

# KIDS AS FUTURE MARKET: THE ROLE OF AUTOBIOGRAPHICAL MEMORY IN BUILDING BRAND LOYALTY

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## ABSTRACT

Children are unique and also potential market. They are unique, because they usually do not spend their own money but they might have high purchasing power back up. They are potential, because from the number of kids and spending, they are big and promising. Kids market consists of three markets, they are: Firstly, primary markets which is targeting the children itself. Secondly, influence market which is emphasizing the influence that children assert on family purchases. Thirdly, future market which is considering the future market from the children. Based on the high potential market of the children, the writer wants to identify the impacts of autobiographical memory toward brand image, buying habituation, and brand loyalty. Furthermore, it is needed to identify the antecedents of autobiographical memory and brand loyalty for children. Data was taken using cluster sampling and analyzed using Structural Equation Modelling. The research was conducted at Salatiga, Central Java Indonesia with total respondents 231. 127 respondents from state junior high school whereas 104 respondents from private junior high school. The results shows that reference group, advertising, and product attribute are the antecedents of autobiographical memory. It also shows that autobiographical memory positively influence brand image. It is also found that reference group, autobiographical memory, brand image, and buying habituation are the antecedents of brand loyalty for children.

**Keywords:** Autobiographical Memory; Brand Loyalty; Brand Image; Buying Habituation; Reference Group; Advertising; Product Attribute

## **INTRODUCTION:**

Children are unique and potential market. Unique, because they do not have money to spend but has enormous buying power. Potential, because of the number of children and amount of expenditures, they constitute a promising market (Yusuf, 2006). The above statement shows that children have an important role for marketers. This is because children markets are consist of three markets (McNeal and Fi, 2003). First, as prime market children have their own purchasing powers; Second, as a market influencer children can influence their parents in the purchase decision of a product; and Third, as the future market children are the consumers when they grow up in the future. According to Irawan as quoted by Paramita (2009), about 70% of the parents total expenditures is for their children and child allowance from year to year will increase and the child influence in purchase and selection of products is significant especially in candies, biscuits, medicines, food supplies, beverages, and doctors.

Although the children markets are unique and potential, but in reality not all brands can succeed and survive. Examples of successful brands in the market targeting children in Indonesia are fast food brands like McDonald's (McD) and Kentucky Fried Chicken (KFC). The success of McD's and KFC in the targeting child market is mainly due to McD and KFC are able to build brand loyalty in children so they can create relationships between brands and consumers from an early age.

According Williams as quoted in Downie and Glazebrook (2007) shows that children aged 12-14 years occupies a unique position for marketers, because of their young age, still-developing cognitive capacity, rising influence over household consumption decisions, and the fact that they have a lifetime of future consumption ahead of them. Based on FGD, it is identified that children aged 12-14 years in their purchase decision are strongly influenced by the memory of the impression of consumption experience. This memory will create a long term memory called autobiographical memory in children. From the FGD results, it would required further research on autobiographical memory in children and how the role of autobiographical memory in build brand loyalty in children.

The object of this research is Kentucky Fried Chicken (KFC) because KFC is one of the widely known fast food restaurant by children and KFC also pays attention on children that shown by its provision of playing arenas for children, familiar character of Chaki, and special products for kids.

The focus on this research is to know the antecedents that affect brand loyalty on children aged 12-14 years. The research model will be focused on the concept of autobiographical memory in building brand loyalty in children, and added with other concepts, such as product attributes, advertising, reference groups, brand image, and buying habituation. This research will propose twelve hypotheses to see the antecedents of brand loyalty and autobiographical memory, and how autobiographical memory will affect in building brand loyalty in children.

## **THEORETICAL BACKGROUND:**

### **AUTOBIOGRAPHICAL MEMORY FOR KIDS:**

Marketers use memories and emotions of consumers through the use of autobiographical memory in influencing product evaluation (Baumgartner, Sujan, dan Bettman, 1992; Sujan, Bettman, dan Baumgartner, 1993; Price, Axsom, dan Coupey, 1997). This is because of the use of autobiographical memory may result in consumers lack of focus on product information and more focus on the feelings generated by the memories (Sujan et al, 1993). An autobiographical memory itself is defined as a memory from previous experience that will be stored as a long-term memory (Braun, Ellis, and Loftus; 2002).

From the explanations above it can be seen that autobiographical memory is memory for events, in distinction from memory of other kinds of content such as facts or lists, or skills, such as how to ride a bicycle (Nelson and Fivush, 2004). Moreover, Nelson and Fivush (2004) explained that the characteristics of autobiographical memory related with self-impinging emotions, goals, and personal meanings. Furthermore, Haryanto (2008) says that past experiences or events perceived by the individual are the key that distinguishes autobiographical memory with long-term memory.

Especially in children, Braun et al (2002) suggested that memories consumers to the brand or the brand experience from childhood will contribute a large part in their brand choice decisions when adults due to the emotional aspects caused by the autobiographical memory. According to Lindstrom and Seybold (2007) as quoted in Haryanto (2008), memory or experience of consumers about the brand at children will provide a significant consequence on the next decision due to the emotional bond that was formed earlier. Haryanto (2008) continues that an autobiographical memory is perceived as a trustworthy record with specific visualization that would create an original experience in life.

