ANALYSIS OF PACKAGING FUNCTION ON CONSUMER'S PERCEPTION OF PRODUCT QUALITY ON VICTORIA'S SECRET BODY MIST

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ABSTRACT

Increasingly tight competitive world where companies are competing to, attract   the attention of buyers of product is needed to make the product they produced were sold out. Not easily granted, but they should to create new ideas of each of their companies. So the form of product packaging determines the marketing strategy of a variety of companies. The purpose of this research is to analyze the influence of Packaging function (Protective, promoting, storage and environmental friendly) on consumer's pereption of product quality both partially and simultaneously. The population observed is people who have purchased Victoria's Secret body mist with sample size as many as 100 respondents. The data are analyzed using several statistical techniques. The method used in this research is multiple regressions. The Conclusion is Packaging Function which are Protective, Promote, Storage, and Environmental Friendly are influencing on Consumer's Perception of product Victoria's Secret Body Mist both simultaneously and partially. This study suggests to the management of company that produce Victoria's Secret Body Mist to see about Protecting, Promote, Storage, and Environmental Friendly that will ultimately influence on Consumer's Perception of Product Quality.

Keywords: packaging, consumer's perception

INTRODUCTION

Research Background

Increasingly tight competitive world where companies are competing to, attract the attention of the buyers of their product is needed to make the product they produced were sold out. Not easily granted, but they should to create new ideas of each of their companies. So the form of product packaging determines the marketing strategy of a variety of companies.

Packaging is one of the criteria for the choice of the buyer to determine which products will be purchased. Each buyer has different desires to buy an item. But how if the condition goods are not safe or the look is uncomfortable when they want to bring the goods everywhere. Then the company should be able to promote the goods properly and have strategies or new ideas so that the buyer can be attracted to the products on offer from the company. Buyers can also determine the choice of the items purchased through the environmental friendly packaging which can be recycled or returned. So it is not too detrimental or damaging to the environment around us.

Nowadays we often see the product that is made of packs which just made off but do not pay attention to the state of the environment around us. But on the other hand there   are also companies that have thought to make the packaging not only according to the perceptions of producers but also think about the perception of the buyer later.

On the state of the market, there is also a measure of market quality of buyer interest because now, many emerging products that are result in imitation form. The buyers are very concerned about the quality of any product they want to purchase, especially to the current product of cosmetics that can damage the body or also have side effects.

Research Objectives

This research aims to examine to analyze:
1. The simultaneous influence of protecting (X_1), promoting (X_2), storage (X_3) and environmental friendly (X_4) on consumer's perception of product quality (Y).
2. The partial influence of the role of packaging in protecting (X_1) the product and consumer on consumer's perception of product quality (Y)
3. The partial influence of the role of packaging in promoting (X_2) the product on consumer's perception of product quality (Y)
4. The partial influence of the role of packaging in facilitating the storage (X_3), of product on consumer's perception of product quality (Y)
5. The partial influence of the role of packaging in recycling and reducing environmental friendly (X_4) on consumer's perception of product quality (Y)

THEORETICAL FRAMEWORK

Theories
Marketing

Kotler et al (1998:368) Marketing is a deal with identifying and meeting human and social needs. Marketing is the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return Kotler and Keller (2012:125). Kotler et al (2005:110) marketing mix is the set of controllable tactical marketing tools-product, price, place and promotion that the firm blends to produce the response it wants in the target markets.

Consumer Behavior

Pires (2008), consumer behavior: product characteristics and quality perception. Consumer behavior Salomon, (2013:223) covers a lot of ground: It is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.

Packaging

Protective

Problem Associated with insufficient protection are likely to lead to customer dissatisfaction (Laura et al, 2002). Increasing attention focused recently on package safety, especially for drugs, household cleaners, and other products that are potentially dangerous, particularly to children Schoell, (1985:122).

Promoting

Lamb et al, (2004:194) Package use design, color, shapes, pictures, and materials to try to influence consumer's perception and buying behavior. It can be attract customers attention and encourage them to examine the product Lamb et al, (2004:195).

Storage

Hogan, (2007) simply put convenience in packaging starts with a package that easy to open as well as easy to close. Convenience is another function of packaging that consumers often look for at the point of purchase, the size or shape of a package may relate to the product's storage, convenience of use, or replacement rate Hogan, (2007).

