



## Is Consumer Buying Influenced By Interested On Packaging Design?

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ABSTRACT	
<p><b>ARTICLE INFO</b> Article history: Received 28 April 2022 Revised 01 Mei 2022 Accepted 11 Mei 2022</p> <p><b>Keywords</b></p>	<p>This study aims to analyze the effect of design packaging in attracting consumers to buy Crazy Kres'es Product. Kres. Marketing strategies that can be used by companies have different ways, one of which is determining the packaging design. A product marketed with an eye-catching packaging design can attract a consumer's buying interest. Basically, consumers buy a product because they are lulled by the visuals of a product, therefore by paying attention to the visual aspect of packaging design which consists of five indicators, namely color, shape, graphic illustrations and aesthetics, it can attract potential consumers to buy.</p> <p><i>Design Packaging, Attract Buyer</i></p>

## INTRODUCTION

Along with the development of the times and technology in running a business or business, an *entrepreneur* must have a foundation that can be a direction for the business. The foundational milestone in question is a *Business Plan*. Without a *business plan*, an *entrepreneur* does not know which direction the business will go. However, it is undeniable that circumstances can change. One example that can be discussed is when the current conditions, where *the Covid-19 Pandemic* is present, do not match predictions.

Due *pandemic* almost all business sectors experienced a decline. Therefore, an *entrepreneur* must have a business plan. *Business plan* is a document that expresses confidence in the ability of a business to sell goods or services at a profit that is satisfactory and attractive to funders. (Bygrave 1994:114).

*Packaging design* is one of the important things of a product. Generally a *packaging* or *packaging* has the main function as a wrapper, protector and as a home for the product to be marketed. However, an added value from packaging that can attract the eye will also affect the buying interest of potential consumers.

For companies, a well-designed product is one that is easily produced and marketed. Meanwhile, for a consumer, a well-designed product is a product that is pleasing to the eye and easy to open, use and dispose of (Kotler, 2000). According to Titik Wijayanti (2012), *packaging* has a purpose and function in product manufacturing, which are as follows:

- a. Beautify products with packaging that fits the product category.
- b. Provide product security so that it is not damaged when displayed in the store.
- c. Provide information to consumers about the product itself in the form of labeling.
- d. Provide product security at the time of product distribution.
- e. Is the result of product design that shows the product.

Kotler (1997) conveys that the *design packaging* in marketing activities is one of the efforts to form the attractiveness of a product, where a *design* can form the characteristics or identification of a product with other competitors. *design* can create attractiveness, improve performance, reduce costs and convey product value to the target market.

*Design Packaging* is an alternative in visual marketing methods. Iwan Wirya (25) explained that to get optimal visual appeal and support marketing, there are several visual aspects in *packaging design*. The following are some visual aspects that need to be considered in *packaging design*:

- a. *Color Packaging*

Basically, color is a quality of light that is reflected from an object to the human eye. Consumers see color much faster than they see shape or appearance. And the color is the first seen when the product is at the point of sale. Colors with high reflectivity are more visible from a distance and are recommended for Most packaging, as they have greater appeal and impact.

Colors are divided into several categories, namely:

1. Dark Colors Dark

Colors are usually preferred by millennials, for example black, navy, brown, etc. Dark colors can make the packaging look bigger and closer to the eye.

2. Hard Colors Hard

Colors have a lot of appeal and impact, especially red and orange. This type of color is perfect for applications that demand more attention.

3. Soft Colors

Generally the use of soft colors is called less sweet when compared to hard colors, but can be combined and used for several types of products. An important note on the use of soft colors is not to use these colors on a hard background.

b. Form of *Packaging*

The form *packaging* is the main support that helps create all the visual appeal. However, there is no standard principle that determines the physical form of a *packaging* because it is more decisive about the nature of the product, considerations for displaying the product and how to use the product. The classification *packaging* can be viewed from the form as follows:

1. *Flexible Packaging*

*Flexible packaging* is packaging that is not hard and not standard, or in other words, that is easy to fold and shape as desired. Generally *flexible packaging* is made from aluminum foil, plastic film or paper.

