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WELCOME SPEECH

First of all, we would like to thank God through His blessings we could gather here in the International Conference on Entrepreneurship, Management, Accounting and Social Sciences 2018 (ICEMASS). This is the first international conference held by the Faculty of Economics and Business, Universitas Ma Chung, Malang, and we are honored to welcome all of you participants.

In this conference, academics, scientists, researchers, and practitioners from the fields of entrepreneurship, management, accounting, and social sciences are welcomed to present the results of their research, theoretical studies, and findings of practices. We hope that the results of this intellectual discussion will bring benefits for the development of knowledge, collaboration between represented universities, as well as collaboration with the industry, both local and international.

This international conference will be held every two years. We hope that academics, researchers, and practitioners from Indonesia and outside Indonesia will take part in this academic event. We thank the participants and presenters at this conference. Last but not least, we also extend our gratitude to the organizing committee for their tremendous effort in organizing the conference.

Please enjoy and explore Malang!

See you again in 2020.

Best regards,
T. Renald Suganda
Dean, Faculty of Economics and Business Universitas Ma Chung
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PRESENTATION SCHEDULE

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ROOM	BALL ROOM (GOLDEN)	EVERDIGEN	DENBURG
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	COMPETITIVENESS OF THE AIR CONDITIONING INDUSTRY IN INDONESIA (CASE STUDY OF PT GMT) Junianto M (Institut Teknologi Bandung), Yudo Anggoro (Institut Teknologi Bandung)	RISK IN T.A.M MODEL: APPLICATION OF E-GOVERNMENT IN THE STATE OF KUWAIT Hasan A Abbas (Kuwait University)	THE EFFECT OF CREDIBILITY, ALTRUISME, AND CSR INFORMATION QUALITY ON BANK REPUTATION: A STUDY ON INDONESIA BANKS UNDER THE CATEGORY OF BUKU 3 AND BUKU 4 Ejndiawati (STIE Perbanas Surabaya), Indriawanati Usman (Airlangga University), Sri Wahyuni Astuti (Airlangga University)
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	OIL AND PRICE INDOONESIAN ECONOMIC GROWTH Sultan (UPN "Veteran" Yogyakarta), JJ. Sarungu (Sebelas Maret University), A.M. Soesilo (Sebelas Maret	ASSESSMENT OF KNOWLEDGE MANAGEMENT IMPLEMENTATION AT OPERATION DIRECTORATE PT. JASA MARGA (PERSERO) TBK A CASE STUDY Ferdian F Fahlevi (Institut Teknologi	PROBLEMATICS OF TECHNICAL IMPLEMENTATION UNIT BECOMES PUBLIC SERVICE AGENCY (BLU) Suraji (Tnujojo University), M. Nizarul Alim (Fruorojo University),

University), Siti A T Rahayu (Sebelas Maret University)	Bandung)	Sunitiyoso (Institut Teknologi Bandung)	Prasetyono (Trunojoyo University) *
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**CHILD CONSUMER AND CONSUMPTION: THE STUDY OF MAPPING MODEL AND
THE IMPLICATIONS IN RESEARCH OPPORTUNITIES OF CHILD CONSUMER
DECISION MAKING**

Anna Triwijayati
University of Ma Chung

Abstract

Specific researches on children consumer decision-making were still not widely applied. In Indonesia, there has been no research on children consumer decision-making. Studies in other countries about children consumer are also very diverse and partial; have not yet to find a specific model of decision making from children consumer's perspective. This condition encourages researcher doing the mapping study. The questions of how children make decisions, whether impulsive or planned, or take the other models have not been answered clearly. This article was based on study of consumer behavior research using two kind of research: exploratory qualitative and fenomenology. The aim of study was to map out research on children consumer purchase decision especially on food purchase, and also to find the theory of children consumer decision making quadrant of the map of the study was based on the type of research, themes, objects and subjects. This mapping study provides research opportunities on children consumers and also indicates that researchers are still focusing on behavioral factors. Research themes of children spread on various topics and in particular, research conducted in Indonesia has been the partial studies on Consumer decision-making especially the relationship between consumption and nutrition. Researches were still dominated by quantitative than qualitative whereas children's behavior are unique and individualistic. There are no qualitative study raised the overall theme of the children consumer decision-making. All models of consumer decision-making model is applied to the consumer in general, do not look at specific consumer segments. This research result that children consumer decision making are unplanned, inconsistent and without deeply product alternative evaluation.

