

Influence of Marketing Mix and Attitude on Seaweed Snack Purchase Decision Among Child Consumer

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ABSTRACT

This study investigates the influence of the marketing mix—product, price, place, and promotion—and consumer attitudes on the purchasing decisions of seaweed snacks among child consumers in Indonesia. It responds to the limited research on children’s purchasing behavior, particularly within the healthy snack segment, by examining how marketing elements shape attitudes and drive buying actions. Using a quantitative survey method, data were collected from 212 respondents aged 8–15 years in Jakarta and surrounding areas and analyzed through Structural Equation Modeling with Partial Least Squares (SEM-PLS). The findings indicate that most consumers are elementary school children aged 8–12 years who moderately consume seaweed snacks, with average spending per purchase ranging from IDR 13,000–14,000. The marketing mix significantly influences children’s positive attitudes; however, only price and attitude directly affect purchasing decisions. Product, price, and promotion indirectly affect purchase behavior through attitude as a mediating variable, while place shows no significant mediating effect. The study underscores that effective marketing strategies for children should prioritize trustworthy product quality, credible health claims, appropriate pricing, and engaging promotional approaches. These insights contribute to a deeper understanding of child consumer behavior in Indonesia’s growing healthy snack market.

KEYWORDS Child consumers; Consumer attitude; Marketing mix; Purchase decision; Seaweed snacks



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INTRODUCTION

The global snack food market has experienced substantial growth, driven by changing lifestyles and increasing consumer demand for convenient and tasty food options (Banerjee, 2021; Mielmann & Brunner, 2019). In Indonesia, the fast-moving consumer goods (FMCG) sector—particularly the snack category—has mirrored this trend, recording an 11% increase in sales volume and a 13% increase in sales value in 2024 (Kantar, 2025). This robust growth is underpinned by Indonesia’s stable economic performance, with GDP growth around 5% and controlled inflation, which has supported a consumer optimism index of 121 (Haryanto & Wildani, 2025; Indrawati & Pratama, 2025; Ramesh, 2025). Within this dynamic market, children have emerged as a significant consumer segment, with studies indicating that snacking is a dominant consumption habit; for instance, 63% of students report consuming snacks after school (O’Kane et al., 2023). This highlights the importance of understanding the drivers behind purchase decisions among children, particularly for products positioned as healthy alternatives (Hartmann et al., 2017; Miquel Vidal & Castellano-Tejedor, 2022).

This study focuses on XYZ Seaweed Snack, a leading product in Indonesia’s savory snack category that captured a 9.9% market share in 2024, slightly declining from 10.1% in 2023 (Euromonitor, 2025). Despite being ranked fourth in the category—above Tao Kae Noi (6.1%)—XYZ Seaweed Snack faces intense competition from instant noodle-based snacks such as Mie Gemez (42.2%) and Mie Kremez (21.6%) (Prameswari et al., 2025). Unlike its

competitors, seaweed snacks are uniquely positioned as healthy, halal-certified, and child-friendly, distinguishing them from other savory snacks that primarily rely on taste and price appeal. The selection of this research object is strategic because it represents not only a competitive product category but also responds to the growing consumer demand for nutritious and affordable snack options for children.

This research investigates the role of the marketing mix—product, price, place, and promotion—and consumer attitudes in shaping purchasing decisions (Aldani, 2025; Chakrabarty & Pandey, 2025; Hanaysha et al., 2021). According to Hanaysha (2017), the marketing mix influences consumer perceptions of value through product quality, price fairness, distribution accessibility, and promotional effectiveness. Attitude, as emphasized by Brinson (2021), is a strong predictor of children’s purchase intention, shaped by their experiences, preferences, and exposure to advertising. Together, these variables are expected to interact in driving purchase behavior, with affordable pricing and positive consumer attitudes hypothesized to exert the strongest influence (Khan et al., 2023; Victor et al., 2018; Zhao et al., 2021).

