

Applying Consumer Behavior Insights through Service Learning to Strengthen Digital Marketing Practices among Culinary MSMEs

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Abstract. Micro, small, and medium enterprises (MSMEs) face increasing challenges in adapting their marketing practices to changing consumer behavior and the growing use of social media. This community service initiative aimed to analyze consumer behavior and develop relevant digital marketing strategies for Moresto Dimsum, a culinary MSME in Bandar Lampung, Indonesia, through a service learning approach that connects academic knowledge with practical community needs. The activity employed a qualitative descriptive approach involving direct observation, interviews with 15 consumers, and mentoring activities with the business partner. Consumer behavior was analyzed using the Five-Stage Consumer Purchase Process Model and the AISAS framework (Attention, Interest, Search, Action, and Share). The findings were used to formulate digital marketing recommendations tailored to consumer preferences and the partner's marketing challenges. The findings indicated that strategic location, product taste, and affordable prices were the primary factors influencing purchasing decisions, accounting for 36.36%, 33.33%, and 21.21% of the reported responses, respectively. Although consumers demonstrated interest in the products, digital promotional exposure and electronic word-of-mouth activities remained limited. Based on these findings, the proposed marketing strategy emphasized consistent Instagram content, brand storytelling, short-form video optimization, clearer product and promotional information, and conversion-oriented communication. These recommendations provide a practical framework for aligning digital marketing activities with consumer behavior. Integrating consumer behavior analysis with service learning offers an opportunity to connect academic learning with the practical needs of culinary MSMEs. The activity generated context-specific digital marketing recommendations for Moresto Dimsum and highlighted the importance of understanding consumer preferences when developing social media strategies.

Keywords: Service Learning; Consumer Behavior; Digital Marketing; Culinary MSMEs; AISAS

1. Introduction

Micro, small, and medium enterprises (MSMEs) play an important role in supporting local economic development, creating employment opportunities, and sustaining community-based entrepreneurship. In an increasingly digital business environment,

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however, the competitiveness of MSMEs depends not only on product quality and price but also on their ability to understand consumer behavior and translate consumer insights into effective marketing practices. Ideally, digital marketing should be developed through a systematic process that integrates consumer needs assessment, audience-oriented content development, interactive communication, and continuous evaluation (Masrianto et al., 2022; Rathnasiri et al., 2025; Rizvanović et al., 2023; Sharabati et al., 2024). Social media provides opportunities for small businesses to expand market reach, communicate directly with consumers, and build stronger customer relationships (Alhakimi & Albashiri, 2023; Dwivedi et al., 2023; Jones et al., 2015). Nevertheless, the availability of digital platforms does not automatically ensure effective marketing outcomes, particularly when business owners have limited capabilities in content planning, brand communication, and audience engagement. Evidence from Indonesian MSMEs indicates that social media marketing is associated with business performance, highlighting the importance of adopting digital marketing practices that are aligned with business needs and organizational capabilities (Apasrawirote et al., 2022). Therefore, strengthening digital marketing capacity requires more than introducing technological tools; it requires a contextual understanding of consumers and the practical ability to use marketing information in business decision-making.

Consumer behavior analysis provides a foundation for developing more relevant and responsive marketing strategies. The consumer purchase process involves need recognition, information search, evaluation of alternatives, purchase decisions, and post-purchase behavior, while the AISAS model emphasizes Attention, Interest, Search, Action, and Share in digitally mediated consumer journeys (Javed et al., 2022; Suhud et al., 2026). These frameworks help businesses identify how consumers discover products, seek information, make purchases, and share their experiences. In the context of social media marketing, content quality, brand-related communication, and consumer engagement are important considerations in building meaningful relationships between businesses and their audiences (Hollebeek & Macky, 2019). Research by Ibrahim & Aljarah (2024) also highlights the relevance of social media marketing activities to self-brand connection and user engagement on Instagram. These insights suggest that digital marketing strategies should not rely exclusively on promotional frequency but should also address the information, experiential, and relational needs of consumers. For culinary MSMEs, this approach is particularly relevant because purchase decisions may be shaped by product taste, price, convenience, visual presentation, and recommendations from other consumers.

