

ABSTRACT

Customer Path is the phenomenon of consumer behavior in Indonesia during the year 2014 connectivity has changed. Each individual has to connect with one another so that the purchase behavior of individually purchasing decision turned into purchase decisions together his community good friends or families. The existence of such phenomena make Hermawan Kartajaya as a marketing expert, precipitating the latest path i.e. customer customer path 5A which consisted of Aware, Appeal, Ask, Act, and Advocate, pictured with the knowledge, interest, asks, buy, and recommend. This research has a goal that is applying the customer path 5A from WOW Marketing for knowing Customer Path 5A on Instagram Tcash.

In the world of marketing, WOM (Worth of Mouth) very accurate and more relevant in the assessment of customer satisfaction. (Kotler & Keller (2007)). The purpose of this research is to know the stages of the consumer in using the branding activities Tcash carried out Tcash via Instagram. This study uses Qualitative Methods, Constructivism, and Grounded Theory Methods in conducting depth interviews. From the results of this study it was concluded that the presence of connectivity affects followers account Instagram Tcash to decide the purchase product purchase decisions so that any Tcash is the result of a decision of purchase together with others who recommend products Tcash.

Keyword: Customer Path 5A, Aware, Appeal, Ask, Act, Advocate, Tcash, WOM (Worth Of Mouth)