ABSTRACT

Business competition in fast moving consumer goods (FMCG) products in Indonesia has increased due to industry growth in this sector. Companies must create new marketing strategies to maintain and gather a wider market share. The purpose of this study is to analise the effects of brand equity, price, and brand proliferation on new product performance of FMCG products through product trial.

The population in this study were consumers of FMCG product domiciled in Indonesia. The number of samples used was 113 people who were selected using purposive sampling through a questionnaire. Data obtained from questionnaires was processed and analyzed using the SPSS 26 program.

The results of this study showed that brand equity had a positive and significant effect on new product performance, product quality had a positive and significant effect on new product performance, brand proliferation had a positive and significant effect on new product performance. The results of the PROCESS analysis also show mediating effects that occur between brand equity, price, and brand proliferation on new product performance through product trial. These results also show that brand equity, price, and brand proliferation can be used to predict new product performance in the FMCG industry in Indonesia.

Keywords: Brand equity, price, brand proliferation, product trial, new product performance