Translating digital marketing concepts into consistent business practices remains a challenge for many MSMEs. The expansion of social commerce has created additional opportunities for product discovery and consumer interaction, but businesses must still develop the capabilities required to use these channels effectively (Rizana et al., 2025; Teece, 2018). A similar challenge can be observed in the culinary sector, where consumers may discover a business through its physical location or previous consumption experiences rather than through systematic digital promotion. The initial assessment of Moresto Dimsum, a culinary MSME in Bandar Lampung, Indonesia, illustrates this issue. Interviews with 15 consumers identified location, product taste, and affordability as important considerations in purchasing decisions, accounting for 36.36%, 33.33%, and 21.21% of the reported responses, respectively. The assessment also indicated that consumers' exposure to digital promotions was relatively limited, while the business's



Instagram content required improvements in posting consistency, visual identity, storytelling, and audience interaction. Furthermore, the AISAS analysis suggested that the Search and Share stages had not been fully optimized, indicating opportunities to improve access to product information and encourage electronic word-of-mouth. These findings illustrate the importance of connecting consumer behavior analysis with practical marketing interventions tailored to the operational conditions of an individual business.

Service learning offers a potential approach for connecting academic knowledge with community needs through structured learning and service activities. Unlike classroom-based instruction alone, service learning provides opportunities for students to apply disciplinary concepts to real-world problems while contributing to community development. Salam et al. (2019), in their systematic literature review, examined the implementation and outcomes of service learning in higher education, demonstrating its relevance as an educational approach. More recently, Rodríguez-Zurita et al. (2025) reviewed the relationship between service learning, community engagement, and sustainable development in higher education, emphasizing the role of experiential approaches in connecting educational activities with broader societal needs. Research on university-business intersections also indicates the relevance of service learning for collaboration between higher education institutions and external partners, while identifying the need for stronger evidence concerning program implementation and outcomes (Arnaboldi et al., 2021; Verreynne et al., 2025). In the context of digital marketing, Drewery & Lollar (2024) demonstrated how a service learning approach could be used to support MSMEs through workshops and mentoring in social media, e-commerce, and online advertising. These studies provide a basis for considering service learning as a practical framework for integrating consumer behavior analysis, student learning, and business empowerment.

Although previous studies have examined social media marketing and MSME performance, consumer engagement, and service learning as an educational approach, these areas are not always integrated within a single community service framework. Research on social media marketing often focuses on the relationship between marketing practices and business outcomes, whereas service learning studies may emphasize educational experiences, community engagement, or general business mentoring. The specific connection between consumer behavior insights, the AISAS framework, student learning, and context-specific digital marketing assistance for culinary MSMEs therefore warrants further practical investigation. In particular, an intervention should explain not only what marketing strategies are recommended but also how consumer insights inform those strategies, how academic knowledge is applied to the partner's needs, and how the resulting recommendations can be used by the business. This article addresses that practical gap through a service learning-oriented examination of Moresto Dimsum. Its proposed contribution lies in integrating the Five-Stage Consumer Purchase Process Model and AISAS framework into a contextual digital marketing development process while positioning the MSME's marketing challenges as a real-world learning and community service opportunity. This contribution is intended as a context-specific application of established frameworks rather than a claim that the consumer behavior models themselves are new.

The significance of this community service activity lies in its potential to create reciprocal benefits for the participating business and the academic learning process. For the business partner, consumer-based marketing recommendations can provide a clearer



direction for Instagram content development, brand storytelling, promotional communication, and customer engagement. For students, engagement with an actual business problem can provide opportunities to apply consumer behavior concepts, develop analytical and communication skills, and understand the practical challenges of digital marketing. For higher education institutions, this type of activity can strengthen the connection between academic learning and community engagement. However, the value of the intervention should be assessed through evidence of actual implementation, partner feedback, and learning outcomes rather than inferred solely from the production of a marketing strategy. In this regard, the present activity aims to analyze the purchasing behavior of Moresto Dimsum consumers, identify gaps in the business's digital marketing practices using the Five-Stage Consumer Purchase Process Model and AISAS framework, and formulate context-specific recommendations to strengthen its social media marketing practices. Where supported by the actual implementation, the activity also seeks to connect students' academic learning with the needs of the business partner and provide a foundation for more consistent, consumer-oriented, and sustainable digital marketing practices among culinary MSMEs.

