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## PRODUCT PACKAGING ANALYSIS USING VIEW MODEL ON CONSUMER PURCHASING DECISION OF FRUIT FLAVORED DRINKS PRODUCT IN SURABAYA

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### ABSTRACT

Packaging is one way to promote a product, attracting consumers to buy a product. In order for the packaging to perform its functions properly, the model VIEW proposed by Terence A. VIEW here includes Visibility, Information, Emotional Appeal and Workability variables. The purpose of this research is first to analyze the influence of Visibility (X1), Information (X2), Emotional Appeal (X3) and Workability (X4) on consumer purchasing decision (Y) of Fruit Flavored Drinks product in Surabaya. Data obtained from 100 respondents who were sampled by filling questionnaire. Based on the analysis of multiple regression known that the independent variables have a direct positive influence with the dependent variable. Furthermore the result of data analysis obtained value R<sup>2</sup> equal to 0,71. This can be interpreted that 71% of variables dependent variables are influenced by independent variables. While the rest (29%) is influenced by other variables outside the model. Hypothesis test results both partial and simultaneous shows the analysis results that VIEW model consisting of variables Visibility (X1), Information (X2), Emotional Appeal (X3) and Workability (X4) have a significant influence both partially and simultaneously on consumer purchasing decision (Y) of Fruit Flavored Drinks product in Surabaya.

**Keywords:** Product packaging VIEW Model, purchase decision.

### 1. INTRODUCTION

Making the right product for the consumer needs to be supported by the consumer knowledge of the product to be purchased and also the convenience that will be felt by the consumer when enjoying the product. The technology that has grown rapidly has obviously helped in creating new products that fit the modern age. Display product is very influential in attracting consumers to buy an item and consumers can simply buy goods that look interesting without knowing what goods it bought it.

Therefore, in advertising an item must be clear, because the display of the product is a "representative" of the products that inform the product to consumers. Packaging materials are also very important role.

Sometimes packaging is what attracts consumers so that consumers come to the decision to buy the product in question. The developments occurring in the packaging industry certainly do not escape the use of science and technology appropriate in producing a packaging. One of the current packaging developments can be seen from the number of packaging made to make convenience for the consumer (convenience). For example, there has been a lot of packaging from cosmetic products that stand (can be disclosed) so that the product can be placed in every place. For bottle-shaped packaging, currently available pump sprayer that can be directly used. In addition to technological developments, the development of fast food also affects packaging. With the fast food that is usually not free from the use of



microwave, then made a pack that can be entered into the microwave. In the development of the packaging of course there are things that must be considered, among others, must know the target consumer company, consumer motivation in buying a product and the cost of provision for packaging materials. It should be remembered that good packaging is a packaging that can customize packaging with its function because packaging is one way to promote products, attract consumers to buy a product.

In addition to targeted packaging improvements, display from supermarkets also affects purchases. Research says 70% of purchases occur when consumers see their packaging.

So in other words we have to create an eye-catching packaging for consumers because the packaging plays a role in the purchase in just 0.5 seconds. This means that in a very short time the packaging must be able to deliver the message to consumers clearly.

In order for the packaging to perform its functions properly, the model VIEW proposed by Shimp (2014) is very helpful to consumers in purchasing decisions of a product. VIEW here includes Visibility, Information, Emotional Appeal and Workability variables. Visibility, related to the ability of a packaging to draw attention to purchasing points. It aims to have prominent packaging from the others on the shelf, so that it can help the brand image. Information, relating to the use of the product, the various benefits that are presented and additional information presented on or in the packaging. Emotional Appeal, packaging ability to induce feelings of want or mood support. Awaken certain feelings (elegance, prestige, joy, pleasure, nostalgia, etc.) through the use of colors, shapes, materials and more. Last Workability, referring to the functionality of packaging is more than just a way of communicating. Some of the workability issues are quite prominent, including: whether the packaging protects the content of the product, whether the packaging facilitates the ease of storing goods for both consumers and retailers, whether the packaging facilitates the work of consumers in accessing and using the product, whether the packaging protects the retailers against accidental damage to the hoop consumers from theft and whether the packaging is environmentally friendly.

