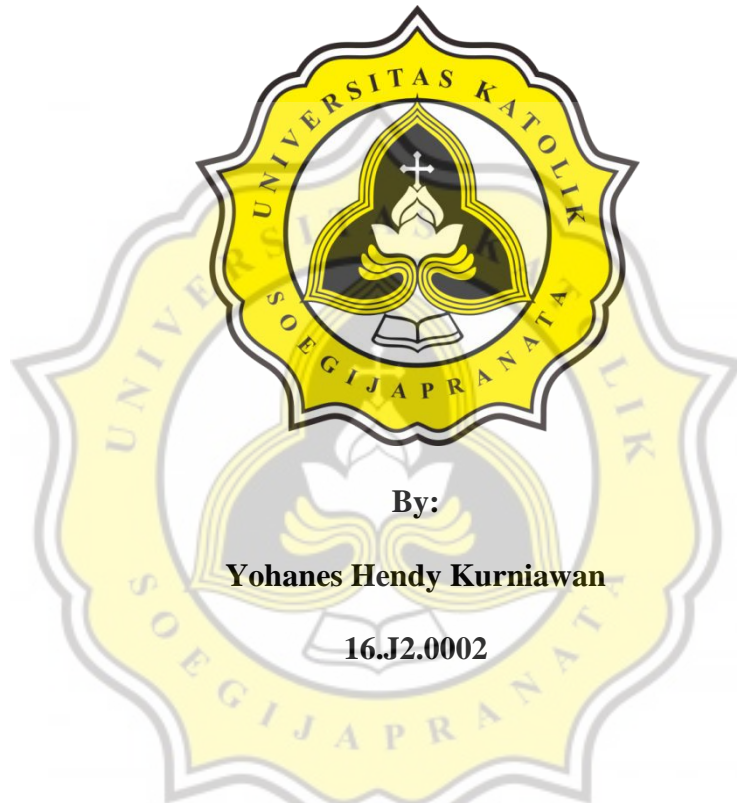


The Consumers' Perception of Transparent and Full Designed Dry Snack

Packaging

A Thesis Presented as a Partial Fulfillment of the Requirement to Obtain the

Bachelor Degree in the English Linguistics Study Program



By:

Yohanes Hendy Kurniawan

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ENGLISH DEPARTMENT

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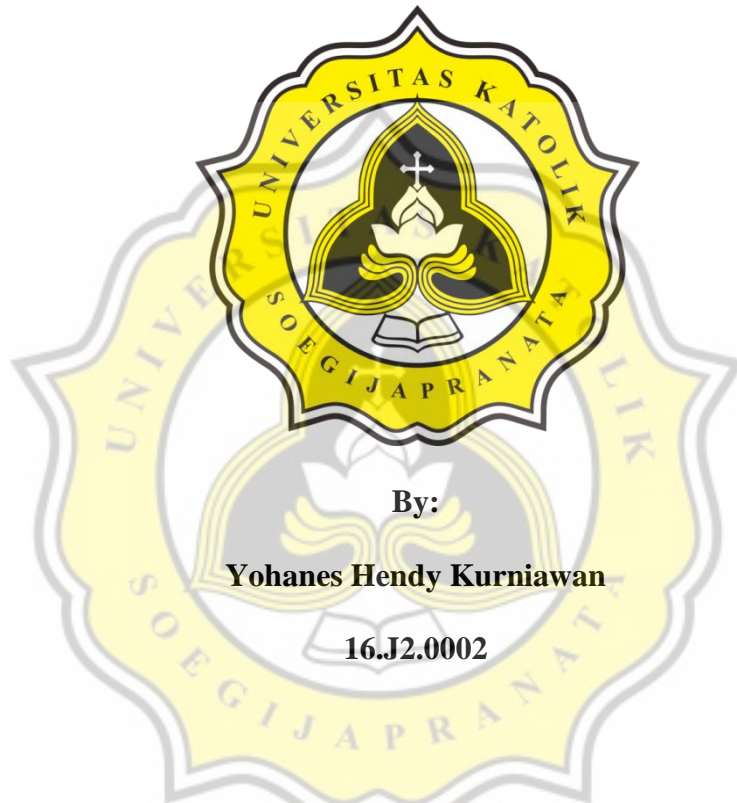
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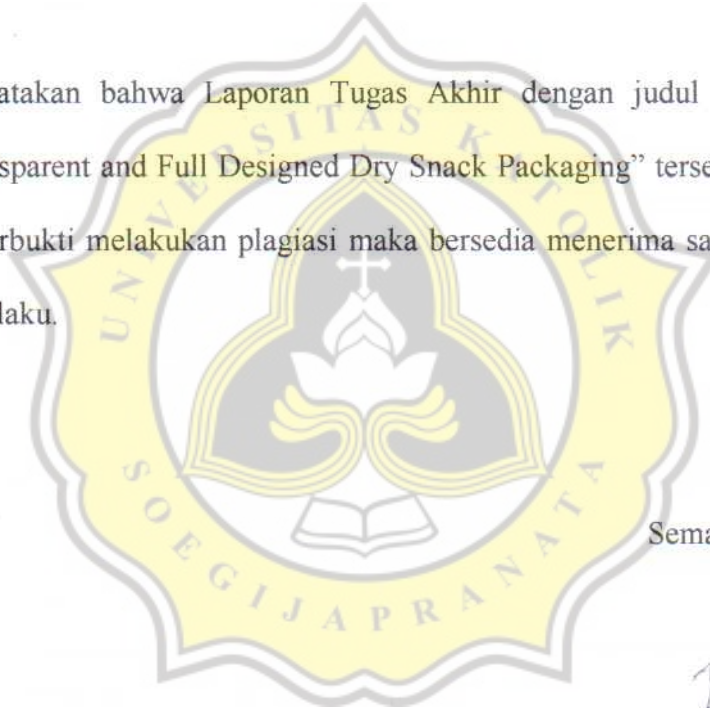
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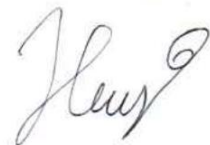
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Yohanes Hendy Kurniawan

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The writer



Yohanes Hendy Kurniawan

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ABSTRACT

The objective of this research is to reveal customers' perception of packaging. As the main purpose of packaging as a protection tool and marketing tool, entrepreneurs compete against each other to get consumers' attention and impression towards their products. In this study, the writer focuses on two types of packaging, the transparent and fully designed packaging. The data of this research was collected using mixed methods, both qualitative and quantitative methods. The writer used a questionnaire to know consumers' perception of the packaging in general, whereas the interview section is used as information to do more in-depth analysis. The writer made all the questions for the questionnaire based on previous studies from many researchers, yet some of the questions were also developed based on previous studies and writer's perspective on consumers' behaviour. The study results show that the respondents preferred transparent packaging to fully-designed packaging because they could see the content of the product with naked eyes. Even though consumers tend to choose transparent packaging, several consumers are attracted to fully-designed packaging because they were attracted to the images/pictures, brand, font, certificate, and event design. Other than that, either the product has transparent or fully-design packaging when the respondents consider the price is right, they will buy the product.

Keywords: fully designed packaging, transparent packaging, consumer's opinions, impulse buying behaviour, consumer's buying decision.

ABSTRAK

Tujuan dari penelitian ini adalah untuk menemukan konsumen. Sebagai mana tujuan utama dari kemasan sebagai media pelindung dan media pemasaran, para wirausahawan bersaing satu sama lain untuk mendapatkan perhatian dan kesan yang baik dari para konsumen terhadap produk mereka. Dalam penelitian ini, penulis berkonsentrasi pada dua jenis kemasan, kemasan dengan penuh desain dan kemasan transparan. Data dalam penelitian ini diperoleh dengan menggunakan dua metode (Kualitatif dan kuantitatif). Penulis menggunakan kuisisioner untuk mengetahui persepsi secara umum dari konsumen mengenai kemasan, sedangkan sesi wawancara dilakukan guna mendapatkan informasi yang digunakan untuk analisa yang lebih mendalam. Penulis membuat semua pertanyaan yang ada pada kuisisioner berdasarkan penelitian terdahulu yang dilakukan oleh para peneliti. Selain itu, beberapa dari pertanyaan juga dikembangkan oleh penulis berdasarkan penelitian terdahulu dan sudut pandang penulis terhadap perilaku konsumen. Berdasarkan hasil didapati, para responden cenderung lebih memilih kemasan transparan dibandingkan kemasan yang penuh dengan desain. Hal ini dikarenakan mereka dapat melihat secara langsung isi dalam kemasan transparan. Meskipun konsumen cenderung memilih kemasan transparan, beberapa konsumen juga tertarik dengan kemasan yang memiliki banyak desain terutama pada bagian gambar, merek, jenis tulisan, sertifikat, dan desain sesuai *event* yang ada. Selain itu, apapun penggunaan kemasan pada produk (kemasan penuh desain ataupun transparan, saat konsumen merasa bahwa harganya pas, konsumen akan langsung membelinya.

Kata kunci : kemasan, impulse buying, keputusan pembelian, kemasan transparan, kemasan full desain, persepsi, opini, persepsi konsumen

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Packaging has been used and known as protection for products, especially food products, to avoid contamination. Back in the 1960s until the 1970s, packaging was developed by using polyester known as plastic (Brody, Bugusu, Han, Sand, & McHugh, 2008). However, in this era, packagings are more complex and vast rather than just regular blank plastic and being a container. In this modern era, packaging has a lot more purposes in the market besides its primary goal as a container that keeps the content portion of the product. The packaging is the first encounter when the consumers see the product, which may affect their first impression.

Other than an essential part of product protection tools, i.e., to avoid damaging the content, Packaging has a vital role in indirect communication. The indirect communication through design can be a strategy to interact with the customers who have not tasted the product's content. As indirect communication, language also plays a part in packaging attributes. By looking at the packaging, the customers can evaluate and imagine the product content without tasting it first. In this case, design in packaging will become the key to winning customer's buying decisions (Spence, 2016a; Varela, Antúnez, Silva Cadena, Giménez, & Ares, 2014).

The design of the packaging will increase the buying impulse. In this modern era, many people believe that a good product is reflected by the design of the packaging (Simmonds & Spence, 2016). Some of the packagings have fully designed packaging, so consumers cannot directly see the content of the product. This fully covered design packaging or fully designed packaging usually uses several packaging elements, i.e., brand, food imagery, font, full-colours, pattern, and product and organization information. With full visual interest, features, and information, fully designed packaging looks interesting and elegant, impacting buying decisions or buying impulse. By using stunning graphics and design, brand information can quickly be received and comprehended by consumers' mindsets (Kumar Agariya, Johari, Sharma, Chandraul, & Singh, 2012). Full-color in fully designed packaging can affect people's moods, which triggers buying decisions. Attractive and high-class appearance can catch people's interest in purchasing the product and affects people's perception of the quality of the product (Deng & Srinivasan, 2013).

Using transparent packaging, people can see the content of the product through the packaging. By being able to see the content of the products, the consumers can easily evaluate whether the product is trustworthy (Simmonds, Woods, & Spence, 2017).

Transparent packaging has an impact on buying decisions and product selling. Consumers of transparent product packaging signify the product's content more than the regular packaging (fully designed packaging) by the visual evaluation (Deng & Srinivasan, 2013). Transparent packaging may be more efficient in promoting the product and trustworthy rather than using food imagery on the packaging (Spence, 2016a).

Transparent packaging can trigger food consumption, which leads to an improvement in the rate of the product selling point (Deng et al., 2013). As an entrepreneur, the writer is inspired to analyse customers' perception of the product using transparent and fully designed packaging.

1.2 Field of the Study

The field of this study is the creative industry, especially in dry snack packaging.

1.3 Scope of the Study

This study focuses on people's opinions about fully designed packaging and transparent packaging.

1.4 Research Questions

The writer formulates problems of the study of this research as follows.

1. What are the customers' perceptions of transparent packaging?
2. What are the customers' perceptions of fully designed packaging?

1.5 Objectives of the Study

With regards to the problems mentioned, this research is conducted to achieve these following objectives:

1. To identify customers' perception of transparent packaging.
2. To identify customers' perception of fully designed packaging.

1.6 Significance of the Study

Hopefully, this study will help the readers, especially for entrepreneurs, to understand consumers' sight interest in the product. To understand consumers' mindset, point of view, and culture, this research is conducted to help entrepreneurs understand consumers' perceptions of product packaging and increase people's buying decisions.

1.7 Definition of Term

1. Transparent packaging

Transparent packaging is a packaging which the product is visible to be seen by naked eyes (Deng et al., 2013).

2. Fully designed packaging

Fully designed packaging known as opaque packaging is fully design covered packaging with several design elements, i.e., shape, colour, graphic design, typography, images, pictures, brand, patterns, material, product and company information, and the other part of essential factors (Parmar, Steinberg, Raheem, Vishnu, & Ahmed, 2014; Spence, 2016b; Vyas & V., 2015).

3. Impulse buying

Impulse buying is defined as unplanned purchasing and forwarding its findings with managerial interests (Deng et al., 2013).

4. Buying decision

A buying decision is defined as people's choices in their minds whether they want to buy the product or not (Chen, Shang, & Kao, 2009).

