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**COMPARISON OF INTEGRATED DIGITAL MARKETING TO ENHANCE THE BRAND RECOGNITION BETWEEN SOUVENIR BUSINESSES AND ITS CUSTOMER****PERBANDINGAN PEMASARAN DIGITAL TERINTEGRASI UNTUK MENINGKATKAN PENGENALAN MEREK ANTARA BISNIS SUVENIR DAN PELANGGANNYA**

by

**Janiva Ayu Lestari<sup>1</sup>****Farlane S. Rumokoy<sup>2</sup>**

<sup>1,2</sup>Faculty of Economics and Business, International Business Administration, Management Program, Sam Ratulangi University

E-mail :

<sup>1</sup>[janivayu@gmail.com](mailto:janivayu@gmail.com)<sup>2</sup>[princefarlent@gmail.com](mailto:princefarlent@gmail.com)

**Abstract:** In business, there are offline marketing and online marketing/digital marketing, the constant debate around choosing the better between offline and online marketing, people forget the real deal-looking for the best of both world, and businesses must to have strategy to compete each other especially with their brand recognition. However, commonly businesses do not have consistency to recognize the brand/promoting with digital media. In Manado, which is still very lacking in applying digital marketing to embed the brand of customer mind and this research talk about souvenir businesses in Manado. This research is qualitative research and the data collected by in-depth interview, there are 3 souvenir businesses (Merciful Building, Miens Souvenir Manado and Bahaga Kaos Manado) and 10 customers. Merciful Building applied 70% offline and 30% ofline. Miens Souvenir Manado and Bahaga Kaos Manado 50% offline and 50% online. The result has gotten from in-depth interview are 50% informant know the store through offline first after that they know their social media and 50% informant know the store through online (digital marketing). So, they managed to deliver messages or recognize brand of digital marketing. Proven by matching the results of what souvenir businesses have conveyed with what customers get.

**Keywords:** *digital marketing, brand recognition*

**Abstrak:** Dalam bisnis, ada pemasaran offline dan pemasaran online / pemasaran digital, perdebatan terus-menerus seputar memilih mana yang lebih baik antara pemasaran offline dan online, orang melupakan yang sesungguhnya mencari yang terbaik dari kedua dunia, dan bisnis harus memiliki strategi untuk bersaing satu sama lain. terutama dengan pengenalan merek mereka. Namun, umumnya bisnis tidak memiliki konsistensi untuk mengenali merek / mempromosikan dengan media digital. Di Manado, yang masih sangat kurang dalam menerapkan pemasaran digital untuk menanamkan merek dalam pikiran pelanggan dan penelitian ini berbicara tentang bisnis souvenir di Manado. Penelitian ini adalah penelitian kualitatif dan data yang dikumpulkan melalui wawancara mendalam, ada 3 bisnis souvenir (Merciful Building, Miens Souvenir Manado dan Bahaga Kaos Manado) dan 10 pelanggan. Merciful Building menerapkan offline 70% dan online 30%. Miens Souvenir Manado dan Bahaga Kaos Manado 50% offline dan 50% online. Hasil yang didapat dari wawancara mendalam adalah 50% informan mengetahui toko melalui offline terlebih dahulu setelah mereka mengetahui media sosial mereka dan 50% informan mengetahui toko melalui online (pemasaran digital). Jadi, mereka berhasil menyampaikan pesan atau mengenali merek melalui pemasaran digital. Terbukti dengan mencocokkan hasil dari apa yang telah disampaikan oleh bisnis souvenir dengan apa yang pelanggan dapatkan.

