The Influence Of Esqa X Barbie Co-Branding Design on the Increase Of Product Purchase Decisions

Elizabeth Devi Sylviani, Erika Wowor, Feby Nelson

LSPR Institute of Communication and Business

20110240259@lspr.edu, 25072220001@lspr.edu, 25072220006@lspr.edu

Abstract

Globalization has reshaped the perception of beauty by introducing global beauty standards that significantly influence consumer behavior and drive the rapid growth of the cosmetics and skincare market. This expansion generates both opportunities and challenges for industry players, particularly local brands that must compete with dominant global companies. ESQA, a local Indonesian beauty brand, has sought to strengthen its market position by offering vegan-based products as a unique value proposition. Nevertheless, the rise of numerous emerging beauty brands with similar product offerings has intensified market competition and made differentiation increasingly difficult. To address this challenge, ESQA implemented a co-branding strategy through a collaboration with Barbie, launching a limited series of beauty products featuring distinctive Barbie-themed designs. This collaboration not only created a unique brand image but also aimed to capture consumer attention in a crowded market. The present study examines the influence of the co-branding collaboration between ESQA and Barbie on consumer purchasing decisions. A quantitative research design was employed using a survey method, with data collected from 100 followers of the official Instagram account @esqacosmetics. The data were analyzed through simple linear regression to measure the extent to which co-branding affects purchase decisions. The findings reveal a significant influence, with a coefficient of determination (R^2) of 0.939, indicating that the co-branding initiative strongly shapes consumer purchasing behavior.These results highlight the effectiveness of co-branding as a strategic marketing tool for local beauty brands to strengthen their market presence and enhance consumer engagement. The study contributes to the growing literature on co-branding in the beauty industry and provides practical insights for local brands seeking innovative strategies to compete within the globalized beauty market.

Keywords*: Co-branding, ESQA, Barbie, Purchase Decisions*

INTRODUCTION

In recent years, the beauty industry and the global cosmetics business have experienced rapid growth. This development is closely linked to the increasingly tangible effects of globalization, which have become evident across various aspects of human life. Globalization can be defined as a process of integrating various transnational aspects, including economic, technological, and cultural dimensions, all of which play
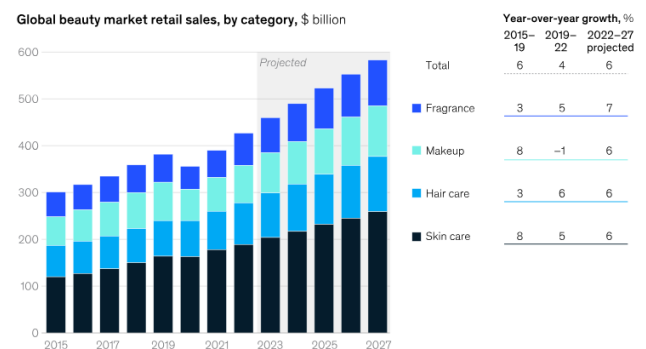
significant roles in the interaction between countries around the world (Hamilton, 2008). In the beauty industry, globalization has helped shape new perspectives on beauty by establishing global beauty standards (Jones, 2011). While numerous studies have explored globalization and its influence on consumer behavior within the beauty sector, empirical research specifically examining how co-branding strategies affect purchasing decisions, particularly in the Indonesian cosmetics market remains limited.

Previous studies on co-branding have mostly focused on brand alliance and marketing performance, with limited attention to visual communication aspects that shape consumer perception and behavior. The present study distinguishes itself by analyzing co-branding from the perspective of visual design and communication effectiveness, rather than purely marketing performance. This highlights how visual symbols, color schemes, and packaging designs influence emotional responses and decision-making processes among consumers. Therefore, this study contributes to filling the gap between visual design studies and co-branding research.

The creation of these beauty standards has also contributed to the emergence of a large market for cosmetics and skincare products, presenting a highly attractive opportunity for industry players. In 2022 alone, the beauty market—which includes skincare, fragrance, makeup, and haircare—generated $430 billion globally (Berg et al., 2023). This figure is projected to continue increasing and reach $580 billion by 2027, with an estimated annual growth rate of 6%. This demonstrates that the beauty industry is not only promising but also capable of experiencing rapid expansion, even in the aftermath of the Covid-19 pandemic.

Figure 1. Global Beauty Market Retail Sales

Source: Global Data Beauty, (2023).

The increase in sales cannot be separated from the current situation where cosmetics and facial care have become one of the primary needs for women, in line with the growing trend of awareness in society about the importance of self-care

and skin health (Purbowo et al., 2023). The global beauty standard, which often demands women to appear fair-skinned and clean, has also contributed to the rise in cosmetic usage. Moreover, the use of cosmetics and skincare is no longer limited to women alone, nor is it restricted by age. This is in accordance with Tranggono's (2007) opinion that beauty products are essential for humans—both men and women—from birth until death. Furthermore, these beauty products are used repeatedly on a daily basis across the entire body, from head to toe.