Environmental Friendly

Stephen et al, (2007:221) customers within their don't seem to be willing to pay a better price for access to inexperienced product (environmental friendly), use is associate important thought for designer. Stephen et al (2007:222), recycling is an important consideration for designers.

Consumer Perception

Olga and Natalia (2006) consumer perceptions of product packaging: this study seeks to discuss the need to understand consumer's perception in order to correctly design Product packing and to achieve the desired position in the minds of consumers. Salomon (2013:347) perception is the process by which people select, organize, and interpret these sensations.

Previous Research

Abdalkrim (2013) it was found that all the independent variables had a significant effect on Jordanian consumer's perception of product quality at the point of purchase. Chaudhary (2014) it was found that all the independent variables had a significant result on Indian consumer's perception of product quality at the purpose of purchase.
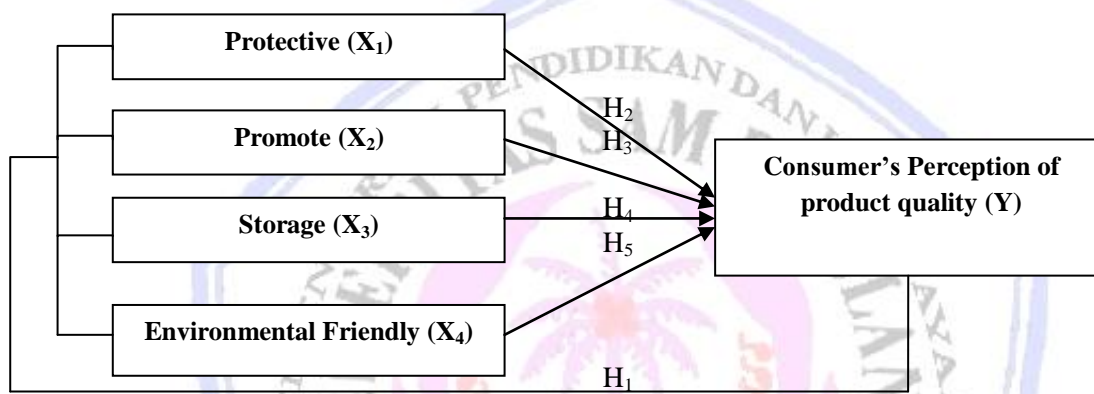

Figure 1. Conceptual Framework
Source: Data Processed 2014

Research Hypothesis

H_1:   Protective (X_1), Promote (X_2), Storage (X_3), Environmental Friendly (X_4) influence on
         Consumer Perception of Product Quality (Y) simultaneously.

H_2:   Protective (X_1) influence on Consumer Perception of Product Quality (Y) Partially

H_3:   Promote (X_2) influence on Consumer Perception of Product Quality (Y) Partially

H_4:   Storage (X_3) influence on Consumer Perception of Product Quality (Y) Partially

H_5:   Environmental Friendly (H_4) influence on Consumer Perception of Product Quality (Y)
         Partially.

RESEARCH METHOD

Type of Research

This research is a kind of causal research objectives. And research using quantitative research method because it uses a questionnaire as a tool to collect data and analysis.

Place and Time of Research

The researchers conducted in Manado and in the product occurred in users of Victoria's secret body mist. The field is a place to do research and find the Packaging function on Consumer's Perception of product Quality. This study on Users of Victoria's secret as a respondent from June to July 2014 and the survey began in June 2014.

Population and Sample

Sekaran and Bougie, (2009:251) the population is the entire group of people, events, or things of interest that the researcher wishes to. The population in this research is the Victoria's Secret Users in Manado. A sample is a subset of population Sekaran and Bougie, (2009:252). This research will use Simple random

sampling method. The sample in this research is the users of Victoria's secret in Manado. The samples in this research taken are 100 respondents.

Data Collection Method

Protective (X_1): Through the product packaging can be impressed either because of the product packaging can be protected and safe.Promote (X_2) : Promoting Products packaging does more than identify the brand, list the ingredients, specify features, and give directions.Storage (X_3) : Storage packaging highly desirable by consumers, because the desired item can be saved or bring to anywhere. Environmental Friendly (X_4) : Environmental friendly packaging can provide clues to the product user to pay attention to the state of the environment. Measurement of Research Variables used in this research Likert scale as a widely used rating scale is designed to a examine how strong subjects agree or disagree with statements on a five point scale.

