

BAB V

PENUTUP

5.1. Pengantar

Pada bab kelima ini akan dijelaskan mengenai kesimpulan penelitian serta implikasi manajerial yang dapat digunakan sebagai bahan referensi maupun pertimbangan untuk produsen *e-liquid* merek Oat Drips dalam menciptakan sebuah desain kemasan yang dapat memengaruhi niat beli konsumen secara efektif untuk produk Oat Drips itu sendiri. Selain itu, pada bab ini akan dijelaskan mengenai keterbatasan-keterbatasan penelitian yang ada serta saran bagi peneliti dalam penelitian selanjutnya agar dapat dikembangkan secara lebih lanjut dan mendalam lagi.

5.2. Kesimpulan

Kesimpulan mengenai penelitian yang telah dilakukan ini berdasar pada topik yang telah diangkat oleh peneliti dalam penelitian ini yaitu pengaruh desain kemasan *e-liquid* merek Oat Drips terhadap niat beli konsumen. Variabel-variabel yang ada dalam penelitian ini antara lain ada variabel bebas, dan variabel terikat. Variabel bebas tersebut antara lain meliputi warna kemasan, material kemasan, gaya tulisan, desain kemasan, dan informasi produk. Kemudian untuk variabel terikat dalam penelitian ini adalah niat beli konsumen. Tujuan dari penelitian ini adalah untuk mengidentifikasi pengaruh serta hubungan antar seluruh variabel bebas terhadap 1 variabel terikat yang ada dalam penelitian ini.

Berdasarkan penelitian ini, total responden yang diperoleh adalah sebanyak 153 responden. Yang terdiri dari 117 responden pria dan 36 responden wanita, dengan rentang usia 18 hingga 37 tahun, dengan responden terbanyak dimiliki oleh responden

dengan usia 22 tahun, yaitu sebanyak 42 responden. Dapat dilihat juga status responden terbanyak yang mengisi kuesioner ini terdiri dari pelajar/mahasiswa, yaitu sebanyak 104 responden. Kemudian jawaban tertinggi mengenai pendapatan responden tiap bulannya dimiliki oleh responden dengan pendapatan rata-rata Rp 2.500.001,00 keatas, yaitu sebanyak 41 responden. Total keseluruhan responden yang telah lolos kriteria penelitian ini berjumlah 153 responden, yang terdiri dari responden berusia 18 tahun keatas, responden yang menggunakan rokok elektrik, dan responden yang mengetahui produk *e-liquid* merek Oat Drips.

Berdasarkan hasil penelitian ini dapat ditemukan bahwa warna kemasan, material kemasan, gaya tulisan, desain kemasan, dan informasi produk memiliki pengaruh positif serta signifikan terhadap niat membeli konsumen. Sehingga dapat disimpulkan bahwa desain kemasan *e-liquid* merek Oat Drips efektif dalam memunculkan niat beli konsumen terhadap produk tersebut. Warna kemasan, material kemasan, gaya tulisan, desain kemasan, dan informasi produk memiliki pengaruh signifikan terhadap niat membeli konsumen. Bila konsumen ditemukan menyukai dan menganggap aspek desain kemasan dari *e-liquid* merek Oat Drips ini penting, maka akan timbul niat beli konsumen terhadap produk *e-liquid* merek Oat Drips tersebut. Niat membeli ini berhasil ditimbulkan konsumen melalui aspek-aspek desain yang terdiri dari variabel bebas yang terdapat pada penelitian ini, yang juga terdapat pada kemasan *e-liquid* merek Oat Drips.

5.3. Implikasi Manajerial

Pada implikasi manajerial ini, peneliti mengharapkan agar penelitian ini dapat memberikan manfaat bagi produsen *e-liquid* merek Oat Drips dalam menciptakan desain kemasannya dengan tujuan menimbulkan niat beli konsumen pengguna rokok elektrik. Berikut merupakan implikasi manajerial yang terdapat dalam penelitian ini:

1. Produsen *e-liquid* merek Oat Drips harus mempertahankan kredibilitasnya dalam menjaga aspek desain kemasannya, terkhususnya warna kemasan yang terdapat pada produk *e-liquid* tersebut. Sebaiknya dalam penciptaan produk-produk seri Oat Drips selanjutnya yang mungkin akan diproduksi, produsen tetap menjaga kualitas pewarnaannya, agar niat membeli konsumen tidak turun akibat pewarnaan yang kurang menarik. Karena pada penelitian ini ditemukan bahwa aspek warna dalam desain kemasan Oat Drips membantu konsumen dalam mengasosiasikan merek Oat Drips dengan merek lainnya, dan sesuai dengan preferensi konsumen saat ini. Warna yang dapat disarankan oleh peneliti adalah warna kuning dan putih, selain mudah dilihat, warna tersebut juga memperesentasikan isi produk tersebut, dan mudah diingat oleh konsumen.
2. Produsen *e-liquid* merek Oat Drips harus mempertahankan kredibilitasnya dalam menjaga aspek material kemasan produk *e-liquid* tersebut. Sebaiknya dalam penciptaan produk-produk seri Oat Drips selanjutnya yang mungkin akan diproduksi, produsen tetap menjaga kualitas dari bahan atau material kemasannya, agar niat membeli konsumen tidak turun akibat material kemasan yang kurang baik dan menarik. Karena pada penelitian ini ditemukan bahwa aspek bahan atau material kemasan dalam produk *e-liquid* merek Oat Drips dianggap bagus dan disukai oleh konsumen. Material kemasan yang dapat disarankan oleh peneliti adalah botol plastik ramah lingkungan atau botol plastik 100ml yang kuat, berkualitas, simpel dan mudah digunakan, seperti botol plastik merek *Chubby Gorilla*.
3. Produsen *e-liquid* merek Oat Drips harus mempertahankan kredibilitasnya dalam menjaga aspek desain kemasannya, terkhususnya gaya tulisan yang terdapat pada produk *e-liquid* tersebut. Sebaiknya dalam penciptaan produk-

produk seri Oat Drips selanjutnya yang mungkin akan diproduksi, produsen tetap menjaga model dari gaya tulisan yang dipakai, agar niat membeli konsumen tidak turun akibat gaya tulisan yang kurang menarik ataupun perubahan yang justru membuat menurunnya niat beli konsumen. Karena pada penelitian ini ditemukan bahwa gaya tulisan yang digunakan dalam desain kemasan *e-liquid* merek Oat Drips menarik, kreatif, dan memiliki ukuran yang sesuai, sehingga konsumen dapat mengingat merek Oat Drips. Gaya tulisan yang dapat disarankan oleh peneliti dengan menggunakan gaya tulisan yang sama atau gaya tulisan sejenis *doodle* dengan ukuran yang pas, agar mudah diingat dan dilihat oleh konsumen, sehingga timbul niat beli konsumen.

4. Produsen *e-liquid* merek Oat Drips harus mempertahankan kredibilitasnya dalam menjaga aspek desain kemasannya, terkhususnya desain kemasan ataupun ilustrasi yang terdapat pada produk *e-liquid* tersebut. Sebaiknya dalam penciptaan produk-produk seri Oat Drips selanjutnya yang mungkin akan diproduksi, produsen tetap menjaga kualitas desain kemasan ataupun ilustrasi yang terdapat pada kemasan Oat Drips, agar niat membeli konsumen tidak turun akibat desain kemasan ataupun ilustrasi produk yang kurang menarik. Karena pada penelitian ini ditemukan bahwa aspek desain kemasan atau ilustrasi dalam desain kemasan Oat Drips menarik perhatian konsumen, memberi konsumen persepsi, serta menginspirasi konsumen untuk membeli produk ini. Desain kemasan yang dapat disarankan oleh peneliti adalah desain kemasan yang mempresentasikan dan sesuai dengan isi produk, dan pemberian motif pada latar desain kemasan produk.
5. Produsen *e-liquid* merek Oat Drips harus mempertahankan kredibilitasnya dalam menjaga aspek desain kemasannya, terkhususnya informasi produk yang tercetak pada produk *e-liquid* tersebut. Sebaiknya dalam penciptaan produk-produk seri Oat Drips selanjutnya yang mungkin akan diproduksi,

produsen tetap menjaga kualitas dari informasi produk yang tercetak pada kemasan Oat Drips tersebut, agar niat membeli konsumen tidak turun akibat informasi produk yang kurang menarik dan kurang jelas. Karena pada penelitian ini ditemukan bahwa aspek informasi produk yang tercetak desain kemasan Oat Drips memberikan informasi penting yang dibaca dan dievaluasi oleh konsumen, karena konsumen menganggap informasi produk merupakan hal yang penting untuk diperhatikan. Informasi produk yang dapat disarankan oleh peneliti adalah informasi produk yang sesuai dengan isi produk, dan tampilan yang lebih jelas agar konsumen dapat lebih mudah mengevaluasi produk, tidak terhalangi oleh apapun, seperti stiker dan mudah dibaca.

5.4. Keterbatasan dan Saran Penelitian

Dalam penelitian ini terdapat keterbatasan dan saran yang dapat diberikan oleh peneliti bagi peneliti selanjutnya yang mungkin akan melakukan penelitian berikutnya secara lebih lanjut.

Batasan tersebut adalah :

1. Tidak dilakukannya uji beda pada penelitian ini, terlebih pada perbedaan profil responden, dan niat beli awal serta niat beli lanjut.
2. Adanya ketidak konsistenan nilai pada uji regresi.

Saran tersebut adalah:

1. Menambahkan uji beda untuk penelitian selanjutnya yang membedakan niat beli awal dengan niat beli lanjut.
2. Menambahkan variabel desain lainnya agar penelitian selanjutnya dapat dilakukan secara lebih lanjut dan mendalam.
3. Variabel yang dapat disarankan oleh peneliti adalah ukuran kemasan, dan tata letak desain kemasan.

DAFTAR PUSTAKA

- C. S. Cenadi, "Peranan Desain Kemasan Dalam Dunia Pemasaran," *Fak. Seni dan Desain - Univ. Kristen Petra*, vol. 2, no. 2, pp. 1–12, 2000.
- M. Arya, "Sejarah Perkembangan Desain," *biuus.com*, 2020. .
- C. Rettie, R and Brewer, "The verbal and visual components of package design," *J. Prod. Brand Manag.*, vol. 9, no. 1, pp. 56–70, 2000, doi: <http://dx.doi.org/10.1108/10610420010316339>.
- T. Wijayanti, "Product and Brand Management," *J. Prod. Brand Manag.*, vol. 9, no. 1, pp. 56–70, 2012, [Online]. Available: <https://www.seputarpengetahuan.co.id/2017/08/pengertian-kemasan-menurut-para-ahli-fungsi-tujuan-jenis-kemasan.html#:~:text=Fungsi lain kemasan menurut Titik,produk ketika proses pendistribusian produk>.
- A. Ruyattman, M., Waluyanto, H. D., & Zacky, "Perancangan Buku Panduan Membuat Desain Karakter Fiksi Dua Dimensi Secara Digital," *Progr. Stud. Desain Komun. Vis. Fak. Seni dan Desain, Univ. Kristen Petra*, vol. 1, no. 2, p. 12, 2013.
- A. Kurniawan, "Pengertian Tipografi," *gurupendidikan.co.id*, 2021. <https://www.gurupendidikan.co.id/pengertian-tipografi/> (accessed May 27, 2021).
- Y. Badria, "Unsur-Unsur Desain Grafis dan Prinsipnya," *Ilmuseni.com*, 2016. <https://ilmuseni.com/seni-rupa/seni-grafis/unsur-desain-grafis> (accessed Mar. 29, 2021).
- K. L. Keller, "Building customer-based brand equity: A blueprint for creating strong brands, Marketing Management, Cambridge, MA: Marketing Science Institute."

Mark. Sci. Institute., pp. 1–38, 2001.

S. Deny, “Penjualan Produk Rokok Elektrik Terus Mengalami Peningkatan,” *Liputan6.com*, 2020. <https://www.liputan6.com/bisnis/read/4312186/penjualan-produk-rokok-elektrik-terus-alami-peningkatan> (accessed Mar. 17, 2021).

Dukun Vape, “Gambar Liquid Snack Cream Biscuit,” *Instagram.com*, 2021. www.instagram.com/dukunvape (accessed Apr. 01, 2021).

Dualistic, “Dualistic Liquid,” *Instagram.com*, 2021. www.instagram.com/dualisticliquid (accessed Apr. 01, 2021).

SteamQueenJuice, “Launching Oat Drips,” *Instagram.com*, 2019. www.instagram.com/steamqueenid (accessed Apr. 01, 2021).

R. Rachmat, “Launching Oat Drips V2,” *issu.com*, 2020. https://issuu.com/reinerrachmat/docs/vapemagz_edisi_17_jan-feb_2020_optimal/s/10162927 (accessed Apr. 01, 2021).

G. Aydin, S., & Özer, “The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market,” *Eur. J. Mark.*, vol. 39, no. 7/8, pp. 910–925, 2005.

M. M. Aslam, “Are you selling the right colour? A cross-cultural review of color as a marketing cue,” *J. Mark. Commun.*, vol. 12, no. 1, pp. 15–30, 2006.

M. Becker, L., Van-Rompay, T. J., Schiff erstein, H. N., & Galetzka, “Tough package, strong taste: The influence of packaging design on taste impressions and product evaluations,” *Food Qual. Prefer.*, vol. 22, no. 1, pp. 17–23, 2011.

- T. A. Babin, B. J., Hardesty, D. M., & Suter, "Color and shopping intentions: The intervening effect of price fairness and perceived affect.," *J. Bus. Res.*, vol. 56, no. 7, pp. 541–551, 2003.
- H. T. Kauppinen-Räsänen, H., & Luomala, "Exploring consumers' product-specific colour meanings," *Qual. Mark. Res. An Int. J.*, vol. 13, no. 3, pp. 287–308, 2010.
- J. Z. W. Grossman, R.P. & Wisenblit, "What we know about consumers' color choices," *J. Mark. Pract. Appl. Mark. Sci.*, vol. 5, no. 3, pp. 78–88, 1999.
- D. Agariya, A. K., Johari, A., Sharma, H. K., Chandraul, U. N., & Singh, "The role of packaging in brand communication," *Int. J. Sci. c Eng. Res.*, vol. 3, no. 2, pp. 1–13, 2012.
- M. S. Madden, T. J., Hewett, K., & Roth, "Managing images in different cultures: A crossnational study of color meanings and preferences," *J. Int. Mark.*, vol. 8, no. 4, pp. 90–107, 2000.
- Underwood, R. L., Klein, N. M., & Burke, R. R., "Packaging Communication: Attentional Effects of Product Imagery," *J. Prod. Brand Manag.*, vol. 10, no. 7, pp. 403–422, 2001.
- E. L. Holt, D. B., Quelch, J. A., & Taylor, "How global brands compete," *Harv. Bus. Rev.*, vol. 82, no. 9, pp. 68–75, 2004.
- Silayoi, P., & Speece, M., "Packaging and Purchase Decisions: An Exploratory Study on the Impact of Involvement Level and Time Pressure," *Br. Food J.*, vol. 106, no. 8, pp. 607–628, 2004.
- S. K. Lau, O. W., & Wong, "Contamination in food from packaging material," *J.*

- Chromatogr. A*, vol. 882, no. 1–2, pp. 255–270, 2000.
- B. Gross, R. A., & Kalra, “Biodegradable polymers for the environment,” *Science* (80-.),, vol. 297, no. 5582, pp. 803–807, 2002.
- J. Mutsikiwa, M. & Marumbwa, “The impact of aesthetics package design elements on consumer purchase decisions: a case of locally produced dairy products in Southern Zimbabwe,” *J. Bus. Manag.*, vol. 8, no. 5, pp. 64–71, 2013.
- E. Nayyar, “Packaging - An innovative source of impulsive and abrupt buying action,” *Int. J. Manag. Inf. Technol.*, vol. 1, no. 1, pp. 13–16, 2012.
- R. A. Akpoyomare, O. B., Adeosun, L. P. K., & Ganiyu, “The influence of product attributes on consumer purchase decision in the Nigerian food and beverages industry: A study of Lagos Metropolis,” *Am. J. Bus. Manag.*, vol. 1, no. 4, pp. 196–201, 2012.
- M. B. J. Deliya, M. M. M., & Parmar, “Role of Packaging on Consumer Buying Behavior - Patan District,” *Glob. J. Manag. Bus. Res.*, vol. 12, no. 10, pp. 48–67, 2012.
- E. Lupton, “Thinking with type: A critical guide for designers, writers, editors, and students,” *Princeton, NJ Princet. Archit. Press*, 2004.
- Smith, P. R. & Taylor, J., “Packaging. In Marketing Communications,” *London Kogan Page Ltd.*, 2004.
- A. M. Lockshin, L., & Corsi, “Consumer behavior for wine 2.0: A review since 2003 and future directions,” *Wine Econ. Policy*, vol. 1, no. 1, pp. 2–23, 2012.
- Lewis, C., & Walker, P., “Typographic influences on reading,” *Br. J. Psychol.*, vol. 80,

no. 2, pp. 241–257, 1989.