2. Methods

This community service initiative employed a qualitative descriptive approach within a service learning framework to connect academic learning with the practical needs of Moresto Dimsum, a culinary micro, small, and medium enterprise (MSME) located in Pahoman, Bandar Lampung, Indonesia. Service learning was adopted as the guiding pedagogical approach because it integrates structured learning activities with community engagement and practical problem-solving (Drewery & Lollar, 2024; Salam et al., 2019). The activity focused on applying consumer behavior concepts to identify marketing challenges and formulate context-specific digital marketing recommendations. The Five-Stage Consumer Purchase Process Model and the AISAS framework (Attention, Interest, Search, Action, and Share) served as analytical frameworks for interpreting consumer preferences and identifying opportunities to improve the partner's social media marketing practices (Gunarto & Putri, 2025; Soto-Santos et al., 2026).

Moresto Dimsum was selected as the community partner because its marketing practices presented opportunities for improvement, particularly in the consistency of digital promotion, content development, and consumer engagement. The initial assessment involved direct observation of the business environment and its Instagram marketing activities, complemented by interviews with 15 consumers. The interviews explored purchasing frequency, product preferences, considerations influencing purchase decisions, responses to promotional activities, and expectations regarding products and services. Observational findings and interview responses were used to identify the partner's marketing needs and establish the basis for developing appropriate digital marketing recommendations. The consumer interviews constituted the primary source of information for understanding purchasing behavior, while observations of social media content provided contextual information about existing promotional practices.

The service learning process was organized into four interconnected stages: community needs assessment, application of academic knowledge, collaborative strategy development, and evaluation and reflection. During the needs assessment stage, the team identified consumer preferences and existing digital marketing challenges. In the academic application stage, consumer behavior concepts and the AISAS framework were



used to interpret the collected information. During collaborative strategy development, the findings informed recommendations concerning brand storytelling, content pillars, Instagram Reels, promotional information, and conversion-oriented captions. The evaluation and reflection stage was intended to examine the relevance of the recommendations to the partner's needs and connect the practical activity with students' academic learning. These stages were designed to maintain a relationship between the learning process and the service provided to the business partner. The description of implementation, student participation, and reflection should be finalized according to the activities documented during the actual program.

Data were analyzed descriptively by organizing interview responses and observational findings into themes related to the consumer purchase process and the AISAS framework. The analysis examined the factors influencing purchasing decisions, the information sources used by consumers, perceptions of promotional activities, and opportunities to strengthen digital engagement. Findings from the Five-Stage Consumer Purchase Process Model were used to understand consumers' decision-making processes, while the AISAS framework helped identify opportunities across the stages of attention, interest, search, action, and sharing. The resulting themes were synthesized into practical recommendations for the partner's digital marketing activities. Evaluation of the service learning component should consider the relevance of the recommendations to the partner's needs, documented partner feedback, evidence of strategy implementation, and students' reflective learning outcomes where such evidence is available. Because the available initial assessment primarily documents consumer interviews and marketing strategy development, improvements in sales, engagement, or student competencies cannot be established without additional implementation and evaluation data.

Table 1 Stages of the Service Learning Process

Stage	Activities	Data or evidence	Expected output
1. Community needs assessment	Observing business operations and Instagram content; interviewing 15 consumers	Interview responses and observation notes	Identification of consumer preferences and marketing challenges
2. Application of academic knowledge	Analyzing consumer behavior using the Five-Stage Model and AISAS	Thematic analysis of interview and observation data	Consumer behavior insights and identification of marketing gaps
3. Collaborative strategy development	Formulating recommendations for content, storytelling, Reels, promotions, and calls to action	Consumer insights and assessment of existing content	Context-specific digital marketing recommendations
4. Evaluation and reflection	Reviewing the relevance of recommendations, obtaining partner feedback, and reflecting on learning	Partner feedback, implementation evidence, and student reflections, where available	Assessment of practical relevance and learning opportunities

Source: Adapted from Salam et al. (2019), Jun et al. (2021), and the Moresto Dimsum activity



documentation. The four-stage sequence is a proposed operational structure; actual implementation and evaluation evidence must be verified against the activity records.