Key words: consumer decision making, children consumer, purchasing, snack

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CHILD CONSUMER AND CONSUMPTION: THE STUDY OF MAPPING MODEL AND THE IMPLICATIONS IN RESEARCH OPPORTUNITIES OF CHILD CONSUMER DECISION MAKING

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ABSTRACT

Specific researches on children consumer decision-making were still not widely applied. In Indonesia, there has been no research on children consumer decision-making. Studies in other countries about children consumer are also very diverse and partial; have not yet to find a specific model of decision making from children consumer's perspective. This condition encourages researcher doing the mapping study. The questions of how children make decisions, whether impulsive or planned, or take the other models have not been answered clearly. This article was based on study of consumer behavior research using two kind of research: exploratory qualitative and phenomenology. The aim of study was to map out research on children consumer purchase decision especially on food purchase, and also to find the theory of children consumer decision making quadrant of the map of the study was based on the type of research, themes, objects and subjects. This mapping study provides research opportunities on children consumers and also indicates that researchers are still focusing on behavioral factors. Research themes of children spread on various topics and in particular, research conducted in Indonesia has been the partial studies on Consumer decision-making especially the relationship between consumption and nutrition. Researches were still dominated by quantitative than qualitative whereas children's behavior are unique and individualistic. There are no qualitative study raised the overall theme of the children consumer decision-making. All models of consumer decision-making model is applied to the consumer in general, do not look at specific consumer segments. This research result that children consumer decision making are unplanned, inconsistent and without deeply product alternative evaluation.

ABSTRAK

Penelitian khusus pada pengambilan keputusan konsumen anak masih belum banyak dilakukan. Di Indonesia, belum ada penelitian tentang konsumen anak yang menghasilkan model pengambilan keputusan. Studi di negara lain tentang konsumen anak-anak juga belum menemukan model pengambilan keputusan dari perspektif konsumen anak-anak. Kondisi ini mendorong peneliti melakukan studi pemetaan penelitian konsumen anak. Artikel ini didasarkan pada studi penelitian tentang model perilaku konsumen menggunakan dua jenis metode yaitu kualitatif eksploratori dan fenomenologi. Tujuan studi ini adalah untuk memetakan penelitian dan juga untuk menemukan teori atau model tentang keputusan konsumen anak dalam melakukan pembelian terutama pada pembelian makanan. Kuadran dari peta penelitian didasarkan pada jenis penelitian, tema, objek dan subjek. Hasil pemetaan menunjukkan bahwa penelitian tema anak-anak tersebar di berbagai topik dan khususnya, penelitian yang dilakukan di Indonesia telah menjadi studi parsial pada konsumen pengambilan keputusan terutama hubungan antara konsumsi dan gizi. Studi pemetaan menyediakan kesempatan penelitian tentang konsumen anak-anak dan juga menunjukkan bahwa para peneliti masih berfokus pada faktor-faktor perilaku. Penelitian masih didominasi oleh metode kuantitatif daripada kualitatif padahal perilaku anak-anak yang unik dan individualistik. Belum ada studi kualitatif yang mengangkat tema keseluruhan dari pengambilan keputusan konsumen anak-anak. Semua model dari konsumen pengambilan keputusan model yang diterapkan kepada konsumen pada umumnya, tidak melihat pada segmen konsumen tertentu. Hasil penelitian menunjukkan bahwa keputusan konsumen anak bersifat tidak terencana, tidak konsisten serta kurang menunjukkan evaluasi alternatif pilihan produk secara mendalam.

Key words: consumer decision making, children consumer, purchasing, snack

1. INTRODUCTION

The studies of consumer behavior had been developed since industries and marketer competed to reach buyers. Merreiros and Ness (2009) stated that research on consumer decision-making has been started since end of World War I. According to the development of human and world living, in the present era the consumer decision making become more complex because of the increasing number of products and attributes that should be evaluated and selected by consumer (Hafstom, Chae and Chung, 1992). Research in consumer decision-making is a huge area. Consumer decision making is started in consumer mind before they buy until the feeling of satisfaction. Some model of decision making has been created and contributed to the science of consumer behavior. Some of well-known models, such as models of Howard, Engel, Schiffman, Solomon, and Nicosia became the basis of the discussion of consumer behavior studies in a business schools.

The study of children consumer decision-making and how the child processes the stimulus are very interesting and generate a meaning. Child Consumer is the subject, with all the limitations of the cognitive, is still a child consumer. The child has certain unique characteristics of some aspects. Kunkel et al. (2004) and Calvert (2008) suggested that a child consumer's is unique because the lack of ability and cognitive skills of the children compared with adults.

Piaget's famous theory of child development emphasized the grouping of children based on the stage of cognitive development and age. John and Whitney (1986) also explained that the increasing amount of information will improve the structure of the development of knowledge in older children, but not in younger children. John (1999) stated that at the age of 7-11 years old, there were already two or more attributes considered by the children in decision making of consumption. Most of the decision-making model is a general model of decision-making. Fan and Li (2009) in their study of child consumers in China showed that there was a tendency of a child-consumers paying more attention to the nutrition, hygienic conditions and product safety; which also showed that the child seemingly more mature in an earlier stage and begin to see an adults as a comparison. Lundberg, Romich and Tsang (2007) showed that children have independent competencies on decision-making. When it was viewed from the theme of a child consumer decision making process, studies also shows a vast variety of themes and have not led to

the child consumer decision process. The Competency of a child consumer decision making are depend on their parents, attitudes and not only on its capacity (Fagerskiold and Martenson, 2007). Gregan-Paxton and John (1997) mentions that the younger children are less effective in adapting to the more complex environment decisions. The detection indicate that the child consumer decision-making is still limited and dependent on adults.

