

ABSTRACT

INFLUENCE OF ATTITUDE AND BRAND EXTENSION ON CONSUMER BEHAVIOR (Study Case of Faculty Economic Student University of Lampung on Pond's Beauty Product)

By

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Some facial beauty products have emerged with the times as necessary. Consumers will start seeing a brand which can meet the needs and will choose the product that can truly benefit. One of facial beauty products which is very interested by consumer are pond's. Pond's has issued some kinds of variance that adjusted for age, usability, and how its different working for consumers. Problems in this study is whether the brand extension is performed by the Pond's and attitudes of consumers to influence consumer behavior to make a purchase. This study aims to determine the effect of brand extension and consumer behavior to make purchases of products Pond's, so that the company can apply the right marketing strategy.

The data obtained from questionnaires use purposive sampling method to the 94 respondents pond's facial beauty product users, in the Faculty of Economics University of Lampung. The analysis tools are Multiple Linear Regression in which the variable x (attitudes and brand extension) plays a role in influencing each additional variable y (consumer behavior) of 34.8% and multiple linear regression calculation results show the level of significance on each variable for 0.000 which means the value is smaller than 0.05, which means that the hypothesis in this study accepted, ie there is a positive relationship between brand extension attitude and consumer behavior, so it can be concluded that the H_a received and H_o rejected.

Advice given was the company should continue to innovate, to actively campaign through advertisements and slogans that attract and enhance publicity through the activities or certain events to improve the quality in every product variant. This is conducted to consumers, so they will buy pond's product besaids deriving more understanding to consumer behavior, consumer emotions, maintain consumer confidence and increase the involvement of someone in the purchasing situation.