

IMPORTANCE AND PERFORMANCE ANALYSIS OF PACKAGING DESIGN

(Case Study: Stereodessert Manado)

ANALISIS KEPENTINGAN DAN KINERJA DESAIN KEMASAN

(Studi Kasus: Produk Stereodessert Manado)

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Abstract: In an era of growth and development of business, the business of food and soft drinks is one of the potential sectors and continues to grow. Looking for the opportunity a brand called stereo desserts try to penetrate the ice cream market in Indonesia. Stereodesserts is a brand that specializes in creating premium homemade desserts originating from Bandung using the finest materials and support go green campaign. The competitive advantage of Stereodessert is the packaging. Therefore the researcher is interested to analyze the importance and performance of Stereodessert packaging design. There are two main objectives will be particularly achieved for this research, which are: (1) To explain the importance of the Stereodesserts packaging design (2) To explain the performance of the stereo desserts packaging design To make sure that both main objectives can be totally achieved, the importance and performance analysis will be purposely utilized for the overall obtained data. Stereodessert packaging color and graphic have a very good performance, stereodessert must keep up the good work to maintain the advantages or even more innovate in the packaging color and graphic Stereodessert package size is need to be improved since this variable is have a bad performance. Stereodessert should concentrate here, size is really matter especially here in Manado, especially in food and beverage industry so Stereodessert must be experiment about the size they need to think to the size so it can improve their performance. The color and the graphic is on the right track, keep up the good work or innovate more because color could persuade the consumers to buy Stereodessert package aesthetics of the product is really important to be concerned.

Keywords: *importance, performance, packaging, size*

Abstrak: Dalam era pertumbuhan dan perkembangan bisnis, bisnis makanan dan minuman ringan adalah salah satu sektor potensial dan terus berkembang. Mencari kesempatan merek disebut stereodesserts mencoba untuk menembus pasar es krim di Indonesia. Stereodesserts adalah merek yang mengkhususkan diri dalam menciptakan makanan penutup buatan sendiri premium yang berasal dari Bandung menggunakan bahan terbaik dan dukungan kampanye go green. Keunggulan kompetitif dari Stereodessert adalah kemasan. Oleh karena itu peneliti tertarik untuk menganalisis pentingnya dan kinerja Stereodessert desain kemasan. Ada dua tujuan utama akan sangat dicapai dalam penelitian ini, yaitu: (1) Untuk menjelaskan pentingnya Stereodesserts desain kemasan (2) Untuk menjelaskan kinerja dari desain makanan Stereodessert kemasan Untuk memastikan bahwa kedua tujuan utama dapat benar-benar tercapai, pentingnya dan kinerja analisis akan sengaja digunakan untuk data yang diperoleh secara keseluruhan. Stereodessert warna kemasan dan grafis memiliki kinerja yang sangat baik, stereodessert harus tetap bekerja dengan baik untuk menjaga keuntungan atau bahkan lebih berinovasi dalam warna kemasan dan grafis, namun ukuran paket perlu ditingkatkan karena memiliki kinerja yang buruk. Stereodessert harus berkonsentrasi di sini, ukuran benar-benar berpengaruh terutama di Manado, Stereodessert harus bereksperimen pada ukuran kemasan mereka sehingga dapat meningkatkan penjualan. Warna dan grafis adalah di jalur yang benar, menjaga performa atau berinovasi lebih karena warna bisa mendorong konsumen untuk membeli produk Stereodessert.

Kata kunci: *kepentingan, kinerja, kemasan, ukuran*

INTRODUCTION

Research Background

In an era of growth and development of business, the business of food and soft drinks is one of the potential sectors and continues to grow. the growth of this industry is characterized by increase in sales volume. (www.Indonesiainancetoday.com 2011) the volume of sales of food and beverage industry in Indonesia over in 2009 is Rp 555 trillion in 2010 is Rp 605 trillion and one of the food sector is promising is ice cream. according to data from Euromonitor, sales of ice cream in 2010 in Indonesia reached 3 trillion in addition to the fact that ice cream consumption in Indonesia is still low where each person consumes only 1.3 liters per year (www.gapmmi.or.id 2012). low consumption level is still below thailand and malaysia that the actual consumption of 2 liters per person per year. this shows that the ice cream market has great potential in Indonesia.

