Children Response to Co Branded Products
(Survey on Bandar Lampung McDonald`s Happy Meal Buyer)

Dorothy Rouly Haratua Pandjaitan (dorothy_rouly@yahoo.com)

Faculty of Economics dan Business

Lampung University

Abstract

Dorothy Rouly Haratua Pandjaitan, "**Children Respone to CoBranded Products** (Survey on Bandar Lampung McDonald's Happy Meal Buyer)"

Purpose – The purpose of this study is to represent the empirical studies of co-branding strategy whose target is children. Another purpose of this studies is to analyze the potential of cobranded strategy and the implication on both brand owner.

Methodology – The method that used to gather the information for this research is loyalty-based survey on the parent of children that buying Mc Donald`s Happy Meal and will be used to represent children`s behavior towards product quality, consumer satisfactory, and loyalty on McDonald and Disney *co branded* products.

Findings – The findings confirmed that, the Co-Branding strategy of McDonald and Disney have a positive and significance influence on both brand, either from consumer satisfactory point of view or from consumer loyalty point of view. Based on theoretical view, children can evaluate two different brand simultaneously even when they using product of only one brand only.

Limitation – The main limitation of this study is the sample were taken from just one region only and only tested without considering other variable beside product quality, consumer satisfaction and cosumer loyalty. Advanced study is required for further comprehend of childred based marketing concept.

Practical Implication – From this study can be concluded that, a product marketing strategy with children as the target can be widely expanded if the brand owner willing to cooperate with another brand owner in CoBranding strategy.

Implikasi Sosial – In this study there is finding that parents ought to have concerned in choicing *co-branded* product that will not cause harm to the children`s health, because basicly all children enjoying fastfood product only based on the taste and the souvenir they got form the package. Based on that matters the fastfood should have evaluate their strategy that they use and the product they sell so the parents can still feel safe when their children consuming fastfood product.

Keyword: Co-Branding, Product Quality, Consumer Satisfaction, Consumer Loyalty

BACKGROUND

Business rivalry nowadays is takn whole diferent level so every company getting harder to develop. To be able to compete in the global market, every company were forced to be creative in brand designing to distinguish their product from rivals. According to Surachman (2008 hal 14), brand is name or symbol that made to differ one product to another product. In 2006, whole product brand that marketed with child target have 400 billion US$ global value (The Economist, cited in Charry and Demoulin, 2014). Because of that value, marketers were inspired to make children as potential market target (Goldberg et al., cited in Charry and Demoulin, 2014). This also inspired researcher to make research about children response on facing marketing strategy. One of strategy that sometime slip form researcher attention is C*o-Branding*.

According Ji (cited in Charry and Demoulin, 2014), can be said that children have a great potential to be teached into loyal consumer to many brand in the future. The key is to make strong connection between brand image and children`s needs. A product that already wellknown by society and correlate with children buying intention is fast food. The fastfood industry is a potential industry with a tempting business opportunity.

The purpose of co branding is to generating new, different product, and to attract consumer to buy the product. Kotler (2010 p 322), defines co branding as two or more already known brand, combined and offered hoping to attract new consumer and stimulate buying intention. Co branding strategy that been done by McDonald restaurant chain is cooperate with Walt Disney so they manage to produce McDonald`s Disney Happy Meal, which is one of fastfood menu that gives off souvenir in form of Disney character toy to fulfill children consumer satisfaction.

The co branding method that being done by McDonald have purpose to drive the buying intention so the child`s parent will do the repurchase. Co-Branding can increase the sales area from only just one or two market to more vast market (Keller, 2008 p361). Co-Branding can be used too as a potential method to studying consumer behavior and how company strategy in approaching them.

Indonesian McDonald`s is one of fastfood franchise that widely known in Indonesia and their Happy Meal menu has been achieve second position in Indonesian Top Brand Index 2016 for retail category, as seen in the table below.

