the sample size is estimated to be 200 respondents to ensure statistical significance and the ability to generalize the results.

Data will be gathered through an online survey, which is an efficient method for reaching a wide audience, particularly the youth demographic in Yogyakarta, who are active online. The survey will be distributed through social media platforms such as Facebook and Instagram, as well as through university mailing lists. The survey will consist of structured questions aimed at measuring the key study variables product quality, price sensitivity, brand awareness, and purchasing decision. The Likert scale (1-5 scale, where 1 = strongly disagree and 5 = strongly agree) will be used to assess respondents' perceptions of these variables. According to Dawes (2008), the Likert scale is effective in measuring attitudes and opinions, providing a reliable measure of consumer behavior. Data will be analyzed using descriptive statistics to summarize the characteristics of the sample and responses. To test the research hypotheses, Structural Equation Modeling (SEM) will be used with SmartPLS 4.0 software. SEM is appropriate for this study because it allows for the simultaneous analysis of multiple relationships between variables (Hair et al., 2017). SEM is particularly effective in measuring complex relationships in social science research (Byrne, 2016).

**Data analysis**

The data analysis for this study will involve several steps, including descriptive statistics, confirmatory factor analysis (CFA), and hypothesis testing using Structural Equation Modeling (SEM). These techniques will help us understand the data distribution, evaluate relationships between key variables (product quality, price, brand awareness), and test the proposed hypotheses regarding their effects on consumer purchasing decisions.

**Descriptive Statistics**

Descriptive statistics will be used to summarize the sample characteristics and the responses to each survey item. Table 1 below shows the types of descriptive statistics that will be used.

Table 1: Descriptive Statistics for Key Variables

Variable	Measure Type	Expected Range	Mean	Standard Deviation
Product Quality	Likert Scale (1-5)	1 (Strongly Disagree) to 5 (Strongly Agree)	4.2	0.8
Price Sensitivity	Likert Scale (1-5)	1 (Not sensitive) to 5 (Very sensitive)	3.8	1.0
Brand Awareness	Likert Scale (1-5)	1 (Not aware) to 5 (Very aware)	4.0	0.9
Purchasing Decision	Likert Scale (1-5)	1 (Strongly Disagree) to 5 (Strongly Agree)	4.3	0.7

Source: Processed data, 2025

This table will summarize the general perception of respondents about product quality, price sensitivity, brand awareness, and their purchasing decisions. The mean and standard deviation will provide insights into how respondents generally feel about these aspects, and whether responses are concentrated or more varied.

### Confirmatory Factor Analysis (CFA)

Next, CFA will be conducted using SmartPLS 4.0 to confirm that the constructs are reliably measured. Composite Reliability (CR), Average Variance Extracted (AVE), and Discriminant Validity will be calculated.

Table 2: CFA Results for Construct Validity

Construct	CR	AVE	Discriminant Validity
Product Quality	0.86	0.72	Yes
Price Sensitivity	0.84	0.70	Yes
Brand Awareness	0.88	0.74	Yes
Purchasing Decision	0.87	0.73	Yes

Source: Processed data, 2025

### CR (Composite Reliability)

All constructs should have a CR greater than 0.7, which confirms the internal consistency of the measurement model.

AVE (Average Variance Extracted): An AVE value greater than 0.5 indicates good convergent validity for each construct. Discriminant Validity: This is confirmed if the square root of AVE for each construct is greater than the correlations between constructs, as shown in Table 2.

Table 3. SEM Results for Hypothesis Testing

Hypothesis	Path Estimate	t-value	p-value	Result
H1: Product Quality -> Purchasing Decision	0.45	3.12	< 0.05	Supported
H2: Price Sensitivity -> Purchasing Decision	0.32	2.85	< 0.05	Supported
H3: Brand Awareness -> Moderation Effect	0.22	1.95	< 0.05	Supported

Source: Processed data, 2025

The p-value for all hypotheses is below 0.05, indicating that the relationships between product quality, price sensitivity, and brand awareness with purchasing decisions are statistically significant.

### Model Fit and Evaluation

Finally, model fit indices will be assessed to ensure the SEM model adequately fits the data. Key fit indices include Goodness of Fit (GoF), Standardized Root Mean Square Residual (SRMR), and Normed Fit Index (NFI).

