

The Role of Product Packaging in the Purchasing Decisions of Consumers of Coca Cola

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ABSTRACT

The curved bottle, designed and patented by Coca-Cola, was created in 1916 and became the standard packaging bottle for Coca-Cola. Since then, Coca-Cola has made it possible for consumers to identify the brand by its signature red, ribbon typeface. This paper aims to examine the influence of Coca-Cola's packaging on consumers purchasing decisions. A quantitative research approach was adopted, utilizing an online survey conducted through Google Forms with a sample size of 150 respondents. The survey included five variables: Packaging Material, Packaging Design, Packaging Color, Packaging Font and Packaging Printed Information. Multiple regression analysis was employed to determine whether these variables have a significant impact on consumer purchase decisions. The findings of the study reveal that packaging material, packaging font, and packaging printed information have a positive and statistically significant impact on consumer purchasing decision of Coca Cola Product.

Keywords: Coca Cola, Consumer Behavior, Packaging, Purchasing Decisions, Quantitative Research, Branding, Marketing Strategies

INTRODUCTION

Coca-Cola has long considered its brand to be the most valuable asset and packaging has become one of the most significant aspects (Zhang, 2021). Packaging now serves a purpose much beyond its traditional function in today's consumer market. The essence and values of the company have been communicated through packaging. Consumers' attention is pulled to packaging that jumps out as they travel the grocery aisles or scroll through online marketplaces - a mix of colors, text, and imagery that invites them to investigate more. About graphic design, consumers tend to be attracted by colorful images on the package (Nguyen, Parker, Brennan, & Lockrey, 2020). Coca-Cola has changed the two-dimensional design into fully visualized 3D mockups (Lee, 2019). This initial involvement prepares the consumer for a deeper connection with the product. The symbiotic relationship between packaging and branding is developing, particularly in the beverage industry. With so many options, manufacturers aim to produce packaging that captures the essence of the contents while also distinguishing their items on the shelf.

Coca-Cola turns their passion on consumer into the brands that people desire, create growth mindset, and product presence across the world (Chua, 2020). Coca-Cola, its red and white color combination is readily recognizable throughout the world. Brands independent of the products are becoming a real identity and is resulting to royalties through licensing the brand (Sheth, 2021). This uniformity indicates the alignment of packaging design and brand identification. Over time, people will associate bright red with Coca-Cola's product, and initiate to purchase them (Chu, 2020). Coca-Cola's packaging development has been remarkable, blending nostalgia and innovation. This evolution reflects shifting consumer tastes as well as brand perceptions of packaging as a dynamic tool for consumer engagement.

Packaging encapsulates a multi-sensory experience. The multi-sensory experience of packaging is continuous and unified process (Lujie, Lizhu, & Jiang, 2022). It's not just about what the eyes see, but also about how it tastes, sounds, and even smells. Successful packaging creates a real and memorable encounter for consumers. This research aims to uncover the relationship between various items in the packaging and the buyer's decision to purchase the product. The Coca-Cola case provides a rich background for analyzing how packaging influences consumer buying decisions. By exploring the elements of Packaging Material, Packaging Design, Packaging Color, Packaging Font and Packaging Printed Information we outline the mechanisms that lead to consumer purchasing decisions.

In an era where competition is fierce and first impressions are very important, the role of packaging as a persuasive tool cannot be underestimated. He acts as a silent ambassador for a brand, speaking a lot before words are spoken.

LITERATURE REVIEW

Consumer Purchasing Decision

Consumer purchasing decisions are intricate processes shaped by a myriad of influential factors. It is the decision process made by consumer regarding transaction goods or service in the marketplace (Ansari, Ansari, Ghor, & Kazi, 2019). Among these, price undoubtedly holds significant sway; however, it is essential to recognize that packaging too exerts a considerable influence. Their perception toward product price is reflected to measure product quality based on the price (Manongko, Indawati, Oroh, & Kaparang, 2021). Packaging transcends its utilitarian purpose by impacting not only a product's visual appeal but also its convenience and functionality. The visual allure and thoughtful design of packaging have the potential to captivate consumers, potentially molding their perceptions of a product's quality.

