

DAFTAR PUSTAKA

- Abbas, S. Z. (2017). The Impact of Brand Awareness, Brand Image, Brand Loyalty, Brand Association, and Brand Perceived Quality on Female. *Thesis*. University of Lahore.
- Blackwell, R., Miniard, P. and Engel, J. (2001). *Consumer Behavior*. 9th ed. Orlando: Harcourt College, 71.
- Borishade, T. T., Ogunnaike, O., Dirisu, J. F., & Onochie, P. (2015). Empirical Study Of Packaging and Its Effect on Consumer Purchase Decision in a Food and Beverages Firm. *European Journal of Business and Social Sciences*, 3 (11). 44 -53. ISSN 2235 -767X
- Chudzian, J. (2014). Impact of Advertising on Behaviour of Consumers of Low and High Level of Consumption of Dairy Products. *Oeconomia*, 13 (4), 19–30.
- Cortina-Mercado, M. (2017). Effect of Packaging Design in The Purchase Decision Process: A Comparison of Generations. *Global Journal of Business Research*, Vol. 11, No. 2, 11-26.
- Darmawan, D. (2017). Pengaruh Kemasan dan Harga Terhadap Keputusan Pembelian Produk Sayuran Hidroponik. *Agrimas*, Volume 1, Nomor 1.
- Farida, I. & Dini, H. (2009). Studi Mengenai Efektifitas Iklan Terhadap Citra Merek Maskapai Garuda Indonesia. *Jurnal Sains Pemasaran Indonesia*, Vol. 8, No 1, 83-106.
- Farooq, S., Habib, S., & Aslam, S. (2015). Influence Product Packaging on Consumer Purchase Intentions. *International Journal of Economics, Commerce and Management*, Vol. III, Issue 12, 538-547.
- Ghozali, Imam. (2006). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Undip.
- Gofman, A., Moskowitz, H.R. & Mets, T. (2010). Accelerating Structured Consumer-Driven Package Design. *Journal of Consumer Marketing*. Vol. 27, Issue:2, 157-168.

- Harwani, Y., & Pradita, S.R. (2017). Effect of Brand Image and Perceived Price Towards Purchase Decision in Kentucky Fried Chicken (KFC). *Journal of Marketing and Consumer Research*, Vol. 36, 13-26.
- Hassan, A. (2015). Effects of TV Advertisement on Consumer Buying Behaviour: A Comparative Study of Rural-Urban and Male-Female Consumers. *International Journal of Innovation and Applied Studies*, Vol. 11, No. 3, 608-614.
- Hollywood, L. (2013). Thinking Outside The Carton: Attitudes Towards Milk Packaging. *British Food Journal*, 115 (6), 899-912.
- Hussain, S., Ali, S., Ibrahim, M., Noreen, A., & Ahmad, S. F. (2015). Impact of Product Packaging on Consumer Perception and Purchase Intention. *Journal of Marketing and Consumer Research*, Vol.10, 1-9.
- Kotler, P. & Armstrong, G. (2012). *Principles of Marketing*. New Jersey: Pearson Education Limited.
- Kotler, P. & Keller, K.L. (2009). *Manajemen Pemasaran Jilid 2, edisi Ketiga Belas*, Terjemahan Bob Sabran, MM. Jakarta: Penerbit Erlangga.
- Krafchik, B. (2016). History of Diapers and Diapering. *International Journal of Dermatology*, 1, 4-6.
- Kusumaningtyas, F., Suharyono, & Sunarti (2014). Pengaruh Pesan Iklan di Televisi Terhadap Keputusan Pembelian (Survei pada Mahasiswa Jurusan Administrasi Bisnis Fakultas Ilmu Administrasi Universitas Brawijaya Angkatan 2010/2011 yang Mengonsumsi Es Krim Magnum). *Jurnal Administrasi Bisnis (JAB)*, Vol. 13, No. 2, 1-7.
- Kuvykaite, R., Dovaliene, A., & Navickiene, L. (2009). Impact of Package Elements on Consumer's Purchase Decision. *Economics & Management*, 441-447.
- Loya, S., Ismail, S., & Khan, M.Z. (2015). Impact of In-Store Display on Sales: A Comparative Study among New and Mature Product. *International Journal of Humanities and Social Science*, Vol. 5, No. 11, 188-196.

