

## **ABSTRACT**

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**“THE EFFECT OF GLOBAL MARKET STRATEGY AND CONSUMER BEHAVIOUR TOWARDS PRODUCT SALES PERFORMANCE AT UNILEVER INDONESIA”**

This study aims to examine the effect of global market strategy and consumer behaviour towards product sales performance at Unilever Indonesia. Whereas the sampling technique used for this research study is a non-probability sampling with purposive sampling technique. Samples were taken in the amount of 200 respondents who have actively purchased products from the brand of Unilever Indonesia domestically. The data were collected by distributing questionnaires through an online platform. Moreover, this research uses Partial Least Square - Structural Equation Modelling (PLS-SEM) method as the statistical analytic method. From the research conducted, results gained shows that Global Marketing does not have a significant impact towards product sales performance whereas Global Marketing with a mediation of Consumer Behaviour, Global Strategy and Consumer Behaviour have a significant and positive impact towards product sales performance.

**Keywords:** Global Marketing, Global Strategy, Consumer Behaviour, Product Sales Performance

**References:** 87 (1995-2021)