

THE IMPACT OF PACKAGING COLOR ON CONSUMER DECISION MAKING CASE STUDY: POCKY STICK BISCUIT

*DAMPAK DARI WARNA KEMASAN TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN
STUDY KASUS: BISKUIT POCKY STICK*

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Abstract: The consumer behavior is a disputatious and challenging issue and involves the individuals and whatever the buy, why and how they buy, marketing mixed and market. Consumer behavior is a very interesting field to study. Since it is consumers who buy goods and services, they can use their daily experience in order to perceive the concepts and theories of this field. The aim of this study is to analyze the consumer behavior regarding the impact of color packaging on Pocky Biscuit Stick in Manado. This research is a causal type of research, which uses primary data obtained through questionnaire and uses Multiple Regression Analysis. The population in this research is all the customer who ever buy Pocky Biscuit Stick with sample size of 100 customers. The results of this study showed that Design, Culture, Emotion, and Quality as the independent variable simultaneously affect Consumer Behavior as the dependent variable. Related with the findings there are recommendations for Pocky Biscuit Stick company to be a consideration.

Keywords: *color packaging, design, culture, emotion, quality, multiple regression analysis.*

Abstrak: *Perilaku konsumen adalah yang sering diperdebatkan dan menantang dan melibatkan individu dan apa pun yang dibeli, mengapa dan bagaimana mereka membeli, pemasaran campuran dan pasar. Perilaku konsumen adalah bidang yang sangat menarik untuk dipelajari. Karena konsumen yang membeli barang dan jasa, mereka dapat menggunakan pengalaman sehari-hari mereka untuk memahami konsep dan teori dari bidang ini. Tujuan dari penelitian ini adalah untuk menganalisis perilaku konsumen mengenai dampak kemasan warna pada Pocky Biscuit Stick di Manado. Penelitian ini merupakan jenis penelitian kausal, yang menggunakan data primer yang diperoleh melalui kuesioner dan menggunakan Analisis Regresi Berganda. Populasi dalam penelitian ini adalah semua pelanggan yang pernah membeli Pocky Biscuit Stick dengan ukuran sampel 100 pelanggan. Hasil penelitian ini menunjukkan bahwa Desain, Budaya, Emosi, dan Kualitas sebagai variabel independen secara bersamaan mempengaruhi Perilaku Konsumen sebagai variabel dependen. Terkait dengan temuan itu ada rekomendasi agar perusahaan Pocky Biscuit Stick menjadi pertimbangan.*

Kata Kunci: *warna kemasan, desain, budaya, emosi, kualitas, analisis regresi berganda.*

INTRODUCTION

Research Background

The consumer behavior is a disputatious and challenging issue and involves the individuals and whatever the buy, why and how they buy, marketing mixed and market. Consumer behavior is a very interesting field to study. Since it is consumers who buy goods and services, they can use their daily experience in order to perceive the concepts and theories of this field. Perceiving consumer behavior and evaluation of the consumer performance is of particular importance considering cultural differences in different societies. Consumer behavior is a subtle phenomenon due to the fact that individuals do not always act overtly. Their performance as consumers is not often predictable and even explainable. Individuals gain practical experience through observing shopping behavior of others and doing their own shopping. (Johan and Michiel, 2010, Saerang *et al*, 2018). Human being has continuously been affected by colors either physically or psychologically. How humans are affected by colors has obviously a psychological nature which indirectly influences norms, reactions and individual behavior.

Consumer decision making models in the literature have the following three stages in common: The pre-purchase, the purchase and the post-purchase stages (Murphy, 1998; Rayport and Jaworski, 2003, Tulung *et al*, 2018). However, the most cited of these models is the consumer decision-making process model developed by (Engel, Kollat and Blackwell, Miniard and Engel, 1968) as cited in (Blackwell *et al.*, 2006). In the model, they recommended that consumers will need to go through fi main stages of decision making before making their final decisions when purchasing an item.

Color is one of the basic things, which have a psychological impact on consumers mind and in result on his buying behavior. In our daily life, there are plenty of things that we have taken for granted in the sense that we do not notice, acknowledge, enjoy them fully or sometimes even complain about. Among those precious gifts existing in our life there are the ability to see things in colors and the color itself (Sewall, 1978). Color affects every moment in life. It is an important marketing communication tool, a memorable visual element and carries key symbolic and associative information about products (Garber, Hyatt and Starr 2000). It strongly influences the clothes we wear, the car we drive, the backpack or hand bag we choose to use, the shoes or sneakers we wear and the furnishings in our homes.

