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ROLE OF PRODUCT CHARACTERISTICS, REFERENCE GROUP, RETAIL ENVIRONMENT, AND PROMOTION IN CREATING INFLUENCE POWER, IMPULSIVE BUYING, AND AUTOBIOGRAPHICAL MEMORY

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Abstract. As consumer, children are unique and potential. They are considered unique because they do not spend their own money. They are potential, because their number and their value are big and promising. Producers targeting children may target three segments: the children them self, those who are influenced by the children, and the future of the children. Based on data collected in Jakarta and Semarang, the authors identify that the antecedents of children’s intention to consume are the power to influence their family, impulsive buying, and their autobiographical memory.

Keyword: impulsive buying, autobiographical memory, children, marketing Jakarta and Semarang.

1. BACKGROUND

Though children do not spend their own money, marketing expenditures targeting children are big and promising (Yusuf, 2007). According to McNeal (1999) advertising expenditures and marketing public relations targeting children in the United States alone was more than US$ 3 millions. In addition, more than US$4.5 millions has been spent for marketing promotion such as coupons, contests, and events specific for children and another US$ 3 millions for designing children’s product.