CHAPTER II

REVIEW OF LITERATURE

This part discusses the product packaging design and people's perception of transparent and fully designed packaging. The writer conducts this research in order to understand people's perception of fully designed and transparent packaging.

2.1 Packaging Design

Every country has its main characteristic and its own culture, which determines the habitual activities of their background and history (Qing, Kai, Zhang, & Chen, 2012). Packaging design is similarly not only based on market demands but also based on the culture that existed from the company and people's perception in that country. Patterns, colours, language style, shape, graphics, symbols, typography, and other visual elements of packaging are reflected by the history, background, tradition, and identity of its country (Orth, 2019). For example, Moon cake packaging in China is one of the examples of packaging with fully designed packaging (Qing et al., 2012).

One of the packaging elements is color, which affects people's perception, yet the same colour does not mean the same meaning and representation. The diversity of culture, socio-demographic, and interpretation of the attributes can give a different result in affecting buying decisions and people's mindset. Cultural norms and beliefs are potent forces that shape people's perceptions, dispositions, and behaviour (Machiels & Orth, 2019).

2.2 Transparent Packaging.

In Indonesia, transparent packaging can be found at many souvenir shops that sell many different dry snacks. Some of them are not literally transparent, yet the brand is still attached to the packaging. Transparent packaging is commonly used in food and beverage products (Simmonds et al., 2017).

There are a lot of dry food products using transparent packaging in Indonesia with various brands. However, almost 80% of the packaging is transparent (consumers can see the food/product through the transparent packaging). Using transparent packaging can help consumers to directly evaluate the product and increase salience effect and food consumption (Deng et al., 2013). Salience effect is the reward elicited activity in dopaminergic cells respond, which may trigger consumer's buying decisions right after making their judgment about the product based on their perception and opinion. (Hickey & Peelen, 2015)

People also may know about the detail of the product by seeing the real product as product knowledge. People can know the proportion of the content inside the packaging. Transparent packaging has a particular advantage in the market, which is visible to be judged by product appearance and size proportion (Deng et al., 2013). The main problem of using transparent packaging is the sustainability of the product inside the packaging. As a transparent product, the sunlight can directly pass through the product. The material of transparent packaging is also 90% plastic which also causes more plastic waste (Maffei & Schifferstein, 2017).

That fact may harm consumers' perception because they may have a different judge for transparent packaging. There is no full product information like label nutrition which people may consider buying the product.



Figure 2.1. Transparent Packaging (Front)



Figure 2.2. Transparent Packaging (Back)

2.3 Fully Designed Packaging

Fully designed packaging or opaque packaging is packaging with fully covered design on it. In Indonesian mini-markets, some snack products usefully designed packaging. There are some attributes attached to fully designed packaging, i.e., colour representation, pattern, shape, typography, certification, language, product and company information, brand, and even the material of the packaging itself and other visual parts of packaging (Kumar Agariya, Johari, Sharma, S Chandraul, & Singh, 2012; Parmar et al., 2014; Spence, 2016a; Vyas & V., 2015).

The consumers usually evaluate fully designed packaging or fully design covered packaging from the packaging's visual features. People cannot see the product's content because, in fully designed packaging, the packaging is covered by packaging elements (colour, label nutrition, brand, pattern, composition, certification number, customer service number, and images).

Even people cannot directly evaluate the product based on real products (transparent packaging). People can still evaluate the product based on animated or product imagery and product nutrition and ingredients information (Kumar Agariya, Johari, Sharma, Chandraul, et al., 2012).

Fully designed packaging may give a positive perception of consumers' moods and trigger buying impulse. By using visual interest, the brand may have one step toward transparent packaging, which is evaluated by its first impression on consumers' eyes. Considering the primary purpose of packaging is not only as a container, but the use of full design on packaging may also boost or improvise product brand quality in people's perception (Underwood & Burke, 2001).



Figure 3. Fully Designed Packaging (Front)



Figure 4. Fully Designed Packaging (Back)

2.4 Consumers' Perception

Perception, known as a mindset or people's point of view, is an evaluation based on a human's consciousness or imagination. The evaluation of perception usually is based on experience, feelings, thought, and even human characteristics. Consumers' perception of product packaging has the same way as people's opinions in their daily life experience or social activities, yet consumers usually evaluate the packaging through the visual interest, especially the first sight or first experience of consumers' tasting the product (Kazmi, 2012).

Visual perception usually is based on eye contact between the product to the consumers. The information is indirectly delivered to the consumer through the features on product packaging when the consumer directly sees the product for the first time. The consumer gives personal evaluation as known perception based on their characteristics, experiences, and mood situation information of the product is being read by the consumer (Kazmi, 2012).

CHAPTER III

METHOD OF DATA COLLECTION AND ANALYSIS

3.1 Type of Research

To analyse the data, the writer used a mixed-method. This study was conducted by collecting the data from the targeted subjects or respondents and interviewing the targeted subjects.

The quantitative analysis is based on the opinions or reality objections from the subject collected from observation into manageable and comprehensible data. All the subdivision information is utilised with the mathematical method and generalised it across groups of people (Almalki, 2016).

A qualitative method is an approach that may contain many data sources. The questions in the qualitative method do not always straight to one context, but instead, it uses questions which each of those has a different context to get in-depth insight and multiple facets (Baxter Pamela & Jack, 1990).

3.2 Data Collection

The study participants were 201 respondents from the Faculty of Language and Arts Soegijapranata Catholic University Semarang. The respondents were systematically calculated with a 99% level of confidence and 5% confidence intervals based on Cohen's study (Ingleby, 2012) from 250 active students of Faculty of Language and Arts from batch 2016 – 2019.

The writer chose the participants from the Faculty of Language and Arts Soegijapranata Catholic University Semarang because the writer focuses on young adults. The writer chose a young adult for the target of this result as his personal observation. Based on the World Health Organization (WHO), the range age of a young adult is between 10 until 24 years old.

3.2.1. Instrument

The writer used a mixed-method. The quantitative method with close-ended questionnaires was the first instrument for collecting the data and for achieving general data. All information in the quantitative method contained people's perception of transparent and full design packaging in buying decisions.

The questionnaire used a Likert scale method to find out the result of people's perception of transparent and full design packaging. In general, the Likert scale uses primary and secondary data which also asks about subjects' agreement and disagreement about the data asked in the questionnaires (Awang, Afthanorhan, & Mamat, 2016). The Likert scale uses a measurement scale using numerical scaling from one until five. In this study, the writer only used one until four points to measure the data. The writer does not use a "neutral" choice to decrease the invalidity of the data.

- | | | | | | |
|----------|----------|--------------------------|----------|----------|-----------------------|
| 1 | = | Strongly disagree | 3 | = | Agree |
| 2 | = | Disagree | 4 | = | Strongly Agree |

Furthermore, the qualitative method was used to get data to support deep analysis. The writer used the interview method to get more information about the respondents' perceptions. By using "why" and "what" questions, the writer tried to determine the main reasons for the respondents' evaluation of the topic. The participants of the interview section were seven students chosen from the most articulate respondents.

3.2.2 Procedure

To fulfill the objectives of this study, the writer followed several procedures.

They were:

1. The writer distributed the questionnaires to 20 people for the pilot study.
2. The writer distributed the questionnaire to the 201 subjects (Faculty of Language and Arts) with close-ended questionnaires to find out their perception of transparent and fully designed packaging for dry snacks in general. Eighty students in the Faculty of Language and Arts batch 2016 – 2019 gave their feedbacks through the distributed questionnaires.
3. The reliability of questionnaires was measured using Cronbach's Alpha in SPSS. The questionnaire can be considered "reliable" when the value of Cronbach's Alpha is more than 0.60, as guided by table 3.1.

Table 3.1. Cronbach Alpha Reliability Level

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

The validity of the questionnaire was measured through the IBM SPSS. The writer used the R table as the standard score of the validity level of the questionnaires. The formula used in this validity measurement was $df = N - 2$ —the participants who gave feedback were 80 people. The validation measurement was $80 - 2 = 78$ in which the R table standard validation is 0.2199 with 5% or 0.05 confidence interval.

Table 2.2. R Table Standart Validation

dr = (N-2)	Critical Values of the Correlation Coefficient 1 way				
	0.05	0.025	0.01	0.005	0.0005
	Critical Values of the Correlation Coefficient 2 way				
	0.01	0.05	0.02	0.01	0.001
70	0.1954	0.2319	0.2737	0.3017	0.3798
71	0.1940	0.2303	0.2718	0.2997	0.3773
72	0.1927	0.2287	0.2700	0.2977	0.3748
73	0.1914	0.2272	0.2682	0.2957	0.3724
74	0.1901	0.2257	0.2664	0.2938	0.3701
75	0.1888	0.2242	0.2647	0.2919	0.3678
76	0.1876	0.2227	0.2630	0.2900	0.3655
77	0.1864	0.2213	0.2613	0.2882	0.3633
78	0.1852	0.2199	0.2597	0.2864	0.3611
79	0.1841	0.2185	0.2581	0.2847	0.3589
80	0.1829	0.2172	0.2565	0.2830	0.3568

Reliability Statistics

Cronbach's Alpha	N of Items
,606	16

Based on the reliability statistic table above, most of the questionnaire's prepared questions were reliable and valid.

Statement	R _{value}	R _{table}	Information
Saya lebih memilih produk yang menggunakan kemasan transparan.	0.230	0.2199	VALID
Menurut saya, kemasan transparan memperburuk kualitas produk.	0.335	0.2199	VALID
Menurut saya, kemasan transparan membuat produk terkesan jelek.	0.420	0.2199	VALID
Menurut saya, produk lebih menarik dan realistis dengan menggunakan kemasan transparan.	0.211	0.2199	INVALID
Saya tertarik dengan produk yang menggunakan gambar animasi	0.271	0.2199	VALID
Menurut saya, produk akan jauh lebih terpercaya jika memiliki brand pada kemasan.	0.410	0.2199	VALID
Saya tidak memperhatikan font tulisan pada kemasan snack kering.	0.389	0.2199	VALID
Menurut saya, expired date wajib dicantumkan pada kemasan snack kering.	0.104	0.2199	INVALID

Menurut saya, sertifikasi pada kemasan perlu dicantumkan. Contoh : Halal, BPOM atau PIRT.	0.459	0.2199	VALID
Saya suka membeli snack kering kemasan yang memiliki desain kemasan yang sesuai dengan event yang ada (natal, lebaran, tahun baru, dan lain lain.)	0.593	0.2199	VALID
Menurut saya, kemasan akan terlihat berkelas dan elegan dengan menggunakan bahasa asing.	0.520	0.2199	VALID
Menurut saya, produk snack kering tidak perlu menyertakan nomor customer care pada kemasannya.	0.240	0.2199	VALID
Menurut saya, desain pada kemasan sangat mempengaruhi mood saya saat berbelanja.	0.469	0.2199	VALID
Menurut saya, isi produk sangat penting dalam menentukan keputusan saya untuk membeli produk.	0.364	0.2199	VALID
Saya membeli produk snack kering kemasan berdasarkan harga dan bukan desain kemasan	0.497	0.2199	VALID
Saya mudah terpancing untuk membeli snack kering kemasan yang sedang turun harga.	0.442	0.2199	VALID

Based on the data above, the writer decided to drop the invalid questions. The questionnaires were then distributed to the intended respondents.

After the questionnaires were distributed, the writer also interviewed seven students from the Faculty of Language and Arts to collect a deep understanding of the respondents' perception. The writer only used 7 people to be interviewed because the writer only need few comments as additional information. The interview questions contained similar questions with the distributed questionnaires, yet there were additional questions with “what” and “why” questions.

3.3 Data Analysis

The result of questionnaires were analyzed using IBM SPSS program, whereas the interview results were summarised and made into a transcript. The quantitative method was analysed with descriptive statistics to find the frequency distribution. The frequency of the respondents' choice determines the positive or negative customers' perception of the statement. The higher the frequency of a certain category (strongly disagree, disagree, agree, strongly agree), the more dominant the category is for the respondents. This dominant category represents a negative or positive perception of the customers toward the statement.

CHAPTER IV

DATA ANALYSIS

This chapter is to answer the main questions of this study. The data were obtained through questionnaires and interviews. The first part of the questionnaire is the respondents' age. Considering that this study's main target is young adults, the participants of this study have been systematically sorted. The second part of the questionnaire is the participants' point of view in evaluating dry snack packaging—consumers' perceptions in transparent and fully designed dry snack packaging. The writer used SPSS to analyse the data of questionnaires. The questionnaires were distributed to 201 Faculty of Language and Arts students from batch 2016-2019, with 80 respondents gave feedback.

In order to get an in-depth analysis, the writer also used interviews to collect data. The writer interviewed seven students in the Faculty of Language and Arts. At first, the writer asked ten people to be interviewed, but only seven people willing to participate in the interview. The interview questions are almost the same as the questions in the questionnaires with additional questions to get further explanation from the respondents.

In this part, the writer explains the background of the respondents based on their age. The first data is about the age of the participants. This research target is young adults with an age range between 10 – 24 years old based on the World Health Organization (WHO).

