

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).