

Short brand story: company-generated atau consumer-generated? pengaruh jenis short brand story terhadap intensi membeli produk FMCG = Short Brand Story: Company-generated or Consumer-generated? Effects of Types of Short Brand Stories on Purchase Intention FMCG Products

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Abstrak

Short brand story telah diterapkan oleh beberapa perusahaan sebagai teknik pemasaran yang efektif dalam meningkatkan intensi konsumen untuk membeli. Pemberian jenis cerita yang berbeda dapat memberikan respon yang berbeda pula pada konsumen. Dari aspek short brand story, penelitian ini bertujuan untuk melihat pengaruh jenis short brand story terhadap intensi membeli. Penelitian ini merupakan penelitian kuantitatif dengan eksperimen two group design (company-generated vs consumer-generated) between subject design yang dilakukan secara daring. Proses pengumpulan data dilakukan pada 859 orang usia 18 – 26 tahun. Manipulasi yang diberikan dalam penelitian ini adalah memberikan salah satu jenis short brand story secara acak kepada partisipan. Untuk melihat keberhasilan manipulasi, peneliti memberikan manipulation check. Setelah itu mengukur intensi membeli dengan alat ukur Intention-to-Buy Measure dari Schiffman dan Wisenblit (2015). Hasil penelitian ini menunjukkan bahwa terdapat perbedaan tingkat intensi membeli antara konsumen yang diberikan short brand story jenis company-generated ($M = 8.20$, $SD = 2.07$) dan consumer-generated ($M = 7.80$, $SD = 2.05$) yang signifikan ($t(857) = 2.883$, $p = .004$). Dengan demikian, maka dapat disimpulkan bahwa short brand story jenis company-generated memengaruhi intensi membeli lebih tinggi dibandingkan kelompok consumer-generated. Hasil dari penelitian ini menyarankan kepada perusahaan produk FMCG yang hendak memasarkan produknya melalui teknik short brand story pada kemasan untuk menuliskan cerita berisi pengalaman perusahaan. Hal tersebut dilakukan untuk membantu meningkatkan efektivitas cerita dalam mempersuasi konsumen untuk membeli produk.

.....Short brand stories have been adopted by several companies as an effective marketing technique in increasing consumers' purchase intentions. Giving different types of stories can give different responses to consumers. From the aspect of short brand stories, this study aim is to see the effect of types of short brand stories on purchase intentions. This research is a quantitative study with experimental two-group design (company-generated vs consumer-generated) between the subject designs and online method. Data was collected from 859 people aged 18-26 years old. The manipulation provided by randomly assign one type of short brand story to the participants. The treatment of manipulation was checked by manipulation checks. After that, measure the purchase intention with the Intention-to-Buy Measure from Schiffman and Wisenblit (2015). The results of this study indicate that there is a significant difference in the level of purchase intention between consumers who are given a short brand story of the type produced by the company ($M = 8.20$, $SD = 2.07$) and those produced by consumers ($M = 7.80$, $SD = 2.05$) which are significant ($t(857) = 2.883$, $p = .004$). Thus, it can be concluded that the company-generated short brand story affects buying intention higher than the consumer-generated group. The results of this study suggest that FMCG product companies want to market their products through the short brand story technique on the packaging to write

stories about the company's experiences. This is done to help increase the effectiveness of the story in persuading consumers to buy products.