

Analisis Pengaruh Brand Personality dan Self Congruity terhadap Purchase Decision (Studi Kasus: Iklan Choose Beautiful Dove) = Analysis of Brand Personality and Self Congruity towards Purchase Decision (Case Study: Choose Beautiful Dove Ad)

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Abstrak

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Guna memenangkan hati pasar, sebuah merek harus bisa terlihat berbeda dan menonjol ketimbang kompetitornya. Hal ini dikarenakan persaingan merebut pasar cukup sengit, terlebih dengan banyaknya pilihan dapat membuat konsumen beralih dari satu merek ke merek lainnya. Dalam menjawab permasalahan tersebut, Dove, salah satu anak perusahaan Unilever menciptakan brand personality yang kuat dan sesuai dengan karakteristik perempuan sebagai konsumennya. Adanya brand personality yang kuat memunculkan self-congruence dalam diri konsumen dengan Dove. Secara tidak langsung, keterikatan ini dapat memunculkan keputusan pembelian konsumen terhadap Dove ketimbang merek lainnya.

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ABSTRACT

In order to win the hearts of the market, a brand should be able to look different and stand out rather than its competitor. This is because the market is quite fierce competition to win, especially with many choices can make consumers switch from one brand to another brand. In order to answer to these problems, Dove, a subsidiary of Unilever, creating a strong brand personality and in accordance with the characteristics of women as consumers. The existence of a strong brand personality led to self-congruence within the consumer with Dove. Indirectly, this attachment can bring the purchasing decision of consumers to Dove than other brands.</i>