The development of the cosmetics industry in Indonesia has also been quite rapid, with social media—particularly Instagram and YouTube—playing a major role in shaping consumer preferences and habits. The growing influence of beauty influencers and vloggers has further fueled the cosmetics trend. It's no surprise—these influencers are seen as capable of providing inspiration and guidance to their audiences regarding affordable makeup products, usage techniques, and personal tips.

Given the significant interest and market potential for beauty products in Indonesia, the past few years have proven to be a promising period for businesses in this industry. Numerous new cosmetic brands have entered the Indonesian market, including several local brands that have contributed to the vibrancy of the domestic cosmetics scene, such as Viva, Sari Ayu, Wardah, Emina, ESQA, and others.

Amid the increasingly competitive cosmetics industry, companies have been innovating to meet evolving consumer needs. These innovations include upgrading product ingredients, creating unique packaging designs, improving the efficiency of makeup application tools, and revamping marketing strategies. One of the most prominent strategies is the use of influencers and vloggers in collaborations with cosmetic brands. This method helps increase audience insight and trust in the brand—a practice now commonly known as using endorsers or Key Opinion Leaders (KOLs). An endorser is a well-known individual who represents and promotes a product or brand (Shimp, 2018).

Although many studies have examined globalization and its impact on consumer behavior in the beauty industry, there is still a limited number of empirical studies that specifically address how co-branding strategies influence purchasing decisions in the Indonesian cosmetics market. Most prior research on co-branding has been conducted in the context of global luxury brands or fast-moving consumer

goods in developed countries (Park et al., 1996; Helmig et al., 2008). Meanwhile, research focusing on local Indonesian cosmetic brands remains scarce, particularly when it comes to partnerships with global icons such as Barbie.

Furthermore, while existing studies in Indonesia have explored the role of social media, influencers, and brand ambassadors in shaping consumer purchase intentions (Pradewi, 2021; Septiani, 2022), there is still a lack of focus on strategic collaborations that combine local brands with internationally recognized intellectual properties. This indicates a research gap, as Indonesian consumers may perceive co-branding differently due to cultural, social, and aspirational factors.

Another gap lies in the methodological approach. Previous studies often relied on qualitative analysis or descriptive statistics to explain branding phenomena. However, few have adopted quantitative methods with regression analysis to measure the direct influence of co-branding on purchasing decisions. Therefore, this research aims to fill that gap by empirically testing the effect of ESQA's co-branding with Barbie on consumer purchase decisions through a survey-based, quantitative approach.

ESQA Cosmetics is an Indonesian beauty brand founded by Nita Sofiani in 2015. Motivated by her passion and commitment to providing high-quality and safe beauty products, Nita Sofiani successfully positioned ESQA as a beloved brand among its consumers. To date, ESQA has launched a variety of beauty products, with lipstick—particularly matte lipstick in various shades to suit diverse skin tones—as their flagship product.

Besides lipsticks, ESQA also offers other makeup products such as eyeshadow and makeup accessories. The brand is strongly committed to sustainability by producing eco-friendly products and ensuring that its formulations are vegan and cruelty-free, a strategy that aligns with the growing global awareness of ethical consumption. This positioning not only enhances ESQA's competitive advantage in the increasingly crowded Indonesian beauty market but also appeals to environmentally conscious millennials and Gen Z consumers. ESQA actively engages on social media and has built a strong community of loyal followers. With its focus on quality, innovation, and sustainability, the brand has earned a special place in the hearts of many Indonesian beauty enthusiasts. This is evident from the 281,000 followers on the

@esqacosmetics Instagram account as of the end of November. These followers are often active, giving feedback through likes, comments, and product reviews—many of which are tagged directly to the ESQA account. The organic engagement on social media indicates not only brand loyalty but also a significant word-of-mouth effect that can boost ESQA's visibility.

However, despite its success, ESQA is not immune to negative comments about its products. Some unfavorable reviews can be found across different platforms, particularly in online forums and e-commerce product ratings. Negative feedback often revolves around issues such as product durability, color payoff, or price point compared to competitors. Such criticisms, although relatively limited, could potentially hinder the brand's reputation and influence customers' willingness to purchase ESQA products. This highlights the importance for ESQA to continuously innovate and reinforce its brand equity in the eyes of consumers.

One of ESQA's most notable product innovations was its viral collaboration with Barbie in July 2023. The timing of this co-branding was strategic, coinciding with the global premiere of the Barbie movie, which quickly captivated audiences worldwide. In its opening week in the United States, the Barbie movie grossed $162 million at the domestic box office, surpassing Oppenheimer, which earned $82.4 million at the time (Clough, 2023). During its screening period, the Barbie movie broke records, achieving the highest sales in film history. Data from Comscore shows that the movie contributed 52% of total box office earnings over the past five years—outpacing other major films like *Infinity War* ($314.8 million) and *The Force Awakens* ($313.2 million).