In conjunction with reference group and products consumption, Escalas and Bettman (2003) show that brands used by reference group can be the form of relationship between groups and created the concept for individual himself. Reference group itself refers to an individual, actual or imagined group which has significant influence on the evaluation, the aspiration or the behavior of a person (Solomon, 2007). The researches that conducted on the reference groups showed brands usage similarity between group members (Bearden and Etzel, 1982; Childers and Rao, 1992; Escalas and Bettman, 2003; Escalas and Bettman, 2005). The research above shows that brands used by individual are similar with the brands are used by their reference group. Bearden and Etzel (1982) showed that products in particular are public products or can be viewed by others (such as: watches) is strongly influenced by the reference group. The research conducted shows that the more brands are used by the reference group; it will form a bond between brands with the reference group that will be stored in autobiographical memory.

When children become close with their reference group (such as: friends and family), they will be influenced by their reference group in the selection of brands. Based on the research above can be presumed that the more brands are used by reference group, the more brands will be chosen by children. The reference group influence on the use of brands will make the brands be more positive to the children. Therefore, the more brands are used by the reference group, the more positive children's brand image toward brands which will be stored in their memory. The positive memories will form a positive autobiographical memory toward brands that used by the reference group. From the explanation of concepts, it can be developed the hypothesis 1:

**H1:** the stronger the reference group, the stronger kid's autobiographical memory toward brands.

In practice, advertising is one of the various ways for organizations to communicate with consumers. According to Hooley, Percy, and Nicolaud (2008), communication is about a two-way exchange of messages between the sender and the recipient. Furthermore, Hooley et al (2008) indicate that communication in advertising should pay attention to four factors, i.e. awareness, which aims to create awareness of the target market; interest, once awareness has been created then the goal changed to create attention in the market; desire, when interest has been arisen communication aims to create desire; action, at this stage of communication aims to create action that lead to the purchases.

According to Latour and Zaltman (2006), advertising unconsciously can change consumer beliefs as reflected in the changes in how consumer remembers the advertising. Research that conducted by Latour and Zaltman (2006) shows that how advertising can cause individuals to remember differently which indicates that autobiographical memory can be formed or influenced by advertising. Research conducted by Braun et al (2002) shows that the used of autobiographical events in advertisements can cause individuals believing that they had experienced the events. Braun et al (2002) reveals that the better advertising or the more individuals was impressed upon advertising will lead to the establishment of positive autobiographical memory. In the research that conducted by Braun (1999) shows evidence that consumer memories are the subject of the deflection and can be guided by marketing communication. Nearly similar with the research that conducted by Baumgartner, Sujaan, and Bettman (1992) which shows that the level of autobiographical memory can be influenced by advertising. While the research that conducted by Macklin (1994) reveals the importance of repetition of advertising on children in building the memory trails and evaluation of the brands.

In conjunction with the consumption of products, positive and negative experience of brands will be remembered in autobiographical memory included on children. Positive autobiographical memory toward brands should be formed in order to create a positive evaluation of the brands. From researches conducted by Latour and Zaltman (2006), Braun (1999), Braun et al (2002), Baumgartner (1992), and Macklin (1994) shows that autobiographical memory can be formed and influenced by advertising. In addition, the more memorable advertising will positively influence the establishment of autobiographical memory; causing a positive emotional response to the advertising or brands. From the explanation of concepts, it can be developed the hypothesis 2:

**H2:** the better the advertising, the stronger kid's autobiographical memory toward brands.

Product attributes according to Simamora (2001) are the factors considered by buyers when purchasing products, such as price, quality, packaging, features, design, after sales service, and others. Product attributes are very important because is one of the considerations in assessing consumer satisfaction after consuming products or brands (Griffin and Hauser, 1993; Oliver, 1993). In line with Bettman, Luce, and Payne (1998) that consumers tend to make an evaluation of the product of the most noticeable attribute as a key attribute in determining choice.

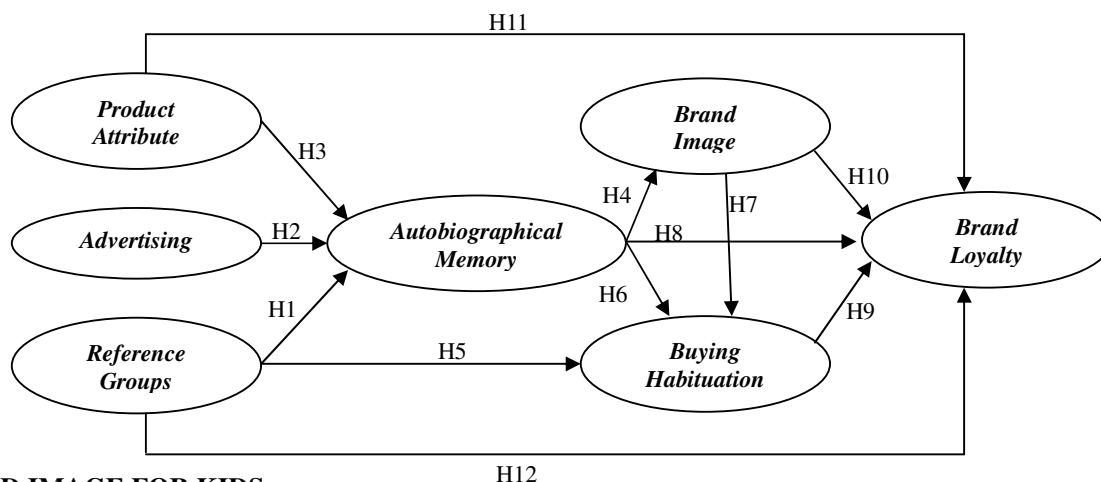
Evaluation itself is based on cognitive process in which consumers compare the previous expectations of product performance (such as: product performance and other important attributes) with the performance of

