

"Break the bottle" pengaruh stimulasi sensori terhadap branding behavior = "Break the bottle" sensory stimulation effect towards branding behavior

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Abstrak

[ABSTRAK

Perkembangan konsumen dengan gaya hidup pro lingkungan semakin meningkat di dunia, khususnya di Indonesia. Banyak perusahaan dan organisasi memanfaatkan hal tersebut dengan menerapkan corporate social marketing (CSM) untuk mengubah perilaku konsumennya. Seperti yang telah dilakukan oleh The Coca Cola Company dalam program "Break the Bottle" pada produk Ades. Penelitian ini dilakukan untuk melihat bagaimana pengaruh penggunaan stimulasi sensori dalam suatu program sosial terkait dengan branding behavior yang diterapkan. Data diperoleh dengan melakukan eksperimen dan survey menggunakan kuesioner. Hasil penelitian ini menemukan bahwa dengan memberikan stimulasi sensori tinggi dengan meremukkan botol plastik menggunakan tangan akan berpengaruh signifikan terhadap penerimaan pesan melalui penerapan branding behavior. Namun hal tersebut hanya akan berpengaruh pada konsumen yang pro lingkungan. Oleh karena itu, hasil penelitian ini menyarankan perusahaan perlu menekankan pelaksanaan program sosial pada penyampaian inti dari pesan sosialnya. Selain itu, perusahaan juga sebaiknya menyediakan informasi dan fasilitas yang mendukung kemudahan audiens untuk melakukan perilaku agar dapat meningkatkan keterlibatan dan partisipasi audiens sesuai dengan tujuan program sosial.

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ABSTRACT

Pro-environmental consumer's lifestyle is increasing all over the world, particularly in Indonesia. Many companies and organizations take advantage of this by applying corporate social marketing (CSM) to change their consumer behavior. As performed by The Coca Cola Company within its program entitled "Break the Bottle" for Ades. This study was conducted to see how it affects the use of sensory stimulation within a social program related to branding behavior activity applied. Data was obtained by performing experimental research and surveys using questionnaires. The results of this study found that high sensory stimulation will have a significant influence on the acceptance of branding message through the implementation of branding behavior. However, it will only affect the pro-environmental consumer. Therefore, results of this study suggest that companies need to emphasize the implementation of social programs in the delivery of the core of the social message. In addition, the company should also

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