

Analisis pengaruh self congruity and attitude towards the secondary brand dan need for uniqueness terhadap purchase probability produk co branding studi kasus blackberry porsche = Analysis the effect of self congruity and attitude towards the secondary brand and need for uniqueness towards purchase probability for co branding product case study blackberry porsche

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20421995&lokasi=lokal>

Abstrak

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Dewasa ini banyak perusahaan yang ingin membuat produk yang unik. Salah satu cara untuk membuat produk yang beda dan unik adalah dengan menggunakan strategi co-branding, salah satu tipe co-branding adalah co-branding simbolik yang menjadi fokus pada penelitian ini salah satu contoh produk co-branding simbolik adalah BlackBerry Porsche. Penelitian ini dibuat untuk meneliti pengaruh dari Self congruity and attitude towards Porsche, product category involvement dan need for uniqueness terhadap purchase probability pada produk Blackberry Porsche di Indonesia. Hasil penelitian ini memperlihatkan Attitude towards Porsche berpengaruh positif pada purchase probability Blackberry Porsche tetapi setelah diteliti lebih lanjut konsumen lebih memntingkan fungsi dan fitur yang menarik daripada hanya sebatas logo Porsche pada smartphone

ABSTRACT

Today many companies want to create a unique product. One way to make products that are different and unique is to use co-branding strategy, one type of co-branding is a symbolic co-branding which is the focus of this research, one example of symbolic co-branded products is BlackBerry Porsche. This study was made to analyse the effect of self congruity and attitude towards Porsche, product category involvement and the need for uniqueness of the Blackberry Porsche purchase probability in Indonesia. the result in this study showed the attitude towards Porsche brand is correlate significantly to purchase probability but consumers prefer more features and function that is he weakness of Blackberry Porsche so, blackberry needs to improve their features and spesificaton to gain more purchase probability

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