

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In recent days Advertising, Integrated Brand Promotion, and marketing overall are rapidly becoming more digital, more interactive, and more social, thus the world of advertising has shifted from Newspaper into Mobile marketing (Scheinbaum et al., 2022). Advertising in the earliest day began with Ancient Times through the Dark Ages and then continued to The Renaissance through the Victorian Age, and the third period is The Twentieth Century and Beyond (Richards, 2022). There are many ways to describe what advertising really is, advertising can be considered as an art, a phenomenon, a Business, and an essential marketing tool to build a brand awareness and brand loyalty (Scheinbaum et al., 2022). The big definition of advertising is paid communication that is mass mediated has an attempt to persuade, inform or remind (Scheinbaum et al., 2022). The attempt of advertising has a purpose to make costumer to like the brand, that is why the message in the advertising need to be strategically arranged, the messages strategy need to be strong and need to be memorable for the brand to create a brand image (George E. Belch, 2020).

Brand image is a perception of a consumer based on the information and history of the consumer itself towards a specific brand, Brand image has importance of creating trust and positive image of a brand to a consumer, that leads to increased consumer loyalty and preference (Wardhana & Yulia, 2021).

Perception is a cognition that happen in consumers 'mind, thus, consider as a part of Consumer behaviour, that is defined as all things related to how humans operate as consumers from need recognition and acquisition to use and disposal of a good, an idea, or a service (Scheinbaum et al., 2022). The consumer decision making process involve four stages; Need recognition, information search and alternative evaluation, purchase and post purchase use and evaluation. Need recognition refers to when consumer realized that they have a need it, for example consumer realized that they need to try something new or trying the trends. Information search and alternative evaluation refers to the next stage of need recognition, which when consumer try to satisfy their need, they conduct an internal and external search. Continued to the decision, or the third stage which are purchase that later would be the fundamental of consumer satisfaction (Scheinbaum et al., 2022). The third stage of decision-making of a consumer involve around choices of the consumer, Choice is influenced by motivations, Similarity and location. Motivation is defined as something that drives people needs, based on Maslow's hierarchy of needs, there are five hierarchical ranks; Physiological needs, Safety needs, Social needs, Esteem needs, and Self-actualization needs.

In recent years there's a term called FOMO which affecting the motivational Physiological needs (Hodkinson, 2019). The Increased of Social media use in communication, can significantly influence purchasing behaviour, since humans are prone to have Fear of Missing out (Hodkinson, 2019). In Indonesia itself, there are positive influence between entertainment-focused content on

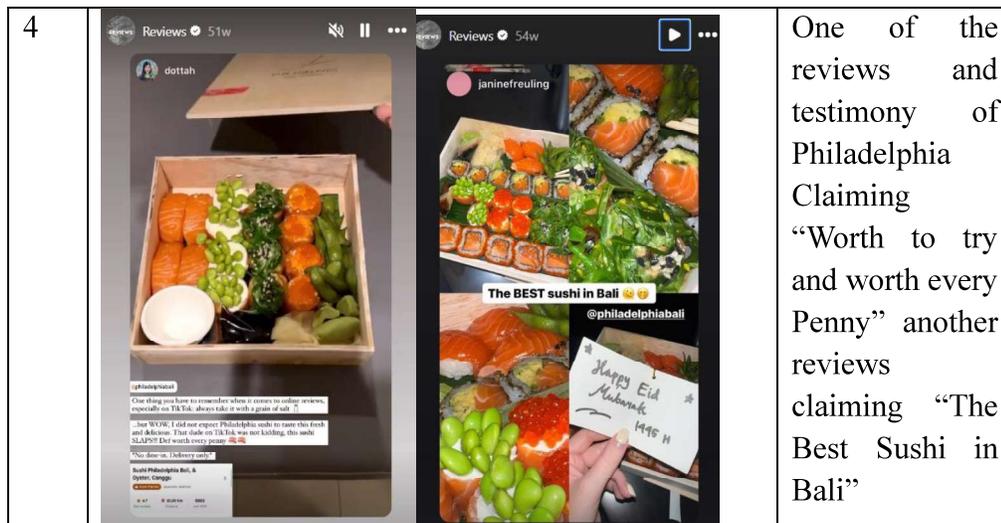
FOMO, especially in food and beverages Industry (Al-Busaidi et al., 2023). The content that created in TikTok or any social media platform focusing on dimensions that foster FOMO such “Limited Edition”, “Only in Jakarta” or “The first store with unique concept that appears in Jakarta” or “No need to come to Bali, try it here”, tends to be more recognized approximately 80% by the costumer (Dian Septiana, Mahrinasari MS, 2024).

In the area of Sushi enthusiasts there’s a brand called Philadelphia Sushi, is a sushi brand opened in Bali, doesn’t have a walk in store yet but Philadelphia has been popular among sushi lovers in Indonesia. They first opened their product in 3 November 2023, but becoming well known sushi store in the beginning of 2024, due to TikTok reviews on their amazing sushi. They offers various kind of Sushi, such; Sushi Rolls, sushi, BigSet, Burger and soup and Caviar. The most Famous item on the menu is Salmon set, cost Rp 1.300.000 a mix of Philadelphia roll 6pcs, furikake roll 6pcs, tobiko roll 6pcs, salmon maki 6pcs, salmon nigiri 4pcs, salmon sashimi 4pcs, hana sushi caviar 2 pcs, hana sushi edamame 2pcs, truffle edamame, wasabi paste, ginger pickle and soy sauce. Philadelphia Sushi Bali brings sushi to a whole new level. They managed to create “Philadelphia” as their staple of brand, although Philadelphia itself is a sushi type.