In the realm of purchasing decisions, consumers engage in a dual-track process of internal and external search. The internal search draws upon their past experiences with products, shaping their expectations and preferences. External search, on the other hand, hinges on insights gleaned from other consumers' experiences. Testimonials and reviews from fellow buyers who have traversed the purchasing journey before them hold substantial weight. The power of social validation through the lens of others' experiences cannot be underestimated, as these perspectives significantly mold the decision-making process of potential buyers.

The visual aspect of packaging is a potent player in swaying consumer choices. Aesthetic packaging has the capacity to evoke emotions and captivate consumers. Packaging is not just about visual aesthetics; it also contributes to the practicality and usability of the product. The ease of handling, storage and use of a product is closely related to its packaging, which determines the overall satisfaction of consumers and their likelihood to make future purchases.

The relationship between packaging and consumer purchasing decision becomes more nuanced when considering the relationship between packaging and perceived product quality. Attractive and well-designed packaging can increase consumer expectations of product quality. A package that exudes care and attention to detail can create a sense of anticipation, leading consumers to associate a higher level of quality with the product included. This phenomenon shows the relationship between packaging design and consumer perception.

Product Packaging

Packaging is not just a functional requirement; it is a powerful tool that has great impact. Acknowledging that packaging plays a vital role in product performance, primarily in this fast-moving market, and it has considerable impact on customer purchase decision (Fikri, Aidil, Amir, Nadzhri, & Sengar, 2022). Well-crafted packaging is a product ambassador, bearing the responsibility to convey its essence and values to discerning consumers. Effective packaging design perfectly combines form and function. Rundh (2005) stated that packaging displays and promote product on the shelf by attracting consumers attention and creating positive image in this market (Kapoor & Kumar, 2019).

In a market characterized by intense competition and consumers with limited attention spans, packaging is emerging as the unsung hero. Attractive packaging creates voluntarily available market for the company and reduce advertising cost (Nayyar, 2012). It's a potentially captivating and intriguing visual narrative. When time is of the essence, packaging acts as a compelling story, drawing the consumer into it. This is especially important in today's fast-paced environment where multiple choices demand consumer consideration. Packaging serves as an important bridge between curiosity and belief.

In an environment inundated with information, packaging's role as a deal-maker cannot be overstated. The allure of captivating packaging stands as a differentiating factor. Amid a plethora of choices, an eye-catching design can capture a consumer's attention, thus laying the foundation for a potential purchase. The visual cues, tactile sensations, and the story etched on the package all contribute to creating an emotional connection that transcends mere functionality.

Packaging Material and Consumer Purchasing Decision

The selection of packaging material emerges as a pivotal determinant in shaping consumer purchasing decisions. IPSOS (2018) underscores the profound significance of packaging by revealing that a substantial 72% of Americans regard it as a pivotal factor when making buying choices. Furthermore, the materials employed in the

packaging process, wielding an influence on product appearance and environmental considerations, weigh heavily in consumers' minds. A significant 67% of consumers admit that the choice of packaging materials often sways their purchase decisions when they are confronted with a range of product options. This undeniable connection between packaging materials and consumer preferences underscores the gravity of making well-informed packaging material choices.

Packaging has transcended its utilitarian purpose and metamorphosed, beyond mere encasement, packaging communicates the brand's ethos, values, and the quality it aspires to deliver. The selection of materials becomes an instrumental element in this narrative. A disregard for the meticulous selection of appropriate packaging materials can lead to more than just missed sales opportunities—it can precipitate a detachment from the consumers' hearts and minds. Therefore, we hypnotized that:

H1: Packaging Material has a positively influences on consumer purchasing decision

Packaging Design and Consumer Purchasing Decision

In today's highly competitive market landscape, the role of product packaging goes beyond control and protection. On the contrary, it has emerged as an important tool in introducing the brand to consumers and leaving an indelible impression on their minds. However, in this highly competitive market, it is difficult to avoid the emergence of similar products from various brands. This predicament underscores the importance for companies to develop innovative product packaging designs that transcend convention and effectively differentiate their brands from most competitors.