Previous studies have examined the effects of the marketing mix and consumer perceptions on purchase decisions across various contexts (Haeruddin, 2025; Kusumawati et al., 2021; Syarifuddin et al., 2021). For example, Fauzi (2024) found that brand equity and lifestyle significantly affected purchase decisions in coffee shops, while Firmansyah (2021) confirmed the significant role of product and promotion in shaping brand equity for packaged rice. More recently, Arif (2024) demonstrated that marketing mix elements strongly influence consumer satisfaction and loyalty in the fruit sector. However, limited research has explicitly focused on child consumers within the savory snack market—particularly seaweed-based products. Furthermore, existing studies often overlook the role of consumer attitude as a mediating variable in children’s decision-making processes (Garg et al., 2023). This study fills these gaps by examining how the marketing mix and attitudes simultaneously influence seaweed snack purchasing decisions among children, offering timely insights for both academic research and managerial practice.

The urgency of this research is supported by several converging factors. First, the rising prevalence of childhood obesity and diet-related health issues has positioned children’s food choices as a public health concern. Second, food companies increasingly target children through marketing campaigns for both healthy and unhealthy products, making it essential to understand how these strategies affect young consumers. Third, for brands such as XYZ Seaweed Snack—which emphasize health positioning—understanding how to effectively communicate product value to both children and parents is critical for commercial success and for promoting healthier eating patterns. Without this understanding, marketing strategies may be misdirected, failing to connect with target audiences and missing the opportunity to influence dietary behaviors positively.

Therefore, the primary objective of this study is to analyze the influence of the marketing mix (product, price, place, and promotion) and consumer attitudes on purchase decisions for seaweed snacks among child consumers in Indonesia. The research objectives are threefold: (1) to examine the direct effects of each marketing mix element and attitude on purchasing decisions; (2) to analyze the direct influence of marketing mix components on attitude formation; and (3) to test the mediating role of attitude in the relationship between the Influence Of Marketing Mix and Attitude on Seaweed Snack Purchase Decision Among Child Consumer

marketing mix and purchasing decisions. The theoretical contribution of this research lies in validating a mediated model to better understand child consumer behavior, while the practical contribution provides actionable insights for marketers and product developers. Specifically, the study offers strategic guidance on enhancing product quality, establishing competitive pricing, refining promotional strategies, and building positive consumer attitudes to effectively engage the child consumer segment in Indonesia's growing healthy snack market.

METHOD

This study employed a quantitative research design with a survey approach to test the causal relationships between product, price, place, promotion, and attitude as independent variables, and purchase decision of XYZ Seaweed Snack as the dependent variable. The research is classified as explanatory research, aiming to explain how elements of the marketing mix and consumer attitude influence children's purchase decisions based on a proposed conceptual framework.

The population in this research consisted of child consumers in Jakarta and Surrounding City who had purchased or consumed XYZ Seaweed Snack. A purposive sampling technique was used with specific criteria, namely children aged 10 to 15 years, who had consumed the product at least once in the past three months, and who were able to respond to a structured questionnaire with assistance from parents or guardians when needed. A total of 212 valid responses were collected, which met the minimum requirements for Partial Least Squares–Structural Equation Modeling (PLS-SEM), as recommended by Hair et al. (2019), who suggest that the sample size should be at least five to ten times the number of indicators in the model.

Data were collected during June to July 2024. The questionnaire was developed based on validated measurement scales from previous studies and was adapted to the snack food context. All indicators were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

The data were analyzed using PLS-SEM with the SmartPLS version 4 software. The analysis was carried out in two stages. The first stage involved the evaluation of the measurement model (outer model), which included testing indicator loadings, composite reliability, average variance extracted (AVE), and discriminant validity using the Fornell–Larcker criterion. The second stage involved the evaluation of the structural model (inner model), where the strength and significance of the relationships between constructs were tested through path coefficients, R^2 values, and bootstrapping. PLS-SEM was selected as the analytical method because it is suitable for predictive models, accommodates relatively small-to-medium sample sizes, and allows for the simultaneous analysis of multiple latent variables measured by several indicators.

RESULT AND DISCUSSION

A total of 212 valid respondents participated in this study, consisting of children aged between 8 and 15 years who had purchased and consumed XYZ Seaweed Snack within the past three months. The demographic profile indicated that female respondents slightly dominated the sample at 51 percent, while male respondents accounted for 49 percent. In terms of age distribution, the majority were concentrated in the 8-12 years category, representing more than 54 percent of the total sample, followed by the 13-15 years category. This study

found that consumers of XYZ seaweed snacks are predominantly elementary school children aged 8-12 years who consume the product moderately, averaging two sachets per month, with a typical spending range of IDR 13,000-14,000 per purchase, aligning with their daily allowance below IDR 20,000. The product functions as an impulsive complementary snack rather than a staple food, competing in a dynamic market where brand switching often occurs due to flavor innovations, attractive packaging, or price promotions.