Thus it can be said that packaging as one of the

spearhead of marketing is not just a wrapper, but part of the consumer touching point that communicates the positioning and differentiation of the product and is able to create impulse buying. In the present, packaging is a potential marketing tool. Good packaging design can create consumer comfort value and producer promotion value.

Based on the above matters, the research conducted sampling on Fruit Flavored Drinks product consumer in Surabaya by asking questions about Fruit Flavored Drinks product packaging that influence consumer purchasing decision seen through VIEW model consisting of Visibility, Information, Emotional Appeal and Workability variables.

## 2. LITERATURE REVIEW

Packaging is a creative design that links form, structure, material, color, image, typography and design elements with product information to make the product marketable. Packaging is used to wrap, protect, send, remove, store, identify and distinguish a product of Batik (Firmansyah & Mahardhika, 2015).

According to Kotler & Keller (2009), packaging is the activity of designing and producing container or wrap as a product. Packaging is the activity of designing and producing packaging or wrapping for the product. Usually the main function of the packaging is to keep the product. However, packaging now becomes a quite important factor as a marketing tool (Rangkuti, 2014).

Well-designed packaging can build brand equity and drive sales. Packaging is the first part of the product that buyers face and is able to attract or get rid of buyers. Packaging a product is usually done by the manufacturer to be able to seize consumer interest in purchasing goods. Manufacturers strive to give a good impression on the packaging of their products and create new packaging models that are different from other manufacturers that produce similar products in the same market. (Simamora, 2010) Packaging as one of the cornerstones of marketing is not just a pack, but part of the consumer touching point that communicates the positioning and differentiation of the product and is able to create impulse buying. In the present, packaging is a potential marketing tool. Good packaging design can create consumer comfort value and promoter's promotional value (Kotler,

2010).

According Shimp (2010) in order that the packaging can perform its function well in the sense until the consumer purchase decision, the packaging must contain the following:

1. **Visibility.** Visibility is related to the ability of a pack to draw attention to point-purchase. The goal is to have a package that is stand out from the other on the shelf, until he cuts the brand image. Packaging-packaging brightly colored, especially effective to gain consumer attention.
2. **Information.** Information relates to instructions on product utilization, various the so-called advantages, slogans, and additional information presented on or in the packaging. The goal is to provide the type and quantity of information precisely without stuffing the packaging with excessive and disturbing information the main information or even the appearance of packaging.
3. **Emotional appeal.** Emotional appeal is concerned with ability packaging to create feelings of want or mood support. Packaging for some brands with no real emotional content, and emphasis in addition to information about the contents, while packaging other brands emphasize emotional content and contains very little information.
4. **Workability.** Workability refers to the function of a packaging is more than just a way of communicating. Workability, of course, is relative problems. The goal is to design a package as much as possible workable for the economic side of retailers and consumers. Emotional appeal dominate for some products, information is the most important thing for other products, while visibility and workability are generally important for the entire product.

Changes to a package should also be done carefully. Some specific packing changes involve complex decisions, drastic actions and high risk costs. Cost is an important consideration in packaging (Nitisemito, 2012). The development of effective packaging for a product can cost enormous and takes a long time. Companies should be able to compare packaging costs with consumer perceptions of the added value of the packaging. In addition, the packaging must also consider the role of packaging to achieve the target marketing company.