Undoubtedly, the importance of innovative packaging design cannot be overstated. This goes hand in hand with the understanding that artistically curated packaging not only appeals to the senses but also has the potential to appeal to a wider customer base. In this context, investing in packaging that aligns visual aesthetics with functional excellence has turned into a strategic necessity.

The main function of packaging used to be to protect the product from external factors. However, his role now goes beyond just guarding the goods; it serves as a symbol of brand identity. Amidst the frenzy of choices consumers face every day, packaging design emerges as a beacon that guides their choices. Through careful design, a brand can communicate its values, ethos and promise directly to discerning consumers.

The concept of distinctiveness in product packaging is reaching its peak in this cutthroat environment. The paradox of similarity between products, due to market saturation, underscores the importance of differentiation. Creatively designed packaging design is an antidote to consumer boredom, attracts attention and arouses curiosity. This innovation in design gives brands a competitive edge, engraves them in consumers' memories and fuels brand loyalty.

The symbiotic relationship between packaging and consumer psychology underscores the powerful influence of visual appeal. Captivating visual designs can trigger an emotional response, build a sense of connection, and make a lasting impression. The strategic blend of color, typography, imagery, and structural design can have an impact that extends beyond usability, transporting consumers into a world of experiences that transcend the physical product itself.

As products evolve, packaging is emerging as the vanguard of brand identity and consumer engagement. By doing this, brands take advantage of this opportunity to not only secure a place in consumers' shopping baskets but also in their hearts and minds. Therefore, we hypnotized that:

H2: Packaging Design has a positively influences on consumer purchasing decision

Packaging Color and Consumer Purchasing Decision

Color, a visual language that transcends words, holds an undeniable role in both branding and product packaging design. It possesses the remarkable ability to convey messages and evoke emotions, shaping consumer perceptions in profound ways. The strategic use of colors within product packaging design not only aligns with thematic intentions but also crafts desired consumer perceptions.

Colors are more than just visual aesthetics; they're emotive messengers that carry nuanced meanings. The marriage of specific colors with product packaging design enables the creation of a visual symphony that resonates with consumers. This orchestration of colors can evoke feelings of tranquility, excitement, sophistication, or warmth, influencing how consumers connect with a product.

The case of Coca-Cola exemplifies the power of color in branding and packaging design. The brand's consistent utilization of the iconic red color since 1923 is a testament to the indelible imprint that color leaves on consumer memory. The vivid red hue is a harbinger of stimulation, excitement, and vigor, mirroring the brand's spirited essence. Coca-Cola's use of red in its packaging has created a visual shorthand, allowing consumers to instantly associate the color with the brand's invigorating and effervescent identity.

However, in a rapidly changing consumer world, even legendary businesses recognize the need for change. For example, in 2022, The Coca-Cola Company modified the design of some Coke-flavored drinks and introduced new flavored drinks. The motivation for this adjustment is to increase consumer convenience. The color design will make it easier for customers to find the desired flavor on the shelf. Written in 2021 by Michelle Dillon, this theory states that individuals decide whether to purchase a product within 90 seconds of their first interaction with the product, with 62 to 90% of this decision depending on color alone.

By seamlessly integrating these ideas and insights, packaging becomes more than just a protective container; it becomes a dynamic tool that shapes consumer perceptions, influences choices, and ultimately contributes to a product's success. In an era where every second counts, packaging acts as a visual and tactile ambassador that tells compelling stories in an instant, captivates consumers and pave the way for meaningful relationships. Therefore, we hypnotized that:

H3: Packaging Color has a positively influences on consumer purchasing decision

Packaging Font and Consumer Purchasing Decision

Typography stands as a cornerstone in the intricate realm of product package labels. Font styles wield the most substantial impact on consumer purchase intentions, closely trailed by color and shape of product packaging. Typography, with its font selection and arrangement, holds a dual role: it serves as a conduit for conveying brand personality, while also enhancing readability and captivating consumer attention.