Research Design after Loading Factor Selection

The research model scheme after adjustments in the outer model is presented in Figure 1 below:

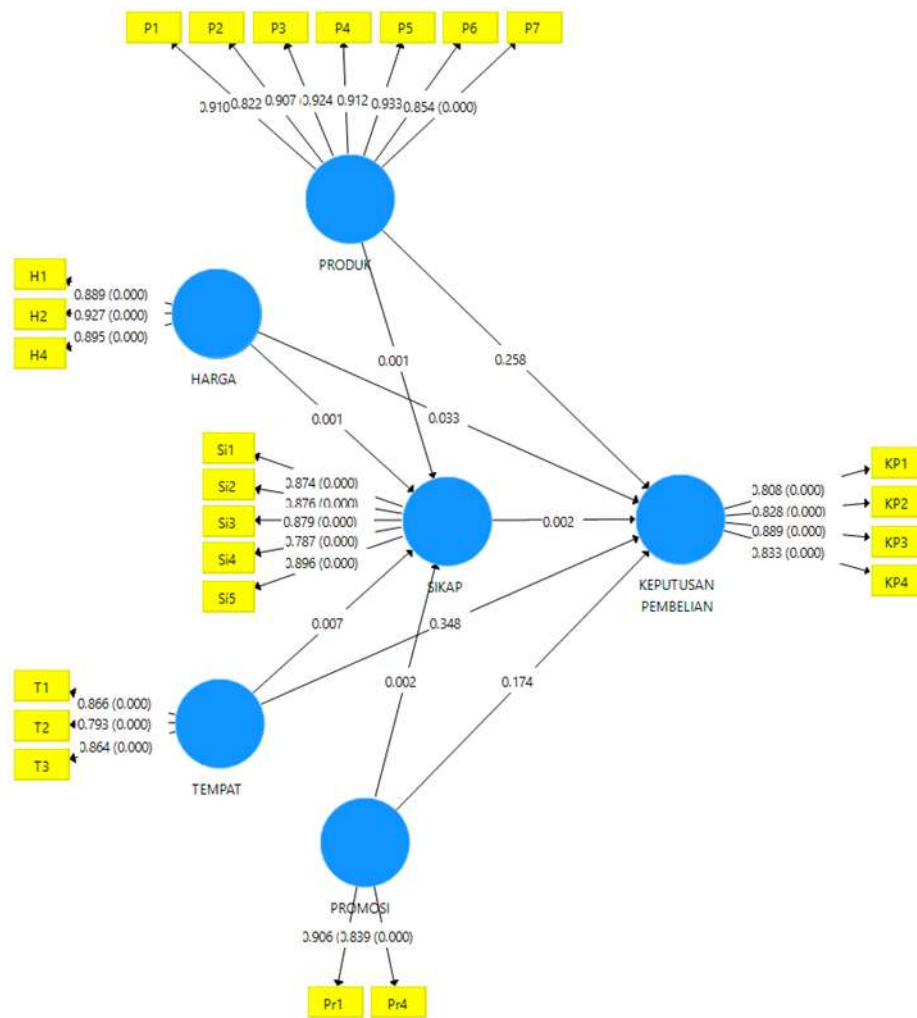


Figure 1. Final Outer Loading Measurements

Average Variance Extracted and Composite Reliability Test

All variables in this study have AVE values above 0.70, ranging from 0.706 to 0.817. This indicates that the Product variable (0.801) and Price variable (0.817) possess very good convergent validity, as nearly 80% of the variance in their indicators can be explained by the constructs. The variables Place (0.708), Promotion (0.762), Attitude (0.745), and Purchase Decision (0.706) also meet the requirements, demonstrating that the indicators consistently

represent the concepts being measured. No variable has an AVE below 0.50, which confirms that all constructs are valid in terms of convergent validity.

