

Pengaruh green brand positioning, green brand awareness, green brand image dan attitudes toward green brand terhadap green brand purchase intention: studi kasus ac merek Panasonic = The effect of green brand positioning green brand awareness green brand image and attitudes toward green brand on green brand purchase intention case study of Panasonic air conditioner

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Abstrak

Beberapa tahun ini mulai muncul kelompok konsumen baru yang dinamakan environmental friendly consumers. Kelompok konsumen ini ialah konsumen yang lebih memperhatikan dampak dari konsumsi suatu merek terhadap lingkungan dalam proses pemilihan sebuah merek. Penelitian ini bertujuan untuk melihat bagaimana pengaruh dari green brand positioning, green brand awareness, green brand image dan attitudes toward green brand terhadap green brand purchase intention. Penelitian ini menggunakan sampel responden yang memiliki AC selain merek Panasonic dan belum pernah membeli AC merek Panasonic, berdomisili di Jabodetabek. Data yang didapatkan kemudian diolah dengan metode analisis Structural Equation Modelling (SEM). Hasilnya, seluruh variabel berpengaruh positif terhadap green brand purchase intention kecuali green brand awareness.

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In recent years, there is a new consumers group named environmental friendly consumers. The group consists of consumers who care about the effect that caused by certain brand in their decision making process. The purpose of this research is to examine the effects of green brand positioning, green brand awareness, green brand image, and attitudes toward green brand on green brand purchase intention. Its sample are who haven't bought AC Panasonic, has AC and live in Jabodetabek. It use Structural Equation Modelling (SEM) method. The result is all the variables are significantly influence green brand purchase intention, except green brand awareness.