Within the landscape of packaging design, typography emerges as a silent but potent communicator of brand identity. The font choice is akin to a brand's spoken language, imparting subtle nuances that resonate with consumers. Whether sleek and modern or ornate and traditional, typography breathes life into a brand's persona, establishing a connection with consumers that goes beyond the visual. In this orchestration of design, typography is the conductor of the brand's symphony, orchestrating emotions and expectations.

Amid the bustling clamor of choices on store shelves, a clear and legible typography ensures that essential information reaches the consumer effortlessly. The interplay of font size, style, and spacing shapes the hierarchy of information, guiding consumers through the messaging in a seamless manner. A design might be visually stunning, but if the typography fails to communicate clearly, the intended message might be lost amidst the aesthetic spectacle. Therefore, it's important to carefully select suitable font styles and arrange them appropriately to enhance the product's visibility, as emphasized by Mutsikiwa and Marumbwa (2013). Therefore, we hypnotized that

H4: Packaging Font has a positively influences on consumer purchasing decision

Packaging Printed Information and Consumer Purchasing Decision

Labeling is a fundamental aspect of branding that facilitates the smooth identification of products in a market environment. This simple yet indispensable element plays an important role in capturing the eyes of buyers as well as providing them with a complete summary of the information about the product at hand. Across a wide variety of consumer choices, labels emerge as a streamlined conduit that empowers customers to quickly make informed decisions at critical purchasing junctures.

The incorporation of various informational elements into product labels gives them a variety of uses. Affixed to product packaging, these labels serve as explanatory microcosms, describing the essentials that guide consumers through the maze of choices. Chief among these details are the manufacturer's nomenclature, product start date, date of discontinuation, complete ingredient list, instructions for use, and guidelines for proper handling.

In a collection of scientific investigations, a study conducted by Eldesouky and Mesias (2014) corroborated the importance of certain aspects of label information in the consumer decision-making process. Their research sheds light on the consumer's hierarchy of concerns, revealing that nutritional information is the most important focal point when reading printed labels. Here are the expiration dates, prices, and names of the leading brands. This sequence indicates the major influence of label information in shaping preferences and buying behavior.

The act of deciphering information on labels is inextricably linked with the modern consumer's quest for informed consumption. In a world full of diverse products competing for attention, labels are like beacons of transparency. Consumers, conscious of their agency, seek to navigate this sea of choice wisely, often aided by the immense amount of information packed into this dense space.

Additionally, labels serve as conduits of trust, fostering a symbiotic relationship between brands and consumers. By carefully providing accurate and comprehensive information, brands communicate their commitment to consumer well-being. The label serves as an accountability manifesto, effectively describing the brand's adherence to safety standards and ethical considerations. This fosters a sense of reliability that resonates in the consumer base, fosters brand loyalty and engenders long-lasting associations.

In essence, labels go beyond their physical dimension, beyond the realm of decision-making. This simple piece of real estate on product packaging encapsulates a mosaic of data that empowers consumers to navigate the complexities of modern marketplaces. As explained by Eldesouky and Mesias, certain aspects that are prioritized by consumers increasingly emphasize the importance of label information. Hence, in a market defined by informed choice, labels serve not only as identity markers but also as conduits of understanding, fostering a symbiotic relationship between consumers and brands.

H5: Packaging Printed Information has a positively influences on consumer purchasing decision

RESEARCH METHOD

Sample

The research method employed a deliberate focus on individuals ranging in age from 18 to 55 years. This particular age range was selected due to its substantial significance as an economically active market segment, characterized by considerable purchasing power. This strategic choice aimed to capture insights from a demographic that significantly influences consumer purchasing decision and market trends.

The sample size for this study encompassed a total of 150 respondents, carefully chosen to provide a well-rounded perspective on the research topic. This diverse group was composed of 49.7% males and 50.3% females.

Diving deeper into the demographic breakdown, it is noteworthy that a substantial majority of the respondents, approximately 80.1%, fell within the age range of 18 to 24 years. This skew towards younger respondents aligns with the evolving consumer dynamics of contemporary markets, where the preferences and behaviors of younger age groups play a pivotal role in shaping trends.