The results of construct reliability testing using Composite Reliability (CR) values further show that all variables in this study meet the criteria for good reliability. Product (0.966), Price (0.930), Place (0.879), Promotion (0.865), Attitude (0.936), and Purchase Decision (0.906). According to Hair et al. (2019), a construct is considered reliable if the CR value is greater than 0.70.

Assessment of Discriminant Validity

Based on the design of the research as below Table 1 :

Table 1. Discriminant Validity Test

Variable	Indicator Description	Code	Cross Loading Value	Remark
Product	Attractive image design	P1	0.910	Valid
	Attractive brand name	P2	0.822	Valid
	Attractive packaging form	P3	0.907	Valid
	Appropriate quality (content, taste)	P4	0.924	Valid
	Brand equity	P5	0.912	Valid
	Healthy product claim	P6	0.933	Valid
	Whole product image on packaging	P7	0.854	Valid
Price	Price matches purchasing power	H1	0.889	Valid
	Price matches quality	H2	0.927	Valid
	Attractive package price	H4	0.895	Valid
Place	Easily accessible location	T1	0.866	Valid
	Available in modern retail	T2	0.793	Valid
	Available in e-commerce	T3	0.864	Valid
Promotion	Advertisement in electronic media	Pr1	0.906	Valid
	Billboard advertising	Pr4	0.839	Valid
Attitude	Positive attitude toward the product	Si1	0.874	Valid
	Positive understanding from advertisement	Si2	0.876	Valid
	Consumption experience	Si3	0.879	Valid
	Consuming after school	Si4	0.787	Valid
	Preference for salty over sweet	Si5	0.896	Valid
Purchase Decision	Already purchased/not yet	KP1	0.808	Valid
	Always the main choice	KP2	0.828	Valid
	Financial ability to purchase	KP3	0.889	Valid
	Purchase frequency	KP4	0.833	Valid

For the Product variable, all indicators P1- P7 have high loading values, ranging from 0.822 to 0.933. These values indicate that indicators such as attractive image design, product quality according to taste, and healthy product claims strongly reflect the Product construct,

with higher loadings compared to potential cross-loadings on other constructs. Thus, the construct is valid in terms of discriminant validity.

For the Price variable, indicators H1-H4 have loading values between 0.889 and 0.927. These high values demonstrate that respondents were able to clearly distinguish the Price construct from other constructs, as the indicators were strongly correlated only with the Price variable. Therefore, the construct is valid in terms of discriminant validity.

For the Place variable, indicators T1-T3 have loadings ranging from 0.783 to 0.874. Although indicator T2 (availability in modern retail) recorded the lowest loading value (0.783), it remains above the acceptable threshold of 0.70, and therefore the construct is still considered valid in terms of discriminant validity.

For the Promotion variable, indicators Pr1 and Pr4 have loadings between 0.839 and 0.906. This finding suggests that promotion indicators are sufficiently strong in distinguishing themselves from other variables, confirming discriminant validity of the construct.

For the Attitude variable, indicators Si1–Si5 show loadings between 0.787 and 0.896. These consistent values, all above 0.70, demonstrate that the Attitude construct is measured distinctly from the marketing mix elements, thereby establishing discriminant validity.

For the Purchase Decision variable, indicators KP1-KP4 have loadings ranging from 0.808 to 0.889. These values confirm that purchase decision elements such as repurchase, purchase frequency, and primary choice are measured differently from other constructs, supporting discriminant validity of the construct.

Therefore, the results of the discriminant validity test confirm that all constructs in this study meet the required criteria. Each indicator demonstrates stronger correlations with its respective construct compared to others, ensuring that the constructs are distinct and well differentiated. This finding validates the measurement model and provides a reliable foundation for further structural analysis.

Hypothesis Testing

Following the evaluation of the outer model, the inner model was assessed to determine the significance of the hypothesized relationships. The results of the hypothesis testing are presented in Table 2 below:

Table 2 Significance Test

Path	Coefficient	P Value	Significance
Direct Effect			
Product → Purchase Decision	0,161	0,258	Not Significant
Price → Purchase Decision	0,226	0,033	Significant
Place → Purchase Decision	0,073	0,348	Not Significant
Promotion → Purchase Decision	0,103	0,174	Not Significant
Attitude → Purchase Decision	0,361	0,002	Significant
Product → Attitude	0,319	0,001	Significant
Price → Attitude	0,285	0,001	Significant
Place → Attitude	0,197	0,007	Significant
Promotion → Attitude	0,174	0,002	Significant