**Kata Kunci:** *pemasaran digital, pengenalan merek*

## INTRODUCTION

### Research Background

In business, there are offline marketing and online marketing/digital marketing, the constant debate around choosing the better between offline and online marketing, people forget the real deal- looking for the best of both world. Urban (2004) suggests that digital marketing uses the internet and information technology to extend and improve traditional marketing functions., also acknowledge that terms like “interactive marketing,” “one-to-one marketing,” and “e-marketing” are close to digital marketing, but neither are they defined very precisely. According to Coviello, Milley and Marcolin (2001:26), have defined e-marketing as “using the internet and other interactive technologies to create and mediate dialogue between the firm and identified customers”. They also consider e-marketing as a subset of e-commerce. In their view, more that creating discrete transactions, e-marketing is focused on managing continuous IT-enabled relationships with customers by creating dialogue and interactivity. Ever since the internet has expanded into a community of its own, it’s inadvisable to cater to just one of offline or online. While integrating offline and online channels of marketing, the thumb rule is derived from the 4 C’s of integrated campaigns: Coherence, Consistency, Continuity and Complementary. Therefore, in order to manage customer relationships across all channels using the internet (mobile phones, display advertising, Web, social media, direct mail, point of sale and any other digital medium) and build better customer relationships, it needs to keep integrated digital marketing in order to compete with global.

There are three sources customer recognizes the brand. First, marketing communication (advertisement, brand equity and so on).Second, community, recommendation or friend.Third, the experience of the customer itself. Brand recognition is the amount to which a brand is recognized for acknowledged brand attributes or communications among consumer. Recognition of customer from the three sources builds memory that saved on their mind (short term or long term memory). After recognition, the customer will appeal to the certain brand if it has given something that makes customer always remember (different/unique things). Only brand which provides something different or unique which is able to raise customer attention. If it is not, the brand only passed on customer mind and easy to forget. In this step, the first impression is the key to the unfocused customer. The brand is not easy as well as on past in attracting customer attention. Right now, the brand must be competitive with more competitor. Holden (1993) said that interpreted brand recognition as a psychological state formed by consumers’ memories of a brand that occupies the largest portion of their mindshare.

Customer who active to ask about a brand classified as an attractive customer. In connectivity era right now, the customer usually asking and ask recommendation from the community, offline or online, family or friends. Social media channels as well as Twitter, Facebook and Instagram become a favorite place for them for asking or looking for product or brand.

Much advertising is generally based on the assumption of a strong link between brand recognition and consumer preferences (Hauser, 2011). When businesses have held customer with the brand, which means they aware of the company. However, commonly businesses do not have consistency to recognize the brand/promoting with digital media. Still any difference between one media with others, making it difficult for customers to be recognized or aware of the brand. Especially in Manado, which is still very lacking in applying digital marketing to embed the brand in customer mind.

### Research Objective

Based on the research problem, the objective of this research are :

1. To find out how the souvenir businesses in Manado apply Integrated Digital Marketing.
2. To know if Integrated of Digital Marketing enhances brand recognition of souvenir businesses in Manado’s customer.

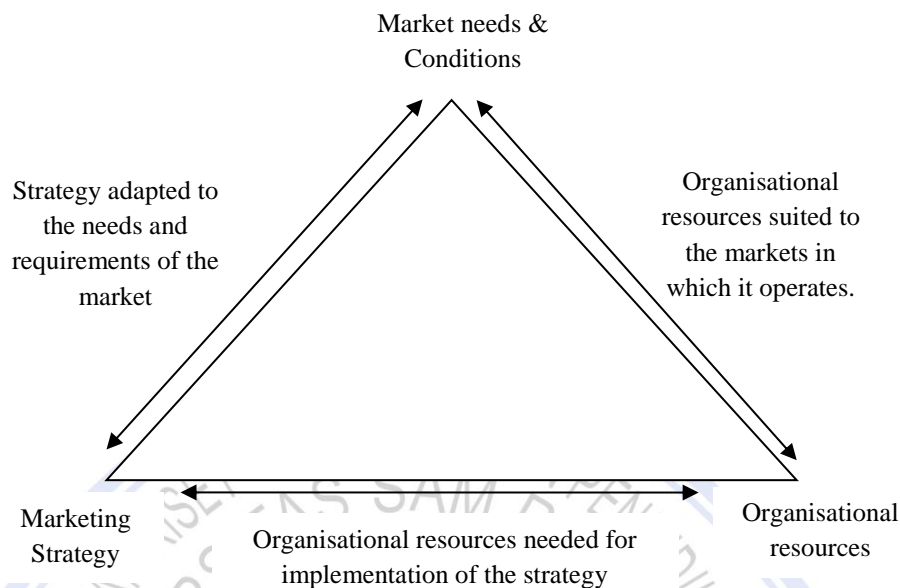
## THEORETICAL REVIEW

### Marketing

The marketing concept holds that achieving organizational goals depends on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors do (Kotler, 1996). According to Moorman and Rust (1999) Marketing is effective against translating customer needs into technical specifications for new products/services.

