

## THE ELEMENTS OF PACKAGING THAT FORM A BRAND PERSONALITY. (Study In Aroma Premium Sekoteng Products)

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**Abstract.** A trend to a healthier lifestyle triggers a shift in consumer's behavior to consume healthy foods and to avoid any preservatives. Several companies in Indonesia began to contribute to this trend including UD Maju Jaya who also contributing to this trend by producing products called premium sekoteng AROMA. The problem occurred when the company experienced a sales decline as 93,4% in traditional market distribution channel and 39,4% in modern distribution channel because the product itself did not show the element of a packaging that could attract consumers to purchase since a brand personality from a packaging itself should form a bond on consumer's thoughts and feelings unto the brand. Therefore, the purpose of this study is to determine the effect of packaging elements through brand personality on premium sekoteng AROMA. In this study data collection was done by distributing questionnaires using a purposive sampling technique with the condition that consumers who have purchased and consumed premium AROMA sekoteng products. The results show that significantly variable functionality packaging and packaging saleability tend to influence brand personality.

**Keywords:** Branding, brand personality, packaging, functionality packaging, packaging saleability

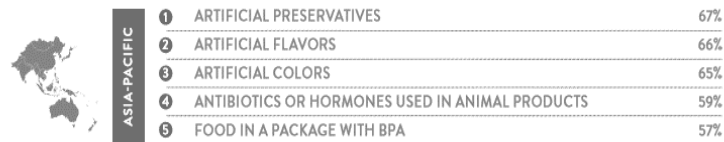
**Abstrak.** Tren gaya hidup sehat memicu perubahan perilaku konsumen untuk mengonsumsi makanan sehat dan menghindari bahan pengawet. Beberapa perusahaan di Indonesia mulai berkontribusi pada tren ini termasuk UD Maju Jaya yang juga berkontribusi terhadap tren ini dengan memproduksi produk sekoteng premium yang disebut AROMA. Masalah terjadi ketika perusahaan mengalami penurunan penjualan sebesar 93,4% di saluran distribusi pasar tradisional dan 39,4% di saluran distribusi modern karena produk itu sendiri tidak menunjukkan unsur kemasan yang dapat menarik konsumen untuk membeli karena merek, kepribadian dari kemasan itu sendiri harus membentuk ikatan pada pikiran dan perasaan konsumen terhadap merek. Oleh karena itu, tujuan dari penelitian ini adalah untuk mengetahui pengaruh elemen kemasan melalui kepribadian merek pada AROMA sekoteng premium. Dalam penelitian ini pengumpulan data dilakukan dengan menyebarkan kuesioner menggunakan teknik purposive sampling dengan syarat bahwa konsumen yang telah membeli dan mengonsumsi produk sekoteng AROMA premium. Hasil penelitian menunjukkan bahwa kemasan fungsionalitas variabel signifikan dan penjualan kemasan cenderung mempengaruhi kepribadian merek.

**Kata kunci:** Branding, kepribadian merek, pengemasan, pengemasan fungsionalitas, penjualan kemasan

### INTRODUCTION

The trend of healthy lifestyles began to be the first choice and became an awareness that caused a shift in consumer behavior in choosing products ranging from food and drinks. According to Onel and Mukherjee (2016), with an increase in environmental problems which raises awareness in the community which triggers a shift in one's behavior into healthier behavior consumers are willing to pay for these healthy products at a higher price

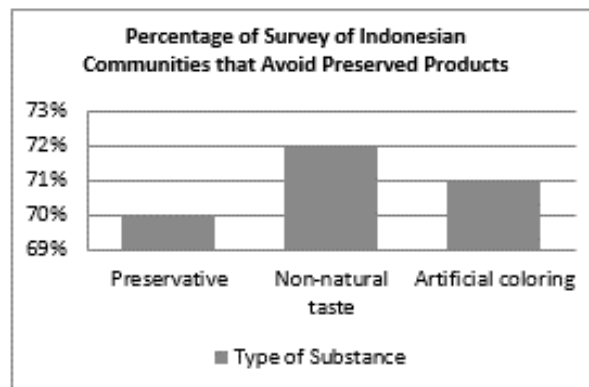
for health reasons (Aqmal and Novianti, 2017). According to a survey conducted by Nielsen's New Global Health and Ingredient in the use of food and beverage products, it was shown that there were several substances which were avoided by respondents from Asia-Pacific as described in Figure 1.



