

## THE INFLUENCE OF COLLABORATION BRANDING ON PURCHASING DECISIONS (Case Study On Aice Blueberry Cookies Ice Cream Products)

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### **Abstract**

*The rapid business competition in Indonesia results in business challenges for a company. In the current era, consumers are very careful in finding, buying, and using a product that suits what they want. Therefore, a company is required to find what kind of marketing strategy so that the products they offer can become the main choice of consumers to make purchasing decisions. This study aims to determine how co-branding influences purchasing decisions for consumers of Ice Cream Aice Blueberry Cookies. This research is included in survey research using a verification description. The population used in the study were consumers of Aice Blueberry Cookies in Majalengka with a sample size of 100 respondents. The data collection technique in this study was the distribution of questionnaires using a Likert scale. The results of this study indicate that co-branding is in the very good category, and purchasing decisions are in the high category.*

**Keywords:** Co-Branding; Purchase Decision; Consumer Behavior; Marketing Strategy; Brand Perception

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### **Introduction**

Indonesia is currently experiencing rapid economic growth, driven by robust household consumption and the expansion of various industries. According to Statistics Indonesia (BPS), the national economy grew by 5.17% year-on-year in the second quarter of 2023, with household consumption contributing 5.23%. One of the most dynamic sectors fueling this growth is the Fast-Moving Consumer Goods (FMCG) industry, particularly the food and beverage segment. Within this sector, ice cream products remain a top choice due to their wide appeal and increasing affordability.

The Indonesian ice cream market reached a sales value of Rp. 15.86 trillion in 2022, showing a 7.44% increase from the previous year. However, this growth has also intensified market competition. For companies like Aice Group Holdings, innovation in marketing strategy is crucial to maintain and expand their consumer base. One prominent strategy increasingly adopted by FMCG brands is co-branding, particularly through partnerships with globally recognized public figures to enhance product appeal and credibility.

Co-branding involves strategic alliances between two or more brands to produce a combined offering with stronger brand equity. According to Kotler et al., co-branding enhances customer trust and purchase intention, especially when one of the brands involves a celebrity endorsement. In November 2022, Aice Group partnered with international football icon Lionel Messi, releasing a new product—Aice Blueberry Cookies Ice Cream—as part of a special campaign during the FIFA World Cup season. Lionel Messi, as one of the most-followed athletes globally, brings strong emotional and aspirational value to the brand. This collaboration was expected to increase consumer interest and product trial, especially among younger demographics and sports enthusiasts.

While Aice ranked third in the 2023 Top Brand Index (behind Wall's and Campina), its market share remained at 10.4%, showing limited growth in recent years. To further examine the effectiveness of the co-branding strategy, it is important to assess how consumers respond to such campaigns on a local scale.

Majalengka, a regency in West Java, has been selected as the research location due to its growing

urban population and increasing demand for FMCG products, particularly among youth and working-age groups. Majalengka represents a semi-urban consumer base that is often targeted in national marketing campaigns but underrepresented in research.

Therefore, this study aims to examine how the co-branding strategy between Aice and Lionel Messi affects purchasing decisions among consumers of Aice Blueberry Cookies Ice Cream in Majalengka. The results are expected to provide insight into local consumer behavior and evaluate the effectiveness of celebrity-based co-branding in influencing purchase intentions.

### Methodology

This research uses a quantitative method with a descriptive verification approach. The purpose of using this method is to examine the relationship between co-branding and consumer purchasing decisions. The population in this study consists of consumers who have purchased Aice Blueberry Cookies ice cream in Majalengka.

A sample of 100 respondents was selected using purposive sampling, focusing on consumers who were aware of the co-branding campaign involving Lionel Messi. Data were collected using a questionnaire distributed online and offline. The questionnaire used a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to measure perceptions of co-branding and purchasing decisions.

The validity and reliability of the questionnaire were tested before the actual distribution. The data analysis technique employed in this study includes descriptive statistics and correlation analysis to determine the strength of the relationship between variables.

### Results and Discussion

#### Descriptive Analysis

The descriptive results showed that the majority of respondents perceived the co-branding strategy by Aice and Lionel Messi as very attractive and positively influential. Most respondents were aware of the campaign and indicated that it increased their interest in trying the Aice Blueberry Cookies variant.



**Figure 1**  
**Top Brand Award Ice Cream Category**

Based on Figure 1.1, Aice ice cream is included in the Top Brand Award category. Aice ice cream is ranked 3rd which is preceded by Wall's and Campina and followed by Diamond as the fourth rank

#### Purchasing Decision Trends

Based on the analysis, 72% of respondents reported that the co-branding affected their decision to purchase the product. Key contributing factors included the association with Lionel Messi (celebrity endorsement), product packaging, and increased brand trust. Consumers stated that seeing a familiar

and admired figure made them more confident in the product's quality.