## Marketing Strategy

Fundamental to strategic thinking is the concept of 'strategic fit'. Johnson and Scholes (1988) said that strategy is the matching of the activities of an organization to the environment in which it operates and to its own resource capabilities.



**Figure 1. Strategic fit**

Source : Johnson and Scholes (1988:178)

Hooley, Piercy, and Nicouland (2012) on a textbook of Marketing strategy and Competitive Positioning explained that Marketing strategy should be set in the context of overall corporate strategy. Once the overall direction of the organization has been decided, with appropriate input from all relevant stakeholders, the marketing strategy need to be aligned to ensure that direction is achieved.

## Integrated Marketing Communication

According to Belch (2004) Integrated Marketing Communication is a business strategy process that used for developing, executing, evaluating, measuring a brand communication programs in a long term to consumer, customer and the employee even that is for people even though company external.

## Digital Marketing

In the digital era, marketing trends are also growing along with technological sophistication and the presence of the internet. This was marked by digital marketing trends in Indonesia which continued to experience significant increases over time. Digital Marketing is marketing using electronic media such as the web, e-mail, interactive TV, IPTV and wireless media in conjunction with digital data about customers characteristics and behavior (Chaffey, et al, 2009). According to Kotler and Armstrong (2009), digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera.

## Brand Awareness

Hoyer and Brown (1990) as referred to by Lin and Chang (2003) said that brand awareness in consumers decision making process and they figured out that brand awareness was an essential element and Rossiter (1991) explained that brand mentality and aim to purchase a product must be developed through brand awareness. It means that brand awareness is the consumer decision making process.

## Brand Recognition

Brand recognition is one of two components of brand awareness. The other component is brand recall, seems like according to Aaker (1991:62), brand awareness has three levels are brand recognition, brand recall and top of mind. Brand recognition is the first stage of brand awareness. It is when the consumers can recognize a specific brand among others; "aided recall". Aided to recall can also explain as a situation where a set of gave the brand name from a given product class is shown. The task is then identifying the recognized names. Brand recognition is major when consumers face the buying procedure.

## Previous Research

Li and Lo (2015) explained that in the digital era right now, there is one of the famous digital media and has a lot of users, that is Youtube. As we can see, there are so many video ads on the sidelines of the actual video. In here explained that ads that exist on Youtube that long duration enhances brand recognition. A mid-roll advertisement is useless if the ads do not match with the video content, but post-roll ads can improve brand recognition in inappropriate / different contexts. This brings huge corporate profits because most people use the internet/digital media, especially Youtube.

Almeida (2015) explained that while Internet has been achieving its omnipresence worldwide and offering to companies the opportunity of trading in a "no-borders" markets, global brands, and those aspiring to become global, face the challenge of dealing with significant cultural differences. Emergent economies account

for one of the greatest opportunities for global brands interested in extending their business overseas through digital channels. Among these economies, Brazil has been receiving special focuses lately as a promising consumer market. Working from a theoretical point of view through literature and simultaneously examining companies as potential paradigms, this study aims to provide suggestions for global brands interested in targeting the Brazilian market through effective cross-cultural digital branding strategies. The results are valuable insights about how to establish better communication with Brazilian consumers and also offer some guidance to help marketers to keep brands desired and admired in Brazil. It was mainly concluded that global brands should find out the right balance between a standardized and an adapted cultural approach in order to establish a trust-worthy proximity with Brazilian consumers on the digital environment.

