

## 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.