Indirect Effect							
Product	→	Attitude	→	Purchase Decision	0,115	0,018	Significant
Price	→	Attitude	→	Purchase Decision	0,103	0,013	Significant
Place	→	Attitude	→	Purchase Decision	0,071	0,105	Not Significant
Promotion	→	Attitude	→	Purchase Decision	0,063	0,034	Significant

The Influence of Product on Purchase Decision

Based on the results of the significance test in Table 21, the product variable statistically shows no significant effect on the purchase decision of XYZ seaweed snacks, with a path coefficient of 0.161 and a p-value of 0.258. Although the relationship is positive, the significance value > 0.05 indicates that **Hypothesis 1 fails to reject H0**, meaning that product perception is not yet strong enough to directly drive purchase decisions.

When viewed from the product indicators, most refer to visual aspects (P1, P2, P3), quality (P4), and brand value (P5–P7). In this case, attractive design, brand name, packaging, and brand equity are indeed important in creating a first impression. However, if these elements are not able to provide a differentiating impression in the market, their influence may weaken. Kotler and Keller (2016) state that brand equity and attractive packaging are only effective if supported by clear perceptions of quality and actual value.

This finding is consistent with Supriatna, who noted that perceptions of healthy products must be supported by credible claims and convincing product visualization. Yuliati (2020) also emphasized that consumers of healthy food products are more critical toward quality, taste, and product information displayed on packaging. Therefore, strengthening health claims, product content quality, and building an authentic brand image are necessary to reinforce the effect of product on purchase decisions.

The Influence of Price on Purchase Decision

The testing results indicate that the price variable has a significant effect on the purchase decision of XYZ seaweed snacks, with a coefficient of 0.218 and a p-value of 0.032. Thus, **Hypothesis 2 rejects H0**. This means that the more appropriate the price offered is with the consumer's perceived value and purchasing power, the greater the tendency to purchase. When analyzed by its indicators, four main aspects influence consumer consideration: affordability (H1), the alignment between price and quality (H2), price competitiveness (H3), and the attractiveness of package pricing (H4). Monroe (2019) explains that consumers feel satisfied when the price they pay is proportional to the value received. Price is not merely a nominal figure but also a reflection of fairness perception.

According to Rahmah et al. (2018), adolescent snack consumers tend to remain loyal to products they consider “worth the money.” Similarly, Kosasih points out that the perception of affordable prices is more effective in encouraging purchases when products are packaged in small sizes with economical prices. Therefore, the pricing strategy for XYZ snacks must consider tiered price structures, student discounts, or bundling packages to remain competitive and affordable for the primary target market of children and students.

The Influence of Place/Distribution on Purchase Decision

The place variable was found to have no significant effect on purchase decision, as shown by a coefficient value of 0.083 and a p-value of 0.325. Thus, **Hypothesis 3 fails to reject H0**. This finding indicates that distribution factors and product availability are not yet the main determinants of purchasing XYZ seaweed snacks.

Based on the indicators, distribution encompasses access through physical stores such as minimarkets and neighborhood shops (T1, T2, T4, T5), as well as availability on digital platforms such as e-commerce (T3). Levy and Weitz (2019) emphasize the importance of omnichannel distribution in expanding consumer reach and convenience. However, if consumers perceive limited product availability (e.g., only in certain locations or not available in their preferred stores), the effect of this variable weakens.

Yuliati (2020) notes that for impulse snack products, presence in strategic points such as school canteens, near homes, or at cashier counters is critical. Therefore, expanding distribution strategically and promoting product availability in such locations could strengthen the effect of the place variable.

The Influence of Promotion on Purchase Decision

Promotion was found to have no significant effect on purchase decision, with a coefficient of 0.099 and a p-value of 0.207. Therefore, **Hypothesis 4 fails to reject H0**. This result shows that the promotional activities carried out have not been sufficient to build perceived value or directly encourage purchase decisions.

Promotion indicators covered various communication channels, including electronic media (Pr1), social media (Pr2), messenger platforms (Pr3), outdoor media (Pr4), and point-of-sale promotions (Pr5). Clow and Baack emphasize that the effectiveness of promotion depends heavily on message intensity, consistency, and alignment with audience behavior.