## Conceptual Framework

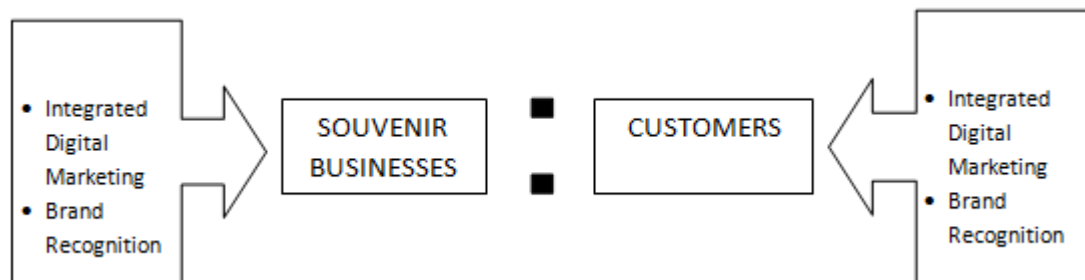


Figure 2. Conceptual Framework

## RESEARCH METHOD

### Research Approach

This research is qualitative research. Qualitative research is primarily exploratory research. It used to gain an understanding of underlying reasons, opinions, and motivations.

### Population, Sample Size, and Sampling Technique

The research is a qualitative research and the data collected by in-depth interview. The information from respondents in interviews is important and used in conducting and analyzing problems with qualitative research.

Purposive sampling is virtually synonymous with qualitative research. However, researchers might have, the list of purposive strategies that may be followed is virtually endless, and any given list will reflect only the range of situations the author of that list has considered (Palys, 2008:697).

This study used Snowball sampling to get significant information. sample members are not selected from a sampling frame, snowball samples are subject to numerous biases. For example, respondents that have many links are more likely to be recruited into the sample, (Katz, 2006).

### **Type of Data and Data Source**

This research is primary data and secondary data. Sekaran and Bougie (2009) said that information that gathered first-hand by the researcher. The data needed for this research are an in-depth interview with owners of Souvenir Businesses in Manado and its customer. According to Sekaran (2011), secondary data is a data which refers to an information collected from the available sources, such as notes, company's documents, government publication, internet.

### **Operational Definition of Research Variable**

There are two main variable that is Digital Marketing that consist of one indicator which is online. Another indicators Brand Recognition consist of two indicators which is purchase and consumption.

### **Testing of Research Instrument**

In qualitative research, data analysis method does not use statistical measurement. It is all because qualitative is a way of developing theoretical concept. The data collection methods which are used in this research are in-depth interview with the owner of Souvenir Businesses and its customer. This in-depth interview is based on a guide of questions, consisting of mainly questions about integrated digital marketing and brand recognition.

### **Validity and Reliability Test**

Reliability and Validity in qualitative research have a slightly different meaning in qualitative research in comparison to quantitative research (Sekaran and Bougie, 2010: 54).

## **RESULT AND DISCUSSION**

### **Result**

#### **3 Informant of Owner from souvenir businesses**

##### **Informant 1**

Owner of Miens Souvenir Manado, he is 29 years old. Miens Souvenir Manado promoting the product of online and offline marketing. If offline marketing, they are collaborating with Kaskado Manado through an event. They do not choose/selection what event that will be they choose, but enter every event although it is a small event. They prefer to choose free event than a paid event, in order to it is not spending cost even get more benefit to attract customers. If online marketing, they are choosing a website and social media, but it is not consistent with a website, only 0.5% activity. It seems like their online advertising on Instagram. They prefer promoting the product through social media on Instagram. Miens Souvenir Manado said that if offline marketing, they have less reach and more cost while if online marketing, more reach and less cost. However, if offline, they can see the people that reach their promotion, and attract customer directly, different with online, although it is more people reach the promotion, the firm cannot see the reaction. Therefore, they are consistent to promote between two of media marketing. The effect of the marketing is balancing with the total of customer who purchased or just visited, around a hundred/week and a thousand/month. The presentation of customer who come back to the store, if the local area around 70%, it is more than the tourist.

