

## **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.