Looking for the opportunity a brand called stereo desserts try to penetrate the ice cream market in Indonesia. Stereodesserts is a brand that specializes in creating premium homemade desserts originating from Bandung using the finest materials and support go green campaign. Desserts stereo newly established since March 2012. Stereo Pioneer of Trifle Desserts are in a cup. Trifle itself is a multi-layered ice cream dessert, which is usually only served in a large cup at parties. Stereo Desserts have 2 variants of the product, trifle pudding and ice cream cake. All products Stereodesserts was low sugar people who consume and healthy, and do not use preservatives at all, but hold up to 4 months in the freezer and do not easily melt for 8 hours outside temperature. Stereo Point can be enjoyed in the form of cafes, resellers in several large cities, Food Bazaar & Supermarket which became a sales Stereo Desserts.

The competitive advantage of stereodessert is the packaging. as we know In a competitive market, packaging as a marketing tool could be an effective way to achieve marketing objectives and at the same time it satisfies the desires of consumers through the elements which include package's size, shape, text, colour, material and graphics and its functional elements as well (Rundh 2013). Packaging as an element of product strategy has become so important that when there seems to be a minute difference in the brands, innovative packaging may provide a competitive advantage (Keller 2009). Packaging in modern terms can be defined as the designing and producing containers and wrappers for a product (Keller 2009).

Packaging is so important that most of the marketers believe it is the fifth P of marketing mix with other four Ps of product, price, promotion and place and it is considered to be an important element in product strategy (Kotler, 2008). In today's market it consists of three functions which include logistics, commercial and environmental functions (Rundh, 2013). Packaging is also an important factor of brand recognition as well as an important factor in creating positive brand associations (Keller, 2009). To trigger impulsive buying, marketers can create unique and attractive packaging designs. As stated by (Klimchuk & Krasovec 2007), packaging design plays an important role at the point of purchase to attract attention and bring about a purchase. (Kotler 2008) state that, in the current competitive environment, packaging design is the producers' last chance to affect buyers, especially in regard to consumer goods, where most purchasing decisions are made when the consumer is in the store. Therefore the researcher is interested to analyze the importance and performance of Stereodessert packaging design

Research objectives

This research has a couple objectives as follow:

1. To explain the importance of the stereo desserts packaging design
2. To explain the performance of the stereo desserts packaging design

THEORITICAL FRAMEWORK

Marketing Mix

A planned mix of the controllable elements of a product's marketing plan commonly termed as 4Ps: product, price, place, and promotion. But number of „Ps“ sometimes differs as various authors add on to the list. (Kotler 2008) has added a fifth 'P' that stands for Positioning, the fifth 'P' is Prospect . But some argue

that a sixth 'P' exists, which stands for packaging. But some might not agree that packaging should have a specific place in the marketing mix, it is still perhaps one of the key elements in a marketing strategy for a product and will promote, be recognized and sought out by the customer (Ambrose and Harris, 2011).

Product

Product is the first element that a firm must consider from all four marketing mix elements. The remaining three elements; price, place, and promotion are considered only after a firm creates a product. Some see it as a general name for all the things that can be offered to a customer. The others assume that it refers to only tangible goods. Yet, in this piece of work, a product represents any tangible or intangible need satisfying offering. As Kotler defined, "a product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas" (Kotler and Keller 2007)

Visual Elements of Packaging

Visual elements of the packaging affect the emotions of consumer the way they transmits the information (Silayoi & Speece, 2007). Visual elements are considered when consumers do not want to make an effort to search for the products and when the products are of low involvement (Silayoi & Speece, 2007).

Packaging

Packaging is the container for a product encompassing the physical appearance of the container and including the design, colour, shape, labelling and materials used?. Most marketing textbooks consider packaging to be an integral part of the product' component of the 4 P's of marketing: product, price, place and promotion. Some argue that packaging serves a promotional tool rather than merely an extension of the product.

Brand and branding

The brand is a company's most valuable asset. Customers identify with brands that match their lifestyles. They are motivated to purchase products that portray the right image of their lives. The product itself is manufactured while the brand is created . According to (Silk 2006). branding and positioning are extremely linked. The author explains that brands can be seen as nouns that marketers have given to consumers so to make the differentiation of a product tangible. The fundamental task that branding should achieve is to emphasize that the company's product is not similar to its competitors (Silk, 2006).

