

The effectiveness of localized advertisement communicating word of mouth referral marketing strategies for Global consumer goods in Indonesia

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Abstrak

The focus of the study is advertising effectiveness of the localized advertisement in communicating WOM referral marketing strategy that is adapted by the local culture and custom way of communicating of Indonesian people. Besides that it consumer word of mouth activity is also conducted to the consumer's pre-purchasing thinking and also the product involvement. Since the focus of the research is a product of a multinational company with a global-localized vision, it is interesting discover their localized approach in adjusting with the local culture in their marketing strategy planning.

The variables that are included in this research are advertising effectiveness, pre-purchasing thinking, product involvement, and consumer WOM (word of mouth).

This research is a quantitative uses path analysis to measure the effect between the advertisement effectiveness and the consumer WOM (word of mouth), pre-purchasing thinking, and product involvement.