**Figure 1.** The Five Most Avoided Materials by the Asia-Pacific Community

Source: Nielsen, 2016.

Nielsen's survey data has been summarized by CNN Indonesia in Figure 2 where it was found that more than 70% of respondents chose to avoid non-organic substances to support their healthy lifestyle.



**Figure 2.** Percentage of Survey of Indonesian Communities Avoiding Preserved Products

Source: CNN Indonesia, 2016

Several companies in Indonesia are now starting to contribute to the trend of a healthy lifestyle by using more natural products, one of which is UD. Maju Jaya, which is a family company engaged in the food and beverage manufacturing industry and has been established since 1980 producing products in the form of sekoteng drinks and wedang, the AROMA brand of instant ginger. UD. Maju Jaya has 2 distribution channels namely traditional markets and modern markets. Over time, our premium AROMA sekoteng products experienced several obstacles in marketing, which was a very significant decrease in sales, amounting to 93.2% in traditional markets in 2017 and a 39.4% decrease in sales in the modern market.

In premium AROMA sekoteng products, the product has the characteristics or characteristics of the product as used as souvenirs and exclusive and looks premium. The new AROMA ginger product has the characteristics of a product that is cheap, simple, and can be consumed by everyone. However, it turns out that the problem arises because AROMA premium sekoteng products do not show packaging characteristics that can attract consumers to buy the so-called saleability value because the brand personality on product packaging makes consumers have a bond of thoughts and feelings for a product of that brand (Shin and Parker, 2017). Supported by

the company's internal sales data, wedang ginger aroma with new packaging launched in October 2015 while sekoteng premium aroma products experienced a decline in sales in Figures 3 and 4 allegedly because when a company formed a new product and a successful new packaging, it caused a decrease in product sales others (Maidique and Zirger, 1985).

Because, a package with good saleability must have a value of interest through good visibility, choice of forms and designs that can attract and communicate products to consumers and sell these products well (Rundh, 2016). In addition to packaging that has a good selling value, a product must also have value creation or value creation in our products through branding. The meaning of branding itself is a way of adding value to products that appear in industries that have high consumer product sales (fast-moving consumer goods) to help companies create strong brands compared to competitors for increased profits (Viardot, 2017). To create a strong brand, a product must have brand personality characteristics, which consist of sincerity, excitement, competence, sophistication, and ruggedness as the foundation of a brand (Toldos-Romero and Orozco-Gómez, 2015). A product packaging or packaging has an important role to communicate brand identity through branding and brand personality (Lindh, Williams, Olsson, and Wikström, 2016). With this, researchers want to see to what extent the role of a packaging influences brand personality. Thus, researchers are interested in writing a study entitled the Packaging Element that supports the formation of Brand Personality. It aims to find out how far the influence of Functionality Packaging and Packaging Saleability on Brand Personality on premium AROMA classmates.

## LITERATURE REVIEW

The first journal supporting this research was put forward by Rundh (2016) who discussed the role of packaging in marketing and value creation to find out the importance of innovative packaging for marketing purposes and to know the function of packaging as a marketing tool. Packaging has a role to increase consumer attention to a product that will lead to a purchase. Packaging has a function to protect, explain the contents of the product and its content and have a saleability value to sell the product. The method used in this study uses five case studies which are analyzed in stages to see the similarities and differences between the sub-cases with purposive sampling which focuses on evaluating and investigating how packaging is used in marketing by interviewing and retrieving data. the intended internal company. Respondents in this study were divided per case study. The results of the research in the first journal show that good packaging functions and designs are important tools of value creation for marketing products in the market and contributing to the creation of value in the food supply chain.

This is also supported by the second journal which is the reference in this study written by Raheem, Vishnu and Ahmed (2014) examining the role of packaging in consumer behavior in buying a product. The research objective of the journal said that good packaging can be a driver of the success of a product brand. The research method used in this study is a regression analysis method of 150 respondents with reliability testing. The results of the research from the second journal show that there is proof of packaging being one of the important indicators to attract the attention of consumers to buy the product. A package must also have an element of functionality for convenience and comfort. Other important elements, namely in the form of graphics, colors, sizes, shapes, and materials of a packaging trigger the purchase (saleability).

