

**THE EFFECT OF PACKAGING ELEMENTS TOWARDS CONSUMER  
PERCEPTION OF USABILITY OF PRODUCT PACKAGING  
(Study of Food and Beverage Product)**



**Submitted as a Partial Fulfillment of the Requirement for Obtaining  
Bachelor Degree of Management at the Faculty of Economics and  
Business**

**by:**

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**MANAGEMENT DOUBLE DEGREE PROGRAM  
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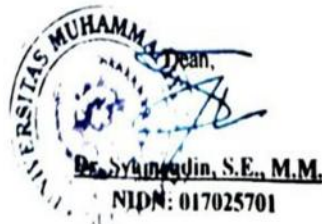
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**Abstract**

The packaging is an essential element in a product that can affect the assessment of the product. Packaging consists of several elements that can affect the usability of the product packaging. The research aims to analyze the effect of packaging elements on consumer perception of product packaging usability. This research uses a quantitative method to determine the relationship between brand names, logos, colors, packaging sizes and shapes, product information and descriptions, and packaging materials on customer perceptions of product packaging usability. Using 39 items of questions and the convenience sampling method, the data are collected from 100 samples. The data are analyzed using the Multiple Linear Regression Test, and a T-test is used to test the hypothesis. The result shows that the brand name, color, product information and description do not affect consumer perception of product packaging usability. Meanwhile, the logo, size and shape of the packaging, the packaging materials affect the consumer perception of the usability of product packaging.

**Keywords:** Packaging elements (Brand name, Logo, Color, Packaging size and shape, Product information and description, Packaging materials), Product packaging, Customer perceptions.

## **Abstrak**

Kemasan merupakan elemen penting dalam suatu produk yang dapat mempengaruhi penilaian produk. Kemasan terdiri dari beberapa elemen yang dapat mempengaruhi kegunaan kemasan produk. Penelitian ini bertujuan untuk menganalisis pengaruh elemen kemasan terhadap persepsi konsumen tentang kegunaan kemasan produk. Penelitian ini menggunakan metode kuantitatif untuk mengetahui hubungan antara nama merek, logo, warna, ukuran dan bentuk kemasan, informasi dan deskripsi produk, dan bahan kemasan terhadap persepsi konsumen terhadap kegunaan kemasan produk. Dengan menggunakan 39 item pertanyaan dan metode convenience sampling, data dikumpulkan dari 100 sampel. Data dianalisis dengan menggunakan Uji Regresi Linier Berganda, dan uji T digunakan untuk menguji hipotesis. Hasil penelitian menunjukkan bahwa nama merek, warna, informasi dan deskripsi produk tidak mempengaruhi persepsi konsumen tentang kegunaan kemasan produk. Sedangkan logo, ukuran dan bentuk kemasan, bahan kemasan mempengaruhi persepsi konsumen terhadap kegunaan kemasan produk.

**Kata Kunci:** Elemen Kemasan (Nama Merek, Logo, Warna, Ukuran dan Bentuk Kemasan, Informasi dan Deskripsi Produk, Bahan Kemasan), Kemasan Produk, Persepsi Pelanggan.

## **1. INTRODUCTION**

Identifying consumers' behavior is the primary goal of all companies to stimulate consumer feelings and perceptions when influencing their decision-making (Manijeh Bahrainizad and Azadeh Rajabi, 2018). The packaging is an essential element in a product that can affect the assessment of the product. The packaging is considered a powerful marketing tool that marketers can utilize to promote their products (Keller, 2012). According to Rundh (2005), packaging

has several functions that can attract consumers' attention to a particular brand, enhance its image, and influence consumers' perceptions about the product. The packaging can protect the product from external effects such as damage, evaporation, light, heat, and cold, thus extending its shelf life. Also, it can indirectly influence their perception and influence brand choices. Packaging has several factors that can influence customer perceptions regarding the use of packaging in a product. Packaging elements can be in the form of brand names, logos, colors, sizes, and shapes of packaging, information and product descriptions, product materials. Each product has a unique package; they will try to make a difference in their packaging. It's happening because they want to create a brand image on their products. By having its uniqueness in a product, customers will easily recognize it. Packaging can represent the customer's assessment of a product. If the packaging is good, the customer will assume that the product is also of good quality. Consumers are more likely to imagine how a product looks spontaneously, tastes, feels, smells, or sounds while viewing a product picture on the package (Underwood et al., 2001).