Shimp and Andrews argue that experiential and digital interaction-based promotions, such as short videos, viral content, and interactive campaigns, are more effective for child segments. If XYZ snacks have not yet optimized these media, consumer perception of promotion remains low. Hence, more creative and relevant content approaches are needed, such as social media campaigns, collaborations with influencers, or nutritional testimonials from experts to build trust.

The Influence of Attitude on Purchase Decision

The attitude variable has the strongest and most significant effect on purchase decision of XYZ seaweed snacks, with the highest coefficient value of 0.367 and a p-value of 0.001. Therefore, **Hypothesis 5 rejects H0**. Positive attitudes are shown to strongly drive purchase decisions.

Attitude indicators include positive evaluation of the product (Si1), positive influence from information (Si2), consumption experience (Si3), consumption habits (Si4), and taste preference (Si5). According to Ajzen, attitude consists of three components: cognitive (knowledge), affective (feelings), and conative (behavioral tendency). If these components are positively formed through product experience and perceptions, purchase decisions increase significantly.

Sumarwan states that attitude is a strong predictor of purchase intention, and satisfying consumption experiences will reinforce positive attitudes. This is further supported by O’Kane et al. (2023), who found that young consumers’ attitudes toward healthy snacks are strongly influenced by eating habits, taste, and nutritional education. Therefore, the producer’s long-term strategy should focus on building a positive image through consumer education, nutritional testimonials, and brand association with a healthy lifestyle.

From the five variables studied, only price and attitude were found to significantly affect purchase decisions of XYZ seaweed snacks among child consumers. Meanwhile, product, place, and promotion had a positive direction of influence but were not statistically significant. These findings underscore that in the context of child consumers, perceptions of affordable pricing and positive product experiences play a far greater role than other marketing mix elements. Hence, marketing approaches that emphasize child education, appropriate pricing strategies, and enjoyable product experiences should become the primary priorities in developing healthy snack strategies for young consumer segments.

The Influence of Product on Attitude

The results of the SEM-PLS analysis show a coefficient value of 0.319 with a p-value of 0.001. Thus, **Hypothesis 6: Reject H₀**, meaning that the product has a positive and significant influence on children’s attitudes toward XYZ seaweed snacks. The product variable in this study is represented by indicators such as attractive packaging design (P1), appealing brand name (P2), interesting packaging shape (P3), product quality and taste (P4), brand equity (P5), healthy product claims (P6), and the presence of a complete product image on the packaging (P7).

The most dominant indicators are healthy product claims (P6) and product quality/taste (P4), both of which have the highest loading values. These findings reinforce Sumarwan’s view that affective dimensions, such as taste preference and perceived product quality, are key factors in attitude formation. Yuliati also emphasizes that a trusted brand image and credible health claims in children’s food products strengthen both parental confidence and children’s positive attitudes. This result is consistent with marketing theory, which states that product quality and differentiation are the primary drivers of brand attitude formation (Kotler & Keller, 2016).

The Influence of Price on Attitude

The analysis results show a coefficient value of 0.285 with a p-value of 0.001. Thus, **Hypothesis 7: Reject H₀**, meaning that price has a positive and significant influence on children’s attitudes toward XYZ seaweed snacks. The price variable in this study is represented by indicators such as price affordability according to children’s purchasing ability (H1), price suitability with product quality (H2), and attractive price packages (H4).

This finding aligns with Sumarwan’s perspective that price affordability and perceived price fairness are strong factors in forming positive consumer attitudes. Yuliati further explains that parents often validate children’s purchase decisions based on the alignment between price, product quality, and household purchasing power. These results support the theory of price as a signal of value and quality (Monroe, 2019; Kotler & Keller, 2016).

The Influence of Place on Attitude

The analysis results show a coefficient value of 0.197 with a p-value of 0.007. Thus, **Hypothesis 8: Reject H₀**, meaning that place has a positive and significant influence on children's attitudes toward XYZ seaweed snacks. The place variable is measured by indicators such as easily accessible locations (T1), availability in modern retail stores (T2), and availability in e-commerce platforms (T3).