Data Analysis Method

Validity and Reliability Test

Sekaran and Bougie, (2009:432), Validity is about concerned the issue of the authenticity of the cause-and-effect relationship. Reliability Sekaran and Bougie, (2009:433) is the reliability of measure is an indication of the stability and consistency with which the instrument measures the concept and helps to assess the goodness of a measure.

Multiple Regression

Malhotra (2009:330) Multiple Regressions involves a single dependent variable and two or more independent variables. The general form of the multiple Regression model is as follows:

$$Y = B_O + B_1X_1 + B_2X_2 + B_3X_3 + … + B_x X_x + e$$

Description:

Y   = Product Quality
X_1 = Protective
X_2 = Promote
X_3 = Storage
X_4 = Environmental Friendly
b_o = Intercept
b_1, b_2, b_3= The egression coefficient of each variable

RESULT AND DISCUSSION

Result

Validity and Reliability Tests

Table 1. Validity test

NO	Variables and Indicators	Pearson Correlation	Valid/Not Valid
	X_1 Protective		
1.	X1.1	0. 964	Valid
2.	X1.2	0. 494	Valid
3.	X1.3	0. 964	Valid
4.	X1.4	0. 964	Valid
	X_2 Promote		
5.	X2.1	0. 569	Valid
6.	X2.2	0. 880	Valid
7.	X2.3	0. 546	Valid
8.	X2.4	0. 880	Valid

	X₃ Storage		
9.	X3.1	0. 680	Valid
10.	X3.2	0. 660	Valid
11.	X3.3	0. 613	Valid
12.	X3.4	0. 569	Valid
	X₄ Environmental Friendly		
13.	X4.1	0. 831	Valid
14.	X4.2	0. 672	Valid
15.	X4.3	0. 828	Valid
16.	X4.4	0. 688	Valid
	Y Consumer's perception of product quality		
17.	Y.1	0. 486	Valid
18.	Y.2	0. 773	Valid
19.	Y.3	0. 392	Valid
20.	Y.4	0. 836	Valid

Source: SPSS Data Analysis, 2014

The table above is shown the test of Validity by using a Pearson Correlation value. Based on the table above, the independent and dependent variable are valid by a Pearson Correlation values are above 0.3.

Reliability
Table 2. Reliability test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.833	.843	5

Reliability Statistics
Source: SPSS Data Analysis, 2014

Based on the table above, shows that an Alpha Cronbach's Values are above 0.6 for all variable. This indicates that the entire variable is Reliable.

Multiple Linier Regressions
Table 3. Multiple Linier Regression Analysis Output

<div align="center">Coefficients^a</div>

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.043	.255		4.099	.000		
	X1	.475	.106	.664	4.458	.000	.118	8.500
	X2	.075	.129	.089	.586	.559	.114	8.780
	X3	.122	.056	.137	2.164	.033	.653	1.531
	X4	.093	.040	.121	2.309	.023	.957	1.045

a.   Dependent Variable: Y
    Source: SPSS Data Analysis, 2014

From the analysis, obtained by linear regression equation as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$
$$Y = 1.043 + 0.475X_1 + 0.075 X_2 + 0.122 X_3 + 0.093 X_4$$

From the multiple linear regression equation above, it can inform the interpretation as follows:
Constant value of 1.043 means that if the variables in this research of Protective (X_1), Promote (X_2), Storage (X_3) and Environmental Friendly (X_4) simultaneously increased by one scale or one unit will increase the Consumer Perception on product quality (Y) at 1.043 point. Coefficient value of 0. 475 means that if the

variables in this research of protective (X_1) increased by one scale or one unit, it will improve and increase Consumer Perception on product quality (Y) at 0. 475. Coefficient value of 0. 075 means that if the variables in this research of Promoting (X_2) increased by one scale or one unit, it will improve and increase Consumer Perception on product quality (Y) at 0. 075. Coefficient value of 0. 122 means that if the variables in this research of storage (X_3) increased by one scale or one unit, it will improve and increase Consumer Perception on product quality (Y) at 0. 122. Coefficient value of 0. 093 mean that if the variables in this research of environmental friendly (X_4) increased by one scale or one unit; it will improve and increase Consumer Perception on product quality (Y) at 0. 093. Thus, variable independent of this research, which is Protective (X_1) Promote (X_2) Storage (X_3) Environmental Friendly (X_4) have an influence on Consumer Perception on product quality (Y).