Table 4.1. Respondents' Age

	Frequency	Percentage	Valid Percent	Cumulative Percent
17	1	1.1	1.3	1.3
18	10	10.9	12.5	13.8
19	14	15.2	17.5	31.3
20	13	14.1	16.3	47.5
Valid 21	32	34.8	40.0	87.5
22	7	7.6	8.8	96.3
23	3	3.3	3.8	100.0
Total	80	87.0	100.0	
Missing System	12	13.0		
Total	92	100.0		

Based on the data above, the majority of the respondents who gave feedbacks are students with the age range 21 years old which consists of 32 respondents (34.8 %) out of 80 respondents. The second larger number is students whose age range is 19 years old which entails 14 respondents (15.2%). The rest of the respondents' age is in the range of young adults age based on the World Health Organization (WHO).

4.1. The Consumers' Perception of Transparent Packaging

In this part, the writer discusses the findings of the customers' perception of transparent packaging. The first statement is the customers' preference for transparent packaging for dry snack products.

Statement 1: I prefer to choose dry snack products with transparent packaging.

Table 4.2. Consumer's Preference for the Transparent Packaging

	Frequency	Percentage	Valid Percent	Cumulative Percent
1	7	8.8	8.8	8.8
2	21	26.3	26.3	35.0
Valid 3	32	40.0	40.0	75.0
4	20	25.0	25.0	100.0
Total	80	100.0	100.0	

Table 4.3. shows that transparent packaging may be more casual or common among the public, especially in mini stores or street vendors, 40% of the respondents agreed, and 25% of the respondents strongly agreed to the statement that transparent packaging was their more preferred type of packaging. On the other hand, it cannot be denied that 26.3% of respondents disagreed with the statement, and 8.8% strongly disagreed. They *disagree* and *strongly disagree* means that transparent packaging may not be engaging the consumers. In this case, the respondents who did not prefer transparent packaging are quite high.

The results of the interview support the customers' positive perception of transparent packaging. Interviewee 1 said that transparent packaging was interesting because naked eyes could directly see it. The same responses came from interviewee 2, 4, and 7. Furthermore, interviewee 1 said that being able to see the content proportion made it easy to evaluate it. In contrast, products in a fully designed packaging could not be seen by naked eyes. The package is totally covered with design, such as brand, color, nutrition label, and other design elements. That same reason is also mentioned by interviewees 1, 2, 4, and 7. The interviewee 7 mentioned that transparent packaging could be trustworthy because it shows the exact condition of the product content.

As a matter of fact in the result, the statement mentioned by (Simmonds et al., 2017) about high chance of purchasing intention on transparent packaging was valid. As mentioned in previous explanation, transparent packaging has a high chance to be chosen by the respondents (consumers).

The next table describes the consumer's perception of transparent packaging. It contains the response to the statement on how they perceive the effect of transparent packaging on product quality since transparent packaging makes the product exposed. To summarise, the respondents demonstrated a negative perception of the statement.

Statement 2: In my opinion, transparent packaging worsens product quality.

Table 4.3. Consumer’s Perception of the Idea that Transparent Packaging Worsen the Product Quality

	Frequency	Percentage	Valid Percent	Cumulative Percent
1	21	26.3	26.3	26.3
2	34	42.5	42.5	68.8
Valid 3	22	27.5	27.5	96.3
4	3	3.8	3.8	100.0
Total	80	100.0	100.0	

Transparent packaging is indeed attractive in consumer’s eyes. The visible content may catch consumer’s eyes and interest. So, transparent packaging cuts both ways; it attracts the consumers and keeps on the good quality. The above discussion is drawn from table 4.4 that shows 42.5% of the respondents disagree with the statement—which can be concluded as affinity responses from the consumers towards transparent packaging. Even the data shows that 26.3% of the respondents totally disagree with the statement. Transparent packaging seems to have a prominent effect on consumers' buying impulse, who tend to think that transparent packaging does not affect the product quality whatsoever. Even though the data shows the transparent packaging does not affect product quality, 27.5% of respondents believe that transparent packaging affects product quality.

The interviews support the results of the questionnaire above. Interviewee 7 said that she preferred a product with fewer crumbs. The interviewee's statement proves that the consumer expects to be able to do a direct evaluation. Being able to see the product as in transparent packaging visibly can give a noticeable effect to the consumer. In turn, it can lead the consumer to buy the product. In previous study conducted by (Deng et al., 2013), transparent packaging can impact the product quality on consumers' point of view or evaluation. The result of this study gave different opinion from the consumers. They believed that product with transparent packaging doesn't look having a bad quality whatsoever.

The next table is about the appearance of transparent packaging. In summary, the respondents generally have positive responses about statement 3, that is about whether transparent packaging creates a bad impression in the consumers' mindsets or not.

Statement 3: In my opinion, transparent packaging worsens product appearance.

Table 4.4. The Consumer's Perception of Whether Transparent Packaging Worsen the Product Appearance

	Frequency	Percentage	Valid Percent	Cumulative Percent
1	24	30.0	30.0	30.0
2	31	38.8	38.8	68.8
Valid 3	20	25.0	25.0	93.8
4	5	6.3	6.3	100.0
Total	80	100.0	100.0	

The result shows that most respondents disagree with the statement that a transparent package worsens the appearance of the product (30% of the respondents strongly disagree, and 38.8 % disagree). The result is in line with the respondents' response to the previous statement—that transparent packaging does not affect the quality of the product. In short, the respondents have a positive perception of transparent packaging so that they tend to disagree with the idea that transparent packaging affects the product appearance. Transparent packaging is indeed unlike fully designed packaging that has design elements such as colour gradation, animation image, and patterns, but the transparent packaging enables the product to be seen with naked eyes, which affects consumer's trust.

Even so, 25% of respondents agree, and 6.3% of respondents strongly agree with the statement. Those respondents show that even though transparent packaging can create visual attractiveness, yet the visual sight involving aesthetic elements such as colour and images may also affect the consumer's impression.

The respondents in the interview section gave their opinions about seeing the product's content with naked eyes. For example, interviewee 2 said that the content proportion could easily be measured by sight. So, being able to see the content can improve consumer's trust in the product. As mentioned by (Deng et al., 2013), the effect of transparency element on packaging is based by the moderation of the product, yet it devastates the product appearance. In this study result, the data contrastly shows consumers' opinion about it. The respondents (consumers) believed that transparency of product packaging doesn't have affect on content or product appearance on consumers' eyes.

4.2. The Consumers' Perception of Fully-designed Packaging

Fully designed packaging usually uses several kinds of colour gradation and animation images which are appealing for consumer's sight, but the elements of fully designed packaging are not only colour or images. There are many kinds of elements in full design packaging, such as brand, organisation and product information, nutrition label, expired date, and even additional design from several kinds of events and images. The next table shows the result of statement related to packaging elements, animation image.

Statement 4: I'm interested in a product with animated pictures or images on the product packaging.

Table 4.5. The Consumer's Perception of the Animated Pictures or Images on the Product Packaging

	Frequency	Percentage	Valid Percent	Cumulative Percent
1	4	5.0	5.0	5.0
2	19	23.8	23.8	28.8
Valid 3	34	42.5	42.5	71.3
4	23	28.8	28.8	100.0
Total	80	100.0	100.0	

Overall, the respondents have positive responses toward the statement. The result shows that 42.5% of the respondents agree that animated pictures or images attract them, yet 23.8% of the respondents disagree with the statement. Fully designed packaging usually uses images and animations to attract consumers. By using images, the packaging of the product is more interesting, although it can disguise the content. It cannot be denied that content in fully designed packaging cannot be seen through, so the consumers cannot evaluate the condition and the proportion of the product. Consumers only rely on packaging to evaluate the product.

Based on the result, consumers tend to have an interest in images and pictures on the packaging which makes the product more attractive. In the interview section, interviewee 1 gave her confirmation that she was also interested in cartoon images and colorful packaging. Like interviewee 2, interviewees 3, 5, and 6 said that the

animated packaging or packaging with images is not only interesting to be seen, but as a design, it can also give characteristics of the product which is easy to remember. As an example, interviewee 2 is interested in a cute image on the packaging, and she mentioned that the picture or image on packaging matched with the content of the product. A similar opinion came from interviewee 7. She mentioned that she has a habit of searching for a product based on image and color identification on product packaging to find the product that she wants to be brought. In the previous study (Simmonds & Spence, 2016), animated images or pictures can give appetising appearance to the packaging which leads into subsequence of buying intention. As for the result from the data shows that the animated images or pictures are indeed interesting in consumers' eyes. Some of interviewees from interview section were also agree that animated images or pictures catch their attention in shopping activities.

The next discussion is about branding. The result of the questionnaire shows that the respondents or consumers have positive response to the statement. Instead of images or animated pictures, the next packaging design on fully designed packaging is the brand.

Statement 5: In my opinion, a product can be trusted by seeing the brand on the packaging.

Table 4.6. The Consumer's Perception of the Brand in the Fully Designed Packaging

	Frequency	Percentage	Valid Percent	Cumulative Percent
1	1	1.3	1.3	1.3
2	9	11.3	11.3	12.5
Valid 3	21	26.3	26.3	38.8
4	49	61.3	61.3	100.0
Total	80	100.0	100.0	

Table 4.6. shows that, in general, the respondents have a positive perception of the brand in the fully-designed packaging. It can be seen that the respondents generally agree with the statement or have positive responses upon statement 5. In this data, 61% of respondents agree with the statement that the brand plays an important role in deciding the quality of the product. The data implies that the brand affects the respondent's choice to buy a product.

Consumers tend to believe in a product with a brand on the packaging. The brand is one of the packaging elements, which becomes the identity of the product. As mentioned in the interview section with interviewee 2, she claimed that she tended to buy the same snack brand. She also mentioned that a different brand had a different taste, so in another way, she remembers the characteristic of the product she usually

brought. As the writer mentioned earlier, brands can help consumers to identify the product they usually buy.

Furthermore, in the interview section, the writer asked interviewees 3, 6, and 7 about their favorite snacks. The interviewees spontaneously answered by mentioning the brand of the product. Based on that fact, it can be concluded that a brand can help to improve product selling points and create product domains in the market. Interviewees 4 and 7 gave additional information that she tended to believe in the product already has a name (famous). As the writer mentioned about a domain in the market, consumers who experience the product and are satisfied with their expectations tend to buy the product for the second time. This is where the brand, as the product's identity, helps the product establish its domain over the market. Brand is indeed beneficial yet also very important to create such familiarity in consumers' mind (Underwood & Burke, 2001). It cannot be denied that brand affects consumers' buying decision based on previous research even in this research. Instead of being identity, brand also helps consumers to distinguish other product variations (Underwood & Burke, 2001).

The next table is the results of the questionnaire on the font as the main design element. As can be seen in the market, many packagings use a unique and interesting font.

Statement 6: I do not pay attention to the font of the packaging.

Table 4.7. The Consumer's Perception of the Font on Fully Designed Packaging

	Frequency	Percentage	Valid Percent	Cumulative Percent
1	13	16.3	16.3	16.3
2	26	32.5	32.5	48.8
Valid 3	27	33.8	33.8	82.5
4	14	17.5	17.5	100.0
Total	80	100.0	100.0	

As shown in Table 4.7, respondents generally agree with the statement or have positive responses toward statement 6. Some brands use unique fonts that distinguish them from other brands. Font can be found on any product packaging, neither the transparent packaging nor fully designed packaging. However, the font has a more trivial function in the fully-designed packaging than the transparent one. In fully-design packaging, the customers rely on the packaging more than they do on transparent packaging. It can be said that the font does represent not only the brand but also the characteristic of the product.

The result of the questionnaire shows that there is only a very slight difference in those who agree with the statement that they do not pay attention to the font on the packaging and those who disagree. There are 33.8% of respondents who agree, and 17.5% of the respondents who strongly agree with the statement, while 32.5% of the respondents disagree, and 16.3% strongly disagree with the statement. Based on this

data, it can be seen that people who pay attention and ignore to do an in-depth evaluation in the font found in packaging are almost the same in number with a slight tendency to ignore the font.

So, it can be concluded that the respondents have a positive perception on this statement, indicating that font does not really affect the product's attraction. To highlight the characteristic of the product, producers can use a font to differentiate one product to the others. For example, a product with brand "oracle" may have the same brand name and product in the market, but the font of the brand can be used to show the characteristic that distinguishes the product from the others. In previous data, brand is very important part of packaging which needs to be attached on packaging based on this research result and previous study (Underwood & Burke, 2001). Font or text or typography also holds important part of packaging design, yet it can also give positive visual perception in consumers' minds (Qing et al., 2012; Vyas & V., 2015). As for this statement, it is developed from previous statement in order to understand consumers' opinions toward font on the packaging. The writer tried to figure something out about consumers judgements about font on brand which may trigger consumers' interest. As for the result, some people really have their attention on font on packaging.

The next table is about the certification in fully-designed packaging. There is a mandatory rule that entrepreneurs should ensure their consumer's needs for safety, and certification is one of the attributes. The certification is then printed on the packaging, as can be seen in several dry snack products. Some products with fully-

designed packaging have certifications to show that it is trustworthy to be brought, for example, HALAL certification. The majority of Indonesians are Muslim, so religious restrictions are supposed to be obeyed by them, including the restriction to consume a non-kosher product.