**Table 1**  
**Top Brand Index**

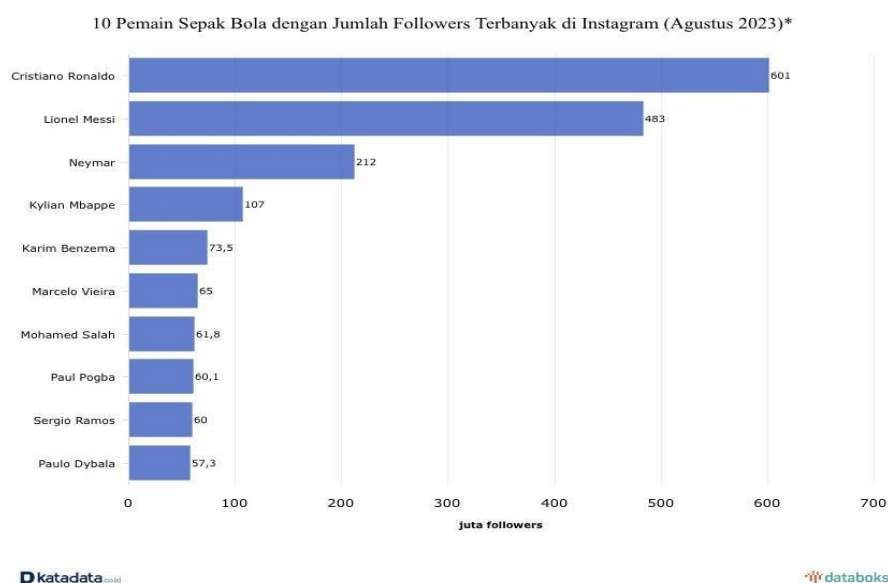
Nama Brand	2021	2022	2023
Wall's	-	-	43,80 %
Campina	25,40 %	26,20 %	28,30 %
Aice	10,40 %	10,30 %	10,40 %
Diamond	6,90 %	7,00 %	7,60 %

Source: Top Brand Award ([www.topbrand-award.com](http://www.topbrand-award.com))

### Correlation Analysis

The correlation coefficient between co-branding and purchasing decisions was found to be strong and positive, indicating that as the effectiveness of the co-branding strategy increased, the tendency of consumers to make a purchase also increased. This finding supports previous research by Tito & Stefani (2023), who stated that co-branding strategies strengthen brand equity and consumer trust. Based on Table 1 Top Brand Index (TBI) which is measured from top in mind, last usage and future intension in each year, the market share of Aice ice cream experiences unstable growth. Even in 2022, Aice experienced a 10% decrease in market share from 10.40% to 10.30%. Although still small, this decline shows that Aice as the main choice of consumers in ice cream products began to decline and this could threaten the sales of Aice ice cream. Aice Group recognizes that the ice cream industry in the country has increased massively both in terms of quality and quantity. This is supported by the data in 2022 which explains that national ice cream sales have reached Rp.15.86 Trillion or an increase of 7.44% compared to the previous year. Thus, with increasing sales growth and There are still many areas that have not been accessed by quality ice cream at affordable prices, making Aice Group companies boost strategies that are able to reach a wider market. One of the strategies used by Aice Group to increase purchases is by doing Co-Branding.

Co-branding strategy carried out by Aice Group in the form of cooperation with one of the world's soccer players, Lionel Messi in November 2022 coincided with the festive Qartal WorldCup 2022. Lionel messi is the world's best soccer player. With achievements, performances, records and consistency during his playing career make Lionel Messi a much admired soccer player.



**Figure 1**  
**Number of Followers of World Soccer Players in 2023**

Source: Katadata.com

Figure 2 shows that Lionel Messi is in the category of 10 soccer players with the highest number of followers on Instagram in August 2023. Although Lionel Messi is not ranked first in this category, this proves his existence in society.

Co-branding between Aice ice cream and Lionel Messi resulted in new ice cream products. One of the products resulting from the collaboration is Aice Blueberry Cookies. Aice Blueberry Cookies is a combination of blueberry ice cream and a thick layer of chocolate with crunchy peanut topping, resulting in three layers of pleasure in an ice cream.

According to Silvina in Detiksepakbola (2022), the most important footballer icon today is a figure who inspires everyone through his enthusiasm and his hard work in achieving success and bringing the joy of the beautiful game to football fans. This provides a new opportunity for Aice to reach a wider market through Lionel Messi. Therefore, the co-branding done by Aice can influence the purchase decision of Aice products which has an impact on the company's profits Aice Group. This is evidenced by the results of the annual research Brand Footprint Indonesia at the end of 2022 conducted by Kantar Indonesia published in Aice.co.id shows the reach of Aice in terms of penetration and frequency of consumers who buy its products. The latest survey results at Eumonitor International in 2023 in antarnews.com show that Aice Group recorded strong sales growth and made it the most popular ice cream brand in Indonesia.

With this phenomenon, the authors intend to conduct research entitled "The Influence of Lionel Messi on Purchasing Decisions for Aice Blueberry Cookies Ice Cream Products".

## Conclusion

This study concludes that the co-branding strategy implemented by Aice Group, particularly through its collaboration with world football icon Lionel Messi, has a **significant influence** on consumer purchasing decisions for Aice Blueberry Cookies ice cream products.

Based on the results of the questionnaire distributed to **100 respondents** in Majalengka:

- 72%** of respondents stated that the co-branding with Lionel Messi increased their interest in purchasing the product.
- The average respondent gave a rating of **4.31 out of 5** for the attractiveness of the co-branding strategy, placing it in the **"very good"** category.
- Purchasing decisions scored an average of **4.15 out of 5**, indicating a **high level** of consumer engagement and conversion.
- The **Pearson correlation coefficient** between co-branding and purchasing decisions was **0.689**, which shows a **strong positive relationship**.

These findings indicate that the use of a globally recognized figure like Lionel Messi can enhance brand image, improve trust, and increase product appeal — particularly for younger demographics who are familiar with global sports icons.

It is recommended that Aice continue leveraging co-branding strategies with influential public figures. Future research may explore longitudinal effects of co-branding on customer loyalty or conduct comparative studies with other co-branded FMCG products in Indonesia.

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