To support previous research, the third journal supporting this study was written by Maehle and Supphellen (2011) examining how brand personality formation for marketing. There are 5 brand personality dimensions called the Aaker's five-factor model or the Big-Five Model. The meaning of brand personality itself is the personality of a brand that refers to the nature or character of a human being and that brand personality is formed by the company by prioritizing the personality of the

consumer who wants to be addressed. The research method used in this study is a mix-method method. The first test was conducted by the regression method and reliability testing of 139 respondents. The second test was conducted with a semi-structured interview method for 66 strata of 2 students. The results of this study indicate that each character has different dimensions in each consumer. It was found that the dimensions of sincerity and competence were important and useful, the dimensions of sophistication and ruggedness were important for social identity-related reasons while the dimensions of excitement had the above utilitarian reasons and social identity reasons with a balanced portion. As a company owner, it is necessary to focus on the application of dimensions in depth rather than forming a brand personality that has all the properties of the Big-Five Model but only at the surface level because consumers are more interested in buying products that have utilitarian and social identity-related dimensions.

**Value Creation.** Value creation aims to create relationships between companies and consumers. For a value creation to succeed, suppliers must provide value to consumers and benefit from consumers simultaneously (Walter, Ritter, and Gemünden, 2001). The addition of brand value personality is recommended because consumers often think that they have interpersonal relationships with the brand. When interpersonal relationships through brand personality are created on all brands, it influences what consumers feel from the brand of the product (Sung and Kim, 2010). Because in the process of value creation, it is very important for companies to be able to build brands through convenient packaging and have a superior brand position in front of consumers (Rundh, 2016).

**Packaging.** A package consists of a combination of elements that effectively influence the perception of consumers to buy products (Bahrainizad and Rajabi, 2018). A packaging functions as a silent salesman (Nylander, 2016) According to Rundh (2016), there are 2 packaging elements, namely:

- a. **Functionality Packaging** is a package that is easy to carry and store. The 5 elements possessed by the Functionality Packaging variable are:
  1. **Easy to open (easy opening):** A package that is easy to open without using aid tools such as scissors (Eldesouky, 2015).
  2. **Convenient to store:** A package that can store a product that is leftover and can control the portion of the product, is airtight, lightweight, flexible and resilient (Eldesouky, 2015), ensuring that no product is spilled so it can minimize bacteria, insects to enter (Maffei and Schifferstein, 2017).
  3. **Easy to prepare (convenient to prepare):** A product has a feature that makes it easy for consumers to pour the contents of the product from the packaging (Jinkarn and Suwannaporn, 2015).
  4. **Easy to consume (Ease of eating):** Products stored in packaging such as plastic to be easily cooked or easily consumed (Jinkarn and Suwannaporn, 2015).
  5. **Easy to carry (Ease of handling):** Has a practical nature, light to carry and easy to adapt to consumer hands (Eldesouky, 2015), strong and flexible (Maffei and Schifferstein, 2017).
- b. **Packaging Saleability**, the packaging is naturally able to communicate elements of a brand and good packaging can sell (Nylander, 2016), where a package is the last chance to convince consumers to be able to buy the product (Eldesouky, 2015).

The five elements possessed by the Packaging Saleability variable are:

1. **Visibility:** In materials, packaging must have packaging material that can protect the product from light, oxygen, moisture, and heat where the packaging material has a print and seal power

- that stimulates packaging through visuals effectively to attract consumers' attention (Rundh, 2016).
2. Colour: Colour is an important sensory feature in a product packaging, used to indicate the type or taste of the product and can lead to a tendency of consumers to buy the product (Spence, 2016). Like an example of application, the red colour on the packaging shows motivation and is generally associated with sweetness (Karnal, Machiels, Orth and Mai, 2016).
  3. Graph: Functioning to translate and visualize the uniqueness of a brand, improve aesthetic quality and create positive feelings of having graphics or images that match packaging, creating long-term attraction and consumer attention to a brand (Farooq *et al.*, 2015).
  4. Logo: Strategic logo placement has an impact on consumer perceptions of a product because the buyer has a strong tendency towards a brand with the position of the logo in a higher place on a package. As well as the logo has a relationship with consumer perceptions. Consumers believe that brands from strong products look more attractive than products that have less attractive logos (Lo, Tung and Huang, 2017).
  5. Design: The design possessed by a package must be able to attract and convince consumers to buy the product (Farooq *et al.*, 2015) The design of the packaging creates a user experience that provides great benefits to the brand (Nylander, 2016).