Silayoi, P., & Speece, M., “The importance of packaging attributes: A conjoint analysis approach,” *Eur. J. Mark.*, vol. 41, no. 11/12, pp. 1495–1517, 2007.

A. Hausman, “A multi-method investigation of consumer motivations in impulse buying behavior,” *J. Consum. Mark.*, vol. 17, no. 5, pp. 403–419, 2000.

L. M. Herrington, J. D. & Capella, “Shopping reactions to perceived time pressure,” *Int. J. Retail Distrib. Manag.*, vol. 23, no. 12, pp. 13–20, 1995.

S. Javed, S. A., & Javed, “The impact of product’s packaging color on customers’ buying preferences under time pressure,” *Mark. Brand. Res.*, vol. 2, no. 1, pp. 4–14, 2015.

L. Löfgren, M., & Witell, “Kano’s theory of attractive quality and packaging,” *Qual. Manag. J.*, vol. 12, no. 3, pp. 7–20, 2005.

Raheem, A., R., Vishnu, P., & Ahmed, M., A., “Impact of product packaging on consumer’s buying behavior,” *Eur. J. Sci. Res.*, vol. 122, no. 2, pp. 125–134, 2014.

Underwood, R. L., “The Communicative Power of Product Packaging: Creating Brand Identity via Lived and Mediated Experience,” *J. Mark. Theory Pract.*, vol. 11, no. 1, pp. 62–76, 2003.

A. Butkeviciene, V., Stravinskiene, J. & Rütelione, “Impact of consumer package communication on consumer decision making process,” *Econ. Eng. Decis.*, vol. 1, no. 56, pp. 57–65, 2008.

B. Kupiec, B., & Revell, “Measuring consumer quality judgements,” *Br. Food J.*, vol.

103, no. 1, pp. 7–22, 2001.

Coulson, N., S., “An Application of the Stages of Change Model to Consumer Use of Food Labels,” *Br. Food J.*, vol. 102, no. 9, pp. 661–668, 2000.

B. M. Bender, M. M., & Derby, “Prevalence of reading nutrition and ingredient information on food labels among adult Americans: 1982–1988,” *J. Nutr. Educ.*, vol. 24, no. 6, pp. 292–297, 1992.

I. Ollberding, N. J., Wolf, R. L., & Contento, “Food label use and its relation to dietary intake among US adults,” *J. Am. Diet. Assoc.*, vol. 111, no. 5, pp. S47–S51, 2011.

F. Eldesouky, A., & Mesias, “An insight into the influence of packaging and presentation format on consumer purchasing attitudes towards cheese: a qualitative study,” *Spanish J. Agric. Res.*, vol. 12, no. 2, pp. 305–312, 2014.

G. Bressolles, “La qualité de service électronique: NetQu@ l Proposition d’une échelle de mesure appliquée aux sites marchands et eff ets modérateurs,” *Rech. Appl. en Mark. (French Ed.)*, vol. 21, no. 3, pp. 19–45, 2006.

S. Waheed, M. Marium, and N. Ahmad, “Product Packaging and Consumer Purchase Intentions,” *Mark. Forces Coll. Manag. Sci.*, vol. 13, no. 2, pp. 97–114, 2018.

A. Kovač, D. Kovačević, J. Bota, and M. Brozović, “Consumers’ preferences for visual elements on chocolate packaging,” *J. Graph. Eng. Des.*, vol. 10, no. 1, pp. 13–18, 2019.

A. CAHYORINI and E. Z. RUSFIAN, “The Effect of Packaging Design on Impulsive Buying,” *J. Adm. Sci. Organ.*, vol. 18, no. 1, pp. 11–21, 2011.

- S. Kapoor, Lucknow, and N. Kumar, "DOES PACKAGING INFLUENCE PURCHASE DECISIONS OF FOOD PRODUCTS? A STUDY OF YOUNG CONSUMERS OF INDIA," *Acad. Mark. Stud. J.*, vol. 23, no. 3, pp. 1–16, 2019.
- K. M. Ahmed, "Effect of Design Elements for Social Media Ads on Consumer's Purchasing Decision," *Glob. Media J.*, vol. 18, no. 34, pp. 1–12, 2020.
- S. C. Lo, J. Tung, and Kai-Ping Huang, "CUSTOMER PERCEPTION AND PREFERENCE ON PRODUCT PACKAGING," *Int. J. Organ. Innov.*, vol. 9, no. 3, pp. 3–15, 2013.
- L. Gatfaoui, S. & Lavorata, "De l'éthique de l'enseigne à la fi délisation du consommateur:Le rôle de la confi ance," *Rev. Française du Mark.*, vol. 183/184, no. 3–4, pp. 213–224, 2001.
- M. Shafiq, R., Raza, I., & Zia-ur-Rehman, "Analysis of the factors aff ecting customers purchase intention: The mediating role of perceived value," *African J. Bus. Manag.*, vol. 5, no. 26, pp. 10577–10585, 2011.
- K. Kamaruddin, A. R., & Kamarulzaman, "Malay culture and consumer decision-making styles: an investigation on religious and ethnic dimensions," *J. Kemanus.*, vol. 7, no. 2, pp. 37–50, 2009.
- V. Morwitz, "Consumers' purchase intentions and their behavior," *Found. Trends Mark.*, vol. 7, no. 3, pp. 181–230, 2014.
- Sekaran & Bougie, *Research Methods for Business*. 2017.
- N. M. Janna, "Konsep Uji Validitas dan Reliabilitas dengan Menggunakan SPSS," *Sekol. Tinggi Agama Islam Darul Dakwah Wal-Irsyad Kota Makassar*, pp. 1–13, 2020.

F. P. Putri, “Pengaruh Pengetahuan Auditor ,Pengalaman Auditor,Kompleksitas Tugas,Locus of Control, dan Tekanan Ketaatan terhadap Audit Judgement(Studi Kasus Pada Perwakilan BPKP Provinsi Riau),” vol. 2, pp. 1–15, 2015.

Boedijoewono, *Pengantar Statistik Ekonomi dan Bisnis*. 2010.

D. N. A. Janie, *Statistik deskriptif dan Regresi Linier Berganda*. 2012.

S. Basri, “Uji Regresi Berganda,” www.setabasri.com, 2012. <https://www.setabasri.com/2011/04/uji-regresiberganda.html> 16/9/21 (accessed Sep. 15, 2021).

www.jurnal.id, “6 Tips Membuat Kemasan Produk yang Unik Untuk Bisnis,” www.jurnal.id, 2018. <https://www.jurnal.id/id/blog/2018-6-tips-membuat-kemasan-produk-yang-unik-untuk-bisnis/> (accessed Mar. 17, 2021).



LAMPIRAN 1
PILOT STUDY

Pertanyaan *Pilot Study*:

1. Usia:
2. Jenis Kelamin:
 - Laki-laki
 - Perempuan
3. Sejak kapan anda menggunakan rokok elektrik / *vape* ?
 - Dibawah 1 bulan
 - Dibawah 3 bulan
 - Dibawah 6 bulan
 - Dibawah 1 tahun
 - Lebih dari 1 tahun
4. Apakah anda mengetahui produk *e-liquid* merek Oat Drips ?



- Ya
 - Tidak
5. Apakah anda pernah membeli produk *e-liquid* merek Oat Drips ?
 - Ya
 - Tidak
 6. Jika dilihat dari aspek desain kemasan, apa yang pertama kali anda lihat ketika membeli sebuah produk *e-liquid* ?
 - Nama Merek
 - Desain Gambar
 - Desain Tulisan
 - Warna Botol

- Warna Stiker

7. Jika dilihat dari aspek desain kemasan, apa yang pertama kali anda lihat ketika melihat produk *e-liquid* merek Oat Drips ?



- Nama Merek
- Desain Gambar
- Desain Tulisan
- Warna Botol
- Warna Stiker

8. Berdasar desain kemasan produk *e-liquid* merek Oat Drips dari gambar diatas, apakah anda akan melakukan pembelian *e-liquid* merek Oat Drips ?

- Ya
- Tidak

9. Jika Ya, mengapa anda ingin membelinya ? Jika tidak, mengapa anda tidak ingin ?

10. Apabila dilihat dari aspek desain kemasan, jika dibandingkan dengan “American Breakfast” yang merupakan produk *e-liquid* pesaing Oat Drips, produk mana yang lebih anda pilih ?

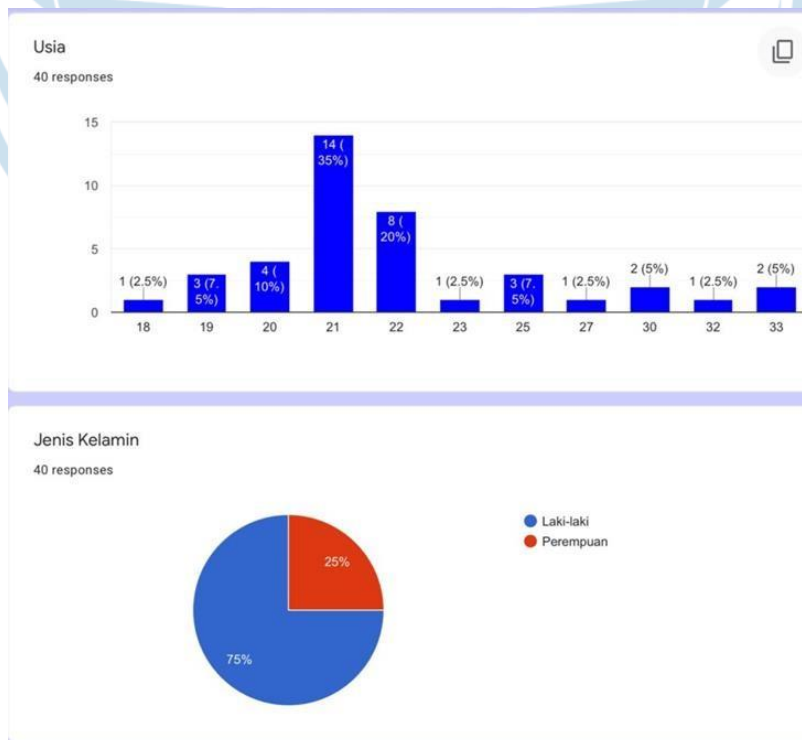


- American Breakfast
- Oat Drips

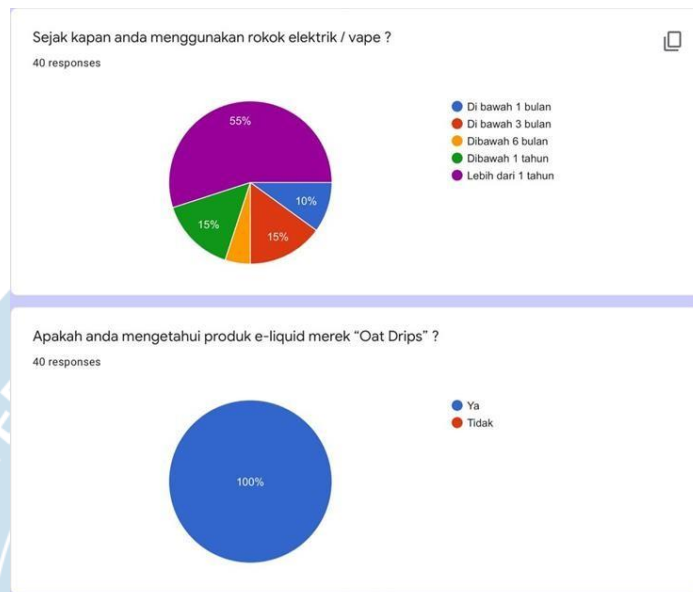
11. Mengapa anda memilih produk tersebut ?

Hasil *Pilot Study*:

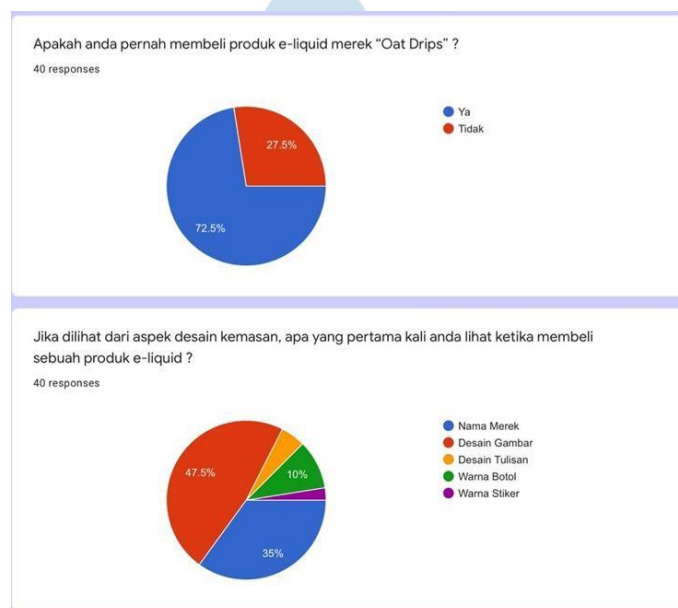
Berdasarkan hasil kuesioner *pilot study*, terdapat 40 responden (30 laki-laki dan 10 perempuan) dengan rentang usia 18 hingga 33 tahun.

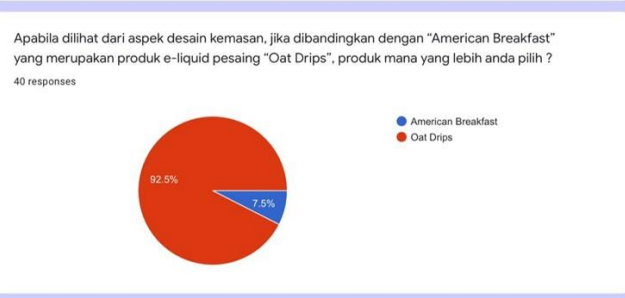
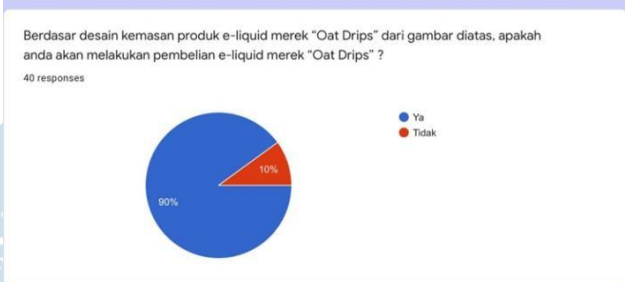
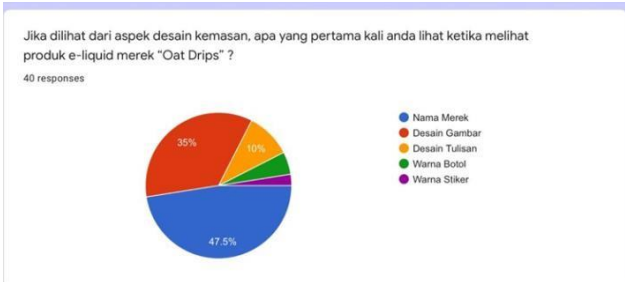


Dari total 40 responden, terdapat 22 responden yang telah menggunakan rokok elektrik selama lebih dari 1 tahun. Dan seluruh responden telah mengetahui produk *e-liquid* merek Oat Drips



Dari total 40 responden, terdapat 29 responden yang pernah membeli produk *e-liquid* merek Oat Drips. Dan 19 responden melihat desain gambar terlebih dahulu ketika membeli sebuah produk *e-liquid*. Serta terdapat 19 responden pula yang menjawab nama merek yang pertama kali responden lihat ketika melihat produk *e-liquid* merek Oat Drips. Dan 36 diantaranya menjawab akan membeli produk *e-liquid* merek Oat Drips.