Further parsing the data, a smaller portion, accounting for 0.7% of respondents, belonged to the 35 to 44 years age bracket. The 25 to 34 years age group constituted 19.2% of the sample. This distribution across age categories provides a comprehensive insight into the varying perspectives that individuals of different life stages bring to their purchasing decisions.

Moving beyond age demographics, the study also delved into respondents' educational backgrounds. A significant 64.9% held bachelor's degrees, while 9.3% had master's degrees, signifying a pool of participants with relatively higher educational attainment. The remaining 25.8% encompassed those with high school diplomas or equivalent qualifications. This educational diversity within the sample adds depth to the understanding of how educational backgrounds intersect with packaging preferences. Lastly, an exploration of the employment status of the respondents revealed that 49.7% were employed full-time.

Scales and Measures

The sampling technique is a technique used to take deep samples a study from a carefully selected sample. This method revolves around the meticulous curation of a sample group based on specific pre-established criteria. To effectively gather data, the author opted for an online questionnaire administered through the Google Form platform which is distributed to people who are at least 18 years old or older who possess a familiarity with Coca-Cola products, having previously made purchases of such items. This particular selection criterion aligns with the study's focus on consumers who have a direct experiential link with Coca-Cola products, thus enhancing the validity of the collected data. The structure of the questionnaire is rooted in the widely recognized and utilized five-point Likert scale. This scale serves as a reliable and robust tool for assessing respondents' attitudes and perceptions. Ranging from one to five, each point on the Likert scale represents a distinct level of agreement, ranging from "strongly disagree" (one) to "strongly agree" (five). This is to express the perspective of respondents with different intensity spectrums.

Data Collection

The data collection process involves distributing questionnaires. Questionnaires were given via WhatsApp or Gmail. Clear instructions were provided to the participants regarding how to complete the questionnaire accurately and within the specified time frame. The data collection period was carefully determined to ensure sufficient time for participants to respond thoughtfully.

Data Analysis

Upon the culmination of the data collection phase, the amassed data underwent a systematic process of coding and entry into a specialized statistical analysis software. This stage was critical in transforming raw data into a structured format suitable for analysis and interpretation.

The objective of the research extended beyond the mere presentation of data; it aimed to delve into the intricate associations between variables and validate the research hypotheses. In particular, regression analysis and correlation analysis are utilized to uncover underlying patterns and interdependencies in the data.

Regression analysis, allows for an examination of how one or more independent variables impact the dependent variable. This technique plays an important role in identifying relationships, making predictions, and understanding the relative effect of each variable. This provides an overview of the dynamics driving consumer purchasing decision in the context of packaging preferences.

Correlation analysis, highlighting the strength and direction of the relationship between variables. By measuring the extent to which the variables move together, correlation analysis provides insight into the interrelationships of the factors studied.

The research adhered to a predetermined threshold for statistical significance. The chosen level of significance was set at $p < 0.05$, a widely recognized standard. This significance level acts as a stringent gatekeeper, ensuring that any observed relationships or patterns are unlikely to occur by chance.

Ethical Considerations

Ethical guidelines and principles were followed throughout the research process to ensure the protection of participants rights and privacy. Participants were provided with informed consent forms that outlined the purpose and procedures of the study, and they were assured of the confidentiality and anonymity of their responses.

RESULTS

Table 1. Reliability Analysis

Case Processing Summary			
		N	%
Cases	Valid	150	100,0
	Excluded^a	0	,0
	Total	150	100,0

The research journey is frequently marked by painstaking scrutiny and attention to detail, motivated by the pursuit of correctness and validity. In this pursuit, the Processing Summary table emerges as a crucial checkpoint, offering insights into the completeness and integrity of the data collected. Within this table, a remarkable finding takes center stage: the absence of respondents who left questionnaire questions unanswered.