## **2. METHOD**

This research is causal research that uses the quantitative method for this research. The population is all of the customers who make purchases on food or beverage products. This study uses the convenience sampling technique to determine the sample, and one hundred respondents were taken as samples. This study uses questionnaires to collect the data and uses mixed questions

(consisting of closed-ended and open-ended questions). Data measurement in this study is 1-5 Likert scale to represent the opinions of the respondents.

### 3. FINDING AND DISCUSSIONS

#### 3.1 Regression Analysis

**Table 1 Regression Analysis**

Model	Unstandardized Coefficient		Std. Coefficient	T	Sig.
	B	Std. Error	Beta		
Constant	2.915	1.885		1.546	.125
Brand Name (X1)	-.123	.085	-.137	-1.454	.149
Logo (X2)	.282	.088	.294	3.214	.002
Color (X3)	.081	.074	.117	1.088	.280
Packaging Size and Shape (x4)	.166	.079	.226	2.107	.038
Product Information and Description (X5)	.043	.107	.043	.408	.684
Package Material (X6)	.216	.075	.304	2.864	.005

Source: Primary data processed by SPSS

The model of the equation is:

$$Y = 2.915 - 0.123x_1 + 0.282x_2 + 0.081x_3 + 0.166x_4 + 0.043x_5 + 0.216x_6 + e$$

#### 3.2 Discussions

- 1) Brand Name does not affect Consumer Perception of Usability of Product Packaging.

The result of regression analysis the significant value in the variable Brand



Name = 0.149 and  $\alpha = 0.05$ , so it can be said that  $0.149 > 0.05$ . It means that the Brand Name variable has no significant effect on the Consumer Perception of Usability of Product Packaging. Meanwhile, based on the t-test, the t value = -1.454 is less than the t table = 1.9844 ( $-1.454 < 1.9844$ ). If the t-value  $>$  the table of t, then there is no significant influence from the independent variable on the dependent variable. It can be concluded that the hypothesis on the Brand Name variable is not accepted. According to Kartajaya (2010), the brand name element can create value for consumers. The brand name element on the packaging is an essential element, but this element does not affect its packaging usability. Thus, these theories are not sufficient to support the results of this study.

2) The logo affects Consumer Perception of Usability of Product Packaging.

The result of regression analysis the significant value of the variable Logo = 0.002 and  $\alpha = 0.05$ , so it can be said that  $0.002 < 0.05$ . It means that the Logo variable significantly influences the Consumer Perception of the Usability of Product Packaging. Meanwhile, based on the t-test, the t-value of 3,214 is more than the t-table of 1.9844 ( $3,214 > 1.9844$ ). If the value of  $t >$  the table of t, then there is an effect of the dependent variable's independent variable. It can be concluded that the hypothesis on the Logo variable is acceptable. According to Kohli (2002), one of the essential values of a logo is its primary role in communicating with consumers. According to Pittard (2007), the logo perception's design nature can cause a strong emotional reaction among consumers. The theory can support the results of this study

3) Color does not affect Consumer Perception of Usability of Product Packaging.

The result of regression analysis the significant value in the variable Color = 0.280 and  $\alpha = 0.05$ , so it can be said that  $0.280 > 0.05$ . It means that the Color variable has no significant effect on the Consumer Perception of Usability of Product Packaging. Meanwhile, based on the t-test, the t-value of 1.088 is less than the t-table of 1.9844 ( $1.088 < 1.9844$ ). If the t-value  $>$  the table of t, then there is no significant influence from the independent variable on the dependent variable. It can be concluded that the hypothesis of the Color variable is not accepted. Based on the previous theory Manijeh Bahrainizad and Azadeh Rajabi (2016) said that the effect of color elements on consumer perceptions of product packaging's usefulness is not supported. The color element is not the main factor that can help consumer assessment of product packaging. This theory supports the results of this study.

4) Packaging Size and Shape affects Consumer Perception of Usability of Product Packaging.