BRAND	TBI	TOP
KFC (Kentucky Fried Chicken)	56.1%	TOP
MC Donald's	23.6%	TOP
Hoka Hoka Bento	5.5%	
A&W	3.5%	
CFC (California Fried Chicken)	2.8%	

Based on the description above, researcher inspired to conduct further study about McDonald and Disney co branding strategy and its influence on consumer loyalty. The purpose of this research is :

1. Describing the consumer response on McDonald-Disney Happy Meal product quality.

2. Describing the consumer satisfaction on McDonald-Disney Happy Meal product.

3. Describing the product quality and consumer satisfaction on consumer loyalty of McDonald-Disney Happy Meal product.

CONCEPTUAL BACKGROUND

A. Marketing Strategy

Marketing is one of vital aspects that conducted by company to fulfill the needs of customers and in the end to ensure profit for the company. According to Kotler and Amstrong (2012 p5), marketing is a process where the company creating value to customers and build strong relationship with them so the company will gain profit. Cravens and Piercy (2009 p13), describes that marketing strategy is a process of developing the market driven strategy, concerning on change in business environment and needs to offer superior customer value. Marketing connecting organization with environment and marketing perspective as business responsibility of business process as a whole. The strategy that use by the company in marketing their product usually through Strategic Brand Management. According to Cravens and Piercy (2009 p296), strategic brand management is related to the overall business, including suppliers, manufacturers, wholesalers, distributors and retailers. According to Cravens and Piercy (2009 p310), strategic brand management can be done with a variety of strategies, include :

1. Line extension
2. Vertical Brand Stretching
3. Brand extension
4. Co-Branding
5. Licensing

B. Co Branding

According to Keller (2008 p361), co branding can increase the company sales through existing target markets and gaining opportunities for new consumers and new networks. Co-branding also has a learning value about consumers and how other companies approach the consumer. According to Rangkuti (2009 p12), co-branding occurs when two or more well-known brands combined in one brand. According Rangkuti (2009 p12), the purpose of co branding is that one brands reinforce the other brands so together they can attract the interest of consumers. When co branding product is carried in one packaged form, then each brand has the opportunity to reach the new customers by associating it with other brands. According to Keller (2008 p292), consumers can evaluate the Co-Branding products power from :

1. Adequate Brand Awareness

   According to Keller (2008), adequate brand awareness is the consumer capability to recognize or to remember a brand is part of certain product group.
2. Brand is Sufficiently Strong

   Both brand that use cobranding strategy must have strong image in consumer`s perception.
3. Favorable

   The consumer must have favorable tendencies on co-branded product that they use.
4. Unique association

   According to Keller (2008), unique association is how far the consumer can evaluate the brand was unique and better than other brand.
5. Positive consumer judgment

   According to Keller (2008), positive consumer judgment focused on perception and consumer private evaluation on brand based on the brand image and quality.
6. Positive consumer feelings

According to Keller (2008), oositive consumer feelings is consumer emotional response towards brand. The response comes in the form of warmth feeling, fun, comfort, delight, safe, close and self respect.

C. Brand Image

Brand image is a representation of the overall perception of the brand and is formed of information and past experience to the brand. The image of the brand associated with the beliefs and attitudes towards a brand preference. Consumers who have a positive image of a brand, would be more likely to make a purchase (Setiadi, cited in Wulandari 2016 page 30). Kotler (cited in Wulandari 2016 page 30), defines brand image as a set of beliefs, ideas and impressions owned a to a brand. The right attitude and actions of consumers towards a brand is very determined by the brand image as the mainrequirement of a strong brand. Durianto and Sitinjak (2004) stated that brand image is the brand association interconnected and lead to a series in consumer memory.

Consumers are accustomed to using a particular brand tend to have the consistency of the brand image. Brand image related to the association with the brand because when the impressions that come to mind brand consumers have increased due to the increasing number of consumer experience in consuming or buying the brand. Consumers often buy brand products are famous because they feel more comfortable with things that are already known, the assumption that the famous brand more reliable, always available and easily searchable, quality is not in doubt, it can meet your satisfaction and needs of consumers, so that better known brands often have more customers than the unknown brand (Aaker, cited in Wulandari 2016 page 31).

D. Loyalitas

Kotler and Keller (2009 p288), said long-term success of a brand is not based on the number of consumers that only make one purchase, but based on the number of consumers who make repurchase action. In this case it can be concluded that a loyal customer is not measured by how much they bought, but from the intensity of the repurchases they made, including recommend others to buy. According to Elbert and Griffin (2009 p129), loyalty refers to a form of decision-making to make continued purchases constantly on the goods or services of a company that is selected by consumers.

Consumers have become loyal is usually caused by the packages offered by the company as products, services, and prices that can fulfill their needs. According to Elbert and Griffin (2009 p31), loyal customers is a person who :

1. Doing regular repurchasing.

   It means consumers who have purchased a product twice or more. They are a purchaser on the same product twice, or buy two different kinds of products in two occasions.