Therefore, all elements in a package must be combined to attract the attention of consumers to buy the product (Eldesouky, 2015).

**Branding.** These five things if combined can communicate a brand effectively and efficiently. According to the American Marketing Association (AMA), a brand consists of names, goals, signs, symbols, designs or combinations of these elements to introduce and differentiate a company's products or services from competitors to compete. Branding is an activity that has existed since the beginning to differentiate products or brands between producers (Keller, 2013: 30).

**Brand Personality.** According to Solomon, the context of consumer behavior is not just a purchasing activity, but also how a product that someone has influences what consumers feel with each other through the brand personality that is formed from the marketing process, packaging, branding, and other marketing strategies. Consumers tend to choose and like products that have similarities between the product image (image) and their nature, so they can feel similar characteristics or personalities. Consumers believe that if they buy a product that they can feel, the quality of the product they expect gives satisfaction. (Solomon, 2013: 30). Brand Personality illustrates the role of relationships between brands and consumers, such as if a brand succeeds in expressing behaviors that give commitment and affection to consumers, consumers can feel engagement with that brand (Keller, 2013: 348)

Brand personality must be able to explain the collection of characteristics or human traits possessed by a brand or brand of a product formed by a company (Davies *et al.*, 2018). This study focuses on branding activities through brand personality variables, because these variables offer symbolic benefits to consumers through two main elements, Utilitarian Reasons and Social Identity-related Reasons, each of which has important elements in brand personality (Maehle and Suphellen, 2011).

Three reasons for the Utilitarian Reasons variable are:

1. Value for money: A brand that provides good quality, price, service and function and a durable brand.
2. Trustworthiness: A brand that is trusted and reliable so that consumers depend on the brand.

3. Pleasure: Consumers can feel happy, satisfied, comfortable, continue to be interested so that the lives of consumers are better and more attractive and give the effect of 'forget themselves' to the routine because of using the brand.

Two elements of the reason that are owned by the Social Identity-related Reasons variable are:

4. Reference Group: Consumers want to influence (impress) and get status, look different to others until they enter the user community of the brand.
5. Identity establishment: Consumers feel richer / stronger / life, increase self-confidence by using these products and the brand.

Preferences owned by consumers are considered as important concepts because they support consumers' choices in marketing activities. Companies must be able to position the right strategy to communicate brand personality as an attribute that affects consumer evaluations of a brand. Consumers tend to choose products from a brand that have similarities to their personalities. (Banerjee, 2016).

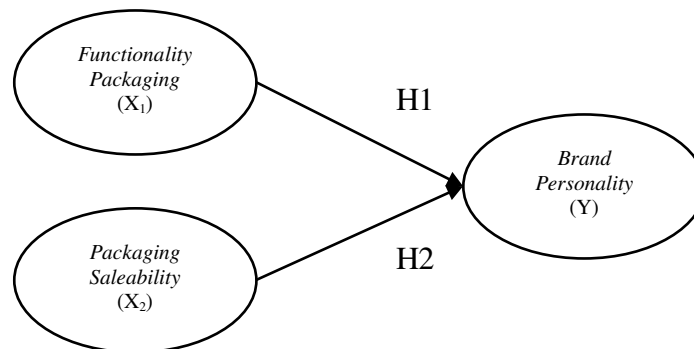
**Relationship between Functionality Packaging and Brand Personality.** According to Keller (2013) functionality packaging can communicate the product value through the character that was built by the brand, or create a positive perception in consumer's mind. Thus we are trying to propose the following hypothesis:

*H1: Functionality Packaging has a positive influence to Brand Personality*

**Relationship between Packaging Saleability and Brand Personality.** According to Underwood (2003), a good packaging can communicate the brand personality through elements of visibility, logo, colour, and graphics. A good design can attract the attention of the customer's so that the company can sell the product faster (Klimchuck and Krasovec, 2013:32). The tendency of consumers to buy were influenced by packaging strategies (Vale and Matos, 2015), Brand personality can produce interaction from personification of human nature over a brand with packaging design which is an element of packaging saleability (Brochado, Silva, LaPlaca, 2015), thus we are propose the following hypothesis:

