

ABSTRACT

One of the most well-known trademarks in the household appliance sector is Tupperware. Tupperware is one of the world's leading companies in the field of high-quality plastic containers for storage and presentation and has provided breakthrough product innovations to its users. The combination of innovative products and attractive marketing has made Tupperware a world-leading company. Tupperware products have high standards, innovative designs, high quality raw materials, and detailed production processes as well as a lifetime warranty. Tupperware creates a wide variety of product variants for various situations and for anyone that is in great demand by consumers. Although consumers have a positive perception of the Tupperware brand, it does not mean that consumers will always choose to buy products from Tupperware. So that high brand image and awareness alone may not necessarily influence the purchasing decisions of Tupperware consumers. Not only that, the results of previous studies state that brand image and brand awareness have no significant effect on consumer purchasing decisions. Due to the phenomena and differences in the results of previous studies, a study was conducted with the aim of confirming the influence of brand image and brand awareness on consumer purchasing decisions that have not been consistent.

Research data obtained through a questionnaire using a google form. The respondents are Tupperware Semarang consumers who have purchased Tupperware products at least 18 years old and domiciled in Semarang. The research data obtained were 103 respondents and then the data were analyzed using the SPSS ver 26.0 analysis tool.

The results of this study indicate that brand image has a significant positive effect on consumer purchasing decisions, brand awareness has a significant positive effect on consumer purchasing decisions, and brand image and brand awareness stimulants have a significant positive effect on consumer purchasing decisions.

Keywords: Brand Image, Brand Awareness, Consumer Purchase Decision