LAMPIRAN 2
KUESIONER

Bagian 1: Pertanyaan Mengenai Kriteria Penelitian

1. Apakah anda berusia 18 tahun keatas ?
 - Ya
 - Tidak
2. Apakah anda menggunakan rokok elektrik ?
 - Ya
 - Tidak
3. Apakah anda mengetahui produk *e-liquid* merek Oat Drips ?
 - Ya
 - Tidak

Bagian 2: Pertanyaan Mengenai Profil Responden

1. Usia:
2. Jenis Kelamin:
 - Pria
 - Wanita
3. Status anda saat ini:
 - Pelajar/Mahasiswa
 - Karyawan/Pekerja
 - Lainnya...
4. Rata-rata uang saku/pendapatan anda setiap bulan:
 - Rp 500.000,00 kebawah
 - Rp 500.001,00 - Rp 1.000.000,00
 - Rp 1.000.001,00 - Rp 1.500.000,00
 - Rp 1.500.001,00 - Rp 2.000.000,00
 - Rp 2.000.001,00 - Rp 2.500.000,00
 - Rp 2.500.001,00 keatas

Bagian 3: Pertanyaan Mengenai Variabel Penelitian

NO	Pernyataan	STS	TS	N	S	SS
Warna Kemasan						
1	Saya suka warna kemasan merek ini					
2	Warna kemasan merek ini penting bagi saya dalam membelinya					
3	Saya dapat mengingat merek ini ketika wama yang serupa dilihat					
4	Saya dapat mengasosiasikan warna merek ini dengan citra merek					
Material Kemasan						
1	Saya lebih suka merek ini karena bahan kemasannya yang berkualitas tinggi					
2	Kemasan merek ini menarik minat saya					
3	Kualitas bahan kemasan merek ini berarti produk tersebut lebih baik					
4	Kualitas bahan kemasan merek ini tidak masalah bagi saya					
5	Saya pikir ini adalah merek terkenal karena kemasannya					
Gaya Tulisan						
1	Gaya tulisan yang digunakan pada merek ini menarik					
2	Saya suka gaya tulisan kreatif pada merek ini					
3	Ukuran tulisan yang digunakan membantu saya mengingat merek ini					
Desain Kemasan						
1	Desain kemasan merek ini penting dalam pengemasan					
2	Desain kemasan merek ini menginspirasi saya untuk membeli					
3	Desain kemasan membangun persepsi di benak saya tentang merek ini					
Informasi Tercetak						
1	Saya membaca informasi produk yang dicetak pada kemasan merek ini					
2	Saya mengevaluasi merek ini sesuai dengan informasi produk yang dicetak pada kemasan merek ini saat membeli					
3	Saya merasa informasi produk yang dicetak pada kemasan merek ini penting					
Niat Beli Konsumen						
1	Sangat mungkin saya akan membeli produk e-liquid merek ini					
2	Saya akan membeli produk e-liquid merek ini lain kali					
3	Saya menganggap merek e-liquid ini sebagai pilihan saat membeli e-liquid					
4	Saya terpikir untuk membeli produk e-liquid merek ini					
5	Saya akan merekomendasikan teman dan kerabat saya untuk membeli produk e-liquid					

The image shows a screenshot of a survey application interface. It displays two sections of questions, labeled 'Section 2 of 12' and 'Section 3 of 12'. Each section contains a title 'Pertanyaan Mengenai Kriteria', a description field, and a question with two radio button options: 'Ya' and 'Tidak'. The questions are: 'Apakah anda berusia 18 tahun keatas?' and 'Apakah anda menggunakan rokok elektrik?'. The interface includes navigation icons on the right side and a 'Continue to next section' button at the bottom of each section.

Section 4 of 12

Pertanyaan Mengenai Kriteria

Description (optional)

Apakah anda mengetahui produk e-liquid merek Oat Drips ? *

Ya

Tidak

After section 4 Continue to next section

Profil Responden

Description (optional)

Usia (dalam angka) *

Short answer text

Jenis Kelamin *

Pria

Wanita

Status anda saat ini *

Status anda saat ini *

Pelajar / Mahasiswa

Karyawan / Pekerja

Other...

Rata-rata uang saku/pendapatan anda setiap bulan *

Rp 500.000,00 kebawah

Rp 500.001,00 - Rp 1.000.000,00

Rp 1.000.001,00 - Rp 1.500.000,00

Rp 1.500.001,00 - Rp 2.000.000,00

Rp 2.000.001,00 - Rp 2.500.000,00

Rp 2.500.001,00 keatas

Rata-rata uang saku/pendapatan anda setiap bulan *

Rp 500.000,00 kebawah

Rp 500.001,00 - Rp 1.000.000,00

Rp 1.000.001,00 - Rp 1.500.000,00

Rp 1.500.001,00 - Rp 2.000.000,00

Rp 2.000.001,00 - Rp 2.500.000,00

Rp 2.500.001,00 keatas

After section 5 Continue to next section

Visualisasi produk e-liquid merek Oat Drips

Berikut adalah visualisasi produk e-liquid merek Oat Drips

Image t...



Section 7 of 12

Bagian 1: Warna Kemasan

Bagian ini berisi pertanyaan mengenai sikap dan pendapat anda mengenai warna kemasan yang mempengaruhi niat beli anda terhadap produk e-liquid merek Oat Drips.

Saudara/i dimohon untuk mengisi dengan baik dan jujur. Saudara/i diperlukan untuk mengisi tiap butir pertanyaan yang ada pada kuesioner ini dengan memilih salah satu tanda pada kolom yang tersedia yang sesuai dengan penilaian anda.

Penelitian ini menggunakan Skala Likert dengan makna sebagai berikut :
1 = Sangat Tidak Setuju
2 = Tidak Setuju
3 = Netral
4 = Setuju
5 = Sangat Setuju

Saya suka warna kemasan merek ini *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Warna kemasan merek ini penting bagi saya dalam membelinya *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Saya dapat mengingat merek ini ketika warna yang serupa dilihat *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Saya dapat mengasosiasikan warna merek ini dengan citra merek *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Bagian 2 : Material Kemasan

Bagian ini berisi pertanyaan mengenai sikap dan pendapat anda mengenai material kemasan yang mempengaruhi niat beli anda terhadap produk e-liquid merek Oat Drips.

Saudara/i dimohon untuk mengisi dengan baik dan jujur. Saudara/i diperlukan untuk mengisi tiap butir pertanyaan yang ada pada kuesioner ini dengan memilih salah satu tanda pada kolom yang tersedia yang sesuai dengan penilaian anda.

Penelitian ini menggunakan Skala Likert dengan makna sebagai berikut :

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Saya lebih suka merek ini karena bahan kemasannya yang berkualitas tinggi *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Kemasan merek ini menarik minat saya *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Kualitas bahan kemasan merek ini berarti produk tersebut lebih baik *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Kualitas bahan kemasan merek ini tidak masalah bagi saya *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Saya pikir ini adalah merek terkenal karena kemasannya *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

After section 8 Continue to next section

Section 9 of 12

Bagian 3 : Gaya Tulisan

Bagian ini berisi pertanyaan mengenai sikap dan pendapat anda mengenai gaya tulisan yang mempengaruhi niat beli anda terhadap produk e-liquid merek Oat Drips.

Saudara/i dimohon untuk mengisi dengan baik dan jujur. Saudara/i diperlukan untuk mengisi tiap butir pertanyaan yang ada pada kuesioner ini dengan memilih salah satu tanda pada kolom yang tersedia yang sesuai dengan penilaian anda.

Penelitian ini menggunakan Skala Likert dengan makna sebagai berikut :

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Bagian 3 : Gaya Tulisan

Bagian ini berisi pertanyaan mengenai sikap dan pendapat anda mengenai gaya tulisan yang mempengaruhi niat beli anda terhadap produk e-liquid merek Oat Drips.

Saudara/i dimohon untuk mengisi dengan baik dan jujur. Saudara/i diperlukan untuk mengisi tiap butir pertanyaan yang ada pada kuesioner ini dengan memilih salah satu tanda pada kolom yang tersedia yang sesuai dengan penilaian anda.

Penelitian ini menggunakan Skala Likert dengan makna sebagai berikut :

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Gaya tulisan yang digunakan pada merek ini menarik *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Saya suka gaya tulisan kreatif pada merek ini *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Ukuran tulisan yang digunakan membantu saya mengingat merek ini *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

After section 9 Continue to next section

Bagian 4 : Desain Kemasan

Bagian ini berisi pertanyaan mengenai sikap dan pendapat anda mengenai desain kemasan yang mempengaruhi niat beli anda terhadap produk e-liquid merek Oat Drips.

Saudara/i dimohon untuk mengisi dengan baik dan jujur. Saudara/i diperlukan untuk mengisi tiap butir pertanyaan yang ada pada kuesioner ini dengan memilih salah satu tanda pada kolom yang tersedia yang sesuai dengan penilaian anda.

Penelitian ini menggunakan Skala Likert dengan makna sebagai berikut :

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Desain kemasan merek ini penting dalam pengemasan *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Desain kemasan merek ini menginspirasi saya untuk membeli *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Desain kemasan membangun persepsi di benak saya tentang merek ini *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

After section 10 Continue to next section

Bagian 5 : Informasi Produk yang Tercetak

Bagian ini berisi pertanyaan mengenai sikap dan pendapat anda mengenai informasi tercetak yang mempengaruhi niat beli anda terhadap produk e-liquid merek Oat Drips.

Saudara/i dimohon untuk mengisi dengan baik dan jujur. Saudara/i diperlukan untuk mengisi tiap butir pertanyaan yang ada pada kuesioner ini dengan memilih salah satu tanda pada kolom yang tersedia yang sesuai dengan penilaian anda.

Penelitian ini menggunakan Skala Likert dengan makna sebagai berikut :

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Berikut adalah visualisasi informasi produk e-liquid merek Oat Drips



Saya membaca informasi produk yang dicetak pada kemasan merek ini *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Saya mengevaluasi merek ini sesuai dengan informasi produk yang dicetak pada kemasan merek * ini saat membeli

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Saya merasa informasi produk yang dicetak pada kemasan merek ini penting *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Bagian 6 : Niat Membeli Konsumen

Bagian ini berisi pertanyaan mengenai sikap dan pendapat anda mengenai niat beli anda terhadap produk e-liquid merek Oat Drips.

Saudara/i dimohon untuk mengisi dengan baik dan jujur. Saudara/i diperlukan untuk mengisi tiap butir pertanyaan yang ada pada kuesioner ini dengan memilih salah satu tanda pada kolom yang tersedia yang sesuai dengan penilaian anda.

Penelitian ini menggunakan Skala Likert dengan makna sebagai berikut :

- 1 = Sangat Tidak Setuju
- 2 = Tidak Setuju
- 3 = Netral
- 4 = Setuju
- 5 = Sangat Setuju

Sangat mungkin saya akan membeli produk e-liquid merek ini *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Saya akan membeli produk e-liquid merek ini lain kali *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Saya menganggap merek e-liquid ini sebagai pilihan saat membeli e-liquid *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Saya terpikir untuk membeli produk e-liquid merek ini *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Saya terpikir untuk membeli produk e-liquid merek ini *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Saya akan merekomendasikan teman dan kerabat saya untuk membeli produk e-liquid merek ini *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Terima kasih banyak atas ketersediaan waktu saudara/i dalam mengisi kuesioner penelitian ini. Salam sejahtera, semoga bahagia selalu ☺☺



LAMPIRAN 3
DATA RESPONDEN
& JAWABAN PERTANYAAN
KUESIONER

Apakah anda berusia 18 tahun keatas ?	Apakah anda menggunakan rokok elektrik ?	Apakah anda mengetahui produk e-liquid merek Oat Drips ?	Usia (dalam angka)	Jenis Kelamin	Status anda saat ini	Rata-rata uang saku/pendapatan anda setiap bulan
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	23	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	25	Wanita	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	22	Wanita	Pelajar / Mahasiswa	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	23	Wanita	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	22	Wanita	Karyawan / Pekerja	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	22	Wanita	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	21	Wanita	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 500.000,00 kebawah
Ya	Ya	Ya	23	Pria	Pelajar / Mahasiswa	Rp 500.000,00 kebawah
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	19	Wanita	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	21	Wanita	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	21	Pria	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	22	Wanita	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	25	Wanita	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	27	Pria	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	20	Pria	Pelajar / Mahasiswa	Rp 500.000,00 kebawah
Ya	Ya	Ya	23	Pria	Pelajar /	Rp 500.001,00 - Rp

					Mahasiswa	1.000.000,00
Ya	Ya	Ya	21	Pria	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	22	Wanita	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	23	Wanita	Pelajar / Mahasiswa	Rp 2.000.001,00 - Rp 2.500.000,00
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	22	Wanita	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	21	Pria	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	23	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	20	Pria	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 2.000.001,00 - Rp 2.500.000,00
Ya	Ya	Ya	22	Wanita	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	35	Pria	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	29	Wanita	Karyawan / Pekerja	Rp 2.000.001,00 - Rp 2.500.000,00
Ya	Ya	Ya	24	Pria	Karyawan / Pekerja	Rp 2.000.001,00 - Rp 2.500.000,00
Ya	Ya	Ya	19	Wanita	Pelajar / Mahasiswa	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	27	Pria	Karyawan / Pekerja	Rp 2.000.001,00 - Rp 2.500.000,00
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	23	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	25	Pria	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	18	Pria	Pelajar / Mahasiswa	Rp 500.000,00 kebawah
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	24	Pria	Karyawan / Pekerja	Rp 2.000.001,00 - Rp 2.500.000,00
Ya	Ya	Ya	20	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	19	Pria	Pelajar /	Rp 1.000.001,00 - Rp

					Mahasiswa	1.500.000,00
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	22	Wanita	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	21	Pria	Karyawan / Pekerja	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	23	Pria	Pelajar / Mahasiswa	Rp 500.000,00 kebawah
Ya	Ya	Ya	25	Pria	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	21	Pria	Pelajar / Mahasiswa	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	22	Pria	Karyawan / Pekerja	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	18	Pria	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 500.000,00 kebawah
Ya	Ya	Ya	21	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	26	Pria	Karyawan / Pekerja	Rp 2.000.001,00 - Rp 2.500.000,00
Ya	Ya	Ya	21	Pria	Karyawan / Pekerja	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	24	Pria	Wirausaha	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	21	Pria	Pelajar / Mahasiswa	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	19	Pria	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	19	Pria	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	21	Pria	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	26	Pria	Karyawan / Pekerja	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	23	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	22	Pria	Pengusaha	Rp 2.500.001,00 keatas
Ya	Ya	Ya	19	Pria	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	32	Pria	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	27	Pria	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	20	Pria	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	21	Pria	Pelajar / Mahasiswa	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	23	Pria	Pelajar / Mahasiswa	Rp 2.000.001,00 - Rp 2.500.000,00

Ya	Ya	Ya	23	Pria	Karyawan / Pekerja	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	23	Pria	Pelajar / Mahasiswa	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	25	Pria	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	24	Pria	Pelajar / Mahasiswa	Rp 500.000,00 kebawah
Ya	Ya	Ya	26	Pria	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	19	Pria	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	23	Pria	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	23	Pria	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 500.000,00 kebawah
Ya	Ya	Ya	19	Pria	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	21	Wanita	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	22	Wanita	Pelajar / Mahasiswa	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	23	Pria	Karyawan / Pekerja	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	21	Pria	Pelajar / Mahasiswa	Rp 500.000,00 kebawah
Ya	Ya	Ya	23	Pria	Pelajar / Mahasiswa	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	24	Pria	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	23	Wanita	Pelajar / Mahasiswa	Rp 2.000.001,00 - Rp 2.500.000,00
Ya	Ya	Ya	20	Pria	Pelajar / Mahasiswa	Rp 500.000,00 kebawah
Ya	Ya	Ya	23	Wanita	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	24	Pria	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	20	Wanita	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	21	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	22	Wanita	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	22	Wanita	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00