current products (Westbrook, 1980). While the research conducted by Nowlis and Simonson (1996) indicates that new features can affect the perception of products and affect in the selection of a products or brands. Research conducted by Nowlis and Simonson (1996) shows how the new attributes on the product can affect the perception of product. Nearly similar with the research above that has been conducted that indicates that an increase in product attributes, especially the feature will add the perception of the ability of product (Thompson, Hamilton, and Rust, 2005; Brown and Carpenter, 2000). From research conducted by Carpenter, Glazer, and Nakamoto (1994) indicates that the addition of attributes that are not known on a product will improve the evaluation of the brand.

Researches above indicate how product attributes affect the evaluation and satisfaction to the brand. Relation to the establishment of autobiographical memory is the positive evaluation of product attributes will form the positive memories related to the brand. This positive experience will form positive memories toward brand because the evaluation conducted on the use of the past. Children aged 12-14 years are very concerned on products that focused on products attributes such as functions, perception, and social aspects. Because of it, children aged 12-14 years will be very interested in the product attributes that are considered high quality and unique. According to the explanation above, evaluation on product will also be based on the memories of experience and impression on product attributes they had seen, felt, or consumed. This is consistent with the research that conducted by Zhang and Sood (2002) who indicates that children evaluate the product based on the features of product. Research that conducted by Zhang and Sood (2002) emphasized that the product attributes is the basis for children in evaluating the product. From the explanation of concepts, it can be developed the hypothesis 3:

**H3:** the better the product attribute, the stronger kid's autobiographical memory toward brands.

**Figure 1: Conceptual Framework**



#### **BRAND IMAGE FOR KIDS:**

Brands can be described with certain characteristics - such as humans, the more positive descriptions of these characteristics, the stronger the brand image and the more opportunities for brand growth (Davis, 2000). According to Mowen (1995) Image brand itself is a set of brand associations that form in the minds of consumers. Brand image refers to the memory of a brand scheme, which contains consumer interpretation of the attributes, advantages, use, situations, users, and characteristics of marketers and/or characteristics of the manufacturer of the products/brands (Hawkins, Best, and Coney, 1998).

Individuals itself will be influenced by his life experiences whether positive or negative. Research that conducted by Mugge, Schifferstein, and Schoorman (2008) demonstrate how memories of the past affect the affection of the product. Sujan, Bettman, and Baumgartner (1993) demonstrate that the withdrawal of positive autobiographical memory will generate a positive attitude toward advertising and brands evaluation. Research that conducted by Chaplin and John (2005) shows that during the childhood, children will form relationships with brands and when children grow being a teenager (12-13 years) the relationship between the brands increased because of brands are considered as a self-concept. The research above shows that there is nostalgia and emotional bonds between brands with the children that will activate the positive memories and emotional bond toward brands that will impact on brand image as a self-concept.

From research that has been conducted, can be concluded that the experience in consuming or viewing advertising is able to activate a positive autobiographical memory and have a positive impact for brands

evaluation. This conclusion was in line with research conducted by Braun-Latour and Latour (2004) which indicates that the ads that were introduced during childhood will strengthen brand power and impact on the creation of positive feelings, affects, and attitudes toward the brand. Positive feelings toward brand are due to the emotional feelings that will always be remembered by the children as autobiographical memory. From the explanation of concepts, it can be developed the hypothesis 4:

**H4:** the stronger autobiographical memory, the stronger kid's brand image toward brands.

#### **BUYING HABITUATION FOR KIDS:**

Buying habituation is a tactic in facilitating the selection of products by selecting the same products that have been purchased in the past (Hoyer, 1984). Furthermore, buying habituation is not necessarily the result of a positive evaluation of the brand but more to the way facilitate in selecting products. In forming buying habituation, the most important influence is the effect of previous purchase experience (Deighton, Henderson, and Neslin, 1994; Hoyer, 1984).

As already described, researches that conducted on the reference group indicates the similarities between the group members with the use of brands (Bearden and Etzel, 1982; Childers and Rao, 1992; Escalas and Bettman, 2003; Escalas and Bettman, 2005). John (1999) in his research shows that the reference group is a source of social influence. Bearden and Etzel (1982) shows that the influence of reference group on the selection of product / brands was facilitated by the degree of social interaction. Meanwhile, Childers and Rao (1992) shows that friends and family as the reference group has a different effect in affects the selection of product / brands. The researches above have shown how the influence of the reference group in forming attitudes toward brands. Attitude toward brands would be positive or negative depending on the evaluation of the reference group toward brands.