Meanwhile the buying decision specifically in food products and particularly on child consumers is not very much discussed. In 2009, Marreiros and Ness (2009) created a new conceptual framework Consumer Food Choice Behavior. This work turned into something different in a study of purchase decision-making for reviewing the decision making of food products, but are also not specifically put the child as a subject of decision makers. Previous studies related to consumers suggesting the use of research methods, themes and mixed results.

First, research on factors related to the consumption decisions research showed mixed results and took a limited perspective on the part of child consumer behavior. Research on the factors that influence the child-consumer decision making showed some mixed findings. **Second**, in addition to the diversity of the research findings about the antecedents decision, research on children was also have not found the common ground on the theme and the research methods. Research on child consumers using a variety of methods ranging from quantitative method, qualitative and mixed method. Research themes with young respondents also varied, ranging from the influence of advertising, influence of children in family decisions, influence the character of toys and the other themes around consumption decisions. But these themes is not a theme about the decision-making process. Research on child-consumer behavior with qualitative methods are still relatively less compared with quantitative methods.

Specifically in Indonesia, the research which has been conducted so far were the partial studies on decision-making, especially just take the perspective angle of relationship between consumption and nutrition (Nuryati, 2005; Hartini, 2005; Yulianingsih 2009; Damanik, 2009). Related to consumer research, especially children in the city of Malang are also have not obtained the descriptions and propositions of decision-making by child consumers. Although the number of children aged 5-14 years old in the city of Malang, is about 15% of the total population (Data Base of Malang government official, www.malangkota.go.id), most of the research on consumer behavior applied to an adult or mature

consumer. Most of the research on child consumers are also using quantitative methods, when in fact the decision process is actually a subjective process of life experience and qualitative.

²⁸ This article is based on the results of the study on consumer behavior research which aims to map studies on consumers' purchasing decisions, particularly on food purchases. The Mapping aims to find an opportunity or a gap from child consumer research which is potential to be studied.

Some researchs stated that phase of child-consumers starts since they were born. "Children" mean people under the age set by law and in any case, not less than 16 years. Restrictions about the age of the child are varied in several different countries, ranging from 12-16 years (Hawkes, 2004). In Indonesia the ²⁷ child is a person under 18 (eighteen) years old, including children who is still in the womb.

In addition to the characteristic of age restrictions, children have certain unique characteristics of some aspects. Piaget's famous theory of child development emphasized the grouping of children based on the stage of cognitive development. In the age of students in elementary school, children are able to think logically about objects and events which are real, but has not been able to think about abstract propositions and hypotheses. Research in children topics have shown that children over 8 years old cognitively and psychologically defenseless against the stimulus of 'sales' promotion.

Many studies stated restriction age of children as informants. The age restriction of informants up to 12 years based on the study results of Helsper and Livingstone (2004) from the 52 studies around the world that put children as respondents indicated that 35% of the study uses the criteria of the age range of 9-12 years old. In Indonesia, at the age of 12 years old, ⁴³ is the age when the child at the end of their primary school (grade VI).

Livingstone and Helsper (2004) described the characteristics of the knowledge of the children as follows restricted, cued and strategic. Restricted means children do not have the ⁷ knowledge or sophistication in assessing the intentions of advertisers. Cued means ⁷ children have the knowledge to fight/refute advertising claims, but do not use this knowledge spontaneously. This stage is usually found in children between 8 and 12 years old. Strategic means children have two knowledge and ability to use the knowledge. Most of the children over 12 years old can use strategic advertising literacy.

Research on child-consumers have varied types, themes, samples and the findings. Research on a child-consumer behavior with qualitative methods are still relatively small compared with the methods of a quantitative child-consumer research.

Based on the Table 1, it found that quantitative research was still more widely used than in the paradigm of quantitative research. Besides that, the themes of child research were spread on various topics of consumer research.

Table 1. Some Research Which Put Children as Participants

Types of Research	Researcher	Findings
qualitative	Tarone, C., 1999	Food guide pyramid to help parents improve children's nutritional status. Parents are also directed to make variations on the child's diet. Sample: The first stage: 26 parents and caregivers The second stage: 7 parents, 25 nanny, and 8 children
	Väistö, T, 2009	Brand identity had an important role in children identity construction, especially when it comes from the social construction and formation of groups around the child. The child realized that the peoples delivered the message of themselves and their group through the consumption symbol, for example through the brand identity. Sample: Children, age 8-9 years old
	North, E., & Poggio, B., 2001,	There were some research findings: 1. Children have understanding of the role of advertising 2. Parents agreed that they should teach their children the financial management and not become a shopaholics 3. Children love shopping (or invited to shopping) because they see something new
	Chaudhury, S. R., (2009)	Child has an influence on decisions at the household of Female-Headed Single Parent. Materialism and compulsive consumption in children were more common to be found in children who have single parents. The authority of parents and their impact on children's consumption patterns also reflected the disparity in a single parent families.
Quantitative	Sengheu, R. B., (nd)	The effect of licensed character (e.g. a toy) in children: It was not proven that children who view the licensed character and influence the impulse of consumption; It was not proven that the children wanted the product that has licensed of the characters for the reason as if their friends own that products; Partially, children who think of the licensed character products would be happier when they got that product. Sample: 1094 Junior High School Student, 134 Mother
	Lundberg,S., Romich., & Tsang, K.P., 2007 (quantitative)	Determinants of independent decision making by children and a joint decision with the parents was quite different: a joint decision was one of the design investment of the parents in their child development. The Indicators of abilities and preferences of children influenced the decision-making authority by showing the child's request for autonomy and parental discretion in determining the outcome.