The Barbie phenomenon was not only limited to the film industry but also created a massive ripple effect in the global marketplace. According to Antonia Adega, Corporate Affairs Lead at Tokopedia, as cited in Sayekti (2023), there was a twofold increase in daily transactions from May 1 to July 20, 2023—coinciding with Tokopedia's peak campaign with Barbie. This surge indicates how Barbie, as a cultural icon, managed to stimulate consumption across various product categories, from fashion and lifestyle to cosmetics. Seeing the success of Barbie-related products, it is highly likely that this momentum also influenced ESQA's product launch in collaboration with Barbie, boosting visibility and sales.

It is undeniable that Barbie's strong brand awareness contributed significantly

to the success of the film launch and associated products. As noted by McKnight (2023), Barbie is the world's number one doll brand, with a brand awareness rate of 99%. Since its inception in 1959, Barbie has successfully reinvented itself and brought a fresh image to its fans. Barbie's continuous evolution, from a traditional doll figure to a symbol of empowerment and inclusivity, has ensured its cultural relevance across generations. By associating with Barbie, ESQA benefits from this long-established brand equity, leveraging not only nostalgia but also the aspirational image that Barbie projects.

This co-branding effort reflects a broader strategy in the cosmetics industry, where partnerships with iconic global brands are used to differentiate products in a saturated market. Setiawan and Lim (2024) emphasize that co-branding strategies leveraging cultural icons and nostalgia can increase consumer engagement in post-pandemic markets, especially when brands combine global symbols with local identity—an approach evident in the ESQA x Barbie collaboration. Therefore, this study aims to examine the influence of Barbie as a co-branding partner of ESQA on consumers' product purchase decisions.

In addition to marketing theories such as brand equity (Keller, 2020) and AIDA (Attention, Interest, Desire, Action), this study also incorporates a communication perspective through the concept of effective communication and standpoint theory. According to Wood (2012), standpoint theory emphasizes that individuals perceive and communicate reality based on their unique social positions, experiences, and identities. This perspective aligns with Harding's (1991) argument that knowledge and perception are socially situated, shaped by one's cultural and experiential background. In the context of this study, consumers interpret co-branding messages not only as marketing stimuli but also as personal reflections of their identity and aesthetic preference.

Furthermore, the concept of effective communication (M. Anang, 2020) is applied to understand how brand messages (delivered through visual design, colors, and narratives) successfully convey meanings that align with consumer expectations.

These communication theories complement marketing frameworks by explaining the psychological and symbolic processes through which co-branding visuals influence purchase decisions.

METHOD

This study employed a quantitative research method with an explanatory approach to examine the influence of independent variables on the dependent variable. The research population consisted of students, from which a sample was determined using the Slovin formula to ensure representativeness. Respondents were selected through purposive sampling, focusing on individuals who met specific criteria relevant to the research objectives.

The data collection technique used was a questionnaire, structured with items measured on a Likert scale to capture respondents' perceptions consistently. Prior to distribution, the questionnaire was tested for both validity and reliability to guarantee that the instrument could accurately and consistently measure the research variables.

The collected data were analyzed using SPSS software, applying several statistical procedures like validity and reliability testing of the research instrument, descriptive statistical analysis to summarize respondent characteristics and variable tendencies dan correlation and regression analysis to measure the strength and direction of the relationship between variable, as well as to test the proposed hyptotheses.

This research uses a quantitative descriptive approach with an explanatory purpose to test the effect of co-branding (X) on purchase decisions (Y). The method used is a survey, not an experimental design, because respondents were not exposed to controlled treatment but rather asked to assess their perceptions of the ESQA x Barbie collaboration based on existing experiences. Therefore, the analysis focuses on statistical relationships and tendencies rather than controlled comparisons, ensuring the results accurately reflect natural consumer perceptions. Additionally, a design dimension was integrated into the operational variables to capture respondents' perceptions of visual appeal, color harmony, and aesthetic representation in the co-branded product design.

This methodological framework was designed to provide empirical evidence on the relationship between the studied variables and to ensure the research results are both valid and reliable.