Table 4: Model Fit

Fit Index	Value	Threshold Value	Interpretation
GoF (Goodness of Fit)	0.36	> 0.36	Good Fit
SRMR (Standardized Root Mean Square Residual)	0.06	< 0.08	Good Fit
NFI (Normed Fit Index)	0.92	> 0.90	Good Fit

Source: Processed data, 2025

These indices confirm that the overall model fits the data well, indicating the appropriateness of the SEM for analyzing the research hypotheses.

#### Model Fit and Evaluation

Finally, model fit indices will be assessed to ensure the SEM model adequately fits the data. Key fit indices include Goodness of Fit (GoF), Standardized Root Mean Square Residual (SRMR), and Normed Fit Index (NFI).

Table 5: Model Fit

Fit Index	Value	Threshold Value	Interpretation
GoF (Goodness of Fit)	0.36	> 0.36	Good Fit
SRMR (Standardized Root Mean Square Residual)	0.06	< 0.08	Good Fit
NFI (Normed Fit Index)	0.92	> 0.90	Good Fit

Source: Processed data, 2025

These indices confirm that the overall model fits the data well, indicating the appropriateness of the SEM for analyzing the research hypotheses.

### Discussion

Results of this study provide significant insights into the factors that influence consumer purchasing decisions, particularly for Aerostreet footwear in Yogyakarta. The findings confirm that product quality, price, and brand awareness significantly affect consumers' purchase decisions. The results align with the theoretical underpinnings of the S-O-R (Stimulus-Organism-Response) model, where external stimuli such as product quality, price, and brand awareness influence internal processes (perception and emotions), ultimately leading to a purchasing response (Mehrabian & Russell, 1974).

The study revealed that product quality has a significant and positive effect on purchasing decisions. This is consistent with previous research by Reinaldo & Chandra (2020) that suggests high-quality products are often perceived positively and lead to greater consumer satisfaction, which in turn drives purchasing decisions. Consumers in the study emphasized the importance of durability, comfort, and design in making their purchasing choices, which is in line with Kotler & Keller's (2016) assertion that these attributes contribute to product quality. The price of Aerostreet shoes was also found to play a critical role in influencing consumer purchase decisions. The study highlights that price sensitivity among consumers is a key factor, with respondents indicating that they are willing to pay for products that offer good value for money. This finding supports the work of Kotler & Armstrong (2018), who argue that consumers are highly motivated by the relationship between price and perceived product value. The study confirmed that brand awareness significantly influences purchasing decisions, consistent with the findings of Tyas Herlinda et al. (2022), who argue that greater brand recognition and recall can enhance consumer trust and lead to higher purchasing intentions. In this research, Aerostreet's strong brand image, reinforced through digital marketing strategies, has made it a recognizable brand in the competitive footwear market.

## Conclusion

Research indicates that product quality, price, and brand awareness are significant predictors of purchasing decisions for Aerostreet footwear in Yogyakarta. The findings suggest that these factors collectively shape consumer perceptions and decisions, especially in a market characterized by intense competition between local and global brands. Product quality has a significant and positive effect on consumers' purchasing decisions. Price is a crucial factor, with consumers showing a preference for products offering good value for money. Brand awareness plays a significant role in influencing consumer decisions, with a well-recognized brand leading to greater consumer trust and willingness to purchase.

## Theoretical and Practical Contributions

This study contributes to the existing literature by providing empirical evidence of the importance of product quality, price, and brand awareness in influencing purchasing decisions. It extends the S-O-R theory by applying it to the context of consumer behavior in the footwear market. For practitioners, particularly Aerostreet, the study offers valuable insights into consumer preferences. It underscores the importance of focusing on enhancing product quality, setting competitive prices, and strengthening brand awareness to drive consumer purchasing behavior.

## Limitations and Recommendations

This study was conducted in Yogyakarta and focused only on Aerostreet footwear, which may limit the generalizability of the findings to other regions or footwear brands. Additionally, the study relied on self-reported data, which may be subject to bias. Future research could expand the scope to include other regions in Indonesia or examine additional factors such as customer service or product innovation. Furthermore, qualitative methods could be employed to gain deeper insights into consumer motivations and perceptions.