The effect of color on a person can be different from others, depending on gender, age, and culture. Men generally argue that red clothing causes women who wear it look more attractive, while according to women, red clothing does not affect anything against men who wear them. In a study by the famous Nike shoe company, although the majority of participants chose a combination of vivid and similar colors (blue and dark blue) for product design, some participants chose precise color combinations. Another thing that stands out from this research is: most participants choose a combination that consists of only a few colors.

Research Objective

To identify the influence of pocky stick packaging toward consumer decision making simultaneously.

THEORITICAL REVIEW

Marketing

Marketing is selling the value of goods or services form the company to the customers. According to Kotler and Keller (2012) "Marketing is about identifying and meeting human and social needs. One of the shortest good definitions of marketing is "Meeting needs profitably". Furthermore Kotler and Armstrong (2006) also mentioned "Marketing as the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return".

Marketing is the one of the key to be success, because there are many theories that make the business growing and get the goal. Marketing activities are design to spread the information of a product or service to target markets in order to earn more profit. Marketing is design to manage the people especially the target market to build a profitable relationship. It also helps people buy your product or service.

Today's marketing is all about creating customer value and building profitable customer relationships. It starts with understanding consumer needs and wants, determining which target markets the organization can serve best, and developing a compelling value proposition by which the organization can attract and grow valued consumers. If the organization does these things well, it will reap the rewards in terms of market share, profits, and customer equity (Kotler and Amstrong, 2006).

Marketing is a strategy that entails seeking and establishing ongoing partnerships with customers, loyal customers are also more profitable than those who are price-sensitive and perceive little or no difference among brands or suppliers (McDaniel, Lamb and Hair, 1992).

Marketing, more than any other business function, deals with customers. Marketing is managing profitable customer relationships. The two fold goal of marketing is to attract new customers by promising superior value and keep and grow current customers by delivering satisfaction (Kotler and Armstrong, 2006).

Consumer Decision Making Process

Consumer decision making models in the literature have the following three stages in common: The pre-purchase, the purchase and the post-purchase stages (Murphy, 1998; Rayport and Jaworski, 2003). However, the most cited of these models is the consumer decision-making process model developed by (Engel, 1968) as cited in (Blackwell, Miniard and Engel, 2006). In the model, they recommended that consumers will need to go through five main stages of decision making before making their final decisions when purchasing an item. These are need recognition, search for information both internally and externally, appraisal of alternatives, purchase decision and post-purchase. These stages of decision making are further clarified below:

1. Need Recognition

has been established to be the first stage in the decision making process. It is the stage where a consumer is encountered with the difference between perception and the tangible satisfaction level (Solomon et al., 2006). The authors amplify that a consumer buying decision process will begin when a person's unsatisfied needs are recognized. These unsatisfied needs can be further divided into functional needs and psychological needs. Whilst the former refers to the performance of the product or service, the latter is concerned with the consumers' feelings about the product or service they purchase.

2. Internal and External Information Search

This second stage is about the consumer searching for information about the product or service. (Moorthy, Ratchford and Talukdar, 1997) mentioned such factors as personality, income, social class, size of purchase, prior brand perception, past experiences, and customer satisfaction can influence consumer decision making. During this second stage, the consumer searches for information both internally and externally. When searching for information internally, the consumer will remember relevant information on one hand from previous experiences of the use of the products or services. On the other hand, external information search is mainly about seeking information in the external environment from other consumers, commercial sources, and public sources.

3. Evaluation of Alternatives

Stage three emphasizes on the evaluation of alternatives. (Kotler, 2006) suggested that the pre-purchase evaluation period is when consumers make an assessment between different products and brands before they make a choice on purchase. Generally, their decision making processes are based on the qualities which are related to their needs. (Kotler, 2006) opined that customer buying decision is therefore based on several qualities such as size, quantities, quality, and prices.