Statement 7: In my opinion, certifications need to be attached to the packaging, for example PIRT, BPOM, or HALAL.

Table 4.8. The Consumer's Perception of the Certification Written on the Fully-Designed Packaging

	Frequency	Percentage	Valid Percent	Cumulative Percent
1	3	3.8	3.8	3.8
2	24	30.0	30.0	33.8
Valid 3	31	38.8	38.8	72.5
4	22	27.5	27.5	100.0
Total	80	100.0	100.0	

Table 4.8. shows that the respondents generally have positive responses on statement 7. Based on the data, 38.8% of the respondents agree with the statement, and there are 27.5% of respondents who strongly agree with the statement. Most respondents believe that certifications are indeed crucial for them as their references, as seen in the positive perception of the statement. Although again, there are some respondents (30% disagree, and 3.8% strongly disagree) who consider attaching the certifications is not necessary.

In the interview section, interviewee 6 said that he paid attention to the certification of the packaging. As mentioned previously, certification holds important information for consumers to trust the product even more. The opinion of interview 6 supports the importance of putting certifications on the packaging. As a matter of fact, fully designed have many elements (Color, shape, symbol, brand, etc) (Kumar Agariya, Johari, Sharma, Chandraul, et al., 2012), yet also some fully designed packaging use certifications to ensure the consumers. For that reason, the writer conducted this statement to find out the effect of attaching certifications on packaging. The result shows that people can put their trust on product certifications. There is a fact which cannot be denied that some of certifications should be had or fulfilled as requirements from government.

The next discussion is about packaging with the design based on a current event such as Christmas, Halloween, Valentine, and others.

Statement 8: I like to buy dry snack products with design packaging based on the current event, such as Christmas, New year, Eid day, others.

Table 4.9. The Consumer's Perception of Fully Designed Packaging Based on the Current Event

	Frequency	Percentage	Valid Percent	Cumulative Percent
1	8	10.0	10.0	10.0
2	20	25.0	25.0	35.0
Valid 3	37	46.3	46.3	81.3
4	15	18.8	18.8	100.0
Total	80	100.0	100.0	

Indonesia is a country with many events in a year—Independence Day, Christmas, New Year, Chinese New Year, Valentine—because Indonesian has various customs and traditions. Based on those events, entrepreneurs compete with each other by using design elements associated with the current event to get the consumers' attention. As matter of fact, animated pictures or images are really important to catch consumers' attention based on previous data in this research and another research (Deng et al., 2013). Based on that fact, the writer thought that design based on current event may have affection toward consumers' interest. This statement is made to find out deeper analysis for packaging design, especially fully designed packaging.

Overall, the respondents have positive responses in statement 8, as shown by the data in table 4.9. Most of the respondents (46.3%) agree that they are interested in packaging design based on a particular event of respondents interested in packaging design based on the event. It can be concluded that most of the consumers are indeed having a positive perception of the design associated with a particular event so that they follow the trend. Even though most of the respondents agree with the statement, several respondents disagree with it (25%).

Some of the respondents believe that design based on the current event is just a persuasive way to buy the product. As in the interview section, interviewee 5 was not interested in design based on a current event, yet he mentioned other opinions, "Of course, I'll think about it first. If only the packaging is changed, the product still has the same taste. Why should I buy it? If there is a limited edition with a new

flavor, I'll buy it (Interview with interviewee five on 10 February 2020).” As mentioned by interviewee 5, he will not buy a product with only a current event design in its packaging, but he will buy a new packaging or packaging with current event design when it is set with new flavor or variant of the product to catch the consumers’ attention.

Statement 9: In my opinion, packaging can be more elegant and astonishing with foreign languages such as English.

Table 4.10. The Consumer’s Perception of Fully Designed Packaging with English Language

	Frequency	Percentage	Valid Percent	Cumulative Percent
1	22	27.5	27.5	27.5
2	35	43.8	43.8	71.3
Valid 3	16	20.0	20.0	91.3
4	7	8.8	8.8	100.0
Total	80	100.0	100.0	

Table 4.10. shows that in general, the respondents have negative responses to this statement because more respondents disagree with the statement than those who agree with it. There are 43.8% of respondents who disagreed with the statement, and 27.5% of the respondents who strongly disagree with the statement. However, there are 20% of the respondents agree with the statement, and 8.8% of the respondents strongly agree with the statement.

In several fully designed packagings, the English or foreign languages are written on the packaging. In the interview section, the writer asked about the importance of the English language on the dry snack product packaging. The interviews reveal that the interviewees think that even though the English language is quite important as additional information, they do not care about the existence of that foreign language on the packaging.

Some of the interviewees even believe that some Indonesians cannot understand foreign languages such as the English language. Four interviewees believe that the main function of the English language is not for the aesthetic purpose, yet it is has important part as information for consumers (Interviewee 1,3,4,7). Even so it is not aesthetic, English language still holds the key of consumers' decision. Trying to imagine as a foreigner who does not know the country's language in foreign country, how the consumers know the specification of the product, which they want to brought ? As Englishpreneurship student, Understanding consumers needs is important part of being entrepreneur especially dealing with important thing like language. With this fact, English language is more than for aesthetic purpose yet act as a key of winning over consumers' needs and decision.

In the previous study, packaging is believed as communication tool between consumers and sellers or entrepreneurs (Kumar Agariya, Johari, Sharma, Chandraul, et al., 2012). As a part of packaging attribute, language is also used as communication, yet some of it is used as graphic design on packaging to impress consumers (Qing et al., 2012). As for that fact, the writer made this statement to understand consumers' opinion about language as aesthetic or communication purposes.

Based on the result, it can be concluded, foreign language is used as additional information for consumers from outside the country. This is very crucial fact that in order to gain more trust or extend selling area / target, foreign language should be attached on packaging as the mediator of communication between consumers and entrepreneurs or seller. Furthermore as the main tool of communication, foreign language like English language as common one need to be attached on packaging to avoid misunderstand understanding to consumers from outside the country.

The next discussion is on the respondents' perception of the customer care numbers on the fully-designed packaging.

Statement 10: In my opinion, dry snack products do not need to attach customer care numbers on the packaging.

Table 4.11. The Consumer's Perception of Customer Care Numbers on Fully Designed Packaging

	Frequency	Percentage	Valid Percent	Cumulative Percent
2	1	1.3	1.3	1.3
Valid 3	28	35.0	35.0	36.3
4	51	63.8	63.8	100.0
Total	80	100.0	100.0	

Customer care numbers can commonly be found in fully designed packaging. As seen in table 4.11, the respondents generally agree with the statement which means that they do not think to put on customer care number on the fully-design packaging is important. There are 63.8% who strongly agreed and 35% of respondents who agreed with the statement, and there is only 1.3% of respondents (one person) who disagree with the statement.

In the interview section, interviewee 2 mentioned that she never called the customer service number on the packaging. The result of the interviews implies the fact that the consumers tend to trust a product even when it comes without any information about customer care number. This fact gives an advantage to the start-up business or small entrepreneurs because they do not have to provide a desk (staff) to take care of customers' calls for information or complaints.

There are many studies mentioned that packaging acts as indirect communication from sellers to buyers or consumers (Brody, Bugusu, Han, Sand, & McHugh, 2008);Kumar Agariya, Johari, Sharma, Chandraul, et al., 2012; Parmar, Steinberg, Raheem, Vishnu, & Ahmed, 2014). Even so the packaging is part of communication tool, yet they didn't mention anything about customer service number which usually attached on packaging especially fully designed packaging. Based on this matter, the writer made this statements to understand how much important the customer number service is, yet as matter of fact too, most of transparent packagings do not have customer care number which may be needed by consumers to give feedback.

In the next part, the discussion is about whether the design of the packaging affects the respondents' moods when choosing a product.

Statement 11: In my opinion, the design of the packaging affects my mood when I choose the product.

Table 4.12. The Consumer's Perception of the effect of Fully Designed Packaging on the Customer's Mood to buy the product.

	Frequency	Percentage	Valid Percent	Cumulative Percent
1	6	7.5	7.5	7.5
2	16	20.0	20.0	27.5
Valid 3	31	38.8	38.8	66.3
4	27	33.8	33.8	100.0
Total	80	100.0	100.0	

The respondents generally have positive responses to statement 11. Table 4.12. shows that 38.8% of the respondents agree, and 33.8% strongly agree with the statement. The result means that the respondents have a positive perception that the design on the packaging affects consumers' moods before they buy the product. The results are in line with the theory that consumer's interest relies on visual evaluation, especially in the first encounter between the consumer and the product. Nevertheless, 20% of the respondents disagree with the statement, and 7.5% strongly disagree with the statement, which means that they are not affected by the design of the packaging when they buy a product.

In the interview section, interviewee 1 said that that packaging design indeed affects her mood to buy the product. Interviewee 2 stated that she is interested in packaging design by saying, "That can be happening to me. When it looks cute, I'll just buy it. Even though I don't know the content of the product, if it is cute, I'll buy it (Interview with interviewee two on 15 February 2020). In previous study, design on packaging can stimulate impulse buying in consumers' minds (Parmar et al., 2014). Based on this data result, the design on packaging can affect consumers' mood which can lead to impulse buying behavior. As the key for impulse buying behavior, consumers decide to buy the product based on their interest on the product which can be triggered by their emotion or mood. It can be confirmed that design on packaging can affect consumers behavior especially in impulse buying behavior.

The next is about the respondents' opinion on the effect of the total amount of the product written on the fully-designed packaging.

Statement 12: In my opinion, the total amount inside the product affects my buying decision.

Table 4.13. The Consumer's Perception of the Total Amount of the Production the Fully-designed Packaging

	Frequency	Percentage	Valid Percent	Cumulative Percent
1	5	6.3	6.3	6.3
2	6	7.5	7.5	13.8
Valid 3	10	12.5	12.5	26.3
4	59	73.8	73.8	100.0
Total	80	100.0	100.0	

Overall, the respondents have positive responses on statement 12, according to table 4.13. The result shows that 73.8% of the respondents strongly agree, and 12.5% agree with the statement. It means that the respondents do care about the content of the product.

In this case, fully-designed packaging is disadvantaged because its content cannot be seen. As mentioned in statement 1, transparent packaging can be monitored by naked eyes, which in other words, consumers can count the proportion of the content by doing a direct evaluation. Fully-designed packaging restricts its content from being seen by naked eyes because the design elements totally cover the products.

In the interview section, the writer asked about the habit of shaking the packaging before buying the product. Interviewee 1, 2, 3, 4, 5, and 7 said that did the act. Interview 2 and 5 said that they always shake the fully-designed packaging

product before they buy the product. Based on this fact, it can be concluded that consumers prefer to see the real condition product as in the product with transparent packaging.

Transparent packaging has beneficial condition, which the content can be seen directly through the packaging. As mentioned in previous study, transparent packaging can stimulate postpone consumption through the transparency on the packaging (Deng et al., 2013). This statement is made to understand consumers behavior who shaking the product before buying it especially for fully designed packaging (Invisible). As matter of fact, people really care for the proportion inside the product. This statement becomes new analysis which helps to understand both sides (Transparent and fully designed packagings) through the consumers' behavior.

In the writer's questionnaire, there are two statements related to both transparent packaging and fully-designed packaging. They are statements about price and discount. The results of the respondents' response to those statements can be seen below. The next first discussion is about the product price.

Statement 13: I buy dry snack products based on its price, not its packaging design.

Table 4.14. The Consumer’s Perception that Price is More Important than the Packaging Design

	Frequency	Percentage	Valid Percent	Cumulative Percent
1	7	8.8	8.8	8.8
2	19	23.8	23.8	32.5
Valid 3	24	30.0	30.0	62.5
4	30	37.5	37.5	100.0
Total	80	100.0	100.0	

One of the important factors in marketing a product is the price of the product. Price is also part of packaging elements because the more design elements are used, the price of the product is also raised. Table 4.14. shows that in general, the respondents have a positive perception of the statement. So, it can be concluded that the respondents generally agree with the statement that the price is more important than the packaging design when they buy a product. Based on the data, most of the respondents, 37.5%, strongly agree, and 30% agree with the statement. However, 23.8% of respondents disagree, and 8.8% of the respondents strongly disagree with the statement. It is true that people tend to compare the product one to another based on price depends on the consumers’ buying capability or desire to buy the snack. Cheaper maybe better, yet people still have

their second thought about the taste of the product. Some consumers pay attention to better quality, even when the product is a little bit expensive.

In the interview section, the writer asked the interviewee's opinion about their reasons for buying the product. Four interviewees (Interviewees 2, 3, 5, 6) said that the price of the products indeed influences their buying impulse. After discussing over design attribute on packaging, the writer didn't forget to consider about price of the product. As a part of packaging attributes, price is another reason why people want to buy the product. In previous study, price was not mentioned or tested which may become an important factor of buying decision (Spence, 2016b). There was a study which mentioned price as part of marketing mix, yet it didn't compare between design and price which may have different result on consumers' point of view (Kumar Agariya, Johari, Sharma, S Chandraul, & Singh, 2012). As matter of fact, consumers gave their opinions that price is still important rather than design on packaging in this research.