   2. Buy interline products and services.

   That is to buy all the goods or services offered and they needed it. They buy regularly, and the relationship with types of consumers is already strong and long lasting, which makes them not affected by competitors' products.

   3. Recommend the product to others.

   The consumer encourage their friends and relatives in order to buy goods or services, so they indirectly have been doing marketing for the company and bring consumers to the company.

   4. Shows immune to the competitor

   They are not easily affected by the competing products or other similar services.

E. Correlation between cobranded products and children

According to Charry and Demoulin (2014 p4), for companies using strategies co branding basically develop their markets by means of conquering new target market, and only a handful of studies which discusses the response of childrens in the face of the marketing and its consequences on them. According to Achenreiner and John (cited in Charry and Demoulin, 2014), knowledge of the childrens to a brand is closely associated with their increasing age. Along with their growth, childrens gets greater opportunity interact with more type of brand (Ji, 2008 cited in Charry and Demoulin, 2014). According to McNeal (cited in Charry and Demoulin, 2014), childrens willingness to spend more time in the store such as restaurants, toy stores and malls, became a source of initial information for children to shape their behavior towards the brand. In addition, their parents and the media become another source of information that is relevant to form their behavior and eventually formed the interpretation of the brand in the community (Goldberg et al., 2003; Roberts and Pettigrew, 2013 cited in Charry and Demoulin, 2014).

Based on the theory set forth above, at the age of seven to eleven years old childrens begins to show a personal interest in the brand. At this age, children`s abstract thinking patterns begin to form and encourage them to use the concept of non – observable behaviour (eg feel great or coolness) or because the use of a type of product (Roedder and Sujan, 1990 cited Charry and Demoulin, 2014). Currently the brand also represents a symbol that can be understood by the children of the spesific age group. The brand influencing the perception of childrens and their purchasing decisions or interest (Goldberg et al., 2003 and Nairn et al., 2008 cited in Charry and Demoulin, 2014). Based on theory above, the researcher can established a theoretical framework that can be seen in the following figure.
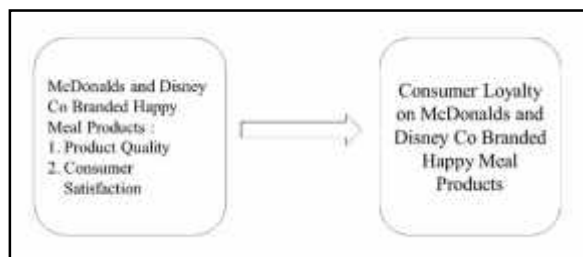
METODE PENELITIAN

This journal studying about the influence of product quality and consumer satisfaction on consumer loyalty of McDonald`s Happy Meal products. This research object that used as independent variables is co branded product quality (X_1) and consumer satisfaction (X_2). The research object that used as dependent variable is consumer loyalty (Y). The parent usually represent their children normally in every buying decision, so the sample in this research is the parents of the children that buying Happy Meal menu at Bandar Lampung McDonald`s restaurant. The research methods that used in this study is cross sectional method, because this research is doing less in a year. According to Malhotra`s theory (cited in Nurpriyanti and Hurriyati, 2016), cross sectional method is an information gathering method from the research subject that only do once in one time period in one activity.

Based on descriptive and verificative research design that execute through data gathering, the method tahat will be used in this study is explanatory survey that used to describing correlation over variables through hypothesis evaluation. The data was gathered at fastfood chain restaurant McDonald in Bandar Lampung.

The population in this research is entire Bandar Lampung McDonald`s customer that bring along their childred to dine in the restaurant. Through the simple random sampling method and slovin calculation, the sample number that must be used in this research is 100 respondent to ensure this research is more representative. The data that already gathered will be evaluate the reliability and the validity first then the hyphotesis will be evaluate using linier regression analysis. The hypothesis that developed based on this journal are :

H1 : The product quality variable is predicted have significant influence on McDonald`s Happy Meal consumer satisfaction.

H2 : The product quality variable is predicted have significant influence on McDonald`s Happy Meal consumer loyalty.

H3 : The consumer satisfaction variable is predicted have significant influence on McDonald`s Happy Meal consumer loyalty.

H4 : The product quality variable and consumer satisfaction is predicted have significant influence on McDonald`s Happy Meal consumer loyalty.

RESULT

Survey Analysis Part 1 : Respondent Characteristics

- Age

Statement	Respondent
21 - 30 years old	45
31 - 40 years old	11
41 - 50 years old	18
51 - 60 years old	26
61 - 70 years old	0

Based on the survey data, the respondent dominant age group is 21 to 30 years old.