4. Purchase Decision

Stage four is based on purchase decisions. It usually starts after consumers have already evaluated the various products or services offered by all expected retailers. Oh, (2003) argued that these retailer and in-store selection are the main factors customers use to make their final buying decisions. Blackwell, Miniard and Engel, (2006) posited that after this stage, the next step will be when customers decide which retailers they want to purchase the item from. They will base their decisions on the product attributes from the previous stages. The customer assistants, visual exhibitions of merchandise and the point-of-purchase can also influence the consumer buying decision processes.

5. Post Purchase

The final stage of the consumer-decision process model can be divided into three steps. The first step, customers consume the products or service. The second step, customers will evaluate their consumption and it may be noticed here that the customer satisfaction level could be higher than their perceived performance and vice versa (Aaker, 1996; Blackwell, Miniard and Engel, 2006). During the last step, divestment takes place. At this point, consumers are likely to dispose of or recycle the product. This is the point that most organizations now pay attention to and a result they are now concerned with being environmentally friendly due to the fact that they feel almost all customers could probably make repeat purchases if they are satisfied with a reinforcement stage (Rayport and Jaworski, 2003).

Previous Research

The Impact of Product’s Packaging Color on Customers’ Buying Preferences Under Time Pressure by Saad (2015). The results showed that the color usage had significant moderate positive relation with consumer’s buying preferences while time pressure had significant weak positive relation with consumer’s buying preferences. The results also validated the moderating effects of time pressure on consumer’s buying preferences indicating that time pressure was important factor which influenced the effect of visual package element on consumer’s buying decisions.

The Role of Packaging in Consumer’s Perception of Product Quality at the Point of Purchase by Mohammed (2013). This study aims to investigate the role of packaging in Jordanian consumer’s perception of product quality at the point of purchase.

Investigating the Psychological Impact of Colors on Process of Consumer Shopping Behavior by Honari (2014). Buying the necessities in the not too distant past was not as appealing as it is today. Families bought their necessities from disorderly dark shops which provided almost everything but the kitchen sink in a small space. Economic Effects of Product Packaging on Consumer Shopping Behavior: The Case of Lebanon By Hamdar (2018). In today's competitive market place, it's harder than ever to attract a consumer's attention. It's estimated that the average consumer spends less than a second scanning shelves, and in that time, will make a decision on whether or not to purchase any given product.

The art of packaging: An investigation into the role of color in packaging, marketing, and branding by Behzad (2014). The purpose of this study is to contribute to the existing research in the field of packaging and marketing and shed more light on the psychology of colors and their effect on packaging and marketing. Nowadays, packaging is proved to be one of the significant factors in the success of promoting product sale. The Impact of Product Packaging Design on Consumer Repurchase Intention—A Study of VinaMilk, Vietnam by Ngoc (2016). his research was conducted to identify the direct impact of product packaging design factors to consumer repurchase intention as well as the indirect association of these factors to the repurchase intention through two terms of brand awareness: brand recognition and brand recall.

Impact of Product Packaging on Consumer’s Buying Behavior by Ahmed (2014). The objective of this study is to determine role of packaging on consumer’s buying behavior. The purpose of this research is to examine the essential factors, which are driving the success of a brand. This research also identified the relationship between the dependent and independent variables. This is the primary research and data has been collected through questionnaire and for analysis purpose SPSS software has been used.

Empirical Study of Pakcaging and Its Effect on Consumer Purchase Decision in a Food and Beverages Firm by Joy (2015). This study was carried out to ascertain the “Impact of Packaging on Consumer Purchase Decision”. The objectives of the study are to investigate the role of product attractiveness in stimulating consumer interest in a product, to examine whether product differentiation influence consumer evaluation of the product, to determine the effect of labeling in creating consumer awareness of the product and to investigate how product design can facilitate consumer trial purchase.

