

Anteseden dari Brand Attitude dan Purchase Intention: Studi dari Webisode dan Iklan Televisi = The Antecedents of Brand Attitude and Purchase Intention: Study of Webisode and Television Advertisement.

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Abstrak

Product placement or brand placement describes the integration of a product or a brand into a film, televised series, and other types of entertainment programming for promotional purposes. Product placement, as a variant of sponsorship, encompasses hybrid forms of promotion within mediated entertainment that share on main feature: the promotional intent is not made explicit but is ostensibly presented as a part of the dramatic entertainment. Little academic research to date has been conducted to study consumer attitude toward product placement in the form of webisode branded entertainment and their impact to advertisement attitude, brand image and purchase intention. Previous research regarding attitude towards product placement has shown that several antecedents were involved in shaping the brand attitude and purchase intention, including attitude towards the actor, attitude towards the character, attitude towards the movie, fit between the actor and brand, fit between character and brand and fit between movie and brand.

Tropicana Slim Stevia marketing strategy that integrates webisode as a form of branded entertainment and traditional advertisement create potential research for this topic. The research used survey method in this research to investigate the attitude antecedents that form brand attitude and purchase intention in an integrated marketing campaign that involves product placement (in form of webisode) and traditional advertising (in form of television advertisement). The research analyzed the primary data gathered using structural equation modeling (SEM) to investigate the relationships that may or may not happen from the proposed research model. The result of this research shows that attitude towards product placement has the highest influence on brand attitude, while attitude towards character has very high influence on attitude towards advertisement. There is also a positive relationship found between attitude towards webisode and television advertisement, proving the impact of webisode in shaping consumer advertisement attitude in a digital and traditional media convergence.