

## ABSTRACT

*Nowadays, competition in the product industry is increasingly fierce in national and international markets. One of the industries that face challenges in the tight competition in the market is the fashion industry, such as clothing and footwear. Vans shoes are one of the shoe brands that is experiencing fierce competition, both in Indonesia and in the world. Revenue growth from Vans experienced a significant decline in 2021, even under 0%. When compared with three of its competitors' brands, Vans only occupies the third position, and only one brand has revenue growth above 0%.*

*This study aims to analyze the effect of brand awareness on purchase intention with fashion consciousness and self-image congruence as a intervening variable on vans shoe products. The population in this study were residents of Semarang City. The number of samples in this study was 154 respondents. In this study, the method used is Structural Equation Model (SEM) with the tools used is AMOS 25.0.*

*The results of this study are brand awareness has a positive and significant effect on fashion consciousness, brand awareness has a positive and significant effect on self-image congruence, fashion consciousness has a positive and significant effect on self-image congruence, fashion consciousness has a positive and significant effect on purchase intention, and self-image congruence has a positive and significant effect on purchase intention.*

*Keywords: Brand Awareness, Fashion Consciousness, Self-image Congruence, Purchase Intention*