Types of Research	Researcher	Findings
		Sample: 6327 children age 10-14 years old
	³ Farnsworth, B.J & Dunoskovich, J.H. 2001	Child-Consumer who have been trained on their consumption skill are better than they child-consumer whos untrained. Sample: Child-Consumer in Grade 2 - 6
	John, D. R., & Whitney, Jr., J., 1986	Increasing the amount of information would improve the structure of the development of knowledge in older children ≥ 9 years old, but not in younger children ≤ 9 years old. Children aged 9-12 years old used more processing power ability and strategic they would used as additional experience in the market. Sample: 135 primary school children
	¹⁴ Thompson, O. M., Yaroch, A, L; Moser, L.J.F., & Agurs-Collins, T, 2010	Influence of vending machine on snacks consumption. Purchases from school vending machines ≥ 3 days / week related to (1) no limit access to vending machine (2) consumption of soda and chocolate (3) consumption of pizza and fried food. Sample: 869 children
	Shimp, T.A., Dyer, R. F., & Divita, S, F., 1976	Accurate recognition of information products was significantly affected by the stages of cognitive development of children and the length of time of the advertisement. Groups of children who are not exposed to premium advertisement shows the recognition accuracy and experience were uninterrupted. Sample: 197 children grade 1-6
	⁴⁸ Gregan-Paxton, J., & John, D, R., 1997	Younger children were less effective in adapting to more complex decision environment. In the absence of search costs, older children showed a more adaptive response to the increasing complexity of tasks than younger children. Older children processed less amount and proportion of information; directing the incomplete search and shows a more selective information processing by concentrating on the more promising alternatives In the situation of the search fee occurred, younger children showed more adaptive behavioral responses to the increasing of complexity of the task. Sample: 89 children, age 7-11 years old
	⁹	
Mix method	Fan, Y., and Li, Y., 2009,	Food purchasing behavior by children in China: (1). TV ads and in-store experiences were the main source of reference; (2). The order of product attributes as a consideration were taste, price, brand, nutrition and product safety. (3) Perception of the product, with the involvement of reference, the perception of the retail environment did not significantly influence purchase intentions. (4) Perception of advertising and promotions significantly influence purchase intentions. Sample: 145 children of primary school grade 5th-6th
	Mikkelsen, M. G., and Nargaard, (2006) (Mix method)	The role of children in decision making in family consumption. Kids participation in and influence on a family's decision related to a food product. Sample: 20 families 451 families (analysis units are the children age 10-13 years old, and the parents)

The Themes of the child-consumer research are also vary for example on purchasing decisions, the influence of advertising, the role of parents, nutrition and so on. Likewise, consumer research diversity of children also occur in the choice and the number of samples. Table 2 below show some child-consumer research associated with food products.

Table 2. Research on Child-consumer in Indonesia

Author	Samples	Finding
Nuryati, 2005	91 primary school children	There was no correlation between the frequency of eating snacks with nutritional status
Hartini, 2005	45 children grade 4th-6th	There was no correlation between the pattern of nutrition education of children in families with the children nutrition knowledge; there was no correlation between the nutrition knowledge of children with poor nutrition snack food consumption patterns
Yulianingsih, 2009	60 primary school children grade 5-6 th	there was no correlations between nutritional knowledge and attitudes of children in choosing snack food ; the higher the knowledge did not mean the stance taken appropriately.
Damanik, 2009	80 primary schools student, 8 seller	The hygiene and sanitation of students and seller were unfavorable
Thoha, 2003	8 Elementary school students grade 2-3 from unemployment mother and from a working mother, respectively 30 respondents	<ul style="list-style-type: none"> • The educational level of a mother and availability of snacks in the house associated with the shopping habit of the children (the amount and frequency of shopping). The children shopping Habit (amount and frequency) did not differ between the groups of working mothers and the ones who do not work. Large families, the age of the youngest child, a large allowance, and the availability of snack foods in the house did not differ between working mothers and mother who did not work. Education of father, mother's education and annual income of the family is different between the working mother and the mothers who does not work. Knowledge of mothers about nutrition, mothers' knowledge of shopping and snack foods as well as mothers attitudes about shopping and snack foods between the two groups was not related to the number and frequency of shopping. Type of snacks food that is widely consumed was noodles, snacks and ice. As many as 40% of children consume snack foods > 4-6 types. • A total of 51.7% of children consume less than or equal to 6x
Raharjo, 2006	60 primary school student grade 4-5 in Bandar Lampung	The tendency of the influence of the snacks advertising in television on consumptive attitude towards school children amounted to 36.7%, it was determined by the amount of snacks advertising exposure on television media to children by 53.5%. The Interest of respondents on a broadcast advertising formats of the snacks are 66.4%, which was also followed with the interest of the snacks type that are most favored by children turned out to be the type snacks as much as 46.7%.