The result of regression analysis is the significant value in the variable Packaging Size and Shape = 0.038 and  $\alpha = 0.05$ , so it can be said that it is  $0.038 < 0.05$ . It means that the Packaging Size and Shape variable significantly influences the usability of product packaging. Meanwhile, based on the t-test, the t value of 2.107 is more than the t-table of 1.9844 ( $2.107 > 1.9844$ ). If the t-value  $>$  the table of t, then there is an effect of the independent variable on the dependent variable. It can be concluded that

the hypothesis on the Packaging Size and Shape variable is acceptable. In the research results by Goncaluz and Ricardo (2008), Arefi and Nekouyee (2010) said that packaging form harmonizes positively influences consumers' perception of product packages' reusability. Feiz and Salahshour (2010) found that size is useful in the purchase. This theory supports the results of this study

5) Product Information and Description does not affect Consumer Perception of Usability of Product Packaging.

The result of regression analysis is the significant value in the Product Information and Description variable = 0.694 and  $p = 0.05$ , so it can be said that it is  $0.694 > 0.05$ . It means that the Product Information and Description variable has no significant effect on the Consumer Perception of Usability of Product Packaging. Meanwhile, based on the t-test, the t-value of 0.408 is less than the t-table of 1.9844 ( $0.408 < 1.9844$ ). If the t-value  $>$  the table of t, there are no significant influences from the independent variable on the dependent variable. It can be concluded that the hypothesis on the Product Information and Description variable is not accepted. Based on Manijeh Bahrainizad and Azadeh Rajabi (2016) statement, information and product descriptions or what is usually found on packaging labels can affect consumer perceptions of product packaging's usefulness. However, this theory is not sufficient to support the results of this study.

6) Package Material affects Consumer Perception of Usability of Product Packaging.

The result of regression analysis the significant value on the Package Material variable = 0.005 and  $\alpha = 0.05$ , so it can be said that  $0.005 < 0.05$ . It means that the Package Material variable is has a significant influence on the Consumer Perception of Usability of Product Packaging. Meanwhile, based on the t-test, the t value of 2.864 is more than the t-table of 1.9844 ( $2.864 > 1.9844$ ). If the t-value  $>$  t-table, there is an effect of the independent variable on the dependent variable. It can be concluded that the hypothesis on the Package Material variable is acceptable. A previous study by Manijeh Bahrainizad and Azadeh Rajabi (2016) said that the Package Material is harmonized directly influenced by consumers' perception of product packaging reusability. This theory supports the results of this study.

#### **4. CONCLUSIONS**

Based on the research, we can conclude that Brand Name, Color, Product Information and Description does not affect Consumer Perception of Usability of Product Packaging. The Logo, Packaging Size and Shape, Package Material affects Consumer Perception of Usability of Product Packaging.

##### **4.1 Research Limitation**

The respondents are not heterogeneous or not evenly distributed. If the respondents' scope is heterogeneous and evenly distributed, this study will get more balanced data. The title or topic in this research is not specific. If the title or issue is more precise, it will be easier for researchers to analyze and compile this research. The limited reference to some elements/variables after the researcher has conducted the study. If all elements/variables have more

references, it will be easier for researchers to compile their research.

#### **4.2 The implication of the Study**

Brand name, color, product information, and description do not affect consumer perception of usability product packaging. Meanwhile, logo, packaging size and shape, and package material affect consumer perception of product packaging usability. Companies must pay attention to what elements can support their product packaging, especially in food/beverage companies. The existence of packaging in a product can influence consumer purchasing decisions. Packaging that has more benefits will be of more value to consumers. It is important to increasing awareness about protecting the environment for companies and consumers through product packaging.

#### **4.3 Suggestion**

For further research to ensure that the questionnaires are evenly distributed, ensure that the respondents' variation is more heterogeneous, conduct research on other independent variables related to the dependent variable to ensure that the title or topic in this research is more specific. For product packaging, customers will prefer or be interested in packaging that has many benefits or is multifunctional. Reusable packaging will be more useful and ultimately more environmentally friendly. Based on respondents' responses, apart from seeing the benefits, respondents are also interested in packaging that has an attractive design/concept and is also safe for the product.

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