- Job

Statement	Respondent
Housewives	38
Employee	13
Goverment Staff	24
Entrepreneur	25

Based on the survey data, the respondent dominant job is housewives.

- Income

Statement	Respondent
1.000.000 - 3.000.000	41
4.000.000 - 6.000.000	29
> 6.000.000	30
Total	100

Based on the survey data, ther respondent dominant monthly income are between 1.000.000 IDR to 3.000.000 IDR.

- Source of Information

Statement	Respondent
Recommendation	49
Electronic Media	51
Press	0

Based on the survey data, the respondent dominant source of information on the co branded product is electronic media (51%), such as television ads and internet ads.

- Buying Intencity

Statement	Respondent
1x	46
2x	54
3x	0

Based on survey data, respondent dominant buying intencity is twice per month (54%).

Survey Analysis Part 2: Evaluation on Product Quality Score

No	Alternative Scale	Total
1.	Highly Agreed	119
2.	Agreed	260
3.	Neutral	136
4.	Disagreed	70
5.	Highly Disagreed	15

The table and diagram above shows that most of the respondent (43%) agreed that McDonalds and Disney Co Branded products is a product with good quality so they believe to always purchase it in every time they visiting Bandar Lampung McDonald`s restaurant.

Survey Analysis Part 3: Evaluation on Consumer Satisfaction Score

No	Alternative Scale	Total
1.	Highly Agreed	93
2.	Agreed	201
3.	Neutral	104
4.	Disagreed	82
5.	Highly Disagreed	20

Sebaran Skor Respon Terhadap Kepuasan Pelanggan

Table and diagram above shows that most of the respondent (40%) agreed that they feel satisfied on McDonalds and Disney Co-Branded Happy Meal product in every time they buy it in Bandar Lampung McDonald`s restaurant.

Survey Analysis Part 4: Consumer Loyalty Score Evaluation

No	Alternative Scale	Total
1.	Highly Agree	25
2.	Agree	114
3.	Neutral	111
4.	Disagree	32
5.	Highly Disagree	18

Sebaran Skor Respon Terhadap Loyalitas Pelanggan

Table and diagram above shows that most of the respondent states agree (38%). This statement indicates that consumer loyalty on McDonalds and Disney Co-Branded is high because there is a lot of customer from children group age that always ordering Happy Meal menu in everytime they visiting Bandar Lampung McDonald`s restaurant.

Survey Analysis Part 5 : Validity and Reability

No	Indicator	Significance r score	R score	Result
1	Product Quality	0,1663	0,741	Valid
2	Consumer Satisfaction	0,1663	0,728	Valid
3	Consumer Loyalty	0,1663	0,908	Valid

Variable	Cronbach Alpha	Total Question
Product Quality	0,913	6
Consumer Satisfaction	0,922	5
Consumer Loyalty	0,895	3

Based on validity test that brought using SPSS 22 for window, the r score for each indicator is bigger than significance r (0.1663). According to those statement the 14 tested indicator is categorized as valid. Based on table above tabel can be seen that cronbach alpha's score for product quality is 0,913, cronbach alpha's score for consumer satisfactory is 0,922 and cronbach alpha's score for consumer loyalty is 0,895. From the table above, all variable cronbach alpha's score is bigger than 0,6, so all instrument that is used in this research is reliable.

Survey Analysis Part 6: Hypotesis Evaluation

A. Correlation Between Product Quality Variable and Consumer Satisfaction Variable

ANOVA					
	df	SS	MS	F	Significance F
Regressio	1	1696,734	1696,734	347,854	5,2184E-34
Residual	98	478,0163	4,877717		
Total	99	2174,75			

	Coefficients	Standard Error	t Stat	P-value
Intercept	-0,530766625	0,99950193	-0,53103	0,596599
X Variable 1	0,827150438	0,044349219	18,65085	5,22E-34

$$X_2 = -0,5308 + 0,8272X_1$$

Based on the regression coefficient attribute, the product quality can positively influence the McDonald`s – Disney consumer satisfaction. Based on the F score (347,854) that bigger than significance F score (5,2184 x $10^{-34}$), shows that independent variable have a positive influence on McDonald`s – Disney consumer satisfaction variable.