The interaction of children with reference group will be affect in their brand choice either consciously or unconsciously. As explained earlier, the more brands are used by the reference group; it will be formed a good attitude toward brands. This positive attitude will automatically affect in brand choice on children and will be brought in consumption patterns that form the habit in buying brands. From the explanation of concepts, it can be developed the hypothesis 5:

**H5:** the stronger the reference group, the stronger kid's buying habituation toward brands.

The evaluation toward brands is strongly influenced by previous use of the individuals or those that acts as reference group. Research conducted by Oliver (1993) shows that consumers or individuals use their previous experience usage to evaluate products. Meanwhile, research conducted by Dick, Chakravarti, and Biehal (1990) showed that the evaluation of the product is strongly influenced by the use of the brand in the past. Both research above shows that brand consumption experiences lead to a recall memories of the brand which is used to evaluate the brand. The experience can be positive or negative depending on the impression that arises from the previous purchase experience of the brand. Positive evaluation certainly will lead to the creation of a positive attitude toward the brand, creating a positive image of the brand.

Repetition is the mechanism by which a habit is formed (Ji and Wood, 2007). Ji and Wood (2007) indicated that consumer habits will be repeated in the daily life unconsciously. In forming buying habits, the main influence is the effect of the previous purchase experience (Deighton et al, 1994; Hoyer, 1984). Positive evaluation of the brand will establish a positive brand image and will enable a positive autobiographical memory on children. A positive memory toward brand will indirectly make the children forming a memory to always purchase the brand. When it has formed relationship between memory and action then it will form a habit (Ji and Wood, 2007). From the explanation of concepts, it can be developed the hypothesis 5 and hypothesis 6:

**H6:** the stronger autobiographical memory, the stronger kid's buying habituation toward brands.

**H7:** the stronger brand image, the stronger kid's buying habituation toward brands.

#### **BRAND LOYALTY FOR KIDS:**

Aaker (1997) defines brand loyalty as the measure of closeness that is owned by a consumer with a brand. From these definitions can be seen that brand loyalty refers to the existence of a emotional bond between customers with certain brands so that consumers feel sense of belonging to a particular brands. Mugge et al (2008) mentioned that awareness of the product is the emotional bond between consumer and product experience. Research conducted by Mugge et al (2008) shows how the influences of love and product satisfaction are influenced by memories of the past. Similarly with the research conducted by Lynch, Marmorstein, and Weigol (1988) which indicates that consumers choose based on memories of past use evaluation. In addition,



Dick et al (1990) shows that the evaluation of the product is strongly influenced by the use of the brand in the past.

From the above results, it can be concluded that the evaluation of the brand is influenced by memories created by the use of a brand experience in the past. Positive evaluation of the brand will affect on establishment of positive memories that also helped in the establishment of buying habits in children. Because of it, loyalty will be established from how children evaluate their satisfaction of the brand based on brand usage experience in the past. Positive memories of brand evaluation will indirectly make children form a memory to always purchase the brand. Thus, the more positive evaluation on the experience of using the brand will impact the establishment of love and loyalty toward the brand. From the explanation of concepts, it can be developed the hypothesis 8 and hypothesis 9:

**H8:** the stronger autobiographical memory, the stronger kid's brand loyalty toward brands.

**H9:** the stronger buying habituation, the stronger kid's brand loyalty toward brands.

Peter and Olson (2002) mentioned that brand image is defined as consumer perceptions and preferences on the brand, as reflected by a variety of brand association that exists in consumer memory. Brand image is one of the important sources in the creation of brand loyalty. Research conducted by Park and Lee (2005), shows that brand affect on the consumer-brand relationship. Furthermore, Park and Lee (2005) shows that customer-brand relationships increase brand loyalty. Research conducted by Chen (2009) shows how green brand image affect on the brand trust. Meanwhile, research conducted by Balakrishnan, Lee, Shuaib, and Marmaya (2009) shows that characteristics from the brand personality affect on the brand choice and brand loyalty. Research conducted by Bergkvist and Bech-Larsen (2009) shows that identification on the brand and sense of community has a positive influence on the love of the brand.

The researches mentioned above provide evidence of how brand image affects brand loyalty. Loyalty will be established from how children view on how positive the brand image according to their point of view. Obviously the more positive of the brand image affects the establishment of love and brand loyalty. From the explanation of concepts, it can be developed the hypothesis 10:

**H10:** the stronger brand image, the stronger kid's brand loyalty toward brands.

Research conducted by Nowlis and Simonson (1996) showed that new features can affect perception and affect the value of a product or brand in product selection. While the experience attribute affect on satisfaction and evaluation of the product (Oliver, 1993). Research conducted by Oliver (1993) showed that product attributes experience will affect on product evaluation. According to research conducted by Dick et al (1990) who found that the evaluation of product attributes is affected by the evaluation of brand usage in the past. Loken and Hoverstad (1985) found that consumers will form attitude toward the product before making a purchase decision and recalled memories of the attitude toward the product during the purchase process.