2. *Rigid Packaging*

*Rigid packaging* or commonly called rigid packaging is rigid packaging that is strong and sturdy. An example *rigid packaging* is in beverage products made of glass or cans.

3. *Semi Flexible Packaging*

This packaging has characteristics between *flexible packaging* and *rigid packaging*. An example is a product that has cardboard or cardboard packaging.

c. *Packaging Graphic*

*Design* is a visual decoration on the surface of the packaging. Graphic elements in packaging design have been described by Klimchuck & Krasovec (2007: 135) as follows:

1. *Column* for variety, taste, smell, color, composition or aroma of a product.
2. Violator to communicate new products, product advantages, packaging advantages or product prices.
3. Arrows and shapes to direct the eye, expend energy or contain text.
4. Square, circle, triangle or rectangle to separate the body of text or include a brand identity.
5. Texture as background for aesthetics to support photos, illustrations or symbols.

d. *Illustration Text Packaging*

Illustration is one of the important elements that are often used in the communication of a packaging, and is often considered as a universal language that can break through the barriers posed by differences in any language. According to Klimchuck & Krasovec (2013), illustrations using photography can be used as:

1. Imaging Medium

Photographic images can be black and white or one color, *duotone*, *screen* or *full color*. When combined with word print, it can expand the image or meaning of the overall design.

2. As a Character

Character can be developed to support brand communication, promote product attributes, and become the embodiment of brand personality.

3. Media Information

The main factor of the text illustration is as a medium of information that can inform about a product, both information about the composition, taste, nutrition and others.

e. Aesthetic Value *Packaging*

Beauty is a visual appeal that includes considerations of color, shape of the brand/logo, illustrations, letters and layout to achieve optimal visual appeal quality. Aesthetic value can be an added value for a product, because a product can be said to be luxurious if consumers can capture the aesthetic value of *packaging* shown by the product.

Midst of the current *Covid-19 pandemic* an *entrepreneur* required to always develop and innovate in running a business. Competition between businesses occurs and is getting worse day by day. The higher the level of competition, the more product choices for consumers. The consequence for an *entrepreneur* is that he must be able to create new product innovations that are *differentiated* from other products, both in terms of taste, quality, price, packaging or others.

This is also true in the competitive food industry. The case study that we took was on MSME Crazy Kres which is an MSME that was established in Kepuh Permai, Waru Sidoarjo which is engaged in the food business. This Crazy Kres MSME runs a banana chip business, but the important point of this MSME is to change the value of the banana to be more by adding other ingredients, namely by adding melted chocolate blocks. In addition to adding the value of banana chips, another focus used in this Crazy Kres MSME is on *packaging design*. By using a flexible *packaging* in the form of a *standing pouch* with an *eye catching* in order to attract buyers.

Every business that is founded certainly has the hope that in the future it will experience rapid development and can get the maximum profit. In the competition in the era of the *Covid-19 Pandemic*, determining the *packaging design* for a product is an important thing that must be considered. Previous research has been conducted by Rian Pramono, 2012 with the research title "Analysis of the Effect of Competitive Prices, Product Design, and After-Sales

Service on Consumer Purchase Interest of Yamaha Motorcycles (Case Study in Semarang City People" with the results that competitive prices, product design and service after-sales has a positive and significant influence on consumer buying interest.

## RESEARCH METHODE

This student entrepreneurship program was carried out using a questionnaire method, namely a data collection technique that was carried out by giving several kinds of questions and written statements to respondents to be answered. (Sugiyono, 2004).

The questionnaire used in this activity is to use a *google form* or what is called a google formular which is a tool provided by google to help conduct surveys or gather information in an efficient way. *Google forms* made using a Likert scale. Likert scale is a scale used in measuring attitudes, opinions and interpretations of a person or group of events or social circumstances. The variables to be measured describe the indicator variables and then these indicators are used as a benchmark for compiling the question items.

