

Pengaruh perceived fit, tipe produk, dan brand familiarity terhadap consumer purchase intention dalam konteks caused related marketing = Impact of perceived fit, type of product and brand familiarity towards consumer purchase intention in caused related marketing context / Mila Rachmania

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Abstrak

ABSTRAK

Banyak strategi telah dilakukan oleh perusahaan sebagai cara untuk meningkatkan respon konsumen terhadap suatu produk, salah satunya dengan menggunakan Caused-related Marketing (CRM). Penelitian ini bertujuan untuk mengungkapkan apakah terdapat pengaruh yang signifikan dari perceived fit, tipe produk dan brand familiarity terhadap purchase intention konsumen dalam konteks Caused-Related Marketing. Desain faktorial between subject dengan 2 (perceived fit: tinggi vs rendah) x2 (tipe produk: utilitarian vs hedonic) x2 (brand familiarity: familiar vs nonfamiliar) digunakan untuk menguji hipotesis penelitian. Data dikumpulkan dengan menggunakan kuesioner online dan offline. Hasil penelitian ini menunjukkan bahwa purchase intention dalam konteks CRM dipengaruhi oleh brand familiarity.

ABSTRACT

Many strategies have been carried out by companies as a way to improve consumer response toward a product, one of them by using Caused-related Marketing (CRM). This study aimed to reveal whether there are significant effects of perceived fit, product type and brand familiarity on customer purchase intention in Caused-related Marketing context. Factorial design between-subject with 2 (perceived fit: high vs. low) x2 (product type: utilitarian vs. hedonic) x2 (brand familiarity: familiar vs. non familiar) was used to test the research hypothesis. Data were collected by using online and offline questionnaire. The result of this study showed that customer purchase intention in Caused Related Marketing campaign depend on the level of brand familiarity.