

ABSTRACT

THE INFLUENCE OF BRAND AWARENESS, BRAND ASSOCIATION AND PACKAGE INNOVATION OF CLEAR SHAMPOO ON BUYING INTENTION

By

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According to the survey of Top Brand Index of shampoo in Indonesia, CLEAR occupied the second position in 2010 and increased in 2011. CLEAR always do the package innovation in order to be competitive in market. This research aims at examining the power affect of brand awareness, brand association and package innovation on buying intention.

The type of this research is explanatory. This research uses convenience sampling technique and questionnaire to collect 100 respondents who stay in the boarding house in kampung baru village. The data is analyzed by using multiple linier regression and classic assumption test. The result of this research shows that brand awareness, brand association and package innovation simultantly influenced the buying intention. In other side partially only package innovation which significantly influence the buying intention. The practice implication is the company of CLEAR shampoo must be always maintaine and developpe the package innovation.

Key words: buying intention, brand awareness, brand association, and package innovation