Buying decision is one of the main components of consumer behavior. Consumer purchasing decisions

are the step by step that consumers use when buying goods and services (Marwan, 2013). Purchasing decision is a problem solving approach on human activities to buy a good or service in fulfilling the desire and needs consisting of the recognition of needs and wants, information search, evaluation of alternative purchases, purchasing decisions and behavior after purchase (Swastha, 2012). Consumer behavior can be interpreted as an individual activities directly involved and use goods and services, including in the process of decision-making on the preparation and implementation of activities. Consumer behavior will determine the decision-making process in their purchase. The process is a problem-solving approach consisting of several stages. The whole process is not always done by consumers in the purchase. In general, consumers will be easier to take decisions in repeated purchase or purchase of a continuous nature of the same product. The stages in the purchase decision process can be described in a model as below (Kotler & Amstrong, 2010). According to Schiffman and Kanuk (2009), the purchase decision is the choice of two or more alternative purchasing decision choices, meaning that one can make decisions, there must be several alternative options. The decision to buy can lead to how the process of decision-making is done. Consumer purchasing decisions are influenced by consumer behavior.

### 3. STATEMENT OF THE PROBLEM

Based on the background described, formulations of the problem are as follows:

1. Does the product packaging (Visibility) significantly affect the consumer purchasing decision of Fruit Flavored Drinks product in Surabaya?
2. Does the product packaging (Information) significantly affect the consumer purchasing decision of Fruit Flavored Drinks product in Surabaya?
3. Does the product packaging (Emotional Appeal) significantly affect the consumer purchasing decision of Fruit Flavored Drinks product in Surabaya?
4. Does the product packaging (Workability) significantly affect the consumer purchasing decision of Fruit Flavored Drinks product in Surabaya?



#### 4. OBJECTIVE OF THE STUDY

Based on the background of the study and the formulation of the problem which has been described previously, the objectives to be achieved in this study are as follows:

1. Testing and analyzing whether the product packaging (Visibility) significant effect on consumer purchasing decision of Fruit Flavored Drinks product in Surabaya?
2. Testing and analyzing whether the product packaging (Information) significant effect on consumer purchasing decision of Fruit Flavored Drinks product in Surabaya?
3. Testing and analyzing whether the product packaging (Emotional Appeal) significantly affects consumer purchasing decisions of Fruit Flavored Drinks product in Surabaya?
4. Testing and analyzing whether the product packaging (Workability) significant effect on consumer purchasing decision of Fruit Flavored Drinks product in Surabaya?

#### 5. HYPOTHESES

Based on the problem formulation proposed, theoretical foundation, framework of thinking process and the proposed conceptual framework, research hypotheses are formulated as follows:

1. The product packaging (Visibility) significantly affect the consumer purchasing decision of Fruit Flavored Drinks product in Surabaya
2. The product packaging (Information) significantly affect the consumer purchasing decision of Fruit Flavored Drinks product in Surabaya
3. The product packaging (Emotional Appeal) significantly affect the consumer purchasing decision of Fruit Flavored Drinks product in Surabaya?
4. The product packaging (Workability) significantly affect the consumer purchasing decision of Fruit Flavored Drinks product in Surabaya.

#### 6. RESEARCH METHOD

Data obtained from research with 100 respondents then analyzed by using technical analysis as follows:

##### 1. Multiple Regression Analysis

This analysis is used to know the influence of independent variable used in this research, that is product packaging function based on VIEW model consist of Visibility (X1), Information (X2), Emotional Appeal (X3) and Workability (X4) to purchasing decision consumers on Fruit Flavored Drinks product in Surabaya.

Formula :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

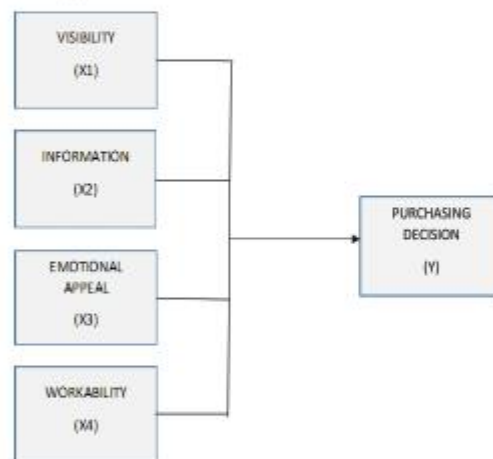
##### 2. Determination Coefficient Analysis (R<sup>2</sup>)