Table 1 Philadelphia Sushi Bali

Philadelphia Sushi Bali Descriptions		
No	Pictures	Information

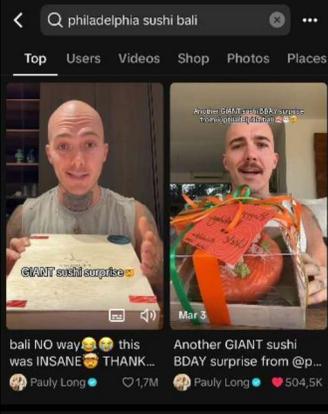
1			<p>One product of Philadelphia Bali that went Viral for it's "Thickness" of the Salmon.</p>
2			<p>Philadelphia Sushi Bali's Logo. It's a Fish, the name of the Store and description of what they are selling; Sushi and Oysters.</p>
3			<p>Instagram of Philadelphia Bali, they have 42.1K followers with 47 Post. In their Instagram they posted about their Product and Reviews of their Products.</p>



The rise of Philadelphia sushi started from a review of a TikTok star. In recent days, they already have a 39.4K Followers, and created “Philastar” a terms for Famous person that tried PhiladelphiaBali. Philadelphia Sushi Bali created a content that fosters around FOMO and pushes people to purchase and try their Sushi, as people claimed the best Sushi in Indonesia. Thus, drives people’s purchase motivation to try their Sushi, but also it doesn’t close the possibility of people showrooming to their products, due to their high price of products. Showrooming refers to high involvement buying models of consumers, that try to compare one brand price to another by visiting their websites or Instagram.

Table 2 Fomo Consumer of Philadelphia Sushi Bali

Content regarding FOMO consumer behaviour of Philadelphia Sushi Bali		
No	Pictures	information

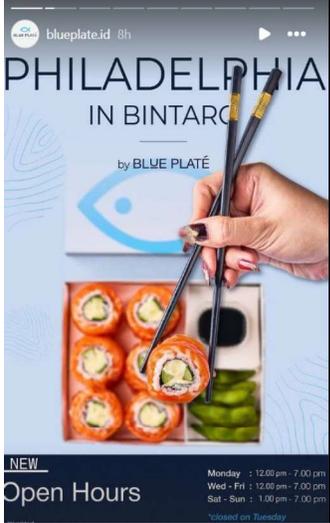
1		<p>Pauly Long, the person who started the Philadelphia sushi reviews. He posted more than 4 videos reviewing Philadelphia Sushi Bali, creating FOMO trends about Philadelphia Sushi Bali.</p>
2		<p>X about how People desperately wanting to go to Bali just to try Philadelphia Sushi Bali. They assume it's to die for and there are more than 5 tweets about this topic. Expressing how they would go to Bali just for Philadelphia, either to try it or to re-purchase.</p>

Showrooming to a brand refers to when the same product from another brand but different in Prices. In this case there's Blue Plate sushi, a brand-new sushi brand opened in Fresh Market Bintaro. Blue Plate sushi has been the talk among Sushi Lover in Indonesia, especially Jakarta Area. Opened in January 2025, Blue Plate successfully attract costumer to try their products, with their

marketing and delightful sushi pictures that is shown in their Instagram account. Blue Plate sushi offers various kind of Sushi platters one of them that is similar with Philadelphia Bali is “Philadelphia in Bintaro” a combination of rice, salmon, cream cheese. The Product that called “Philadelphia in Bintaro” Caught the attention of Consumer and also researcher, because it’s not only similar but almost the same. Based on Observation that I got from Blue Plate Instagram there’s a comment that stated “The concept is copying from Philadelphia and Tokyo2100.

Table 3 Description of Blue Plate Sushi Bintaro

Descriptions of Blue Plate Sushi Bintaro		
No	Pictures	Information
1		Instagram of Blue Plate Sushi, they have 1084 followers with 6 Post. In their Instagram they posted about their Product and Reviews of their Products.
2		Blue Plate Sushi’s Logo. It’s also a Fish like Philadelphia Bali. The Logo contains their name, and the description of product that they

		sells “Sushi Rolls”.
3		The photo of the product that similar to Philadelphia Sushi Bali called “Philadelphia in Bintaro”
4		The advertising of Blue Plate that assumed copying other brand such Philadelphia Sushi Bali and Tokyo2100. This Poster also put in front of their store in Bintaro. They also uses this Slogan to Welcome Costumers.
5		The Testimony of Blue Plate that put in their Highlights. Promoting “Finally, sushi that is viral in Bali opened in Jakarta/Bintaro” . One of the reviews also claimed that “This is 100%

		The same like in Bali, if you miss Philadelphia Bali, you should try Blue Plate.
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In their 3 month of selling, Blue plate consider pretty famous with brand awareness of 72% out of 100% based on pre-survey result. Putting their brand in the same position as Gion Sushi Bar, a Sushi Franchise that opened all over Indonesia. Blue Plate Sushi uses marketing strategy by inviting people to try their Sushi as it's the same like Philadelphia Sushi Bali, knowing the weakness of Philadelphia sushi Bali is the location that is not accessible for everyone to try. By creating an advertisement that stated “Philadelphia in Bintaro” and rely heavily on Food bloggers reviews, they managed to gain popularity in short periods of time.

Table 4 Blue Plate Sushi Reviews Content

Food Blogger Reviews Through Social Media		
No	Pictures	Information
1.		This post is about promoting Blue Plate Sushi, as a way to try Philadelphia Bali without have to fly to Bali itself, this post reached 222k viewers on Instagram and gained 37 comments.

