

Makassar Wuling Car Marketing Strategy

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Abstract This study focuses on marketing activities connected to advertising tactics in order to maximize the efficacy of advertising in influencing purchase choices. The purpose of this study is to collect empirical information on the efficacy of Wuling automobile advertising and advertising effectiveness indicators that impact Wuling car purchase choices. This study employed a descriptive analysis technique as well as quantitative analysis methods such as the EPIC model and multiple linear regression. The results of the analysis using the EPIC model show that Wuling car advertising is in the effective scale range, and statistical tests show that indicators of advertising effectiveness, namely advertising messages, brand recognition, consumer trust, and consumer attitudes, have a significant effect on purchasing decisions, then partially the indicators -Indicators of advertising effectiveness have a significant effect on Wuling car purchasing decisions. Meanwhile, consumer sentiments have a negative yet considerable effect on Wuling automobile purchase choices.

Keywords: Advertising Effectiveness, Purchasing Decisions, Marketing Activities, Consumer Attitudes.

INTRODUCTION

Advertising is a highly promising marketing technique in the automobile industry, despite the fact that at the turn of the twentieth century, entrepreneurs no longer regarded advertising to be a component of their marketing strategy. In December 1826, Henry Ford demonstrated the effectiveness of advertising in generating customer interest. He launched a series of adverts in two thousand newspapers for 1.2 million dollars, presenting new automobile models. As a consequence, one million New Yorkers waited frantically outside the vehicle dealer's showroom in Manhattan (Rahman, 2020). The rise in sales volume was purportedly caused by the marketing division's constant promotion in print and electronic media; this effort is one of the contributing aspects in influencing customer buying choices. The issue today is whether advertising efficacy is closely linked to decision-making. Advertising is merely a tiny component of the brand-building process. A good brand requires many additional things. Various study findings suggest that advertising budgets have a beneficial impact on sales and market share (Rahman, 2020).

In contrast, increasing a competitor's advertising expenditure reduces the competitor's sales and market share. The impact of advertising seems to vary according on its efficacy. As a result, a higher advertising expenditure cannot always significantly impact sales and market

share. Reliable plans and programs are required to accomplish the intended advertising effect. Furthermore, measuring tools are required to objectively assess advertising effectiveness, which is important for determining its continuation (Rahman, 2020).

METHOD

This study utilized descriptive and quantitative data analysis methods. Primary data was collected through observation, documentation, questionnaires, and interviews, with a sample size of 85 respondents. Analysis tools included the EPIC model and multiple linear regression.

RESULTS AND DISCUSSION

Efficacy of Wuling automobile advertisement

The findings of study analyzing the efficacy of Wuling vehicle advertising using the EPIC model reveal that the empathy dimension has an average score of 2.61, which is within the effective scale range. This suggests that people like Wuling automobile commercials, which might give useful information regarding the appeal of Wuling cars.

The persuasive dimension of Wuling car commercials falls within the effective scale range, with an average score of 2.58, indicating that Wuling car advertisements may enhance or reinforce the character of Wuling vehicles. This advertising influences people's desire to purchase Wuling automobiles.

The communication dimensions of Wuling vehicle commercials are within the effective scale range, at 2.58. This indicates that customers can recall the primary message presented. This message has a big impact on customers' comprehension of the product.

The Kijang type Wuling vehicle advertising has an average EPIC rate of 2.62, indicating effectiveness but not ideal performance.

The Impact of Advertising Effectiveness Variables on Wuling Car Purchase Decisions

Knowing that advertising effectiveness factors have a combined impact on the choice to buy a Wuling automobile from PT. automobile Investama, the firm should pay greater attention to advertising effectiveness variables.

Meanwhile, the R Square value of 0.621 indicates that approximately 62.1% of the decision to purchase a Wuling Kijang Innova type car at PT. Car Investama can be explained

by the advertising effectiveness variable, with the remaining 26.8% explained by other non-research variables. This circumstance demonstrates that, although the success of advertising may affect the direction of a person's conduct, the individual is not always ready to carry out or ignore the implications of this impact. This is because, theoretically, the purchase decision-making process is impacted not just by advertising efficacy, which is one of the marketing mix variables, but also by psychological, socio-cultural, and environmental aspects.

CONCLUSION

The findings of statistical studies reveal that the determinants of advertising efficacy, including brand recognition, advertising messaging, consumer trust, and consumer attitudes, all have a substantial impact on the choice to buy Wuling automobiles in Makassar. The brand recognition variable has a greater impact than other factors because no matter how excellent an advertising is, if it is not backed by brand recognition, it cannot be assured that it will affect customer behavior.

As a result, it is preferable that the variables included in the advertising effectiveness assessment tool be upgraded further, both in quality and number, in order to attain even greater advertising effectiveness..

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