The researches above indicate on how product attributes can affect the satisfaction that led to the creation of brand loyalty. As explained above, the evaluation of product will also be based on memories of the experience of the product attributes they had seen or felt. Thus, the more children interested in the functions of attributes; the more it will affect the establishment of brand loyalty. From the explanation of concepts, it can be developed the hypothesis 11:

**H11:** the better the product attribute, the stronger kid's brand loyalty toward brands.

Reference group can become an important source of brand meaning in which the consumer uses the other consumers as a source of information for assessing the belief of a particular brand (Escalas and Bettman, 2005). Researchers conducted on the reference group showed the similarities of brand usage between group members (Bearden and Etzel, 1982; Childers and Rao, 1992; Escalas and Bettman, 2003; Escalas and Bettman, 2005). The above researches demonstrate on how the influence of reference group in brand choice.

Based on the above results assumed that the more brand is often used by the reference group, the more product/brand is selected by children. Therefore, the more brand are often used by the reference group; it will form a positive image of the brand. The more positive reference group's attitude toward brand; it will affect on the establishment of brand loyalty on children. From the explanation of concepts, it can be developed the hypothesis 12:

**H12:** the stronger the reference group, the stronger kid's brand loyalty toward brands.

## **METHODOLOGY:**

## **DATA COLLECTION:**

The object of the research is Kentucky Fried Chicken (KFC) restaurant. This research is conducted to test the hypotheses using quantitative methods. The twelve hypotheses are examined with data of multiple junior high schools in Salatiga, collected via consumer surveys. The hypotheses would be tested using structural equation model to shows the relationship between constructs. Data are taken from 2 state junior high schools and 2 private junior high schools in Salatiga. Questionnaire was used to collect the data. Questionnaire also contained questions on socio-demographic characteristics. The questionnaire was validated using a pilot survey. A final sample of 231 completed surveys (127 from state junior high schools and 104 from private junior high schools) is obtained. Approximately 44,6 percent of respondents are males, and 55,4 percent of respondents are females. The average of their allowances is IDR 5,000-10,000.

#### VARIABLE DEFINITION:

This research will measure variables about reference group, advertising, product attribute, brand image, buying habituation, autobiographical memory, and brand loyalty. All the observed variables can be seen in Table 1.

**Table 1. Observed Variables**

Variables	Indicator	Source
From the past until now, I choose to eat at KFC because...		Haryanto (2008) with modifications.
Reference Group	1. My friends suggest me to eat at KFC. 2. My school friends like to eat at KFC. 3. My playmate friends like to eat at KFC. 4. My close friends like to eat at KFC. 5. My friends like to talk about KFC.	
From the past until now, I think KFC's advertising is...		
Advertising	6. Makes me know about KFC. 7. Makes me want to eat at KFC. 8. Easy to understand. 9. Easy to recognize. 10. Makes me know the new food variance of KFC. 11. Makes me know the KFC food menu.	
From the past until now, I eat at KFC because...		
Product Attribute	12. The taste is good. 13. The taste is tasty. 14. The service is friendly. 15. The place is good. 16. The place is cozy. 17. The place is clean.	Haryanto (2008) with modifications.
I remember if...		Haryanto (2008) and Paramitha (2009) with modifications.
Autobiographical memory	18. I was impressed with KFC because the taste is good. 19. I was impressed with KFC because the service is friendly. 20. I was impressed with KFC because the service is fast. 21. KFC sells fried chicken. 22. KFC sells burger. 23. I feel happy when eating KFC.	
I think...		
Brand Image	24. KFC is foreign brand. 25. KFC is a famous and popular brand. 26. KFC has a quality product. 27. The KFC fried chicken is the best. 28. KFC has a quick and fast service.	
When I want fried chicken, I eat at KFC because...		
Buying Habituation	29. I used to eat KFC fried chicken. 30. I feel lazy to find out about fried chicken other than KFC fried chicken. 31. Other brands of fried chicken might not be as	Durianto (2001) in Marthin dan Samuel (2007) with modifications.

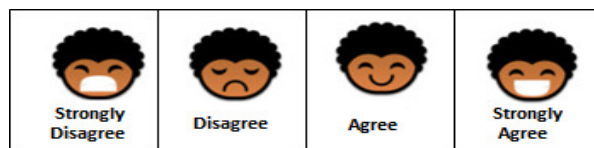
	good as KFC fried chicken. 32. I ever eat at KFC before.	
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**Table 1. (Continuation) Observed Variables**

Variables	Indicator	Source
If I want to eat fried chicken, I will...		Paramita (2009) with modifications.
Brand Loyalty	33. Eat at the KFC.	
	34. Looking for KFC at the places that are available.	
	35. Asking the others to eat at KFC.	
	36. Willing to pay more for KFC fried chicken rather than other brands.	