##### 3. Hypothesis Testing

- Partial Hypothesis Test With T-test

- Simultaneous Hypothesis Test With F-test

Conceptual Framework





## 7. RESULTS AND DISCUSSIONS

Table 1  
Multiple Regression Analysis Result Dependent Variable: Decision purchase

	Unstandardized Coefficients		Standardized Coefficient	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	7.685	.355		4.691	.002		
Visibility	.673	.002	.675	6.684	.000	.120	8.756
Information	.618	.001	.619	6.452	.001	.154	5.827
Emotional	.736	.003	.739	7.983	.000	.178	7.135
Workability	.587	.006	.587	6.164	.001	.126	5.118

Source: Processed data

From the data estimation, it is known that the constant value ( $\alpha$ ) = 7.685, the value of regression visibility coefficient (X1) = 0.675, information (X2) = 0.619, emotional appeal (X3) = 0.739 and workability (X4) = 0.587. Based on the calculation of regression analysis, the value of constant ( $\alpha$ ) = 7.685, coefficient of regression visibility (X1) = 0.675, information (X2) = 0.619, emotional appeal (X3) = 0.739 and workability (X4) = 0.587.

The regression equation means:

- The purchase decision (Y) = 7.685 means that if the variable visibility (X1), information (X2), emotional appeal (X3) and workability (X4) does not exist then the value of product purchase decision (Y) is fixed at 7.685. Thus, it can be seen that consumer purchasing decision (Y) on cigarette product in Surabaya is not only influenced by visibility (X1), information (X2), emotional appeal (X3) and workability (X4) only but other variables influence it.
- The visibility coefficient (X1) = 0.675 and is positive. This means that if there is an increase in the value of consumer responses on the variable visibility (X1) of one unit while the variable information (X2), emotional appeal (X3) and workability (X4) fixed then consumer purchasing decisions (Y) consumers on Fruit Flavored Drinks product in Surabaya increased 0.675.
- The coefficient of information (X2) = 0.619 and marked positive. This means that if there is an increase in the value of consumer responses on the variable information (X2) for one unit while the visibility (X1), emotional appeal (X3) and workability (X4) variables, then consumer

- purchasing decisions (Y) on Fruit Flavored Drinks product in Surabaya increased by 0.619
- Coefficient of emotional appeal (X3) = 0.739 and marked positive. This means that if there is an increase in the value of consumer responses on the variable of emotional appeal (X3) of one unit while the visibility (X1), information (X2) and workability (X4) variables remain, then the decision of purchasing (Y) consumers on Fruit Flavored Drinks product in Surabaya increased 0.739.
  - Workability coefficient (X4) = 0.587 and positive sign. This means that if there is an increase in the value of consumer responses to the variable workability (X4) for one unit while the visibility (X1), information (X2) and emotional appeal (X3) variables remain, the consumer purchasing decision (Y) on Fruit Flavored Drinks product in Surabaya has increased by 0.587.

Table 2  
Result of Determination Coefficient Analysis ( $R^2$ )

Model Summary <sup>a</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.717 <sup>a</sup>	.726	.710	.177	1.709

a. Predictors: (Constant), Visibility, Information, Emotional, Workability

b. Dependent Variable: Purchase decision

Source: Data obtained

Based on Table 2 it is known that the magnitude of the coefficient of determination or  $R^2$  is 0.710 or 71 percent. So it is said that 71% variation of the dependent variable that is consumer purchase decision (Y) variable on Fruit Flavored Drinks product in Surabaya can be explained by free variable that is visibility variable (X1), information (X2), emotional appeal (X3) and workability (X4). While the rest (29%) is influenced by other variables outside the model under study.