Table 1 presents a structured service learning process that connects the identification of community needs with the application of academic concepts and the development of practical solutions. The first stage establishes the partner's marketing challenges through observation and consumer interviews, while the second stage translates the collected information into consumer behavior insights using the Five-Stage Consumer Purchase Process Model and AISAS framework. The third stage converts these insights into context-specific digital marketing recommendations, including content planning, brand storytelling, and Instagram optimization. The final stage provides a mechanism for reviewing the relevance of the recommendations and reflecting on the relationship between academic learning and community service. This structure follows the principle that service learning should connect academic learning with meaningful community engagement rather than treating community activities as stand-alone technical assistance. Similar practical applications of service learning in MSME digital marketing have been reported by Malviya (2024), who describe workshops and mentoring in social media, e-commerce, and online advertising.

3. Results and Discussion

The community service activity at Moresto Dimsum in Pahoman, Bandar Lampung, began by examining consumer behavior as a foundation for identifying opportunities to strengthen the business's digital marketing practices. Understanding consumer preferences is essential for culinary micro, small, and medium-sized enterprises (MSMEs), as purchasing decisions may be influenced by several considerations, including product characteristics, accessibility, price, and the availability of relevant information. Through interviews with 15 consumers and observations of the business's digital marketing practices, this activity sought to identify the factors associated with consumers' purchasing decisions and explore how these insights could be translated into more relevant promotional communication.

The findings were analyzed descriptively to identify recurring considerations in consumer decision-making and their implications for the development of a consumer-oriented digital marketing strategy. Rather than treating social media solely as a channel for displaying products, the analysis positioned digital platforms as a means of communicating product value, providing practical purchasing information, and facilitating interactions with potential customers. The results are presented in three main areas, beginning with consumer preferences related to location, taste, and price, followed by an assessment of digital marketing practices and the formulation of context-specific marketing strategies based on the consumer insights obtained.

3.1. Consumer Preferences Were Primarily Driven by Location, Taste, and Price

The interviews conducted with 15 consumers of Moresto Dimsum in Pahoman, Bandar Lampung, revealed that purchasing decisions were associated with three main considerations: location, taste, and price. Based on the available findings, location was the most frequently reported factor, accounting for 36.36%, followed by taste at 33.33% and affordable price at 21.21%. These findings suggest that consumers consider both the accessibility of the business and the perceived value of its products when deciding



whether to purchase. For a culinary micro, small, and medium-sized enterprise (MSME), understanding these preferences is essential because marketing communication should reflect the factors that consumers actually consider rather than relying solely on general promotional messages.

Location emerged as the most frequently mentioned consideration, indicating that accessibility may be an important element in the consumer decision-making process. For food businesses, consumers may prefer locations that are easy to find, convenient to reach, and suitable for purchasing food during their daily activities. This finding provides a practical opportunity for Moresto Dimsum to communicate its location more effectively through digital platforms. For example, promotional content could include a Google Maps link, clear location information, operating hours, and visual directions to the outlet. Such information could help potential customers move from initial awareness to the consideration of an actual visit. However, because the available data do not specify the precise reasons behind consumers' location preferences, accessibility should be interpreted as a possible explanation rather than a conclusively established cause.

Taste was the second most frequently reported consideration, accounting for 33.33% of the available responses. This finding highlights the importance of communicating the sensory and experiential qualities of Moresto Dimsum's products. In food marketing, product images alone may not fully communicate the experience that consumers expect from a meal. Moresto Dimsum could therefore develop content that presents product appearance, texture, serving suggestions, menu variety, and customer experiences. Short-form videos showing the preparation or presentation of dimsum, for example, may help make the product more tangible to online audiences. Nevertheless, these are proposed promotional approaches; the interview findings establish taste as a reported consideration but do not independently demonstrate which type of content would be most effective in communicating it.

Affordable price was identified by 21.21% of respondents as another consideration in their purchasing decisions. This suggests that communicating price clearly may help consumers assess whether Moresto Dimsum's products fit their preferences and purchasing capacity. Digital promotional content could display menu prices, package options, portion information, and discounts when these are genuinely available. Price communication should also explain the value offered, rather than relying exclusively on low-price messages. For example, a menu post could combine product photographs with the price and a concise description of the available portion or package. This approach would allow potential customers to compare options and make more informed decisions. Since the available findings do not measure price elasticity or willingness to pay, the results should not be interpreted as evidence that reducing prices would necessarily increase sales.