The next discussion is the discount of the product as a part of pricing the product.

Statement 14: I'm easy to be attracted to dry snack products which have discount rather than the design of its packaging.

Table 4.15. The Consumer's Perception of the Discount

	Frequency	Percentage	Valid Percent	Cumulative Percent
1	7	8.8	8.8	8.8
2	11	13.8	13.8	22.5
Valid 3	32	40.0	40.0	62.5
4	30	37.5	37.5	100.0
Total	80	100.0	100.0	

The data shows that the respondents generally have positive perception upon statement 14, which means that they agree that discount affects their buying decision. The result of this statement supports the previous statement on the product price. 40% of the respondents agree, and 37.5% strongly agree with the statement. Yet, 13.8% of consumers do not agree with the statement, and 8.8% strongly disagree with the statement,

The data above seems to imply that even though the product's packaging seems flawless, the buying decisions are highly decided based on price, although they also consider the quality of the product. During the interviews, the writer asked what makes the interviewees get the impulse to buy a product, and the answer is the discount. This statement is developed by previous statement which proves that price still has important factor over consumers' decision.

General Finding

Based on the respondents' feedback, the writer can summarise the result of the research based on the data from the respondents, who are young adults—age more than ten years old and less than 24 years old.

In general, the participants have positive responses about transparent packaging (statements 2, 3, and 4). As mentioned by the interviewees in the interview section, they were interested in the product's visible appearance product inside the packaging. This can be a good opportunity for fresh stater entrepreneurs who do not have enough money to afford a high price fully-designed packaging.

Besides some of the respondents who have affinity in transparent packaging (statement 3), some other respondents perceive transparent packaging negatively (statements 1, 2, & 3). Some of the transparent packaging may have several packaging elements such as brand, composition, and expired date, but it only takes 10% of the whole packaging. The fact that transparent packaging does not affect the quality of the product, according to the respondents means that transparent packaging is as advantageous as fully designed packaging.

On the other hand, fully designed packaging has many design elements attached to the packaging, such as animation image, brand, font, certification, colour, pattern, language, customer service number, and price. The data shows that some of the respondents really pay attention to the packaging design when they want to buy the product (Statements:4,5,7,8). Most of the respondents tend to be interested in the brand, with a total of 69 respondents who agreed and strongly agreed with the

statement (Statement 5). However, some of the respondents do not really pay attention to the packaging elements, especially the font, language, and customer service numbers (Statement: 6, 9, 10). The respondents tend to believe that those elements do not affect the aesthetic aspect of packaging but only provides additional information. The respondents also do not really need a customer care number (statement 10).

In the previous explanation, transparent and fully designed packaging has its own characteristics, and each of the packagings has advantages and disadvantages at some point. After analysing the packaging based on designs, the writer tried to find other factors that affect buying decision besides the design of the packaging. Although the design is the main part of the packaging, it cannot be denied that price is also part of packaging elements. The result shows that some of the respondents are indeed choosing price instead of packaging design (Statement 13 &14).

As additional information, in the interviews, the writer also asked about the importance of the nutrition label on the packaging. Some of the fully designed packagings use the nutrition label that shows the nutrition contained in the product such as fat, cholesterol, calories, protein, and vitamin. The results reveal that some interviewees believe that the nutrition label is important for people who are allergic to certain ingredients (Interviews 1& 2). Moreover, some of the respondents tend to concern about the nutrition contained in the product (Interviews: 3,4,7). They tend to avoid certain ingredients in the product, which will be brought by them.

CHAPTER V

CONCLUSION AND SUGGESTIONS

In this chapter, the writer reviews the previous chapters and draws a conclusion. The writer also gives suggestions for further research or analysis that can be done by other researchers.

5.1 Conclusion

All the statements were made based on previous study conducted by researchers who focus on product packaging. For statement 1,4,5, and 11 have the same result as the previous study, so it can be confirmed as valid results. For the statement 2,3,6,7,8,9,10,12,13, and 14 were developed by the writer based on previous study. All the 10 statements were not mentioned in previous studies, yet these information need to be revealed to understand different side of consumers' point of view. To get further information and deeper analysis in consumers' perception about product packaging, those developed statements were made by the writer as new theories and discoveries of this study and future research.

Based on the quantitative data in chapter 4, it can be concluded that the respondents are more interested in transparent packaging (40% agree, and 25% strongly agree) rather than fully designed packaging (statement 1). The transparent packaging is advantageous because the product can be visible to be seen by naked

eyes. For some small home industries, the preference may become advantageous because small home industries do not have much capital. Some respondents prefer transparent packaging based on quantitative research, but fully designed packaging has a strong impact on getting consumers' attention based on qualitative research (Interviewees 1,2,3,4,5,6, 7).

As for the fully designed packaging, respondents tend to believe in the brand of the product attached on the packaging (statement 5). Most of the interviewees have the habit of shaking the product with fully-designed packaging before buying the product (interviews 1,2,3,4,5,7).

As for the function of foreign language (English), it can become indirect communication between consumers and entrepreneurs. Consumers may see the English language as vast target market such as foreigner, yet it may contain important information such as warning for allergic substances which may affect certain consumers. As mentioned in previous explanation, Foreign language or English language as common foreign language can help consumers to analyze the product and as marketing strategy.

5.2. Suggestion

This research discusses the customers' perception of transparent packaging and the fully designed packaging. During the research, the writer only focused on the respondents coming from certain age background. The writer thinks that it will be interesting to see people coming from other age groups. It will also be interesting to study the producers' perception of the type of packaging.

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APPENDIX

Questionnaire quantitative data

1. Saya lebih memilih produk yang menggunakan kemasan transparan.
2. Menurut saya, kemasan transparan memperburuk kualitas produk.
3. Menurut saya, kemasan transparan membuat produk terkesan jelek.
4. Menurut saya, produk lebih menarik dan realistis dengan menggunakan kemasan transparan.
5. Saya tertarik dengan produk yang menggunakan gambar animasi
6. Menurut saya, produk akan jauh lebih terpercaya jika memiliki brand pada kemasan.
7. Saya tidak memperhatikan font tulisan pada kemasan snack kering.
8. Menurut saya, expired date wajib dicantumkan pada kemasan snack kering.
9. Menurut saya, sertifikasi pada kemasan perlu dicantumkan. Contoh : Halal, BPOM atau PIRT.
10. Saya suka membeli snack kering kemasan yang memiliki desain kemasan yang sesuai dengan event yang ada (natal, lebaran, tahun baru, dan lain lain.)

11. Menurut saya, kemasan akan terlihat berkelas dan elegan dengan menggunakan bahasa asing.
12. Menurut saya, produk snack kering tidak perlu menyertakan nomor customer care pada kemasannya.
13. Menurut saya, desain pada kemasan sangat mempengaruhi mood saya saat berbelanja.
14. Menurut saya, isi produk sangat penting dalam menentukan keputusan saya untuk membeli produk.
15. Saya membeli produk snack kering kemasan berdasarkan harga dan bukan desain kemasan
16. Saya mudah terpancing untuk membeli snack kering kemasan yang sedang turun harga dari pada design kemasan.

Interview data or section

Interview 1

Interviewer: Good afternoon.

Interviewees: Good afternoon.

Interviewer: I'm so sorry about taking your time for a moment, I want to ask for your opinions about dry snack packaging. This interview data will be the source data source of my thesis, so you can honestly answer all the questions. Please, do not hesitate or nervous to give me your opinion.

Interviewees: Yes

Interviewer: Okay. Before I'm going to interview you, you can introduce your self starting from the name and your age as my thesis data.

Interviewees: My name is Irene, and I'm 21 years old.

Interviewer: Ok. Before we go to the main question, I would like to know your consumption of dry snacks. How often do you buy dry snack packaging? I meant like how many times you buy dry snacks in a week?

Interviewees: Nah, I do not usually buy dry snack packaging. It is based on my mood. If I desire to want it, so I'll just buy it.

Interviewer: Ok. Based on what situation do you usually cling to buy dry snacks ? for example: working on homework, leisure time, or another occasion?

Interviewees: If there is no food at home, I'll buy a snack. If I don't want to eat rice, I also buy dry snacks for the substitute.

Interviewer: I see, Do you have a favorite dry snack that you always buy?

Interviewees :

Hmmm... Nope, I like all kinds of dry snacks at least it's not spicy one. I like some kind of biscuits.

Interviewer: I see,

anyway, what you usually do when you want to buy dry snacks? Do you see its packaging first? or do you buy it based on your desire?

Interviewees: The first thing I do is usually looking at the expired date of the product and then the packaging of the product. If it's not interesting, I won't buy it.

Interviewer: Ok, I'm still wondering, why you chose your favorite product, yet there are many same products are displayed? I mean like there are many kinds of biscuits, yet you chose the product which is your favorite. For what reason?

Interviewees: Maybe the packaging of the product is more interesting, or the new variant flavors which I don't taste it yet.

Interviewer: What kind of elements make you interested in your chosen product?

Interviewees: First, It's based on the packaging color or cartoon images which interesting for me.

Interviewer: I see, if I may summarize your lastest answer, it can be concluded that you are more interested in animation images rather than to see the real product?

Interviewees: Yes, it is more interesting.

Interviewer: hmmm ok then, and how about the brand? Are you a consumer type who strict to a certain brand ? or you don't care for the brand on the packaging? For example, I prefer to buy *chitato* rather than other brands.

Interviewees: Nah, I just choose it randomly. For me, as long as it's interesting to me, so I'll buy it not based on brand though.

Interviewer: What is your decision if there is a dry snack with transparent packaging, yet there is a simple brand on it? Do you still to buy it or not?

Interviewees: Hmmm... is there still the brand sticker on the packaging?

Interviewer: Yes.

Interviewees: Hmmm... maybe I'll pass.

Interviewer: Eh? Why not?

Interviewees: Well, I don't really like a product with packaging that directly shows the real product.

It is just not interesting at all.

Interviewees: Hmmm okay then, I have a little case. There is a potato chip with fully designed packaging as sample A, and for the sample, B is transparent packaging. Sample B is cheaper rather than sample A. Which one are you going to buy?

Interviewees: I'll choose a product with many designs on it or sample A for short.

Interviewer: Ok based on your answer, I can conclude that transparent packaging is a bad impression on the product?

Interviewees: Hmmmm.. when you evaluate it for a long time, it looks so dirty because of the packaging contacts with the flavor powder of the product. It looks so messy and dirty caused by the content of the product.

Interviewer: Ok then, In your personal opinion, what do you think about a product with fully designed packaging and transparent packaging? What makes them different from each other based on your evaluation?

Interviewees: In my opinion, full design packaging is more eyes catching which means the color is more stand out and interesting, yet there are some animation images on it which interesting to be brought.

Interviewer: So it also affects consumer's mood too, right?

Interviewees: Absolutely!

Interviewer: Have you ever shake the dry snack product when you want to buy the dry snack?

Interviewees : Of course.

Interviewer: What kind of product packaging that you usually shake the product?

Interviewees: Well, of course, The fully designed packaging is a packaging which product cannot be seen by naked eyes. Well, the content of transparent packaging can be seen through the packaging.

Interviewees: Ok, let's back to your decision, which one that you choose? Do you still choose based on the total measure of the content or the design on the packaging?

Interviewees: I prefer to choose the design. It can be trusted even though the content is a few chips in it.

Interviewer: Have you ever seen the nutrition label on the product packaging while you choose the product?

Interviewees: Hmmm I almost often see the label nutrition.

Interviewer: Ok then, based on your opinion, Is it very important?

Interviewees: Yes, It is very important, for example, there is a person who has an allergy to certain ingredients/composition such as milk, then, of course, you can see it through it.

Interviewer: I see. You may already know that there is a foreign language on most of the fully designed packagings. In your opinion, what is it for? Considering we are Indonesian people which means not everyone understands it. Do you think it is important?

Interviewees: If it is in marketing expertise, yes it is important. If it doesn't have a foreign language on the packaging, so the market only reaches for common consumers which are domestic people. What about foreigners? How do they know what kind of product is that? What does it mean?

Interviewer: So it is more like the target marketing, isn't it?

Interviewees: Yes.

Interviewer: Ok Irene, thank you for your time and your information, God bless you.

INTERVIEW 2

Interviewer : Good afternoon

Interviewees : Good afternoon

Interviewer : I'm so sorry If I interrupt your time. Today, I would like to interview you about your opinion in dry snack packaging. As the data of this interview will be used for my data source for my thesis. So I hope you can answer all the questions with honesty and don't hesitate to give me your opinion. Please, don't be nervous.

Interviewees : OK.

Interviewer : First of all, please introduce your name and your age as my data for my thesis.

Interviewees : My name is Katarina Cahyorini, and you can call me Katrin. I'm 21 years old.

Interviewer : Thank you. Before we go to the main question, I would to ask something. How often you buy dry snack product ?

Interviewees : To be honest, In my personal term, I'm a type person who like to have a snack. When I'm working on something at home , I automatically would like to have snacks.

Interviewees : In that case, so when you are working on your homework, you want to have a dry snack. Isn't it ?

Interviewees : Yeah, it's almost like that. I must to have something to eat when I'm doing something in order not getting bored.