Table 1. Operationalization of Variables

Variable	Dimension	Indicator

Co-branding (X)	Adequate Brand Awareness	- Customer awareness of the ESQA brand- Customer awareness of the Barbie brand
	Brand is Sufficiently Strong	- The reputation of ESQA and Barbie brands in the eyes of customers
	Unique Association	- Compatibility between ESQA and Barbie as co-brand partners
	Favorable	- Customer support for the ESQA x Barbie co-branding outcome
	Positive Consumer Judgment	- Customer ability to evaluate the ESQA x Barbie co-branded product
Purchase Decision (Y)	Product Choice	- Suitability of products offered by ESQA x Barbie
	Brand Choice	- Customer ability to compare the co-branded product with other brands
		- Preference for ESQA x Barbie over other brands
	Channel Choice	- Ease of obtaining the product via online or offline platforms
	Purchase Timing	- Frequency of purchasing

		ESQA x Barbie products
	Purchase Quantity	- Consumer decision regarding the quantity of ESQA x Barbie products to buy

RESULTS AND DISCUSSION

The researcher distributed questionnaires to 100 respondents, and the collected data were then processed through validity tests, reliability tests, correlation tests, coefficient of determination, simple linear regression, and hypothesis testing.

Table 2. Validity Test Results for Variable X (Co-branding)

Indicator	r count	r table	Description
Statement 1	0.509	0.1966	VALID
Statement 2	0.527	0.1966	VALID
Statement 3	0.708	0.1966	VALID
Statement 4	0.614	0.1966	VALID
Statement 5	0.641	0.1966	VALID
Statement 6	0.586	0.1966	VALID
Statement 7	0.606	0.1966	VALID
Statement 8	0.578	0.1966	VALID
Statement 9	0.642	0.1966	VALID
Statement 10	0.649	0.1966	VALID
Statement 11	0.596	0.1966	VALID

Indicator	r count	r table	Description
Statement 12	0.622	0.1966	VALID
Statement 13	0.710	0.1966	VALID
Statement 14	0.676	0.1966	VALID
Statement 15	0.624	0.1966	VALID

Table 3. Validity Test Results for Variable Y (Purchase Decision)

Indicator	r count	r table	Description
Statement 1	0.677	0.1966	VALID
Statement 2	0.625	0.1966	VALID
Statement 3	0.552	0.1966	VALID
Statement 4	0.583	0.1966	VALID
Statement 5	0.646	0.1966	VALID
Statement 6	0.551	0.1966	VALID
Statement 7	0.524	0.1966	VALID
Statement 8	0.632	0.1966	VALID
Statement 9	0.679	0.1966	VALID
Statement 10	0.691	0.1966	VALID
Statement 11	0.610	0.1966	VALID
Statement 12	0.702	0.1966	VALID
Statement 13	0.664	0.1966	VALID
Statement 14	0.719	0.1966	VALID
Statement 15	0.622	0.1966	VALID

Based on the data obtained from 96 respondents, the r count values ranged from 0.524 to 0.719, all of which are greater than the r table value of 0.1966. Therefore, it can be concluded that all 15 statements are valid.

Reliability Tes

Table 4. Reliability Test Results for Variable X (Co-branding)

Reliability Statistics

Cronbach's Alpha	N of Items
.885	15

The table above presents the reliability test results for the Co- Branding variable based on data from 100 respondents. The Cronbach's Alpha value is 0.885, which is greater than the threshold of 0.70, indicating that the variable is reliable. A Cronbach's Alpha of 0.885 can be categorized as very reliable.

Table 5. Reliability Test Results for Variable Y (Purchase Decision)

Reliability Statistics

Cronbach's Alpha	N of Items
.893	15

The table above presents the reliability test results for Variable Y (Purchase Decision) based on data from 30 respondents. The Cronbach's Alpha value is 0.893, which is greater than the threshold of 0.70, indicating that the variable is reliable. A Cronbach's Alpha of 0.893 can be categorized as very reliable.

Normality Test

Table 6. Normality Test Results

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.43130333
Most Extreme Differences	Absolute	.087
	Positive	.087
	Negative	-.081
Test Statistic		.087
Asymp. Sig. (2-tailed)		.059[c]
Monte Carlo Sig. (2-tailed)	Sig.	.413[d]
	99% Confidence Interval	Lower Bound	.400
		Upper Bound	.425

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. Based on 10000 sampled tables with starting seed 1241531719.

The data processing results above show a significance value greater than 0.05, indicating that the research data are normally distributed.

Correlation Test

Table 7. Correlation Test Results

Correlations

		Co-branding	Keputusan Pembelian
Co-branding	Pearson Correlation	1	.939**
	Sig. (2-tailed)		.000
	N	100	100
Keputusan Pembelian	Pearson Correlation	.939**	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

A significant relationship or correlation between the two variables exists if the significance value is below 0.05 (Sarwono, 2018). Based on the correlation test results above, the significance value is 0.000, which indicates that the relationship between Variable X (Co-branding) and Variable Y (Purchase Decision) is significant or correlated. The correlation coefficient value is 0.939, indicating a very strong relationship between the two variables.