B. Correlation Between Product Quality variable and consumer satisfaction variable

	df	SS	MS	F	Significance F
Regression	1	427,7227078	427,7227	147,5335	2,9352E-21
Residual	98	284,1172922	2,899156		
Total	99	711,84			

	Coefficients	Standard Error	t Stat	P-value
Intercept	0,83177148	0,770568257	1,079426	0,283047
X Variable 1	0,415297021	0,03419113	12,14634	2,94E-21

$$Y = 0,8318 + 0,4153X_1$$

Based on the regression coefficient attribute, the product quality can positively influence the McDonald`s – Disney consumer loyalty. Based on the F score (147,534) that bigger than Significance F score (2,9352 x $10^{-21}$), shows that independent variable have a positive influence on McDonald`s – Disney consumer loyalty variable.

C. Correlation Between consumer satisfaction variable and consumer loyalty variable

	df	SS	MS	F	Significance F
Regression	1	350,926295	350,9263	95,28809	3,98539E-16
Residual	98	360,913705	3,682793		
Total	99	711,84			

	Coefficients	Standard Error	t Stat	P-value
Intercept	2,869971261	0,751245857	3,820282	0,000234
X Variable 1	0,401701345	0,04115134	9,761562	3,99E-16

$$Y = 2,8699 + 0,4017X_2$$

Based on the regression coefficient attribute, the consumer satisfaction can positively influence the McDonald`s – Disney consumer loyalty. Based on the F score (95,288) that bigger than Significance F score (3,9854 x $10^{-16}$), shows that independent variable have a significantly positive influence on McDonald`s – Disney consumer loyalty variable.

D. Correlation Between Product Quality, Consumer Satisfaction and Consumer Loyalty Variable

ANOVA					
	df	SS	MS	F	Significance F
Regression	2	428,7079106	214,354	73,43687	3,81E-20
Residual	97	283,1320894	2,918888		
Total	99	711,84			

	Coefficients	Standard Error	t Stat	P-value
Intercept	0,855867486	0,774297649	1,105347	0,271743
X Variable 1	0,377745636	0,073176167	5,16214	1,3E-06
X Variable 2	0,045398495	0,078142504	0,580971	0,562608

$$Y = 0,8559 + 0,3777X_1 + 0,4539X_2$$

Based on the regression coefficient attribute, the product quality and consumer satisfaction can positively influence the McDonald`s – Disney consumer loyalty. Based on the F score (73,4367) that bigger than Significance F score (3,81 x $10^{-20}$), shows both independent variables simultaneously have significantly positive influence on McDonald`s – Disney consumer loyalty variable.

The Survey Analysis Part 7: Evaluation on Consumer Loyalty Regression Model

To evaluate the model robustness can be used evaluation method with three basic criteria :

1) Statistical Criteria

Based on regression coefficient prediction (Statistics Regression Tabel) the *R Square value* (R^2) is 0,6023 which indicates that consumer loyalty on McDonalds Disney co-branded product 60,23% can be represent by variables that included in the model model sebesar and 39,77% can be represent by other variables that does not included in the prediction model. The 0,594 *Adjusted R Square* score can describe the correlation between the consumer loyalty and the variables that include is positive. The 1,7085 standard error score is the value that shows the bias possibility of bias value of the whole prediction model.

| Regression Statistics	
Multiple R	0,776049734
R Square	0,60225319
Adjusted R Square	0,594052225
Standard Error	1,708475203
Observations	100

2) Econometry Criteria

Asumptions requirement that must be filled in econometry evaluation is :

- Normality

The normalitay evaluation consumer loyalty model function on McDonalds - Disney co-branded product can be seen on picture below.
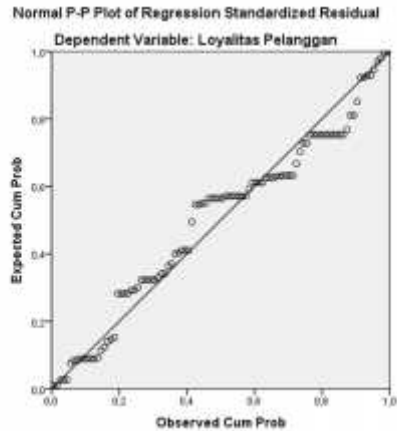
Based on picture above the plot is scattered around the diagonal axis. Henceforth, the linier regression model is can be used as McDonald`s – Disney consumer loyalty prediction function based on the independent variables input.