2.		<p>This post is also about promoting Blue Plate Sushi that newly opened in Bintaro. In the Video the Blue Plate says “Philadelphia in Bintaro”. And The caption of the post also giving information regarding Philadelphia is a type of Sushi.</p>
3.		<p>This post pointed out about Blue Plate is similar and dupe to Philadelphia Bali, with the same Menu and experience, the reviewer said that it’s worth it because the price is also lower.</p>

The content that was created by Foodblogger are mostly reviews focusing on “Philadelphia is now open in Bintaro, *gausah jauh jauh ke Bali*”, instead of promoting the Blueplate itself. Despite the Prices, and various menu of Blue Plate, Food Blogger focused more on the fact that it is a dupe of Philadelphia sushi Bali, more convenient since it’s in Jakarta area. The reviews created a brand Identity that Blue Plate is copying Philadelphia Bali or is affiliated with Philadelphia Bali. Looking from Social media of Blue Plate itself, they seems agreeing with the statement of “Dupe of Philadelphia Bali” or “Hacks Viral Sushi, now in Bintaro”, since Blue Plate itself reposted, a video relating to the

content. Promoting the product based on how similar it is to Philadelphia also proven based on the pre-survey that the researcher conducts about Brand awareness of Blue-Plate Sushi. The Pre-survey was targeted to Sushi lovers that have tried and wanting to try Blue Plate sushi, with the goals of understanding how consumer's perception of Blue-Plate Sushi. The Google form was distributed in March until April 2025, with total respondent of 47 respondent.

The Result of the Pre-survey explains that The brand awareness of Blue plate are considered pretty good, the majority of Sushi lovers know them, although most of them haven't tried it yet. The question of "Have you heard of Blue Plate Sushi Brand" answered by 47 people with 78% of yes and 21% of no. As for the question of "Have you ever try Blue Plate Sushi brand?" answered by 47 people with 59% of no and 40% of yes.

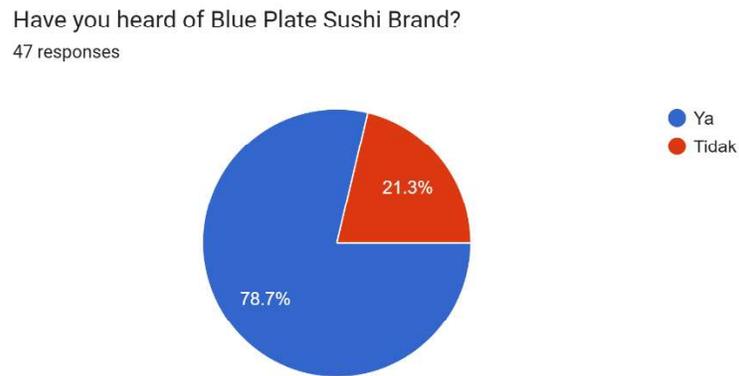


Figure 1 Data of Market Asssume ever heard of Blue Plate Sushi Brand

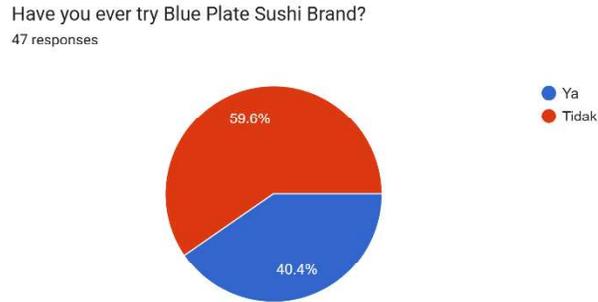


Figure 2 Data of Market assume ever try Blue Plate Sushi Brand

According to the pre-survey majority of people have heard about Blue Plate Sushi and most of the consumer assumed to heard Sushi Blue Plate from social media Platform such as TikTok, and Instagram. Others assumed to know Blue Plate from Fresh Market Bintaro and recommendation from relatives.

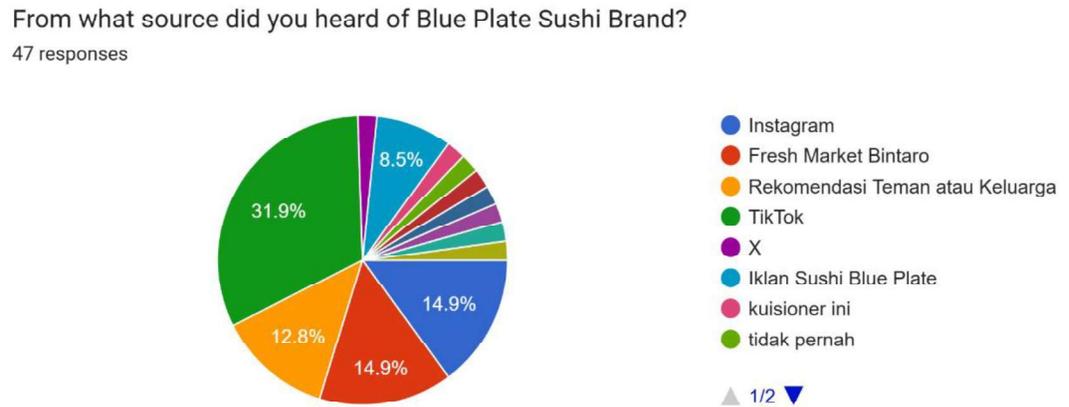


Figure 3 Data of Market Knowing sources of Blue Plate Sushi

Although based on two previous questions 59% of people never try Blue plate, but based on “would you be interested in trying Blue Plate Sushi?” 83% of consumer answer that they are interested in trying Blue Plate, with the question of “what reason would you be interested?” 59% answer with because

of their product and 38% of people answer because of advertisement that is offered by Blue Plate.