- Mathew, A. P. & Aswathy, S. (2014). Influence of Television Advertising in Purchase Decision Making of FMCG. *International Journal of Commerce, Business & Management (IJCBM)*. Vol 3, No.5, 744-747.
- Meghji, N.K. (2013). The Role of Packaging in Influencing The Decision to Buy Pre-Packaged Food Products. *Dissertation*. University of Tanzania.
- Naveen, N & Padashetty, S. (2017). Effects of Television Ads in Purchase Decision: A Literature Review. *Imperial Journal of Interdisciplinary Research (IJIR)*, Vol-3, 417-420.
- Nielsen. (2015). *Oh, Baby! Trends in Baby Food and Diaper Markets Around the World*. New York.
- Novansa, H., & Ali, H. (2017). Purchase Decision Model: Analysis of Brand Image, Brand Awareness and Price (Case Study SMESCO Indonesia SME products). *Saudi Journal of Humanities and Social Sciences*, Vol-2, Iss-8, 621-632.
- Oladepo, O. I., & Abimbola, O. S. (2015). The Influence of Brand Image and Promotional Mix on Consumer Buying Decision-A Study of Beverage Consumers in Lagos State, Nigeria. *British Journal of Marketing Studies*, Vol.3, No.4, 97-109.
- Poturak, M. (2014). Influence of Product Packaging on Purchase Decisions. *European Journal of Social and Human Sciences*, Vol.(3), No 3, 144-150.
- Prasetyaningsih, E., & Sukardiman, D.F. (2015). Pengaruh Citra Merek dan Gaya Hidup Terhadap Keputusan Pembelian Produk Tas Branded Tiruan Pada Wanita Karir di Jakarta. *Jurnal Ilmiah Manajemen dan Bisnis*, Volume 1, Nomor 3, 3-14.
- Raheem, A.R., Vishnu, P., & Ahmed, A.M. (2014). Impact of Product Packaging on Consumer's Buying Behavior. *European Journal of Scientific Research*, Vol. 122, No 2, 125-134.
- Romadhoni. (2015). Pengaruh Citra Merek (Brand Image) Terhadap Pengambilan Keputusan Pembelian Sepatu Nike Pada Mahasiswa FIK UNY. *Skripsi*. Universitas Negeri Yogyakarta.

- Rundh. (2005), The Multi-Faceted Dimension of Packaging: Marketing Logistic or Marketing Tool? *British Food Journal*, Vol. 107 (9), 670-684.
- Rundh. (2009). Packaging Design: Creating Competitive Advantage with Product Packaging, *British Food Journal*, Vol. 111 (9), 988-1002.
- Sekaran, U. & Bougie, R. (2010). *Research Methods for Business: A Skill-Building Approach (5th ed.)*. Haddington: John Wiley & Sons.
- Shah, R.B. (2012). A Multivariate Analysis Technique: Structural Equation Modeling. *Asian Journal of Multidimensional Research*. Vol.1, No.4, 73-81.
- Shah, S., Ahmed, A., & Ahmad, N. (2013). Role of Packaging in Consumer Buying Behavior. *International Review of Basic and Applied Sciences*, 1(2), 35-41.
- Silayoi, P. & Speece, M (2007). The Importance of Packaging Attributes: a Conjoint Analysis Approach. *Eur. J. Mark.*, 41(11/12), 1495-1517.
- Silayoi, P. & Speece, M. (2004). Packaging and Purchase Decisions. *British Food Journal*, 106(8), 607-628.
- Silayoi, P. & Speece, M. (2009). Packaging and Purchase Decision: An Exxpolarity Study on The Impact of Indolent Level and Time Pressure. *British Food Journal*, 106(8), 677-690.
- Solomon, M. R. (2010). *Consumer Behavior: Buying, Having, and Being, 9^h Edition*. New Jersey: Pearson.
- Solomon, M. R. (2013). *Consumer Behavior: Buying, Having, and Being, 10th Edition*. Boston: Pearson.
- Sudrajat, A., & Sholahuddin, M. (2018). Analisa Pengaruh Pencantuman Merek, Kemasan, Label Halal Terhadap Keputusan Pembelian Pada Produk Makanan Cepat Saji Waralaba Internasional Dengan Minat Beli Sebagai Variabel Mediasi. *Thesis*. Universitas Muhammadiyah Surakarta.
- Sugiyono. (2010). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2013). *Metode Penelitian Kombinasi*. Bandung: Alfabeta.