The survey instrument was adapted with little modifications specifically dealt with kids market that was considered significant in the literature. All variables in the survey instrument were measured on a 1-4 likert scale where 4 meant the higher level of agreement and 1 meant the lowest level of agreement as seen in figure 2.

**Figure 2. Emotion Picture**



(Source: <http://www.iconeasy.com/iconset/black-power-emoticons-icons/>)

## RESULTS:

SEM approach using AMOS 6.0 has been used to test the hypothesis and analyze the factors of the proposed model showed in Figure 1. The data analysis procedure consists of a Confirmatory Factor Analysis (CFA) to assess the measurement model, and the SEM analyses to examine the overall relationship among the constructs shown in Figure 1.

## TESTING THE MEASUREMENT MODEL:

This stage is intended to evaluate the level of fit between the data with the model, the validity and reliability of measurement model and also coefficient significance of the structural model. SEM shows the relationship between constructs that have been hypothesized.

## TESTING THE VALIDITY AND RELIABILITY:

This research analyzed the validity and reliability of each construct using Cronbach's Alpha coefficient using SPSS 17.0. Table 2 shows that the value of the Cronbach's Alpha coefficient for all variables are reliable because the value of Cronbach's Alpha coefficient is higher than 0.6. Moreover, this research referred to the past literature design questionnaire items with little modifications. Subsequently, the pilot survey was used to validate the questionnaire items. Therefore, this research was acceptable in content of validity.

**Table 2. The Cronbach's Alpha coefficients of the constructs**

Constructs	Items	Cronbach's Alpha ( $\alpha$ )
Reference Groups	5	0,83
Advertising	6	0,79
Product Attributes	6	0,83
Autobiographical Memory	6	0,83
Buying Habituation	4	0,80
Brand Image	5	0,80
Brand Loyalty	4	0,84

## TESTING THE STRUCTURAL MODEL:

The model component in Figure 1 connecting the endogenous and exogenous variables called the structural model. The assessment of the overall fit of the proposed model, which ensures that it is an adequate



representation of the entire set of causal relationship, is shown in Table 3.

**Table 3. Goodness of Fit Indexes**

Goodness of Fit Indexes	Cut off value	Analyses Value	Model Evaluation
<b>Chi Square</b>	P=5% Degree of Freedom=390	444.325	The smaller the better
<b>Probability</b>	$\geq 0.05$	0.030	Not Good Fit
<b>AGFI</b>	$\geq 0.90$	0.869	Marginal Fit
<b>GFI</b>	$\geq 0.90$	0.890	Marginal Fit
<b>TLI</b>	$\geq 0.95$	0.976	Good Fit
<b>CFI</b>	$\geq 0.95$	0.979	Good Fit
<b>CMIN/DF</b>	$\leq 2.00$	1.139	Good Fit
<b>RMSEA</b>	$\leq 0.08$	0.025	Good Fit

Based on the results, it can be concluded that the proposed model explaining the role of autobiographical memory in build brand loyalty for kids is statistically reasonable.

### RESULT OF STRUCTURAL MODEL RELATIONSHIP:

SEM analysis using AMOS 6.0 by means to analyze the value of the regression shown in Table 3. The tests are performed by analyzing the value of C.R (Critical ratio) and the value of P (Probability) on the result of regression weights, compared with the statistical limitations that are required, that the value of C.R (Critical ratio)  $\geq 2.00$ , and the value of P (Probability)  $\leq 0.05$  (Ferdinand, 2002). If the results show the value that required, then the proposed research hypothesis can be accepted.

**Table 4. Result of Structural Model Relationship**

Hypothesis	Hypothesis Statement	C.R and P Value	Supported/Not
<b>H1</b>	The stronger the reference group, the stronger kid's autobiographical memory toward brands.	C.R = 2.457 P = 0.014	Supported
<b>H2</b>	The better the advertising, the stronger kid's autobiographical memory toward brands.	C.R = 4.706 P = 0.000	Supported
<b>H3</b>	The better the product attribute the stronger kid's autobiographical memory toward brands.	C.R = 3.491 P = 0,000	Supported
<b>H4</b>	The stronger autobiographical memory, the stronger kid's brand image toward brands.	C.R = 6.244 P = 0.000	Supported
<b>H5</b>	The stronger the reference group, the stronger kid's buying habituation toward brands.	C.R = 3.008 P = 0,003	Supported
<b>H6</b>	The stronger autobiographical memory, the stronger kid's buying habituation toward brands.	C.R = 2.187 P = 0.29	Supported
<b>H7</b>	The stronger brand image, the stronger kid's buying habituation toward brands.	C.R = 0.560 P = 0.575	Not Supported
<b>H8</b>	The stronger autobiographical memory, the stronger kid's brand loyalty toward brands.	C.R = 3.703 P = 0.000	Supported
<b>H9</b>	The stronger buying habituation, the stronger kid's brand loyalty toward brands.	C.R = 3.147 P = 0.002	Supported
<b>H10</b>	The stronger brand image, the stronger kid's brand loyalty toward brands.	C.R = 2.384 P = 0.017	Supported
<b>H11</b>	The better the product attribute, the stronger kid's brand loyalty toward brands.	C.R = 0.763 P = 0.445	Not Supported
<b>H12</b>	The stronger the reference group, the stronger kid's brand loyalty toward brands.	C.R = 3.558 P = 0.000	Supported

From the research as presented in Table 4, it was found that out of twelve hypotheses are proposed there are two hypotheses that are not supported by the data. Hypothesis that the stronger brand images, the stronger kid's buying habituation toward brands are not supported by the data. Hypothesis that the better the product attribute the stronger kid's brand loyalty toward brands are also not supported by the data.