Testing the Goodness of Fit:

Coefficient of Correlation (R) and Coefficient of Determination (R^2)

Table 4. Coefficient Correlation (r) and (r^2)

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.867[a]	.752	.741	.21198	1.725

a. Predictors: (Constant), X.4, X.3, X.1, X.2
b. Dependent Variable: Y
Source: SPSS Data Analysis, 2014

The analysis of correlation (r) is equal to 0.867 indicating that the Correlation of Protective (X_1) Promote (X_2) Storage (X_3) Environmental Friendly (X_4) on Consumer Perception on product quality (Y) has a strong relationship.

Multicollinearity

Table 5. Multicollinearity test

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	X1	.118	8.500
	X2	.114	8.780
	X3	.653	1.531
	X4	.957	1.045

Source: SPSS Data Analysis, 2014

The tolerance of Protective is 0.118, Promoting is 0.114, Storage is 0.653, and Environmental Friendly is 0.957. This means that the tolerance values of those four variables are more than 0.10. While the VIF value of Protective is 8.500, Promoting is 8.780, Storage is 1.531, and Environmental Friendly is 1.045. It means that the VIF values of those five variables are less than 10. Thus, the model concluded to be free from multicolinearity.
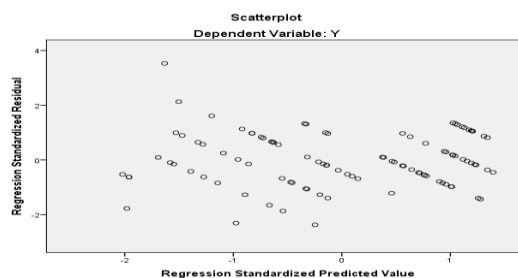
Heteroscedasticity

Figure 2. Heteroscedasticity
Source: SPSS Data Analysis, 2014

The figure above, it can be seen that there is no established pattern, in other words the graphs is describing the plots spread above and below the number 0 (zero) on the Y-axis. This prove that the independent variable of Protective (X_1) Promote (X_2) Storage (X_3) Environmental Friendly (X_4) on Consumer Perception on product quality (Y) are free of Heteroscedasticity.
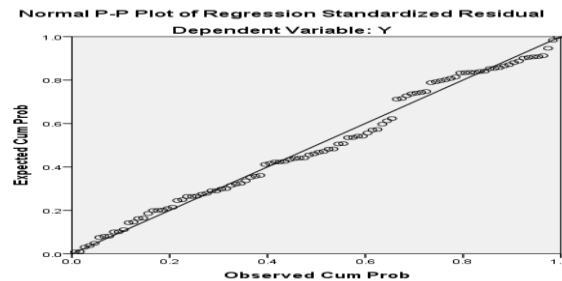
Normality

Normality data test

Figure 3. Result of Normality
Source: SPSS Data Analysis, 2014

Can be seen on the P-P plot of regression standardized residual the dots have spread around the diagonal line, and the spread follow direction diagonal line. So can be say that distribution of the data is normal and the regression model can be used to predict customer satisfaction based on the free variable.

T-Test Result

Table 6. T-Test

Model		T	Sig.
1	(Constant)	4.099	.000
	X1	4.458	.000
	X2	.586	.559
	X3	2.164	.033
	X4	2.309	.023

Source: SPSS Data Analysis, 2014

Based on the calculations in the table above, the interpretation as follows:

Protective (X1) tvalue= 4.458 and ttable= 2.086 which tvalue>ttable= 4.458>2.086. Therefore, Ho is rejected and H1 is accepted which means Protective significantly influence Consumer Perception on product quality. The analysis shows that generally experience will improve Consumer Perception on product quality. Promote (X2) tvalue= 0.586 and ttable= 2.086 which tvalue>ttable=0.586 >2.086. Therefore, Ho is rejected and H1 is accepted which means Promote significantly influence Consumer Perception on product quality. The analysis shows that generally experience will improve the Consumer Perception on product quality. Storage (X3) tvalue= 2.164 and ttable= 2.086 which tvalue>ttable= 2.164 >2.086. Therefore, Ho is rejected and H1 is accepted which means Storage significantly influence Consumer Perception on product quality. The analysis shows that generally experience will improve the Consumer Perception on product quality. Environmental friendly (X4) tvalue= 2.309 and ttable= 2.086 which tvalue>ttable= 2.309 >2.086. Therefore, Ho is rejected and H1 is accepted which means Environmental friendly significantly influence Consumer Perception on product quality. The analysis shows that generally experience will improve the Consumer Perception on product quality.