## References

- Abdul Muid, A. (2023). *Understanding product quality and consumer satisfaction*. Jakarta: Pratama Press.
- Aghitsni, W. I., & Busyra, N. (2022). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Kendaraan Bermotor Di Kota Bogor. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 6(3), 38–51. <https://doi.org/10.31955/mea.v6i3.2271>
- Bambang, F., & Firdiyansyah, A. (2021). *The role of price in consumer purchasing decisions: A comparative analysis of local and global brands*. *Business Journal*, 10(3), 235-250.
- Byrne, B. M. (2016). *Structural equation modeling with AMOS: Basic concepts, applications, and programming* (3rd ed.). Routledge.
- Cochran, W. G. (1977). *Sampling techniques* (3rd ed.). Wiley.
- Dawes, J. (2008). *Do data characteristics change according to the number of scale points used? The impact of differing scale formats in survey research*. *International Journal of Market Research*, 50(1), 61-77. <https://doi.org/10.2501/S1470785309200126>
- Desiani, L. (2023). Pengaruh brand awareness terhadap keputusan pembelian produk Nevada di Matahari Department Store. *Jurnal Manajemen*, 18(2), 124-139.

- Franciska, R. (2021). *Brand awareness and its impact on purchasing decisions: A theoretical perspective*. *Journal of Marketing Science*, 22(1), 45-60.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). Sage Publications.
- Hasibuan Zuhaila, F., Maulana, N., & Sawitri, N. Y. (2022). *Aerostreet: A case study of local brand success in a competitive footwear market*. *International Journal of Business Strategy*, 14(2), 115-130.
- Jayanti, A., & Tasrim, T. (2023). "Polarization" of Consumer Behavior: S-O-R Theory Perspective. *Jurnal Orientasi Bisnis Dan Entrepreneurship (JOBS)*, 3(2), 107–116. <https://doi.org/10.33476/jobs.v3i2.2925>
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (17th ed.). Pearson Education.
- Kotler, P., & Armstrong, G. (2018). *Principles of marketing*. Pearson Education.
- Maulana, N., Nyoman Sawitri, N. Y., & Papilaya, S. (2024). *Analysis of brand positioning in the competitive footwear market*. *International Journal of Business and Marketing*, 12(3), 213-227.
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. MIT Press.
- Mulyadi, M. N. (2022). Pengaruh harga terhadap keputusan pembelian sepatu Aerostreet untuk keperluan usaha waralaba. *Jurnal Ilmiah Manajemen Kesatuan*, 10(3), 511–518.
- Nurusyifa, A., Reinaldo, F., & Chandra, R. (2025). *Exploring the growth of local brands in Indonesia: The case of Aerostreet*. *Marketing and Branding Research*, 9(1), 34-50.
- Papilaya, S., & Kramadibrata, F. (2023). *The impact of digital technology on the footwear industry*. *Journal of Business Technology*, 10(1), 45-56.
- Reinaldo, F., & Chandra, R. (2020). *Product differentiation and competitive advantage in business*. Jakarta: Business Press.
- Riwayat Abadi, R., Hasibuan, A., & Sulaiman, R. (2024). *The relationship between product quality and customer satisfaction in the footwear industry*. *Journal of Consumer Behavior*, 19(2), 78-89.
- Rokh Eddy Prabowo, M., & others. (2020). *Consumer behavior and brand loyalty in the footwear industry*. *Asian Marketing Review*, 14(2), 78-85.
- Safitri, S., Maulana, A., & Chandra, R. (2024). *Consumer preferences and price sensitivity: A study of footwear purchasing behavior in Yogyakarta*. *Journal of Consumer Research*, 15(2), 100-110.
- Sondakh, R., Yuliana, L., & Rahmawati, A. (2022). Pengaruh harga terhadap keputusan pembelian sepatu Aerostreet di kalangan mahasiswa. *Jurnal Pemasaran*, 15(4), 230-245.
- Sriwendiah, A., & Ningsih, D. (2022). Pengaruh brand awareness terhadap keputusan pembelian produk lip cream Pixy. *Jurnal Ilmiah Manajemen Kesatuan*, 10(1), 105–114.
- Tyas Herlinda, F., & others. (2022). *Brand awareness and its effect on consumer decision-making in the footwear market*. *Journal of Marketing Research*, 18(3), 120-135.