Would you be interested in trying the Blue Plate Sushi brand?
47 responses

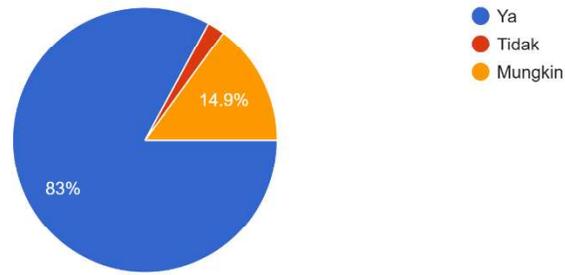


Figure 4 Data of Market Interested in buying Blue Plate Sushi

Can you give us the reason?
47 responses

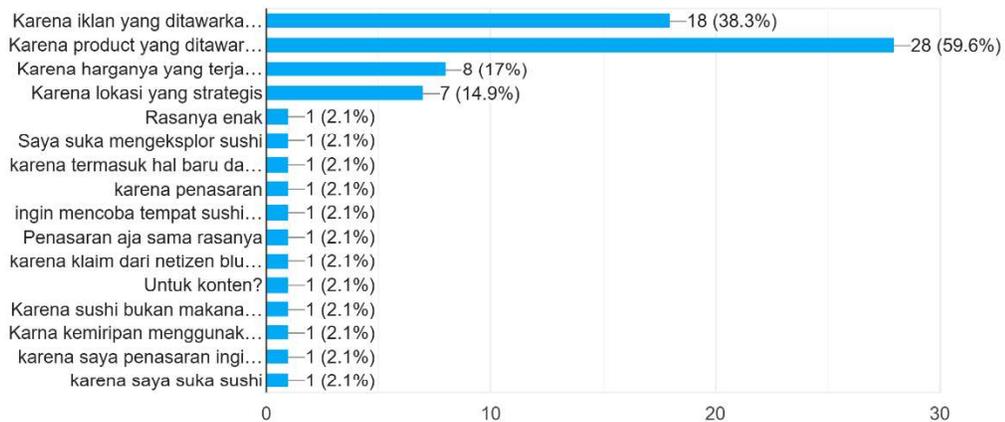


Figure 5 Reasons of Consumer Interested in Buying Blue Plate Sushi

Connecting to the topic, the researcher also questions regarding how similar the advertisement of Blue Plate Sushi to Philadelphia Bali. By asking the consumer “Do you think the advertisement of Blue Plate Similar to Philadelphia advertisement?” and the result of the question are 70% percent yes and 29.8%

no. Other questions that the researcher ask is “In your opinion, is the Blue Plate Sushi product similar to Philadelphia (Sushi) Bali?”, with result of 76.6% yes and 23.4% no.

In your opinion, is the Blue Plate Sushi advertisement similar to the Philadelphia (Sushi) Bali advertisement?

47 responses

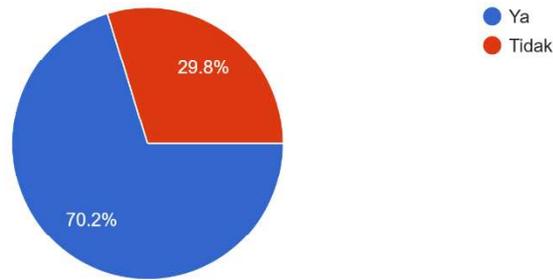


Figure 6 Data of Market Claim Blue Plate Advertisement similar to Philadelphia Bali

In your opinion, is the Blue Plate Sushi product similar to Philadelphia (Sushi) Bali?

47 responses

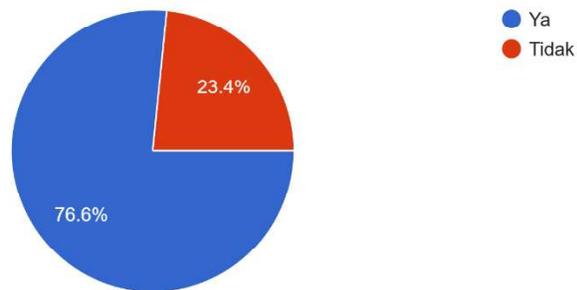


Figure 7 Data of Market Claim Blue Plate product similar to Philadelphia Bali

Based on several questions that the researcher already conduct, it can be assume that the awareness of Blue Plate Sushi considered pretty good, but the reasons behind it need to need to be studied. Therefore, the topic of the study is interesting to be studied because there's a gap in what do consumers think

about “me too” marketing. Whereas advertisement should be original and catches the attention of consumers, but through this study it would be understand how “Me too” marketing could create impact in perception.

1.2 Research Problem

The development of advertisement has been increasing as the uses of the mobile phone has become an important channel for marketing communication companies (Lim et al., 2019). However, the role of advertising still the same; to create awareness, Building brand identity, Communicating product benefits, Shaping consumer attitudes and perceptions, Increasing sales and revenue, and Supporting other marketing efforts. The role of advertising has one goal is to Influence and make the brand to be recognized by the consumer. By having a high-medium-Low brand recognition it would affect to the perception of a consumer. When consumers have a low recognition of a brand they would less likely to trust the brand and resulting in fewer purchases. When consumer has a medium level of recognition towards the brand, they would familiar with the brand, but may still consider competitors. And as if the consumer has high levels of recognition, they would have high trust and loyalty towards the brand, more likely to recommend the brand to others leading to more purchases.

Blue Plate Sushi has combination of Medium and High level brand recognition level based on the pre-survey that conducted for this study. However, there’s a Uniqueness gap in ideal and reality of advertisement in this Study. Ideally, Advertisement should be original and creative, based on Ogilvy

if it's not selling, then it's not creative enough. But the reality, Blue-Plate has a way to create Me too marketing, that helps to increase the awareness of Blue-Plate itself. Thus, It's Unique to understand that a brand could be copying and create an identity that is not originally creative, but the consumer would still buy it. By that, this study seeks to find a deeper understanding on how the perception of consumer towards me too marketing that is applied by Blue Plate Sushi to Philadelphia Sushi Bali.

1.3 Research Objectives

This Study seeks to find a deeper understanding on how consumer perception to me too marketing approach in advertising that is applied by Blue-Plate Sushi to Philadelphia Sushi Bali.