Specifically in Indonesia, the research that has been conducted so far was a partial studies on a decision-making, especially just take the angle perspective of the relationship between consumption and nutrition (Nuryati, 2005; Hartini, 2005; Yulianingsih 2009; Damanik, 2009). Table 3 below, mapped out the consumer research on children in Indonesia.

Table 3. Comparison of a Child-Consumer Decision Making Research Findings

Research	Wiharto and Haryanto (2009)	Fan and Li (2009)	Kraak and Pelletier (1998)	Suwandinata (2011)
Title	<i>Determinants of the Children Intention to Consume Fast Food Products</i>	<i>A Study of Food Buying Behavior among Chinese Children</i>	<i>The Influence of Commercialism on the Food Purchasing Behavior of Children and Teenage Youth</i>	<i>Children's Influence on the Family Decision-Making Process in Food Buying and Consumption (Empirical Study of Children's Influence in Jakarta-Indonesia)</i>
Research type	Quantitative	<i>Mixed Method</i>	Quantitative	<i>Mixed Method</i>
Location	Indonesia	China	USA	Indonesia
Respondent	Children age 10-12 years old	Children age 10-13 years old	Children age 4-12 years old and teenager age 12-19 years old	150 parents and 150 children age: 6-10 years old
The Stages of Decision making				
Introduction of necessity			Child-Consumers at all ages wanted cereals and snack. • More than 50% of total demand of children were snacks and 30% of products demanded at first were sweets and cakes	Dairy products are the most recommended foods and demanded by children and parents. The children demand and would recommended products that were directly related to them, such as cereal and snack
Search of Information	Stores environment did not affect the purchase intention. The correlation between the perception of promotion with purchase intentions was significant, but with the involvement of the reference group was not significant	• Parents are a child's primary socialization agent and information of product resources related to the school; regarding the nutrition and product safety. TV is a source of product information relating to personal care product	• Children independently go shopping • Children aged 10 years old went to five different stores every week • The Information obtained from advertising and family	• Grocery shopping is a fun place for children because they act as sales representatives for parents. • The TV ad is a source of product information that is important for families • Members of the families also be a source of information for children
Alternative Evaluation	• Corelation perception of product evaluations on purchase intention was not significant	• Prefers to evaluate the perceived usefulness and credibility on the same dimension • Attributes were evaluated: good taste, price,	• Age 4-10 years: evaluation of alternatives based on the perceptual attributes (product, shape, color, size packaging) • Age> 10 years: evaluation of	Prices and flavor were the important factors for children and parents. The more complex the task, for example to compare prices, were disliked by children. The influence of

Table 3. Comparison of a Child-Consumer Decision Making Research Findings

Research	Wiharto and Haryanto (2009)	Fan and Li (2009)	Kraak and Pelletier (1998)	Suwandinata (2011)
		nutrition, food safety and labeling the expire date	alternatives based on the underlying attributes (taste, nutritional, sweetness)	children was most prevalent on the stage of the evaluation of alternatives
Decision Making		<ul style="list-style-type: none"> • Street merchant is the first choice of places to shop. • Children in the city buy the snacks at the kiosk on their way to and from the school • Featured products: ice cream, sticks of roasted meat, sweets, spicy food, cola and fruit juice 	<ul style="list-style-type: none"> • Decision of children is a process of cognitive development • Children make decisions independently for their shopping trip • 80% would prefer a branded product • Items purchased are sweet foods, beverages and salty crisps (chips) 	The child is able to decide whats for breakfast, but not in their lunch and dinner. Although parents recognize that there is influence of children on food purchases, they still think that kid just an 'influencers'. The children think that they are actually the co-decision maker. Children have less influence on the decision-making process and sometimes choose can always decide when and where they want to eat.

Source: Kraak and Pelletier (1998), Fan and Li (2009), Wiharto and Haryanto (2009), Suwandinata (2011)

Those studies showed the roots of the research gap that the research on child consumers had not systematically lead to a child-consumer decision making. These studies are still in a partials parts of the child-consumer. First, research on children's behavior and snacks is still in the research area of quantitative and generalizable, whereas a child's behavior is unique and individualistic. Second, the perspective of the research studies of children and snacks partly related to nutritional factors. It seems that research for children becomes the attention of the health or nutrition researchers which means on the other hand the researchers of consumer behavior has not been much interested in the child-consumer segment. Third, consumer behavior research with children related to marketing management are still partial, ie; only spot the links to several factors behavior. Whereas the consumer behavior of children is complex and multifactorial.

METHOD

This study use eksploratorif research. Exploratory research carried out on the results/findings and models of consumer decision-making, especially child-consumers. Researchers conducted a study on the various theories, models and research findings in consumer behavior. The data collection method used documentation. The data had drawn from various articles both in Indonesia and outside Indonesia in hard and soft copy. Theories, models and research findings (could be called data) were traced through the Internet and by searches directly to several major colleges in Indonesia, namely the School of Business ITB, Padjadjaran University, Universitas Gadjah Mada, Universitas Diponegoro, Universitas Airlangga, Universitas Brawijaya University Negeri Surabaya.