The most dominant indicators are ease of access (T1) and availability in e-commerce (T3). This finding supports Yuliati's view that good accessibility through both offline and online channels shapes perceptions of convenience and positive consumer attitudes. Retail marketing literature also emphasizes that strategic distribution enhances perceptions of convenience and brand value (Levy & Weitz, 2019; Kotler & Keller, 2016).

The Influence of Promotion on Attitude

The analysis results show a coefficient value of 0.174 with a p-value of 0.002. Thus, **Hypothesis 9: Reject H₀**, meaning that promotion has a positive and significant influence on children's attitudes toward XYZ seaweed snacks. The promotion variable is represented by indicators such as advertising through electronic media (Pr1) and billboard/banner advertisements (Pr4).

This finding aligns with Sumarwan's view that visual media familiar to children's daily lives, such as television and billboards, are effective in building brand recall and positive attitudes. Yuliati also emphasizes the importance of integrated marketing communication (IMC) that combines electronic media with outdoor advertising to strengthen brand perception. These results are consistent with the IMC concept proposed by Belch and Belch and Kotler and Armstrong.

The Influence of Product on Purchase Decision through Attitude

The analysis results show a coefficient value of 0.115 with a p-value of 0.018. Thus, **Hypothesis 10: Reject H₀**, meaning that the product has a positive and significant influence on purchase decisions through attitude. The product variable, measured using valid indicators (P1–P7) particularly product quality/taste (P4) and health claims (P6) has been proven to shape positive consumer attitudes that subsequently drive purchasing behavior.

This finding is consistent with the Theory of Planned Behavior, which positions attitude as a key predictor of behavior. Sumarwan and Yuliati also emphasize that product quality and credible health claims in children's food products significantly influence attitudes and stimulate purchase decisions.

The Influence of Price on Purchase Decision through Attitude

The analysis results show a coefficient value of 0.103 with a p-value of 0.013. Thus, **Hypothesis 11: Reject H₀**, meaning that price has a positive and significant influence on purchase decisions through attitude. The price variable, measured using valid indicators H1, H2, and H4 particularly perceived price fairness according to product quality (H2) and attractive price packages (H4) has been shown to shape positive attitudes that drive purchase decisions.

This finding is consistent with Sumarwan’s view that perceived price fairness strengthens positive attitudes and purchasing behavior, as well as Yuliaty’s argument that parents play a key role in validating the price of children’s products before purchase.

The Influence of Place on Purchase Decision through Attitude

The analysis results show a coefficient value of 0.071 with a p-value of 0.105. Thus, **Hypothesis 12: Fail to Reject H₀**, meaning that place does not have a significant influence on purchase decisions through attitude. Although indicators T1, T2, and T3 are valid and enhance perceptions of convenience and positive attitudes, their impact is not strong enough to trigger actual purchasing decisions.

Sumarwan explains that accessibility serves as a prerequisite, but children’s purchasing decisions are more strongly influenced by emotional value and social encouragement. Yuliaty further emphasizes that distribution strategies must be combined with engaging promotions and competitive pricing to effectively influence purchase decisions.

The Influence of Promotion on Purchase Decision through Attitude

The analysis results show a coefficient value of 0.063 with a p-value of 0.034. Thus, **Hypothesis 13: Reject H₀**, meaning that promotion has a positive and significant influence on purchase decisions through attitude. Promotion, measured by indicators Pr1 and Pr4, has been proven to shape positive attitudes that ultimately influence purchasing behavior.

According to Sumarwan, visual promotions that are closely related to children’s daily experiences effectively build brand recall and stimulate purchase decisions. Similarly, Yuliaty emphasizes the importance of integrated marketing communication (IMC) that combines electronic media and outdoor advertising (billboards) to influence both consumer attitudes and purchasing behavior.

Coefficient of Determination (R-Square)

Based on the results of the structural model (inner model) testing, the R-Square (R²) values for the latent variables are presented in Table 3 below:

Table 3. R Square Test

Variable	R Square	R Square Adjusted
Purchase Decision	0.699	0.691
Attitude	0.753	0.749

The R² value indicates the proportion of variance in the endogenous variables explained by the exogenous variables in the model. According to Hair and the guidelines by Ghazali and Latan (2015), the interpretation of R² is as follows: ≥ 0.75 = strong; $\geq 0.50 - < 0.75$ = moderate; $\geq 0.25 - < 0.50$ = weak.