## DISCUSSION:

From the analysis above, the author finds some antecedents of autobiographical memory and how autobiographical memory affects the forming of brand loyalty for kids. From the result as presented in Table 3, it is found that the stronger the reference group, the stronger kids autobiographical memory toward brands (H1 is substantiated by the data). This can be occurred because kids become closer to their peers, this will affect them in the selection of products/brands. The influence of peers in the selection of products will make the products/brands becomes positive in the eyes of the kids that will form a positive impression of the brands which will be stored in autobiographical memory. In addition, the degrees of interaction that occurs in school environment where kids meet with peers also reinforce the influence of friends on the kids in the occurrence of autobiographical memory. The above explanation makes the kids forming a memory of the evaluation of the KFC brands that is consciously or unconsciously embedded in their memories who eventually will form autobiographical memory in kids about KFC.

Advertising significantly influences the autobiographical memory (H2 is supported by the data). Advertising will generate positive events of the product/brand that is stored in long-term memory. With the presence of advertisements will evoke memories of the product/the brand that causes nostalgia where children will call autobiographical memory of the brand. Because of this many marketers are trying to use advertisements to generate beautiful memories or nostalgia of product/brand. KFC advertisement also arousing memories of children toward KFC brand that will call autobiographical memory about events or memorable memories that experienced at KFC. Memories recalled by the advertisement actually strengthen the occurrence of autobiographical memory.

Product attribute significantly influences autobiographical memory (H3 is confirmed). In this research, children were impressed by the products including in taste, service, or the atmosphere of KFC. The delicious taste and tasty products are favored by children; this impression will be stored to children long-term memory that will be called when children want to eat KFC's products. Friendly services, a place that is made comfortable, and clean place will generate a positive impression that will be stored in autobiographical memory of children.

The results also shows on how autobiographical memory significantly influences brand image (H4 is substantiated by the data). This can be seen from how children were impressed by the product attributes as well as from the KFC advertisement that makes children establish a positive evaluation of KFC. Positive evaluation of children toward KFC would activate positive memories and emotional bond to KFC's brand that affect on brand image of KFC. Memories and positive evaluation of the attributes, usage, and characteristics of KFC and then will be recorded in autobiographical memory and establish a positive brand image among children.

Reference group significantly influences buying habituation (H5 is supported by the data). Children buy KFC products because they see or are being invited by their friends; thus forming a positive evaluation and influential in buying habits among children. It can be seen from how children notice what was said by their friends and tend to do the same things with their friends. Because they want to be seen similar with their friends; children will be deliberately choose products that similar with their friends and then becoming a buying habituation.

Autobiographical memory significantly influences buying habituation (H6 is confirmed). Buying habituation is a tactic in facilitate product selections. This tactic should be preceded by previous products usage; the impact of previous purchase experience is important in making buying habits. Experience cannot be separated in forming buying habituation and when it has formed a habit, purchase decisions are made unconsciously. A positive buying experience on KFC's products whether caused by factors such as reference group, advertising, and product attributes will form a memory that impact on the creation of autobiographical memory and memorizing to always buy KFC's products. When children have already form buying habituation then purchase decision will be made spontaneously and automatically that will facilitate children in the purchase decision.

On the other hand, brand image does not affect buying habituation significantly (H7 is not supported by the data). This could be happen due to several factors. Firstly, according to Hoyer (1984) that habituation buying is not necessarily the result of a positive brand evaluation but rather to how to facilitate in choosing the product. Moreover, children aged 12-14 years in forming buying habituation are strongly influenced by their experiences in the past purchase. This experience encourages children to establish a memory to always buy KFC and not the brand image of KFC's itself. Secondly, Brand image is not an antecedent of buying habituation caused by the assumption that KFC's products as a fast food is unhealthy food. This could be happen because at the age of 11-16 years, children have developed capabilities to process information (John, 1999); that children at this age begin to use their capabilities in processing information and find out that fast food is not good for health. The fact that fast food is unhealthy food plays an essential role in influencing why KFC's brand image is not strong enough in forming purchasing habits of children aged 12-14 years.

Autobiographical memory significantly influences brand loyalty (H8 is substantiated by the data). This can be

occurred because when children impressed by the advertising or product attribute of KFC then all these impressions are unconsciously stored in the children memory. Memories of the impression can arise at any time when children want to eat KFC's products or see KFC's advertisement. Children's memories are automatically evoking children's nostalgia toward KFC that will remind children's positive evaluation toward KFC. The emergence of memories and a positive evaluation which is caused by positive autobiographical memory will remind children against the emotional bond that has been formed previously. Emotional bond that has been formed between children and KFC will be raised by children's autobiographical memory; this will makes children establish a sense of belonging and commitment that affect to children's brand loyalty toward KFC.