- Homoskedatisity

The scatterplot chart for consumer loyalty model function on McDonalds - Disney co-branded product can be seen on picture below.
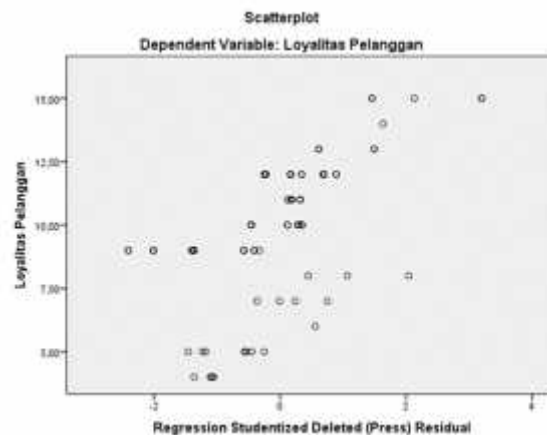
Based on the picture above, can be seen the plot is scattered but does not form any pattern. Accord to that, the linier model does not fulfill the heteroskedastisity requirement, so the linier regression model is can be used as McDonald`s – Disney consumer loyalty prediction function based on the independent variables input.

- Multicoliniearity

The multicoliniearity evaluation can be seen through VIF score. If the score value is aroung the score 1, so the function model is multicollinearity free. The VIF score for the variables can be seen in the table below.

Variable	VIF Score
Product Quality	4,550
Consumer Satisfaction	4,550

Based on score input, very variable does not have score around 1. Henceforth, the linier regression model is can not be used as McDonald`s – Disney consumer loyalty prediction function.

- Autocorrelation

Durbin-Watson score for McDonalds Happy Meal is 1,597. Score of 1,597 is include in between -2 to +2 score which mean it doesn`t have autocorrelation attribute. Because there isn`t any autocorrelation attribute so the linier regression model is can be used as McDonald`s – Disney consumer loyalty prediction function based on the independent variables input.

3) Economical Criteria

McDonald - Disney product quality variable have positive attribute, it shows that if McDonald and Disney enhancing their cobranded product quality, so their consumer`s loyalty will increase. The attribute mark of consumer satisfaction is positive, it shows that if the level of satisfactory the customer get, so their consumer`s loyalty will increase.

Based on all evaluation criteria above, the regression model that shown can be use is worth to represent McDonald`s – Disney consumer loyalty function.

DISCUSSION

Based on descriptive analysis result, all of 100 Bandar Lampung McDonald`s Happy Meal buyer sample that studied were house wife with average age of 21 – 30 years old with average 1.000.000 IDR - Rp.3.000.000 IDR monthly income. The influence of product quality and consumer`s satisfaction on consumer`s loyalty of McDonald`s Happy Meal can be analyze through linier regresion method. From the linier regresion method, can be found that the product quality McDonald`s Happy Meal have a positive influence on Bandar Lampung McDonald`s Happy Meal consumer loyalty. This can be seen from P-value score of $1,3 \times 10^{-6}$ with significance above 99% and regression coefficient score of 0,3777. From the linier regression analysis result shown that consumer satisfaction have a significantly positive influence on consumer`s loyalty of McDonald`s Happy Meal. This can be seen from P-value score of 0,562 with significance above 45,8% and regression coefficient score of 0,4539.

linier regression analysis result shown that product quality and consumer satisfaction have a 59,4% capability of influence on consumer`s loyalty of McDonald`s Happy Meal (adjusted R^2 score). And there is 40,6% influence from another variable that is not tested in this study. The influence capability of product quality and consumer satisfaction is high, but there is still another variables that must be counted to measure the consumer`s loyalty of McDonald`s Happy Meal. It can be said that the McDonalds capability of maintaining product quality and McDonalds capability of maintaining consumer satisfaction contribute greatly on consumer loyalty creation towards the product and service towards the product and service McDonalds offer to customer and this lead to McDonald`s business sustainability.

IMPLICATION

Based on the research findings, the researcher have a recommendation on Co Branding strategy implication on consumer`s loyalty. Even if the Co-Branding strategy of McDonalds and Disney have a significancely positive influence on concumer, still the company must have concerned on the product quality. Concern for product quality is needed because the children`s buying decision is represent by the concerned parent that have a worriers over fastfood image that correlate with

food safety, cholesterol and obesity issues causing the decreasing of parent`s buying intention towards fastfood products. So the Mcdonald company should make a healthier product for Happy Meal menu and right method of marketing strategy to reclaim the consumer thrust and loyalty.

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