Accordingly, the Attitude variable, with an R² value of 0.753, falls into the strong category, indicating that the constructs of Product, Price, Place, and Promotion explain 75.3% of the variation in children’s attitudes toward XYZ seaweed snack products, while the remaining 24.7% is explained by other factors outside the model. Meanwhile, the Purchase Decision variable has an R² value of 0.699, which falls into the moderate category, meaning

that Product, Price, Place, Promotion, and Attitude collectively explain 69.9% of the variation in purchase decisions, with the remaining 30.1% influenced by external factors not included in the model.

These results demonstrate that the structural model possesses good explanatory power for both endogenous variables. The high R^2 value for Attitude confirms that an effective marketing mix strategy can successfully shape positive consumer perceptions and attitudes. Furthermore, the relatively high R^2 value for Purchase Decision supports the Theory of Planned Behavior Ajzen and Sumarwan, which assert that attitude is a strong proximal determinant of purchasing behavior, although external factors outside the model may still influence consumer decisions.

Discussion

Based on the results of this study regarding the influence of the marketing mix (product, price, place, and promotion) and attitude on the purchase decisions of XYZ seaweed snacks among child consumers, several strategic implications should be considered by management to enhance the effectiveness of product marketing.

Segmentation

The findings indicate that the main consumer segment of XYZ Seaweed Snacks is elementary school children with unique characteristics, such as limited purchasing power heavily influenced by daily pocket money, strong attraction to colorful and educational visual packaging, and consumption patterns concentrated around schools and home environments. Moreover, children's dominant exposure to digital media, such as YouTube, TikTok, and interactive games, makes them highly responsive to creative content-based promotions. External factors such as parental influence, teachers, and peers also play a critical role in shaping purchase decisions. By understanding this segmentation, management can formulate more targeted marketing strategies.

Targeting

The targeting strategy focuses primarily on elementary school children as the main consumers, while also addressing parents and teachers as supporting decision-makers. Market penetration can be achieved through partnerships with schools, ensuring product availability in school canteens and neighborhood kiosks, and collaborating with local distributors to secure product access at children's primary consumption points. At the same time, parents as final decision-makers should be educated about the nutritional benefits and safety of the product, fostering positive perceptions of XYZ Seaweed Snacks. This dual approach enables the company not only to build preference among child consumers but also to obtain legitimacy from key influencers in the purchasing process.

Positioning

From a positioning perspective, the XYZ brand should be positioned as a "healthy and delicious seaweed snack with child-friendly pricing, trusted by parents, and easily accessible across modern and digital channels." This positioning is relevant because the product and promotion variables have been proven to shape positive attitudes, which in turn mediate purchase decisions, even though they do not have a direct influence. Therefore, the main Influence Of Marketing Mix and Attitude on Seaweed Snack Purchase Decision Among Child Consumer

differentiation should emphasize taste quality preferred by children, credible health claims, and affordable pricing, accompanied by visually appealing packaging that creates an emotional connection with consumers. In terms of distribution, the company should strengthen its omnichannel strategy, ensuring that the product is available not only in minimarkets but also in school canteens and e-commerce platforms. From the promotion standpoint, the company needs to enhance the quality of its campaigns through brand storytelling, nutritional education, and collaboration with child or parenting influencers to make the promotions more trustworthy and relevant to the target audience.

CONCLUSION

Based on the detailed analysis presented in this study and in response to the research questions, several conclusions can be drawn. First, the study found that consumers of XYZ seaweed snacks are predominantly elementary school children aged 8 -12 years, who consume the product moderately, averaging two sachets per month, with a spending range of IDR 13,000–14,000 per purchase, consistent with their daily allowance below IDR 20,000. This consumption pattern indicates that XYZ seaweed snacks are categorized as impulsive complementary snacks rather than staple foods. The market is also highly competitive, as consumers tend to switch brands when offered new flavors, more attractive packaging, or appealing price promotions.

Third, the study concludes that product, price, and promotion influence purchase decisions indirectly through positive attitudes as a mediating variable, while place shows no significant mediating effect. This implies that effective marketing strategies should focus on building positive attitudes among children through trustworthy product quality, clear and credible health claims, affordable pricing, and engaging, relevant promotional messages.

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