Buying habituation significantly influences brand loyalty (H9 is supported by the data). Although buying habits behavior may not from the result of brand evaluation and simply way in facilitate of the products selection but the basic foundation of buying habituation was the effect of previous purchase experience. Buying habituation of children toward KFC apparently raises the experiences that children feel. Experience buying and evaluation of children toward KFC would create a positive attitude or emotional bond that occurs due to buying habits of children toward KFC. Positive evaluation and establishment of emotional bond toward children will make children forming commitment and brand loyalty toward KFC.

Brand image significantly influences brand loyalty (H10 is confirmed). From the experience of consuming, hearing, and seeing KFC advertisements makes children started to form attitudes toward KFC. Children experience in consuming KFC's products will lead to delicious impression, causing a positive evaluation of trust on KFC that all KFC's products will be associated with delicious taste. Children evaluation and trust that KFC has a delicious taste apparently plays an important role in forming strong brand image on children. Trust will strengthen KFC's brand image that will lead to the establishment of brand loyalty on children toward KFC.

Product attributes was not significantly influences brand loyalty (H11 is not supported by the data). Children feels that fried chicken is a commonly food products, so they think that the taste of KFC's fried chicken is no longer be an advantage that makes children should eat at KFC. Aspects of KFC's atmosphere also did not become important and children are more concentrated on other things such as talking with their friends while eating at KFC. According Sadock and Sadock (2007) as quoted in Haryanto (2008), children started to notice cleanliness and neatness when they were aged 15 years or older explains why cleanliness aspects on KFC's atmosphere was not considered by children aged 12-14 years. Aspects of friendliness in service apparently did not become important things on children. These because children intended to KFC is to enjoy the KFC's fast food and not for KFC's friendly service. In addition, the services provided by KFC was limited to service in the POS (point of purchase); after paying and served, children will go to the dining table so that the friendly service was only gives a very small portion to the attention of children so that the service aspect does not strong enough in the build brand loyalty on children toward KFC.

Reference group significantly influences brand loyalty (H12 is supported by the data). The influence of friends in the selection of products will make the product/brand becomes positive in the eyes of the children; this will form a positive impression of the brand which will form children's commitment to the brand. Positive influence of the group will form a positive evaluation on raises the image and the emotional bond that KFC is a brand that favored by children friends. Emotional bond caused by empathy toward friends also strengthened by children strong degree of social interaction in the school environment. The degree of social interaction and the positive influence of the group will form a positive impression of the brand which will then form a commitment and effect on brand loyalty.

#### **THEORETICAL IMPLICATIONS:**

Autobiographical memory is an interesting subject to be explored in marketing domain. Moreover, research on autobiographical memory especially in the role of children as a futures market is still relatively limited. This research contributed by showing that reference group, advertising, and product attributes are the antecedent of autobiographical memory on children ages 12-14 years. In addition, this research also contributed by showing the results that autobiographical memory is the brand image forming factors. Another contribution of this research shows that autobiographical memory and reference group affect on buying habituation. This research also able to shows that brand loyalty on children aged 12-14 year affected by the reference group, autobiographical memory, habituation buying, and brand image.

#### **MANAGERIAL IMPLICATIONS:**

Result of this research shows that reference group, advertising, and product attribute are the antecedent of autobiographical memory. The three factors above also have an influence either directly or indirectly to the establishment of brand image, buying habituation, and brand loyalty in children. Because of that marketers

should be considering all three factors above. For the example, to enter in the children reference group; marketers have to get into the school environment that can be done with promotions on special occasions such as during the Independence Day. Then advertisement must also be considered, this can be done by making advertisement with the theme of children and using children's models so that advertisement can be accepted by children. Aspects of product attributes should be given special attention. For instance, by conducting marketing research to identify the taste that favored by children and the needs to consider launching new products.

Other important managerial implications in this research are marketers should considering the importance of autobiographical memory due to a significant factor in establishment brand loyalty in children. Marketers should be able to encourage and create autobiographical memory either through autobiographical advertisement to create and influence the occurrence of autobiographical memory on children.

### **LIMITATIONS AND FUTURE RESEARCH:**

There is couple limitations related to the research to be considered for the generalization of the results. First, respondents of this research are students who are in school so the given answers only on based on their memory. Second, replication studies can be conducted on other products, such as electronics, snacks, or daily products to strengthen the results of research model that have been tested. Third, this research may be needed to be added some variables related to the research that will be found a more appropriate model.

### **CONCLUSION:**

After processing and testing datas, it can be obtained from that of the 12 hypotheses proposed in this research there are 2 hypotheses are not accepted. In brief, the results can be seen in figure 2 on the conclusions of this research. The result shows that reference groups, advertising, and product attributes are the antecedents of autobiographical memory. The result also shows that autobiographical has positive impact in brand image and show that autobiographical memory with reference groups influence buying habituation in children. The result also found that reference groups, autobiographical memory, brand image, and buying habituation are the antecedents of brand loyalty in children.

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