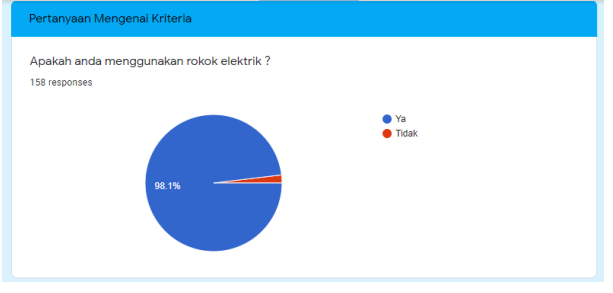
Ya	Ya	Ya	19	Pria	Pelajar / Mahasiswa	Rp 500.000,00 kebawah
Ya	Ya	Ya	23	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	19	Pria	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	21	Wanita	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	21	Pria	Pelajar / Mahasiswa	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	19	Wanita	Pelajar / Mahasiswa	Rp 500.000,00 kebawah
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	21	Pria	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	20	Wanita	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	33	Pria	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	24	Wanita	Karyawan / Pekerja	Rp 2.000.001,00 - Rp 2.500.000,00
Ya	Ya	Ya	27	Pria	Karyawan / Pekerja	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	32	Pria	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	28	Pria	Karyawan / Pekerja	Rp 2.000.001,00 - Rp 2.500.000,00
Ya	Ya	Ya	18	Pria	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	23	Pria	Karyawan / Pekerja	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	28	Pria	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	20	Pria	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	25	Pria	Karyawan / Pekerja	Rp 2.000.001,00 - Rp 2.500.000,00
Ya	Ya	Ya	25	Pria	Karyawan / Pekerja	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	27	Pria	Karyawan / Pekerja	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	24	Pria	Pelajar / Mahasiswa	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	27	Pria	Karyawan / Pekerja	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	28	Pria	Pelajar / Mahasiswa	Rp 1.000.001,00 - Rp 1.500.000,00
Ya	Ya	Ya	26	Pria	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	20	Wanita	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas

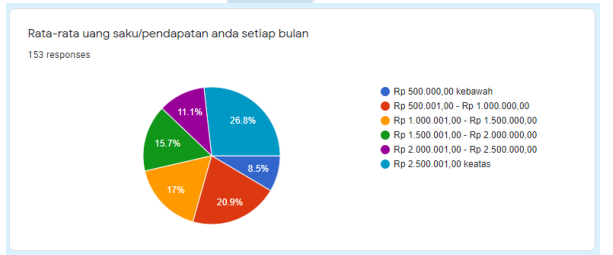
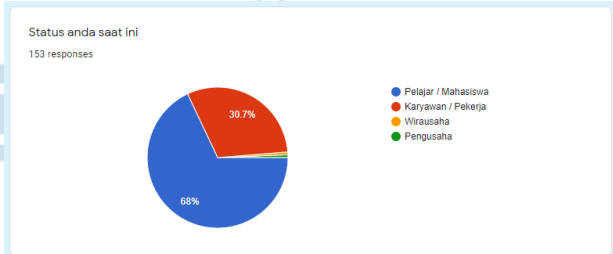
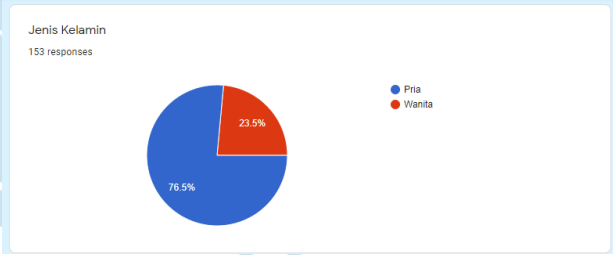
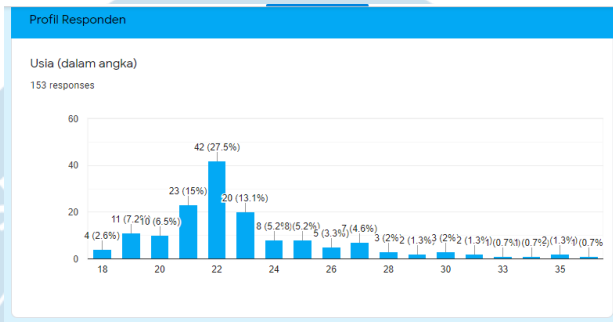
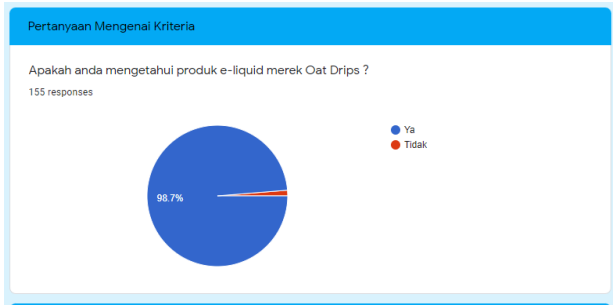
Ya	Ya	Ya	20	Pria	Karyawan / Pekerja	Rp 2.000.001,00 - Rp 2.500.000,00
Ya	Ya	Ya	21	Wanita	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	22	Wanita	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	22	Wanita	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	30	Pria	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 500.000,00 kebawah
Ya	Ya	Ya	21	Wanita	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	22	Pria	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	26	Pria	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	25	Pria	Karyawan / Pekerja	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	21	Pria	Karyawan / Pekerja	Rp 500.001,00 - Rp 1.000.000,00
Ya	Ya	Ya	22	Wanita	Pelajar / Mahasiswa	Rp 2.500.001,00 keatas
Ya	Ya	Ya	27	Pria	Karyawan / Pekerja	Rp 2.000.001,00 - Rp 2.500.000,00
Ya	Ya	Ya	37	Pria	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	34	Pria	Karyawan / Pekerja	Rp 2.000.001,00 - Rp 2.500.000,00
Ya	Ya	Ya	35	Wanita	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	29	Pria	Karyawan / Pekerja	Rp 2.500.001,00 keatas
Ya	Ya	Ya	30	Pria	Karyawan / Pekerja	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	30	Pria	Karyawan / Pekerja	Rp 2.000.001,00 - Rp 2.500.000,00
Ya	Ya	Ya	18	Wanita	Pelajar / Mahasiswa	Rp 2.000.001,00 - Rp 2.500.000,00
Ya	Ya	Ya	21	Pria	Pelajar / Mahasiswa	Rp 1.500.001,00 - Rp 2.000.000,00
Ya	Ya	Ya	21	Pria	Pelajar / Mahasiswa	Rp 500.001,00 - Rp 1.000.000,00

No.	Warna Kemasan				Total	Material Kemasan					Total	Gaya Tulisan			Total	Desain Kemasan			Total	Informasi Tercetak			Total	Niat Beli Konsumen					Total
	X1.1	X1.2	X1.3	X1.4		X1	X2.1	X2.2	X2.3	X2.4		X2.5	X2	X3.1		X3.2	X3.3	X3		X4.1	X4.2	X4.3		X4	X5.1	X5.2	X5.3	X5	
1	4	5	5	4	18	4	4	5	5	4	22	4	4	4	12	5	4	5	14	4	5	5	14	5	4	4	4	4	21
2	4	4	4	4	16	4	4	4	5	5	22	4	4	4	12	5	5	4	14	5	5	4	14	4	5	5	4	4	22
3	5	5	5	5	20	5	5	5	5	5	25	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	5	5	25
4	5	5	4	5	19	5	5	5	5	5	25	5	5	5	15	5	5	5	15	4	4	5	13	5	5	5	5	5	25
5	4	4	5	5	18	5	5	4	4	4	22	4	4	5	13	5	4	4	13	4	5	5	14	5	4	4	4	4	21
6	5	4	5	5	19	5	5	4	4	4	22	4	4	4	12	5	5	4	14	4	4	5	13	5	4	4	4	4	21
7	4	4	4	4	16	4	4	4	4	4	20	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	4	4	20
8	4	4	5	5	18	5	5	4	4	4	22	5	5	5	15	4	4	4	12	5	5	5	15	5	5	4	4	4	22
9	5	5	5	5	20	5	5	5	5	5	25	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	5	5	25
10	5	4	4	4	17	5	5	5	4	4	23	5	5	4	14	5	5	5	15	5	5	4	14	5	5	5	5	4	24
11	5	5	4	4	18	5	5	4	4	4	22	5	5	5	15	4	4	5	13	5	4	4	13	4	4	5	5	5	23
12	4	4	4	4	16	4	4	4	4	5	21	4	4	4	12	5	4	4	13	4	4	4	12	4	4	4	4	4	20
13	4	5	5	5	19	4	4	4	5	4	21	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	5	4	21
14	4	4	5	5	18	4	4	4	5	5	22	5	4	4	13	4	4	5	13	4	4	4	12	5	4	5	5	5	24
15	5	5	5	5	20	5	5	4	4	4	22	5	5	5	15	4	4	5	13	4	4	5	13	5	5	5	5	5	25
16	5	5	5	5	20	5	5	5	5	5	25	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	5	5	25
17	5	4	4	4	17	5	5	4	5	5	24	5	4	4	13	5	5	4	14	4	4	4	12	5	5	5	4	5	24
18	4	4	5	5	18	4	4	4	5	5	22	5	4	4	13	4	4	5	13	4	4	4	12	5	4	5	5	5	24
19	4	4	4	4	16	4	4	4	4	4	20	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	4	4	20
20	4	4	4	5	17	5	5	4	4	4	22	5	5	4	14	4	5	5	14	5	5	4	14	5	5	5	4	4	23
21	4	4	5	5	18	5	5	5	4	4	23	5	4	4	13	4	4	4	12	4	5	5	14	4	4	4	4	4	20
22	4	4	4	4	16	4	4	4	5	5	22	4	4	4	12	4	4	5	13	4	4	4	12	4	4	4	4	5	21
23	5	5	4	4	18	4	5	5	4	4	22	5	4	4	13	4	4	5	13	5	4	4	13	5	5	5	4	4	23
24	5	4	4	4	17	5	5	5	5	4	24	4	4	4	12	5	5	4	14	4	4	4	12	4	4	5	5	5	23
25	4	4	4	4	16	4	4	4	4	4	20	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	4	4	20
26	5	5	4	4	18	4	4	4	4	5	21	4	4	4	12	5	5	4	14	4	4	4	12	4	4	5	5	5	23
27	4	5	5	5	19	5	5	4	4	4	22	4	5	5	14	5	5	5	15	4	4	4	12	5	5	5	5	5	25
28	5	5	5	5	20	5	5	5	5	5	25	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	5	5	25
29	5	5	5	4	19	4	4	5	5	5	23	5	4	4	13	5	5	5	15	4	5	5	14	4	4	4	5	5	22
30	5	5	5	5	20	5	5	5	5	5	25	5	5	5	15	4	4	4	12	4	4	4	12	4	4	4	4	4	20
31	5	5	4	4	18	4	4	5	5	5	23	5	4	4	13	4	4	5	13	5	4	4	13	5	5	5	4	4	23
32	5	5	5	4	19	5	5	5	4	4	23	5	5	4	14	5	5	4	14	5	4	4	13	4	4	5	5	5	23
33	4	4	5	5	18	4	4	4	4	4	20	5	5	4	14	4	4	4	12	4	4	5	13	4	4	4	4	4	20
34	5	5	5	5	20	5	5	5	5	5	25	5	5	5	15	5	5	5	15	4	4	4	12	5	5	5	5	5	25
35	4	4	4	4	16	4	4	4	4	4	20	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	4	4	20
36	4	4	5	5	18	5	5	4	4	4	22	5	5	4	14	5	5	5	15	4	4	4	12	5	5	5	5	4	24
37	5	5	5	5	20	4	4	4	5	5	22	5	5	4	14	5	4	4	13	4	4	4	12	5	4	5	5	5	24
38	4	4	4	4	16	4	4	4	4	5	21	5	5	4	14	5	5	5	15	4	4	4	12	4	4	4	5	4	21
39	5	5	5	4	19	4	4	5	5	5	23	5	5	5	15	5	5	5	15	4	4	4	12	5	5	5	5	5	25
40	5	4	4	4	17	4	4	5	5	5	23	5	5	5	15	5	4	4	13	5	5	5	15	4	4	5	5	5	23
41	4	4	4	4	16	4	4	5	5	5	23	4	4	4	12	4	4	4	12	4	4	5	13	5	4	5	5	5	24
42	5	5	4	4	18	5	5	4	4	4	22	5	5	4	14	4	5	5	14	5	4	4	13	5	5	5	4	4	23
43	5	5	5	5	20	5	5	5	5	5	25	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	5	5	25
44	4	4	5	5	18	4	4	4	5	5	22	4	4	5	13	5	4	4	13	4	4	4	12	4	4	4	4	4	20
45	5	5	5	4	19	5	5	5	5	5	25	5	5	5	15	5	5	5	15	5	5	5	15	5	4	5	5	5	24
46	4	5	4	4	17	4	4	4	5	5	22	5	5	4	14	5	5	5	15	5	5	4	14	4	5	5	5	5	24
47	5	4	5	5	19	4	4	4	5	5	22	5	4	4	13	5	4	4	13	4	4	4	12	4	4	4	4	4	20
48	5	5	5	4	19	4	4	4	4	4	20	4	4	4	12	4	4	4	12	4	4	4	12	5	5	4	4	4	22

49	4	5	4	4	17	4	4	4	4	5	21	5	5	5	15	5	5	4	14	5	5	4	14	4	4	5	5	5	23
50	5	5	5	5	20	4	4	4	4	5	21	5	5	5	15	5	5	5	15	5	4	4	13	4	4	4	4	4	20
51	4	4	4	5	17	5	5	4	4	4	22	5	5	5	15	5	5	4	14	5	5	4	14	4	4	4	4	5	21
52	4	4	4	4	16	4	4	4	4	4	20	4	4	4	12	5	5	5	15	4	4	4	12	5	4	4	4	4	21
53	4	4	5	5	18	4	4	4	4	4	20	5	5	5	15	4	4	4	12	5	5	5	15	5	5	5	5	5	25
54	4	4	5	5	18	4	5	5	5	5	24	5	4	4	13	5	5	5	15	5	5	5	15	5	5	5	5	5	25
55	5	5	5	5	20	5	5	5	5	5	25	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	5	5	25
56	4	4	4	4	16	4	4	4	4	5	21	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	4	4	20
57	5	4	5	5	19	4	4	4	5	5	22	5	5	5	15	4	4	4	12	5	5	5	15	4	4	4	5	5	22
58	5	4	4	4	17	4	4	4	5	5	22	5	5	5	15	5	4	4	13	4	4	4	12	5	5	5	5	5	25
59	4	4	4	4	16	4	4	4	5	5	22	5	4	4	13	5	5	5	15	4	4	5	13	4	4	5	5	5	23
60	4	4	5	4	17	4	4	4	4	4	20	5	5	5	15	4	4	4	12	4	4	4	12	4	4	4	4	4	20
61	4	4	4	4	16	4	4	4	4	4	20	4	4	5	13	5	5	4	14	4	4	4	12	5	4	4	4	4	21
62	4	4	4	5	17	4	5	4	4	4	21	4	4	4	12	4	4	5	13	4	4	4	12	4	5	5	4	4	22
63	5	5	4	4	18	5	4	4	4	4	21	5	5	4	14	5	5	4	14	4	4	4	12	4	4	4	5	4	21
64	4	4	4	4	16	4	4	4	4	5	21	4	4	4	12	4	4	4	12	5	5	5	12	5	5	4	4	4	22
65	5	5	5	5	20	5	5	5	5	5	25	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	5	5	25
66	5	5	5	5	20	5	5	5	5	5	25	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	5	5	25
67	4	4	4	4	16	4	4	5	5	5	23	4	5	5	14	4	4	4	12	4	4	5	13	4	4	4	4	4	20
68	4	4	4	4	16	4	4	4	4	5	21	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	4	4	20
69	4	4	5	4	17	4	4	4	4	4	20	4	4	5	13	4	4	4	12	4	4	5	13	4	4	4	4	4	20
70	5	5	5	5	20	5	5	5	5	5	25	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	5	5	25
71	4	4	5	4	17	4	4	4	4	5	21	5	4	4	13	4	4	4	12	4	4	5	13	5	5	5	4	4	23
72	5	4	4	4	17	4	4	4	5	4	21	4	4	4	12	5	5	4	14	4	4	4	12	4	4	4	4	4	20
73	4	4	4	5	17	4	4	4	4	4	20	5	5	5	15	5	4	4	13	4	4	4	12	4	4	5	5	5	23
74	5	5	5	5	20	5	5	5	5	5	25	4	5	5	13	5	5	5	15	5	5	5	15	4	4	4	4	4	20
75	4	4	4	4	16	4	4	4	5	5	22	5	4	4	13	4	4	4	12	5	5	5	16	4	4	5	5	5	23
76	5	4	4	4	17	4	4	4	5	5	22	4	4	5	13	4	4	4	12	4	4	5	13	4	4	5	5	5	23
77	5	5	4	4	18	4	4	4	4	5	21	5	4	4	13	5	4	4	13	5	5	4	14	4	5	5	5	5	24
78	4	4	5	5	18	4	4	4	5	4	21	4	4	4	12	5	4	4	13	4	4	5	13	5	4	4	4	4	21
79	4	4	4	4	16	4	4	4	4	4	20	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	4	4	20
80	5	4	4	4	17	4	4	4	5	5	22	5	5	4	14	4	4	5	13	4	4	4	12	5	5	5	4	4	24
81	4	4	5	5	18	5	5	5	4	4	23	4	4	5	13	4	4	5	13	5	4	4	13	5	4	4	4	4	21
82	5	5	4	4	18	4	4	5	5	5	23	4	5	5	14	5	5	4	14	4	4	5	13	4	4	4	5	5	22
83	5	5	4	4	18	5	4	4	4	4	21	5	5	4	14	4	4	5	13	5	5	4	14	5	5	4	4	4	22
84	5	5	4	4	18	5	5	5	4	4	23	4	5	5	14	5	5	4	14	5	4	4	13	5	4	5	5	5	24
85	4	4	3	3	14	4	4	3	3	3	17	3	4	4	11	4	3	3	10	3	3	4	10	3	3	4	4	4	18
86	4	3	3	3	13	3	3	4	4	4	18	3	4	4	11	4	4	3	11	4	4	3	11	4	4	4	3	3	18
87	4	3	3	3	13	3	3	4	4	4	18	3	4	4	11	4	4	3	11	4	3	3	10	3	4	4	4	4	19
88	4	4	4	5	17	4	4	4	5	5	22	5	5	4	14	4	4	5	13	5	5	4	14	4	4	4	5	5	22
89	4	5	5	5	19	5	5	5	4	5	24	4	4	4	12	4	5	5	14	4	4	5	13	5	5	5	4	4	23
90	4	4	5	5	18	4	4	4	5	5	22	5	5	5	15	4	5	5	14	5	4	4	13	5	5	4	4	4	22
91	5	4	4	4	17	4	5	5	5	5	24	5	5	4	14	5	4	4	13	4	5	5	14	5	4	4	4	4	21
92	5	5	5	5	20	5	5	5	5	5	25	4	5	5	14	4	4	4	12	4	4	4	12	5	4	4	4	4	21
93	5	5	5	4	19	4	4	4	4	4	20	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	4	4	20
94	4	4	5	5	18	4	4	4	4	5	21	4	4	5	13	5	5	4	14	4	4	4	12	5	5	4	4	4	22
95	4	5	4	4	17	5	5	4	4	4	22	4	4	4	12	5	5	4	14	4	4	5	13	4	4	4	4	5	21
96	4	3	4	4	15	3	4	4	4	4	19	4	4	3	11	3	4	4	11	3	3	4	10	4	4	4	3	3	18
97	4	4	4	4	16	4	4	4	5	5	22	4	4	5	13	4	4	4	12	4	4	4	12	4	4	4	4	4	20
98	5	5	4	4	18	4	4	5	5	5	23	4	4	5	13	4	4	5	13	5	5	4	14	5	5	4	4	4	22
99	5	5	5	4	19	4	4	5	5	5	23	5	5	4	14	4	5	5	14	4	4	5	13	5	5	5	4	4	23
100	5	4	5	5	19	4	4	5	5	5	23	5	5	4	14	5	5	4	14	4	5	5	14	5	5	4	4	4	22

