



The Effect of Packaging Design on Impulsive Buying Behavior (Case Study on Mentos Products)

Kurnia Sari^{1,*}, Adrian Irnanda Pratama²

^{1,2}Administrasi Bisnis Internasional, Politeknik Negeri Bengkalis, Riau, Indonesia, 28711.

ARTICLE INFO

Received: 28 April 2021
Accepted: 16 May 2021
Published: 30 June 2021

Open Access

ABSTRACT

This study aims to determine the influence of packaging design on impulsive buying behavior. This research uses the quantitative approach to explain the connection between two variables, with aims to know: 1) The effect of packaging design on impulsive buying behavior. 2) How much the packaging design affect on impulsive buying behavior. This research examines the effect of Mentos products at Indomaret Jalan Antara. The data was collected through questionnaires filled out by impulsive buyers of Mentos candy. A total of 100 respondents are examined using non-probability sampling. The data analysis used simple regression analysis and hypothesis testing using t test. The result of research showed that: 1) The packaging design has positive significant affect on impulsive buying behavior. 2) Packaging design has impulsive buying behavior about 12,5%. Based on the results of research that has been done, reseracher suggest the packaging design is an important thing on marketing aspect.

Keywords: Packaging design, Impulsive Buying Behavior

1. Introduction

Today's business world faces strong competition, with a large selection of products offered to consumers. The competition eventually encouraged the company to conduct a product differentiation in the market. According to Nainggolan competitive advantage is a position that must be achieved in the competition strictly business actors. Providing quality products, services quality, product variations that spoil the choice customer, product availability and price advantage circumstances that make the company superior to competitors in competing (Nainggolan, 2018). One of the effective ways to encourage competitive advantage is to consider the packaging design of the product. Product packaging design becomes one of the most easy identity identifiers remembered by customers. According to Klimchuck & Krasovec, Packaging design is the connection of form, structure, materials, color, imagery, typography, and regulatory information with ancillary design elements to make a product suitable for marketing. Its primary objective is to create a vehicle that serves to contain, protect, transport, dispense, store, identify, and distinguish a product in the marketplace. Ultimately, the goal of a packaging design is to meet marketing objectives by distinctively communicating a consumer product's personality or function and generating a sale (Marianne & Sandra, 2013).

Packaging has long been recognized as the silent salesperson and has been the focus of much recent regulation. For the most part, however, this regulation ignores the nonverbal package label components. The verbal elements of a package are accurate reflections of the product's characteristics. Package, graphics, however, can be used to strengthen or weaken the marketer's explicit verbal claims or to generate inferences that could conflict with the verbal information (Imiru, 2017).

Packaging indirectly encourages impulsive buying behavior for consumers. Piron defined impulse buying as "a purchase that is un-planned, the result of an exposure to a stimulus, and decided on the spot", such behavior often resulted from specific stimulus during the shopping process. One of the triggers of impulsive buying behavior is marketing and product characteristics that can be done through advertising and are highly sugetisbel. Emotionally interested consumers (especially for product involvement) no longer care to involve rationality in the purchasing decision-making process. Impulsive purchasing occurs due to a strong emotional impulse where the affective state goes directly to the buying behavior, without having to form a trust and think hard to buy an object (Zheng, et al, 2013)

According to Klimchuk & Krasovec, marketers must be creative in creating packaging design, because attractive and unique packaging design can trigger an impulsive buying behavior (Aditya, 2017). Consumers who do impluse buying do not think about buying a particular product or brand. They immediately make a purchase out of an interest in a particular brand or product. Consumers tend to buy spontaneously, reflexively, suddenly, and automatically.

* Corresponding author

E-mail addresses: krniasrihs@gmail.com (Kurnia Sari)

XXXX-XXXX/ © 2021 P3M Politeknik Negeri Bengkalis. All rights reserved.

Packaging Design and Impulsive buying now is the focus of marketing that impacts on increasing product sales for the company. The Company considers that customers can easily purchase goods based on a visual interest in a product. The company's success in influencing consumers in purchasing decisions can foster consumer confidence and profit for the company.

2. Research Method

This research is a quantitative study. In this research the quantitative data that author used are questionnaire data based on respondent's feedbacks. For this research the questionnaire was distributed by social media for Indomaret's consumers at Jalan Antara, Bengkalis,. The population of this study is all consumers of Mentos products who shop in Indomaret Jalan Antara Bengkalis. A total of 100 respondents are examined using non-probability sampling. In this research the data analysis method are using descriptive statistics, classical assumption test, correlation analysis, linear regression analysis, linear regression analysis. This study used a likert scale as a measurement scale.