Conceptual Framework

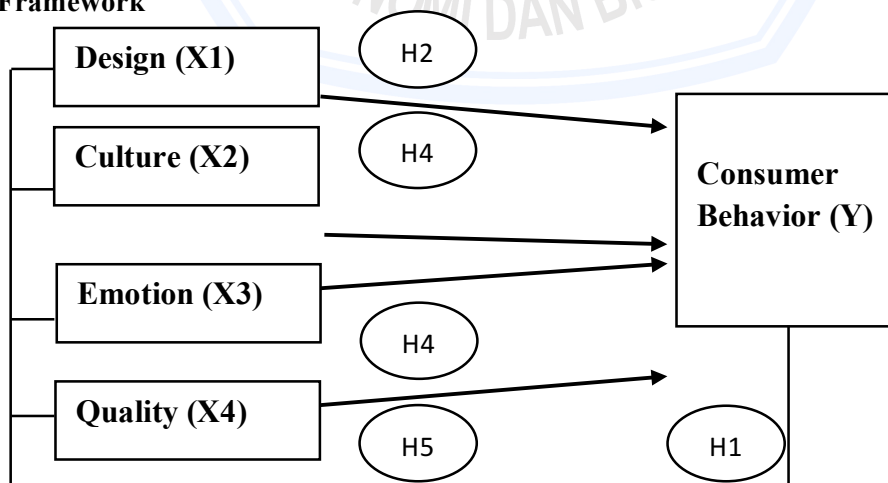


Figure 1. Conceptual Framework

Source: Theoretical Review, 2018

Research Hypotheses

This is the statement created by researcher when predicted the result of the research.

H1: There is an influence between design, culture emotion, quality and consumer behavior.

H2: There is an influence between design and consumer behavior.

H3: There is an influence between culture and consumer behavior.

H4: There is an influence between emotion and consumer behavior.

H5: There is an influence between quality and consumer behavior.

RESEARCH METHOD

Type of research

The purpose of this research is to find the impact of packaging color on consumer behavior using casual type of research. Causal research, also known as explanatory research is conducted in order to identify the extent and nature of cause-and-effect relationships.

Place and Time of Research.

This research is conducted in Manado and it started from April – May 2018.

Population and Sample

Hanlon and Bret (2011) a population is all the individuals or units of interest; typically, there is not available data for almost all individuals in a population. The population in this research is all customers of Pocky Stick. The sample size from 100 customers that using Pocky Stick product.

Operational definition

There are 1 variable dependent (consumer decision making) that will be used in this research and 4 variables independent indicators which is emotion, culture, design and quality.

Data Analysis Method

Validity and Reliability Test

Validity test is the measurement tool that is used to get the data is valid. Validity is extent to which a construct measures what it is supposed to measure. Reliability test is established by testing for both consistency and stability of the answer of questions. Consistency indicates how well the items measuring a concept hang together as a set.

Multiple Regression Model

Multiple Regression is a correlation coefficient indicates the strength of relationship between two variables, it gives us no idea of how much of the variance in the dependent or criterion variable will be explained when several independent variables are theorized to simultaneously influence it (Sekaran, 2003).

This analysis is adopted when the researcher has one dependent variable which is presumed to be a function of two or more independent variables. The objective of this analysis is to make a prediction about the dependent variable based on its covariance with all the concerned independent variables The formula of multiple regression models in this research is as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + e$$

Description:

Y	=	Employee Productivity
α	=	Constant
$\beta_1 \beta_2 \beta_3$	=	The regression coefficient of each variable
X1	=	Leadership
X2	=	Work Environment
X3	=	Discipline
e	=	Error

RESULT AND DISCUSSION**Validity and Reliability Result
Validity Test****Table 1. Validity Test Result**

		Design	Culture	Emotion	Quality	Consumer Behavior
Design	Pearson Correlation	1	.531**	.468**	.716**	.716**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	100	100	100	100	100
Culture	Pearson Correlation	.531**	1	.775**	.567**	.567**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	100	100	100	100	100
Emotion	Pearson Correlation	.468**	.775**	1	.386**	.386**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Quality	Pearson Correlation	.716**	.567**	.386**	1	1.000**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
Consumer Behavior	Pearson Correlation	.716**	.567**	.386**	1.000**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

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

Source: SPSS Output (2018)

From the result it can be seen that value of correlation index for relationship among independents variable (design, culture, emotion, and quality) with dependent variable (Consumer Behavior) are higher than 0.3 and below the significant level of 5%. Therefore the data is considered valid.

Reability Test**Table 2. Reability Test Result**

Cronbach's Alpha	N of Items
.738	5

Source: SPSS Output (2018)

Table 2 shows that the minimum value of Cronbach's Alpha must be 0.6 or it is better if the value is above 0.6. Alpha Cronbach is 0.738 which is above limit of 0.6. Therefore the research instrument is reliable. Because this data is reliable, the next step of research can be done with validity test.

