ABSTRACT
The Correlation of Advertising Image, Brand Image, and Brand Personality’s Bath Soap

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In practice, advertising was popular way to communicate between company and consumer to introduce their brand. Company created a fantastic images in rich color and textures, an interesting message, and also taken a beautiful women to endorse brand. The personification of brand had happened frequently since celebrities started to endorse brands through advertising. Advertising image directly affected to brand image. Consumer’s perception would be influence by advertising image. The use of famous people and their personalities helps marketers position their brands in the mind of consumer and felt brands close to them. So, theory of brand personality can be applied in nowadays. Brand personality could be defined as the set of human characteristic associated with brand. The aim of this research were to analyze consumer’s characteristic, to analyze advertising awareness Lux in the mind of consumer, to analyze consumer’s perception of Lux, to analyze the brand personality of Lux, and to formulate managerial implication from this research. There are 175 respondents who lived in Bogor were involved in this research. Descriptive Analysis, CHAID Analysis, and SEM analysis were used to analyzed the data. The result showed that advertising image had correlation to brand image and brand image had more correlation to brand personality Lux. SEM analysis showed that brand personality of Lux were smart, sucess, and dinamic.

Key Words: Advertising Image, Brand Image, Brand Personality, Advertising, SEM, CHAID