- Sulistiono, A. (2012). Analisis Pengaruh Iklan Televisi Terhadap Keputusan Pembelian Motor Yamaha Jupiter MX. *Jurnal Ilmiah Kesatuan*, Nomor 1, Volume 14, 53-60.
- Suyanto. (2005). Media Televisi. *Advertising*, 195, 4-5.
- Swastha, B. & Irawan. (2008). *Manajemen Pemasaran Modern, Cetakan Ketujuh*. Penerbit Liberty: Yogyakarta.
- Tjahjono, D., & Pradana, R. (2016). Brand Image and Product Price; Its Impact for Samsung Smartphone Purchasing Decision. *Procedia - Social and Behavioral Sciences*, 219, 221 – 227.
- Top Brand Index. (2017). *Top Brand For Kids, Popok Bayi Sekali Pakai*.
- Unicharm. (2015). *Integrated Report 2015*. Tokyo.
- Wells, L.E., Farley, H., & Armstrong, G.A. (2007). Importance of Packaging Design for Own-Label Food Brands. *International Journal of Retail & Distribution Management*, Vol.35, No.9, 677-690.
- Wells, W., Burnett, J., & Moriarity, S. (2009). *Advertising: Principles and Practice (7th ed)*. New Jersey: Prentice Hall, Englewood Cliffs.
- Wibowo, S. F. & Karimah, M.P. (2012). Pengaruh Iklan Televisi dan Harga Terhadap Keputusan Pembelian Sabun Lux (Survei pada Pengunjung Mega Bekasi Hypermall). *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*, Vol. 3, No. 1, 1-15.
- Zikmund, W. G. & Babin, B. J. (2010). *Exploring Marketing Research*. Mason, Ohio: Cengage Learning.

Media Elektronik

- Marketers. (2015, September 9). Wow! Pasar Popok Bayi di ASEAN Rp 413 Triliun. 01 Agustus 2018. <http://marketeers.com/wow-pasar-popok-bayi-di-asean-rp-413-triliun/>
- Marketers. (2016, April 11). Efektivitas Beriklan di Televisi Dipertanyakan. 01 Agustus 2018. <http://marketeers.com/efektivitas-beriklan-di-televisi-dipertanyakan/>

- Mix. (2014, Desember 07). *Mengapa Indofood Berambisi Masuk ke Pasar Popok Bayi?* 31 Juli 2018. <http://www.mix.co.id/corcomm-pr/corporate-news/mengapa-indofood-berambisi-masuk-ke-pasar-popok-bayi>
- Mix. (2014, Desember 27). *Lima Karakter Konsumen Indonesia*. 31 Juli 2018. <http://www.mix.co.id/marcomm/brand-insight/research/lima-karakter-konsumen-indonesia>
- Top Brand Award, (2017). *.Top Brand For Kids Index 2017 Kategori Perawatan Pribadi Bayi*. 01 November 2018. http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_for_kids_index_2017

Interview

PT Zensei Indonesia (2017). Personal Interview.