

ABSTRACT

This research is purpose to find out whether the package design of product and advertising appeal affect on brand awareness and then the effect to consumer willingness to buy sweetened condensed milk Frisian Flag. The population in this research is refers to the entire community in the city of Semarang, amounting to 1,553,778 million people. Samples taken as many as 96 respondents using purposive sampling technique.

This research is using one variable intervening within, which is brand awareness as variable mediator to consumer willingnes, so that there is two results of regression equation. obtained the following regression equation: $Y1 = 0,539 X1 + 0,180 X2$ dan $Y2 = 0,555 Y1$. Based on statistical data analysis, the indicators in this research are valid and reliable. In testing the assumption of classical, model-free regression multikolonierity, heteroscedasticity does not happen, and normally distributed. The most influential variable in this research is the variable package design of product and then advertising appeal.

With much better package design and more attractively advertising appeal to the consumen is one of the effort that Frisian Flag must to do. In this case is to improve cunsumer brand awareness which later can increase consumer willingness to buy sweetened condensed milk Frisian Flag.

Keywords : package design of product, advertising appeal, brand awareness, consumer willingness.