1.4 Research Significant

1.4.1 Academic

This study seeks the reasons why me too advertising impacted perception of Consumer to a brand. Contradictory with how advertising should works, a new method of me too advertising that been applied by Blue-plate could become a further studies that are relevant to this Topic.

1.4.2 Practical

The result of this study provided evidence on how me-too approaches could impacted the perception of Consumer. By that, the findings will be significant for Blue Plate in terms of creating a new advertising content.

1.4.3 Social

This study will help a deeper understanding of why Consumer prefer products or brand that is similar to them. The understanding of the behaviour could be beneficial for marketing consultant, strategist and those who take an interest in studying marketing. By that, this study provides Insight about how me too marketing approach could become a main advertising content among FNB Owners. Considering the affect of me too marketing assumed to create a benefit for the brand.

1.5 Theoretical Framework

1.5.1 Research Paradigm

A research paradigm is way of thinking about general structure, methodology, and findings of three streams in research. The Paradigm that is used for this study is Social Constructivism or often described as interpretivism. Social Constructivism explains about how individuals seek understanding of the world (Creswell, 2017), through experience, how they live and their work. The meaning would be varied depending on the subject's experience and culture. In practice, Social Constructivism uses broad questions to the subject to how they would construct the meaning of the situation. Then the researcher would create an interpretation of what they find, an interpretation shaped by their own experiences and background (Creswell, 2017).

Based on (Hackley, 1998), there are key points in social constructivism in advertising and marketing, which are:

- 1) **Language and discourse** are central to how advertising and marketing meanings are formed
- 2) **Meaning** is socially constructed, not merely individual or cognitive
- 3) Researcher should preserve the subjective experience of participants.

In terms of this study, social constructivism would revolve around subjective interpretation, meaning and social context, on why Me-too marketing could impact. Thus, it can be concluded that using social constructivism would help the researchers to understand how consumer interpret, make sense of me-too marketing that is applied by Blue Plate Sushi.

1.5.2 State of the Art

The first research is titled “Thou Shall Not Imitate: When Do Copycats Trigger Moral Concern?” by Femke van Horen, Anika Stuppy, and Margaret (Meg) Campbell in 2024. This study seeks to find whether copycats, which imitate the trade dress of other successful brands, trigger moral concern in consumers. This study is Quantitative research using Moral Foundations Theory, in marketing, which explains about what the audience believes in and cares about. The result of this study is that consumers respond more negatively to copycats when the situation triggers principles of fairness, harm, or loyalty, but overall, it results in Negative affect for the brand in terms of Consumer perception.

The second research is titled “*Analisis faktor untuk mengetahui efektivitas strateg me too sebagai strategy bersaing perusahaan*” by Yanuar Surya Putra in 2011. This study seeks to find How effective is the 'me too' strategy implemented by PT. Sido Muncul through the Vit C 1000 mg product, considering consumer behavior toward the product. This study uses a Quantitative method with Factor analysis as its primary methodological approach. The result of this study is "the Me too" strategy implemented by PT. Sido Muncul, for its Vit C 1000 mg product, has been effective in capturing consumer interest and competing in the market.

The Third research is titled “Copycat strategies influencing consumer product evaluations” by Zara F Imran and Irsa Mehboob in 2024. The study seeks to understand Consumer perception of Copycat strategies and explore the impact of marketing knowledge and educational attainment on consumer evaluations of copycat products in a comparative shopping environment. This study uses quantitative research with descriptive and exploratory methods, and uses Consumer Evaluation Theories; Persuasion-Naive Theory explains that consumers perceive copycat strategies negatively when a leading brand is present. The result of this study is that consumers generally hold a negative opinion regarding copycat strategies, but interestingly, consumers still purchase copycats, especially those with featural characteristics.

The fourth research is titled “Close But Not Too Close? Optimal Copycat Strategies in the Light of Negative Publicity by the Original Product” by Joachim Grosser, Hendrik Sonnaben and Bastian Westbrock in 2024. This study seeks to find The understanding of how brand scandals related to a brand leader’s product affect

the follower firm's choice between copycatting and independent product development. This journal article doesn't use Quantitative or Qualitative rather they use Analytical modeling based on Game theory to analyze the Firm Strategy. The result of this study is the Firm could apply the safe distance if they want to copycat or create a strategy that is similar to other brand. Thus, they keep on maintaining brand integrity. Through this study it analyzes that it might create a positive impact to the firm.

The last Research that would help this study is titled "Customer Inspiration: Conceptualization, Scale Development, and Validation" by Tim Bottger, Thomas Rudolph, Heiner and Thilo in 2017. This study seeks to conceptualize and empirically validate "customer inspiration" as a distinct motivational construct within the field of marketing. This is a multi-study, mixed-method approach combining qualitative and quantitative approaches, using Tripartite Model of Inspiration, Component Process Model, and Transmission Model. The result of this study is that the motivational state of "Inspired-by" or "Inspired-to" did drive the impulse buying and creating consumer buying behaviour.

Based on the Journal that the researcher analyzes, there's a novelty in this study. Five out of five journals examining around copycats, me too marketing and how it creates perception for the consumer towards the brand, but none explaining in the lenses of Qualitative study. Which explains more further on how and why there are still consumers that see positive toward copycat product, in the intent of buying them.

1.5.3 Theory

1.5.3.1 Encoding and Decoding Theory

Communication defined as interaction in exchanging a messages or Information. In communication there's a term of source-receiver, it emphasized that each person who involved in the communication is both a source and a receiver (Joseph A. DeVito, De Vito, Linda O'Neill, 2015). The act of producing messages is called encoding. By constructing the messages, and creating the messages it's called encoding. The act of receiving messages is called decoding. By receiving the messages, such listening or reading then interpreting into the receiver own meaning. Thus, speakers or writers are called encoders, and listeners or readers Decoders.