Interviewer : I see, Is there a certain dry snack product that you usually buy as your favorite snack ?

Interviewees : Yes it is. It is something like seaweed thing.

Interviewer : Did you mean nori ?

Interviewees : Yes. It is.

Interviewer : I see, ok then, based on your opinion, what do you think about the nori packaging ?

Interviewees : In my opinion, it is very colorful. The design on the packaging is the same as the content of the product. For me, It is interesting and matching with the real product.

Interviewer : Do you mean, you are interested with the images on the packaging, and the color of the packaging ?

Interviewees : Most of all, it is yes. Some of the product that I brought is full of images and color

Interviewer : Does that mean it is also affecting your mood ?

Interviewees : Yes, that can be happening to me. When it looks cute, so I'll just buy it. Even though I don't know the content of the product, if it is cute, I'll buy it. That my personal type of consumer.

Interviewer : Ok, let's continue. Why do you prefer to choose the product which you chose rather than another products with different brand ? It is the same product right ?

Interviewees : Maybe I'm interested.. wait.. or maybe the taste of it. Normally, different brand has different taste. Even though the taste is strawberry both sample A and B, the feeling or taste is just so different. So I prefer to choose the product which I usually choose or taste. If the taste is good, I'll buy it again.

Interviewer : If there is a new brand with same kind of product with different kind of packaging, you don't even taste it for once. Will you be willing to try it ?

Interviewees : That's not a problem for me. I'll try it though. If the taste is good, I'll buy it again though.

Interviewer : Have you heard about full designed packaging and transparent packaging ? I mean do you know it ?

Interviewees : Yes, I know what you meant.

Interviewer : Based on your opinion, what do you think about transparent packaging ? Does it look so bad to the product or even give negative impact on the quality of the product ? So what do you think ?

Interviewees : In my opinion, The good side of transparent packaging is able to see the content of the product through the packaging. Normally, when you encounter the full designed packaging, the content of the product is mostly full of air. As for The transparent packaging, it has advantage for us the consumers that we can directly monitor the content measurement based on zip opener border. As for the disadvantage of the transparent packaging is bad impression for me and not interesting especially only attaching the brand label.

Interviewer : Hmm I see, I would like to ask with in case, how if there is a product A with eye catching design.and for the product B is transparent packaging with full content. Which one you prefer to choose.

Interviewees : HmMMM that's really a hard choice hahaha

Interviewer : Hahahaha, Or are you going to see the price of the product first ?

Interviewees : HmMMM normally, it is the price. Yeah that one can be reconsidered.

Interviewer : Is that so ? If the full designed packaging price is five thousand and for the transparent packaging is about four thousand and five hundred. The total content measurement both packaging are same. Which one of the products will you prefer to buy ?

Interviewees : HmMMM for me, maybe I'll buy the full designed packaging. Oh cmon, it's only less five hundred.

Interviewer : How come ? Why ? Most people will choose the cheapest one, right ?

Interviewees : I prefer to like a product with interesting packaging because it is just satisfying to be seen. More colorful the packaging is more enjoyable to see the product.

Interviewer : Even though the content of it is full of air inside of it, hmm ?

Interviewees : Yup

Interviewer : Have you ever shook the product when you want to buy dry snack products in market ?

Interviewees : Yes I have. Even I often shake the product.

Interviewer : Why ? Is it because you can't see the content of the product ?

Interviewees : Yeah, just like I said, there is the advantages and disadvantages of both sides.

Interviewer : Ok then, for the next question, have you ever triggered to buy something out of your list ? For example : You want to buy daily needs, somehow you see a dry snack product and then you suddenly are triggered to buy it. Even though you don't even want to buy it for the first place.

Interviewees : Yes ! Absolutely

Interviewer : For what reason ?

Interviewees : That is, because the product has a cheap price, there is a discount.

Interviewer : Oh I see, it is just because there is a discount, so you are triggered to buy the product ?

Interviewees : Even though I don't want to buy the product for the first place, but suddenly I want to buy it after seeing the product had a discount.

Interviewer : I see, so it is not because the design of the product, yet it is the discount which attached on it ?

Interviewees : Well, It is also the design of product yet also the discount hahahaha.

Interviewer : Hahahahaha that's a normal Indonesian' mind set right ? Ok then.

Have you ever seen the nutrition label which attached on the packaging ?

Interviewees : Yup, I have seen it.

Interviewer : How often ?

Interviewees : Hmm... I don't really evaluate it too deeply, but I very often see the nutrition label.

Interviewer : At least you just see it without deep evaluation, right ?

Interviewees : Yeah, I don't even count the detail of it like how much my fat consumption or the calories.

Interviewer : Ok, hmmm.. based on your opinion, is it important ?

Interviewees : In my personal opinion, for some people who are very strict with the health or diet issue, it is indeed important.

Interviewer : It is because of the calories level, etc. something like that right ?

Interviewees : Yup

Interviewer : Ok then. Have you ever saw the expired date before you decide to buy the product ? or Do you just buy the product without seeing the expired date on the packaging ?

Interviewees : The expired date comes first.

Interviewer : I see, so you check the expired date first.

Interviewees : Yup, Some of the products which displayed in supermarket are usually never out of the expired date, right ? But in several case for beverages, I found one of them are expired, as for the dry snack packaging, I never found which one of them are expired.

Interviewer : Ok then, 1 question left. Some of the full designed packaging products have English language attached on it. Based on your opinion, what is that

for ? As you know, we are Indonesian. Why do you think the seller should attach the English language ? What makes it important ?

Interviewees : Hmmmmm... what is it ?... maybe it makes the product more interesting.

Interviewer : Hmmmm it makes the product interesting ,so it makes the product more classy, isn't it ?

Interviewees : Yeah of course. It makes the product cooler and gorgeous. Maybe it is because the stereotype of Indonesian. What I meant is like, when the product is combined with English language on the packaging, it has luxurious and good impression.

Interviewer : I see, so the next is, is it important to attach the customer service number on the packaging ? Or maybe have you ever called the customer service number ? based on your experience.

Interviewees : I never do that, but I just don't know, it is important or not. Well, in my personal opinion, If there is something wrong in that product, and the consumer wants to complaint to the company, I think, it is important to attach the customer service number on the packaging.

Interviewer : Thank you very much for your time and good bye.

Interviewees : You're welcome.

INTERVIEW 3

Interviewer : Good afternoon, I'm so sorry if I interrupt your time. I want to interview you to get your opinion about dry snack packaging. The data of this interview will be used in my thesis, so please, you can answer all the questions honestly without hesitation and don't be nervous.

Interviewees : Well, okay I won't nervous.

Interviewer : Before we start this interview. Please introduce your name and your age for my interview data.

Interviewees : My name is Lewi Surya Pamungkas, and I'm 20 years old.

Interviewer : Ok then, before we go to the main question, I would like to ask something first. How often do you buy dry snack product ? For example : you buy dry snack product 7 times in a week.

Interviewees : I maybe buy dry snack product 4 – 5 times in a week.

Interviewer : In what condition do you usually triggered to buy the dry snack ? In what situation ? For example like : when you are busy working on homework, you tend to buy a dry snack.

Interviewees : It is not only as “homework companion” at my busy time. When I encounter dry snack at the cafeteria, I'm triggered to buy it.

Interviewer : For what reason ? Is it because you are hungry or ...

Interviewees : No, It's not hungry, but I'm interested to it.

Interviewer : From what sides make you interested ?

Interviewees : I'm interested with the packaging of the product, yet I can imagine the content of the product.

Interviewer : I see, is there any favorite dry snack that you usually buy ?

Interviewees : Yes, there is 1 thing

Interviewer : What kind of dry snack product is that ? Chips ? or maybe nuts ? or maybe wafer ?

Interviewees : *Beng-beng* wafer.

Interviewer : I see, it is *beng-beng* wafer. There are some products which are same product as *beng-beng* wafer, but why you choose *beng-beng* ? or maybe because the brand of the wafer is *beng-beng* and trustworthy, I choose *beng-beng* instead.

Interviewees : I like the taste of it.

Interviewer : I see, so it is the taste of the product.

Interviewees : I think, the taste of *beng-beng* has its own characteristic for me.

Interviewer : So it is not from the design of the packaging, isn't ?

Interviewees : Well, the design of the packaging also affects me, but it is just a little impact for me.

Interviewer : For the next one, what do you think about transparent packaging based on your opinion ? Is that really bad ? or maybe low class packaging ?

Interviewees : Nah, I think not. Transparent packaging is packaging which the inside of the product can be seen by naked eyes.

Interviewer : So it can directly be evaluated, right ?

Interviewees : Yes ! In my opinion, by being able to see the content of the product, we can know the true shape of the content.

Interviewer : I see, how about, if there is a transparent packaging with the same product as beng-beng, which one do you prefer to buy ?

Interviewees : So the product is still *beng beng*. Hmmm .. maybe I will see it based on the design. For example, we don't ever taste both of the snack with transparent and full design packaging. When we face the decision, we will tend to choose full design packaging for sure.

Interviewer : For what reason ?

Interviewees : Because from the design is more interesting like colorful packaging, rather than transparent packaging , in my opinion, it is less interesting than the full designed packaging.

Interviewer : Less interesting ?

Interviewees ; But that doesn't mean, it is low class packaging.

Interviewer : Ok, but how about, if the transparent packaging product has price about ten thousand, the full designed packaging product has price about eleven thousand. Which one do you prefer to buy ?

Interviewees : So it is made by using transparent packaging in order to cut the modal or minimize the price of product.

Interviewer : I see, well, based on your thought, which one do you prefer to buy then ? Based on the brand or maybe the content ?

Interviewees : If we don't ever taste it first, well, we usually buy or choose the product which looks more interesting. If we already tasted the product before, we will take decision based on the taste both transparent or full designed packaging.

Interviewer : So it is not about the price of the product, it is also the taste of the product ?

Interviewees : Yes.

Interviewer : What usually do you do when you want to buy something ? Do you randomly pick the snack ? or Do you evaluate the packaging when you want to buy the dry snack product ?

Interviewees : Well, I usually take a look at the product.

Interviewer : What do you see from that product ?

Interviewees : Well, for the first encounter is packaging.

Interviewer : I see, the packaging eh ? but which elements do you see ? As you know, packaging has many elements, such as : composition, image, and others.

Interviewees : First, I see the image, color, and composition, because I'm a sensitive person.

Interviewer : So you don't even take a look for the expired date ? hahaha

Interviewees : Well, if the expired date in *Alfamart*, I seldom to see it hahaha.

Interviewer : So it is based on the animation images, right ?

Interviewees : Yes.

Interviewer : Ok then, as you know, there is English language in the full designed packaging, right ? We are Indonesian, right ? yet every Indonesian can't entirely

understand the language. Based on your opinion, what do you think about it ? Is it very important to use English language on the packaging ?

Interviewees : Well, it is because we don't know who will consume the product right ? Even though it is sold in Indonesia, there will be possibility that product will be consumed by foreigners or tourist. As we know, English language is an international language which needs to be attached on the packaging.

Interviewer : Is that so ? Is there any impact by using English language on the packaging ? It is just a language though.

Interviewees : In my opinion, it will affect the product because the target marketing of the product may not only from domestic. By using English language, the target marketing of the product is vaster.

Interviewer : Ok ok I see,. For the next one is about nutrition label. In market, there is a label nutrition on the packaging especially for full designed packaging. Do you usually see it ? or have you ever evaluate the nutrition label based by your needs ? such as calories.

Interviewees : For certain food, yes I see it, such as milk or *sneakers* bar.

Interviewer : What makes it important though ? what is the impact of knowing the nutrition data ? What should packaging use it ?

Interviewees : Well, if it is mik, I'm consider to choose sugar level 0%. Some of the mik that I found in supermarket such as plain milk, there is a sugar in it. I don't like it.

Interviewer : I see. Just as you said, the color can be interesting in consumer's eyes. That means, the color also helps you to identify the product. For example : Green means melon flavor.

Interviewees : Of course, that surely helps me.

Interviewer : Does that mean it also helps you to decide to buy the product or not, right ?

Interviewees : Yes it is.

Interviewer : Have you ever triggered to buy something that you don't want to buy it at the first place ? for example : you want to buy the daily needs, and you approach near the chasier. After you see there are some products around the chasier, you suddenly are triggered to buy it.

Interviewees : Yes, I have.

Interviewer : For what reason ?

Interviewees : Well, It often happened back in the past. It happened because the packaging of the product seems interesting and famous.

Interviewer : Does the discount also affect that kind of behaviour ?

Interviewees : Hahahaha of course !

Interviewer : Hahahaha I see. So when there is discount, you will immedietly take the product, right ?

Interviewees : Hahahaha yeah.

Interviewer : This is the end of the interview. Thank you very much for your time.

God bless you.

INTERVIEW 4

Interviewer : Good afternoon, I'm so sorry if I interrupt your time. I want to interview you to get your opinions about dry snack packaging. This interview data will be used as the data of my thesis, so please answer all the questions with honesty and don't be nervous.

Interviewees : OK

Interviewer : Before we start this interview, please introduce your name and your age for my thesis data.

Interviewees : My name is Yelina and I'm 22 years old.