Previous research

Munyaradzi and Marumbwa 2013 in their study about The impact of Aesthetics Package Design Elements on Consumer Purchase Decisions: A Case of Locally Produced Dairy Products in Southern Zimbabwe. The result, product package color has a highest influence on consumer buying decision. Zahra, 2014 in his journal about The dilemma of flavor, shape and color in the choice of packaging by children. Also, color package has a significant influence. Cahyorini and Rusfian 2011 in their journal about The Effect of Packaging Design on Impulsive Buying. The result, packaging design dimensions (graphic design, structure design and product information), product information has a significant influence.

Conceptual Framework

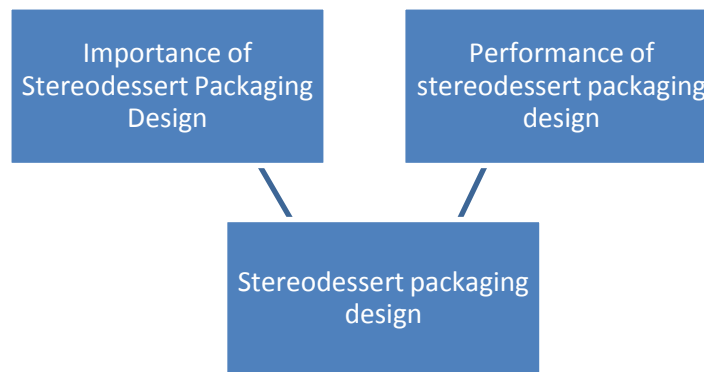


Figure 1. Conceptual Framework

Source: Processed Data, 2016

RESEARCH METHOD

Type of Research

Quantitative researches use a wide range of unrelated methods, hoping to always get a better settled on the subject matter at hand. The type of this research is descriptive, which is according to (Sekaran and Bougie 2010) that is a study undertaken in a situation where there is no information available from similar problems or previous researches that have been solved in the past. Descriptive studies are used in this research.

Place and Time of Research

In preparing this study, the authors conducted research Stereodessert Manado. This research regarding the consumer as respondents and was conducted in Manado from February to March 2016.

Population and Sample

The population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2009). The population in this study is the people that ever consume stereodessert and who live in the city of Manado. (Sekaran and Bougie, 2009). The sample of this research was taken from 50 respondents who are ever consume Stereodessert. The sampling method that this research uses is purposive sampling. The sample of this research is 50 people who ever consume Stereodessert.

Data Collection Method

Primary data is a data and information originated or obtained first-hand on the variables of interest for the purpose of the research. The data collected through questionnaire that will be distributed to 100 female consumers those are user Vaseline lotion. So many information and data that will be find through this questionnaire about the effect of packaging design aesthetics on their (respondents) buying decision.

Operational Definitions and Measurement of Research Variables

The general explanations about variables in this current research that will be analyzed are stated as follows:

1. Color can help the customers know about the type of product.
2. Size to meet the customer expectation
3. Graphics will give information about the product to customers.
4. Typography will show the information of product by the arranging of the text art.
5. Material will show the requirement of the package.

Data Analysis Method

Validity and Reliability Test Validity test is the degree to which a test procedure accurately measures what it was designed to measure. Consistency indicates how well the items measuring a concept hang together as a set, Cronbach's alpha is a reliability coefficient that indicates how well the items in a set are positively correlated to one another Sekaran and Bougie 2009. Since reliable scales are not necessarily valid, researchers also need to be concerned about validity. It assesses whether a scale measures what is supposed to be measured. Thus validity is a measure of accuracy in measurement.

Importance-Performance Analysis

This technique was first proposed by Martilla, J. and James, J. 1977 in their article "Importance-Performance Analysis", published in the Journal of Marketing. In this technique, the respondents were asked to rate the level of importance and performance of the company, then the value of the average level of importance and performance is analyzed on Importance Performance Matrix, in which the x-axis represents the performance while the y-axis represents the importance.