The questionnaire was made using a statement on a score scale of 5 which indicates agree or disagree with the statement. The following is the weighting of the scores on our Likert scale of assessment:

Description	Poin
Strongly Disagree	1
Disagree	2
Neutral	3
Agree	4
Strongly Agree	5

**Tabel 1.**  
**Skor**

*Sourch : Haryadi & Winda (2011)*

## RESULT AND DISCUSSION

### Overview

MSMEs Crazy Kres is a MSME which was just established in August 2020 which was founded by 5 students majoring in Accounting from the Mahardhika School of Economics. The main reason for the establishment of this MSME is to fulfill the task of student entrepreneurship practice in semester 5 and culminate with the desire to become an *entrepreneur*.

MSME Crazy Kres operates in the Kepuh Permai area, Waru Sidoarjo which is engaged in the food sector by producing a banana chip. However, the chips produced by MSME Crazy Kres are different from other chips. It's not just bananas that are fried to become chips, but also processed with the addition of several products that can create *differentiation* from other banana chip products.

The product marketed by MSME Crazy Kres also has several variants to attract the target market. MSME Crazy Kres makes 3 variants for its marketed products, namely the chocolate, strawberry and *green tea variants*, with each variant produced covered with chocolate blocks. By launching 3 flavor variants for one product, MSME Crazy Kres makes *design* for each flavor variant. This is done to differentiate between product variants. Apart from being a differentiator, it is also a business marketing strategy in attracting buyers.



**Picture 1. Design Variant Product Chocolate**  
*Sourch : MSME Crazy Kres*



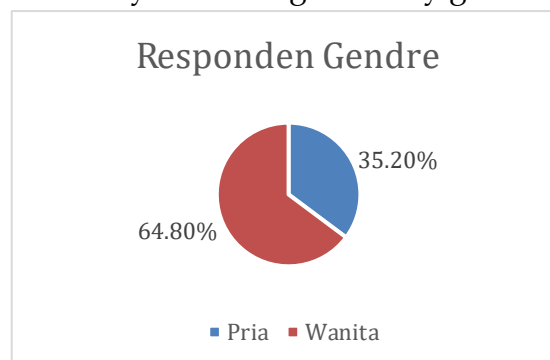
**Picture 2.**  
**Design Packaging Produk Varian Greentea**  
*Suourch : MSME Crazy Kres*



**Picture 3.**  
*Design Packaging Produk Varian Strawberry*  
Sourch : MSME Crazy Kres

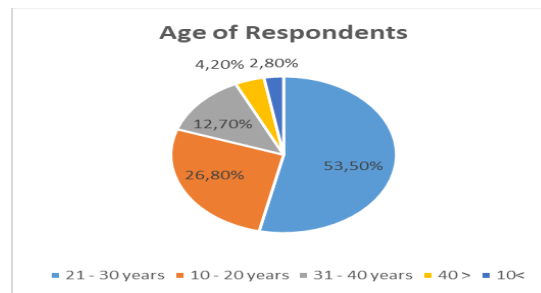
### Respondent Data

In the explanation above, it has been explained that this research uses a questionnaire method created by utilizing one of *platforms* , namely *Google Form*. The respondent data in this study were 71 respondents who had filled out the *google form* that we distributed online to Crazy Kres MSME consumers. Respondent data in this study were categorized by gender and age.



**Diagram 1.**  
**Gender of Respondents**  
Sourch : *Processed Data*

Based on Figure 4, it can be seen that from 71 respondents who filled out *google form* , it can be seen that Crazy Kres MSME consumers were dominated by 64.8% women (46 respondents) and 35.2% male respondents (25 respondents). The number of comparisons above is used to identify differences in consumer behavior towards the ownership of Crazy Kres MSME products in terms of gender.



**Diagram 2.**

**Age of Respondents**

Source : Processed Data

Of the 71 respondents who are consumers of Crazy Kres MSMEs, it can be seen in Figure 5 that the dominant ones are consumers aged between 21 and 30 years old, in accordance with the target market predicted by MSME Crazy Kres. Based on the age criteria of the respondents who are the subjects of this study, the results from the *google form* as many as 53.5% (38 respondents) aged 21 to 30 years, 26.8% (19 respondents) aged 10 to 20 years, 12.7% ( 9 respondents) aged 31 to 40 years, 4.2% (3 respondents) were over 40 years old and 2.8% (2 respondents) were under 10 years old. The number of comparisons above is used to identify differences in consumer behavior towards the ownership of Crazy Kres MSME products in terms of age criteria.