Encoding and Decoding Theory first developed by Stuart Hall in the 1970. It's also known as the "Encoding/Decoding Model of Communication". Traditionally communication was seen only as a linear process; Sender-Message-receiver. Hall in the 1970 argued that Communication is a complex and multi-staged process, he influenced by Semiotic and cultural understanding of mass communication. Encoding is a process of producing the messages, such writing and putting it into words, decoding is a act of receiving messages, such as listening or reading it (Joseph A. DeVito, De Vito, Linda O'Neill, 2015).

According to (Faizal, 2023). The book of "The Rediscovery of Ideology: Return of the Repressed in Media Studies" explains about how Stuart hall sees meaning as social production and a construction practice. Media content a messages that the producers want the receiver want to receive, that's called a preferred reading. It's when the producer assumes that consumer would will see the messages

are clear and according to what the producer wants. But, Interpreting the messages depends on the experience and the background of the audience. In this Context, Stuart Hall explains how encoding and decoding theory is applied in the context of Media and audience. Hall explain that Encoding is a code-compliant message creation, and decoding is a the use of code to interpret a message. Stuart Hall in (Faizal, 2023), explains that there are four steps in creating a messages in Media “Production, circulations, use (which here he calls distribution or consumption), reproduction” with the explanation of:

1. Production

This first stage refers to Encoding or the messages is created by the producers. In This stage Hall explains that it’s not a neutral act; rather a messages are constructed within specific institutional, technical, and ideological frameworks.

2. Circulations

This second stage refers to how the encoded messages is circulate or transmitted through various media channels.

3. Consumptions

In this stage is where the audience receive the messages and interpret the messages.

4. Reproduction

This stage explain about how the audience decodes the messages, or reproducing it according to their social life.

Thorough it, Stuart Hall explain how in audience reception, The audience would Interpret based on their Social backgrounds and experience. Audience Reception is where the audience has process of sense making (Karina Nabila Vanska, Sunarto Sunarto, 2023). According to Stuart Hall, the main concept of audience reception is Active audience, whereas Tradition plays important roles in creating a meaning to the audience. Audience reception, is a process of making meaning, through it there's three position of the audience:

1. Dominant hegemonic position

This position explains how the reader is in the position where media giving a messages that is acceptable within the reader.

2. Negotiation position

This position explains how the reader is in the position where media giving a messages, but it's not completely acceptable within the readers, so they negotiate the messages.

3. Oppositional Position

This position explains how the reader is in the position where media giving a message, but they criticize or changing the messages that is delivered by the media.

1.5.4 Me too Marketing

In the era of Globalization, digital marketing plays important role to grow a business. The development of technology has changed the way company promote and market their products or services. Digital Marketing is a form of marketing that uses digital or online media to promote products, services, or brands (Larosa, 2024).

This definition focuses on the digital distribution, such Internet, social media, Email and even Content reviews.

In It's application, Digital marketing also need Innovation, without innovation, small businesses cannot survive or compete in the market. Innovation is introducing something new whether it is a product or service (st. Rukaiyah, Syamsuddin Bidol, 2024). Product Innovation has to create a plus point so that it catches the consumer eyes. Lukas and Ferrel in (Uffandi, 2023) explain there's indicator of product Innovation:

1. Line extension

Line extension refers to The product that the company produces is not really new but relatively new to a market.

2. Me too Product

Me too product refers to The product is new to the company but not new to the market.

3. New to the world product

New to the world product refers to products that are new to both the company and the market.

Other than innovation of a product, it's important for company to understand marketing strategy. According to Yulianti in (Nasiruddin, 2022) strategy promotion is important because it's an activity which involves encouraging or persuading the public as a way to achieve the company's sales targets and increase the number of items purchased. There are many ways of marketing strategy

in digitalization, one of the ways is me too marketing. Me too marketing is where a brand uses packaging similar to that of the market leader in order to create a strong connection with customers.

The Term Me too in Marketing refers to products or brand that mimicking the total image of leading Brand products that stands on the same line on the shelves (Anith Liyana Amin Nudin, Mohd Amin Mohd Noh, Wan Nur Khalisah Shamsudin, 2016). There are several terms that is more common to society which are: Copy-cat, or imitation. “Similar but not the same” that terms is also known for consumer to business that uses me too marketing. According to (Abraham Anugrah S, 2024) there are 3 scheme of me too marketing:

1. Me too Name

A situation where small brands adopt the name of big brands to pushes the consumer to try their “similar product”.

2. Me too Promotion

A promotion copying the big brands promotion whereas it was successful, the intention of this promotion is usually to gain a attention from the consumer.

3. Me too Product

This type creates products or services that are similar to successful products on the market.

Three of the scheme are pretty similar to each other with main point of copying the big brand to gain attention from the consumer. Through it, it can be conclude that company can be called me too marketing, if the product, the marketing or the name is similar to the big successful brand. Me too marketing was intentionally created to take advantage or “Free riding” on the already established and known by the society brand. It cost less for their branding, and it beneficial in a way that it positioned themselves in the market. However, instant success comes with greater risk, there’s a tendency for the consumer to have a negative perception towards the brand that Copy-cat or Mimicking other brand to gain their success in such period of time.

1.5.5 Consumer Behaviour

Consumer Behaviour is the activities people undertake when obtaining, consuming and disposing of products and services (Blackwell, 2006). According to Olson, consumer behaviour refers to The dynamic interaction of affect and cognition, behaviour and the environment by which human being conduct th exchange aspects of their lives. According to Solomon, consumer behaviour is a study explaining process of buying, product that is bought and reasons why consumer buying. Consumer behaviour according to wardhana is the process and activity when consumers, individually, in groups, or in organizations, engage in searching for, selecting, purchasing, using, and evaluating products, services, ideas, and experiences to fulfill their needs and desires based on their considerations in making purchasing decisions. In conclusion Consumer behaviour is a study of

consumer in terms of Buying process or purchasing decision and what factors and motivations that intend the consumer in buying process.