Based on the results of that search, were founded 27 consumer research on children (including undergraduate and master thesis) and 12 models of consumer decision-making. Thirty-nine (39) findings and models were analyzed using qualitative mapping. The studies that were found then mapped in the form of four quadrants. Quadrant in research maps were based on:

1. The type of research, ie; qualitative and quantitative
2. The theme, namely partial and holistic / simultaneous. The partial and holistic themes were based on the coverage of breadth theme. Partial means that the research theme was founded in the most of consumer behavior; whereas holistic means that a fairly complete research themes related to the purchase decision-making model.
3. Object of food and non-food
4. The subject of children or general (non-children)

2. RESULTS AND DISCUSSION

Mapping the Research of Child-Consumer Decision Making

The Map of the following research helped explain how far the studies were traced, showed that the most of the research takes most of a consumer behavior perspective. In other words, the researchers still focused on just some behavioral factors. Moreover the following research map also showed that there were no studies with a qualitative method that raised the overall theme of the child-consumer decision

making. Both of the research system approach, either qualitative or quantitative, had not produced a model of purchasing decisions by child-consumers.

When it observed from the theme of the child-consumer decision making, the studies which explores also showed that a variety of themes and have not led to the child consumer decision process.

The map of the following research, mapped the models of purchasing decision that has been widely discussed in the study of consumer behavior.

If the consumer decision-making models were the model that was applied to the consumer in general, did not base on specific consumer segments. When it viewed from a theme perspective, there were several models applied to the food product purchasing decisions. Yet there is no model of consumer decision-making specifically on children consumers and specifically in food consumption. The previous empirical studies have not been able to find the purchase decision-making model in the perspective of the child-consumer experience. Further research can fill the gap, that the complete of child-consumer decision making from qualitative paradigm. Based on this analysis, the research gap could be mapped as follows:

The Research gap was obtained from this study was based on analysis of: 1). The diversity of research themes of child-consumer purchase behavior, 2). a previous study that only take some part of children decision-making themes, 3). Research in Indonesia about the child-consumer's and snacks were limited to cases of malnutrition, 4). The models of consumer decision-making process were more emphasis on the development of decision-making model in general, not in specific samples/object, and 5). Previous studies which had not investigated a theme or build a special model of the purchasing decision of a child-consumers.

Comparative Qualitative of Research Findings with Other Research Outcome

Based on the initial literature review, research related to child-consumer decision process which was quite limited. Among several studies that mapped in Figure 1, 2 and 3 can be found four studies were reasonably related to the theme of child-consumers. All four of these studies were set in different countries, namely Indonesia, China and the United States. Based on the four main studies, at a glance could also be traced that research on a child-consumers in Asia, especially in Indonesia was done in the

era of the 2000s in accordance with the 'bombardment of advertising on private television in Indonesia's which was just emerged in 1996 and also is supported by consumer behavior science curriculum in Indonesia which was just given in the 1995 era.

