

## Pengaruh short brand story dan implicit mindset terhadap sikap terhadap merek dan intensi membeli = The influence of short brand story and implicit mindset on brand attitude and purchase intention.

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### Abstrak

Konsumen di Indonesia mulai pindah berbelanja berbagai produk Fast Moving Consumer Goods (FMCG) melalui e-commerce karena praktis. Agar dapat tetap menjadi top of mind brand, perusahaan FMCG sebaiknya memanfaatkan kemasan produk sebagai media persuasi dan memperhatikan karakteristik konsumen. Penelitian ini menguji pengaruh jenis short brand story (SBS) pada kemasan produk FMCG dan jenis Implicit Mindset yang dimiliki konsumen terhadap sikap terhadap merek dan intensi membeli. Penelitian merupakan penelitian eksperimental dengan desain between-subject factorial design. Sebanyak 213 partisipan berusia 18-23 tahun (71,36% perempuan) di Indonesia ditempatkan secara acak ke satu dari empat kelompok perlakuan. Partisipan diberikan artikel yang merepresentasikan salah satu jenis Implicit Mindset dan diberikan salah satu jenis SBS. Sikap terhadap merek dan intensi membeli partisipan diukur terhadap merek fiktif. Data dianalisis dengan menggunakan analisis deskriptif dan Two-Factor ANOVA. Terdapat main effect yang signifikan dari pengaruh jenis SBS dan pengaruh jenis Implicit Mindset terhadap sikap terhadap merek. Terdapat main effect yang signifikan dari pengaruh jenis Implicit Mindset terhadap intensi membeli. Perusahaan FMCG dianjurkan menggunakan SBS dengan tema bermakna untuk menargetkan segmen konsumen yang berusia 19-22 tahun, pengguna e-commerce, dan berdomisili di pulau Jawa untuk memasarkan produk makanan ringan.

.....Consumers in Indonesia have started shopping for various Fast-Moving Consumer Goods (FMCG) products through e-commerce because of its practicality. To remain a top-of-mind brand, FMCG companies should use the product packaging as a medium for persuasion and pay attention to consumer characteristics. This study examines the effect of the type of short brand story (SBS) on FMCG products packaging and consumer's Implicit Mindset type on brand attitude and purchase intention. This is an experimental study with a between-subject factorial design. Total of 213 participants aged 18-23 years (71.36% women) in Indonesia were randomly assigned to one of four treatment groups. Participants were given an article that represented one type of Implicit Mindset and given one type of SBS. Brand attitude and purchase intention were measured against a fictitious brand. Data were analyzed using descriptive analysis and Two-Factor ANOVA. There is a significant main effect of SBS type and Implicit Mindset type on attitudes towards brands. There is a significant main effect of Implicit Mindset type on purchase intention. FMCG companies are recommended to use SBS with a meaningful theme to target the consumer segment aged 19-22 years, e-commerce users, and domiciled on Java Island to market snack products.