Coefficient of Determination Test

Table 8. Coefficient of Determination Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.939[a]	.882	.881	2.290

a. Predictors: (Constant), Co-branding

Based on the results of the coefficient of determination test above, the R Square value indicates the extent of the linear relationship between Variable X (Co-branding) and Variable Y (Purchase Decision). The R Square value is 0.882, which can be inserted into the formula:

$$kd = r^2 \times 100\%$$

Thus, the result is 88.2%, meaning that 88.2% of the variation in the Purchase Decision variable (Y) is determined by the Co-branding variable (X). The remaining 11.8% (100% - 88.2%) is influenced by other factors not explained in this study.

Simple Linear Regression Test

Table 9. Simple Linear Regression Analysis Results

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-1.933	2.456		-.787	.433
	Co-branding	1.024	.038	.939	27.085	.000

a. Dependent Variable: Keputusan Pembelian

Based on the simple linear regression test results above, the constant (a) is -1.933 and the coefficient for the co-branding variable (b) is 1.024. The regression equation is formulated as follows:

$$Y = a + bx$$
$$Y = -1.933 + 1.024x$$

Explanation:

- X = Co-branding variable
- Y = Purchase Decision variable

This calculation means that for every 1% increase in the value of the Co-branding variable (X), the value of the Purchase Decision variable (Y) will increase by 1.024 or 10.24%.

Hypothesis Testing

Table 10. ANOVA Test Results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3847.062	1	3847.062	733.575	.000[b]
	Residual	513.938	98	5.244		
	Total	4361.000	99			

a. Dependent Variable: Keputusan Pembelian
b. Predictors: (Constant), Co-branding

Based on the ANOVA table above, the significance value is 0.000, which is less than 0.05. This means that H₀ is rejected and Hₐ is accepted, indicating that there is a significant effect of Co-branding (X) on Purchase Decision (Y).

Table 11. t-Test Results

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.933	2.456		-.787	.433
	Co-branding	1.024	.038	.939	27.085	.000

a. Dependent Variable: Keputusan Pembelian

From the data above, it is known that Variable X (Co-branding) has a significance value of 0.000, which is below the significance threshold of 0.05. According to Rusman (2015), if the significance value from the t-test is less than 0.05, then H₀ is rejected and Hₐ is accepted. This confirms that there is a significant effect of Co-branding (X) on Purchase Decision (Y).

DISCUSSION

Based on the data obtained in the study *"The Influence of ESQA Barbie Design Co-branding on Product Purchase Decisions"*, which was collected through questionnaires distributed to respondents, the results indicate that co-branding influences a person's purchase decision regarding a product. The tests and analyses conducted by the researcher show that the better the co-branding of a product, the stronger the purchase decision, as evidenced by the dimensions of each variable translated into statements.

The findings of this study align with previous research, which also confirmed

that co-branding affects purchase decisions. According to Qorie and Jamiati (2023), a high level of brand awareness significantly influences the degree of purchase decisions. Similarly, Ragil and Nurafni (2023) state that purchase decisions made by customers are influenced by brand image itself. Lina and Rena (2023) argue that the better the co-branding is executed, the better the purchase decision outcome. Their research also explains that co-branding does not only occur between brands within the same industry but can also happen across different industries.

The results of this study reinforce the notion that co-branding can be a powerful driver of consumer purchasing behavior in the beauty industry. This finding is consistent with Chinomona and Sandada (2020), who found that co-branding initiatives can enhance brand loyalty and purchase intention, especially in emerging markets where symbolic value plays a key role in consumer perception. The results demonstrate that ESQA's collaboration with Barbie produced a strong positive effect on purchase decisions, with an R² value of 0.882, indicating that 88.2% of the variance in purchase decision is explained by the co-branding variable. This is significantly higher than findings in other

co-branding studies, such as Dear Me Beauty x KFC (Fadilla & KN, 2023), which showed moderate but still positive impacts on consumer perception. The higher impact in the ESQA x Barbie case can be attributed to Barbie's global cultural relevance and the perfect timing of the campaign, which coincided with the worldwide release of the Barbie movie.

From a communication science perspective, this study shows how visual co-branding functions as a persuasive communication form, combining symbolic imagery, storytelling, and emotional appeal to influence audience behavior. This supports Nadeem, Khani, and Hwang's (2022) finding that visual design elements in digital co-branding campaigns can significantly enhance consumer engagement and emotional connection with the brand. The ESQA x Barbie collaboration demonstrates how messages embedded in design—color, typography, and imagery—can enhance message credibility and stimulate consumer response in line with the AIDA model. This observation aligns with Rahardjo and Wulandari (2021), who found that visual branding elements such as color harmony, layout, and symbolic imagery play a critical role in shaping consumer trust and emotional connection, particularly among Indonesian beauty product consumers. This

finding reinforces the role of communication design as a strategic element in shaping perception and consumer behavior, thus contributing to the broader understanding of visual communication effectiveness in marketing contexts.