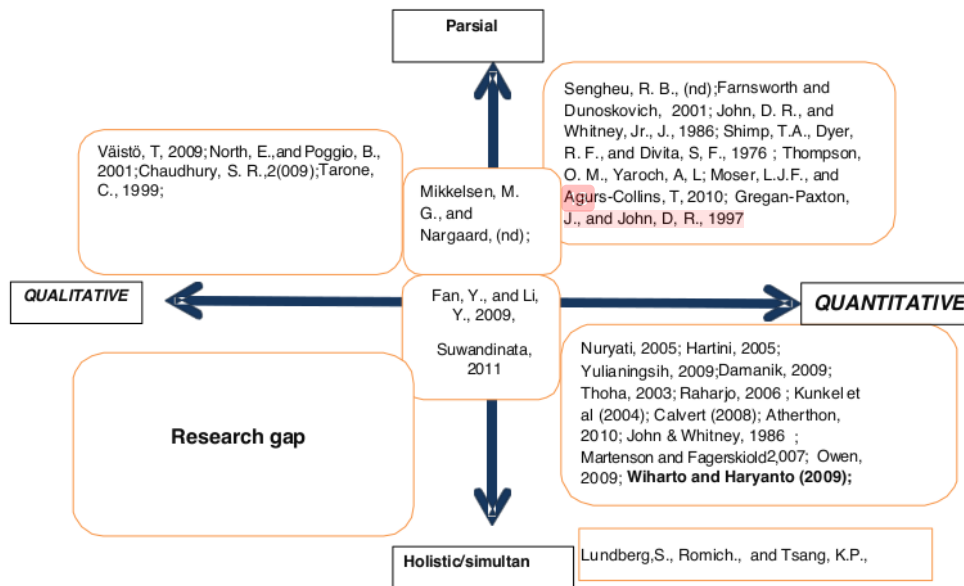


Figure 1. Map of Research on Child-Consumer

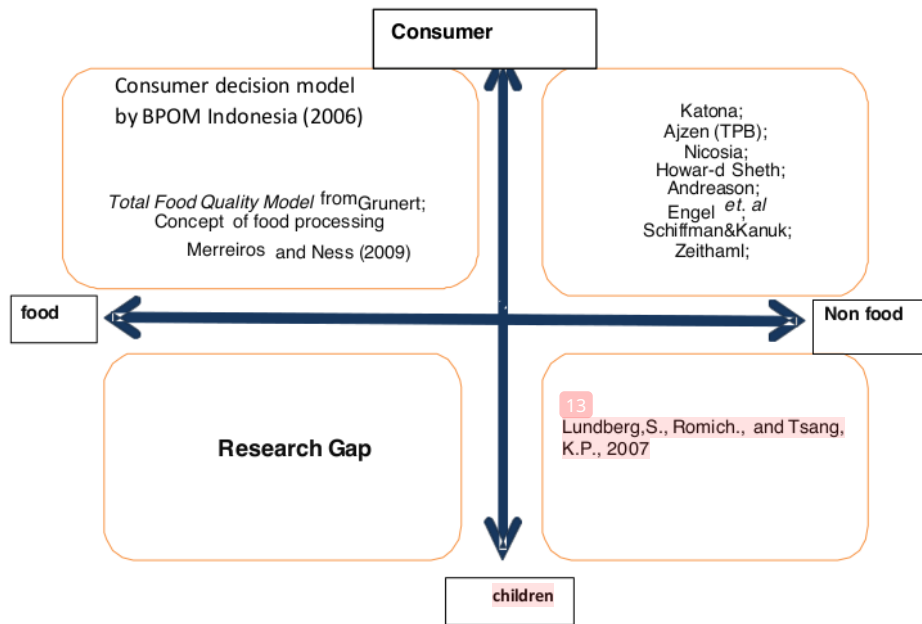


Figure 2. Map of the Consumer Decision making Models

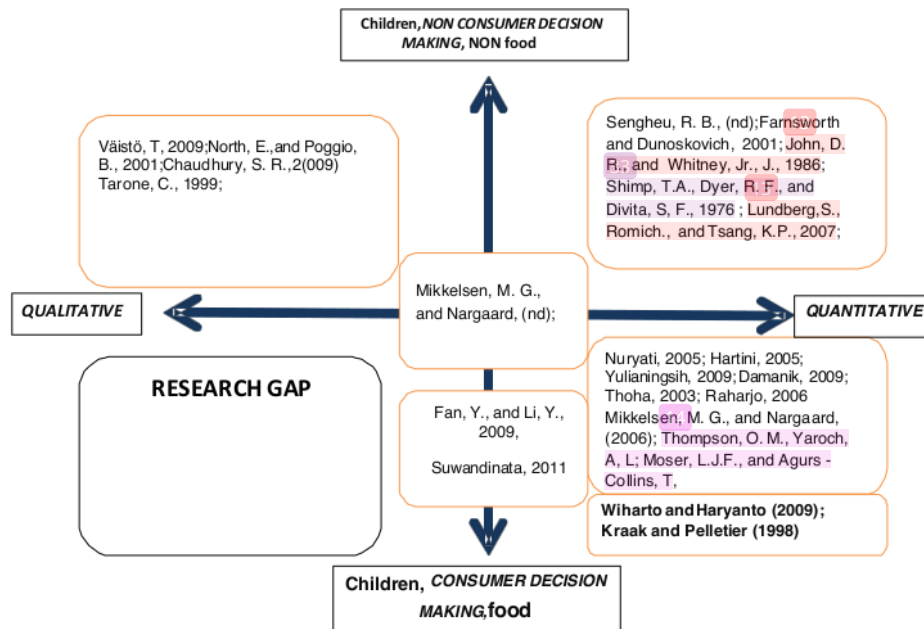


Figure 3. Map of Research Gap

Based on Table 3, Kraak and Pelletier (1998), Fan and Li (2009), Wiharto and Haryanto (2009), Suwandinata (2011) did not address their research specifically on a child-consumer decision making. Kraak and Pelletier (1998) examined how advertising affects children's decision to buy snacks while Wiharto and Haryanto (2009) took the corner antecedent study of the factors that influence children to buy fast food. Wiharto and Haryanto (2009) stated that the environmental characteristics of the product and retail / store were not considered as an important factor which was stimulating the purchase intention for children aged 10-12 year old. These findings indicated the f impulsive decision making. This finding was contrary to the findings of Fan and Li (2009) which stated that a child had a sequence of product attributes that were important in the purchase of food. These attributes were taste, price, brand and promotions. Churchill, Jessop, and Sparks (2008) showed that impulsivity-type decision-making that may occur in children significantly contributed to predicting the behavior more than the planed behavior. Children could take decisions when they want to eat, and on what they want to eat (Owen, 2009).