Taken together, the three factors provide a practical basis for developing a more consumer-oriented digital marketing strategy. Moresto Dimsum's social media content could be organized around three complementary messages: where to find the product, what makes the product appealing, and how much it costs. These messages could be incorporated into a consistent content plan using informative posts, short videos, promotional announcements, and clear calls to action. The findings are also consistent with broader research examining online marketing and purchasing interest among food and beverage MSMEs, which identifies product characteristics, price, and promotional communication as relevant marketing considerations (Ruhayat et al., 2023).



In the context of this community service activity, the main outcome is a set of evidence-informed directions for improving communication with potential customers. The effectiveness of these recommendations, however, requires subsequent implementation and evaluation.

Table 2 Consumer Preferences and Their Implications for Moresto Dimsum's Digital Marketing

Consumer consideration	Reported percentage	Interpretation of the finding	Recommended digital marketing response
Location	36.36%	Location was the most frequently reported consideration among the three factors.	Display clear location information, operating hours, directions, and a map link in social media profiles and promotional posts.
Taste	33.33%	Product taste was a prominent consideration in consumer purchasing decisions.	Develop product-focused content, including appealing food photography, short preparation videos, menu descriptions, and customer experiences where permission is obtained.
Affordable price	21.21%	Price was also reported as a consideration when consumers decided to purchase.	Communicate accurate menu prices, package options, portion information, and available promotional offers.
Integrated communication	Based on the three factors above	Consumers' reported considerations can guide the themes and information included in promotional content.	Combine location, product appeal, and price information in a consistent content plan with clear calls to action.

Source: Consumer interview findings from the Moresto Dimsum community service activity. Percentages are reproduced from the available activity data; the underlying response counts and calculation method should be checked against the original interview records before publication.

The table 2 summarizes how the consumer interview findings can be translated into practical digital marketing recommendations for Moresto Dimsum. Location, taste, and price represent the three reported considerations and provide a foundation for developing content that is relevant to potential customers. The proposed responses are intended to make the business easier to locate, communicate the appeal of its products, and provide transparent purchasing information. The integrated communication approach is particularly relevant because these elements can be combined within a single social media post or distributed across a planned series of posts. In line with research on online marketing among food and beverage MSMEs, aligning promotional communication with consumer considerations can inform a more focused marketing strategy (Ruhiyat et al., 2023).

The recommendations should be treated as practical outputs of the initial assessment,



not as evidence of improved engagement or sales unless those outcomes are subsequently measured. The percentages reported in the original findings 36.36%, 33.33%, and 21.21%, add up to 90.90%. This may mean that other factors were also mentioned, or that the percentages were calculated using different response denominators. Because the interview sample consisted of 15 consumers, verify the original response counts and calculation method before describing these percentages as proportions of all 15 respondents.

3.2. Digital Marketing Practices Needed More Consistent and Engaging Content

The observation of Moresto Dimsum's digital marketing practices identified several opportunities to improve the consistency and quality of its social media communication. These included the frequency of content publication, the visual presentation of products, the clarity of captions, and the use of short-form video. These aspects are important because social media marketing involves more than simply maintaining an online presence; it also requires businesses to communicate product information in ways that attract attention, generate interest, and help potential customers make purchasing decisions. For culinary micro, small, and medium-sized enterprises (MSMEs), well-organized digital communication can help present products more effectively and maintain connections with existing and prospective customers. In the case of Moresto Dimsum, the observations indicated that its digital marketing practices could be developed into a more structured and consumer-oriented communication strategy.

Content consistency emerged as an important area for improvement. When promotional content is published without a clear schedule or recognizable thematic direction, audiences may receive fragmented information about the business, its menu, and its promotional offers. A more systematic approach could involve establishing a weekly content calendar and organizing posts around several content pillars, such as product introductions, menu information, preparation processes, customer experiences, promotional offers, and business location. This arrangement would enable Moresto Dimsum to communicate different aspects of its products without relying exclusively on repeated product advertisements. However, the available observations do not establish a specific posting frequency or demonstrate that inconsistent publication directly caused lower engagement. A content calendar is therefore a practical recommendation derived from the identified opportunities for improvement.