According to (Wardhana, 2022), It's Important to understand the aspects of Consumer Behaviour because through it the marketer could understand consumer demand, predicting the succes of a product, knowing the trend of the society, differentiate a consumer, to maintain the loyalty of the regular consumer and creating an effective marketing strategy. By considering those aspects, the marketer could build a better experience for the consumer. There are several factors according to (A, 2019), they are:

1. Internal or psychological factors

Usually in term of buying, Internal factors involved Motivation and perception. Motivation of individual seeks of satisfactions, it's a driving force influencing consumer behaviour. This motivation is there to fulfill biogenic needs and psychogenic needs. As for perception, When individual construct a world-view through their experience and imagination.

2. Social factors

The social factors influencing consumer behaviour are none other than family, reference group and roles and status. Those who surround individuals most of their lives time. Family could influence individual personality, characteristics, attitudes criteria and decision-making process. Reference group also strongly influence a person's attitudes values and behaviour directly and indirectly. Some costumers bought product and brands as a symbol of status and role in the society.

3. Cultural factors

Culture is the most fundamental for a person's wants and behaviour, they shape people's values, perceptions, preferences and behaviour. It's considered as a pattern of consumption and a pattern of decision making.

4. Economic factors

Economic factors play an important role in consumer behaviour, therefore personal income, family income, income expectations, savings, liquid assets of the consumers, consumer credit and other economic factors determine individual buying behaviour.

5. Personal factors

Personal factors include age, occupation, income and life style. Each individual proceeds with different needs and preferences depending on their age, occupation, income and life style.

According to (Olson, 2009), consumer behaviour includes comments from other consumers, advertisements, price information, packaging, product appearance, blogs, and many others. Advertising has a powerful effect on consumer behaviour. It's the power of exposure itself that could process the interpretation of attention and comprehension for consumers. Advertisement plays a role in influencing consumers, to shape perceptions and prime exposure, capture notice, convey meaning, build favorable views, drive intent, encourage purchase behaviors and word-of-mouth. Through it, attention and comprehension itself are heavily influenced by two internal factors:

1. Knowledge structures activated in the exposure situation

Memory plays important role in the knowledge of a consumers, the knowledge, meanings and beliefs will determine how a consumers comprehended the meaning that they are going to produce.

2. The level of consumers involvement

Involvement refers to consumers perception about personal preference for an object or event. Involvement it's a motivational state that drives the consumer behaviour to make decisions.

1.6 Conceptual Operationalization

This study aim to understand the perception of consumer regarding Me too Marketing that is applied by Blue Plate in their Advertising, using Reception analysis as the method to analyse the Advertisement. This study uses three main concept to guide the process of data collection and analysis, that would later be explained each individually in this sub-chapter.

Firstly, the concept of Me too marketing is understood as a marketing strategy in which a brand imitates or adopts certain promotional elements to enhance brand awareness. In this regard, Me too marketing is operationalized through similarities in Visual, and narrative style between Blue plate's sushi advertisement and Philadelphia Bali advertisement. The uses of Philadelphia "*In Bintaro*" phrase, which widely recognized by consumer as "*Philadelphia in Bali*". Consumers reaction that point out that similarity serve as an Indicator, as

well as brand intention to increase brand awareness from big known Sushi brand align with the concept of Me-too Marketing.

The second concept is the concept of audience reception by Stuart Hall. Audience reception can be used to identify what audiences think about media text messages (Sinaga, 2024). In this study, audience reception operationalized as three categories based on decoding and encoding theory:

1. Dominant Positioning: refers to how consumer accept entirely the Blue-Plate marketing
2. Negotiated Positioning: refers to how consumer accept but also criticized the style of advertising in Blue Plate
3. Oppositional Positioning: refers how consumer didn't agree on statement Me too marketing.

1.7 Research Method

1.7.1 Research approach

The research done using Qualitative research approach that explains how empirical phenomena emerge, develop, change and unfold over time (Berends & Deken, 2021). Qualitative provides deeper understanding into phenomena, using experiences, perceptions and behaviour rather than collecting numerical data. The answer would answer how and whys instead of how many or how much, it's an open-ended question (Steven Tenny; Janelle M. Brannan; Grace D. Brannan., 2022).

The research design approach that is use in this study is reception audience analysis. Based on Stuart Hall, Reception audience analysis is

when an individual actively interpreted based on Individual and cultural context. Reception audience analysis assume that there's encoding and decoding. In this case Blue plate would be the one that encodes the messages, they assumed to be the one that shaped the messages (Advertising). Consumer that watched the advertising would be the one that decode the messages, consumer would decode based on their experience and knowledge. Through understanding how consumer decode the messages, the study would

1.7.2 Unit Analysis

Unit Analysis of this study consist of two, The consumer and Advertisement from Blue Plate Sushi. The informants are divided into three categories; Consumer is a person who tried Blue Plate, person who tried Philadelphia Sushi Bali, and those who know nothing at all. Meanwhile, the advertisement is the messages that is publicly displayed to promote Blue Plate Sushi.

1.7.2.1 Advertisement

The advertisement that is used in this study is advertisement by Blue Plate sushi on the first four month of store opening, 8th January 2025 until circa June 2025. With the text of “Philadelphia in Bintaro” as a highlight of the advertisement, following with “by Blue Plate” below the highlighted text. During the four months opening of the Blue Plate store, Blue Plate been using two advertisements with the same design, only the colours that

changed. The mentioned advertisement was becoming the main advertisement to promote Blue Plate, posted every day in Instagram stories of Blue Plate and was put in standing banner Infront of the Blue Plate store.