Multiple Regression Analysis**Table 3. Multiple Regression Analysis**

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	T	Sig.	Tolerance	VIF
1	(Constant)	1.087	.306		3.553	.001		
	Design	.567	.084	.558	6.780	.000	.640	1.562
	Culture	.570	.159	.595	3.581	.001	.157	6.358
	Emotion	-.144	.107	-.154	-1.351	.180	.335	2.981
	Quality	-.197	.140	-.231	-1.412	.161	.163	6.146

Source: SPSS Output (2018)

Based on data in Table, the regression model can be performed as the following equation:
Consumer Behavior

$$= 1.087 + (0.567) + (0.570) - (0.144) - (0.197)$$

The following interpretations can be made from the model of multiple linear regression:

1. Constant value of 1.087, means that if values of independent variables are zero (0), the Consumer Behavior (Y) value would be 1.087;
2. Standard Coefficient Value of 0.567 for Design indicates that if all others independent variables are constant and this independent variable increased by one scale or unit, the dependent variable of Consumer Behavior would increase by 0.567;
3. Standard Coefficient Value of 0.570 for Culture indicates that if all others independent variables are constant and this independent variable increased by one scale or unit, the dependent variable would increase by 0.570;
4. Standard Coefficient Value of -0.144 for Emotion indicates that if all others independent variables are constant and this independent variable decreased by one scale or unit, the dependent variable would decrease by -0.144;

5. Standard Coefficient Value of -0.197 for Quality indicates that if all others independent variables are constant and this independent variable decreased by one scale or unit, the dependent variable would decrease by -0.197;

Discussion

Based Packaging plays a decisive role in marketing communication. The right color can clinch the sale and a wrong color can fall short. Is this the fact or the fiction? Only a tiny section of customers focus on product details or labels as some customers are typically influenced by the visual aesthetics. Companies strive to increase their market offerings to meet their customers' needs more effectively and in doing so they attempt to influence customers' perception and behavior by Marketing and Branding Research associating certain colors with their products and campaigns that may appeal the existing and potential customers. Talks about our object of study, Pocky always appear with lots of colorful packaging based on their flavor, so that became one of interesting things to be displayed on in the market. Customer will aware of the design and can differentiate Pocky with other brands.

On the result of the questionnaire, Design and Culture does partially affect Consumer Behavior. According to Amel (2017), Some feel that human responses to colors are stable, therefore applicable to everyone, whereas others disagree, asserting that responses and preferences to colors vary across culture, gender, and, age, among others. So we can see here based on the previous result also, people gives different response for colors. Hence, we can state that our respondents gives the positive result for forming their behavior through Pocky Design. And also that Culture in Indonesia is applicable for variety colors that Pocky had in the market.

The result of multiple regression analysis shows that Emotion and Quality does not partially effects Consumer Behavior. Kotler (1973) indicated that atmospherics such as noises, sizes, shapes, scents and colors could help create attention, convey messages, and create feelings that might increase purchase probability. If we compare on Pocky packaging that usually standard (does not have other information beside product information), it is quite reasonable that people tend not put more emotion on buying Pocky products. Same goes for the quality, because Pocky packaging just have a regular packaging that can be found on other brand also, even there are other brands that gives more quality packaging than Pocky's.

CONCLUSION AND RECOMMENDATION

Conclusions

After examining the findings and discussing the result, the conclusions based on this research can be formulated as follows:

1. Design, Culture, Emotion, and Quality as the independent variable simultaneously affect Consumer Behavior as the dependent variable.
2. Design as one of independent variables does partially affects Consumer Behavior significantly.
3. Culture as one of independent variables does partially affects Consumer Behavior significantly.
4. Emotion as one of independent variables does not partially affects Consumer Behavior significantly.
5. Quality as one of independent variables does not partially affects Consumer Behavior significantly.

Recommendation

Based on the analysis and conclusions from overall result in this research regarding Color Packaging on Consumer Behavior. The researcher makes the following recommendations for it:

1. Pocky should innovate more regarding their marketing section. Like making out-of-the-box thing that suits on market trends in 2018.
2. Pocky can make a premium packaging that have much more better quality than the older packaging, even though it just for marketing gimmick.

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