From the perspective of brand equity theory (Keller, 2020), ESQA successfully leveraged Barbie's brand strength to enhance its own perceived value. Barbie's strong global awareness (99% brand recognition, McKnight, 2023) provided ESQA with a halo effect, increasing trust, credibility, and desirability. This confirms that co-branding not only influences short-term purchase decisions but can also contribute to long-term brand equity building.

Furthermore, the study aligns with consumer behavior theories (Schiffman & Kanuk, 2008), which suggest that purchasing decisions are shaped by a combination of cultural symbols, social influences, and psychological drivers. In this case, Barbie functioned as both a cultural icon and an aspirational symbol, appealing to consumers' emotional and nostalgic values while also satisfying their need for novelty and exclusivity.

The purpose of applying the AIDA theory in this research is to demonstrate that in order to reach a purchase decision, an individual must go through several stages: Attention, Interest, Desire, and Action. The purchase decision is considered the final stage (Action), but reaching that point requires stimuli in the previous stages—attention, interest, and desire. The co-branding strategy implemented by ESQA successfully applied the AIDA model in creating Barbie-themed beauty products. The choice of partner in this co-branding collaboration successfully captured public attention. This was further supported by the strategic timing, shortly after the release of the Barbie movie, which also achieved great success.

Since ESQA chose a co-branding partner from a different industry background, it helped spark customer interest in learning more about the ESQA x Barbie co-branded products. Customers often compare such products with those of other similar brands that also collaborated with Barbie. Following the interest phase, customers moved into the desire phase, where they began to feel a strong urge to own the co-branded ESQA x Barbie products. This feeling was often fueled by the fear that the collaboration might be limited-time only, reducing future chances to purchase the products. At this stage, customers typically weigh their purchasing motives—whether it's a necessity or

simply a consumptive desire. The final stage is action, where customers decide whether or not to buy the product. Action will occur if customers have a strong desire and make the decision to purchase the product.

When analyzed holistically using the AIDA model, the ESQA x Barbie co-branding clearly illustrates the four stages: attention was captured by the global hype surrounding the Barbie movie; interest grew through social media promotions, influencer endorsements, and visually attractive packaging; desire was amplified by the limited-edition nature of the products, tapping into consumers' fear of missing out (FOMO); and action was evidenced by actual purchasing decisions, supported by ESQA's accessible online and offline distribution channels.

Practically, the findings provide valuable insights for local brands. ESQA's success demonstrates that collaborating with global icons can elevate a local brand's status and increase competitiveness in saturated markets. For other Indonesian brands, this suggests that partnerships with global entertainment franchises, cultural symbols, or even cross-industry icons could be an effective way to differentiate their offerings. Additionally, timing is crucial—aligning product launches with global cultural events can amplify impact significantly.

CONCLUSION

This study concludes that the co-branding strategy between ESQA and Barbie significantly influences consumer purchase decisions. The strong correlation and high determination coefficient (88.2%) indicate that co-branding plays a dominant role in shaping consumer behavior, supported by the successful application of the AIDA (Attention, Interest, Desire, Action) model. The campaign gained widespread attention due to its strategic timing and emotional appeal, particularly following the release of the Barbie movie. It demonstrates that well-executed co-branding, even across different industries, can effectively drive consumer interest and purchasing actions.

From an academic perspective, this study contributes to the growing literature on branding and consumer behavior, especially within the Indonesian market context. Previous research on co-branding has mostly been conducted in Western settings, focusing on luxury or global brands. By examining ESQA, a local Indonesian beauty brand, this study highlights how co-branding can work as a competitive advantage for domestic brands operating in emerging markets.

Theoretically, this study expands communication research by bridging marketing communication and visual communication design. Similar to Park and Lee (2023), who emphasized the persuasive power of visual communication in beauty brand collaborations, this research provides empirical evidence that the visual dimension of co-branding serves as a medium for effective message delivery and identity negotiation between brands and consumers. Practically, the study demonstrates how communication effectiveness in co-branding can strengthen emotional engagement and consumer trust, particularly when the collaboration integrates global and local brand values. Therefore, beyond marketing performance, co-branding should also be seen as a communication process—one that constructs shared meanings and cultural narratives between brands and their audiences.

The results expand theoretical understanding of co-branding effectiveness, providing empirical evidence that the transfer of brand equity from a global icon like Barbie can enhance the credibility, attractiveness, and market performance of a local partner. Additionally, the findings support and extend theories such as consumer-based brand equity (Keller, 2020), which explains how brand associations and awareness shape purchasing decisions, and the AIDA model, which maps the psychological process that consumers go through before making a purchase.

