

Analisis packaging, brand popularity, visual merchandising, dan emotional attachment terhadap pembelian impulsif produk RTD Tea pada traditional retailer (Warung) studi kasus teh pucuk harum di Jakarta Selatan = Analysis of packaging brand popularity visual merchandising and emotional attachment on impulse buying of ready to drink tea products on traditional retailer (Warung): case study teh pucuk harum in South Jakarta

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Abstrak

Penelitian ini dilakukan untuk menggambarkan pengaruh dari Packaging, Brand Popularity, Visual Merchandising, Dan Emotional Attachment terhadap pembelian impulsif yang terjadi di warung sebagai salah satu saluran distribusi terbesar di Indonesia khususnya untuk produk fast moving consumer goods (FMCG) sebagai salah satu industri yang terus berkembang. Dalam penelitian ini akan menunjukkan pengaruh ke empat faktor pilihan tersebut terhadap pembelian impulsif produk Teh Pucuk Harum yang terjadi di traditional retailers atau warung yang di lihat di area Jakarta Selatan.

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This study was conducted to illustrate the effect of Packaging, Brand Popularity, Visual Merchandising, And Emotional Attachment to impulse buying behavior that occurred in the traditional retailers (warung) as one of the largest distribution channel in Indonesia, especially for products of fast moving consumer goods (FMCG) as one of the industry continues to grow , In this study will show the influence of the four factors that selection against impulsive buying behavior on Teh Pucuk Harum that occur in traditional retailers (warung) from the view of sample in the area of South Jakarta.