101	5	5	4	5	19	4	4	4	5	5	22	5	5	4	14	5	5	4	14	4	4	5	13	5	5	5	4	4	23
102	4	4	5	5	18	5	5	4	4	4	22	5	5	4	14	4	4	5	13	4	4	5	13	5	5	4	4	4	22
103	4	5	4	4	17	4	4	4	4	4	20	5	4	4	13	4	4	4	12	4	4	4	12	4	4	4	4	5	21
104	4	5	4	4	17	4	4	4	4	4	20	4	4	5	13	4	4	4	12	5	5	4	14	5	4	4	4	4	21
105	4	5	5	5	19	4	4	4	4	4	20	4	4	5	13	5	5	4	14	4	4	4	12	5	4	4	4	4	21
106	4	4	4	4	16	4	4	4	4	5	21	5	5	4	14	5	5	5	15	4	4	5	13	5	5	5	4	4	23
107	5	5	5	5	20	5	5	5	5	5	25	5	5	5	15	5	5	5	15	5	5	5	15	5	5	5	5	5	25
108	5	4	5	5	19	4	5	4	4	4	21	4	4	5	13	4	4	5	13	4	5	5	14	5	5	5	5	5	25
109	4	5	5	5	19	4	4	5	5	4	22	4	4	4	12	5	5	5	15	5	5	5	15	5	5	4	4	5	23
110	1	1	1	2	5	2	2	1	1	1	7	2	2	2	6	1	2	2	5	1	1	2	4	2	2	1	1	1	7
111	5	5	4	4	18	4	4	5	5	5	23	5	5	4	14	4	4	5	13	4	4	4	12	5	4	4	4	4	21
112	4	4	5	5	18	4	4	4	5	5	22	5	5	4	14	4	5	5	14	4	4	5	13	4	4	5	5	5	23
113	4	4	5	5	18	4	4	4	4	4	20	5	5	5	15	4	5	5	14	5	4	4	13	4	4	4	4	5	21
114	4	4	4	4	16	4	4	5	5	5	23	4	4	5	13	5	4	4	13	5	5	4	14	4	5	5	5	5	24
115	5	5	4	4	18	4	4	5	5	5	23	5	5	5	15	4	4	4	12	5	5	5	15	5	5	5	4	4	24
116	5	5	4	4	18	4	4	4	4	5	21	5	5	5	15	5	5	5	15	4	4	5	13	5	5	4	4	4	22
117	4	4	4	4	16	4	4	5	5	5	23	5	5	5	15	4	4	4	12	4	4	4	12	4	4	4	5	5	22
118	5	4	4	4	17	4	4	4	5	5	22	5	5	4	14	5	5	5	15	4	5	5	14	4	4	5	5	5	23
119	5	5	4	4	18	4	4	4	4	4	20	5	5	4	14	4	4	4	12	4	4	5	13	4	4	4	5	5	22
120	5	4	4	4	17	4	4	4	4	5	21	4	4	4	12	4	4	4	12	5	4	4	13	4	4	5	5	5	23
121	4	4	5	5	18	5	5	4	4	4	22	5	5	4	14	4	5	5	14	4	4	5	13	4	4	5	5	5	24
122	4	4	5	4	17	4	4	4	5	5	22	4	4	5	13	4	4	4	12	4	4	5	13	5	5	4	4	4	22
123	4	4	4	4	16	4	4	4	5	5	22	4	4	5	13	4	4	4	12	4	4	5	13	4	4	4	4	4	20
124	5	5	4	4	18	4	4	4	5	5	22	5	5	4	14	5	4	4	13	5	4	4	13	5	4	4	4	4	21
125	4	4	5	5	18	4	5	4	4	4	21	5	4	4	13	4	4	4	12	4	4	4	12	4	4	4	4	4	22
126	4	4	5	4	17	4	4	4	5	5	22	5	4	4	13	4	4	5	13	5	5	5	15	4	4	4	4	5	21
127	2	2	1	1	6	1	1	2	2	2	8	2	2	2	6	2	2	1	5	1	2	2	5	1	1	2	2	2	8
128	5	4	4	4	17	4	4	4	4	5	21	5	5	4	14	5	4	4	13	4	4	4	12	5	5	4	4	4	22
129	4	4	4	5	17	4	4	4	5	5	22	5	4	4	13	5	4	4	13	5	4	4	13	5	5	5	4	4	23
130	5	4	4	4	17	5	5	4	4	4	22	5	5	4	14	4	4	5	13	5	4	4	13	4	4	4	4	5	21
131	4	4	4	5	17	5	4	4	5	5	23	4	4	4	12	5	5	5	15	5	5	4	14	5	5	5	5	4	24
132	5	5	4	4	18	4	4	4	5	5	22	5	5	5	15	5	5	4	14	4	4	5	13	5	5	5	5	5	25
133	5	5	4	4	18	4	4	5	5	5	23	5	5	5	15	5	5	4	14	5	4	4	13	5	5	4	4	4	22
134	4	4	5	5	18	4	4	5	5	5	23	4	4	4	12	5	5	4	14	4	4	4	12	5	5	4	4	4	22
135	5	5	5	4	19	5	5	5	4	4	23	5	5	4	14	5	5	5	15	4	5	5	14	5	5	5	5	4	24
136	5	5	4	4	18	4	4	4	5	5	22	5	5	4	14	5	4	4	13	4	4	4	12	4	4	4	5	5	22
137	4	4	4	4	16	4	4	4	5	5	22	4	4	4	12	4	4	4	12	5	4	4	13	5	4	5	5	5	24
138	5	4	4	4	17	4	4	4	4	4	20	4	4	4	12	4	4	4	12	4	4	4	12	4	4	4	4	4	20
139	5	5	4	4	18	4	4	4	5	5	22	4	4	4	12	5	5	4	14	4	4	5	13	5	5	4	4	4	22
140	5	5	4	4	18	4	4	4	4	4	20	4	4	5	13	4	4	4	12	5	5	5	15	4	4	4	4	5	21
141	4	4	4	4	16	4	4	4	4	5	21	4	4	4	12	5	4	4	13	5	5	5	15	5	5	5	4	4	24
142	4	4	5	5	18	4	4	4	4	5	21	4	4	4	12	4	4	4	12	4	4	4	12	4	4	5	5	5	23
143	4	4	3	3	14	3	3	4	4	4	18	3	4	4	11	4	4	3	11	3	3	4	10	4	4	4	4	3	19
144	4	4	4	5	17	4	4	4	5	5	22	5	4	4	13	5	5	4	14	4	4	5	13	4	4	4	5	5	22
145	5	4	4	4	17	5	5	4	4	4	22	5	5	4	14	5	5	4	14	4	4	5	13	4	5	5	5	5	24
146	4	4	5	5	18	4	4	4	4	5	21	4	4	5	13	5	5	4	14	4	4	5	13	5	4	4	4	4	21
147	5	5	4	4	18	4	4	4	5	5	22	5	5	5	15	5	4	4	13	4	4	5	13	4	4	4	5	5	22
148	4	4	4	4	16	5	5	4	4	4	22	4	5	5	14	5	5	5	15	5	5	4	14	4	4	5	5	5	23
149	5	4	4	4	17	4	4	5	5	5	23	5	5	4	14	5	5	4	14	4	4	4	12	5	5	5	5	5	25
150	4	4	4	5	17	4	4	4	5	4	21	4	4	4	12	5	5	4	14	4	4	5	13	4	4	4	5	5	22
151	5	5	4	4	18	5	5	4	4	4	22	5	5	5	15	5	4	4	13	5	5	4	14	5	5	5	4	4	23
152	5	5	5	5	20	5	5	5	5	4	24	5	5	5	15	5	5	5	15	4	4	4	12	5	5	5	5	5	25
153	2	2	2	2	8	3	4	3	4	4	18	4	3	4	11	4	3	4	11	4	4	5	13	3	3	3	3	3	15



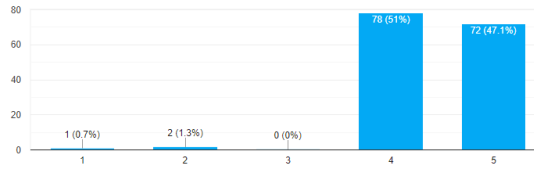


Visualisasi produk e-liquid merek Oat Drips

Bagian 1: Warna Kemasan

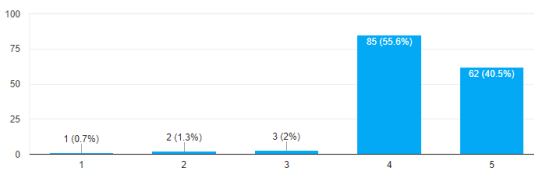
Saya suka warna kemasan merek ini

153 responses



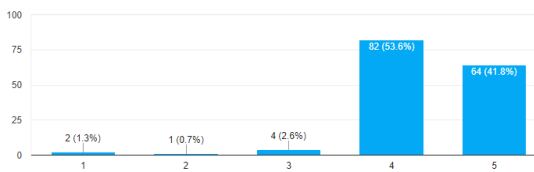
Warna kemasan merek ini penting bagi saya dalam membelinya

153 responses



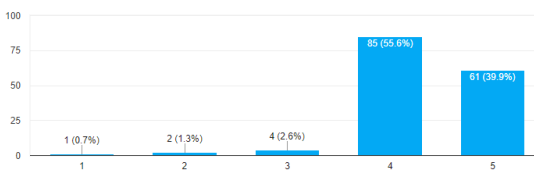
Saya dapat mengingat merek ini ketika warna yang serupa dilihat

153 responses



Saya dapat mengasosiasikan warna merek ini dengan citra merek

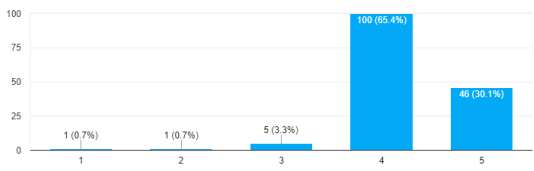
153 responses

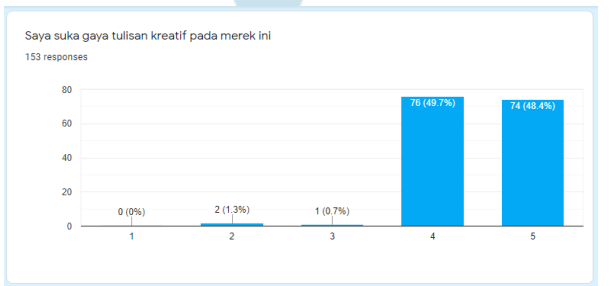
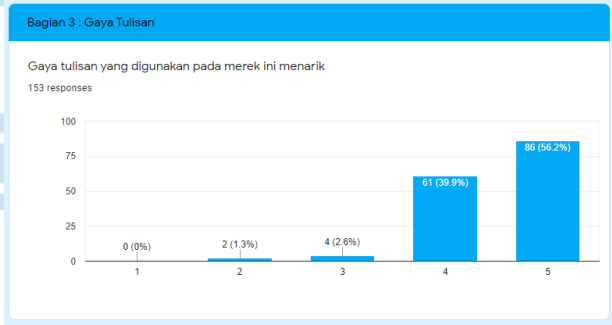
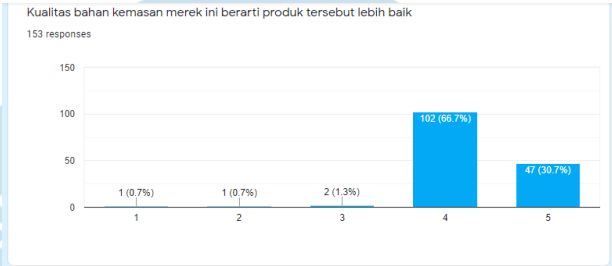
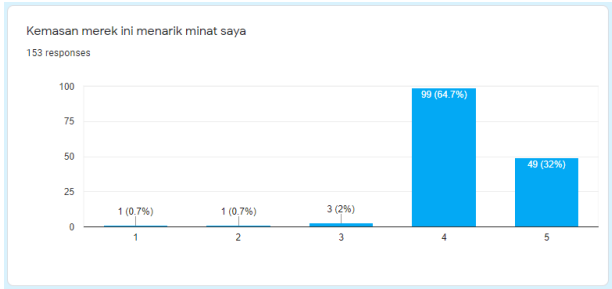


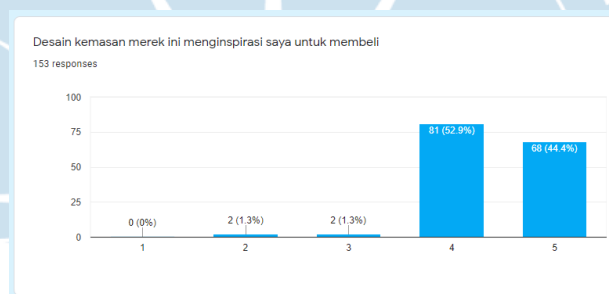
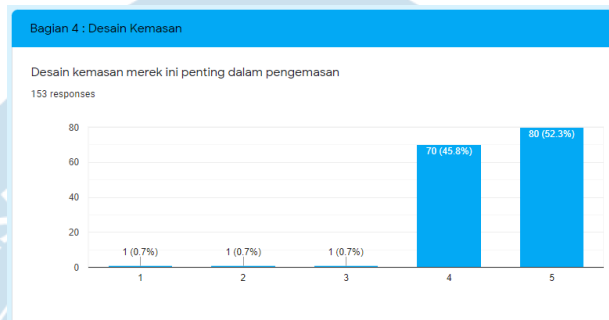
Bagian 2: Material Kemasan