Visual presentation and caption quality also represent important elements of digital marketing communication. Food products are highly visual, making clear photographs, appropriate lighting, attractive composition, and informative presentation useful for communicating product appeal. For Moresto Dimsum, content could feature close-up product images, menu combinations, serving portions, and short videos showing product preparation or presentation. Captions should complement these visuals by providing relevant information, including product names, prices, available packages, promotional conditions, and ordering procedures. The use of a clear call to action (CTA), such as inviting audiences to check the menu, contact the business, or visit the outlet, could make the intended next step more explicit. These measures are proposed improvements rather than interventions whose effectiveness has already been demonstrated by the observation data.

Another notable finding concerns the visibility of promotional information. The available consumer data indicate that 80% of respondents expressed a preference for



discount offers. This suggests that promotional incentives may be relevant to the audience, while the observations indicated that promotional information was not sufficiently visible through the business's digital communication. The combination of these findings points to a potential gap between consumer preferences and the way promotional messages are presented. Moresto Dimsum could address this issue by displaying valid offers more prominently, specifying the discount amount or applicable package, explaining the promotion period and terms, and using consistent visual elements to distinguish promotional content from ordinary menu posts. Nevertheless, a preference for discounts does not necessarily mean that consumers will purchase exclusively because of discounts; actual responses to promotional campaigns would need to be evaluated separately.

The use of short-form video and more interactive content could further support the proposed improvements. Instagram Reels, for example, could be used to showcase products, introduce menu options, communicate current promotions, or provide practical information about ordering and location. Content could also encourage consumers to share their experiences, ask questions, or respond to promotional posts. These activities can be organized around the AISAS framework Attention, Interest, Search, Action, and Share to help structure communication from initial awareness to purchasing and sharing experiences. Within the community service activity, the principal finding is that Moresto Dimsum would benefit from a more consistent, visually appealing, informative, and action-oriented digital marketing approach. Whether these recommendations improve reach, engagement, customer visits, or sales remains to be established through implementation and subsequent evaluation.

Table 3 Identified Digital Marketing Issues and Recommended Improvements for Moresto Dimsum

Aspect	Observed condition or finding	Recommended improvement	Expected output
Content consistency	Social media content could be organized more systematically.	Develop a weekly content calendar and establish clear content pillars.	More structured and consistent promotional communication.
Visual quality	Product presentation offers opportunities for improvement.	Use clear food photography, attractive layouts, and short product videos.	More appealing and informative product content.
Caption and information quality	Captions and product information could communicate purchasing details more clearly.	Include product names, prices, package information, and ordering instructions.	Easier access to relevant product information.
Promotional visibility	Promotional information was not sufficiently visible, although 80% of consumers reportedly liked discount offers.	Highlight valid discounts and explain their terms, duration, and applicable products.	Greater visibility of promotional offers.



Aspect	Observed condition or finding	Recommended improvement	Expected output
Short-form video	The use of short-form video could be developed further.	Create Instagram Reels featuring products, preparation, menus, and promotions.	More varied and engaging content formats.
Audience interaction and conversion	Communication could include clearer invitations for audiences to take action.	Use clear CTAs, respond to inquiries, and encourage customers to share their experiences.	A clearer pathway from content exposure to inquiries, purchases, and sharing.

Source: Observation findings and consumer interview data from the Moresto Dimsum community service activity. Recommended improvements and expected outputs are proposed based on these findings and have not been established as measured outcomes.

The table 3 summarizes the main opportunities for improving Moresto Dimsum's digital marketing practices and translates them into practical recommendations. The proposed improvements address six interconnected aspects: content consistency, visual presentation, information quality, promotional visibility, short-form video, and audience interaction. Particular attention is given to the finding that 80% of consumers reportedly liked discount offers, suggesting that promotional information deserves a more prominent place in the content strategy. By integrating informative posts, appealing product visuals, clearly communicated offers, and direct calls to action, Moresto Dimsum could develop a more organized approach to communicating with its target audience. These recommendations can also support the application of the AISAS framework by connecting attention-generating content with information seeking, purchasing actions, and the sharing of customer experiences. However, their actual contribution to digital engagement and business performance should be assessed after implementation through indicators such as posting consistency, reach, engagement rate, inquiries, and recorded sales.