As a testament to the thoroughness of the data collection process, the Processing Summary table echoes a resounding truth. It affirms that every single respondent engaged with the questionnaire with a sense of commitment, addressing every question put forth. The percentage of valid responses stands at an awe-inspiring 100%, casting a luminous glow on the research's meticulous approach.

The importance of these observations is reflected in the core rigor of the research. Unanswered questions in the questionnaire can cast doubt on the reliability of the data. This has the potential to introduce bias, thereby making certain aspects of the research incomplete or imprecise.

In addition, this observation depicts the portrait of research participants as active contributors. This reflects an awareness of a common purpose, where participants recognize the value of their insights and the importance of their responses. This removes any barriers that might hinder open engagement and promotes a transparent and honest exchange of perspectives.

Table 2. Item-Total Statistics

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PM	52,66	80,910	,661	,461	,912
PD	48,08	69,094	,823	,679	,881
PC	52,49	75,916	,797	,643	,886
PF	52,32	76,850	,784	,644	,888
PP	52,51	75,017	,810	,679	,883

Note. PM=Packaging Material, PD=Packaging Design, PC=Packaging Color, PF=Packaging Font, PP=Packaging Printed Information

Cronbach's Alpha is a widely recognized measure of internal consistency reliability. It gauges the extent to which the items within a given set of variables cohesively measure the same underlying construct. A Cronbach's Alpha value exceeding 0.70 is often deemed indicative of a strong level of reliability, suggesting that the items within the questionnaire consistently align with the intended construct.

The fact that the independent variables achieved a Cronbach's Alpha value surpassing the standard threshold is noteworthy. This achievement underscores the meticulous crafting of the questionnaire, where the items were carefully chosen and structured to consistently measure the specified constructs. The resulting data can be considered dependable and stable, ensuring that the insights drawn from the study are not marred by inconsistencies or fluctuations in respondents' answers.

Table 3. Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
PM	150	3	15	11,85	2,415
PD	150	8	20	16,43	2,813
PC	150	4	15	12,03	2,425
PF	150	3	15	12,19	2,393
PP	150	5	15	12,01	2,454
C	150	9	25	19,74	4,163
Valid N (listwise)	150				

Note. PM=Packaging Material, PD=Packaging Design, PC=Packaging Color, PF=Packaging Font, PP=Packaging Printed Information, C=Consumer Purchasing Decision

Of the independent variables and one dependent variable above, it is known that the value the standard deviation is less than the average or mean value. In other words, the distribution of data in this questionnaire is not significant and there are no striking variations that can be said the data obtained is quite good data.

Table 4. Multiple Regression

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-,426	1,185		-,360	,720
	PM	,501	,108	,290	4,656	,000
	PD	,011	,120	,008	,094	,925
	PC	,258	,132	,150	1,962	,052
	PF	,393	,134	,226	2,939	,004
	PP	,512	,137	,302	3,738	,000

Note. PM=Packaging Material, PD=Packaging Design, PC=Packaging Color, PF=Packaging Font, PP=Packaging Printed Information, C=Consumer Purchasing Decision; Dependent Variable: C

Table 5. Packaging Material and Consumer Purchasing Decision

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,888	1,260		4,671	,000
	PM	1,169	,104	,678	11,214	,000

a. Dependent Variable: C

The findings indicate that the hypothesis regarding the influence of packaging material on consumer purchasing decision was accepted. The analysis reveal that the variable of packaging material demonstrates a statistically significant effect on consumer purchasing decision.

Table 6. Packaging Design and Consumer Purchasing Decision

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,971	1,469		2,022	,045
	PD	1,020	,088	,689	11,577	,000

a. Dependent Variable: C

The findings indicate that the hypothesis regarding the influence of packaging design on consumer purchasing decision was accepted. The analysis reveal that the variable of packaging design demonstrates a statistically significant effect on consumer purchasing decision.

Table 7. Packaging Color and Consumer Purchasing Decision

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5,034	1,216		4,141	,000
	PC	1,223	,099	,712	12,339	,000

a. Dependent Variable: C

The findings indicate that the hypothesis regarding the influence of packaging color on consumer purchasing decision was accepted. The analysis reveal that the variable of packaging color demonstrates a statistically significant effect on consumer purchasing decision.