*H2: Packaging Saleability has a positive influence to Brand Personality*

Hence, we are proposing the conceptual framework as follows:



**Figure 1.** Conceptual proposed model

## METHOD

**Types of Research, Population, and Samples.** This type of research uses quantitative methods. According to Sugiyono (2016: 35), the quantitative method is a research method that is intended to examine certain populations or samples by collecting data with research instruments

The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn (Sugiyono, 2017: 80). The population in this study are consumers who have purchased products through distribution channels owned by UD. Maju Jaya and have consumed Sekoteng AROMA Premium products. purposive sampling technique was used to describe the population because this study prioritized the research objectives rather than the nature of the population in determining the study sample (Bungin, 2015: 118) the reason for determining the respondents for this study is the respondents who have fulfilled the two conditions. According to Hair (2014: 100), the sample size should be more than 100 respondents, the minimum value to be achieved is at least 5 times more than the observed indicator, and even better if you have a sample ratio of 10: 1. Therefore, the sample in this study amounted to 150 respondents.

This study uses data retrieval methods by distributing questionnaires from respondents who became the study sample. According to Sugiyono (2017: 142), a questionnaire is defined as a technique of collecting data by giving questions or written statements that can be answered by respondents.

For primary data, researchers used a questionnaire with a Likert scale to find out how strong the respondent's statement was against a statement. There are no specific rules to regulate how many numbers the measurement scale, but at least four scales are needed. In addition, measurement of reliability starts from a scale of five, but any increase that occurs on a scale above five will reduce the impact of the assessment of reliability (Willits, Theodori and Lulloff, 2016). The purpose of using a Likert scale is to measure attitudes, perceptions, and opinions, and the perception of a person or group of people regarding a phenomenon (Sugiyono, 2017: 93). The Likert scale can be treated as an interval scale (Willits *et al.*, 2016).

According to Hair (2014: 123), the validity of the so-called validity test is the extent to which a scale or series of measurements accurately represents the concept being tested by testing the accuracy of the instrument in measuring what you want to measure. The validity of the questionnaire using the Pearson Correlation technique and the questionnaire was declared valid with significantly less than the sig value of 0.05 and the calculated  $r$ -value  $\geq r$  table (Ghozali, 2016: 53). Consistency testing is an assessment of the level of consistency between several variable measurements to ensure that responses do not vary widely throughout the period so that the measurements taken are reliable. To measure consistency using a Cronbach alpha gauge. The statement is reliable if the Cronbach's alpha value is greater than 0.70 and the item-to-total correlations exceed 0.50 (Hair, 2014: 123).

Classical assumption testing needs to be done to find out whether, in this study normality, heteroscedasticity and multicollinearity occur. The following are the results of the testing of the questionnaires filled out by 131 respondents. The normality test is carried out to test whether the residual values generated from the regression are normally distributed or not using the One-Sample Kolmogorov-Smirnov and p-plot methods. The results of the normality test indicate that the value is significant or asymp. sig. (2-tailed) is 0.200. The significance value is greater than the specified requirements of 0.05 so that it can be concluded that the residual data of this study are normally distributed. Heteroscedasticity testing is done to see whether there is a variance inequality of residual or population error in the regression model using the Glejser test method. Functionality packaging variables have a significance value of 0.587 and the packaging variable saleability has a significance

value of 0.151. Both of these variables have a significant value  $> 0.05$  so that heteroscedasticity does not occur.

Multicollinearity testing was carried out with the aim of testing whether the research regression model found correlations between independent variables in terms of tolerance values and inflation factor variants. If the tolerance value is  $< 0.1$  and the value of VIF is  $> 10$ , the symptoms of multicollinearity occur (Ghozali, 2012). It can be seen that the functionality packaging variable has a VIF value of 1.391  $< 10$  and a tolerance value of 0.719  $> 0.1$ , the packaging variable of saleability has a VIF value of 1.391  $< 10$  and a tolerance value of 0.719  $> 0.1$ . So that the model proposed in the study does not occur multicollinearity and the variable data is feasible to use.