##### **Informant 2**

Marketing Director of Merciful Building, he is 41 years old. Merciful Building use offline and online marketing. Their marketing strategy is the store open 24 hours and their provided member card to the customer who buys on the store directly. They also provide a delivery system for the customer who does not have time to buy the product. The customer can contact social media (Instagram, Facebook, WhatsApp) and they can deliver the product wherever it is. For Merciful Building, offline and online marketing are effective media to them, so

that Merciful become a brand of souvenir of North Sulawesi. They have been doing event in Jakarta when the store first was established, and the effect is big, there is one product that makes the store be an icon of Merciful Building, because there is so many customer want to buy it, and they can only get the product on Merciful Building because it produced by them. Merciful Building said that it can not be denied that people use technology for doing anything even they are busy to work but they can do the activity with only sitting on the chair and touch the screen now. It makes Merciful Building use online marketing, but do not leave the offline marketing. The presentation of the promotion between two of that media is 70% offline marketing and 30% online marketing. They prefer to offline market because they more important their social to the customer (service) and it has been a fact, on a big event in North Sulawesi, in a day the store get customer thousand people who purchased, match with the total of people who visited the store. The total of customer who purchased/visited in a week is >1000 people.

### **Informant 3**

Owner of BahagaKaos Manado, he is 30 years old. BahagaKaos Manado uses offline and online marketing. If offline, they use an event as a media to promoting their product and if online, they use website and social media (instagram). BahagaKaos Manado provides online shopping to their marketing strategy, so customer can purchase the product by digital tools (mobile phone or computer), to attract customer at long distance. Different from another store that uses digital/internet only for promotion, but they take advantage of digital to recognize the brand. The total of customer purchased the product in a week is around 10 people.

## **10 Informant from customer of souvenir businesses**

### **Informant 1**

Informant 1 is Merciful Building's customer, she is 21 years old. She lives at Warembungan. She decided to purchase a product there because she knows that the store open 24 hours and it has completed product, whatever she wants, it always been there. She knows the store with offline and online, but the first time she knew the store because the recommendation from people that said if want to buy the souvenir, she should go to Merciful Building. After she became a customer there, she just knows if Merciful has social media. Informant 1 always remembers the service and building (rainbow color), so if she listens about Merciful Building, she directly remembers about the service and building.

### **Informant 2**

Informant 2 is Merciful Building's customer, she is 22 years old. She lives at Sea Satu. She knew Merciful Building with offline. She looked at the store because the unique building (rainbow) that makes her to wanting to go to the store, and until now if she always buys the souvenir on Merciful Building. She doesn't know why to always remember the building when anyone tells about it store, for her that makes her to always go there if want to buy the souvenir. She doesn't know if Merciful Building has social media, she just knows it is becoming an icon of souvenir store in Manado, the store is popular in North Sulawesi.

### **Informant 3**

Informant 3 is an outsider, Merciful Building's customer, he is 28 years old, he lives at Malang. He was browsing through internet about souvenir store in Manado before going there. Which made him very remembered the shop, first was when he was looking for information about the souvenir store, he found merciful building with a building color that is easy to remember and the second is when he was about to return home, he forgot to buy souvenirs, but because merciful building open 24 hours, he can make it happened.

### **Informant 4**

Informant 4 is Miens Souvenir Manado's customer, he is 21 years old, he lives at Kairagi. He knew Miens Souvenir Manado from offline and online. He said that as a person who often uses technology, the various things he could get. One of them was Miens, he was just knowing it was Tanta Mien. One day, he tried to buy one of the products in Miens Souvenir Manado. After that, he got to know the store. There is one thing that he always remembers and describe Miens Souvenir Manado is #kecupbibirsmengken listed on their Instagram account. He said that, Miens is the difference with another store in North Sulawesi.

**Informant 5**

Informant 5 is Miens Souvenir Manado's customer, she is 30 years old, she lives at Tikala Baru. She knows Miens Souvenir Manado from offline and online. If online, she knows from account Instagram, while from offline is she always passed that store and also recommendation from friend, and then she decided to buy at Miens Souvenir Manado. For her the things that are always remembering from the store is Tanta Mien, their instagram account. Because the content of their account that makes it familiar to them and always exist in social media, so make she always remembers the store.

**Informant 6**

Informant 6 is Miens Souvenir Manado's customer, she is 25 years old, she lives at Tikala Ares. First time, Informant 6 just know on social media (Instagram). She knew it as a meme official account, evidently it was a souvenir store in Manado. She has ever seen an event on Manado Town Square and see Miens Souvenir Manado. It was active on an event, because she always looks this store at every place. She decided to buy the product from there because in the quality of their promotion, it is interesting, moreover the product and the official account on Instagram is unique, it makes add knowledge of North Sulawesi. Whatever it is, it will find there. For example, about culture, language, incident, meme and product also. That she always remembers from Miens Souvenir Manado is the hashtag #kecupbibirmengken, it is a unique tags, that's why it is easy to know this store.

