

ANALYSIS OF BRAND AWARENESS BRAND FOR MICELLAR CLEANSING WATER IN BANDAR LAMPUNG

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Abstract

The purpose of this study was to determine the Analysis of Brand Awareness for micellar cleanser water in Bandar Lampung. The population in this study was women who used make-up routinely and had oily skin types. There were 120 female respondents and then the data were analyzed descriptively. The result of this found that the first Top of Mind stated Garnier micellar cleanser water products, Brand Recall stated Wardah micellar cleansing water products, Brand Recognition stated knowing the product through television broadcasts and Unaware of Brand respondents had known about the existence of the micellar cleansing water brand.

Keywords: Brand Awareness, Top of Mind, Brand Recall, Brand Recognition and Unaware of a Brand