**Respondent Results**

**a. Product Variants That Make Consumers Interested**

From the explanation above, it has been explained that MSME Crazy Kres has three kinds of product variants, namely *strawberry*, *dark choco* and *green tea*.

**Tabel 1. Variant**

Variant	Total	Percentage
Dark Choco	38	53%
Strawbeery	24	33%
Greentea	9	14%

Source: Processed Data

Based on the questionnaire data that has been collected, it can be concluded that the *dark choco* variant is the variant that is most in demand by consumers. It can be seen from the number of respondents who have the *dark choco* as many as 38 respondents (53%), the *strawberry* as many as 24 respondents (33%) and the *greentea* as many as 9 respondents (14%).

**b. Packaging Designs That Make Consumers Interested**

All products marketed by MSME Crazy Kres are packaged in *standing pouches* and with different designs according to the product variants. This is



done as a means of information on the differences in variants between products. The results of the data processing of the prepared questionnaires can be seen from table 2 below.

**Table 2.**  
*Design Packaging*

<b>Variant</b>	<b>Total</b>	<b>Precentage</b>
Dark Choco	43	60%
Strawbeery	11	15%
Greentea	17	25%

*Source: Processed Data*

From the results of the data above, it can be seen that the most attractive packaging design for consumers is the *packaging design* variant *dark choco* as much as 60%, this is in sync with the results on the questionnaire variant that is attractive to consumers, which is 53%. However, another result for the *greentea*. In the questionnaire that asks about the taste variants, consumers only choose 14% but in *packaging design* consumers choose 25%, it can be concluded that consumers' curiosity about the *greentea* due to the *packaging design*.

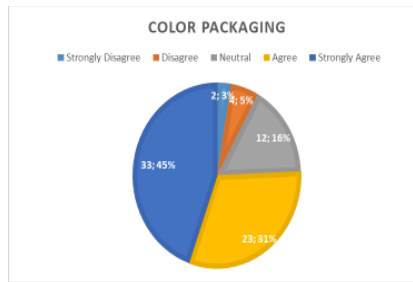
**c. The Role Packaging Design in Attracting Consumers Buying Interest**

This research was conducted by utilizing *platform*, namely the *Google Form* using a Likert scale. The indicators used in making the *google form* are as follows:

<b>No</b>	<b>Indicator</b>
1	<i>Color Packaging</i>
2	<i>Form Packaging</i>
3	<i>Design Graphic Packaging</i>
4	<i>Text Illustration Packaging</i>
5	<i>Aesthetic Values Packaging</i>

1. *Color Packaging*

In the discussion above, it is explained that color is one of the important elements in attracting consumer buying interest from a visual perspective. The following are the results of the questionnaire data processing:

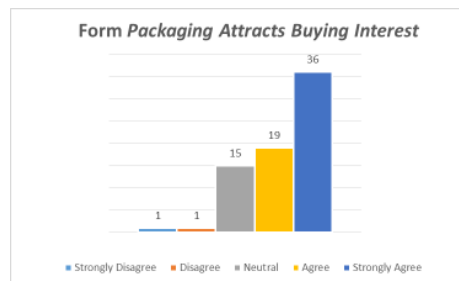


**Diagram 3.**  
**The Effect of Packaging**  
 Source: Processed Data

The results of the questionnaire explain that the choice of colors in the *packaging* Crazy Kres MSME It is shown that of 71 respondents who chose to agree with the statement "the color of the packaging of Crazy Kres products attracted me to buy the product" as many as 33 respondents..