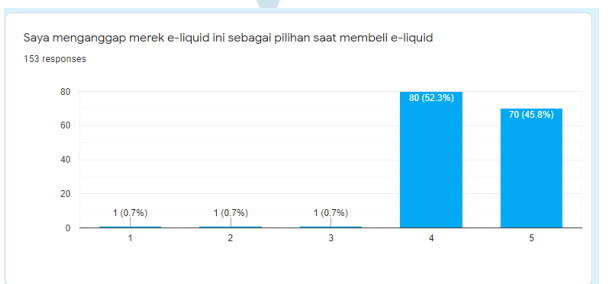
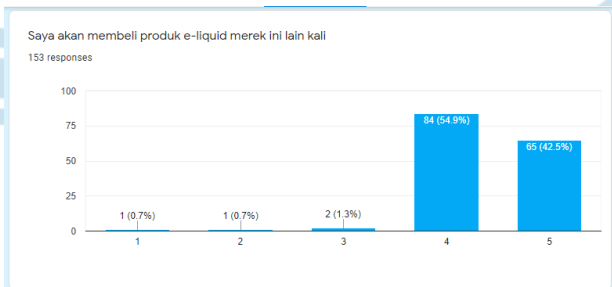
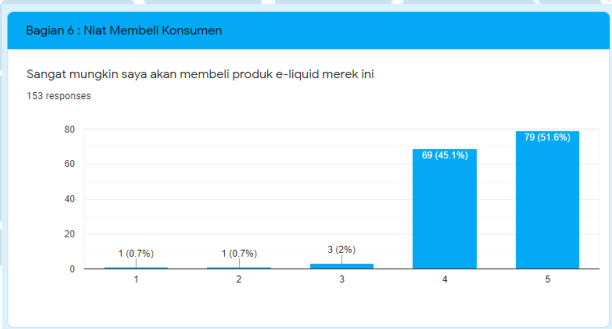
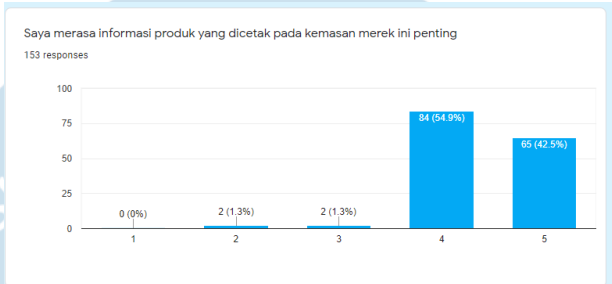
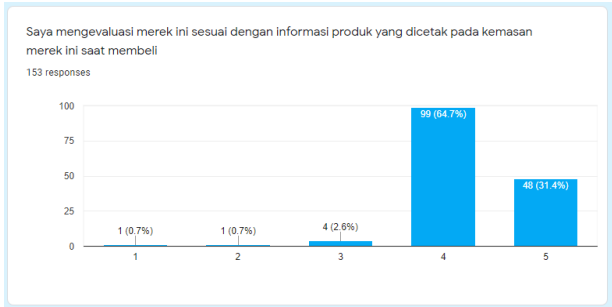
Saya lebih suka merek ini karena bahan kemasannya yang berkualitas tinggi

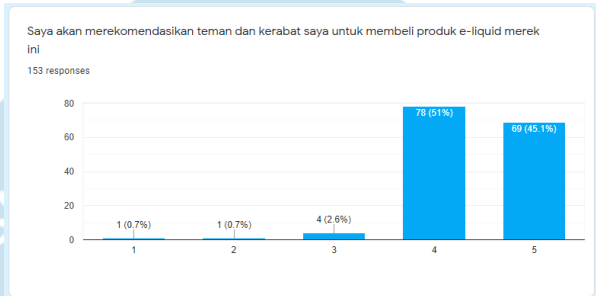
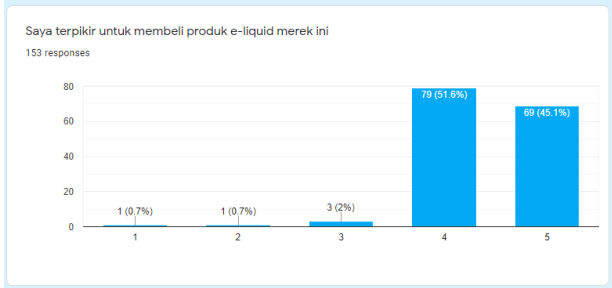
153 responses



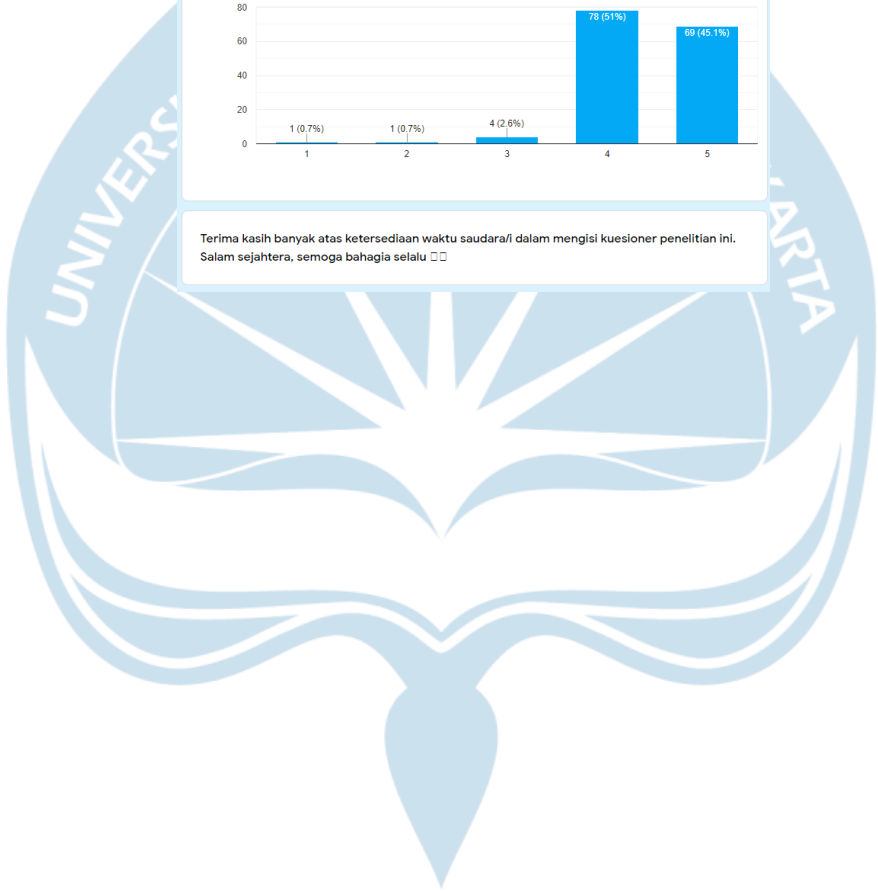








Terima kasih banyak atas ketersediaan waktu saudara/i dalam mengisi kuesioner penelitian ini. Salam sejahtera, semoga bahagia selalu ☺☺





No.	Pertanyaan	Sumber
Packaging Color		
1	I like the color of packaging of this product / brand.	(Waheed et al., 2018)
2	Color of packaging of this product / brand matters to me in purchasing it.	(Waheed et al., 2018)
3	I can recall this brand when the similar color is viewed.	(Waheed et al., 2018)
4	I can associate color of this product / brand with brand image.	(Waheed et al., 2018)
Packaging Design		
1	Wrapper design of this product / brand is important in packaging.	(Waheed et al., 2018)
2	Design of this product / brand's wrapper inspires me to purchase.	(Waheed et al., 2018)
3	Wrapper design builds a perception in my mind about this product.	(Waheed et al., 2018)
Packaging Material		
1	I prefer this brand due to its high quality packaging material.	(Waheed et al., 2018)
2	The packaging of this brand of this product attracts me.	(Waheed et al., 2018)
3	The quality of packaging material of this product / brand means the product is better.	(Waheed et al., 2018)
4	The quality of packaging material of this product / brand does not matter to me.	(Waheed et al., 2018)
5	I think it's a renowned brand due to its packaging.	(Waheed et al., 2018)
Printed Information		
1	I read printed information on the package of this product.	(Waheed et al., 2018)
2	I evaluate this product / brand according to the printed information while purchasing.	(Waheed et al., 2018)
3	I feel product information on the packet of this product / brand is important.	(Waheed et al., 2018)
Font Styles		
1	Font styles used on the packet of this product / brand are attractive.	(Waheed et al., 2018)
2	I like the creative font style on packets of this product / brand.	(Waheed et al., 2018)
3	Font size used helps me remember this product / brand.	(Waheed et al., 2018)
Consumer Purchase Intentions		
1	It is very likely that I will buy this product / brand.	(Waheed et al., 2018)
2	I would purchase this product / brand next time.	(Waheed et al., 2018)
3	I think about this product / brand of chocolate as a choice when buying chocolate.	(Waheed et al., 2018)
4	I think of buying this product / brand of chocolate.	(Waheed et al., 2018)
5	I will recommend my friends and relatives to buy this product / brand of chocolate.	(Waheed et al., 2018)



LAMPIRAN 5
HASIL UJI PENELITIAN

UJI RELIABILITAS WARNA KEMASAN:

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,820	,820	4

UJI VALIDITAS WARNA KEMASAN:

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X1.1	13,01	2,875	,571	,537	,806
X1.2	13,09	2,676	,663	,588	,765
X1.3	13,09	2,465	,724	,706	,734
X1.4	13,10	2,739	,616	,662	,786

UJI RELIABILITAS MATERIAL KEMASAN:

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,824	,825	5

UJI VALIDITAS MATERIAL KEMASAN:

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X2.1	17,52	3,593	,605	,815	,792
X2.2	17,48	3,633	,597	,823	,794
X2.3	17,49	3,409	,743	,573	,753
X2.4	17,29	3,525	,621	,672	,788
X2.5	17,22	3,700	,531	,604	,814

UJI RELIABILITAS GAYA TULISAN:

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,765	,764	3

UJI VALIDITAS GAYA TULISAN:

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X3.1	8,82	1,006	,607	,558	,674
X3.2	8,88	,925	,779	,638	,468
X3.3	8,96	1,262	,433	,269	,852

UJI RELIABILITAS DESAIN KEMASAN:

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,780	,783	3

UJI VALIDITAS DESAIN KEMASAN:

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X4.1	8,74	1,155	,607	,523	,714
X4.2	8,82	1,058	,774	,621	,530
X4.3	8,89	1,257	,492	,313	,837

UJI RELIABILITAS INFORMASI TERCETAK:

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,783	,782	3

UJI VALIDITAS INFORMASI TERCETAK:

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
X5.1	8,64	1,087	,627	,612	,701
X5.2	8,69	,993	,814	,694	,484
X5.3	8,56	1,367	,453	,315	,872

UJI RELIABILITAS NIAT BELI KONSUMEN:

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,858	,859	5

UJI VALIDITAS NIAT BELI KONSUMEN:

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Y1.1	17,59	4,389	,561	,593	,857
Y1.2	17,67	4,261	,650	,671	,834
Y1.3	17,63	3,931	,819	,707	,791
Y1.4	17,65	4,057	,724	,770	,815
Y1.5	17,66	4,239	,625	,692	,841

UJI ANALISIS STATISTIK DESKRIPTIF:

	N	Minimum	Maximum	Mean	Std. Deviation
X1	153	5	20	17,43	2,124
X2	153	7	25	21,75	2,312
X3	153	6	15	13,33	1,464
X4	153	5	15	13,22	1,531
X5	153	4	15	12,94	1,527
Y1	153	7	25	22,05	2,510
Valid N (listwise)	153				

UJI ANALISIS REGRESI BERGANDA:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,853 ^a	,727	,718	1,333

a. Predictors: (Constant), X5, X3, X4, X1, X2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	696,521	5	139,304	78,440	,000 ^b
	Residual	261,061	147	1,776		
	Total	957,582	152			

a. Dependent Variable: Y1

b. Predictors: (Constant), X5, X3, X4, X1, X2

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	,562	1,110		,506	,614
	X1	,193	,093	,164	2,079	,039
	X2	,291	,099	,268	2,937	,004
	X3	,275	,116	,161	2,375	,019
	X4	,402	,115	,246	3,492	,001
	X5	,217	,107	,132	2,017	,046

a. Dependent Variable: Y1



LAMPIRAN 6
JURNAL UTAMA

Product Packaging and Consumer Purchase Intentions

Sidrah Waheed

Institute of Business Management (IOBM), Karachi, Pakistan

Marium Mateen Khan¹

Institute of Business Management (IOBM), Karachi, Pakistan

Nawaz Ahmad

Institute of Business Management (IOBM), Karachi, Pakistan

Abstract

Packaged food products are now available in supermarkets which has increased consumer choice. In addition, competition between packaged food products has also increased. The consumers decision making process is strongly influenced by product packaging. Thus, the aim of the study is to measure the effect of product packaging (i.e. packaging color, packaging material, font style, packaging design and printed information) on consumer purchase intentions. Consumers of packaged foods in Karachi belonging to the age group of 18-35 years were surveyed through a questionnaire adapted from the earlier studies. The sample size for the study was 278 comprising a response rate of 95%. Preliminary statistical investigation consisted of reliability, validity and normality analyses. The developed hypotheses were empirically examined through regression analysis. The results suggest that all the hypotheses were accepted. The results also indicate that product packaging has a significant effect on consumer purchase intentions. It was also found that packaging material has the strongest influence on consumer purchase intentions followed by packaging color, font style, packaging design and printed information. Future studies may investigate how consumer purchase intentions are influenced by other elements of packaging in the context of Pakistan.

Keywords: *Product packaging, packaging color, font style, packaging design, printed information, consumer buying behavior.*

¹Corresponding Author: Marium Mateen Khan; Email: marium.mateen@iobm.edu.pk

Introduction

Product packaging has a strong influence on consumer purchase intentions especially at the point of sale. In fact, product packaging has become an essential part of the selling process (Rettie & Brewer, 2000). Packaged food products are now available in supermarkets which has increased consumer choice. In addition, competition between packaged food products has also increased. Prior studies suggest that consumers consider the self-service-format of packaging as a “salesman on the shelf” (Rettie & Brewer, 2000). Moreover, packaging is now considered a primary medium for communication and branding (Rettie & Brewer, 2000). Quazi (2008) documents a positive correlation between packaging and consumers purchase decisions. It is argued that the packaging of food products must stimulate a favorable response (Rundh, 2007). Coulson (2000) suggests that consumers have now become more health conscious and give more attention to packaging labels. On the contrary, consumer purchase intentions are also influenced by packaging material and packaging design (Deliya & Parmar, 2012). Moreover, a positive association between font size and packaging design was also found (Quazi, 2008). Similarly, Rundh (2007) found a positive association between packaging color and printed information. Thus, this study examines the effect of packaging material, packaging color, font style, packaging design and printed information on consumer purchase intentions.

Literature Review

Consumer Purchase Intentions

Consumer purchasing process depends on various factors including price, packaging, promotion and previous experience (Shafiq, Raza & Zia-ur-Rehman, 2011). When consumers purchase a product, they rely on internal search and external search. Internal search is based on consumers past product experience. On the contrary, external search is based on the experience of other consumers who have shared their views on social media (Keller, 2001). Purchase intentions also depend on product categories, demographics and the moods of consumers (Kamaruddin & Kamarulzaman, 2009). Consumer purchase intentions is the likelihood to buy a product in future. In other words, it also means that consumers are likely to purchase the product after evaluation. Consumers with high purchase intentions generally leads to actual purchase behavior (Keller, 2001). There are several factors which affect consumer purchase intentions. For example, brand image, packaging and experience of peers. Consumer purchase intentions helps marketers to forecast future consumer behavior and develop appropriate marketing strategies. Therefore, marketers aim to enhance consumer purchase intentions which directly influence consumers actual behavior (Morwitz, 2014).