From a practical standpoint, the results emphasize several important implications for business practitioners. First, the case of ESQA and Barbie illustrates that the selection of the right co-branding partner is crucial. Collaborations with culturally relevant and emotionally resonant partners are more likely to capture consumer attention and translate into sales. Second, timing plays a decisive role in the effectiveness of co-branding campaigns. By launching its Barbie-themed products at the same time as the global release of the Barbie movie, ESQA successfully leveraged a global cultural event to enhance local product relevance. Third, the findings underscore the importance of integrated marketing communication. ESQA maximized the collaboration by utilizing social media engagement, influencer marketing, and visually appealing packaging, thereby ensuring that the co-branding message reached and resonated with the intended audience.

For Indonesian brands, these findings provide valuable insights into how local businesses can scale their market presence. ESQA's success shows that local players do not necessarily need to compete directly with multinational corporations in terms of resources, but rather can rely on strategic alliances to build brand credibility and expand

consumer reach. Co-branding with globally recognized entities not only creates a short-term boost in sales but can also establish long-term brand differentiation. Furthermore, such collaborations may foster consumer loyalty if managed consistently, reinforcing the perception that local brands are equally capable of delivering world-class quality and innovation.

For consumers, this study provides an important reflection on the psychological effects of marketing strategies. Co-branded products are often associated with exclusivity and limited availability, which can trigger impulsive buying. While this is beneficial for companies, consumers are encouraged to be more critical by distinguishing between genuine needs and desires stimulated by temporary emotional appeals or fear of missing out (FOMO). A more thoughtful purchasing process will allow consumers to maintain balance between aspirational consumption and practical necessity.

In addition, this study also identifies several research limitations that open opportunities for further studies. First, the research sample was limited to 100 respondents from ESQA's Instagram followers. Although this group is highly relevant, the findings cannot be generalized to all Indonesian consumers. Future research should employ larger and more diverse samples, covering different age groups, genders, and geographic locations to provide a more comprehensive picture. Second, the study focused only on the relationship between co-

branding and purchase decisions using simple linear regression. Future research could adopt more advanced methods such as Structural Equation Modeling (SEM) to analyze the role of mediating variables like brand trust, perceived quality, or consumer satisfaction. Third, this study concentrated on a single co-branding case (ESQA x Barbie). Comparative studies involving multiple brands and different types of co-branding (intra-industry vs. cross-industry collaborations) would enrich the understanding of how context shapes consumer responses.

Future researchers are therefore encouraged to broaden the scope by incorporating additional variables such as brand image, brand loyalty, or emotional attachment, which may further explain consumer purchasing decisions. Longitudinal studies could also be conducted to assess whether the positive impact of co-branding is sustainable over time or whether it diminishes once the initial hype fades. Moreover, qualitative approaches such as focus groups or in-depth interviews could complement quantitative surveys by capturing nuanced consumer perceptions and emotional responses that numbers alone cannot reveal.

In conclusion, this study has demonstrated that co-branding can be an effective marketing strategy for local brands seeking to enhance competitiveness in an increasingly globalized and saturated market. ESQA's collaboration with Barbie serves as a compelling case study, showing that when co-branding is executed with careful partner

selection, strategic timing, and integrated communication, it can successfully guide consumers through the stages of the AIDA model and ultimately drive purchasing decisions. For academics, this research adds valuable insights into the role of co-branding in emerging markets. For practitioners, it highlights actionable strategies for leveraging partnerships. And for consumers, it provides an opportunity to reflect critically on the forces that shape their purchasing behavior.

REFERENCES

Berg, A., Hudson, S., Weaver, K. K., Pacchia, M. L., & Amed, I. (2023). *The beauty market in 2023: A special state of fashion report*. Retrieved November 6, 2023, from https://www.mckinsey.com/industries/retail/our-insights/the-beauty-market-in-2023-a-special-state-of-fashion-report

Blackett, T., & Boad, B. (1999). *Co-branding: The science of alliance*. St. Martin's Press.

Budiarti, L., & Wijayanti, R. F. (2023). Pengaruh strategi co-branding terhadap keputusan pembelian. *Journal of Management and Accounting, 6*(1).

Chaves, G. (2023). Warner Bros movie 'Barbie' ticket sales top $1 billion. Retrieved November 6, 2023, from https://www.reuters.com/lifestyle/warner-bros-movie-barbie-ticket-sales-top-1-billion-2023-08-06/

Chinomona, R., & Sandada, M. (2020). *The Influence of Co-Branding on Brand Loyalty and Purchase Intention in Emerging Markets*. *African Journal of Business Management*, 14(5), 142–153.

Clough, J., & Dergarabedian, P. (2023). *Barbenheimer and redefining movie marketing strategies*. Retrieved November 6, 2023, from https://www.comscore.com/Insights/Blog/Barbenheimer-and-Redefining-Movie-Marketing-Strategies

Fadilla, Q. I., & KN, J. (2023). Pengaruh co-branding Dear Me Beauty x KFC terhadap keputusan pembelian. *Jurnal Ilmu Komunikasi, Sosial dan Humaniora, 1*(4), 193–202.

