

Analysis of packaging recycle campaign towards brand attitude among beauty brands = Analisis kampanye daur ulang kemasan terhadap sikap merek di antara merek kecantikan

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Abstrak

Penelitian ini bertujuan untuk menganalisa pengaruh dari Social Responsibility Marketing terhadap brand attitude dalam industri brand kecantikan di Indonesia. Sampel yang digunakan dalam penelitian ini adalah responden pria dan wanita berusia 18-35 tahun yang berdomisili di Indonesia serta mengetahui dan pernah membeli produk dari salah satu brand yang mengimplementasikan Social Responsibility Marketing dalam waktu 3 bulan terakhir. Terdapat 209 responden dalam penelitian ini yang diperoleh dari online survey dengan metode purposive sampling. Data yang terkumpul dianalisis dengan metode Partial Least Square - Structural Equation Modeling (SEM) menggunakan software SmartPLS. Dari penelitian ini ditemukan bahwa adanya pengaruh positif dari penggunaan Social Responsibility Marketing terhadap brand attitude yang dibuktikan melalui beberapa variabel yaitu brand familiarity, campaign credibility, campaign attitude, campaign fit, dan involvement with the cause. Selain itu, penelitian ini juga menemukan adanya pengaruh positif dari variabel campaign attitude terhadap campaign credibility yang mengisi celah dari penelitian sebelumnya. Terlebih lagi, peneliti menambahkan hubungan antara variabel brand image terhadap brand attitude yang menghasilkan hubungan positif.

.....This research aimed to analyze the effect of Social Responsibility Marketing on brand attitude in the beauty industry in Indonesia. The sample used in this research consisted of men and women between 18-35 years old domiciled in Indonesia and have known and purchased products from beauty brands that implemented Social Responsibility Marketing in the last 3 months. There are 209 respondents in this research which obtained through an online survey with purposive sampling method. The collected data is then analyzed with Partial Least Square – Structural Equation Modeling (SEM) using SmartPLS software. From this research, it is found that there is a positive relationship between Social Responsibility Marketing usage on brand attitude, which is proven through several variables namely, brand familiarity, campaign credibility, campaign attitude, campaign fit, and involvement with the cause. Additionally, the results found that there was a positive effect of campaign attitude on campaign credibility which fills the prior research gap. Furthermore, the researcher added brand image variable which positively affected brand attitude.