

ABSTRACT

NOVARO WAHYU RAMADHAN, 10822823

The Effect of Brand Awareness on Purchasing Decisions for Thanksinsomnia Products

Keywords: Brand Awareness, Purchase Decision, Thanksinsomnia

(xiv+76+Attachments)

This study aims to analyze the effect of brand awareness on purchasing decisions, especially on Thanksinsomnia products. Using a quantitative approach with the SOR (stimulus organism response) theory, this study involved 100 respondents selected by purposive sampling from consumers of the brand. The results of the analysis show that brand awareness has a strong impact or if percented by 83.1%. While the remaining 26.9% is influenced by other factors outside this study. This means that brand awareness has a strong and positive effect on purchasing decisions for Thanksinsomnia products. This means that the level of brand awareness (the level of strength of a brand to be recognized compared to other brands) is able to cause the act of purchasing Thanksinsomnia products. It is recommended that the Thanksinsomnia brand focus on increasing brand awareness by increasing creative and interactive campaigns, because in this study brand awareness is a significant factor in influencing consumer purchasing decisions.

Bibliography (2017-2024)