Linear regression results indicate that variable regression coefficient functionality packaging and packaging saleability is positive and has a tendency to positively influence brand personality variables. The higher the value, the more has the probability of a positive effect produced to variable Y with X1 worth 0.180 and X2 with a value of 0.655. In this test using the value of standardized coefficients because the variables contained in this study do not have definite benchmarks. F value calculated from this test is 91.078  $> 3.07$  F tables and the probability value of the F test is 0.00  $< 0.05$ , this regression model can be used to predict brand personality so it can be concluded that variable functionality packaging and packaging saleability affect brand personality overall. The R-Square test is performed to show the ability of the independent variable to give rise to the existence of the dependent variable. The coefficient of determination in this study amounted to 0.587, which means the percentage of the influence of the two independent variables namely functionality packaging and packaging saleability to brand personality was 58.7% and the remaining 41.3% was explained by other factors. This study uses R2 because it only has 2 independent variables so it is not needed to use adjusted R2. The t-test is conducted to measure how far the influence of each independent variable individually explains the dependent variable. Based on the two independent variables included in the regression model. Both independent variables namely functionality packaging and packaging saleability individually affect brand personality because the probability value of the significance of both is below 0.05. Therefore, all hypotheses found in this study were accepted.

## RESULTS AND DISCUSSION

**Results.** Validity testing in this study used the Pearson correlation method by comparing the value of r count with the r table. The sample used in this study were 131 people with a significance level of 5%, then the r table was 0.1716. The calculated r-value in each statement owned by the variable functionality packaging, packaging saleability, and brand personality is greater than the calculation of r table which is 0.1716 and the significance contained in each item statement is entirely none below 0, 05 so that all statement items are declared valid.

Test for consistency in this study using a Cronbach alpha measuring instrument. The statement is stated to be consistent if the Cronbach's alpha value is greater than 0.70 and the item-to-total correlations exceed 0.50. Based on data on the results of the measurement of reliability for functionality packaging, packaging saleability, and brand personality variables, it can be seen that all variables have Cronbach Alpha above 0.7. Judging from the corrected item-to-total correlation, it exceeds the value of 0.50. So, from the results of Cronbach alpha and corrected item-to-total correlation calculations, all variables in this study were declared consistent and reliable in this study.

Based on the value of the sig test t the Functionality Packaging variable is 0.008 which does not exceed the 0.05 significance level, it is evident that the variable has a tendency to influence the Brand Personality variable, this is supported by the results of Shakhshir (2016) stating that the attributes exist on functionality packaging has an important role to build in the brand personality of



a company's brand so that the brand is channelled to consumers. Judging from the journal Rundh (2016) states that significantly functionality packaging affects value creation, so this study provides a new perception in terms of functionality packaging's influence on brand personality. It can be concluded that functionality packaging variables can tend to influence brand personality and value creation.

Judging from the value of the sig test t the Packaging Saleability variable is 0,000, this hypothesis is supported because the significance value is less than 0.05 so it is proven that the X2 variable tends to influence the Brand Personality variable. This is supported by the results of a study from Boudreaux (2007) stating that the attributes of packaging saleability have a function to shape brand personality and have an important role to make the perception of a brand formed by the company through all packaging saleability attributes channelled to target consumers that the company establishes. Judging from the journal Maehle and Supphellen (2011) which states that significantly utilitarian reasons such as a brand of product sales ability that provide quality, trustworthiness, attract consumers and social identity-related reasons affect brand personality.

## CONCLUSION

The findings of this study are reinforced by the fact that if it is associated with the profile of consumers consuming premium AROMA sekoteng products are women in the age group 31-40 years and men in the age group > 40 years have a tendency to choose products based on packaging that function properly according to functionality packaging indicators (Ali, Kapoor, Moorthy, 2010) because of cognitive factors or consumers who are aware of the need for the products they need (Zajonc and Markus, 1982). The use of functionality packaging may not necessarily be treated the same as the millennial generation children because of differences in behaviour between the baby boomer generation, generation X and generation Y or millennial. In conclusion, in testing this hypothesis it is also stated that nomological validity has been fulfilled. Furthermore, the findings further reinforced by the journal Rundh (2016) state that significantly packaging saleability affects value creation, so this study provides a new perception in terms of the influence of packaging saleability on brand personality. It can be concluded that the packaging variable can tend to influence brand personality and value creation. In testing this hypothesis, it is stated that nomological validity has been fulfilled.

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