Garson, G. D. (2013). *Validity & reliability*. Statistical Associates Publishing.

Harding, S. (1991). *Whose Science? Whose Knowledge? Thinking from Women's Lives*. Cornell University Press.

Keller, K. L. (2020). *Strategic brand management* (5th ed.). Pearson.

Komalasari, T. D. (2023). Penjualan tiket film Barbie tembus Rp 15T, ini strategi marketingnya. Retrieved November 6, 2023, from https://katadata.co.id/tiakomalasari/berita/64d03cb51b43d/penjualan-tiket-film-barbie-tembus-rp-15-t-ini-strategi-marketingnya

Kotler, P., & Armstrong, G. (2020). *Principles of marketing* (18th ed.). Pearson.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.

Kusuma, M., & Subari, F. A. (2021). Pengaruh co-branding terhadap keputusan pembelian produk coklat. *Jurnal Wahana Universitas PGRI Adi Buana, 73*(1).

M. Anang, F. (2020). *Komunikasi pemasaran*. Qiara Media.

Machfoedz, M. (2007). *Pengantar bisnis modern*. Andi.

McKnight, B. (2023). *Barbie's brand power: How Mattel's icon achieved 99% awareness worldwide*. Global Marketing Insights, 18(3), 45–53.

Michel, G., & Willing, R. (2020). *The art of successful brand collaborations*. Routledge.

Nadeem, W., Khani, A., & Hwang, J. (2022). *Visual Design and Consumer Engagement in Digital Co-Branding Campaigns. Journal of Interactive Marketing*, 57, 12–26.

Nurpriyanti, V., & Hurriyati, R. (2018). Pengaruh kinerja co-branding terhadap keputusan pembelian. *Journal of Business Management and Entrepreneurship Education, 1*(1).

Peter, J. P., & Olson, J. O. (2002). *Perilaku konsumen dan strategi pemasaran*. Erlangga.

Pradewi, R. G., Yuliyanti, T., & Norhabiba, F. (2020). Pengaruh endorsement terhadap sikap konsumen dan minat pembelian produk lipstik pada online shop dengan media sosial Instagram. *Representamen: Jurnal Komunikasi*, 5(1). https://doi.org/10.30996/representamen.v5i1.2399

Ragil, R. S., & Nurafni, R. (2023). Analisis pengaruh co-branding Uniqlo dan One Piece Film Red terhadap minat beli fans One Piece (Nakama). *Jurnal Media Wahana Ekonomika, 20*(2).

Rahardjo, T., & Wulandari, P. (2021). The role of visual branding in influencing consumer trust: A study of local beauty products in Indonesia. *Jurnal Komunikasi dan Bisnis, 10*(2), 115–129.

Schiffman, L., & Kanuk, L. L. (2008). *Perilaku konsumen* (7th ed.). Indeks.

Setiawan, D., & Lim, H. (2024). Strategic co-branding in the post-pandemic era: Integrating cultural symbols for consumer engagement. *Asian Journal of Marketing Communication, 18*(1), 33–48.

Septiani, A., Sumarah, N., & Norhabiba, F. (2021). Pengaruh brand ambassador EXO melalui media sosial Instagram terhadap gaya hidup konsumtif di kalangan pembeli produk Nature Republic. *Representamen: Jurnal Komunikasi*, 7(1). https://doi.org/10.30996/representamen.v7i01.5128

Sri, I. M. (2023). Kisah kolaborasi brand lokal di Tokopedia dengan Barbie bikin bangga buatan Indonesia. Retrieved November 6, 2023, from https://pressrelease.kontan.co.id/news/kisah-kolaborasi-brand-lokal-di-tokopedia-dengan-barbie-bikin-bangga-buatan-indonesia

Stanton, W. J. (2012). *Prinsip pemasaran*. Erlangga.

Sugiyono. (2017). *Metode penelitian pendidikan (pendekatan kuantitatif, kualitatif, dan R&D)*. Alfabeta.

Suryadi, E., Darmawan, D., & Mulyadi, A. (2019). *Metode penelitian komunikasi (dengan pendekatan kuantitatif)*. Remaja Rosda Karya.

Swastha, B. (2008). *Manajemen pemasaran modern*. Liberty.

Thamrin. (2003). *Strategi pemasaran*. Andi.

Veronica, A., et al. (2022). *Metodologi penelitian kuantitatif*. Global Eksekutif Teknologi.

Wood, J. T. (2012). *Gendered Lives: Communication, Gender, and Culture* (10th ed.). Cengage Learning.

☐ Park, J., & Lee, S. (2023). *Brand Collaboration and the Power of Visual Communication in the Beauty Industry. International Journal of Advertising*, 42(4), 675–695.