Table 3  
Partial Hypothesis Test Result With T-test

	Unstandardized Coefficients		Standardized Coefficient	t	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
1 (Constant)	7.685	.355		4.691	.002		
Visibility	.673	.002	.675	6.684	.000	.120	8.756
Information	.618	.001	.619	6.452	.001	.154	5.827
Emotional	.736	.003	.739	7.983	.000	.178	7.135
Workability	.587	.006	.587	6.164	.001	.126	5.118

Source: Processed data

Using Level of Significant  $\alpha = 95\%$  in the two-tailed table, with  $n = 100$  and  $df-k = 96$ , the value of  $t$ -table  $= 1.67$ .

Based on partial hypothesis test with  $t$ -test is known all variables have  $t$ -count greater than  $t$ -table  $= 1.67$  and all variables have  $p$ -value smaller than  $0.05$ . Therefore, the  $H_{01}$  hypothesis is rejected and this is accepted because it is proven that the product packaging function based on the VIEW model consisting of Visibility (X1), Information (X2), Emotional Appeal (X3) and Workability (X4) variables partially significant effect on purchasing decision (Y) consumers of Fruit Flavored Drinks product in Surabaya.

The result of  $F$ -test shows that independent variables together have significant effect on dependent variable because it has  $p$ -value  $= 0.00$   $<$  level of significance which is determined equal to  $0.05$  and value  $F$ -count  $= 192.855$   $>$   $F$ -table  $= 5.675$ . Based on these results, it can be said that the  $H_{02}$  hypothesis is rejected and  $H_{a2}$  is accepted, so the hypothesis which sounds is supposed to be product packaging function based on VIEW model consisting of Visibility (X1), Information (X2), Emotional Appeal (X3) and Workability (X4) simultaneously significant effect on consumer purchasing decisions (Y) of Fruit Flavored Drinks product in Surabaya proved true.

## 8. CONCLUSION

Some conclusions that can be drawn from the results of research that has been done is as follows:

### 1. Regression equation:

$$Y = 7,685 + 0,675 X_1 + 0,619 X_2 + 0,739 X_3 + 0,587 X_4 + e$$

Constant value ( $a$ )  $= 7,685$ , regression coefficient value of independent variable in the form of visibility (X1)  $= 0,675$ , information (X2)  $= 0,619$ , emotional appeal (X3)  $= 0,739$  and workability (X4)  $= 0,587$ . All values of free variable coefficients are positive. Thus it can be said that the four independent variables have a direct effect on the change of dependent variable that is consumer purchasing decision (Y) of Fruit Flavored Drinks product in Surabaya. The higher or better the customer response to the independent variables the higher their loyalty.

2. The magnitude of the coefficient of determination or  $R^2$  of  $0.710$  or  $71$  percent. So it is said that  $71\%$  variation of the dependent variable that is consumer purchasing decision (Y) variable of Fruit Flavored Drinks product in Surabaya can be explained by free variable that is visibility variable (X1), information (X2), emotional appeal (X3) and workability (X4). While the rest ( $29\%$ ) is influenced by other variables outside the model under study.

3. Partial test of hypothesis with  $t$ -test is known all variables have  $t$ -count value greater than  $t$ -table  $= 1.67$  and all variables have  $p$ -value smaller than  $0.05$ . Therefore, the  $H_{01}$  hypothesis is rejected and  $H_{a1}$  is accepted because it is proven that the product packaging function based on the VIEW model consisting of Visibility (X1), Information (X2), Emotional Appeal (X3) and Workability (X4) variables partially significant effect of Fruit Flavored Drinks product in Surabaya.

4. The  $F$ -test results show that independent variables together have significant effect on the dependent variable because it has  $p$ -value  $= 0.00$   $<$  level of significance determined at  $0.05$  and  $F$ -count  $= 192.855$   $>$   $F$ -table  $= 5.675$ . Based on this result, it can be said that the  $H_{02}$  hypothesis is rejected and  $H_{a2}$  is accepted, so the hypothesis which sounds is supposed to be product packaging function based on VIEW model consisting of Visibility (X1), Information (X2), Emotional Appeal (X3) and Workability (X4) simultaneously significant effect on consumer purchasing decisions (Y) of Fruit Flavored Drinks product in Surabaya proved true.



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