**Informant 7**

Informant 7 is BahagaKaos Manado's customer, he is 39 years old, he lives at Sea. He knew BahagaKaos Manado from offline. At the moment, he was looking for a souvenir store. He asked his friend where to look for souvenir. His friend recommended in Tikala, because there are various kinds of souvenir stores there. So, it is easy to choose the place what he wants to go. He bought a T-shirt at the store and the T-shirt is also unique and has good fabric quality. He always remembers from the store is an octopus picture. However, he is not a loyal customer, but he will recommend others to buy T-shirts for souvenirs at BahagaKaos Manado because of the quality. He knows their social media and website after he visited and bought some products there.

**Informant 8**

Informant 8 is BahagaKaos Manado's customer, he is 21 years old. He knew BahagaKaos Manado from social media/online. The first time he was looking for a souvenir store. At that time he opened Instagram and found Bahagakaos Manado. Souvenirs are dominant there is T-shirt, according to what he was looking for. The quality of the design was also good, so he decided to go to the store and buy some T-shirts. There is one thing that makes this store is unique, because at the wall there is a picture of a large octopus filled with signatures. It turns out that is the visitor's signature. That's what makes it unique, with their picture/logo that is an octopus, making people wonder why it should be an octopus, and that is what he always remembers.

**Informant 9**

Informant 9 is BahagaKaos Manado's customer, she is 28 years old. She lives at Elim, Malalayang. She knew the store with offline. She felt BahagaKaos Manado is identical to the T-shirt. So, if someone talks about a T-shirt, she immediately thinks of that store. She is a loyal customer, because if there is something she wants to buy for souvenirs, she will buy it at BahagaKaos Manado.

**Informant 10**

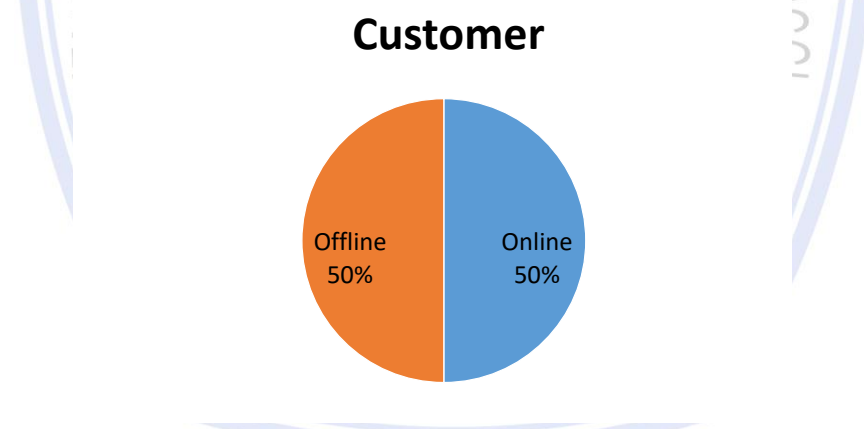
Informant 10 is BahagaKaos Manado's customer, she is 27 years old. She lives at Paal 2. She knew the store with offline. At that time she wanted to buy souvenir. She planned to go to Tikala, because she knew that there were many souvenir store references. It makes her wants to buy at the store because it matched the item what she is looking for. She also had the signature on the wall of the store with a picture of an octopus. She is also a loyal customer, because she always recommended his family or relatives if you want to look for souvenirs to go to BahagaKaos Manado.

**Discussion****Comparison of Souvenir Businesses and Its Customer**

Souvenir Businesses in Manado, such as Merciful Building, Miens Souvenir Manado and BahagaKaos Manado applied not only offline, online/Digital Marketing to enhance their brand recognition also in the digital

era right now. Between three of this souvenir business, they have different strategy to get customer through brand recognition.