3.3. Consumer Behavior Analysis Provided a Basis for Developing a Context-Specific Digital Marketing Strategy

The analysis of consumer behavior provided a foundation for formulating a digital marketing strategy tailored to the needs and characteristics of Moresto Dimsum, a culinary micro, small, and medium-sized enterprise (MSME) in Pahoman, Bandar Lampung. The findings from consumer interviews and observations indicated that location, taste, and price were relevant considerations in purchasing decisions, while the visibility of promotional information and the consistency of social media content offered opportunities for improvement. These findings were used to identify the types of information that could be prioritized in the business's digital communication. Rather than adopting a generic promotional approach, the proposed strategy connects the observed consumer considerations with practical communication activities that the business could undertake through its social media platforms.

The Five-Stage Consumer Purchase Process provides one perspective for understanding how marketing communication can support consumers as they move from



recognizing a need to evaluating alternatives, making a purchase, and assessing their experience afterward. Applied to Moresto Dimsum, this framework suggests that digital content should address different information needs throughout the purchasing process. For example, product photographs and short videos could help introduce the menu and attract initial attention, while detailed captions containing prices, package options, and product descriptions could support the evaluation of alternatives. Clear ordering instructions and location information could facilitate purchasing decisions, while invitations to provide feedback could help the business understand consumers' post-purchase experiences. These applications represent proposed uses of the framework; the available findings do not establish that consumers followed every stage in a particular sequence.

The AISAS model, Attention, Interest, Search, Action, and Share provides a complementary framework for organizing digital marketing communication in a social media environment. At the attention stage, Moresto Dimsum could use visually appealing food photography, engaging headlines, and short-form videos to introduce its products. At the interest stage, storytelling about product preparation, menu characteristics, and available packages could encourage audiences to learn more. During the search stage, accessible menu information, accurate prices, business location, operating hours, and ordering procedures could help potential customers find the information they need. At the action stage, clear calls to action could direct audiences to contact the business, place an order, or visit the outlet. Finally, the share stage could encourage satisfied customers to share their experiences or recommend the business to others, provided that such participation is voluntary and authentic.

Based on these frameworks, several interrelated digital marketing activities were formulated. The first is the development of content pillars covering product information, product presentation, promotional offers, customer experiences, and practical purchasing information. The second is the use of storytelling and Instagram Reels to present the products in a more engaging format. The third is the improvement of captions so that they communicate essential information and include clear calls to action. The fourth is the more prominent presentation of discounts and other valid promotional offers, reflecting the finding that 80% of the interviewed consumers reportedly liked discounts. The fifth is the facilitation of customer interaction and sharing through responses to inquiries and invitations to provide feedback. Together, these activities provide a practical structure for aligning digital content with the consumer considerations identified during the community service assessment.

The proposed strategy also reflects the principles of Service Learning, which connects academic knowledge with practical community needs. In this activity, consumer behavior frameworks were used to interpret the information collected from consumers and translate the findings into actionable recommendations for the business partner. The resulting strategy represents a context-specific output of the community service activity because it responds to the marketing opportunities identified at Moresto Dimsum rather than assuming that one promotional method will work for every MSME. Its immediate contribution is the formulation of a structured digital marketing plan that the business can consider adopting. However, the effectiveness of the strategy has not yet been established through implementation data. Further evaluation should examine changes in content consistency, audience reach, engagement, customer inquiries, purchase activity, and sales before conclusions can be drawn about its contribution to business performance.