3. Result and Discussion

Mentos are a brand of packaged scotch mints sold in stores. Mentos is an exceptionally fresh chewy mint that comes in a great variety of exciting mint and fruit flavours. Mint candy is used a mint the leaves of a mint plant used fresh or candied. In 1992 van melle office and factory in indonesia, and this in for the first time. In 2002 its an announcement of perfetti van melle merger in our country, Indonesia.



Figure 1 Mentos Logos
Source: www.mentos.id

Mentos is the most mint candy in Indonesia, every minimarket or shopping places sells this product. In Indonesia Mentos candy being the top brand, it can being the top brand, it can showed in this Table 1:

Brand	Index
Mentos	23,5%
Kiss Mint	20,2%
Mintz	20,1%
Relaxa	18,9%
Other Brand	17,3%

Data Source: <http://www.topbrand-award.com>

Mentos is an exceptionally fresh chewy mint that comes in a great variety of exciting mint and fruit flavours. Its unique round shape combines taste, freshness and functionality. This research do the T- test to find out partially how much influence the significance of the independent variable on the dependent variable.

Model	Coefficients ^a				Sig.
	B	Unstandardized Coefficients		Standardized Coefficients Beta	
		Std. Error			
(Constant)	1,493	3,061		,488	,627
Packaging_Design	,225	,060		,354	,745

a. Dependent Variable: Implusive_Buying

Source: Data Processed of SPSS 22, 2020

By looking the Table 2, it can explain about hypothesis analysis. The table shows that t has value about 3,745 and sig value about 0,000. The result for this test packaging design gives significant value to impulsive buying behavior. This research also do the simple regression analysis, the main point in simple linear regression analysis is the simple linear regression equation. Meanwhile, the equation of the results of a simple re-gression analysis can be seen in Table 2 as follows:

$$Y = 1,493 + 0,225X$$

From the simple linear regression equation on Table 3, the following decisions can be interpreted and taken, a constant of 1,493 states that if the packaging design has a value of 0 (zero), then the impulsive buying stands at 1,493. The design packaging (X) regression coefficient of 0,225. Means it can be concluded that the variable packaging design affects the impulsive buying.

After do simple linear regression analysis, this research do the coefficient of determination test (R²). This test is used to measure how far the model's ability to explain the variation of independent variables to the dependent variable or to determine the percentage of influence exerted simultaneously. In this study the coefficient of determination test (R²) uses the R-Squared value which can be seen on Table 3 as follows:

Table 3. Result of Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,354 ^a	,125	,116	2,989

a. Predictors: (Constant), Packaging_Design

Source: Data Processed of SPSS 22, 2020

In Table 3 shows the output of the correlation the value of R-square is 0,125 that means the independent variable in the model can predict 12,5% of the variance in dependent variable or the variation of the independent variable used in the research model is able to explain 12,5% of the dependent variable that is impulsive buying while the remaining 87,5% is influenced or explained by other variables outside the model this research.

4. Conclusion

Based on the analysis of results and discussion, some of the conclusions that can be conveyed are as follows:

1. The packaging design of each product attracts consumers and persuades them to buy products. In this research packaging design has a positive and significant relationship on impulsive buying behavior.
2. The influence between packaging design on impulsive buying behavior had a value about 12,5% The first impression of the packaging design, brand name, color and typography and information product will improve purchasing decisions even if consumers do not have plans to buy it.

References

- Adithya, F. (2017). Pengaruh Desain Kemasan (Packaging) Dan Harga Produk Sebagai Stimulus Impulsive Buying. *Jurnal STIE SEMARANG*, 9(2).
- Imiru, G. A. (2017). The Effect of Packaging Attributes on Consumer Buying Decision Behavior in Major Commercial Cities in Ethiopia. *International Journal of Marketing Studies*, 9(6).
- Marianne, R & Sandra, A. K. (2013). *Packaging Design Successful Product Branding From Concept to Shelf*, Jakarta: Erlangga.
- Nainggolan, A. (2018). Competitive Advantage dan Upaya Meningkatkan Laba Perusahaan. *Jurnal Manajemen*, 4(1).
- Zheng, X, et al. (2019). Understanding Impulse Buying In Mobile Commerce: An Investigation Into Hedonic And Utilitarian Browsing. *International Journal of Information Management*, 48, 151–160.