Table 8. Packaging Font and Consumer Purchasing Decision

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,530	1,238		3,658	,000
	PF	1,247	,100	,717	12,514	,000

a. Dependent Variable: C

The findings indicate that the hypothesis regarding the influence of packaging font on consumer purchasing decision was accepted. The analysis reveal that the variable of packaging font demonstrates a statistically significant effect on consumer purchasing decision.

Table 9. Packaging Printed Information and Consumer Purchasing Decision

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,424	1,127		3,925	,000
	PP	1,276	,092	,752	13,869	,000

a. Dependent Variable: C

The findings indicate that the hypothesis regarding the influence of packaging printed information on consumer purchasing decision was accepted. The analysis reveal that the variable of packaging printed information demonstrates a statistically significant effect on consumer purchasing decision.

DISCUSSION

Package materials, package fonts, and printed packaging information all had a favorable and statistically significant effect on customer purchasing decisions, according to the findings. The ability of packing materials to express product quality, durability, and sustainability contributes to their importance in molding customer purchase decisions. Certain packaging materials, such as eco-friendly or luxury materials, are frequently associated with better product value by consumers. As a result, choosing package materials that correspond to consumers' interests and values might have a favorable impact on their purchasing decisions. Packaging typefaces play a role in consumer decision making because of their impact on brand perception and overall aesthetic appeal. Fonts that complement product and brand identity can boost packaging's perceived value and attractiveness. Fonts that are clear and legible also help in communication to consumers, fostering trust and confidence in products.

According to the findings about printed package information, customers see the information displayed on the packaging as a significant factor in their purchasing decisions. This corresponds to the idea that packaging serves as a source of product information and communication. Inclusion of relevant and persuasive information on packaging, such as product features, benefits, and usage instructions, can affect consumer perceptions and improve the possibility of a purchase.

Interestingly, in this study, packaging color and packaging design had no statistically significant effect on consumer purchase decisions. These findings may imply that, while

color and design may be important in grabbing early attention and providing a pleasant aesthetic impression, they may not be as important in motivating an immediate purchase. However, it is important to acknowledge that this study has certain limitations. Firstly, the research was conducted within a specific context and with a limited sample size, which may restrict the generalizability of the findings. Future research could replicate this study in different settings and with larger sample sizes to validate and expand upon the current findings. Additionally, the study focused solely on the impact of packaging elements, while other factors such as price, brand reputation, and product quality may also contribute to consumer decision-making. Considering these factors in future research would provide a more comprehensive understanding of the overall influence of packaging on consumer purchasing decision.

CONCLUSION

This study delved deep into the intricate dynamics that underscore the impact of diverse packaging elements on consumer purchasing decisions. Through rigorous analysis and systematic exploration, a comprehensive understanding of how these elements interplay and influence consumer purchasing decision was elucidated. The research journey unveiled both significant findings and subtle nuances that collectively shed light on the multifaceted realm of packaging's influence on consumer choices.

A pivotal lens through which the impact of packaging elements was examined is the realm of multiple regression analysis. This analytical tool acts as a prism, dissecting the complex relationships between packaging elements and consumer purchasing decisions. The results show that there are distinct patterns of influence, where packaging materials, packaging fonts, and printed packaging information emerge as powerful players in shaping consumer choices. Intriguingly, the analysis also uncovered that packaging color and packaging design, while possessing notable visual significance, remained statistically insignificant in their direct impact on consumer purchasing decisions. This revelation highlights the intricate dance between visual aesthetics and tangible influence, reflecting the complex interplay of factors that guide consumer choices.

However, the narrative deepens when we zoom in on the outcomes of simple regression analysis. Here, each individual packaging element emerges as a protagonist, showcasing a substantial influence on consumer purchasing decisions. This nuanced perspective underscores the latent power that resides within each element, transcending their cumulative impact within the multiple regression framework.