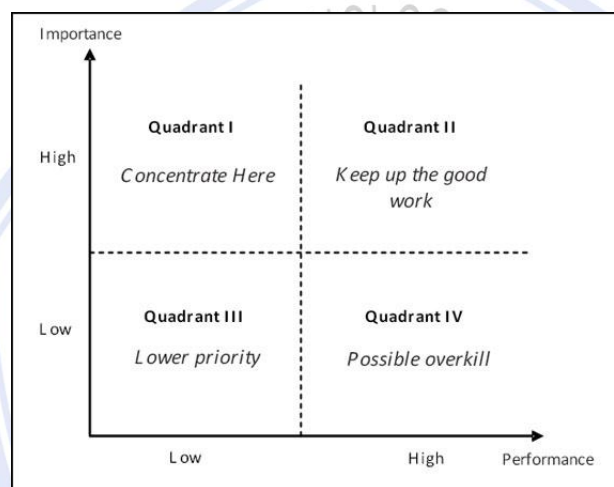


Figure 1. The IPA Framework.

Source: <http://www.scielo.cl>

1. Quadrant I (High Importance/Low Performance) is labelled Concentrate Here Attributes that fall into this quadrant represent key areas that need to be improved with top priority.
2. Quadrant II (High Importance/High Performance) is labelled Keep up the good work. All attributes that fall into this quadrant are the strength and pillar of the organizations, and they should be the pride of the organizations.
3. Quadrant III (Low Importance/Low Performance) is labelled Low Priority. Thus, any of the attributes that fall into this quadrant are not important and pose no threat to the organizations.
4. Quadrant IV (Low Importance/High Performance) is labelled as Possible Overkill. It denotes attributes that are overly emphasized by the organizations; therefore, organizations should reflect on these attributes, instead of continuing to focus in this quadrant, they should allocate more resources to deal with attributes that reside in quadrant I.

RESULT AND DISCUSION

Validity

Table 1. Validity test

Variables	Pearson corelation
Performance	
color	.683
size	.383
material	.674
graphics	.596
shape	.616
Importance	
color	.543
size	.336
material	.337
graphics	.616
shape	.596

Source: Data processed 2016

The table above is shown the test of validity by using pearson correlation value. Based on the table above, the variable are valid with pearson correlation values are above 0.3 and know the significant level of %5 therefore the data is considered as valid

Reliability

The reliability test in this research uses alpha cronbach. If Alfa 0.6 than it is unreliable. The interpretation of alpha cronbach (sekarang,2003)is:

1. < 0.6 indicates unsatisfactory internal or consider that data is unreliable
2. 0.7 that the data is acceptable
3. 0.8 indicates good internal consistency or consider that the data resulted is reliable

Table 2. Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.613	10

Source: data processed 2016

In this research it show that alpha cronbach is 0.613 which is upper the acceptance limit of 0.6 therefore the research instrument is reliable

Importance and performance analysis

This part will explain the main result that is obtained after data collecting and processing have been done.

Table 3. The Summarized Value for Importance and Performance Analysis

	Importance	Performance
Color	4.56	4.6
Size	4.62	3.76
material	4.24	3.98
graphic	4.5	4.28
shapes	4.1	4.28
average	4.404	4.18

Source: Processed data 2016

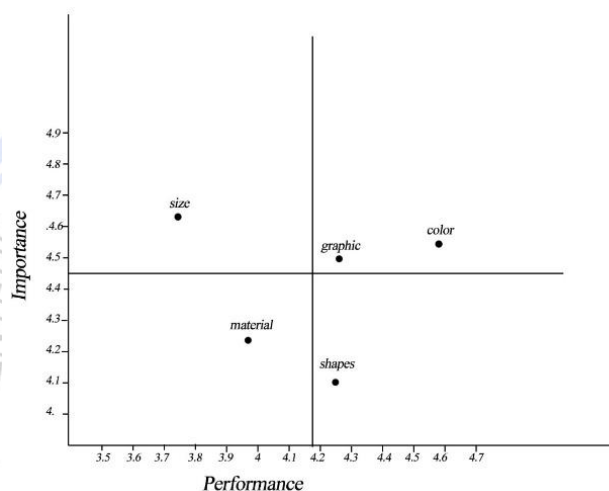


Figure 2. Importance and Performance Analysis.