Table 7. F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.938	4	3.234	71.978	.000[b]
	Residual	4.269	95	.045		
	Total	17.207	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X.4, X.3, X.1, X.2

Source: SPSS Data Analysis, 2014

Value of 71.978 of F_{Count} significant 0.000. Because the sig < 0.05 means the confidence of this prediction is above 95% and the probability of this prediction error is below 5% which is 0.000. Therefore H_0 is rejected and accepting H_a. Thus, the formulation of the hypothesis that The Influence of Protective (X_1) Promote (X_2) Storage (X_3) Environmental Friendly (X_4) on Consumer Perception on product quality (Y) Simultaneously, accepted.

Discussion

This research also show that Protective has a significantly influence on consumer's perception of product quality. The result analysis shows that consumer perception can be effected by package of victoria's secret body mist. Protective significantly influence consumer's perception, the company of victoria's secret should be considered about this. It means that the attractiveness or arranging the type art on the package as unique and creatively to make a package of product look professional or as famous as the model. Also the result of this research shows that protecting has the highest influence on consumer's perception product quality. Maybe because of the protecting of victoria's secret body mist is safety the product from the package. Although based on previous research by Abdalkrim (2013) that found that protecting the products and consumer is a key and important role or function for the packaging. But it does not means that protecting is not has influences on consumer perception of Victoria Secret. The analysis of this research shows that protection is the factor that gives the positive influence to the increasing of consumer perception of product quality. The company should give attention for protecting of product.

Promoting has not significantly influences on consumer's perception of product quality. Maybe promoting of victoria's secret product has not make advertising or some way to promote their product. the company do not introduce their product so that, the consumer do not know about their product and has not make attractiveness for consumer. This research support the previous research conducted by Chaundhary (2014) that found there is a significant statistical effect "the role of packaging in promoting the products" on Indian consumer's perception of product quality at the purpose of purchase.

Storage relates to increasing of consumer perception. Based on result of this research, storage has significant influence toward consumer's perception of product quality, storage also important to the product. since a simple storage make the product easy to use and portable. In previous research by Chaundhary (2014) in his journal about "The role of packaging in Consumer Perception of Product Quality" show that storage has a significantly influence on consumer perception. In this research also show that storage of product has a significantly influence on consumer perception. The result analysis shows that consumer perception can be effected by storage. As storage significantly influence consumer perception, the company of Victoria Secret should be consider about this. It means that the attractiveness and make the product easy to use and portable. It will attract the consumer to buy the product. According to (Hogan, 2007) simply put convenience in packaging starts with a package that easy to open as well as easy to close.

This research show research also show that environmental friendly has a significantly influence on consumer's perception of product quality. The multiple regression analysis show that is not all variables in this research have a significant influence on consumer perception of product quality which is protective, storage and environmental friendly has a significant influence and most significant variable is protective. But promoting is has no significant influence on consumer perception of product quality. In order to improve the quality of Victoria Secret, company should concern about Promoting.

CONCLUSION AND RECOMMENDATION

Conclusion

The conclusions drawn from this research are as follows:
1. Protecting has not significantly influences on consumer perception of product quality
2. Promote has a significant influence on Consumer's Perception of Product Quality.
3. Storage has a significant influence on Consumer's Perception of Product Quality.
4. Environmental friendly has no significant influence toward consumer's perception of product quality.

Recommendation

     The role of Victoria's secret body mist need to see about Protecting, Promote, Storage, and Environmental Friendly that will ultimately influence on Consumer's Perception of Product Quality. For the next researcher may need to add another variable or add intervening variables to make this study to be more accurate with the level of different approaches - different so that it can assist in the process of further research.

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