Product Packaging

Product packaging is used for protecting a product from the external environment and promotion purposes (Raheem, Ahmad, Vishnu & Imamuddin, 2014). Packaging and its sub-factors have a positive effect on consumer purchase intentions (Ahmad, Billoo & Lakhan, 2012). Raheem, Ahmad, Vishnu & Imamuddin (2014) suggest that the process of consumer decisions lack objectivity, consistency and rationality. Therefore, they often make a judgment of quality based on packaging. Prior studies have found that packaging is an important tool for promoting products and stimulating purchase intentions (Rundh, 2007). The design, quality and color of packaging also have a strong influence on consumer buying behavior (Raheem, Ahmed, Vishnu & Imamuddin, 2014). It has also been suggested that packaging is an ultimate selling proposition which helps consumers to differentiate products (Underwood, 2003; Silayoi, & Speece, 2007; Bagozzi, Yi & Baumgartner, 1990). Mueller & Lockshin (2008) found a strong association between product packaging, consumer purchase intentions and brand experience. The visual appeal of product packaging is also a medium for marketing promotions (Silayoi & Speece, 2007). When consumers purchase high involvement products they give more importance to written information on packaging labels. In low involvement products, consumer purchase intentions depend on the design of packaging (Sehrawet & Kundu, 2007).

Packaging Color and Consumer Purchase Intentions

Packaging color helps consumers visualize and differentiate competitive brands (Aydin & Özer, 2005). When consumers visit a supermarket they are exposed to numerous products with different packaging colors. However, consumers tend to purchase the products whose packaging colors capture their attention. Past studies have found that different packaging colors have different meanings (Aslam, 2006). The black color reflects authority and mystery, whereas, the green color reflects ease. In addition, the red color shows passion and strong traits while the green color suggests affordability and casualness. The brown color is a symbol of masculinity and the white color symbolizes purity, refinement and formality (Aslam, 2006). Consumers often make a judgment on the quality and price of a product based on its packaging color (Becker, Van-Rompay, Schifferstein & Galetzka, 2011). Additionally, consumers tend to relate colors with their preference and belief. For example Babin, Hardesty & Suter (2003) found that consumers prefer to see the blue color in clothing shops. Kauppinen-Räsänen & Luomala (2010) examined the effects of different colors on medicine products. The study found that different packaging colors are associated with consumer perception about quality and price of medicines.

Packaging color has a strong influence on consumer purchase intentions (Grossman & Winsenblit, 1999; Agariya et al., 2012). Packaging color enhances the visual appeal of the product and helps consumers to differentiate a brand from another. In many cultures,

packaging colors are associated with different cultural values. Packaging colors that have visual appeal in some cultures may not be appealing in others. Thus, firms should tailor packaging colors in line with cultural values (Madden, Hewett & Roth, 2000). Prior studies have found that consumers tend to select those products whose packaging colors have greater appeal to their cultural values (Grossman & Winsenblit, 1999; Agariya et al., 2012). Consumers also select products which they are familiar with or have triggered their interest. Hence, visually appealing packaging color plays a vital role in stimulating consumer purchase intentions (Becker et al., 2011). Therefore, we hypothesize that:

H1: Packaging color has a positive impact on consumer purchase intentions.

Packaging Material and Consumer Purchase Intentions

Packaging material prevents products from damage or loss. Generally, most products are available in cardboard, glass and plastic. Packaging material is the first characteristic of a product that comes in direct contact with the consumer. It also reflects the quality and image of a product. Past studies have found that when consumers see low quality packaging material they assume that the quality of the product will be low as well (Underwood, Klien & Burke, 2001). Therefore, consumers tend to purchase products packaged with high quality materials. Packaging material also has a strong effect on consumer buying behavior (Holt, Quelch & Taylor, 2004). Silayoi & Speece (2004) found that consumers tend to judge the packaging material of a product through its visual appeal and packaging design. Further, most consumers are not able to judge the quality of the packaging material, therefore, they make an assessment based on the packaging design. In the past, packaging material was only used for visual appeal. However, now firms are using environment friendly packaging materials to stimulate purchase intentions (Lau & Wong, 2000; Gross & Kalra, 2002).

Past studies have found that the packaging material has a direct relationship with consumer purchase intentions and an indirect relationship with purchase intentions through perceived quality (Holt, Quelch & Taylor, 2004). It has also been found that consumers prefer glass packaging for some products and plastic / cardboard material for others. For instance, Holt, Quelch & Taylor (2004) found that consumers prefer glass packaging for milk and juices as compared to plastic or cardboard containers. Therefore, we hypothesize that:

H2: Packaging material has a positive effect on consumer purchase intentions.

Font Style and Consumer Purchase Intentions

A key element of packaging is the font style. It is important that suitable font styles with appropriate arrangement are used to make the product more visible (Mutsikiwa &

Marumbwa, 2013). The text on the product is important for effective communication. This communication will only be effective if the right content with the right font styles are used (Mutsikiwa & Marumbwa, 2013). Nayyar (2012) found that font styles have the strongest effect on consumer purchase intentions followed by color and shape of product packaging. It has been argued that the font style attracts consumers and helps them to decode the intended message (Akpoyomare, Adeosun & Ganiyu, 2012). Therefore, many companies display strategically important font styles on their products (Deliya & Parmar, 2012).

It has been found that the Garamond font style tends to be used for luxury products, whereas the century bold font style is used for economy products (Lupton, 2004). In addition, the italic font style is used in health related products (Smith & Taylor, 2004). Prior research suggests that the font style stimulates behavioral outcomes (Lockshin & Corsi, 2012). Consumers tend to respond more quickly when the font style is aligned with the message (Lewis & Walker, 1989; Silayoi & Speece, 2007). Thus, an appropriate font style enhances the visibility of the product. Lockshin & Corsi (2012) found that there is a direct association between font style and consumer purchase intentions. Therefore, we hypothesize that:

H3: Font style has a positive effect on consumer purchase intentions.

Packaging Design and Consumer Purchase Intentions

Packaging design includes the layout, fonts and colors used on a product. All these aspects of packaging design create a brand image and stimulates consumer purchase intentions (Grossman & Wisenblit, 1999). Consumers while purchasing low involvement products do not spend time in evaluating the attributes of products. Therefore, the package design is more important in low involvement products as compared to high involvement products (Hausman, 2000). As consumers draw inferences about a product on the basis of packaging design, therefore, it must stand out in a display (Grossman & Wisenblit, 1999). Due to time constraints, many consumers purchase products impulsively and their purchasing behavior is influenced by the packaging design (Herrington & Capella, 1995).

Packaging design has a strong influence on consumer purchase intentions (Javed & Javed, 2015). Prior studies have found that different demographic groups prefer different packaging designs (Löfgren & Witell, 2005). In general, kids tend to prefer flamboyant packaging designs whereas adults prefer sober packaging designs. Therefore, packaging design should be in accordance with the target audience (Raheem, Vishnu & Ahmed, 2014). It is argued that a unique, innovative and distinguishable packaging design helps in creating product differentiation, brand identity and stimulates consumer purchase intentions

(Underwood, 2003). Packaging design also helps in enhancing the visibility of the product in shopping centers (Javed & Javed, 2015). Therefore, we hypothesize that:

H4: Packaging design has a positive effect on consumer purchase intentions.

Printed Information and Consumer Purchase Intentions

Printed information (or product labels) provide information about products. Additionally, printed information is designed to attract consumers and motivate them to buy a product (Silayoi & Speece, 2004; Butkeviciene, Stravinskiene & Rutelione, 2008). It has been found that consumers pay more attention to printed information when purchasing high involvement products (Kupiec & Revell, 2001). In contrast, consumers tend to pay more attention to visual appeal while purchasing low involvement products. Consumers also read printed information of a product when they purchase health related products (Coulson, 2000). Kupiec & Revell (2011) suggests that it will be more convenient for consumers to compare the ingredients if the printed information of health related products are in the same format.

On the contrary, some studies have found that there is no association between printed information and purchase intentions especially in developing countries (Silayoi & Speece, 2004). In developing countries, consumers generally pay attention to the expiry date and ingredients of products (Bender & Derby, 1992; Ollberding, Wolf & Contento, 2011). Several studies have found that printed information on products tends to stimulate consumer purchase intentions (Ollberding, Wolf & Contento, 2011). Eldesouky & Mesias (2014) found that consumers while reading printed information give more attention to nutritional information, followed by expiry date, price and brand name.

Several researchers have examined how various factors can moderate or mediate the relationship between printed information and consumer purchase intentions. For example, Bressolles (2006) found that perceived quality and perceived uniqueness moderate the relationship between printed information and consumer purchase intentions. On the contrary, Gatfaoui & Lavorata (2001) found that perceived risk and socio demographic factors mediate the relationship between printed information and consumer purchase intentions. Therefore, we can hypothesize that:

H5: Printed information has a positive effect on consumer purchase intentions.

Conceptual Framework

Based on the above discussion, a conceptual framework has been developed. The conceptual framework is presented in Figure 1.

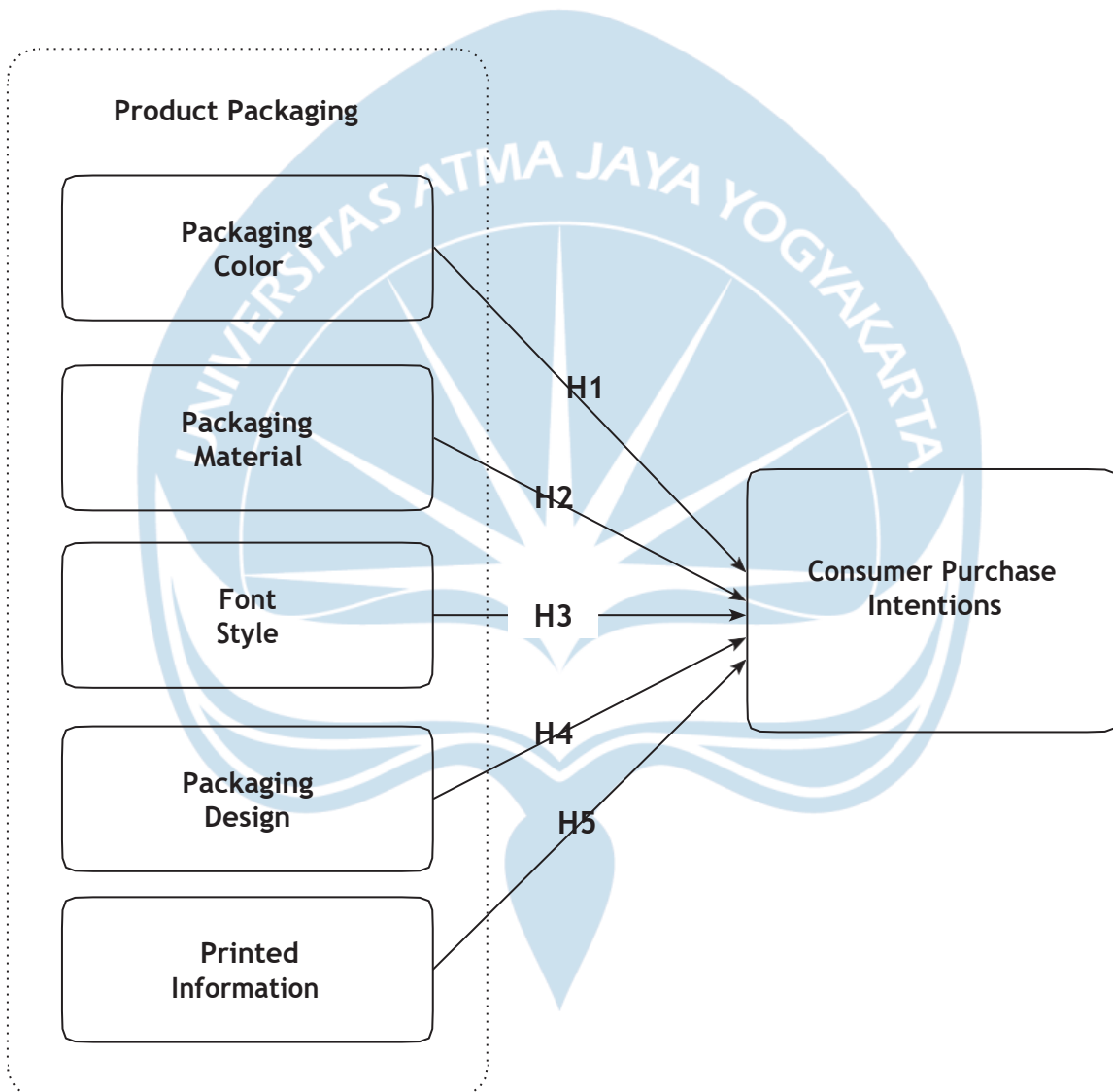


Figure 1: Conceptual Framework

Methodology

Sample

The study was restricted to selected business school students of Karachi within the age group of 18-35 years. This segment was selected as past research indicates that the 18-35 year age group tends to consume a large quantity of packaged food. The sample size for the study was 278 with a response rate of approximately 95%. Of the total 278 respondents, 55% were males and the remaining 45% were females. 94% of the respondents belonged to the 18-24 years age group and 6% belonged to the 25-35 years age group. 65% of the respondents were doing BBA and the rest were doing MBA.

Scales and Measures

The scales and measures of the constructs were adapted from Ahmad, Billoo & Lakhani (2012) consisting of 23 items. The questionnaire includes 4 items for packaging color, 3 items for packaging design, 3 items for font style, 5 items for packaging material, 3 items for printed information and 5 items for consumer purchase intentions. The constructs and items used in the questionnaire are attached in Annexure 1. All the items were based on the five point Likert scale. The Likert scale ranges from one to five where one represents strongly disagree and five represents strongly agree.

Statistical Analysis

Prior to multiple regression analysis, preliminary statistical tests for reliability, normality and validity were performed. The results from preliminary tests are reported and discussed in the subsequent sections.

Results

Reliability Analysis

The internal consistency of the constructs used in the questionnaire was assessed through Cronbach's Alpha. The results are presented in Table 1.

Table 1: Reliability Analysis

Constructs	Cronbach's Alpha	Items	Mean	Std. Deviation
Packaging Color	0.703	4	3.35	0.87
Packaging Design	0.672	3	3.24	0.86
Font Style	0.667	3	3.21	0.89
Packaging Material	0.734	5	3.17	0.76
Printed Information	0.776	3	2.97	1.07
Consumer Purchase Intentions	0.897	5	4.02	0.85

Table 1 shows that the Cronbach's Alpha values ranged from 0.667 to 0.897. It is the highest for consumer purchase intentions ($\alpha=0.897$, Mean=4.02, SD=0.85) and the lowest for font style ($\alpha=0.667$, Mean=3.21, SD=0.89). As all the Cronbach's alpha values are greater than 0.60, therefore, the constructs satisfy the requirements of internal consistency (Hair et al., 2013).

Descriptive Statistics

The descriptive statistics of the variables are presented in Table 2.

Table 2: Descriptive Analysis

	Mean	Std. Deviation	Variance	Skewness	Kurtosis
Packaging Color	3.35	0.87	0.75	-0.28	-0.07
Packaging Design	3.24	0.86	0.74	-0.26	0.01
Font Style	3.21	0.89	0.80	-0.30	-0.18
Packaging Material	3.17	0.76	0.57	-0.39	0.15
Printed Information	2.97	1.07	1.15	-0.01	-0.75
Consumer Purchase Intentions	4.02	0.85	0.72	-0.94	1.08

Table 2 shows that the skewness values ranged between -0.94 to -0.01. The highest skewness in absolute value is for consumer purchase intentions (Mean= 4.02, SD= 0.85) and lowest for printed information (Mean= 2.97, SD= 1.07). Moreover, the kurtosis values ranged between 0.01 and 1.08. It is the highest for consumer purchase intentions (Mean= 4.02, SD= 0.85) and the lowest for packaging design (Mean= 3.24, SD= 0.86). Since both skewness and kurtosis values ranged within ± 3.5 , therefore it can be inferred that the constructs fulfill the requirements of univariate normality (Hair, Black, Babin & Anderson, 2013).

Discriminant Validity

Discriminant analysis was carried out to assess the uniqueness and distinctiveness of the constructs. The results are presented in Table 3.

Table 3: Discriminant Validity

	1	3	4	5	6	7
Packaging Color	0.73					
Packaging Material	0.31	0.67				
Packaging Design	0.26	0.30	0.78			
Printed Information	0.07	0.07	0.11	0.83		
Font Style	0.16	0.12	0.22	0.15	0.78	
Consumer Purchase Intentions	0.17	0.05	0.06	0.01	0.11	0.84

The results show that the diagonal values (square root of variance explained) are greater than the rest of the values (square of each pair of correlation). This suggests that all the constructs are distinct and unique (Hair et al., 2013; Thomas & Nelson, 2015).

Product Packaging and Consumer Purchase Intentions

Multiple regression analysis was used to measure the effect of product packaging (i.e. packaging color, packaging design, font style, packaging material and printed information) on the dependent variable consumer purchase intentions. The multiple regression results are presented in Table 4.

