

Pengaruh Sikap Terhadap Iklan Pada Sikap Terhadap Merek dan Intensi Pembelian dalam Industri Minuman Teh dalam Kemasan = The Effect of Attitude Toward Advertisement on Attitude Toward Brand and Purchase Intention in Ready to Drink Tea Industry

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Abstrak

Advertisement has become one of the most important marketing strategy in ready-to-drink (Ready-to-Drink) tea industry. Statistically, national advertisement expenditure for the tea category in the last ten years has always been growing double digits. In advertisement, there are two important antecedents that believed to influence the purchase intention, which are attitude toward advertisement and attitude toward brand. This study attempts to investigate whether consumers' attitude toward advertisement that they are exposed (Aad) to have an influence on their attitude towards brand (Ab) and purchase intention (PI) of the advertised product. The study is empirical in nature and focusing on Indonesian consumers. Approximately 384 respondents participated in this study by answering a structured questionnaire with online survey method. This study found that consumers' attitude toward advertisement has significant and positive influence on their attitude toward brand as well as on their purchase intention. The results also showed that attitude toward brand partially mediates between attitude toward advertisement and purchase intention. The findings in this study seek to give insight about the importance of advertisement to be adopted by practitioners in their strategic marketing as it helps in communicating positive brand attitude and influencing consumers' intention to purchase the advertised product, especially in the growing Indonesian market.