Interviewer : Ok. Before we go to the main questions, I would like to know, how often do you buy dry snack product ? For example : you usually buy dry snack product 7 times in a week.

Interviewees : Hmmmmm dry snack product eh ? Did you mean...

Interviewer : For example : *lays, chitato...*

Interviewees : How about retail dry snack with kilogram or ounce proportion ?

Interviewer : Yes, that includes.

Interviewees : Hmmmm... maybe in a week, I usually buy it almost 4 days in a row because I'm a typical person who likes to have snack.

Interviewer : In what condition do you always have a snack ? For example : When you have a busy time with homeworks, you need to have a snack.

Interviewees : Well, I have a snack after having a meal.

Interviewer : Whoa ! After having a meal ?!

Interviewees : Hmmmm.. When I have a leasure time, I usualy have a snack in order to not get bored. So I tend to have a snack when I'm bored and doing nothing.

Interviewer : I see. Ok then, is there certain kind of product which you usually brought ?

Interviewees : Nah, it is not often though. I like all kind of snacks at least it can be my snack time. But there is a dry snack that I usually buy. I usually buy "*kuping gajah*". Do you know it ?

Interviewees : Hmmmm.. I guess so.

Interviewer : Does it have a brand on the packaging ?

Interviewees : Nope.

Interviewer : So it is more like transparent packaging.

Interviewees : Yes. Correct ! I buy it per ounce.

Interviewer : Based on your own opinion, why do you choose transparent packaging instead of full designed packaging such as *chitato, lays, etc*

Interviewees : The price of the product is cheaper than the full designed packaging. We can see the shape of the product because it is transparent.

Interviewer : So it looks so real.

Interviewees : Yeah, so we can know the shape of the real product inside the packaging. For the full designed packaging, we can know the shape of the product after we open the product, right ?

Interviewer : So it is based on the price and direct evalution, isn't it ?

Interviewees : (nod)

Interviewer : Ok then, based on your opinions, is the transparent packaging better than full designed packaging ?

Interviewees : I think not, full designed packaging is also interesting, yet transparent can be interesting because the shape of the content can be seen.

Interviewer : Have you ever shook a dry snack product with full designed packaging in supermarket ?

Interviewees : Yes, I have. I often do that. When I want to buy *Cheetos*, I also try to choose which one is heavier than other *Cheetos*.

Interviewer : Based on your opinion, Does transparent packaging make the product looking bad or some say low class product. Is that right ?

Interviewees : I'm not completely agree with that because it's not only the matter of the packaging.

Interviewer : Do you always strict to buy a product based on the brand of the product ?

Interviewees : Nah, nope.

Interviewer : Hmmmm I see. So you choose it randomly ?

Interviewer : I usually see it based on the price.

Interviewer : Oh.. I see, when there is a discount on that product, you will....

Interviewees : Yup, I'll take it first. At least, it has to be famous product which means knowing the brand or name of the product. If I dont know the name of the product, I just have impression like "what is this".

Interviewer : Hmmmm, ok. For example : there is chips products with 2 different packaging. The first one uses transparent packaging, and the second product uses full designed packaging. Let just say, the product with full designed packaging costs five thousand, and the product with transparent packaging costs four thousand. As for the brand, the full designed packaging is *Cheetos* and the transparent packaging is *Bagus*. Which one do you prefer to choose ?

Interviewees : Well, I'll choose the trustworthy one or the familiar one. *Cheetos*.

Interviewer : For what reason ? Is the transparent packaging cheaper than the full designed packaging ?

Interviewees : Because it costs less cheaper, I'll pick the famous one. But...nope

Interviewer : But..? hahaha it's okay to give me your own point of view.

Interviewees : Nah.. just like what I said. Even though it costs a little bit cheaper , compared with the brand, I'll still choose the trustworthy one.

Interviewer : Have you ever triggered to buy product near the chasier such as *Cheetos* ? Even though you plan to buy only daily needs, and you never plan to buy *Cheetos* from the first place.

Interviewees : It rarely happens to me. I just follow my shopping list. When I only have desire to buy the dry snacks, I'll just buy it.

Interviewer : Ok then. As you know, some of full designed packaging products have English language on the packaging, right ? Yet we are Indonesians, English language is not pretty much used by them which mean not everyone completely understands English language. So why is it important ?

Interviewees : In this era, everything has changed a lot, so in my opinion, there are some foreigners who stay in Indonesia and need that feature to understand the product. By using English language, it improves product value and selling point.

Interviewer : So it has classy impression, something like that ?

Interviewees : Yes, it looks prestigious, and there are some people who really need English language in this era.

Interviewer : Have you ever looked label nutrition on the full desined packaging ? Or maybe do you also concern for your nutrition consumption ? such as : calories consumption issue.

Interviewees : Yes, I have. It is not the calories on it, but the content of the product. What I meant is such as sweet snacks. Is there any aspartame in it or not ? If there is aspartame inside it, I'll not buy it.

Interviewer : So you like to evaluate the nutrition of the product, it is not very often though, right ?

Interviewees : Yup. If I'm used to buy that product, it's fine for me. If it is a new product, I would consider to see the composition or label nutrition of the product, such as aspartame.

Interviewer : I see, then, When you want to buy something, what are going to do ? Do you pick the product randomly ? or Do you see the expired date in first evaluation ?

Interviewees : Of course ! I'll see the expired date first.

Interviewer : I see. I thought, your answer will be picked randomly.

Interviewees : It is usually visible to be seen.

Interviewer : Based on your opinion, Does the color on packaging help you to make decision efficiently to buy the product ? For example : I want to buy melon flavor, so the color of melon is green.

Interviewees : Yeah, I guess so. If it the appearance, the packaging looks interesting with many color on it. If it is like just you said before about identification, I think, that is already people's mind set about color, such as : strawberry is red or pink, and chocolate is brown.

Interviewer : I see. As you know, there are some occasion event happening every year right ? Such as : Christmas. Have you ever saw a packaging with current event design ? Are you interested on it ?

Interviewees : Yup, absolutely.

Interviewer : So, you immediately buy it or not ?

Interviewees : Nope. I still need to evaluate it, yet it is still eyes catching for me. The pattern looks astonishing, and the vibe attaches to the packaging with red and green color.

Interviewer : This is the end of the interview, thank you very much for your time. God bless you.

Interviewees : You're welcome.

INTERVIEW 5

Interviewer : Good afternoon, I'm so sorry interrupting your time. I want to interview you to get your opinion about dry snack packaging. This interview data will be used for my thesis data, so please answer all the questions with honesty and don't be nervous.

Interviewees : Understood

Interviewer : Ok. Before I start this interview, please introduce your name and your age for my data.

Interviewees : My name is Brian Mario Lapasa, and I'm 22 years old.

Interviewer : Ok then. Before we go to the main questions, I want to ask something. How often do you buy dry snack product ? for example : 7 times in a week.

Interviewees : Hmmmm.. I rarely buy dry snacks. I'm usually based on my own desire to have snack or not. Yeah maybe, I buy it 2 times in a week.

Interviewer : I see. What kind of snack do you always buy ? Something like chips or nuts maybe ?

Interviewees : I usually buy some kind of *lays* or potato chips to make me not getting bored.

Interviewer : Is there any certain of brand that you always buy ?

Interviewees : Certain brand ? Hmmmm.. well, I usually buy something like *lays* or somekind of sweet potato flavored.

Interviewer : Ok then, based on your opinion, how do you think about the product packaging that you brought ?

Interviewees : Well, the product brand which I brought is interesting, yet some of consumers who brought the purple sweet potato chips are interested in its packaging with astonishing purple color.

Interviewer : I see. Just like what you said, you are interested in *lays*,right ? If there is another product with different brand yet same content, are you interested to buy the product ? or maybe do you buy it based on the brand ?

Interviewees : Well personally, I usually don't pay attention on the brand of the product. I evaluate the product based on the taste of the product. Packaging of potato chips and the other snacks have their own different taste. I usually like sweet potato chips, so I'll always buy it even with different brand. In order to know the different between one product to another product, I also buy different product with different brand to know the differences.

Interviewer : Based on your own opinion, what do you think about transparent packaging ? Is it bad appearance ? or is it not classy or low class ?

Interviewees : Hmmmmm.. In my opinion, transparent packaging is not interesting because it shows the content directly to consumer's sight. People can see the total content inside the packaging, yet people usually seek for the total amount if the content. Transparent packaging is just a transparent container with brand label, but some of minimarkets usually display some colorful packaging products which are interesting to be seen and brought.

Interviewer : I see. Just what you said, you like sweet potato chips with interesting packaging, right ? If there is sweet potato chips with transparent packaging with cost four thousand and five hundred, the transparent packaging costs five thousand. Which one do you prefer to choose ?

Interviewees : Hmm.. If that is with the same taste, I'll choose the cheapest one. Even though the packaging isn't interesting, what I'm looking for is the content of the product not the packaging. Moreover it's even cheaper than I expected, so I choose the cheapest one with the same sweet potato taste.

Interviewer : That is IF the taste of both product are the same, In reality, for the first experience, we don't know the taste of it yet, right ? So once again I ask, which one do you prefer to buy ?

Interviewees : hmmm.. I will choose transparent because I want to try to taste it. I will try it and compare it with the one in minimarket. If it has the same taste, so I can buy again cheaper than the usual one, right ?

Interviewer : Ok then. You said that you like to buy *lays* in mini market, right ? Have you ever shook the product before buying the product ?

Interviewees : Ah, yes. I often do that. I shake the product in order to know the amount of the content. It has a lot of content, or it has a lot of air inside of it. If product with transparent packaging can be seen through the packaging, for the full designed packaging cannot be seen by naked eyes. For that reason, I shake the product to know the amount of the content.

Interviewer : So you often do that in minimarket ?

Interviewees : Yes, very often.

Interviewer : I see. When you choose a snack, do you pick it randomly or looking at the expired date first ?

Interviewees : Hahahaha... well, I usually pick the snack randomly without looking at the expired date.

Interviewer : Hahahahaha, what about the nutrition label ? I bet, you don't even see it.

Interviewees : Hahaha.. Correct ! I rarely evaluate the nutrition label too.

Interviewer : Well, based on your opinion, do you think the label nutrition is important ?

Interviewees : Well, it is important though, but I never see it. It's pretty useless for me, but sometimes I just accidentally see it like the fat in it.

Interviewer : Sometimes there is English language on the packaging, right ? As you know, we are Indonesian, yet we not really rely on English language. Some of Indonesians also don't understand English language. What is it for ? and What makes it important ?

Interviewees : In my opinion, English language is not pretty important because we are Indonesian which only use Indonesia language. Some consumers in minimarket are dominant of Indonesian who brought the product, yet they don't really understand English language though. If it is for marketing strategy, so the price of the product is also increased.

Interviewer : So it makes the product more like classy ?

Interviewees : Yes, it looks more luxurious and expensive. Sometimes when the product only uses Indonesia language, the cost of the product tend to be normal or cheaper.

Interviewer : I see. Do you ever experience something like : you want to buy your daily needs in supermarket or market, and you never plan to buy dry snack. After you go near the chasier, you are suddenly triggred to buy the dry snack product near the chasier. Have you ever experienced that kind of behaviour ?

Interviewees : Hmmm.. pretty often, I think. Especially when there is something new, and the packaging is interesting. That's enough for me willing to try and buy the product.

Interviewer : Is that really because of the design ? or the discount of the product ?

Interviewees : Well, it is the design of the packaging.

Interviewer : I see. Based on your opinion, does the color of packaging help you to accelerate your shopping ? For example : green for seaweed flavor.

Interviewees : In my opinion, yes it does. I also don't like spicy food, so I avoid a product packaging with red color which is spicy flavor color. Just like you said, green mostly is seaweed flavor. With proper color on the packaging, it can help people to choose the flavor of the snack.

Interviewer : Ok then. Have you ever see a packaging based on current event ? for example : Christmas event is identical with red, green, and white colors.

Interviewees : Yes. I often see it.

Interviewer : So do you immidietly buy it or thinking again ?

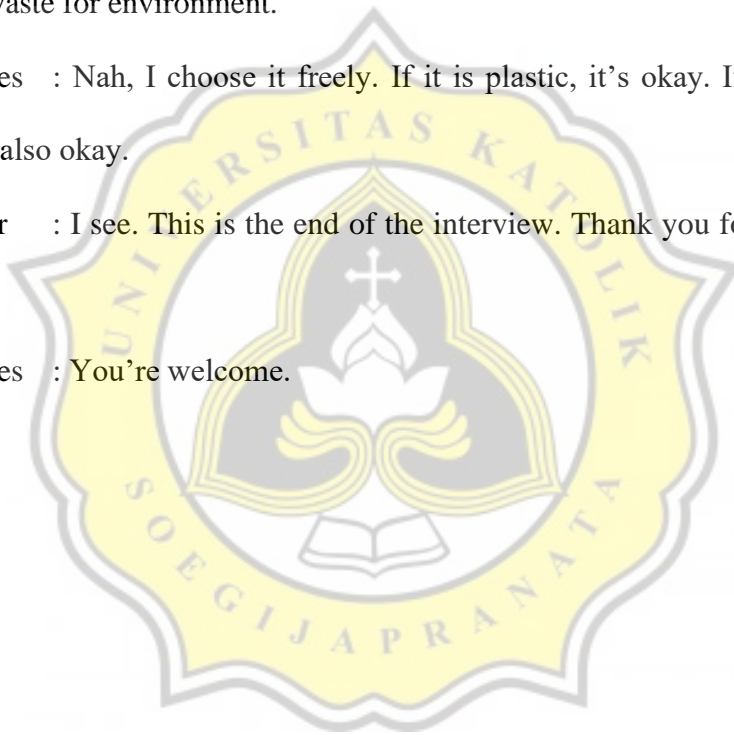
Interviewees : Of course, I'll think it first. If only the packaging is changed, the product still has the same taste. Why should I buy it ? If there is limited edition with new flavor, I'll buy it.

