ABSTRACT

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ANTECEDENTS Of INTENTION TO JOIN BRAND PAGES: EMPIRICIAL STUDY OF UNILEVER CAUSE RELATED MARKETING ADVERTISEMENT
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 Cause related marketing advertisement has been on the rise and with it consumer skepticism towards advertisement. This research is conducted to understand the phenomenon of Unilever cause related marketing advertisement on intention to join brand pages. The purpose of this research is to build on the adoption of the theoretical adoption model to explore the interrelationship between ad skepticism, positive attribution, negative attribution, corporate credibility and their influence on intention to join brand pages. This research is a descriptive research with close ended questionnaire distributed to 240 respondents with students who has obtained a bachelor degree as the main demographic. The data gathered is processed using data coding, data editing and data coding. Within this study the independent variable is ad skepticism. The mediating variables are positive attribution, negative attribution, and corporate credibility. The dependent variable is intention to join brand pages. This research uses quantitative method and uses a non-probability sampling method namely, purposive sampling as the data collection technique by distributing online questionnaires. There are 50 samples taken for the preliminary test and 240 samples taken for the actual test with the criteria of having seen Unilever brand pages in the last three months. The data collected are tested by the reliability test and classic assumption testing. Furthermore, the data are analyzed using Structural Equation Modeling (SEM) to test the each of the hypothesis and making the conclusion. Mediation testing was done using SPSS by Andrew Hayes, highest process technique. The result shows that 5 hypotheses are supported. This study provides theoretical implication, managerial implication and also recommendations for future researches.