



# EKONOMI dan BISNIS

## PROFIL DAN SIKAP KONSUMEN AKHIR DALAM MEMUTUSKAN PEMBELIAN AIR MINERAL AQUASE

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### ABSTRACT

*Branding is extremely important for water. On the surface, water doesn't seem very exciting but bottle and brand it and the stake change considerably. While Indonesia has always had to deal with water scarcity, hundreds of bottled waters will engage in a battle for brand supremacy, or more accurately, brand survival. The paper examines a product of drinking water, Aquase, which faces unique challenges when branding is extremely important for water. If that so, understanding the consumer behavior decision on choosing a product of drinking water is crucial information on designing communication messages that reflects the brand's unique value for specific audiences.*

**Kata-kata kunci: consumers' behaviour, consumer profile, decision making**

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