Interviewer : How about the material of packaging ? considering packaging has many materials instead of plastic or aluminum foil. Do you think it is important ? like it will be waste for environment.

Interviewees : Nah, I choose it freely. If it is plastic, it's okay. If it's a aluminum foil, that's also okay.

Interviewer : I see. This is the end of the interview. Thank you for your time. God bless you.

Interviewees : You're welcome.



INTERVIEW 6

Interviewer : Good afternoon. I'm so sorry interrupting for time. I want to interview you to get your opinion about dry snack packaging. The data of this interview will be used for my thesis data, so please answer all the questions with honesty and don't be nervous.

Interviewees : Ok.

Interviewer : Before we start the interview, please introduce your name and your age for my thesis data.

Interviewees : My name is Galih Rihani Putra, and I'm 21 years old.

Interviewer : Before we go to the main questions, I would like to know, how often do you buy dry snack product ? For example : 7 times in a week.

Interviewees : I rarely buy dry snack products because I'm a homebody person. I prefer to have my mom's cooking rather than eating snacks. Maybe it is about 1 – 2 times in a week.

Interviewer : I see, so you rarely buy snacks. What kind of snack do you usually buy ?

Interviewees : Is it okay to mention the brand product ?

Interviewer : Yup, it's okay.

Interviewees : I usually buy *Nabati wafer* and *lays*.

Interviewer : I see, so is there any certain kind of brand that you usually buy ?

Interviewees : *Richeese Nabati*.

Interviewer : If there is a different packaging, the content of the product is still wafer with different brand, such as *Tango*. Which one are you going to choose ? Do you still choose *Nabati* instead of *Tango* ?

Interviewees : Well, I'm used to choose that product though, so I'm used to choose *Nabati*.

Interviewer : For what reason ? Is that because it is trustworthy ?

Interviewees : I'm just used to choose that product though.

Interviewer : Just like you said before, you usually choose *Nabati* wafer, right ? What do you think about its packaging ? Is it interesting ?

Interviewees : The packaging is indeed interesting, but I do not really pay attention to the packaging. I only pay attention on the taste of the product rather than its packaging, but from the side of packaging design is indeed interesting.

Interviewer : You said, it is interesting, right ? Based on what aspect ? Packaging has several kind of elements, such as : Color or images or maybe the price of the product ?

Interviewees : Yes, first, I'll choose based on price. The second reason is the desire to buy the snack. What I meant is, if I want to buy the product, I just need to pick it based on desire and not the packaging.

Interviewer : Does that mean you also interested in product with transparent packaging ?

Interviewees : Yeah. Of course !

Interviewer : Based on your own opinion, Does the transparent packaging have a bad impression on product ? Maybe it can be classified as low class packaging rather than full designed packaging. So what do you think ?

Interviewees : If it is full transparent packaging, then it looks really low class product such as traditional snacks. If it is full designed packaging , it looks more trustworthy. It is already famous in the market too. In my opinion, the better way to make a packaging is by combining both element : design and transparent elements.

Interviewer : In case, if there is product with 2 different packaging, they are transparent packaging for product A and full designed packaging for product B. Let's just say the content proportion of both products are the same. The cost of product A is four thousand, and the product B is five thousand. Which one of the products do you prefer to buy ?

Interviewees : If the taste of both products have the same taste, I'll choose transparent one.

Interviewer : As you know, in the reality, we don't even know the taste of the product yet, then which one do you prefer to buy ?

Interviewees : Hmm.. I'll choose full designed packaging.

Interviewer : For what reason ?

Interviewees : It is trustworthy

Interviewer : It is trustworthy based on what aspect ? Is it because of the nutrition label on the packaging ? or Is it because the sertification ?

Interviewees : Yes. It has certification, yet I don't really care about the nutrition. As long as I like it, I'll buy it.

Interviewer : In another word, you rarely see the label nutrition on the product packaging.

Interviewees : Yes, I even never see it once.

Interviewer : I see. Have you ever shook the dry snack product when you want to buy it ?

Interviewees : I never do that even for once.

Interviewer : When you want to buy a snack, do you pick it randomly or seeing the expired date first ?

Interviewees : I usually see the expired date first.

Interviewer : Based on your opinion, Is it important to use English language on the packaging ? such as in *chitato* product, there is composition with English language. As you know, we are Indonesian, right ? Considering not everyone in Indonesia know English language.

Interviewees :It is important because education in Indonesia which has been developing up until now and teenagers lifestyle. The product looks updating through the modern era.

Interviewer : Does that mean the packaging looks classy ?

Interviewees : Yeah.

Interviewer : I see. Have you ever triggered to buy something out of your shopping list ? for example : you want to buy your daily needs, but suddenly you are interested

with dry snack product near the chasier. Have you ever experienced that kind of behaviour ?

Interviewees : Yes, I often do that.

Interviewer : For what reason ? Maybe it is the discount of that product ?

Interviewees : Yes. It is the discount, such as buying 2 items get 3 items.or getting free other snack.

Interviewer : So you don't see it based on the design of the packaging ?

Interviewees : Yes. It is not based on the design but rather the price of the product.

Interviewer : Based on your opinion, Does the color of packaging help you to find the product which want to be brought ? For example : you want to eat chips with seaweed flavor, so you are searching a product with green color.

Interviewees : Yeah. That's help me a lot because the packaging color is reflected from the content inside the product.

Interviewer : Ok then. As you know, packaging has so many materials, such as : plastic, aluminum foil, and even paper. Do you consider to buy product based on packaging material ? Or have you even think about the waste caused by it ? or maybe do you pick it randompny without thinking about the packaging material ?

Interviewees : Yup. I have never thought about that so far. I usually pick it randomly rather than thinking something like that.

Interviewer : I see. This is the end of the interview. Thank you very much for your time. God bless.

Interviewees : Yes.

INTERVIEW 7

Interviewer : Good afternoon, I'm so sorry interrupting your time. I want to interview you to get your opinion about dry snack packaging. This interview data will be used for my thesis data, so please answer all the questions with honesty and don't be nervous.

Interviewees : Ok

Interviewer : Okay, before I interview you, please introduce your self starting from the name and your age as my thesis data.

Interviewees : My name is Elvina Loadinata, and I'm 21 years old.

Interviewer : Before we go to the main question, I would to ask something. How often you buy dry snack product ?

Interviewees : I buy dry snack product only once in a week.

Interviewer : I see. You rarely to buy dry snack packaging.

Interviewees : Yes.

Interviewees : Is there any favorite dry snack product which usually brought ? What kind of snack is that ? For example : chips or biscuits

Interviewees : Yes. I usually buy a biscuits.

Interviewer : What is the brand of the product that you brought ? such as : *Selamat* or *Nabati*

Interviewees : Hmmm, I forget the name. It is a circle biscuit.

Interviewer : Do you mean *Oreo* ?

Interviewees : Yeah. That's one.

Interviewer : I see. There are many biscuits which look like *Oreo*, but they have different brand. Why do you choose *Oreo* brand rather than another brands ? Is that because of the brand which makes it trustworthy?

Interviewees : Well, it is trustworthy, yet people usually know that biscuits as *Oreo* biscuits which is literally identical than the other imitation. It is not only the brand, yet the taste of *Oreo* has different from the imitations.

Interviewer : I guess so, and that's from the side of taste. How about the packaging ? What do you think about it ?

Interviewees : Hmmmmm.. I guess so, but I usually buy it based on taste and not the packaging.

Interviewer : Hmmmm.. Do you pick the product based on the price of the product ?

Interviewees : Yes. I usually evaluate the product based on the price and taste.

Interviewer : I see. Do you know transparent packaging ?

Interviewees : Yes.

Interviewer : Based on your opinion, what do you think about transparent packaging ? Does it look bad for the appearance and low standart ? Does it make the product looking worse ?

Interviewees : Well, to be honest, I like a product with transparent packaging because I can see the content of the product directly through the packaging. For example : The product which I saw is already full of crumbs in it.

Interviewer : Does that mean it is bad ?

Interviewees : Of course not. By using transparent packaging, we can know the condition of the content, so we will not buy that product, right ? It is different with full designed packaging which cannot be seen through the naked eyes. When we buy and open it, in the end we are disappointed.

Interviewer : I see. If there is *Oreo* product with full designed packaging and transparent packaging, which one do you prefer to choose ? Do you still choose the product with full designed packaging ?

Interviewees : Hmmm.. Wait a second, As far as I know, *Oreo* always uses full designed packaging, and they never use transparent packaging.

Interviewer : Ah.. I guess so. How about another product besides of *Oreo* ? For example : chips. Which one do you prefer to buy or choose ?

Interviewees : I prefer to choose transparent because I can see the content of the product. If the content of the product is in a bad shape, we can exchange it with a good one.

Interviewer : Ok then. How if there is *Oreo* product with transparent packaging, and it costs four thousand. There is also *Oreo* product with full designed packaging, and it costs five thousand. Which one do you prefer to buy ?

Interviewees : Of course, If the taste of both products are the same, I will choose transparent packaging.

Interviewer : That's if the taste of both product are same. In reality, we don't even taste the product just yet, so which one do you prefer to buy ?

Interviewees : I will definitely choose transparent packaging.

Interviewer : I see. Is nutrition label important for packaging ?

Interviewees : Yeah. It is important.

Interviewer : I see, have you ever evaluated the nutrition label on the packaging. Such as whenever you want to buy something, you see the nutrition label.

Interviewees : Nope. Well maybe, I have, but it is not dry snack products. It is more like *Indomie* (noodles product).

Interviewer : Based on your opinion, Is expired date important on the packaging ?

Interviewees : Yes. It is important because without expired date, we don't know the expired time. Sometimes there are some product which have 1 month left to be expired, so I think, it's quite suspicious.

Interviewer : Based on your experience or habit, do you always pick the product randomly ? or do you see the expired date first ?

Interviewees : I always see the expired date first.

Interviewer : I see. The next is about color of the packaging. Do you think the color of packaging helping you to find the product ? For example : you want chips with seaweed flavor, so you search the color green as representative of seaweed flavor. What do you think ? Does it really help you to find what you seek ?

Interviewees : Yes. It simplifies my shopping time. When I want seaweed with *Mamasuka* brand , the first thing I do is seeking the green and black color.

Interviewer : So it is more like the identity of the product based on the color ?

Interviewees : Yes. It is very identical for me.

Interviewer : I see. What do you think about English language on the packaging ?
Is it important ? As you know, we are Indonesian which mean not all Indonesian really understand English language. What is the impact of it to the packaging ?

Interviewees : Hmm.. Important or not.. ? I think, the better way of it is still using English language with Indonesia translation too, so foreigners also can understand the product.

Interviewer : So it is more like the target marketing of the product.

Interviewees : Yes.

Interviewer : Does it have a big impact on the product ?

Interviewees : I think, it's not really a big deal. People buy the product not based on words, right ? It is based on the taste.

Interviewer : Have you ever triggered to buy something out of your shopping list ?
for example : you want to buy groceries in your list, but suddenly you are interested with dry snack product near the chasier. Have you ever experienced that kind of behaviour ?

Interviewees : Hmmmmm.. Nope.

Interviewer : I see. This is the end of the interview. Thank you very much for your time. God bless.

Interviewees : Yes.



0.19% PLAGIARISM
APPROXIMATELY

Report #10580250

CHAPTER I. INTRODUCTION Background of the Study Packaging has been used and known as protection for products, especially food products, to avoid contamination Back in the 1960s until 1970s, packaging was developed by using polyester known as plastic ADDIN (Brody, Bugusu, Han, Sand, & McHugh, 2008), but in this era, packagings are more complex and vast rather than just regular blank plastic and being a container. In this modern era, packaging has a lot more purposes in the market besides its primary goal as a container that keeps the content portion of the product. The packaging is the first encounter when the consumer sees the product, which may affect the consumer's first impression. Other than an essential part of product protection tools, i.e. to avoid damaging the content, packaging has a vital role as indirect communication. The indirect communication through design can be a strategy to interact with the customers who have not tasted the content of the product. As indirect communication, language also plays a part of packaging attributes. By looking at the packaging, the customers can evaluate and imagine the content of the product without tasting it first. In this case, design in packaging will become the key to winning customer's buying decisions ADDIN (Spence, 2016a; Varela, Antúnez, Silva Cadena, Giménez, & Ares, 2014). The design of the packaging will increase the