Merciful building prefer to recognize their brand with service (include facilities) or promotion with offline marketing. They use online also, but it is not that much than offline, 70% offline marketing and 30% online marketing. They know in era digital right now, people use the electronic/internet to their activities, but they still prefer to the service. However, it doesn't mean they don't use digital media to promotion and recognize their brand, even they have social media, Facebook and Instagram also. If offline, they have promoted on the big event in Jakarta and reach more customer than usual and they gave good services to customer there. The difference with Miens Souvenir Manado, they are consistent to promote their brand, 50% offline marketing and 50% online marketing. If offline marketing they are collaborating with Kaskado Manado through an event. They do not choose/selection what event that will be they choose, but they enter every event although it is the small event. They prefer to choose free event than a paid event, in order to it is not spending cost even get more benefit to attract customers. If online marketing, they have social media (Instagram, Facebook and Website), but they are not consistent with Website, only have 0.5% activities there. Their brand recognition is on social media, any tags there, it is #kecupbibirmengken, to tag their brand for customer, in order to always remember their brand and also with their content that is about North Sulawesi information. They prefer to consistent with offline and online marketing, it is because if offline marketing, they have less reach and more cost while if online marketing, more reach and less cost for them. So, they should use both of them, in order to more effective and efficient. However, they know era digital, people more prefer to use digital media to their activities because it is easy to use, and it can reach more the customer from everywhere, Miens Souvenir Manado made strong brand recognition on digital media/social media. While Bahaga Kaos Manado, although they use digital marketing also (online) their strategy provides a website to sell their product (online shopping). They follow what is trend on era digital right now. Through customer, this study measuring how they know the brand of souvenir businesses in Manado. Informant 1,2,7,9 and 10 know the store through offline first after that they know their social media. If informant 3,4,5,6 and 8 know the store through online (digital marketing), see the figure below :



**Figure 3. Informant that use online and offline**

*Source : Primary Data (2018)*

The comparison between Souvenir businesses and its customer, if Merciful Building, from 3 informants, there is 3 informants that match with their strategy, informant 1, 2 and 3. The informant recognizes their brand because of their service and colorful building. Similar to Miens Souvenir Manado, from 3 informant, there is 3 informants also that match with them, informant 4, 5 and 6, because their social media and event that can found everywhere. While, Bahaga Kaos Manado, from 4 informant, there are only 3 that match with strategy of the store. The 3 informant recognizes the brand because of Bahaga Kaos Manado's logo and found the store with offline, while informant 8 found from their social media (online). In this result, BahagaKaos Manado should be consistent to use what is media that will they use to a promotion and recognize the brand. Because the sales from offline is more than online.



## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

This research has been conducted in order to Comparison of Integrated Digital Marketing to Enhance the Brand Recognition between Souvenir Businesses and Its Customer. It can be concluded that :

1. Souvenir Businesses in Manado, such as Merciful Building, Miens Souvenir Manado and Bahaga Kaos Manado have the different strategy to apply digital marketing. If Merciful Building use digital marketing only 30%, they are more inclined to offline marketing 70%, because for they, direct contact with the customer is more effective and they prefer to their service, although they can not be denied that digital media is more people use in an era right now. If Miens Souvenir Manado, applied both of them, digital marketing and offline marketing, according to the owner, they have less reach and more cost while if digital marketing, more reach and less cost. However, if offline, they can see the people that reach their promotion, and attract customer directly, different with online, although it is more people reach the promotion, the firm cannot see the reaction. So they decided in favor of applying both of them. While Bahaga Kaos Manado applied digital marketing like that is happening right now, it is an online shop. They provide online shop to reach customer remotely.
2. Based on customer preferences to the souvenir businesses, they managed to deliver messages or recognize the brand of digital marketing. Prove by matching the results of what souvenir businesses have conveyed with what customers get. However, Bahaga Kaos Manado has to more consistent with using media to recognize their brand especially in digital marketing.

### Recommendations

Based on the result of this research, there are recommendations, such as :

1. In using digital marketing, businesses must pay attention to their strategy in getting customers by recognizing their brands, so that they are aware of the brand of the store. Like to give it more specific, by highlighting their differences compared to other stores, uniqueness and interesting content.
2. Although use digital marketing, businesses have to direct contact with the customer. Because it is very needed in building relationships with customers.

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