Source: Data Processed 2016

From the given table and figure above, there are three main point of results that can be conclude, which are:

1. Graphics and Color, as the first and fourth variable in this research, has been located at the second quadrant (keep up the good work), which means this both variables is very important for the customers and at the same time has the highest performance level, compared with the other variables
2. Material as the fifth variables in this research, has been located at the fourth quadrant (low priority), which means that this variable is not Important for The Customers and at the same time has the lowest level performance.
3. Size as the second variable in this research has been located at the first quadrant (Concentrated here), which mean that this variables is very important for the costumers and also at the same time has a low performance.
4. shape as the third variables in this research has been located at the first quadrant (Possibly overkill), which mean that this variables is not important for the costumers and also at the same time has a high performance

Discussion

Packaging is the most important point-of-purchase merchandising tool in the marketing mix, it can also be used to communicate a brand's message and values. Not only can the product deploy countless cover messages, but the design of the package also enables the consumer to identify certain symbolic cues that differentiate the product from competitors.

Stereodessert package color according to the consumers has a good performance, it because Stereodessert packaging have a very well chosen color for each flavor, the designer know Package color as a communication function is used to evoke expectations about a product, comparing with the competitors that moved on same industry the break cups and walls, Stereodessert package is far more attractive with the very good chosen color for each flavor, it gives a more value for the customer, telling the consumer beforehand what the experience will be in addition to brand and product study spotted that package colors serve as cues of product-related information and consumption-related information. From the previous research about (Putri 2013) The comparative analysis of packaging design element to purchasing decision between coca cola and big cola in Manado also said that color can be the big factor consumer to buy some product. The graphics on the stereodessert package have a very positive respond from the consumers it is proved by this variable on the good performance, the Stereodessert graphics especially photography used on the packaging is a great way of communicating a brand's message. (Friskie 2014) Analysis package design aesthetics towards on female consumer buying decision also confirm that graphic is a very important variable Graphics are commonly preferred because they are perceived as more pleasing and appealing, and they lead to greater purchase intention.

Most of designer believe that shape will have an important place on consumer mind but in this case according to the stereodessert consumers this variable s not an important or it just a low priority, Though there does not seem to exist conventional understanding regarding package shapes, many company believe shapes are part of the brand image, one of the most famous examples being the Coca-Cola bottle. According the respondent the size of stereodessert packaging is on low performance on the other hand the respondent think that size is an important. As we know packages that appear larger will be more likely to be purchased, that is if the consumer does not read the information provided on the package concerning volume. Material semantics of package design can describes the communication of materials, texture and the fabric information of products, and as the packaging market is a highly competitive, the actual packaging can be significant to success as the product it is wrapped around. Developing and selecting the "right" container for stereodessert can successfully markets a product, it requires an understanding of packaging materials.

CONCLUSION AND RECOMMENDATION

Conclusions

There are several importance conclusion those can be drawn, related with the writing of this current research, which are:

1. Stereodessert packaging color and graphic have a very good performance, stereodessert must keep up the good work to maintain the advantages or even more innovate in the packaging color and graphic in this competitive era the company must have innovate in order to survive. Stereodessert package size is need to be improved since this variable is have a bad performance but in the other hand is very important for the consumers in manado.
2. In the other hand, from the obtain result in this research, it is also obvious that the material of stereodessert packaging has become least important for the respondent in manado and hasn't been reached its optimum performance. The shape of stereodessert package is obvious is possibly overkill since the result show us that the shape of stereodessert is least important but have a very good performance

Recommendation

After the examination process of findings and discussion of results, the constructive recommendation based on the research are:

1. Since the size is at the low performance but have a very high importance Stereodessert should concentrate here, size is really matter especially here in Manado ,especially in food and beverage industry so Stereodessert must be experiment about the size they need to think to the size so it can improve their performance. The color and the graphic is on the right track, keep up the good work or innovate more because color could persuade the consumers to buy Stereodessert package aesthetics of the product is really important to be concerned.

2. Material of Stereodessert also need to be appreciate using a green material it should be have a special point for Stereodessert even the consumer think it is not important but it should be a very good campaign to use a green material. The shape of the packaging itself is good and already above the consumer satisfaction.

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