Table 4 Consumer Behavior Analysis and the Proposed Digital Marketing Strategy for Moresto Dimsum

Analytical framework or finding	Identified marketing need	Proposed digital marketing strategy	Expected output
Five-Stage Consumer Purchase Process	Consumers need relevant information when recognizing needs, evaluating alternatives, purchasing, and assessing their experiences.	Provide product introductions, detailed menu information, clear prices, ordering instructions, and opportunities for post-purchase feedback.	Content that supports consumers' information needs throughout the purchasing process.
AISAS — Attention	Potential customers need to notice the products and promotional messages.	Use attractive food photography, engaging headlines, and Instagram Reels.	Greater emphasis on attracting audience attention.
AISAS — Interest	Audiences need informative content that encourages further consideration.	Develop product storytelling, menu descriptions, preparation videos, and package presentations.	More informative and engaging product communication.
AISAS — Search	Potential customers need accessible and reliable purchasing information.	Display prices, menu options, location, operating hours, and ordering procedures clearly.	Easier access to information needed before purchasing.
AISAS — Action	Interested audiences need a clear next step to make a purchase.	Use persuasive captions, direct ordering instructions, and clear calls to action.	A more explicit pathway from promotional content to purchase inquiries or orders.
AISAS — Share	Customer experiences may provide opportunities for recommendations and electronic word of mouth.	Invite voluntary customer feedback, reviews, and sharing of genuine experiences.	Opportunities to encourage customer participation and recommendations.
Consumer preference for discounts	Promotional offers may be relevant to consumers but need to be communicated clearly.	Highlight valid discounts, applicable products, promotional periods, and terms.	More visible and transparent promotional information.

Source: Synthesis of consumer interview findings, digital marketing observations, the Five-



Stage Consumer Purchase Process, and the AISAS framework. The strategies and expected outputs are proposed recommendations, not verified performance outcomes.

The table 4 demonstrates how the consumer behavior analysis was translated into a structured set of digital marketing recommendations for Moresto Dimsum. The Five-Stage Consumer Purchase Process provides a broader perspective on the information consumers may need before, during, and after purchasing, while AISAS organizes digital communication into five stages, from attracting attention to encouraging the sharing of experiences. The consumer findings further inform the content strategy by highlighting the importance of communicating product appeal, location, prices, and promotional offers. By integrating these elements into content pillars, storytelling, Instagram Reels, informative captions, and clear calls to action, the business can develop a more systematic approach to digital marketing. Within the Service Learning approach, this integration represents the practical application of academic knowledge to a real community partner's needs. Nevertheless, the proposed strategy should be implemented and evaluated before claims can be made regarding improvements in engagement, customer acquisition, or sales.

4. Conclusions

This community service activity examined consumer behavior and digital marketing practices at Moresto Dimsum, a culinary micro, small, and medium-sized enterprise (MSME) located in Pahoman, Bandar Lampung. Based on interviews with 15 consumers and observations of the business's digital marketing practices, the findings identified location, taste, and affordable price as important considerations associated with purchasing decisions. Location was the most frequently reported factor (36.36%), followed by taste (33.33%) and price (21.21%). The assessment also identified opportunities to improve social media content consistency, visual presentation, caption quality, short-form video utilization, and the visibility of promotional information. Furthermore, 80% of interviewed consumers reportedly expressed a preference for discount offers, highlighting the relevance of communicating promotional information clearly and effectively.

The findings provided a basis for developing a context-specific digital marketing strategy by integrating the Five-Stage Consumer Purchase Process and the AISAS model (Attention, Interest, Search, Action, and Share). The proposed strategy includes organizing content pillars, strengthening product storytelling, utilizing Instagram Reels, providing clear menu and price information, highlighting valid promotional offers, improving captions, and incorporating calls to action that facilitate inquiries and orders. The strategy also encourages opportunities for customer feedback and the sharing of authentic consumer experiences. Through the Service Learning approach, the activity connects academic knowledge of consumer behavior and digital marketing with the practical needs of an MSME. Its primary contribution is the formulation of actionable recommendations tailored to the business's identified marketing challenges.

The findings should be interpreted in light of the scope of the available data. The proposed digital marketing strategy represents an initial output of the community service activity, and its effectiveness in improving audience reach, engagement, customer inquiries, and sales has not yet been established through implementation and evaluation. Future activities should therefore focus on implementing the recommendations



collaboratively with the business partner, monitoring relevant digital marketing indicators, collecting feedback from the business owner and consumers, and documenting the learning and reflection processes involved in Service Learning. These steps would provide a stronger empirical basis for evaluating the strategy's practical contribution to business development and for refining a sustainable, consumer-oriented digital marketing model that may inform similar culinary MSMEs.

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Conflict of Interest

The authors declare no conflict of interests.

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