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**EXPLORING BRAND AWARENESS OF LESTELLO GLUTEN-FREE
PRODUCTS AMONG GEN Z AND MILLENNIALS: INSIGHTS FROM
HEALTH-CONSCIOUS CONSUMERS**

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STATEMENT BY AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

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Amid the growing popularity of gluten-free, this study investigates how brand awareness of Lestello gluten-free products is shaped among Generation Z and Millennials. This study explores the brand awareness of Lestello gluten-free products among Generation Z and Millennials, focusing on the influence of market insights, unconventional ingredients, sensory qualities, and gluten-free labelling. With the rising demand for gluten-free options among both individuals and groups of health-conscious consumers, this research investigates how Lestello products are perceived in terms of taste, texture, labeling clarity, and innovation. Using a quantitative method and data from 250 respondents, the study reveals that all four independent variables have a significant and positive impact on brand awareness. Among these, gluten-free labeling showed the strongest influence. The findings provide important insights for manufacturers to refine their product development, particularly in Indonesia's emerging health-conscious consumers.

Keywords: brand awareness, gluten-free, Gen Z, Millennials, health-conscious, Lestello, sensory qualities, unconventional ingredients

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DEDICATION

This thesis is wholeheartedly dedicated to my beloved parents, who have been my pillars of strength and endless support throughout this academic journey. Thank you for your unwavering love, patience, and encouragement. To my lecturers and academic mentors who have guided me with wisdom, and to my dearest friends who stood by me during the ups and downs. I share this accomplishment for everyone.



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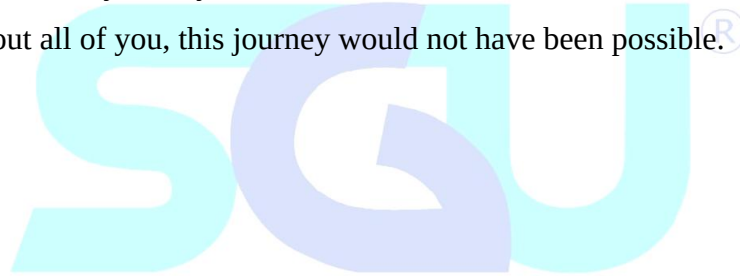


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