1.7.2.2 Research Subject

For the Interview, The study aimed on Gen Z aged 19-25 years old that have seen the advertisement from Blue Plate Sushi and Philadelphia Bali. Subjects divided into three catagories: 3 who tried Blue Plate, 3 who tried Philadelphia Sushi Bali, and 3 who haven't tried both of the Brand. Generation Z lives in a digital world and heavily relies on their technological knowledge and social media for information and decision-making when it comes to purchasing (Dadic, 2024). As previously mentioned, Gen Z has tendency to have FOMO especially when it comes to purchasing and trying product that is viral in Social media. According to (Dadic, 2024), They are much less brand loyal, and willing to try something new. They follow and leave reviews about products and services on social media, and based on others' reviews, they decide on purchases (Angie Read, 2018).

1.7.3 Data Collection Method

The data Collection Method would be gained through In-depth Interview with the research subject and Advertisement from Blue Plate. In-depth Interview has a purpose to get detailed information that sheds light on an individual's perspective and the perceived meaning about a particular topic, issue or process (Hogg, Pamela Rutledge, 2020). Furthermore, the

documentation of Blue Plate Advertisement has a purpose for the first step of reception analysis, to determine the preferred reading or dominant reading. Through it, later it can be analysed the understanding of the audience regarding the messages that sent.

The in-depth Interview would be conducted via video conferencing platform. This method allowed the researchers for a more in-depth analysis of why and how participants perception. To ensure a diverse range of perspectives, the researchers conduct a pre-survey to see the brief result on how Me too marketing create such a decision of a consumers. The Interview would be conducted at separate times and individually to avoid groupthink.

Table 5 Informants interview Information

Informant Information	Age	Date	Duration
Snow White	23	8 th December 2025	23 minutes 30 seconds
Cinderella	23	8 th December 2025	36 minutes
Aurora	21	9 th December 2025	17 minutes 45 seconds
Belle	18	8 th December 2025	24 minutes 09 seconds
Jasmine	24	10 th December 2025	19 minutes 15 seconds
Pocahontas	21	9 th December 2025	32 minutes 7 seconds
Mulan	20	8 th December 2025	20 minutes
Aladdin	21	8 th December 2025	23 minutes 35 seconds
Rapunzel	21	8 th December 2025	21 minutes
Merida	21	9 th December 2025	19 minutes 30 seconds
Sherk	22	9 th December 2025	20 minutes

Moana	21	8 th December 2025	20 minutes 1 seconds
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1.7.4 Sources and type of Data

a. Primary

There are two sources of primary data from this study, the first one is collected through an in-depth interview that is done by the researcher. The second one is screenshots of Blue Plate's advertisement that uses Me too Marketing. The data collected through interviews is carried out by the researcher asking a question to the informant and by that, the researcher will get the result of the interview and make the conclusion based on it and secondary data.

b. Secondary

The secondary data in this study is obtained through literature study on written sources such as book, journals, and articles that relevant to the topic of this research. Secondary data also obtained through internet, social media or any other references that are appropriate within this research.

1.7.5 Data Analysis Method

The analysis method that is used for this study is Reception analysis. According to (Laing, 2017), reception analysis approach is where media is negotiated based on Individual experience and their meaning in life, in other words it's subjective based on the individual. Reception analysis uses to understand how different audience interpret and respond to media text. In the

context of this study is Blue Plate Sushi's advertisement. There are three procedure that helped this analysis to work:

1. Defining Preferred reading using Semiotics by Roland Barthes
2. The analysis of Positions using Encoding and Decoding by Stuart Hall
3. The interpretation of reception data.

To understand how the analysis work there are theory that is used within Reception analysis, which is Encoding and Decoding by Stuart Hall and Semiotics by Roland Barthes. Encoding and Decoding Theory explains the messages that is created by producer are messages that is encoded, and messages that is received by the consumer is decoded by the consumer based on their experience. Meanwhile, Semiotics explains what a media text might mean and how meaning is constructed through media. In the area of decoding the messages, Stuart Hall explains that audience members adopt one of the following three positions when they decode the text:

1. Dominant, or Preferred Reading, it's when the producer assumes that consumer would will see the messages are clear and according to what the producer wants.
2. Oppositional Reading, it's when the consumer create their own meaning and creates their own meaning for the text that could be different with what the producer intended to say.

3. Negotiated Reading, a compromise between the dominant and oppositional readings, where the audience accepts parts of the producer's views, but has their own views on parts as well.

Semiotics plays a role in Determining preferred reading for the researcher, as for Encoding and Decoding Theory play a role in Reception analysis to help create a grouping in which position the audience receive after reading the messages, through this it can be analysed why it create such a gap. Connecting with this study, Reception analysis approach would help the researcher understand which type of position that the consumer of Blue Plate has and understanding it through the theories used in the Study.

1.7.6 Goodness Criteria

There are Four criteria that could an evaluation for Qualitative research focusing on the dependability, consistency, and reliability by (Guba, Egon. Lincoln, 1985):

a. Trust (Credibility)

Involve around establishing the truth of the findings and ensure they are accurate based on true phenomenon. By this researcher would input every information regarding the source of the data; such as interview result and informants on the attachment pages later. All the efforts are proven to maintain the credibility of the research.

b. Reliability (Dependability)

It refers to the consistency and stability regarding the findings over time. The researcher can enhance this point by maintaining detailed

information regarding the research process; such documents of the record interview, questions that is asked during the interview and the coding documents of the interview with each participants later on.

c. Validity (Confirmability)

Confirmability has the relation with objectivity and neutrality. Making sure that the findings are not influenced by the subjectivity and bias by the researcher. To prove this the reseacher employed a case analysis that involve examining the data regarding Similar advertising affecting consumer buying motivations.

d. Transferability

It evaluates how well the result are transferable to different situation. In addition, the researcher needs to give a detailed explanation of the research context and enable the reader to draw their own conclusion to their own circumstances. In that regard, The author is able to provide a conclusion at the end of the chapter to provide a brief and clear explanation of the research context in this study.