2. Form of Packaging

Other than color, the form of *packaging* is also one of the factors that attract consumers. Therefore, MSME Crazy Kres uses a *flexible packaging* which is a standing pouch. The following are the results of the analysis by questionnaire data about the *packaging* of Crazy Kres products:

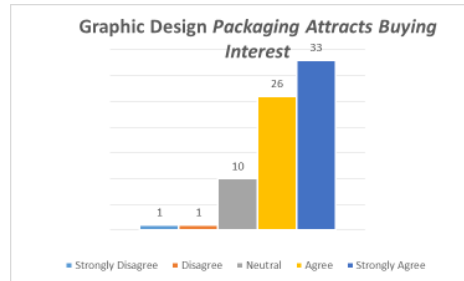


**Diagram 4.**  
**Influence of Packaging**  
 Source: Processed Data

In addition to color, the shape of the *packaging* also attracts consumers to buy Crazy Kres. From the diagram above, it can be seen that the form of *packaging* also affects the buying interest of Crazy Kres MSME consumers. In the statement "I bought Crazy Kres products because of the form of *packaging*" of 71 respondents who had agreed were 36 respondents and 19 respondents who voted strongly agreed. This is in sync with the *packaging color diagram*.

### 3. Graphic Design *Packaging*

*Packaging* generally emphasizes images that describe a product.



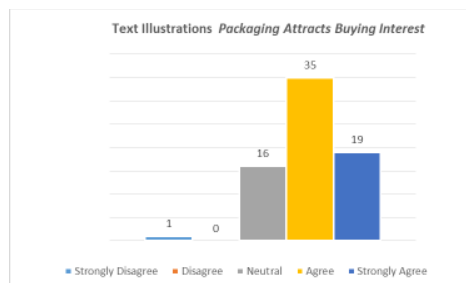
**Diagram 5.**  
**Influence of Graphic Design *Packaging***

Source: Processed Data

From the results shown in diagram 5, it can be seen that in the statement "The Graphic Design of Crazy Kres Packaging is attractive to buy" of 71 respondents who chose strongly agree were 33 respondents and 26 respondents chose to agree.

### 4. Text Illustrations *Packaging*

Illustrations also support product promotion media, by making text illustrations on the *packaging* to make consumers curious about the contents of the product.



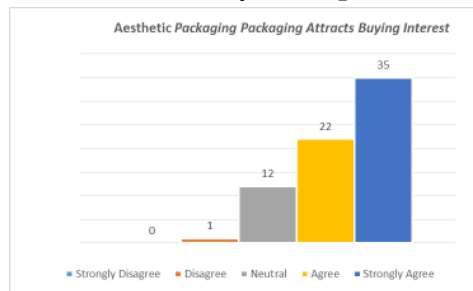
**Diagram 6.**  
**Influence of Teks Ilustrasi *Packaging***

Source: Processed Data

In diagram 6, it can be seen that 35 respondents chose to agree with the statement "The text illustration on *packaging* attracted my buying interest".

## 5. Aesthetic Packaging

Value can describe its own luxury for a product.



**Diagram 7.**  
**Effect of Aesthetic Values Packaging**

*Source: Processed Data*

From the results of the questionnaire data processing above, it can be seen that the buying interest of Crazy Kres consumers is also influenced by the aesthetic value of packaging. This can be seen from 71 respondents who chose to agree with the statement "Kres product packaging has aesthetic value and is considered luxurious" as many as 22 respondents and 35 respondents chose to strongly agree.

## CONCLUSION

The index of the influence of packaging design is related to the buying interest of Crazy Kres consumers, this is based on the results of a questionnaire distributed to 71 respondents who are also Crazy Kres consumers. In the results of this study based on five indicators that have been used, namely based on packaging color, packaging form, packaging graphic design, packaging text illustrations and packaging aesthetic value, 50% of respondents responded agreeing to the indicators used by researchers, namely 61% chose to agree on the color indicator, 77% chose to agree with the shape indicator, 83% chose to agree with the graphic design indicator, 76% chose to agree with the text illustration indicator and 80% agreed with the aesthetic value indicator of a packaging.

## Suggestion

Based on the results and discussion of the research that has been explained, the suggestions that can be concluded are that packaging design is one of the promotional media facilities in business ventures. Therefore, careful research is needed to create a product and its packaging. So, it is hoped that Crazy Kres can continue to improve its marketing strategy, especially by updating and refreshing the packaging design, so that consumers continue to be interested in buying Crazy Kres products.

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