These research findings have profound implications for both theory and practice. They reinforce the assertion that packaging's role extends beyond being a mere casing for products. Instead, it embodies a holistic ensemble of elements, each contributing its own distinctive resonance to the symphony of consumer decision-making. This comprehensive viewpoint necessitates a recalibration of marketing strategies, with a spotlight on packaging materials, packaging fonts, and packaging printed information. These elements, armed with their statistically significant impact, demand meticulous attention as potent triggers for consumer purchasing decisions.

While the study forms a compelling contribution to the field, it also unveils avenues for future exploration. As the realm of consumer purchasing decision and preferences is richly complex, the research encourages future investigations into additional factors that might sway consumer decisions within the realm of packaging. This dynamic landscape invites the exploration of uncharted territories, each offering insights that can refine our understanding and enhance the strategic landscape for marketers.

In essence, this study encapsulates a journey that transcends the surface, delving into the intricate orchestration of packaging elements and their sway over consumer choices. Through robust analysis, it offers a multifaceted narrative that enriches our comprehension of packaging's role in the consumer journey. As the pages of this research close, they beckon us to continue exploring the captivating interplay between packaging and consumer decisions, unveiling new horizons of knowledge and strategic possibilities. This study delved deep into the intricate dynamics that underscore the impact of diverse packaging elements on consumer purchasing decisions. Through rigorous analysis and systematic exploration, a comprehensive understanding of how these elements interplay and influence consumer purchasing decision was elucidated. The research journey unveiled both significant findings and subtle nuances that collectively shed light on the multifaceted realm of packaging's influence on consumer choices.

A pivotal lens through which the impact of packaging elements was examined is the realm of multiple regression analysis. This powerful analytical tool acted as a prism, dissecting the intricate associations between packaging elements and consumer purchasing decisions. The results unveiled a distinct pattern of influence, with packaging material, packaging font, and packaging printed information emerging as formidable players in shaping consumer choices. These elements exhibited a positive and statistically significant impact, underscoring their potency in steering consumer purchasing decision.

Intriguingly, the analysis also uncovered that packaging color and packaging design, while possessing notable visual significance, remained statistically insignificant in their direct impact on consumer purchasing decisions. This revelation highlights the intricate dance between visual aesthetics and tangible influence, reflecting the complex interplay of factors that guide consumer choices.

However, the narrative deepens when we zoom in on the outcomes of simple regression analysis. Here, each individual packaging element emerges as a protagonist, showcasing a substantial influence on consumer purchasing decisions. This nuanced perspective underscores the latent power that resides within each element, transcending their cumulative impact within the multiple regression framework.

These research findings have profound implications for both theory and practice. They reinforce the assertion that packaging's role extends beyond being a mere casing for products. Instead, it embodies a holistic ensemble of elements, each contributing its own distinctive resonance to the symphony of consumer decision-making. This comprehensive viewpoint necessitates a recalibration of marketing strategies, with a spotlight on packaging materials, packaging fonts, and packaging printed information. These elements, armed with their statistically significant impact, demand meticulous attention as potent triggers for consumer purchasing decisions.

While the study forms a compelling contribution to the field, it also unveils avenues for future exploration. As the realm of consumer purchasing decision and preferences is richly complex, the research encourages future investigations into additional factors that might sway consumer decisions within the realm of packaging. This dynamic landscape invites the exploration of uncharted territories, each offering insights that can refine our understanding and enhance the strategic landscape for marketers.

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DECLARATION OF CONFLICTING INTERESTS

In the case of this study, the authors unequivocally state that there are no conflicts of interest marring the landscape of their research endeavors.

A statement of no conflict of interest is a testament to the purity of the research and the authors' unwavering commitment to scientific integrity. This indicates that the author's involvement is rooted in a sincere search for knowledge and understanding, not tainted by personal, financial, or other interests that might influence the findings in a certain direction.

We offer readers an assurance that the authors stand firmly on the grounds of academic integrity, presenting findings that are shaped solely by the data and the methodologies employed. The absence of conflicting interests instills confidence in the credibility of the study's outcomes, enhancing its potential to contribute meaningfully to the broader body of knowledge.

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