Table 4. Research Outcome

Research	Triwijayati (2012)
Title	<i>Decicson making for snacks food purchasing by child-consumer in Malang</i>
Type	<i>Qualitative Phenomenology</i>
Location	Indonesia
Respondent	Children age 9-12 years old and the mother of each informan
Introduction of necessity	Factors that can encourage children to buy snacks were the snacks product factor itself, a teacher at the school, conditioning in the family, the role of parents and the child's own internal factors. The child's needs of snacks could be divided into two motifs which was physical motive and psychological motive.
Search of Information	Elements of snacks food that encourages children to buy snacks because of the price were suitable with their allowance and it is considered to have a good taste or machth with the preferences of children. Despite having product knowledge of the snacks, children were less likely to consider the issue of hygiene and nutrition content. So here, the perceived value of children were limited at an affordable price and taste that machth their desire every, rather than the quality of the snacks. Price of snacks became the consideration as it relates to child allowance.
Alternative Evaluation	Stages of the evaluation was done quickly and the child did not feel 'lost' when the desired snacks were not available. The children were not really show the involvement in the evaluation. They just considered the price factor and taste of the snacks. Evaluation stage was the stage in response to the stimulus that was very fast and attractive. The Alternative Evaluation of choices of snacks were a response to the physical and psychological needs identified in the consumption necessity of the children. The response could have an impact on a decision that was permanent (fixed) or a decision of seeking (variety seeking).
Decision Making	Children tend to buy the same kind of snacks or have a type of snack preferences that fixed, so that the decisions taken are also likely to be fixed, and less varied. Children's are also move easily from one productsto another type of products when faced with the absence of the desired snack, make a selection of a products, compare the prices and

Research	Triwijayati (2012)
	product value and are oftenly bored with the packed meal they usualy bring to school. This decision was called 'looking for variety' (variety seeking).

Source: Triwijayati (2013)

Suwandinata (2011) in his dissertation did the research the ³⁷ influence of children in decision making in the family consumers in food purchasing. Suwandinata had have uncover complete enough, about how these children influence their family decisions, but not the decision process of the children as consumers. While the study of Fan and Li (2009) was a study that was the closed to this research in terms of themes, methods and research outcome. But in the research of Fan and Li, the questions about how children make decisions, whether impulsive or premeditated, or take any other pattern models were unanswered clearly.

³⁸ While the results of this study indicate that the child-consumer purchase decision is individualistic, specifically, multifactorial and related of aspects of health limitations. This means that each individual of this children, own diet and consumption desires that are unique and different from other children. The decision depends on many factors both from within or from outside of the child. Additionally because of the child immunity is not perfect then it is often the consumption of food affects their health. The purchasing decisions by a child-consumers were not always planned (planned decision) and rational but also pure impulsive nature. Each personality had its own characteristics (Vesela and Grebenova, 2010). In the continuum Rook (Mesiranta 2009) this decision were in contingent buying.

The results of the interview about the process of selecting the brand showed behavior that was not steady. Child-Consumers showed that the voting patterns were not the same and not fixed. The children have his own world, and even the decision to consume snacks were also personal and multifactorial. Children did not regularly planned the purchase. While the reason of buying the snacks is because they want it, hungry, and just because they like it. The answers showed several meanings, that are impulsivity or unplanned behavior, which was revealed by the expression of 'just want it' and 'just like it'; or not knowing how to express the reasons of buying a snacks, which could happen because actually there is no reason of buying the snacks.

6
So the purchasing decision to buy a snacks can occur without consideration because the child has a purchasing power, exposed offer snacks at the cafeteria or hungry tummy. Finally, the child-consumer's decision is a learning, learning to consume. Basically, humans are a learner and one of the things that we learned is about eating and food. Since they were babies, they are actually taught how to eat a good food, but the consumption of irregularities could have occurred in this phase due to various factors that are very complex. An example is the socio-economic condition of parents who's in a needy circumstances impact on a diet and eating habits of their children. 6
Community Health, ACT Health and the Curriculum Development and Support Unit, the ACT Department of Education and Training (DET) (2007) stated that children learn from role modeling; foods that are easy to learn tend to be preferred / selected, and foods that are consumed in a state of distress, less likely to be selected.

In the phase of school, children learn to consume out of school. Feeding behavior that learned at the school played an important role in shaping the behavior of healthy eating, which would be practiced until adulthood (Drummond 2010). Knowledge of consumer behavior plays an important role to understand the cases of irregularities or disease related to food (Vesela and Grebenova, 2010).

3. CONCLUSIONS

The study shows that there are many gap in child-consumer research. Child-consumer themes is viewed as part of general consumer and do not have independent competencies as consumer. So, that's why most of research in child-consumer field in Indonesia focus on nutrition. Concrete input for future research is **first**, next studies need to combine consumer behavioral science approach in marketing with the science of developmental psychology, medicine, sociology and culture through various scientific angles. **Second**, researchers can make a comparative study corner in the study of a child-consumer decision making by differences in demographics, family background, lifestyle, social class, geography and culture. 45
The differentiating of these is useful to see the differences in various background consumption decisions. **Thirdly**, further studies can take different products that are often consumed, for example toys. The study of a child-consumer decision making on another product can be a complement the child-consumer decision-making model.

Finally, when a child-consumer research proceed more further from the aspects of various science perspective and the research approach, approach in retrieving data, differences in the backgrounds of a child-consumers and other products than snacks then the theories and models of a child-consumer behavior will be more complete. A qualitative approach that successfully explore, interpret the meaning of the child's experience in making purchasing decisions should also be enriched with quantitative approach. A quantitative approach is needed to test whether the resulting model fit and also to see various quantitative aspects in the child's behavior in buying the product.

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