Table 4: Multiple Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	β	Std. Error	β			
(Constant)	2.230	0.231			9.638	0.000
Packaging Color	0.212	0.076	0.215		2.803	0.005
Packaging Design	-0.031	0.067	-0.031		-0.458	0.648
Font Style	0.207	0.059	0.218		3.522	0.000
Packaging Material	-0.074	0.078	-0.066		-0.959	0.338
Printed Information	-0.053	0.045	-0.067		-1.171	0.243

DV: Consumer Purchase Intentions, $R^2=0.236$; Adjusted $R^2=0.221$, $F=14.911$, $p<0.05$.

The results suggest that the product packaging (i.e. packaging color, packaging design, font style, packaging material and printed information) explains 22.1% of the variance in the dependent variable ($F=14.911$, $p<0.05$). It was also found that packaging color ($\beta = .215$, $p<0.05$) and font style ($\beta = .218$, $p<0.05$) has a significant impact on consumer purchase intentions. Moreover, packaging design ($\beta = -.031$, $p>.05$), packaging material ($\beta =-0.066$, $p>.05$), and printed information ($\beta =-0.067$, $p>.05$) are insignificant at the 5% level.

Packaging Color and Consumer Purchase Intentions

The first hypothesis states that packaging color has a positive impact on consumer purchase intentions. Table 5 provides the simple regression results from regressing packaging color on consumer purchase intentions.

Table 5: Simple Regression Results

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	B		
Constant	2.664	.181		14.735	.000
Packaging Color	.405	.052	0.412	7.749	.000

DV: Consumer Purchase Intentions, $R^2=0.170$; Adjusted $R^2=0.167$, $F=60.040$, $p<0.05$.

The regression results suggest that the hypothesis examining the impact of packaging color on consumer purchase intentions was accepted. Packaging color explains 16.7% of the variance in consumer purchase intentions (Adjusted $R^2=.167$, $F= 60.40$, $p< 0.05$). The variable packaging color ($\beta = .412$, $p<.05$) has a significant impact on consumer purchase intentions.

Packaging Material and Consumer Purchase Intentions

The second hypothesis states that packaging material has a positive impact on consumer purchase intentions. Table 6 provides the simple regression results from regressing packaging material on consumer purchase intentions.

Table 6: Simple Regression Results

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	B		
Constant	3.159	.207		15.245	.000
Pack. Material	.272	.064	.242	4.276	.000

DV: Consumer Purchase Intentions, $R^2=0.059$; Adjusted $R^2=0.055$, $F=18.23$, $p<0.05$.

The results in Table 6 suggest that the hypothesis examining the impact of packaging material on consumer purchase intentions was accepted. Packaging material explains 5.55% of the variance in consumer purchase intentions (Adjusted $R^2=.055$, $F = 18.23$, $p< 0.05$). The variable packaging material ($\beta = .242$, $p<.05$) has a significant impact on consumer purchase intentions.

Font Style and Consumer Purchase Intentions

The third hypothesis states that font style has a positive impact on consumer purchase intentions. Table 7 provides the simple regression results from regressing font style on consumer purchase intentions.

Table 7: Simple Regression Results

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	B		
Constant	2.998	.174		17.218	.000
Font Style	.319	.052	.335	6.100	.000

DV: Consumer Purchase Intentions, $R^2=0.112$; Adjusted $R^2=0.109$, $F=37.210$, $p<0.05$.

The results in Table 7 suggests that the hypothesis examining the impact of font style on consumer purchase intentions was accepted. Font style explains 10.9% of the variance in consumer purchase intentions (Adjusted $R^2=.109$, $F = 37.210$, $p< 0.05$). The variable font style ($\beta = .335$, $p<.05$) has a significant impact on consumer purchase intentions.

Packaging Design and Consumer Purchase Intentions

The fourth hypothesis states that packaging design has a positive impact on consumer purchase intentions. Table 8 provides the simple regression results from regressing

packaging design on consumer purchase intentions.

Table 8: Simple Regression Results

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	B		
Constant	3.246	.187		17.338	.000
Packaging Design	.239	.056	.242	4.285	.000

DV: Consumer Purchase Intentions, R²=0.059; Adjusted R²=0.056, F=18.362, p<0.05.

The results suggest that the hypothesis examining the impact of packaging design on consumer purchase intentions was accepted. Packaging design explains 5.6% of the variance in consumer purchase intentions (Adjusted R²=0.050, F= 18.362, p< 0.05). The variable packaging design ($\beta = .242$, p<.05) has a significant impact on consumer purchase intentions.

Printed Information and Consumer Purchase Intentions

The fifth hypothesis states that printed information has a positive impact on consumer purchase intentions. Table 9 provides the simple regression results from regressing printed information on consumer purchase intentions.

Table 9: Simple Regression Results

Variables	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	B		
Constant	3.748	.145		25.850	.000
Pr. Information	.092	.046	.116	2.005	.046

DV: Consumers Purchase Intention, R²=0.013, Adjusted R²=0.010, F=4.020, p<0.05.

The results suggest that the hypothesis examining the impact of printed information on consumer purchase intentions was accepted. Printed information explains 1% of the variance in consumer purchase intentions (Adjusted R²=0.010, F=4.020, p<0.05). The variable printed information ($\beta = 0.116$, p<.05) has a significant impact on consumer purchase intentions.

Conclusion

The study has examined the impact of product packaging on consumer purchase intentions. The results from multiple regression analysis suggest that font style and packaging color have a positive and statistically significant effect on consumer purchase intentions, holding other factors constant. On the contrary, packaging design, printed information and packaging material remain statistically insignificant. Further, the simple regression results imply that each element of packaging has a significant influence on consumer purchase intentions. Overall, the results of the study support the view that packaging is not limited to the wrapping of a product. Rather, all the elements of packaging play a critical role in promoting consumer purchase intentions. Therefore, marketers should focus on the font style and packaging color in order to stimulate consumer purchase intentions. The study has some limitations. First, the respondents of the study belong to the business institutes of Karachi. Second, only four brands of products have been examined. Future research may investigate how consumer purchase intentions are influenced by other elements of packaging in the context of Pakistan.

Annexure-1

Constructs & Items in the Questionnaire

Packaging Color

1. I like the color of packaging of this product / brand.
2. Color of packaging of this product/brand matters to me in purchasing it.
3. I can recall this brand when the similar color is viewed.
4. I can associate color of this product/brand with brand image.

Packaging Design

1. Wrapper design of this product/brand is important in packaging.
2. Design of this product/brand's wrapper inspires me to purchase.
3. Wrapper design builds a perception in my mind about this product.

Packaging Material

1. I prefer this brand due to its high quality packaging material.
2. The packaging of this brand /product attracts me.
3. The quality of packaging material of this product/brand means the product is better.
4. The quality of packaging material of this product /brand does not matter to me.
5. I think it's a renowned brand due to its packaging.

Printed Information

1. I read printed information on the package of this product.
2. I evaluate this product/brand according to the printed information while purchasing.
3. I feel product information on the packet of this product/brand is important.

Font Styles

1. Font styles used on the packet of this product/brand are attractive.
2. I like the creative font style on packets of this product/brand.
3. Font size used helps me remember this product/ brand.

Consumer Purchase Intentions

1. It is very likely that I will buy this product/ brand.
2. I would purchase this product/brand next time.
3. I think about this product/brand of chocolate as a choice when buying chocolate.
4. I think of buying this product /brand of chocolate.
5. I will recommend my friends and relatives to buy this product/brand of chocolate.

References

- Ahmad, N., Billoo, M., & Lakhan, A., (2012). Effect of Product Packaging in Consumer Buying Decision. *Journal of Business Strategies*, 6(2), 1-10.
- Agariya, A. K., Johari, A., Sharma, H. K., Chandraul, U. N., & Singh, D. (2012). The role of packaging in brand communication. *International Journal of Scientific & Engineering Research*, 3(2), 1-13.
- Akpoymare, O. B., Adeosun, L. P. K., & Ganiyu, R. A. (2012). The influence of product attributes on consumer purchase decision in the Nigerian food and beverages industry: A study of Lagos Metropolis. *American Journal of Business and Management*, 1(4), 196-201.
- Aslam, M. M. (2006). Are you selling the right colour? A cross-cultural review of color as a marketing cue. *Journal of Marketing Communications*, 12(1), 15-30.
- Aydin, S., & Özer, G. (2005). The analysis of antecedents of customer loyalty in the Turkish mobile telecommunication market. *European Journal of Marketing*, 39(7/8), 910-925.
- Babin, B. J., Hardesty, D. M., & Suter, T. A. (2003). Color and shopping intentions: The intervening effect of price fairness and perceived affect. *Journal of Business Research*, 56(7), 541-551.
- Bagozzi, R., P., Yi, Y., & Baumgartner, J., (1990). The Level of Effort Required for Behavior as a Moderator of the Attitude-Behavior Relation. *European Journal of Social Psychology*, 20(1), 45-59.
- Becker, L., Van-Rompay, T. J., Schifferstein, H. N., & Galetzka, M. (2011). Tough package, strong taste: The influence of packaging design on taste impressions and product evaluations. *Food Quality and Preference*, 22(1), 17-23.
- Bender, M. M., & Derby, B. M. (1992). Prevalence of reading nutrition and ingredient information on food labels among adult Americans: 1982-1988. *Journal of Nutrition Education*, 24(6), 292-297.
- Bressolles, G. (2006). La qualité de service électronique: NetQu@l Proposition d'une échelle de mesure appliquée aux sites marchands et effets modérateurs. *Recherche et Applications en Marketing (French Edition)*, 21(3), 19-45.
- Butkeviciene, V., Stravinskiene, J. & Rütelione, A. (2008). Impact of consumer package communication on consumer decision making process. *Economics of Engineering Decisions*, 1(56), 57-65.
- Coulson, N., S., (2000). An Application of the Stages of Change Model to Consumer Use of Food Labels. *British Food Journal*, 102(9), 661-668.
- Deliya, M. M. M., & Parmar, M. B. J. (2012). Role of Packaging on Consumer Buying Behavior - Patan District. *Global Journal of Management and Business Research*, 12(10), 48-67.
- Eldesouky, A., & Mesias, F. (2014). An insight into the influence of packaging and presentation format on consumer purchasing attitudes towards cheese: a qualitative study. *Spanish Journal of Agricultural Research*, 12(2), 305-312.
- Gatefaoui, S. & Lavorata, L. (2001). Del'éthique del'enseigne à la fidélisation du consommateur : Le rôle de la confiance, *Revue Française du Marketing*; 183/184 (3-4), 213- 224.

- Gross, R. A., & Kalra, B. (2002). Biodegradable polymers for the environment. *Science*, 297(5582), 803-807.
- Grossman, R.P. & Wisenblit, J.Z. (1999). What we know about consumers' color choices. *Journal of Marketing Practice: Applied Marketing Science*, 5(3), 78-88.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2013). *Multivariate Data Analysis*. New York: Pearson Education Limited.
- Hausman, A. (2000). A multi-method investigation of consumer motivations in impulse buying behavior. *Journal of Consumer Marketing*, 17(5), 403-419.
- Herrington, J. D. & Capella, L. M. (1995). Shopping reactions to perceived time pressure. *International Journal of Retail & Distribution Management*, 23 (12), 13-20.
- Holt, D. B., Quelch, J. A., & Taylor, E. L. (2004). How global brands compete. *Harvard Business Review*, 82(9), 68-75.
- Javed, S. A., & Javed, S. (2015). The impact of product's packaging color on customers' buying preferences under time pressure. *Marketing and Branding Research*, 2(1), 4-14.
- Kamaruddin, A. R., & Kamarulzaman, K. (2009). Malay culture and consumer decision-making styles: an investigation on religious and ethnic dimensions. *Jurnal Kemanusiaan*, 7(2), 37-50
- Kauppinen-Räsänen, H., & Luomala, H. T. (2010). Exploring consumers' product-specific colour meanings. *Qualitative Market Research: An International Journal*, 13(3), 287-308.
- Keller, K. L. (2001). Building customer-based brand equity: A blueprint for creating strong brands, *Marketing Management*, Cambridge, MA: Marketing Science Institute.
- Kupiec, B., & Revell, B. (2001). Measuring consumer quality judgements. *British Food Journal*, 103(1), 7-22.
- Lau, O. W., & Wong, S. K. (2000). Contamination in food from packaging material. *Journal of Chromatography A*, 882(1-2), 255-270.
- Lewis, C., & Walker, P., (1989). Typographic influences on reading. *British Journal of Psychology*, 80(2), 241-257.
- Lockshin, L., & Corsi, A. M. (2012). Consumer behavior for wine 2.0: A review since 2003 and future directions. *Wine Economics and Policy*, 1(1), 2-23.
- Löfgren, M., & Witell, L. (2005). Kano's theory of attractive quality and packaging. *Quality Management Journal*, 12(3), 7-20.
- Lupton, E. (2004). Thinking with type: A critical guide for designers, writers, editors, and students. Princeton, NJ: Princeton Architectural Press.
- Madden, T. J., Hewett, K., & Roth, M. S. (2000). Managing images in different cultures: A cross-national study of color meanings and preferences. *Journal of International Marketing*, 8(4), 90-107.
- Morwitz, V. (2014). Consumers' purchase intentions and their behavior. *Foundations and Trends in Marketing*, 7(3), 181-230.

- Mueller, S., & Lockshin, L. (2008). How important is wine packaging for consumers? On the reliability of measuring attribute importance with direct verbal versus indirect visual methods, Paper Read at 4th *International Conference of the Academy of Wine Business Research*, Siena, Italy.
- Mutsikiwa, M., & Marumbwa, J. (2013). The impact of aesthetics package design elements on consumer purchase decisions: a case of locally produced dairy products in Southern Zimbabwe. *Journal of Business and Management*, 8(5), 64-71.
- Nayyar, E. (2012). Packaging - An innovative source of impulsive and abrupt buying action. *International Journal of Management & Information Technology*, 1(1), 13 - 16.
- Ollberding, N. J., Wolf, R. L., & Contento, I. (2011). Food label use and its relation to dietary intake among US adults. *Journal of the American Dietetic Association*, 111(5), S47-S51.
- Quazi, M. A., (2008). Managerial Views of Consumerism: A two country Comparison. *European Journal of Marketing*, 36(1/2), 36-50.
- Raheem, A., R., Ahmad, N., Vishnu, P., & Imamuddin, K., (2014). Role of Packaging and Labeling on Pakistani Consumers Purchase Decision. *European Journal of Scientific Research*, 10(16), 464-473.
- Raheem, A., R., Vishnu, P., & Ahmed, M., A., (2014). Impact of product packaging on consumer's buying behavior. *European Journal of Scientific Research*, 122(2), 125-134.
- Rettie, R., & Brewer, C., (2000). The verbal and visual components of package design. *Journal of Product & Brand Management*, 9(1), 56-70.
- Rundh, B., (2007). The Multi-Faceted Dimension of Packaging: Marketing Logistic or Marketing Tool?, *British Food Journal*, 107(9), 670-684.
- Sehrawet, M., & Kundu, S. C. (2007). Buying Behaviour of Rural and Urban Consumers in India: The Impact of Packaging. *International Journal of Consumer Studies*, 31(6), 630-638.
- Shafiq, R., Raza, I., & Zia-ur-Rehman, M. (2011). Analysis of the factors affecting customers purchase intention: The mediating role of perceived value. *African Journal of Business Management*, 5(26), 10577-10585.
- Silayoi, P., & Speece, M., (2007). The importance of packaging attributes: A conjoint analysis approach. *European Journal of Marketing*, 41(11/12), 1495-1517.
- Silayoi, P., & Speece, M., (2004). Packaging and Purchase Decisions: An Exploratory Study on the Impact of Involvement Level and Time Pressure. *British Food Journal*, 106(8), 607-628.
- Smith, P.R. & Taylor, J., 2004. *Packaging. In Marketing Communications*. London: Kogan Page Limited.
- Thomas, R. T. and Nelson, J. K. (1985). *Research Methods in Physical Activity*. Champaign: Human Kinetics.
- Underwood, R. L., (2003). The Communicative Power of Product Packaging: Creating Brand Identity via Lived and Mediated Experience. *Journal of Marketing Theory and Practice*, 11(1), 62-76.
- Underwood, R. L., Klein, N. M., & Burke, R. R., (2001). Packaging Communication: Attentional Effects of Product Imagery. *Journal of Product and Brand Management*, 10(7), 403- 422.